

SEE THE FUTURE LEAD THE WAY



Campaign Co-Chairs: Alice and Bert Brown

Bert and Alice Brown have worked diligently to inspire social change and political reform for many years. Twice-elected to Alberta's unique position of Senator-in-Waiting, Bert Brown has long been influential in shaping philosophies and policies. Among his many political achievements, Mr. Brown was a special advisor to the Premier of Alberta during the Charlottetown Accord debate and is Chair of the Canadian Committee for a Triple E Senate. He is the author of numerous works on constitutional matters and is a frequent Calgary newspaper columnist. He was owner and operator of Brownhill Farms Ltd. from 1968-1999 and currently operates Bert Brown Consultants, providing land parcel subdivision and reclassification services.

Alice Brown has enjoyed a career in nursing and in farming, and is currently a member of the Canada West Foundation and a past-director for the Calgary Co-op Association. Ms. Brown served on the Olds College Board of Governors from 1994-2000 and the Olds College Foundation Board of Directors from 1995-2001, and has been involved with the Canadian Advisory Council on the Status of Women and the University of Calgary Senate. Among other recognitions, she has received the Governor General's Award in Commemoration of the Persons Case and has twice been honoured by the Calgary YWCA for her contributions to the advancement of women.

"Through Alice's six years of service on the Olds College Board of Governors and the Foundation Board, we have come to know many Albertans who have benefited from their education at Olds. Along with faculty and staff, we understand the value of lifelong learning and its contribution to the quality of life in Alberta. Olds College has unique strengths to take learning to new heights, and create opportunities for community and economic development. We are proud to join the Campaign Team to extend the influence of the Olds College Experience."

Alice J. Brown Bert Brown
Alice J. Brown Bert Brown



Honorary Campaign Captain: Dr. Lyle Oberg

The Honourable Dr. Lyle Oberg, Minister of Infrastructure and Transportation, has made a significant difference to the landscape of the entire province since he was first elected in 1993. Dr. Oberg worked tirelessly as Minister of Family and Social Services and as Minister of Learning, ensuring these vital systems were flexible, responsive and accountable for Albertans from every walk of life. Dr. Oberg has been a champion for the importance of lifelong learning and has been a generous contributor to Olds College's Growing the Legacy Gala, recognizing this unique effort to raise funds for student awards and programming. A determined statesman, Dr. Oberg's bold strokes have challenged all levels of Alberta's learning system to deliver the very best of diverse and top-quality learning opportunities for students of all ages.

"My father is an alumnus of Olds College, and as an Honorary Degree recipient, I'm proud to lend my support as Honorary Captain to the College's campaign and share in its vision of promoting post-secondary opportunities in rural Alberta."

Dr. Lyle Oberg, Minister of Infrastructure and Transportation Province of Alberta

The Olds College School of Innovation

Internal Champion: Bob Wilson, Olds College Vice-President of Academic Services

The Olds College School of Innovation (OCSI) shall be recognized as a dynamic, focused leader that along with its partners drives an innovation culture to promote and develop value-added production and entrepreneurial learning. OCSI achieves innovation in the agriculture and food industries through market focused applied research, and product and process development.

"The Olds College School of Innovation is coordinating internationally recognized scientific projects and we are keen to incorporate student participation into these projects wherever possible."

Dr. Abimbola Abiola, Director College Research and Scientific Leader, Olds College

Leading the Way

The Olds College community is mobilized to transform our campus into a true post-secondary jewel on the North American landscape.

We are enthusiastic and eager to move forward, and our efforts are keenly focused. The Olds College Capital Campaign has taught each of us a new way of thinking, and we will be recognized both for our bright optimism and for our inherent values. Details are well established to support this campaign and the strategic process of achieving the means to create our capital projects now extends beyond our campus borders to involve our industry and community partners.

Our vision is to be the premier comprehensive applied agriculture, horticulture, land and environmental management learning and applied research community in Canada. At Olds College, we recognize the grand scope of learning and training and leading. We know the traditional sources for funding projects that meet our extensive vision are

no longer sustainable by governments alone. We have been listening and we have been digging deep to determine the best course for forging ahead. We have done our research and gleaned insight from students, staff, industry, the community, and leaders of fellow learning institutions. We have mapped this course with imagination and determination, and we are on our way.

Now is the time to join us, to assist in revolutionizing the post-secondary experience in this province and across the country. You can help create lasting infrastructure and vital program advancements, and help our students achieve further greatness. As we move ahead, we look forward to sitting down with you to share our vision further. Your involvement in our Capital Campaign will be transformational for Olds College, and for learners and industries across Canada.

H.J. (Tom) Thompson, President and CEO, Olds College



Campaign Caucus:

- Brad Goodfellow, Ranger Land Services
- Wade Hartwell, Golden Acre Garden Sentres Ltd.
- Henry Heuver, Foothills Landscaping
- Jim Lore, Former Board of Governors, Olds College
- Tony Martino, Martino Insurance Inc.
- Bill McEwen, Blue Grass Ltd.
- Ron Oudyk, Land Tec Landscape Contractors Ltd.
- Dan Rosehill, Rosehill Auction Service Ltd.
- Susan Smed, Event Matters
- Darrell Toma, Toma & Bouma Management Consultants

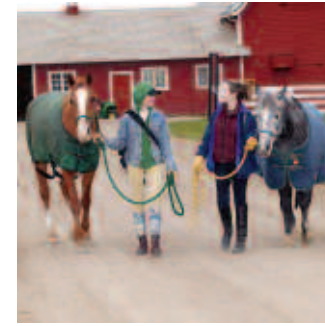
Strategic Advisory Partners:

- Alberta Golf Superintendents Association
- Calgary Chamber of Commerce
- Calgary Economic Development
- Canadian Golf Superintendents Association
- Canadian Nursery Landscape Association
- Chinook's Edge School Division
- Landscape Alberta Nursery Trades Association
- Tourism Calgary

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SEE THE FUTURE LEAD THE WAY



At Olds College we have followed a vision that has advanced learning over the past 93 years. We're not about to stop now.

We are launching the Olds College Capital Campaign because we believe in our new projects and in the opportunities they will create for learners. These projects will come alive through innovation, creativity, energy, and plain hard work. They will be accomplished because the programs offered through these centres are in demand and it is vital to expand the opportunities we can provide to learners. Learners, our leaders of tomorrow, need us to work hard on their behalf.

Today – **June 23, 2005** – is a big day in the history of Central Alberta. Today we are proud and excited to make a major announcement regarding the Community Learning Campus. Months of determined effort by dozens of community leaders and input from hundreds of our neighbours has resulted in today's announcement. The Community Learning Campus is set to reshape the Town of Olds and revolutionize learning in this province.

Olds College is ignited by today's announcement. We will accomplish the remainder of our campaign goals by continuing our collaboration with community and industry leaders. Today we are proud to announce our Campaign Cabinet – a group of individuals whose passion, vision and integrity has led them to great personal and professional heights. We are privileged that they have now committed to share their unique skills to make great things happen for learners at Olds College and the industries we serve.

Olds College is the benefactor of a great accumulation of wisdom and vision through our longstanding industry partnerships. We are charged with an obligation to expand our program delivery so that more and more people can benefit from that wisdom.

Olds College will proceed confidently as we pursue these capital projects and we will emerge triumphant. Our expectations are high. There has never been a more exciting moment of preparation for growth in the college's long and distinguished history. Share our vision of the future and join us in leading the way.

Mark McLoughlin, Vice-President Advancement, Olds College

The Community Learning Campus (CLC) – set to revolutionize learning in this province



Government, industry and community leaders have worked for months to create a vision, a plan, and a 110 page Action Plan and Schematic Design Report.

Project Leader: Jim Gibbons, Superintendent, Chinook's Edge School Division
Internal Champion: Pat Bidart, Associate Vice-President, Academic Services
Board of Governors' Representative: Dave Price/Wanda Sunde

The sharing of community facilities, expertise and technology through Olds College, Chinook's Edge School Division, the Town of Olds, Olds Institute of Community Regional Development and Mountain View County to create a world-class learning environment that serves as a model for Alberta.

"We now share a vision for a centre of learning excellence whose magnitude is unmatched. This has been a very rewarding experience and it shows the importance people of this region place on education. The Community Learning Campus will be great for learners and it will benefit all residents of Central Alberta."

Jim Gibbons, Superintendent, Chinook's Edge School Division

"We want to pioneer a truly seamless delivery system that will take high school students smoothly into the challenges of post-secondary programming. This type of collaboration among educational service providers and the community has been proven to substantially increase student success. From helping to clarify career goals to

improving student retention, the CLC concept delivers excellence and relevance in learning. We want our community neighbours to be affected by the enthusiasm we all feel."

H.J. (Tom) Thompson, President and CEO, Olds College

"The CLC report provides exciting details and tangible concepts for a centre that will deliver untold opportunities for learners. This is a blueprint for learning excellence and a testament to a great deal of hard work."

Roy Brassard, Board Chair, Chinook's Edge School Division

"This project fits perfectly with the current vision of Children's Services to provide permanency and developmental opportunities for youth, and to create successful transitions into adulthood and careers. Those are the same priorities shared by the CLC vision. Children's Services is very much a part of a child's life and we want to be a strong partner with other organizations that prioritize children. That makes the CLC project very exciting for us."

Linda Yargeau, Manager, Central Alberta Child and Family Services

"The Community Learning Campus will open doors to the world."
Judy Dahl, Mayor, Town of Olds

The Centre for the Horticulture Industry

Landscape Pavilion Facility Expansion Olds College Botanic Gardens Phase III

Project Leader: Henry Heuver, Owner Foothills Landscaping
Internal Champion: Carole Calenso-Fair, Chair, Olds College School of Horticulture
Board of Governors' Representative: Marg Hoogland

Olds College will forge partnerships to promote, research and develop sustainable landscape and food ecosystems that enhance quality of life and support a vibrant Canadian economy.

The Centre for the Horticulture Industry will meet industry demand by strategically increasing access to horticultural learning facilities and programs by providing additional resources including space, equipment and training capacity for learners at the apprenticeship, certificate, diploma and applied degree levels.



"I have worked in a productive relationship with Olds College for many years. Staying on the leading edge of technology and providing people trained in necessary knowledge and skills benefits everyone involved in maintaining a healthy agri-horticultural industry. The ability of Olds College to provide year-round training with hands-on skills is of significant benefit to students and to the industry as a whole. Financial support from industry partners is essential in order to assist in providing the best possible facilities to help maintain our advantage in the growing global marketplace."

Henry Heuver, Owner, Foothills Landscaping

"When this final phase of the Botanic Garden is complete, Olds College will boast an expansive living laboratory that blends the highest calibre of technical teaching grounds and extensive applied research opportunities, all in a setting that adds true beauty to our world."

Carole Calenso-Fair, Chair, School of Horticulture, Olds College

The Canadian Equine Centre of Innovation™

Internal Champion: Dr. Robert Lockwood, Special Advisor to the Vice-President Academic, Olds College

Board of Governors' Representative: Stirling McLeod

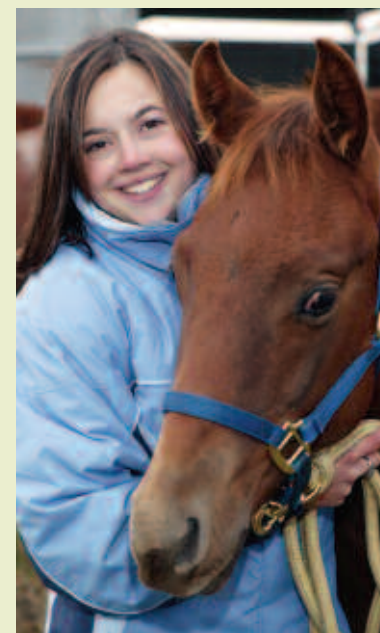
Olds College will create a national centre for innovation that utilizes leading-edge expertise, facilities, technology and applied research in meeting the equine industry's growing human resource development needs.

The equine industry needs young leaders and new owners who not only love horses but who also have the basics in horsemanship, husbandry, breeding, nutrition, health, welfare, land and business management to contribute to long-term sustainability. Learners across Canada will benefit from CEI expansion of full-time equine programming as well as part-time programming through a combination of e-learning and hands-on components at different sites."

Dr. Robert Lockwood, Special Advisor to the Vice-President Academic, Olds College

"The Canadian Equine Centre of Innovation brings together industry and education to produce opportunities and unique solutions. Focused on training, research and innovation, CEI addresses the needs of the equine industry and provides leadership so this vital industry can realize its potential. The Centre's impact will be felt by those involved in the sport, entertainment and recreation of the horse."

Dalin Bullock, Chair, School of Animal Sciences, Olds College



Land Agent Industry Partnership

Project Leader: Brad Goodfellow, Ranger Land Services Ltd.
Internal Champion: Joel Gingrich, Chair, School of Land Sciences, Olds College
Board of Governors' Representative: Gary Severtson

Olds College will partner with Alberta's oil, gas, utility and transportation industries to raise the professionalism of Alberta's surface land agent industry and to maximize the supply of professional land agents to these sectors.

"The Olds College Capital Campaign as it relates to the land agent program will directly help and aid the professional land community by supplying industry with educated and well prepared professional, ethical and knowledgeable individuals into the land agent discipline. Olds College is the college of choice for the land agent profession and the capital campaign will help continue with this tradition."

Ron Vermeulen, President, LandSolutions Inc.

"The Land Agent Industry Partnership recognizes that education is the foundation for professionalism and that Olds College's Surface Land Agent program is an integral provider of human resources to the energy, utility and transportation sectors. The Land Agent Industry Partnership will finance the establishment of an Industry Chair at Olds College who will serve as a catalyst for growth in the depth and quality of surface land agent training in Alberta."

Joel Gingrich, Chair, School of Land Sciences, Olds College

The Olds College Calgary Campus

Internal Champion: Dan Fullerton, Director of Innovation, Olds College
Board of Governors' Representative: Bill Quinney

Olds College and the Calgary Exhibition & Stampede are working towards creating market-focused leadership through the unique integration of industry needs and interactive learning, within one of the most vibrant cities in North America.

"The Calgary Exhibition & Stampede is Canada's pre-eminent non-profit organization dedicated to the preservation and enhancement of our agricultural and historical legacy. Olds College is Canada's pre-eminent educational institution specializing in agriculture, horticulture, land and environmental management, agribusiness and rural entrepreneurship. Together, these two organizations constitute a powerful force for enhancing educational opportunities for our youth and preserving our unique western heritage. Our partnership to develop a new agricultural and educational institution in the heart of Stampede Park is among the most exciting aspects of the Calgary Exhibition & Stampede's long-range Master Plan."

Mike Whittle, Vice-President, Agriculture & Western Events, Calgary Stampede

"Calgary Economic Development welcomes the unique contribution that Olds College makes to the Calgary Region's economy and quality of life. The diversity of programs at Olds College fill a unique niche, one which strongly supports the development and growth of Calgary's energy, manufacturing, creative industries and technology sectors. The Olds College downtown Calgary campus initiative on the Stampede and Exhibition Grounds is a superb demonstration of innovation in the delivery of education, and in partnerships with the public and private sectors. Calgary Economic Development strongly supports Olds College in its initiatives and its contribution to the Calgary Region."

F. Bruce Graham, President & CEO, Calgary Economic Development

