

TANA HUME-PLEWES

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BUSINESS & LEADERSHIP EXPERIENCE

Discovery Center for Entrepreneurship Inc. (Founder and Creative Analyst)

2006 - Present

Located in Chilliwack, BC this global firm empowers small and medium sized businesses in four ways: (1) develops innovative programs and strategies for Government agencies & not-for-profit organizations having a mandate to support growth among small and medium sized businesses; (2) implements programs through peer-delivered networks to increase participation in publicly funded business programs; (3) consults with private sector leadership teams through facilitation and project management; and (4) creates tools and structures to accelerate learning, build team and enhance operational performance in business.

- Conducted 10 years of intensive field research, developed business plan and self-incorporated (Oct/06).
- Sources high performance knowledge experts to support regional service delivery (ie: corporate governance, finance & wealth building, corporate culture, immigration law, succession planning, graphic design, web 2.0, etc).
- Created all branding and marketing products for the corporation including highly acclaimed www.Possibility.ca
- Developed Intellectual Property in the form of proprietary tools and technology
- Province of British Columbia Qualified Facilitator in the area of Business Development and Economic Development
- Developed a program for CEPCO that was awarded Business Retention & Expansion International Award (June 2007)
- Measures success against a matrix of (1) operational excellence, (2) financial performance and (3) social/ environmental impact and inspires other businesses to adopt these standards.

Logical Business Solutions (Sole proprietor)

1996 - 2006

Created a project management and research firm specializing in industrial transition and community economic development. Examined issues from a multitude of perspectives including: federal, provincial and municipal government, First Nations, a wide variety of industry stakeholder groups, service providers, small business and organized labour.

- Subjects included industrial transition, labour market research, inter-agency coordination, technical project management, industry best practises, entrepreneurial development and accelerated learning.
- Office in Langley, business operated provincially
- Supervised up to 5 regular staff + as many as 60 contractors (project management)
- Developed business plan, corporate identity and brand, marketing materials, financial systems, operations plan, documents & agreements and winning proposals – for the business and select clients
- Fee for service activities formed the research foundation to launch the Discovery Center for Entrepreneurship
- Langley Chamber of Commerce Entrepreneur of the Year Award nominee

Premier Building Products Ltd. (Startup Consultant)

1998-2004

Chilliwack based manufacturer and exporter of high quality, factory-fabricated, custom homes for single and multi-family residential construction.

- Managing Director during start-up phase (first 3+ years), silent partner thereafter
- Business started in Langley, relocated to Abbotsford, relocated to Chilliwack and grew to 55 staff
- Developed business plan, financial systems and inventory management system, administrative systems, policies & procedures, blank forms and document templates, employee handbook, health & safety manual, marketing plan, corporate identity & branding
- Developed proposal template and procurement procedures, assisted in matters involving insurance, regulatory approvals and legal, as required.
- Leveraged CMHC pilot program to penetrate US housing market and develop exporting competencies
- Leveraged Service Canada program to conduct human resource planning and create policies & procedures

Premier Enterprises USA Inc. (Startup Consultant)

2000-2004

General Contractor located in Bellingham, WA; established to penetrate US market and install product south of the border.

- Managing Director during start-up (first 18 months), silent partner thereafter
- Established a network of US professionals, incorporated wholly owned subsidiary
- Established Labour and Industries General Contractor account, setup US payroll system, liability insurance, assisted in employee recruitment, set up physical premise in Bellingham, WA
- Liaison with US Immigration officials, created two L1A and one L1B Management Visas applications; received same day approval on two applications, the third was subsequently approved.

Steveston Harbour Authority (Property & Contract Administrator)

1990-1996

Key role on management team accountable for optimal utilization of 50 acres of land & physical assets valued at \$50 million. This not-for-profit corporation was created in 1989 to divest management of Canada's largest commercial fishing harbour.

- Shortlisted for General Manager position at age 26, hired as Operations Officer
- Promoted to Supervisor of Finance and Administration in 1991, 8 staff
- Promoted to Property & Contract Administrator in 1993, Acting Manager for vacation relief, 25 staff
- Attended all board meetings as key information resource
- Accountable for all aspects of finance, MIS, liaison in public auditing by KPMG
- Drafted important correspondence to federal, provincial, municipal officials and stakeholder groups
- Assisted General Manager and Board in developing policies & operating procedures, licenses of occupancy, standard term lease and license agreements
- Negotiated leases with terms up to 20 years, requiring Board approval
- Participated in complex tripartite lease negotiations with terms up to 50 years, requiring SHA Board, Fisheries Minister and Treasury Board approvals
- Managed procurement processes for all departments & negotiated service contracts
- Point person on all matters pertaining to business law, marine law, insurance matters and serious or precedent setting incidents
- Prepared environmental impact assessments in accordance with the Canadian Environmental Assessment Act & Regulations
- Set up and administered HR policies, payroll systems and employee benefits plan
- Participated in organizational restructuring process in 1996, left the corporation with distinguished honour after second maternity leave to start Logical Business Solutions.

Flyaway Greetings Inc. (Youth Entrepreneur)

1981-1982

This first-to-market youth enterprise operated in Moose Jaw, Saskatchewan. The company created helium balloon bouquets as an alternative to cut floral arrangements.

- Incorporated a company at age 18, obtained liability insurance and special permits for compressed gas.
- Designed and marketed corporate promotional products, custom graphics and balloon bouquets
- Obtained FREE daily radio exposure in partnership with CHAB Radio in Moose Jaw, SK.

AWARDS & DISTINCTIONS

- Discovery Center client received Business Retention & Expansion International Award 2007
- Premier Building Products Ltd. was BC Export Awards finalist 2001
- Logical Business Solutions received (David) Silver Award for Business Excellence 1998
- Facilitated signing of Canada's first Collaborative Agreement between industry association and DFO 1997
- LBS client received Governor General's Award for Selective and Responsible Fishing Operations 2001
(Governor General Roméo LeBlanc)

FACILITATION EXPERIENCE (Discovery Center)**RMS-Ross Corporation**

Management and staff enterprise facilitation

Merritt Walk of Stars Society

Strategic planning workshop and board retreat

Hofstede's Country Barn

Management and staff enterprise facilitation

Chilliwack Community Arts Council

Strategic planning workshop and board retreat

Chilliwack Community Services

Strategic planning workshop, staff and board retreat

Hodgson Heavy Duty

Management and staff enterprise facilitation

Chilliwack Economic Partners Corporation

Creative product development workshop

Leadership Skills for Fisheries Co-Management

Entrepreneurial teambuilding workshop (LBS)

COMMUNITY ECONOMIC DEVELOPMENT INITIATIVES**Ladysmith Economic Development Commission (Discovery Center)**

2007 – 2008

Conducted local area research and developed sector profiles for targeted economic growth.

- Defined boatbuilding and marine-related services sector, assessed industry requirements, analyzed best fit and developed 12 sector-specific strategies for targeted growth.
- Defined professional services and knowledge-based business sector, isolated key motivational characteristics of today's knowledge workers, conducted local area research to validate findings and developed 13 sector-specific marketing and recruitment strategies for targeted growth.

Chilliwack Economic Partners Corporation (Discovery Center)

2004 – 2007

Program developer, proposal writer, steering committee member and community liaison for the creation and execution of a Business Retention and Expansion (BRE) program called *Chilliwack Business Link*.

- Integrated Synchronist™ data collection software into a steering committee structure to enable employer visitations to routinely be conducted so that barriers to business growth and trends impacting business retention could be identified, tracked and addressed.
- Developed human resource and organizational development support structures for small and medium sized businesses, delivered this program on-site to manufacturing, transportation and retail businesses.
- Facilitated community process to create a unique workforce attraction tool to support local employers in their efforts to recruit skilled workers. The interactive *Chilliwack Community Job Fair* is located at www.LiveWorkPlayProsper.com.
- Celebrated client achievement when Chilliwack Business Link won the 2007 *Business Retention and Expansion International Award*

Community Futures Development Corporation (Logical Business Solutions)

2004 – 2006

Managed South Fraser CFDC's Chilliwack community economic development projects and initiatives

- Wrote proposal, managed project and was community liaison for Fraser Valley Food Processing Business Incubation Center feasibility study. Community partners included Fraser Valley University (FVU), Chilliwack Economic Partners Corporation (CEPCO) and South Fraser CFDC, Lions Gate Consulting and community kitchen expert, Cameron Wold.
- Wrote proposal, managed project, secured \$1 million non-repayable grant through Western Economic Diversification's Softwood Industry Community Economic Adjustment program (SICEA) to enable the City of Chilliwack to construct tourism infrastructure to encourage private investment in tourism product.
- Wrote proposal, managed project and was community liaison for Chilliwack Community Arts Council feasibility study examining needs, optimal location, design concepts, facility utilization and public access for a new arts and cultural centre; sod turning in 2008.

Langley Employment Development Plan (LBS)

1998

Engaged the community through surveys, focus groups and a community planning event, developed practical strategies to improve labour market conditions for Langley employers, unemployed, unions, under-employed, employment service providers and government agencies. Co-authored the research report and action plan in partnership with the Objective Learning Group. This initiative laid the groundwork for the Community Employment Resource Centers which exist throughout BC today.

Chilliwack Employment Services Study (LBS)

1998

Engaged employers, employment service providers and the unemployed through surveys and focus groups, developed practical strategies to improve labour market conditions in Chilliwack, co-authored the final report with the Mennonite Central Committee. This research guided the activities of the Ministry of Advanced Education Training & Technology (MAETT), Ministry of Human Resources (MHR) and Human Resources Development Canada (HRDC) for the next five+ years.

Pacific Salmon Fishing Industry (LBS)

1996-2002

Responsive to the human impacts of Pacific Salmon industry restructuring, LBS purposefully examined the inner workings of the industry and federal adjustment programs, determined to identify challenges and opportunities *on both sides* of conservation concerns so that effective solutions and strategies could be developed to facilitate change.

- Enrolled industry leaders in the collection of field data to assess training needs in a partnership with Kwantlen Polytechnic University.
- Initiated and managed a call center to respond to program inquiries for the 1997 Pacific Salmon Revitalization Strategy "Mifflin Plan" Gear Payment Program and proposed Early Retirement program.
- Received 17,525 inquiries from commercial, recreational and Aboriginal fishermen as well as Canadian and American public during Canada's \$400 million dollar Coho Recovery Plan.
- Created an electronic newsletter to quantify public concerns and provide feedback to Department of Fisheries and Oceans, Western Economic Diversification and Human Resources Development Canada in an effort to troubleshoot program delivery gaps.
- Designed a comprehensive action plan to test the empirical knowledge of fishermen in an environment of scientific protocol, isolated selective gillnet harvest practices that minimize impact on Coho and other non-target species while maximizing harvest rates of allowable target species.
- Facilitated the process of bringing together diverse interests resulting in the signing of Canada's first Collaborative Agreement between a salmon industry association and Fisheries and Oceans Canada.
- Administered a variety of complex industry-lead selective harvesting test fishery projects from 1997-2001.
- Designed and implemented a "real time" catch monitoring pilot program, successfully tested the capabilities of two satellite systems. Emphasis was Coho avoidance via catch reporting and stock abundance mapping.
- Celebrated the association's accomplishments when credible, scientific studies concluded that specific variables *can* be modified to reduce by-catch and *significantly* improve conservation measures in the commercial gillnet Sockeye fishery.
- Nominated Les Rombough, Area D Salmon Gillnet Association President, for the Roméo LeBlanc Governor General's Award for Selective & Responsible Fishing Operations - an award he received in 2002.

OCEAN INDUSTRY EXPERIENCE**Greer Shipping Ltd. (Export Traffic Assistant)**

1989-1990

Responsible for safe loading of export container cargo for NYK Line and bulk cargo carriers; liaised with Vancouver, Seattle and Portland shipping terminals, coordinated logistics for inter-modal transportation, prepared dangerous goods permits and Bills of Lading. Received ship's payroll from the banks; entrusted with up to \$40,000 US in cash. The speed and manner in which these responsibilities were mastered resulted in a special appointment to develop human resource policies and training documentation for all world-wide shipping departments.

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| Canadian Coast Guard Search & Rescue (Inventory Seaman) Posted at Bull Harbour Coast Guard Station, Hope Island, BC | 1987 |
| Fisheries & Oceans Chartered Patrol Vessel (Fishery Officer) Stream and watershed stewardship and enforcement in Area 11 & 12 | 1986 |
| Hume Diving Ltd. (Commercial Dive Tender & Relief Skipper) Accountable for safety of underwater harvesting team, quality control and product grading (geoduck clams, sea urchins & sea cucumbers), transportation logistics and site surveying. | 1982-1984 |

PUBLISHED WORKS

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| <i>"Expanding Ladysmith's Knowledge-Based Economy"</i> Ladysmith Economic Development Commission | 2008 |
| <i>"Mobilizing Assets for Targeted Growth in the Boatbuilding & Marine Services Sector"</i> Ladysmith Economic Development Commission | 2007 |
| <i>"Facilitating Organizational Development in Small & Medium Sized Enterprises"</i> Chilliwack Economic Partners Corporation | 2006 |
| <i>"Four Simple Truths About..."(Entrepreneurship, Risk, Change, Easy Money, etc.)</i> Chilliwack Progress newspaper column | 2006 |
| <i>"Leadership Skills for Fisheries Co-Management: An Entrepreneurial Teambuilding Workshop"</i> Fisheries and Oceans Canada | 2000 |
| <i>"Chilliwack Employment Services Study"</i> Ministry of Human Resources and Human Resources Development Canada | 1998 |
| <i>"Langley Employment Development Plan Research Report" and "Langley Employment Development Action Plan"</i> Langley Chamber of Commerce and Human Resources Development Canada | 1998 |

EDUCATION

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| Pacific Marine Training Institute Seamanship and Marine Emergency Duties A, B & C Certificates | 1986 |
| Kwantlen Polytechnic University Associate in Business Management Technology (Program was structured after Ryerson University model) | 1987-1989 |
| Landmark Education Curriculum for Living & Communications Curriculum | 2004- 2007 |

Caliper™ Solutions for Peak Performance ranks Tana in the 99th percentile for creativity and idea generation
 Keirseley Temperament Sorter™: Idealist (NF), character type Counselor (INFJ), a rare combination found in 1% of the population
 Structure of Intellect Systems™ reports gifted Symbolic abilities (systems, auditory & visual sequencing, reasoning & logic)

MEMBERSHIPS & AFFILIATIONS

Vancouver Business Collective Member | National Business Incubation Association (NBIA) Member | Canadian Federation of Independent Business (CFIB) Member | Election Readiness Chair, Barry Penner's Riding Executive Qualified Facilitator 2010 Commerce Centre | Peak Potentials Training Alumni | Landmark Education Alumni Kwantlen Polytechnic University Alumni | Chilliwack Chamber of Commerce Member | Canadian Youth Business Foundation (CYBF) Mentor | Juvenile Diabetes Research Foundation (JDRF) Contributor | C.H.A.N.C.E. Alternate School PAC Chair | Kwantlen Polytechnic University (appointed) Trustee & (elected) Vice Chair, Board of Governors, pursuant to *College and Institute Act* and Order in Council 918, October 31, 2001 – Sept. 2004

PROFESSIONAL & PERSONAL DEVELOPMENT

- Province of British Columbia 2010 Business Summit, 2010 Winter Games Secretariat, Vancouver, BC
 - Restructuring the BC Provincial Nominee Program, Ministry of Economic Development, Vancouver, BC
 - Coastal Connections: Building Industry Relationships, Ocean Industries BC, Richmond BC
 - Accelerating Enterprise and Innovation Worldwide: 21st International Conference on Business Incubation, National Business Incubation Association, Seattle, WA
 - Beyond our Borders: Moving our Communities onto the International Stage, CFDA of BC and EDABC, Vancouver, BC
 - Economic Development: Beyond the Basics, Economic Development Assn. of BC, Abbotsford, BC
 - Train the Trainer, Peak Potentials Training, Vancouver, BC
 - Carver™ Model of Governance, Susan Stratton, Vancouver, BC
 - Focus on Facilitation: An Interactive Experience, Campbell-Marsden Enterprises, Kelowna, BC
 - Roundtable on Colleges, Institutes and SME's, Industry Canada, HRSDC & CME, Ottawa, ON
 - Continuing the Dialogue: Building a Productive Partnership Symposium, Assn of Canadian Community Colleges (CEO's, Board Chairs & Senior Federal Officials), Ottawa, ON
 - Becoming a Corporate Director in 2002: What You Need to Know, Women in the Lead Inc., Morris J. Wosk Centre for Dialogue, Vancouver, BC
 - Innovate, Incubate, Accelerate: 15th International Conference on Business Incubation, National Business Incubation Association, San Jose, CA
 - Development in the New Millennium: Opportunities on First Nations' Lands, Stó:lō Nation, Harrison Hot Springs, BC
 - Delgamuukw: Opportunities & Challenges, Stó:lō Nation, Harrison Hot Springs, BC
 - Incubator Developer's Prep Course, National Business Incubation Association and Gorham Associates, San Jose, CA
 - Swing for the Fences: Seed Investing for Entrepreneurs, National Association of Seed and Venture Funds, San Jose, CA
 - Canadian Environmental Assessment Act, Environment Canada, Richmond, BC
 - Real Property Law, UBC Real Estate Division, Vancouver, BC
 - Real Estate Development, Continuing Legal Education, Vancouver, BC
 - Ship Operations and Port Operations, Pacific Marine Training Institute, Vancouver, BC
 - WHMIS, Workers Compensation Board, Richmond, BC
 - Toastmasters International, Langley Township Chapter, Langley, BC
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- Mandarin Language and Chinese Culture, Modern Languages Institute, Fraser Valley University
 - Landmark Education senior seminars: Breakthroughs, Creativity, Causing the Miraculous, Money and Relationships
 - Millionaire Mind Intensive, Peak Potentials Training, Vancouver, BC
 - Kids are Worth It!: Giving Your Child the Gift of Inner Discipline, Barbara Coloroso, Surrey, BC
 - Power to Parent, Gordon Neufeld, Chilliwack, BC
 - Upgrade Your Memory, Graham Best, Ft. Langley, BC
 - Triple Your Reading Speed, Terry Small & Learnright Educational Services Inc., Surrey, BC
 - PADI Open Water Diver, Rimpac Diving, Sidney, BC
 - First Aid, CPR training and Bronze Medallion swimming, Canadian Red Cross, Weyburn, SK & Surrey, BC