

Committee: **Covent Garden Market Board of Directors**

Organization/Sector represented:

Name: **Don McCallum**

Occupation: **Small Business owner and Marketing Consultant**

Work experience: **During university, I operated the family farm in southeastern Saskatchewan. After an undergraduate degree, I spent three years in field sales, plus two years in product management with a major chemical company in both western and eastern Canada. Once the Western Ivey MBA was completed, strategic marketing and communications planning skills were honed by six years of advertising account management at Cormark Communications. The establishment of McCallum & Associates, my own marketing and communications consulting firm, in 1988 has provided broad and extensive business experience. I have proven my marketing expertise with a series of highly successful new product launches in the Canadian and international markets. My account responsibilities have included research analysis, ad testing, and media planning for mainline and specialized markets, in addition to regular consulting assignments. My managerial ability and experience have been a boon to clients in coordinating multi-faceted marketing and communications programs, including social media, while ensuring the desired results.**

Education: **My educational background includes a Bachelor of Science degree in Agricultural economics, and a Masters of Business Administration degree from Ivey at The University of Western Ontario. Education: M.B.A., Ivey University of Western Ontario, 1982 B.Sc.Agriculture, University of Saskatchewan, 1975**

Skills: **My extensive volunteer activities have included direct management of special events, governance, finance and audit and the establishment of a non profit organization from the ground up, including bylaws and corporate registration. My current business provides skills in a broad range of business functions that could benefit the Covent Garden Market. Everything from social media marketing, finance, marketing, sales, promotions, governance, operations have been part of my daily life for many years so they are all available in my volunteer activities.**

Interest reason: **I am passionate about the City of London and especially its downtown. As one of the founding members of MainStreet London and its first Chair I believe I have the overall perspective and knowledge to actively support the mission of Covent Garden Market. As a past president of the London Chamber of Commerce and a past chair of the Board of Governors of Western Fair Association, I could bring the leadership and meeting management skills needed to further the Market's goals. I have never been reluctant to express thoughtful and reflective views to board and committees meetings. It is my belief that preparation and understanding of relevant issues is a member's responsibility. I strive to be prepared for any and all interactions.**

Contributions: **Its my belief that now more than ever strong leadership will be required to lead the Covent Garden Market Board of Directors into the future. I feel that my background experience and skill will enhance the Covent Garden Market Board of Directors. Specific areas of contribution will include board governance, strong managerial ability, strategic planning, finance and audit. I have a strong understanding of appropriate board member fiduciary responsibilities' that are necessary skill sets for any decisions that will be required. My contribution to Covent Garden Market Board is imbedded in some of my past contributions below.**

Past contributions: **The contribution I believe I can make to Covent Garden Market Board of Directors is based on my understanding of the background of downtown issues through MainStreet London. This combined with my experience as President of one of the largest Chambers of Commerce in Canada, and Chair of the Board of Governors of the Western Fair Association will be very helpful. I think the strength of the Market's recent success needs careful guidance to have that continue. The Market is a key cornerstone of our downtown and I feel I have sufficient board experience to be trusted to assist in its management, growth, and continuance. Affiliations: • Fund Development committee VON since 2005 • Appointed member of Covent Garden Market Board of Directors 2014-2018 • Western Fair Association since 1990, Elected to Board of Directors 2003-2005, 2005-2007, Elected Board of Governors 2007-2009, 2009-2011, 2012-2016 roles included Chair Finance and Audit Committee and Strategic Planning Committees, and Chair of the Board of**

**Governors 2013-2015. Presently lifetime member of the WFA Senate. • President 2002 - 2003 London Chamber of Commerce and member of executive and board of directors, currently member and participant of the past president's advisory council • Member London Chamber of Commerce since 1988 • Member St. John Ambulance Foundation Board of Directors 2000 - 2006 • Past Chair MainStreet London, current member of The Board of Directors • Optimist Club of Byron member, former Vice-President Fundraising and member of Board of Directors • Heart and Stroke Foundation of Ontario; Past Chairman, Rubber Duck Race 1988 -1995 • Labatt 24 Hour Relay; Chair since 2005 and Site operations director since 1994 and founding steering committee member all until event end in 2009. • Ontario Seniors' Games Actifest 90; Chairman, Protocol and Ceremonies • Canadian Mental Health Association; Branch Past President, Member of the Provincial Board 1990. • London Dragon Boat Festival; Community Liaison and Communications Chair • Ivey Business School Alumni Club of London; Past President • London Community Foundation; former member Communications Committee • Resident of London for 36 years • President, McCallum & Associates**

**Interpersonal: The range of task forces, committees and boards I have participated in give me the experience to understand the importance of cooperation, collaboration, sharing ideas and understanding others views to the process of effective board development. I also feel I have sufficient time to make a significant contribution to the Market. I have been praised and rewarded for my ability to bring together diverse groups to unity or alignment along similar ideas. Seeking and finding common ground with others is both a work and volunteer skill for myself.**

**Interview interest: Yes**