



August 10, 2011

To: Business Council Members

From: Greg D'Avignon

Re: Business Council Expands its Efforts to Unlock BC's Full Potential

Business Council of British Columbia (BCBC) President and Chief Executive Officer Greg D'Avignon has restructured the 45-year-old organization with the aim of “un-locking British Columbia’s full potential,” and expanding its range of member services.

“The changes we are making are the first in a series of actions we are taking to recognize the important work that is needed to identify the issues and roadblocks to British Columbia’s prosperity,” said D'Avignon. “At the same time, we are going to build on our track record as British Columbia’s preeminent business organization, the place where business, community and political leaders can work collaboratively to unlock our province’s potential.”

Jock Finlayson: Executive Vice President and Chief Policy Officer

Jock Finlayson, formerly Executive Vice President, Policy, is appointed Executive Vice President and Chief Policy Officer of the Business Council, a new position responsible for leading the policy, research and economic analysis group at BCBC.

“In Jock’s enhanced role he will oversee the overall policy content of the Business Council and lead policy research initiatives that will seek out new fact-based solutions to issues that act as barriers to growth in British Columbia,” explained D'Avignon. “Jock has capably served the Business Council for 17 years and will continue providing his insightful commentary on matters that affect BC business, our prosperity and the economy in the province.”

New Position: Vice President, Policy

D'Avignon also announced that the Business Council is recruiting for the newly created role of Vice President, Policy. The new position, reporting to Jock Finlayson, will add additional depth and expertise to the already recognized leadership role the Council plays in researching, developing and advocating for exceptional public policy that creates a competitive economy, one that offers vibrant opportunities for industry to confidently invest.

The Vice President, Policy will lead policy and member engagement related to such critical topics as human capital, and productivity and innovation, part of the Business Council’s “six key pillars,” the core of its work in coming years.

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Ken Peacock: Chief Economist and Vice President

Ken Peacock, currently the Director of Economic Research, is the lead economist for the Business Council. Ken is appointed Chief Economist and Vice President. Reporting to the Executive Vice President and Chief Policy Officer, Ken will continue in his leadership role on fiscal, economic and policy analysis in support of the Business Council's work and its membership.

New Position: Director Environment and Sustainability

The Business Council has long played a leadership role in environmental and sustainability issues of importance to growing British Columbia's economy and realizing our full potential. The new candidate, reporting to Jock Finlayson, will focus attention on all matters related to ensuring BC remains a leader in environmental management and in the development of sound public policies touching on resource development and access to the land base.

"We want to make sure British Columbia remains an environmental leader in progressive policy development with regulations and processes that create certainty," added D'Avignon. "As a result, we'll be recruiting for a Director, Environment and Sustainability. The position will report to the Executive Vice President, and will focus attention on access to, and sustainability of, our province's land, air and water."

Human Resources

The Business Council also announced the departure of Doug Alley, Vice President of Human Resources. "All of us wish Doug well in his future endeavors and thank him for his contributions to the Council, its members and to the province," noted D'Avignon.

"D'Avignon said "The restructuring we have announced today allows the Business Council to strengthen and broaden its member products and services related to human capital and labour relations issues. "Specifically, the Business Council will publish twice-monthly reports and articles related to industrial relations and human capital issues of importance to its members and BC's economy.

In addition, the Council will be upgrading the functionality and timeliness of the Collective Agreement Database and the Industrial Relations Bulletin (IRB) it provides member organizations.

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Equally important, will be the Council's member engagement through its Employee Relations Outlook Conference in Whistler this November, and the upcoming Human Capital strategy workshop on September 28th. The Business Council will continue to work through our Employee Relations and Human Capital Committees to inform our work and advocacy both with respect to Labour Relations and Human Capital matters.

In this regard, the Council will be releasing in the coming week a new research and analysis paper on British Columbia's labour market, with a focus on skills shortages and future labour supply-demand balance in the province's economy.

The Future

"Over the past few months, the Business Council has been working on a new strategic plan, and these initial changes and enhancements to our people and services are the first in a number of exciting improvements that will serve our growing membership and our province," noted D'Avignon. "Our goal is to fully realize British Columbia's competitive, economic and societal potential in ways that benefit British Columbians now and into the future."

The Business Council of British Columbia is in its 45th year as the province's preeminent business organization. BCBC represents British Columbia's 250 leading companies and enterprises in every key sector of the economy, the Business Council's membership accounts for more than 25 percent of all jobs in the province.

Regards,

A handwritten signature in blue ink, appearing to read "Greg D'Avignon".

Greg D'Avignon
President and Chief Executive Officer



Business Council of
British Columbia

JOCK A. FINLAYSON

Jock Finlayson is Executive Vice President at the Business Council of British Columbia, an association representing 250 large and mid-size BC companies that together account for approximately one-quarter of all jobs in the province. In this capacity he directs the Council's work on economic, fiscal, tax, environmental and regulatory issues of interest to the province's business community. Mr. Finlayson previously served as Vice President of Research at Canadian Council of Chief Executives, a leading national business association in Ottawa. Prior to that he worked in the market research and public opinion polling field and gained experience at two Canadian management consulting firms.

Mr. Finlayson holds a master's degree in business from Yale University, undergraduate and M.A. degrees from UBC, and a post-graduate diploma from the University of London. He is the author or co-author of two books and more than 40 published articles and book chapters, most dealing with topics in the areas of international trade and Canadian public policy. A frequent commentator on economic, business, and public affairs issues, he writes regularly for the *Vancouver Sun*, *The Globe and Mail's* "Economy-Lab," *Troy Media*, and a number of other media services.

Mr. Finlayson sits on the Board of Directors of the Bank of Canada, where he serves on the Corporate Governance and Human Resources and Compensation Committees. He is also a member of the National Statistics Council, the main advisory body to Canada's Chief Statistician. In addition, he serves on the Board of the Canada West Foundation, and is a member of the Economic Forecast Council to the BC Ministry of Finance. From 2006 to 2011 he was on the Board of the BC Innovation Council and chaired the Audit and Finance Committee. Mr. Finlayson is past president of both the Association of Professional Economists of BC and the Ottawa Economics Association. In 2009 he was elected to the Fellows' Council of Royal Roads University.



Business Council of
British Columbia

KEN PEACOCK

Ken Peacock is the Director of Economic Research at the Business Council of British Columbia, an association representing approximately 250 large and mid-sized companies that together account for approximately one-quarter of all jobs in the province. In this capacity Mr. Peacock contributes to the Council's work on economic and policy issues of interest to the business community. He is also the author of a number of regular Business Council publications dealing with the provincial economy and related policy matters.

Prior to joining the Business Council, Mr. Peacock was an Economist with Credit Union Central of BC, an umbrella organization for the credit unions in the province. There he advised credit unions on the outlook for the provincial economy, housing markets, interest rates and the exchange rates. He was the author of a variety of system publications and regularly prepared executive briefings on the financial performance of the credit union system. Mr. Peacock has also worked as a consultant to both government and industry in areas relating to regional economic analysis, economic development, taxation, and forecasting.

Mr. Peacock was born and raised in BC. He attained his master's degree in economics from Simon Fraser University and is the immediate past President of the Association of Professional Economists of BC.