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R E S U M E

SUMMARY OF QUALIFICATIONS

- * Successful business owner and entrepreneur since 1990
www.arbourshop.com
- * Creator and Designer of Innovative Business Management Curriculum
www.algonquincollege.com/business/greenbm
- * Business Consultant for new start-ups
www.theretailguru.com

SUBJECT MATTER EXPERT/CURRICULUM DEVELOPER EXPERIENCE

- 2008-2009** Developed course materials, including assessment and evaluation activities, learning activities, resources, and web-based materials for 10 new hybrid courses for a new **Green Business Management Graduate Certificate Program, School of Business, Algonquin College, Ottawa, Ontario**
Accomplishments: Co-created 10 new graduate-level courses: Ecopreneurship, The Green Movement, Eco-Efficiency I and II, Ecology of Business, Green Business Practices, Green Business Plan Applied, Green Marketing and Consumerism, Global Sustainable Business Practices, Corporate Social Responsibility and Business Ethics.
www.algonquincollege.com/business/greenbm
- 2008-2009** **Coordinator and Professor**, Green Business Management Graduate Certificate Program, School of Business, Algonquin College, Ottawa, Ontario
Accomplishments: Coordinated the successful launch and first year of the new Green Business Management Graduate Certificate Program.
Taught: Ecopreneurship and Green Business Plan Applied
- 2007-2008** Idea formation, creation, design, and curriculum framework development: a new **Green Business Management Program Graduate Certificate Program**
School of Business, Algonquin College, Ottawa, Ontario

Accomplishments: Designed framework for 10 new hybrid courses, including course descriptions and learning outcomes.

2000-present Professor, Small and Medium Enterprise Management (SME), School of Business, Algonquin College, Ottawa, Ontario

Accomplishments: Created and developed the curriculum for the Business Plan Applied course, the cornerstone course for the 2-year SME Program. Incorporated sustainable business practices into 13 courses, including examples of how to incorporate sustainability into deliverables.

Courses taught: Entrepreneurship and Innovation, Advertising/Web Advertising (IMC Mix), Professional Selling/Web Selling, The Business Plan Applied (developed this course, including all course assessments, rubrics, lectures, interactive in-class and on-line multi-media activities), Business and Personal Skills for Success in SME's, Trade Show and Store Facilities Management. Marketing Plan Applied, (pure on-line course) through Learning Ontario. Ontario Management Development Program (OMPD): 'How to Start a Small Business'. Organizational Business Planning in the three-year Business Administration Program (level 5).

SUBJECT MATTER EXPERT

1990-present Founder, Co-owner, CEO, Arbour Environmental Shoppe, Ottawa, Ontario

Accomplishments: Founder and co-owner of one of Canada's oldest environmental stores. Responsible for company's product development, store facilities management, website development, marketing, promotional and public relations campaigns and growth strategies.

Managing and directing all aspects of daily business operations: prepare budgets and annual financial forecasts, wholesale operations, advertising, marketing and promotional activities, staff training, customer service and sales, visual merchandising, trade show planning and management.

www.arbourshop.com

2006-present Founder, The Retail Guru, a business consulting firm.

Accomplishments: www.TheRetailGuru.com

EDUCATION AND PROFESSIONAL DEVELOPMENT

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

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

Developing On-Line Hybrid Courses workshop (2009)

Developing Fully On-Line Courses workshop (2009)

Incorporating Digital Media into Course Curriculum (2009)

Solar Festival of Renewable Energy, Vermont (2009)

Sustainable Education Conference, Halifax (2008)

How to Profit from the coming demographic shift, demography workshop with Dr. David Foot, Toronto, Retail Council of Canada (2005, 2006, 2007, 2008)

The Art of Client Service, workshop with Jeff Mowatt, Toronto (2005)

Effective Store Design, and Layout and Display Tips and Tricks workshop with Barbara Crowhurst, Toronto (2003-2008)

Blackboard (collaborative learning tool) and PowerPoint training from Algonquin College (2001- 2009)

Sales Training (The Retail Council of Canada (1991-2008)

Marketing to S.M.E's (The Toronto Gift Show, 1991- 2008)

Front Page, MS Excel, Word, HTML and Web Design, Netcor Training Centre (2000)

BUSINESS AND PROFESSIONAL TEACHING AWARDS

2009 Green Party award for Best Green Business in Ottawa

2006, 2007, 2008, and 2009 Algonquin College, School of Business, Certificate of Recognition for Professional Achievement

2006 Recipient of the International NISOD award for 'Excellence in Teaching' from the University of Texas

Certificate of Recognition for Exceptional Teaching, Nominated by Algonquin College Students (2002) (2004)

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

The City of Ottawa's Whitton Award for "Tremendous contribution to the community in the area of commercial and business activities" (1995)