

The Retail Guru
Adrienne Armstrong
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SUMMARY OF QUALIFICATIONS

Excellent interpersonal and communication skills. Experience in developing educational curriculum, presentations and programs. Training, teaching and facilitating abilities. Understands and has demonstrated teaching competence as a 'Professor of the 21st Century'. Excellent motivator, team builder and people person. Successful entrepreneur since 1990. Responsible for company's marketing, promotional and public relations campaigns and strategies. Ability to create successful marketing and public relation strategies for business, non profit and educational groups. Experienced working with NGO's, adult learners the business community, and all forms of the media.

Specific examples of Public Relation skills:

Manage over 20 community outreach trade shows per year, and 5 other public relations campaigns for Algonquin College and the Marketing and Management program. I create and conceive all of the media used at these public relations events, source promotional items and other marketing ideas create budgets for each event, as well as the pre-show media planning, create press releases and interviews with the media. Meet and greet the public and inform them of the purpose of the event, and post show follow-up. A brief list of some of the yearly community events that we sponsor or are invited to attend includes:

- **Federal Government Environment Week** (first week in June) our company has a presence at various government offices throughout Ottawa, having booths at five different locations. The purpose of this event is to promote to federal government employees the various ways that they can be environmental in the workplace and at home.
- **Earth Day and Earth Week**, we sponsor the Solar Car Race at The Museum of Science and Technology (a high school wide event), participate in the Museum of Nature's week long earth day events, having booths at major environmental groups across Ottawa (Sierra Club, Canadian Organic Growers), etc.
- **Meet the Author, book signing and public relations campaign** with prominent Canadian environmental authors (Dr. David Suzuki, William Kemp, etc). Alerted all media via press releases, in-store advertising and displays and community print, poster, radio advertising and networking with local environmental, social justice, college and university groups and clubs.

- **Algonquin College's Open House**, as a spokesperson for our program I assist in creating 'buzz' at our trade show booth. Last show I created a survey to assist us in determining which advertising medium was the most successful in drawing potential students to our event. Attend various high schools as part of public relations/community outreach strategy to attract graduating high school students to attend Algonquin College.

PROFESSIONAL EXPERIENCE

Teaching

Full time Professor in the Small and Medium Enterprise Management Program at Algonquin College School of Business. Courses taught include: Trade Show and Retail Store Facility Management, Business and Entrepreneurship, Advertising/Web Advertising (IMC Mix), Professional Selling/Web Selling, The Business Plan Applied (Marketing, Operational & Financial), Business and Personal Skills for Success in SME's. On-line Marketing Plan course through Learning Ontario. Ontario Management Development Program (OMPD): 'How to Start a Small Business'. Created college curriculum and taught the course Organizational Business Planning for the three year Business Administration Program (level 5).

Facilitator and lead instructor for a group of five new instructors in teaching the Organizational Business Plan course in the three year Business Administration Program. Fall of 2004 semester.

Ongoing Business Mentor to graduates from The School of Business.

Instructor to students competing in the Ontario Colleges' and Marketing Competition (OCMC). 2001-2006.

Created the Small and Medium Enterprise Management Club for S.M.E. students - 2004

Through the medium of my retail store, ArbourTM Environmental Shoppe. I instruct children and adults of all ages and environmental backgrounds on the environmental concepts of the 3R's, solar power, water conservation, and the philosophy of environmental awareness.

Trained seven co-op students with diverse levels of learning to assist with daily activities of operating a business, customer service skills, visual merchandising, and interacting with the public in a retail sales environment.

Conceived and conducted school assemblies and interactive discussions on recycling, the 3R's, respecting the planet and how students can make a difference on an individual basis. Conducted in-store seminars and workshops on solar, wind and renewable energy and the various applications for residential, cottage, office and commercial use in Canada.

Organized and facilitated environmental tours for ESL students, and Environmental studies class, encouraging student participation.

Helped create and develop the curriculum for an eight-part series as a facilitator for Oxfam's Developmental Education Course, using current education methodology.

Business: Entrepreneurship/Management/Public Relations/Volunteerism

As an entrepreneur, created (founded) the Ottawa Valley's first environmental store in 1990. As its co-owner, I manage and direct all aspects of its daily operations: prepare budgets and annual financial forecasts, its wholesale division, advertising, marketing, and promotional activities, staff training, customer service and sales, visual merchandising, trade show planning and management (we participate in over 20 shows per year). I am the store's public relations community outreach liaison, engaging in purchasing, sales, product development, and public relations. Duties also include window and store displays, retail finances, and administrative tasks using the computer, advertising, marketing, as well as maintaining our web site.

Established the first Plastic Recycling Depot Program in 1991. Its tremendous success made it the prototype for the City of Ottawa's present day Blue Box initiative.

Manufacture, wholesale and retail: The Original Arbour™ Rain Barrel. Successful bidding on municipal contracts in the City of Ottawa, City of Orillia, City of Barrie, Municipality of Chelsea and other smaller communities across Ontario and Quebec.

Volunteerism: An active board member of The Peace and Environment Resource Centre, board member of the Arbour Youth Award, Volunteer at Algonquin College for various committees: the Queensway Carleton Hospital Volunteerism Workshop, Costa Rican Coffee Initiative, K.P.I., Graduates Symposium, etc.

TRAVEL

Egypt, Morocco, Turkey, Greece, Israel (archaeological dig, farming, factory and ski instructor during 12 month stay), Spain, Italy, Portugal, France (studied for two years), Germany, Switzerland, Ireland (north and south), Scotland (4 months), Wales, England, Canada and the U.S.A.

LANGUAGES

English and French

AWARDS

2006 NISOD Teaching Award, National Institute for Staffing and Organizational Development. International Award for Excellence in Teaching. University of Texas.

2005 Mentored Students Medaled Silver in the Entrepreneurship category of the Ontario Colleges' Marketing Competition.

Certificate of Recognition for Exceptional Teaching, Nominated by Algonquin College Students, March 2002 and March 2004.

Staff Excellence Award, by The School of Business (Algonquin College), May 2002.

The City of Ottawa's Whitton Award, for "Tremendous contribution to the community in the area of commercial and business activities".

The City of Ottawa's Green Print Award, for leadership in marketing environmentally responsible products and for supporting the local environmental initiative.

The *Ottawa Board of Education's Certificate of Appreciation*, for participating in the Cooperative Education Program.

Township of Cumberland's *Citation of Merit* for "outstanding contribution to the people and the environment through the 3R's".

Local environmental group *Third From the Sun's Award* for "the wonderful work and joy that you bring to our community and the world".

The *Capital Region Releaf Award* for reforestation efforts in Ottawa-Carleton.

Inter-City Papers' Recycled Papers Award.

The Arbour Youth Award, "for encouraging youth to participate and create a better planet".

EDUCATION

Degrees and Certificates

Premier degree, certificat pratique de langue Francaise, l'universite de Grenoble, France (1988).

Bachelor of Arts Degree, International Relations (Political Science), University of Western Ontario (1986).

French Immersion Program, Trois Pistoles, Quebec (1984).

Courses and Professional Development:

- How to Profit from the coming demographic shift, demography workshop with Dr. David Foot, Toronto, Retail Council of Canada, 2005
- The Art of Client Service... Influence with Ease, workshop with Jeff Mowatt, Toronto, 2005
- Effective Store Design and Layout and Display Tips and Tricks workshop with Barbara Crowhurst, Toronto, 2005.

Blackboard (collaborative learning tool) and PowerPoint training from Algonquin College, 2001-2006. Sales Training (The Retail Council of Canada, 1991-2006), Marketing to S.M.E's (The Toronto Gift Show, 1991- 2006), Front Page, MS Excel, Word, HTML and Web Design (Netcor Training Centre, 2000), Retail/Visual Merchandising. Retail Management, Front Page, and Arabic Language from Algonquin College (2003, 1996 and 1995); Oxfam Development Education (1990); Literature, Conversational French, Women in Development (Masters Level), University of Ottawa (1989).

WORK HISTORY

Algonquin College School of Business Professor(2001- present), Arbour Environmental Shoppe (1990- present), Economic research (1990), Institute for International Development and Co-Operation (1989-1990), University of Ottawa. Canadian International Development Agency (1989). Ministry of the Solicitor General (1988).

MEMBERSHIPS

Retail Council of Canada, Glebe Business Group, Peace and Environmental Resource Centre (board member), Canadian Professional Sales Association, The Better Business Bureau, The Canadian and American Dowsing Society, The Canadian Legal Defense League, The Sierra Club of Canada, Greenpeace, Arbour Youth Award (board member), St .John Ambulance.

REFERENCES

Sean Twomey, Owner of The Arbour Rain Barrel, can speak of my innovative and creative entrepreneurial skills. Email: sean@arbourshop.com

Phil Jones, Coordinator of The Small and Medium Enterprise Management Program at Algonquin College can speak of my unique teaching skills, my teaching awards and my commitment to quality education. Email: phil.jones@algonquincollege.com