

# COME TOGETHER

TUESDAY, NOVEMBER 19, 2013



POLLUTION PROBE

CLEAN AIR. CLEAN WATER.

— 2013 —

ANNUAL GALA DINNER

# A Message from the GOVERNOR GENERAL



THE GOVERNOR GENERAL • LE GOUVERNEUR GÉNÉRAL

I am pleased to send warm greetings to everyone gathered for the Pollution Probe Annual Gala.

It is difficult to overstate the importance of working together on issues related to our shared environment. We must adopt the values of preservation and conservation in practice and in lesson, in order to give the next generation the knowledge and means to carry on the essential task of protecting our world from further harm.

Tonight's gala is an outstanding example of the good that comes from the collaboration of like-minded and devoted individuals. I offer my sincere thanks to the members of Pollution Probe for their ongoing contributions to global well-being, and I wish all of you a wonderful evening.

David Johnston

November 2013

# A Message from the PRIME MINISTER



PRIME MINISTER • PREMIER MINISTRE

*I am pleased to extend my warmest greetings to everyone attending Pollution Probe's Annual Gala Dinner.*

*Since its inception, Pollution Probe has worked to improve the quality of life of Canadians. Its efforts in the areas of energy conservation and air and water pollution have drawn the support of individuals, businesses, and government agencies that are committed to a clean and healthy environment.*

*Our government is positioning Canada as a global leader in the clean energy sector. We are supporting innovative projects across the country that are aimed at producing and using energy in a cleaner and more efficient way. This will maintain and create jobs, while benefiting our environment.*

*Tonight, you come together for an evening of networking, information-sharing, and planning for the future. I am sure that this gathering will be a wonderful way to highlight Pollution Probe's many years of advocacy on behalf of a healthier, more sustainable Canada.*

*Please accept my best wishes for an enjoyable evening and for every success in achieving your fundraising objectives.*

The Rt. Hon. Stephen Harper, P.C., M.P.

OTTAWA  
2013

# A Message from the CHIEF EXECUTIVE OFFICER

Recently, I attended a summit in Vancouver on innovation in Canada's energy sector. There, the retired Canadian astronaut Colonel Chris Hadfield spoke passionately about Canada's contribution to global technological innovations that have positively transformed society. During the Q&A period, I asked the Colonel, "Throughout your career, you've had the experience of working as part of (and leading) missions that could happen only through international collaboration. So tell us, from your perspective, what is Canada best at?" Without hesitation he replied: governance.



The Colonel went on to explain that Canada has developed a widely respected capacity to manage and steward its affairs peacefully, through collaboration. Perhaps this is because Canada is so geographically vast and socially diverse that its leaders, throughout its history, have had to learn how to come together as independent governments to share in the building of a common vision for the country.

Tonight we celebrate the power of one of Pollution Probe's guiding values: the need to be inclusive in all that we do. Pollution Probe seeks to support and enhance the forces that bring diverse groups together, as opposed to the forces that pull us apart. Only when we come together can we build together. Canada's future, like its past, depends on our belief in this value.

Welcome to the 2013 Pollution Probe Annual Gala Dinner, Come Together.



Bob Oliver, Chief Executive Officer, Pollution Probe



# Evening Programme AND MENU

7:00 P.M.

## Appetizer

Organic citrus segments, hearts of palm, and sundried cranberries, with lemon tarragon dressing

7:15 P.M.

## Welcome

Deirdre McMurdy, Emcee

## Opening Remarks

*Come Together to Build Together*  
Bob Oliver, CEO, Pollution Probe

7:30 P.M.

## Presentation of The Builders Room Award

7:45 P.M.

## Main Course

Lemon thyme roasted organic chicken breast and roasted organic yellow pave, with chanterelle cream

## Dessert

Marbled chocolate tulip with local mixed berry latte

8:55 P.M.

## Presentation of 2013 Pollution Probe Award

9:15 P.M.

## Closing remarks



# 2013 Pollution Probe Award Recipient COLONEL CHRIS HADFIELD



## Astronaut | Former Commander of the International Space Station

**“Good morning, Earth.”** That is how Colonel Chris Hadfield—writing on Twitter—woke up the world every day while living aboard the International Space Station (ISS) for over five months. Since blasting off from Kazakhstan in December, 2012, Hadfield



has become a worldwide sensation, harnessing the power of social media to make outer space accessible to millions and infusing a sense of wonder into the collective consciousness not felt since astronaut first walked on the moon. Called “the most famous astronaut since Neil Armstrong,” Hadfield, now safely back on Earth, continues to bring the glory of science and space travel to everyone he encounters.

Hadfield is a pioneer with many “firsts” to his credit. In 1992, he was selected by the Canadian Space Agency (CSA) as a NASA Mission Specialist—Canada’s first fully qualified Space Shuttle crew member. Three years later, he was the first Canadian to operate the Canadarm in space, and the first Canadian to board a Russian spacecraft as he helped build the Russian space station, Mir. In 2001, Hadfield performed two spacewalks—the first Canadian to do so—and in 2010 the CSA and NASA announced Hadfield’s third mission: commanding the ISS—again a first for a Canadian.

Hadfield launched into space on December 19, 2012 and took command of the ISS in March, 2013. His daily tweets and photographs from space made people see the world differently. His accessibility, whether answering questions such as “How do you wring out a washcloth in space” via Skype or collaborating with the Barenaked Ladies for a song sung by nearly a million people simultaneously, endeared him to all while he orbited Earth.

A much decorated astronaut, engineer, and pilot, Hadfield’s many awards include the Order of Ontario, the Meritorious Service Cross, and the NASA Exceptional Service Medal. He was named the Top Test Pilot in both the US Air Force and the US Navy, and has been inducted into Canada’s Aviation Hall of Fame. He is also commemorated on Canadian postage stamps, Royal Canadian Mint silver and gold coins, and on Canada’s new five dollar bill.

## Emcee DEIRDRE McMURDY

Deirdre McMurdy is a long-time business columnist, reporter, network broadcaster and communications advisor.

Over a long and distinguished media career, she has interviewed Canada's leading CEOs, CFOs, entrepreneurs and thought leaders for the Financial Post and the Report on Business and as business editor and columnist at *Maclean's* magazine. She was also the business anchor at CTV's Canada AM and later, at the Global television network, host of two live interview programs focused on business and consumers.



Deirdre subsequently worked in Ottawa as the chief political columnist for the CanWest newspaper chain and she spent several years as a strategic communications advisor for a federal Cabinet minister. Adapting this business and public policy experience to the corporate world, Deirdre is a sought after speechwriter for senior executives, as well as a respected troubleshooter and facilitator.

## Entertainment LAURA SILBERBERG



Laura Silberberg has composed music in a variety of genres and is highly regarded for creative piano improvisations. Don't hesitate to seek her out for requests! She has been featured live on both CBC Radio One's *Here and Now* and *Metro Morning*. Ms.

Silberberg is also a professional accompanist for silent films screened at the TIFF Bell Lightbox and has performed at the Toronto International Film Festival. She is a doctoral student in music composition at the University of Toronto.

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## GOLD SPONSOR

**RBC is committed to environmental sustainability and has a long history of leadership in this area, dating back to 1991, when we released the RBC Environmental Blueprint.**

The RBC Environmental Blueprint is a multi-year program that outlines our commitment to reducing our environmental footprint, lending responsibly, providing green products and services to our clients, and promoting environmental sustainability.

Investing in education is essential to achieving these objectives. In 2010, we were proud to be the founding supporter of Pollution Probe's *Primer on Energy Systems in Canada*, an educational resource designed to improve energy literacy. The primer enables industry, educators, policy-makers and non-governmental organizations to identify opportunities for improving the way that we produce, distribute and use energy. RBC continues to support Pollution Probe and other groups in advancing energy literacy in Canada.



## GOLD SPONSOR

**In today's volatile world, business challenges are sometimes new and daunting.** At Shell, we believe one of the most effective ways for companies to address challenges is by forging relationships with partners. We need to explore broader collaboration that fosters policies, partnerships and networks to promote the development of a more efficient, cleaner energy system that is commercially viable, environmentally relevant and globally competitive.



Shell has collaborated with the City of Dawson Creek to build a reclaimed water facility that virtually eliminates the need to draw on fresh water for our operations in the area. Our partnership with Canadian Geographic delivers the Classroom Energy Diet Challenge which engages thousands of students on energy conservation. Shell's own relationship with Pollution Probe spans issues ranging from fuels reformulation to energy systems literacy and fuel conservation. The challenges facing our society know no borders; we need global collaboration with global solutions.





## GOLD SPONSOR

**Can we do more and use less?** Our global demand for energy is expected to grow by more than one-third in the next 20 years. Energy development has an impact, so we must find better ways to responsibly provide the energy we need and still benefit from a healthy environment today and tomorrow.



We're Canada's largest energy company. We have an opportunity and responsibility to help build a better future by delivering economic prosperity, improved social well-being and a healthy environment. That means finding ways to continue to raise the bar on our environmental performance. In addition to the breakthroughs in technology, partnerships with organizations like Pollution Probe will help make positive and tangible environmental change.

We're responding to environmental challenges by conserving, reclaiming and restoring natural habitat, investing in renewable energy, and developing eco-friendly products.

We're confident that our partnerships can help us do more and use less.

Come and see [whatyescando.com](http://whatyescando.com)



## FRIEND SPONSOR

**Aecon Group Inc. is a Canadian leader in construction and infrastructure development.**

As Canada's largest publicly traded construction company (TSX: ARE), Aecon has built iconic landmarks such as the CN Tower, St. Lawrence Seaway and the Halifax Shipyard.

Aecon Infrastructure is a trusted leader in developing critical infrastructure for both public and private sector clients.



Aecon Energy offers a suite of unparalleled services to some of Canada's largest energy suppliers, providing best-in-class solutions to the oil and gas, nuclear, co-generation, and renewable sectors.

Aecon Mining has been purpose-built to serve our clients across Canada, offering turnkey services for both mine installations and contract mining, with a reputation for safety, reliability and performance.

Aecon performs all work within a SAFETY FIRST culture to protect our employees, our partners, and our environment and is pleased to be consistently recognized as one of the Best Employers in Canada.



## FRIEND SPONSOR

**CN is a true backbone of the economy, transporting approximately C\$250 billion worth of goods annually for a wide range of business sectors, ranging from resource products to manufactured products to consumer goods, across a rail network spanning Canada and mid-America, from the Atlantic and Pacific oceans to the Gulf of Mexico.**

AT CN, we know that our long-term success is connected to our contributions to a sustainable future. We are an engaged corporate citizen, committed to the safety of



our employees, the public and the environment. We are making environmental sustainability a strategic priority for the company, with focus on emissions and energy efficiency, waste management, environmental stewardship, and a clean workplace.

CN invests in initiatives that promote more sustainable business practices and is proud to be a sponsor of the 2013 Pollution Probe Annual Gala Dinner.



## FRIEND SPONSOR

**Devon Canada Corporation is the Canadian operating subsidiary of Devon Energy, a leading independent oil and natural gas producer in North America.** The company's portfolio of properties provides stable, environmentally responsible production and a strong platform for future growth.



Canadian operations are headquartered in Calgary, with nine major field offices located in western Canada. Approximately 2,000 people work for the company in Canada. Thermal Heavy Oil is an exciting growth area for Devon. A significant acreage position in the southern Athabasca oil sands, combined with demonstrated technical expertise and positive stakeholder relationships, have earned Devon a reputation as an industry leader. In the picture, Devon Canada President Chris Seasons is shown in front of the company's Steam Assisted Gravity Drainage facility steam generators.





## FRIEND SPONSOR

**EllisDon is an employee-owned company delivering construction expertise and services to clients throughout the world.**



Completing in excess of \$3.1 billion in new construction annually, EllisDon employs approximately 1,500 people and has a presence in North America, as well as offices in the Middle East. Incorporated in 1951, EllisDon has distinguished itself through its people and its innovative practices. Offering not only construction and project management services but now a growing range of construction consulting services, including ICT, Building Information Modeling, Sustainable Building and Facilities Management, EllisDon is behind some of the most exciting and innovative projects in the world.

[www.ellisdon.com](http://www.ellisdon.com)



## FRIEND SPONSOR

**Encana is a leading North American energy producer that is focused on growing its strong portfolio of diverse resource plays producing natural gas, oil and natural gas liquids.**

By partnering with employees, community organizations and other businesses, Encana contributes to the strength and sustainability of the communities where it operates. The company seeks to minimize its environmental footprint by applying innovative technologies and working to optimize water use, ensure safe water disposal, manage air emissions and limit its physical footprint and impact on biodiversity.



*Encana saved an estimated \$16 million by using natural gas instead of diesel to fuel drilling rigs in 2012. Depending on the engine type, CO<sup>2</sup> emissions are reduced by as much as 15 to 20 percent.*



## FRIEND SPONSOR

**Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry.** At Imperial, we know that our social licence to operate – our ability to address the concerns and to maintain the ongoing support of our stakeholders – is critical to our ability to move forward and to grow our company.



We are dedicated to improving our existing operations and to advancing technology to help deliver, in a responsible manner, the energy that the world needs.

Last year alone we invested \$200 million in research and technology, both in our own research facilities and with academics and other industry experts. And consistent with tonight's theme of "Coming Together," Imperial is one of the founding members of the Canadian Oil Sands Innovation Alliance, targeted at reducing the environmental footprint of oil sands development.

Imperial is very pleased to be a part of Pollution Probe's 2013 Annual Gala Dinner, celebrating the value of collaboration. Only when we come together can we build together.



## FRIEND SPONSOR

**With more than 60 years' experience, TransCanada is recognized as a leader in the responsible development and reliable operation of North American energy infrastructure, including natural gas and oil pipelines, power generation and gas storage facilities.**

In addition to building safe and efficient pipelines and power plants, TransCanada is actively working towards solutions for a less carbon-intense future. To date, we have invested over \$5 billion in emission-less energy sources of power generation, including the largest wind farms in Canada and Maine and hydroelectric, nuclear and solar developments.



TransCanada also works to minimize the impact of our projects and operations on the natural environment and looks for opportunities to give back to the communities where we operate. In 2012, TransCanada invested over \$12 million in nearly 1,600 non-profit organizations across North America.

It's all part of being an employer of choice, a good neighbour and a trusted community partner.



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2013

## ANNUAL GALA DINNER



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