

DAWN RINGROSE

EDUCATION: Certified Excellence Professional, NQI 2004
Fellow Certified Management Consultant, ICMCA, 2003
Registered ISO 9000 Specialist, ICMCC, 1996
Assessor of Quality Systems, IQA IRCA, 1996
Certified Seminar Leader, ATEC, 1993
Certified Management Consultant, ICMCA, 1989
Master of Business Administration, U of A, 1982
Bachelor of Science Specialization, U of A, 1980

CAREER SUMMARY:

1992 to date: Principal and Owner, Dawn Ringrose & Associates Inc
2001 to 2005: Co-Chair and Owner, Alberta Attractions Inc.
1987 to 1992: Manager, Pannell Kerr Forster
1984 to 1987: Senior Consultant, Deloitte Haskins & Sells Associates
1983 to 1984: Marketing Representative, AES Data
1982 to 1983: Market Analyst, Alberta Petroleum Marketing Commission
1969 to 1982: Various positions in hospitality, tourism, and recreation sectors while attending school.

PROFESSIONAL EXPERIENCE:

Marketing:

- Cluster Benchmark Data Project for Alberta Agriculture & Rural Development, 2008
- Review of Marketing Materials and Preparation of Sustainable Funding Model, Edmonton Regional Tourism Group, 2007
- Market and Financial Feasibility Study for a Metis Cultural Centre, Metis Local 1935, 2007
- Northwest BC Regional Destination Resort Gap Analysis (with Bennett Brown & Associates Inc), Community Futures, 2007
- Market Planning for Wilderness Resort, Venturescape Management Group Inc, 2006
- Market & Financial Feasibility Study for Proposed Hotel, ProCura Real Estate Services, 2005
- Tourism Marketing Strategy, Devonian Botanic Garden, 2005
- Market Planning for Proposed Ice Hotel, VPL Developments, 2004

- Development and Implementation of Marketing Campaigns, Alberta Attractions, annually 2002-2005
- Industry & Consumer Focus Group Research, Beverage Container Management Board, 2003
- Market Feasibility for Proposed Hotel at Sylvan Lake (with Bennett Brown & Associates), Courtenay Real Estate Services, 2003
- Intranet Website Development for the Small Tourism Enterprises Project in the Caribbean (with Bennett Brown & Associates), OAS & USAID, 2003
- Market Demand for Proposed Expansion at Codes Mill in Perth, Ontario (with Bennett Brown & Associates), 2003
- Market Assessment for Meeting Business in Downtown Edmonton, Alberta Place Suite Hotel, 2001
- Market Planning Workshop, Alberta Place Suite Hotel, 2000 & 2001
- Attracting & Serving Key Tourism Markets Workshop, Edmonton Capital Region Tourism Partnership, 2001
- Tourism Marketing & Cultural Characteristics Workshop, NWT Tourism Conference, 2001
- Marketing to Reach and Motivate Seniors Workshop, West Edmonton Mall, 2001
- Tourism Promotion for Sixties Exhibit at Provincial Museum of Alberta (currently Royal Alberta Museum), 2001
- Market Assessment for Senior Complex, KIMM Holdings Ltd., 1998
- The Power of Promotional Techniques Workshop, Greater Edmonton Visitor & Convention Association, 1997
- Market Planning Workshop, Greater Edmonton Visitor & Convention Association, 1997
- Marketing Plan for the Hot Springs Enterprise Unit, Canadian Parks Service (with Bennett Brown & Associates), 1996
- Name and Logo Development & Focus Group Testing, Hot Springs Enterprise Unit, Canadian Parks Service (with Bennett Brown & Associates), 1996
- Market Planning Workshop, Business Development Bank, 1991/95/96
- Sales Account Management Workshop, The Alberta Hotel Association, 1995
- Marketing Action Plan, Airport Motel, 1995
- Product Assessment for Rustic Lake-Based Tourist Accommodation in Specified Regions of Northern Alberta, Alberta Economic Development & Tourism, 1995
- Marketing Plan, Commonwealth Stadium Enterprises, Edmonton Parks & Recreation, 1995
- Market Research and Planning, Western Drug Distribution Centre (with Toma & Bouma Management Consultants), 1994
- Fixed Roof Feasibility Study, Fort Edmonton Park (with Bennett Brown & Associates), 1993

- Market Planning, BiancoNero (currently Eveline Charles Salon & Spa), 1992-93
- Customer Service Training Workshop, BiancoNero (currently Eveline Charles Salon & Spa), 1992-93
- Bottom Line Improvement Through Marketing Workshop, The Alberta Hotel Association, annually 1992-93
- Market Planning Workshop, Alberta Tourism, 1992
- Strategic Marketing Plan 1992-1996 for Alberta Tourism, 1991
- Marketing Plan, Royal Rubber Stamp Company, 1992
- Promotional Campaign for National Jet Ski Competition at Sylvan Lake, 1992
- Market Planning, Malek Capital Management, 1992
- Promotion Planning, SureCast Dental Laboratories, 1992
- Strategic Marketing Plan, Edmonton General and Grey Nuns Hospitals, 1992
- Restaurant Market Analysis, Royal Bank, 1992
- Motel Feasibility Study in Dease Lake, B.C., Epoch Holdings, 1991
- Hotel Feasibility Study, Reid-Built Homes, 1991
- Motel Feasibility Study, Allcorp Ventures, 1991
- Market Overview, Mayfield Inn, 1991
- Market Overview, Leduc Inn, 1991
- Market Overview and Plan, Airport Motel, 1991
- Marketing Action Plan, Franklin's Inn, 1991
- Market Overview, Convention Inn, 1991
- Tourism Opportunities Analysis for Whitewood Mine Site, TransAlta Utilities, 1991
- Bottom Line Improvement Through Marketing Workshop, Alberta Restaurant and Foodservices Association, 1991
- Market Planning Workshops, Federal Business Development Bank, 1991
- Market Study for Sylvan Lake, County of Red Deer, 1990
- Oil Industry Interpretive Park Feasibility Study, Alberta Economic Development, 1990
- Tourism Generator Study, City of Medicine Hat, 1990
- NWT Travel Feasibility Study, Government of the NWT, 1989
- Marketing Plan, Mayfair Hotel, 1989
- Marketing Plan, Inn on Seventh, 1989
- Restaurant Market Analysis and Concept Development, Alberta Government Telephones, 1989
- Restaurant Market Assessment for Chancery Hall, City of Edmonton, 1989
- Restaurant Market Analysis and Concept Development for City Hall, City of Edmonton, 1989
- Edmonton Tourism Destination Area Study, Alberta Tourism, 1989
- Tourism Opportunities Analysis, Fort Edmonton Park, 1989

- West Central Region Tourism Generator Study, West Central Regional Tourism Generator Task Force, 1989
- Marketing Plan, Royal Tours, 1988
- Sport Field Demand Analysis, City of Edmonton, 1988
- Focus Groups on Grocery Shopping Preferences, Horne & Pitfield, 1988
- Festival of Flight Feasibility Study, County of Red Deer, 1988
- Northwest Sport Zone Study, City of Edmonton, 1987
- Hotel Market Feasibility Study, Saddle Lake Tribal Administration, 1987
- Marketing Demand Analysis, Edmonton Symphony, 1986
- Marketing Plan, Hilltop Motor Inn and Restaurant, 1988
- Market Assessment and Plan, Villa Vesuvius, 1988
- Survey of Alberta Foodservice Industry, Alberta Restaurant and Foodservice Association, 1990
- Location Analysis, Capital City Savings & Credit Union, 1989
- Financial Review and Marketing Plan, Western Diversification, 1988

Quality:

- Key Process Mapping and Quality Management System Review, Property Development Branch, Alberta Infrastructure, 2009
- Quality Award Application Assistance, City of Dawson Creek, 2005, 2007, and 2009
- Review and Update to the Premier's Award for Healthy Workplaces, Alberta Health & Wellness, 2009
- Quality Management System Training, Assessment, and Implementation Assistance with the Canadian Framework for Excellence, Alberta Infrastructure, 2008-2009
- Passport to Excellence Program, Entrepreneurship Learning Centres throughout Alberta, annually 2000-2009
- Delivery of Training Sessions related to the Owner & Operator Training Program, Alberta Bottle Depot Association, 2008-2009
- Development of Owner & Operator Training Program, Alberta Bottle Depot Association, 2008
- Development and Administration of CEO Qnet Program (with Jacobson Consulting), 2008
- Development and Delivery of Root Cause Analysis Program, Program Delivery Branch, Alberta Infrastructure, 2008
- Development and Delivery of Customized Process Mapping Workshop, City of Edmonton, 2007
- Member Satisfaction Survey, Alberta Hotel & Lodging Association, annually 2007-2008
- Secret Shopper Assignments, Union Bank Inn, 2007

- Development of a Customer Oriented Video Loop for the Alberta Bottle Depots, Alberta Bottle Depot Association, 2007
- Development of a Self-Administered Customer Service Training Program and Video, Alberta Bottle Depot Association, 2007
- Quality Management System Training in the Canadian Framework for Excellence, Assessment, Law Society of Alberta, 2007
- Quality Management System Training in the Canadian Framework for Excellence, Assessment, Certified Management Accountants of Alberta, 2007
- Quality Management System Training in the Canadian Framework for Excellence, Assessment, Performance Measurement, City of Dawson Creek, 2007
- Assistance with Quality Award Application, Residential Support Services, Persons with Development Disabilities, 2007
- Review of the Premiers Award of Excellence Program, Personnel Administration Office, Government of Alberta, 2006
- Excellence in the Roadbuilding and Heavy Construction Industry, Alberta Roadbuilders & Heavy Construction Association, 2006
- Process Mapping Workshop, City of Dawson Creek, 2005
- Process Mapping Workshop, Quality Council of Alberta, 2005
- Quality Management System Training and Assessment, City of Dawson Creek, 2005
- Framework for Excellence Workshop, Quality Council of Alberta, 2005
- Excellence in the Alberta Tourism Industry, Travel Alberta, 2005
- Excellence in the Canadian Tourism Industry, Tourism Industry Association of Canada, 2005
- Quality Management System Training and Assessment, Persons With Developmental Disabilities, Edmonton Regional Board, 2004
- Quality Management System Assessment and Implementation, Ag-Entrepreneurship Division, Alberta Agriculture, Food, & Rural Development, 2004
- Quality Management System Training, Assessment, and Implementation, West Edmonton Mall, 2000-2003
- Process Improvement, Perimis Facilities Management, Oxford Properties, 2002
- Quality Management System Overview, Alberta Resort & Campground Association, 2002
- Quality Management System Overview, Edmonton Capital Region Tourism Partnership, 2000
- Service and Sales Training Program for Call Centre Staff, Fantasyland Hotel, 2000
- Service Quality, Century Sales & Service, 2000
- Canadian Business Award Application, West Edmonton Mall, 1999
- Assistance with ISO 9000 Implementation, Northwest Geomatics (with KPMG), 1997
- Service Quality Program, Canadian Rockies Hot Springs, Canadian Parks Service, 1997

- Service Quality Workshop, Parks & Recreation, County of Leduc, 1997
- Service Quality Workshop, Drayden Insurance, 1997
- Service Quality Program, West Edmonton Mall - Parks & Attractions, 1995
- Alberta Best (currently Service Best) Staff and Management Seminars:
 - Legislative Assembly of Alberta, 1995
 - City of Edmonton - Parks & Recreation, 1994
 - Greater Edmonton Visitor & Convention Association, 1994
 - Athabasca District Chamber of Commerce, 1994
 - Vermilion Chamber of Commerce & Lakeland College, 1994
 - Downtown and Jamie Platz YMCA, 1994
 - Edmonton Country Club, 1994
 - Royal West Edmonton Inn, 1994
 - Sure Cast Dental Laboratories, 1994
 - Downtown Business Association of Edmonton, 1993
 - Albert's Restaurants, 1993
 - Heart of Town Association, 1993
 - Canmore/Kananaskis Chamber of Commerce, 1993
 - Ukrainian Cultural Heritage Village, 993
 - County of Lamont, 1993
 - Fort Edmonton Park, 1993
 - Leduc County Education Centre, 1993
 - Westlock Economic Development & Tourism, 1993
 - Battle River Tourist Association, 1993
 - St. Paul / Smoky Lake Community Futures, 1993
 - Stawnichy's Meat Processing, 1993
 - Martek College, 1993
 - Faculty of Extension, University of Alberta,, 1993
 - SureCast Dental Laboratories, 1993

Strategic, Business, and Financial Planning:

- Major Events Hosting Strategy, City of St. Albert, 2009
- Boomtown Trail Tourism Development Strategy, Alberta Tourism, Parks & Recreation, 2009
- Business and Market Planning Assistance, Keystone 3D Technical Services Ltd, 2008
- Business Planning, Lousage Institute, 2007
- Strategic Planning, Fort McMurray Tourism, 2007 and 2009
- Strategic Planning, Food Processing Development Division, 2007
- Visioning Session, Rural Business & Diversification Branch, Alberta Agriculture, Food, & Rural Development, 2006

- Amalgamation of Alberta Attractions, Alberta Hotel & Lodging Association, 2005-2006
- Strategic Planning, Town of Oliver (with Cameron & Associates), 2006
- Tourism Strategy, Haisla First Nation (with Bennett Brown & Associates), 2005
- Community Tourism Strategy, City of St. Albert, 2004
- Strategic Planning and Implementation Assistance, West Edmonton Mall, annually 2000–2003
- Business Planning for entrepreneurial clients, Knightsbridge Career Management, 2003
- Business Planning for entrepreneurial clients, KPMG, annually 1997-2002
- Improvement Planning, Promotions Operations Department-West Edmonton Mall, 2001
- Strategic Planning, Promotions Operations Department – West Edmonton Mall, 2002
- Strategic Planning, Tourism Department-West Edmonton Mall, 2000 & 2003
- Business Planning & Implementation of Marketing Activities, Hitch ‘n Go Corporation, annually 1997-2003
- Business Planning, Brew Pub & Restaurant, 632080 Alberta Ltd., 1998
- Strategic Planning, Western Rehabilitation Specialists, 1998
- Strategic Planning, Forest Industry Suppliers Association, 1994
- Business Planning Workshop, Business Development Bank, 1994
- Business Planning for Busy Beavers Sewing, Elizabeth Metis Settlement, 1994
- Business Planning for Coffee Shop, Private Investor, 1994
- Market and Investment Analysis of Hot Spring Operations, Canadian Parks Services (with Bennett Brown & Associates), 1993
- Business Planning for Wood Working Operation, Saddle Lake Tribal Administration, 1992
- Business Planning, Robertson Construction Ltd., 1991-92
- Funding Proposal Preparation, Chef de Cuisine, 1991
- Review of Business Plans, Workers Compensation Board, 1991
- Business Valuation, Hilltop Motor Inn, 1989 and 1991
- Business Valuation, Explorer Hotel, 1989
- Business Valuation, Discovery Inn, 1989
- Economic Impact, Hotel Macdonald, 1988
- Financial Planning, Tiki Tiki Restaurant, 1988
- Community Tourism Action Planning Workshops, Alberta Tourism, 1987-90
- Management Assistance Programs for 60 businesses in Red Deer, Drumheller, & Brooks, Alberta Economic Development, 1987-90
- Economic Impact, Banff Centre, 1987

Operational and Program Review:

- Board Evaluation, Edmonton Chamber of Commerce, annually 2001–2004

- Evaluation of Alberta Past publication (with Serecon Management Consulting), Alberta Culture & Multiculturalism, 1993
- Operational Assessment, SureCast Dental Laboratories, 1993
- Information Manual on Micro Loan/Circle Programs, Alberta Economic Development & Tourism, 1993
- Operational Review, Franklin's Inn, 1991
- Review of PARK in the Heart Program, Edmonton Downtown Business Association, 1991
- Review of Distance Delivery Program for Tourism Managers, Alberta Advanced Education, 1989
- Review of Entrepreneurship Programs in Alberta, Alberta Economic Development, 1989
- Operational Review of Mowing Operations, City of Lethbridge, 1989
- Operational Analysis and Financial Feasibility of Greenhouse and Nursery, City of Lethbridge, 1989
- Operational Review of Travel Information Centres, Alberta Economic Development and Tourism, 1989
- Strategic Review of Canada-Saskatchewan Agreement on Tourism, Government of Saskatchewan, 1987
- Organizational Review and Evaluation of Staffing Requirements, Community & Transportation Services, Yukon Government 1987
- Evaluation of Fiscal Year-End for School Districts, Alberta Education, 1986
- Evaluation of Library Services, Alberta Education, Edmonton, 1986

Human Resources:

- Presentation on Reward, Recognition, and Celebration, Industry Development Sector, Agriculture Food & Rural Development, 2006
- Employee Focus Group Research for Human Resource Strategy, Agriculture Food & Rural Development, 2006
- Healthy Workplace in the Canadian Tourism Industry, Tourism Industry Association of Canada, 2006
- Salary Survey, Alberta Museums Association, 2003
- Staff Satisfaction Survey & Focus Groups, Alberta Place Suite Hotel, 2001
- Design of Operations Manual, Alberta Place Suite Hotel, 2000
- Executive Search for Operations Manager, Alberta Place Suite Hotel, 2000
- Time Management Workshop, SureCast Dental Laboratories, 1993
- Preparation of Administrative and Financial Policy & Procedure Manuals, Community & Transportation Services, Government of Yukon, 1987
- Preparation of Job Descriptions, Alberta Education Response Centre, 1986

- Preparation of Financial Policy & Procedure Manuals, Alberta Hospitals & Medical Care, 1985
- Executive Search Assignments for clients, 1985-87

Information Technology:

- E-Strategies Program Plan for Industry Intranet and Consumer Internet (with CGI), Travel Alberta, 2008
- Design of Tourism Information System (with CGI), Alberta Economic Development, 2000
- Host of “Chip to Disk”, Saskatoon cable television, 1987
- Design of Records Management System, Alberta Urban Hospitals, 1986
- Business Microcomputer Course Instruction for clients, annually 1985-1987
- Selection of Microcomputer Hardware and Software for clients, annually 1984-1987

ACADEMIC EXPERIENCE:

- Marketing, Sessional Instructor for University of Lethbridge, annually 1996-1997
- Marketing, Sessional Instructor for Grant MacEwan College, 1997
- Consulting Processes, Sessional Instructor for Faculty of Extension at University of Alberta, 1995
- Introduction to Hotel and Restaurant Operations Analysis, Sessional Instructor for Faculty of Extension at University of Alberta, 1993

CONFERENCE PRESENTATIONS:

- Excellence in the Canadian Tourism Industry, Travel Alberta, 2005
- You’re An Ambassador, Prairies 2 Peaks Tourism Association, 2005
- Greeting the International Traveler, Prairies 2 Peaks Tourism Association, 2005
- Canadian Framework for Excellence, APEGGA, 2004
- Diversity in the Workplace, APEGGA, 2004
- Sharpen Your Service Edge, Alberta Bottle Depot Association, 2002
- Marketing, Turning Waste Into Gold, Alberta Bottle Depot Association, 2002
- Canadian Framework for Excellence, ICE Conference, Canadian Information Processing Society, 2001
- Strategic Selling, Alberta Women’s Entrepreneurship Industry Association, 2000
- Marketing Professional Services, APEGGA, 1999
- Service Quality, Alberta Medical Association, 1998

ASSOCIATIONS AND MEMBERSHIPS:

- Judge (award program): Selection Committee, Premiers Award for Healthy Workplaces, Alberta Health & Wellness

- Past Committee Member (award programs): Travel Alberta (www.travelalberta.org)
- Past Committee Member (award programs, industry services): Edmonton Capital Region Tourism Partnership (www.tourism.ede.org)
- Past Director and Associate Member, Alberta Hotel and Lodging Association (www.ahla.ca)
- Past Director, Greater Edmonton Visitor & Convention Association
- Past Committee Member (conference), Alberta Restaurant & Foodservice Association
- Past Judge, Alto Awards, Travel Alberta (www.travelalberta.org)
- Judge and Committee Member, National Awards for Tourism Excellence, Tourism Industry Association of Canada (www.tiac-aitc.ca)
- Past Director and Member, Institute of Certified Management Consultants of Alberta (www.icmca.ca)
- Past Operating Chair & Member, Quality Council of Alberta (www.qca.org)
- Member, National Quality Institute (www.nqi.ca)
- Past Public Member, Discipline Tribunal, Certified Management Accountants of Alberta (www.cma-alberta.com)
- Past Public Member, Canadian Information Processing Society – Alberta (www.cips.ca)
- Member, Derrick Golf & Winter Club (www.derrickclub.com)

AWARDS:

- Quality and Excellence Builder Award, Quality Council of Alberta, 2005
- Finalist in New Business Category (Alberta Attractions), National Awards for Tourism Excellence, Tourism Industry Association of Canada, 2003
- Finalist for Award of Distinction, Edmonton Capital Region Tourism Partnership, 2003
- Alto Award, Innovative Marketing Category (Alberta Attractions), Travel Alberta, 2002
- Recipient of provincial, interprovincial, and national awards in Synchronized Swimming, 1960 to 1972

CONTACT INFORMATION:

Company: Dawn Ringrose & Associates Inc.
 Address: 43 Marlboro Road, Edmonton, Alberta, T6J 2C7
 Phone: (780) 434-1179
 Fax: (780) 433-9340
 E-mail: info@dawnringrose.com
 Web: www.dawnringrose.com