



★ OPENING CEREMONIES ★

THURSDAY, JUNE 10, 2010 ★ ARLENE DICKINSON
HALL A AND B AT 7:30 PM

Arlene Dickinson is one of Canada's most renowned independent marketing communications entrepreneurs. She may be best known for her role as a judge on **CBC's *Dragons' Den***, the television phenomenon that has ignited a national conversation about entrepreneurs in Canada. However, Dickinson is also the owner and CEO of Venture Communications, a company whose guiding principle is that marketing be held accountable to business objectives. A 20-year marketing veteran, she grew Venture from a small, local firm to one of the largest independent agencies in Canada. Venture is repeatedly recognized as one of the 50 Best Managed Companies in Canada. A mother of four, Dickinson is the recipient of the prestigious Pinnacle Award for Entrepreneur Excellence and has been named one of *Chatelaine's* TOP 100 Women Business Owners. She has also been inducted into Canada's Most Powerful Women Top 100 Hall of Fame and in June 2001 Arlene was announced as Global Television's Woman of Vision.

Arlene co-chairs the national board of directors for The Kid's Help phone and encourages her staff at Venture Communications to participate in a variety of volunteer opportunities. In December 2009 Arlene wrote a column for the Calgary Herald urging community members to consider those that are less fortunate than themselves not only during the holiday season but throughout the year by donating their time or money to some of the great organizations in the area.

Arlene is a fervent believer that marketing's purpose is to deliver business results. She is well known for pioneering how marketing can be accountable to delivering on clients' business goals. On stage, as on the small screen, Dickinson displays a palpable and infectious belief in the entrepreneurial spirit; she reminds audiences of the major contributions Canadians have made to international business and the entrepreneurial tradition.

