

Bernie Colterman

Personal Resume

Profile Summary:

Bernie Colterman is Managing Partner of the Centre of Excellence for Public Sector Marketing (CEPSM) and former President of the Colterman Marketing Group, an Ottawa-based marketing solutions provider that helps public sector and non-profit clients drive better results from their marketing and fundraising initiatives. In the Fall of 2010, the two companies merged under the CEPSM banner to expand its suite of services to the government, non-profit and association sectors.

Bernie is highly regarded by the government and non-profit sectors for his expertise in the areas of strategic marketing planning, partnership development, exhibit / event management, revenue generation and sponsorship marketing. Through his consulting practice, Bernie provides strategic advice and planning services to a wide range of clients including Federal, Provincial and Municipal governments as well as many of Canada's most successful professional associations and non-profit organizations.

A recognized national expert on sponsorship and non-profit revenue development, Bernie is a popular speaker at conferences and workshops related to the government and non-profit sectors and his articles are featured regularly in related publications.

Major Career Achievements:

- Successfully launched the *Colterman Marketing Group (CMG) Canada* and the *Centre of Excellence for Public Sector Marketing* as professional solutions providers to the public and not-for-profit marketing communities;
- Developed the *Professional Certificate in Public Sector and Non-Profit Marketing* through the Sprott School of Business to advance the discipline of marketing in the public and not-for-profit sectors;
- Conceived and developed a *Partnership Assessment Model* that is used to capture the value of advertising and other marketing communications benefits exchanged through sponsorships, partnerships and other commercial collaborations;
- Launched the highly acclaimed *Designing and Selling Your Sponsorship Program, Advanced Sponsorship Planning and Revenue Generation Boot Camp* workshop programs, attended by hundreds of professionals across Canada.

Summary of Work Experience:

City of Ottawa – Parks and Recreation – Recreation Manager

November, 1976 to April 1985

Managed a wide range of recreation programs and services including the City's Outdoor Recreation Programs

Lansdowne Park – Manager of Marketing and Event Services

May 1985 to November 1992

Managed activities relating to maximizing the use of Lansdowne Park facilities, liaised with all tenants using park facilities, coordinated event services and managed advertising/sponsorship revenue streams.

Central Canada Exhibition – Chief Executive Officer

November 1992 to December, 1996

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Managed all aspects of the association and the annual eleven-day fair. Played a lead role in product development, marketing and revenue generation.

Colterman Marketing Group (CMG) Canada – President

December, 1996 to November, 2010

Managed the strategic direction and day-to-day activities of CMG Canada, offering a wide range of marketing and sponsorship products / services to government, not-for-profit and private sector clients.

Centre of Excellence for Public Sector Marketing – Managing Partner

August 2005 to present

Manages the strategic direction and activities of the Centre and provides a wide range of consulting services to public sector and not-for-profit clients.

Project Experience:

Marketing & Strategic Communications

Bernie has worked with an extensive range of public sector and not-for-profit organizations to help them take a more strategic approach towards their business. Some of these include:

- Auditor General for Canada – Marketing Audit for a Crown Corporation;
- Accerta – Marketing Strategy to help market unique product offerings to municipalities;
- Association of Consulting Engineering Companies – Canada – Non-Dues Revenue Strategy
- Canadian Housing and Renewal Association – National Membership Strategy;
- Canada Green Building Council – National Membership Strategy;
- Public Service Commission – Strategy to transform the Commission into a cost-recovery operation;
- City of Burlington – Strategy to deliver recreation programs and services more effectively;
- Nature Canada - Campaign to engage one million youth in nature activities;
- Canada Revenue Agency – Strategy to launch a coordinated national outreach initiative;
- Infrastructure Ontario – Strategy to market financial services to Ontario-based municipalities;
- Canada Pavilion Program - Launched a Government of Canada initiative to communicate face-to-face with Canadians;
- Agriculture and Agri-Food Canada – International marketing/exhibit strategy to better promote Canadian food products world-wide;
- Natural Resources Canada – National strategy to encourage Canadians to purchase more fuel efficient vehicles.

Partnership and Sponsorship Development

Bernie has helped hundreds of organizations take a more strategic approach towards sponsorships and other revenue generation initiatives. Some of these include:

- Revenue generation assessments for national associations such as the Aboriginal Human Resource Council, Automotive Industries Association, Canadian Aviation Maintenance Council, Canadian Police Association, Canadian Nurses Association, Canadian Parks and Recreation Association, Canada Safety Council, Ministry of Transportation (Ontario), Cystic Fibroses, Skills Canada and Professional Institute for the Public Service of Canada;

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- Sponsorship Valuations – Work with several high profile organizations such as the Alberta 2012 Special Olympics, Downtown Yonge, Canada Dance Festival, Canada Safety Council, Canadian Blood Services, International City / County Management Association, Ottawa Race Weekend and Western Fair Association to assist them in valuating their assets and developing their sponsorship programs;
- Established a national program to assist municipalities in generating non-tax revenue through corporate naming rights, sponsorship and advertising. Has worked with the cities of Barrie, Beaumont, Brampton, Burlington, Coquitlam, Hamilton, Kitchener, Leduc, London, Ottawa, Red Deer and Vaughan on the valuation of City assets as well as strategy development;
- City of Ottawa – Implementation of the City’s Municipal Sponsorship and Advertising Strategy;
- 2012 Alberta Winter Games – Sponsorship strategy;
- Public Health Agency of Canada – Corporate Partnership Strategy to increase immunization rates in Canada;
- Canadian Air Transport Security Authority – Partnership strategy to reach travelers with information related to restricted carry-on items;
- Parks Canada – Assessment of sponsorship assets and 100th Anniversary Partnership Strategy;
- City of Ottawa – In-Kind Services and Sponsorship Policy;
- Public Safety Canada – National strategy involving First Responders and national retailers to encourage Canadians to better prepare for emergency situations;
- A national program to assist municipalities Citizenship and Immigration Canada – Strategy to engage the private sector and media sponsors in a national campaign aimed at promoting citizenship;
- Ontario Public Health Association – Partnership strategy to educate youth about binge drinking;
- Industry Canada - Spearheaded a national campaign to raise \$4 million in private sector sponsorships to support the use of technology in the classroom;
- Government of Ontario / National Capital Commission / City of Ottawa – Ottawa Pageantry Template Initiative, aimed at using partnerships to enhance Ottawa’s vibrant festival industry.
- National Capital Commission – Strategy with Legislative Assemblies, municipalities and the federal government to link Canada’s capital cities;
- Government of Canada Sponsorship Program - Conducted sponsorship valuations on more than 300 events nationally;
- Canadian Association of Defence and Security Industries – Sponsorship sales for CANSEC;
- GTEC WEEK – Managed the event’s \$500,000 annual sponsorship program and \$2 million exhibit program;
- Lansdowne Park – Managed the park’s \$1.1M annual sponsorship program;
- Central Canada Exhibition – Managed the event’s \$600,000 annual sponsorship program.

Exposition Management

- Government of Canada Exhibitions Program – Launched a national program to communicate with Canadians. Developed a Marketing Strategy, Branding Strategy and Internal Sales Strategy;
- Public Works and Government Services Canada – Provided professional exhibit management services for more than 200 events annually;
- MARCOM – Executive Producer of an annual marketing conference and trade show geared to the public and non-profit sectors;
- GTEC WEEK – Played a lead role in managing a world class government technology event. Coordinated exhibit services for more than 300 technology firms and government organizations, developed show education content and special features;
- Coordinated the Canada Pavilion at the Summit of the Americas in Quebec City

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Professional Training and Coaching

- Developed and launched a highly acclaimed national workshop program including *Designing and Selling Your Sponsorship Program*, *Sponsorship Boot Camp*, *Advanced Sponsorship Planning* and *Essential Selling Skills Boot Camp* and *Revenue Generation Boot Camp*;
- Launched the *Municipal Forum on Sponsorship*, and national professional development event to help municipalities market their municipal assets.
- Launched the *Professional Certificate in Public Sector and Non-Profit Marketing* for Carleton University's Sprott School of Business.
- Developed and delivered the country's first post-secondary diploma program dedicated to the Festival and Event industry (Algonquin College – Ottawa),
- Developed and delivered the first Public Events Management Training Program for Government of Canada events personnel (Training and Development Canada),
- Developed and delivered "Successful Exhibiting Strategies" and "Successful Exhibiting Techniques" training for Government of Canada employees nationally,
- Deliver customized Sponsorship, Marketing and Revenue Generation workshops for a wide range of clients,
- Regular speaker at industry conferences such as the Association of Fundraising Professionals, Canadian Society of Association Executives, Festivals and Events Ontario and Ontario Parks and Recreation Association.

Education

Algonquin College – Diploma in Leisure Management (1976)

Ontario Secondary School Honours Graduation Diploma

IAAM – Graduate of the internationally recognized Public Assembly Managers Program

Languages

English (primary)

French (elementary conversational)