

Bill Eggertson

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Combining 35 years of award-winning association management, communications & policy research, with an extensive focus on renewable energy & environment. Subject expert on coalition building, and implementing / evaluating operational reforms.

Areas of Expertise:

- | | | |
|----------------------|----------------------------|--------------------------------|
| » renewable energies | » association management | » environmental sustainability |
| » writing / editing | » public policy & lobbying | » research / analysis |
| » strategic planning | » training / education | » climate change |
| » governance | » public diplomacy | » program evaluation |
| » advocacy campaigns | » coalition building | » inspection / certification |

Key Skills Assessment:

- *Program Management* - Competent and efficient manager of complex programs consisting of numerous unique projects, experienced developer of operational strategies to promote environmental sustainability, energy efficiency, and minimize carbon footprints.
- *Program Development & Rescue* - Recognized as 'go-to' developer for large programs that have not performed as planned. Highly effective at assuming lead operations, analyzing program components, re-organizing strategic planning, re-invigorating development with sustainable improvements. Respected by colleagues, subordinates & collaborators as a judicious & progressive leader.
- *Team Development & Management* - Experienced at composing skill-rich teams to execute projects at any stage of a new or existing program. Attuned to team synergies, with strong ability to energize projects with innovative solutions. Expert director of field operations.
- *Creativity & Passion* – Committed to extracting the very best in people & programs by enunciating a clear vision & encouraging buy-in from all levels of stakeholders.

Samples of media releases, data research analyses, testimony to governments, policy positions, media releases, webinars, graduate thesis, etc are posted at [http:// Bill.Eggertson.com](http://Bill.Eggertson.com)

(many of these positions overlapped at times)

canadian association for renewable energies, Jul 1997 » (9 yr F/T + 63 mth P/T)

Executive Director: develop communication strategies to promote awareness of a wide range of technologies & applications; research & write daily newsfeed; member of G8 advisory group; run geothermal tour to Iceland; develop GreenHeat Partnership to promote renewables for temperature applications; present at COP11 Montreal; launch GreenHosting as world's first double-certified internet hosting service; testify before Parliamentary committees; train under Al Gore's Climate Reality initiative.

Int'l Ground Source Heat Pump Assn - Canada, Jan 2016 » (21 mth P/T)

Executive Director: develop strategic plan; prepare training courses; analyze data on applications; implement 'Net Zero Plus' vision; liaise with affiliated groups.

Environment & Climate Change Canada, Jan 2017 » April 2017 (4 mth F/T)

Technical Writer: summarize funding applications for senior management.

Renewable Energy Focus magazine, May 2002 » Aug 2010 (94 mth P/T)

senior writer: research & write weekly newsfeed of articles & reports for 30,000 subscribers; write editorials on Green Heat / Renewable Energy Hydrogen / Carbon Market for Renewables; key promoter of Green Heat which was legislated under EU Directive; member of magazine advisory board.

SolarAccess.com (RenewableEnergyWorld), Jan 2001 » Mar 2002 (14 mth P/T)

Editor-in-Chief: research & write daily e-newsletter on renewables; attend industry meetings; develop strategic initiatives with industry stakeholders; co-ordinate freelance writers & guest columnists; develop coalitions with related groups.

Earth Energy Society of Canada, Nov 1993 » Dec 2006 (3.4 yr F/T + 53 mth P/T)

Executive Director: chair CSA committee C448 standard; write comprehensive feature articles on technology & applications; develop strategic plan; serve on federal advisory table on climate change; serve on AUCC advisory council on renewables; administer five-year warranty program; director of Cdn GeoExchange Coalition.

Canadian Wind Energy Association, May 2001 » Jul 2002 (15 mth P/T)

consultant: design & implement strategic initiatives to promote wind energy; prepare association infrastructure for relocation to Ottawa.

Canadian Solar Industries Association, Apr 2000 » Mar 2001 (11 mth F/T)

Information Officer: develop strategic initiatives to promote thermal / PV / passive solar applications; develop & write a series of explanatory pamphlets for consumer market.

Canadian Wood Pallet & Container Assn, Oct 2010 » Mar 2013 (2.6 yr F/T)

Executive Director: administer ISPM phytosanitary certification for CFIA; execute policy analysis of wood packaging processes; overhaul CWPCP to comply with ISPM-15 standard; develop strategic trade campaign to save \$30m/a for domestic WPM industry; produce YouTube video that was viewed 2 million times in first year.

UK Foreign & Commonwealth Office, Jan 2007 » Mar 2009 (2.6 yr F/T)

Climate Change Programme Manager: compose & implement strategies to raise awareness on climate security; promote carbon market; organize educational seminars with MBA students on economic implications of climate change; write editorials & high-profile speeches; launch unique social media ventures; point person for Lord Stern tour.

RadioComm (Cdn Wireless Telecommunications Assn), Mar 1991 » Jun 1993 (2.4 yr F/T)

President: promote cellular telephony; editor of national magazine; manager of trade show; member of NANP; involved in CT2+ standard for CDMA/TDMA protocol; manager of LifePage initiative for organ transplant recipients.

Canadian Manufacturers & Retailers Council, Jun 1989 » Feb 1991 (1.8 yr F/T)

Director of Communications: promote JIT & QT concepts via adoption of UPC; conduct seminars on technological innovations & marketing trends; analyze & interpret statistics on price points & communicate to industry via emerging electronic technologies.

Finance Canada, Oct 1988 » May 1989 (0.6 yr F/T)

media relations: staff support for national Task Force on Tax Benefits for Northern & Isolated Areas; participate in regional consultations; interface with local community; implement fax broadcast system to communicate time-critical news in remote regions.

Solar Energy Society of Canada, Apr 1985 » Sep 1987 (2.6 yr F/T)

Executive Director: editor of SOL magazine; member of various advisory committees; liaise with ISES; develop presentations & promotional material; develop & implement national strategy to minimize negative impact on sector following government cutbacks.

Canadian Chamber of Commerce, Aug 1977 » Mar 1985 (7.8 yr F/T)

» Manager of Community Chamber Relations: support 600 affiliated local chambers; implement Broadcast Centre for televised interviews; expand Legislative Action Program for business input to politicians; develop initiatives to promote local affiliates.

» Manager of Programming: develop lobby campaigns; implement training courses for staff executives; undertake for-profit ventures to generate non-dues revenue.

» Manager of Policy: process policy for national convention; liaise with community chambers on policy formulation; design & launch opinion polling system of members.

» Manager of Publications: publish numerous print brochures; assist media relations operations; write speeches and op-eds.

during most of my employment with the national Chamber, I also served as Secretary-Treasurer of the Chamber of Commerce Executives of Canada.

TransMedia Services, May 1977 » Jun 1977 (0.3 yr F/T)
Chief of Radio News Bureau: implement innovative media coverage during election campaign; overhaul process to reduce costs & increase subscription rate.

CING Radio (Burlington Broadcasting), Aug 1976 » Apr 1977 (0.9 yr F/T)
Senior Reporter: cover local news for new radio station; produce award-winning documentary; focus on coverage of municipal politics.

Canadian Press / Broadcast News, Apr 1974 » Jul 1976 (1.6 yr F/T + 8 mth P/T)
editor: reporter; wire editor; prepare feature stories; cover Legislative hearings; involved in preparatory work for Montreal Olympics; mastered CP Style Guide.

CKGB Radio (Timmins Broadcasting), Apr 1971 » Sep 1972 (1.5 yr F/T)
News Director: report on all local activities; on-air announcer; serve as correspondent for CBC radio coverage; prepare feature articles; conduct interview shows.

Part-time / Occasional / Concurrent Contracts

Elections Canada / Ontario / Ottawa, 1998 » 2015 (14 campaigns)
DRO, CPS, Acc-DRO: senior administrative support in federal 2000-04-06-08-11-15 and Ontario 2003-07-11-14 campaigns.

Sustainable Development Technology Canada, 2005 » 2012 (7 rounds P/T)
expert reviewer: assess applications for funding from renewable energy & low-carbon innovators; review & analyze confidential business plans to identify concerns; recommend appropriate level of funding support from SDTC.

InfoLink Consultants, Mar 1999 » Jun 2002 (18 mth P/T)
meeting scribe: attend meetings & synthesize content & action items from proceedings; write summary reports; revise content with client.

Canadian School Boards Association, Sep 1995 » Jun 1998 (27 mth P/T)
media relations: implement national program on anaphalaxia in schools; write briefs; prepare speaking notes for directors; develop innovative campaign to increase pickup.

National Certificate Program in NPO Management, 1987 » 1994 (4 courses P/T)
Administrator: delivery agent for course in Ottawa; senior advisor to officials at Ryerson; lecturer for 'Board, Community & Government Relations' module.

inSIGHT Conferences, Jun 1993 » Dec 1993 (5 mth P/T)
Program Developer: develop seminars on telecommunications.

Université d'Ottawa, Oct 1987 » May 1992 (5 courses P/T)
lecturer: develop first continuing education course on governance for association staff; develop & deliver courses on association management, including Ryerson's National Certificate Program; advise Continuing Education on potential for association courses.

Toronto Star, Oct 1987 » Dec 1990 (38 mth P/T)
reporter: cover local news stories & civic politics in Ottawa; wrote stories with policy impact on aboriginal hunger strike & human rights hearing on religious discrimination.

CFRA Radio, 1981 » 1985 (30 mth P/T)
reporter: cover news events in Ottawa.

CJFM-FM / CFMO / CFCF / CKO Radio, 1978 » 1981 (35 mth P/T)
reporter: cover news events in Montreal; prepare feature stories; conduct interviews.

College d'extension Cartier, Jul 1980 » May 1982 (23 mth P/T)
translator: refine textbook copy from French into English.

Globe & Mail, Aug 1976 » Apr 1977 (9 mth P/T)
reporter: news stringer; cover regional news (some picked up by CBC National).

Willowdowns Cablevision, Sep 1973 » May 1975 (21 mth P/T)
Program Director: develop programming initiatives for community TV channel; host on-air community channel; arrange logistics for community content.

CHUM Radio, Oct 1973 » May 1974 (14 mth P/T)
reporter: cover news events in Toronto.

researcher / writer / editor, 1972 » present
clients include Elsevier Publishing, ENS-Lycos, Renewable Energy World magazine, International Solar Energy Intelligence Report, UK Department of Trade & Industry, EMR Canada, Financial Post, Ottawa-Carleton Economic Development, consumer magazines, frequent op-eds and letters to editor.

Volunteer Roles & Community Outreach – sample positions

City of Ottawa - Environmental Advisory Committee, 2009 » 2012 + 2015 » 2018
chair of working group on 'Energy & Climate Change'; assist city application for major installation of solar PV; provide guidance on low-carbon options.

City of Ottawa - Energy Evolution Committee, 2015 »
member of working group on buildings and governance for '100% renewables' initiative.

Independent Electricity System Operator, 2015 »
member of Ottawa advisory committee: developed position to avoid \$75m expenditure on high-voltage powerline; led initiative on community engagement.

The Climate Reality, 2008 »
certified presenter: trained by Al Gore to explain the implications of climate change; deliver sessions & propose low-carbon solutions to eclectic target groups.

Canadian Society of Association Executives, 1980 » 2004
member of numerous committees at national and local levels; develop & deliver training courses on governance; develop training videotape for NPO staff.

IEEE national conference on VTC, 1998 on **UPC, 1993**
chair of publications committee at national conference on vehicular transportation;
chair of local arrangements at national conference on personal communications.

MENSA Canada, 1996 » 1998
National President: develop first strategic plan for association; publisher & columnist of national magazine; spokesperson; country director of Mensa International.

Charlatan Publications, 1988 » 1990
Ombudsman: develop protocols & procedures for newspaper; mentor student journalists.

CHRY-FM Radio York, 1972 » 1975
News Director / Station Manager: cover campus news; develop protocols

Solar Energy Society of Canada, 1988 » 1990 + 2007 » 2009
Director: various roles & duties; develop strategic initiatives.

York University Student Council, 1973 » 1974
College Senator: elected with record plurality to represent McLaughlin College; formed coalition to balance partisan bloc on governing council.

Academic / Skills Training / Awards / Personal Achievements

Carleton University, 1992 Masters degree, Journalism
extra courses in survey methodology, data research

York University, 1975 Bachelors degree, Political Science
focus on International Relations

Canadian Society of Association Executives, 1993
selected as '*Association Executive of the Year*' by Ottawa Chapter

Canadian Society of Association Executives, 1991
selected as '*Association Executive of the Year*' by Ottawa Chapter

Canadian Society of Association Executives, 1985
designated '*Certified Association Executive*' (CAE)

Canadian Institute for Organization Management, 1978 » 1984
participant (and then administrator) of annual week-long training course

U.S. Institute for Organization Management, 1983
participant at training course for NPO executives

numerous certificates in renewable energy, 1973 » 2010
certified geothermal installer; solar PV system designer; etc

selected as **Torchbearer** for Winter Olympic Games, 2010

renovated personal residence into top 20 in Canada (EGH 90) through installation
of numerous renewable energy technologies & low-carbon techniques, 2013

Shaw Academy, 2015 certificate in Online Marketing ('Distinction')

functionally bilingual in French (BAB)

security clearance: UK FCO - RESTRICTED, 2007 PWGSC - SECRET II, 2013



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CV effective to July 2017