

# Focus on Leadership

A SPECIAL SERIES ON CALGARY'S BUSINESS VISIONARIES

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## Telus to invest \$700 million in Alberta

While the effects of the global economic downturn have many companies battling down the hatches to weather the storm, Telus is forging ahead with a \$700-million capital investment in its Alberta infrastructure.

"Telus, like many organizations, has been challenged by difficult conditions," says Monty Carter, managing director of Alberta sales for Telus Business Solutions.

"While most companies would pull back in a downturn, I'm very proud of the fact Telus is enhancing services through our \$700-million investment in Alberta."

The money will be spent on advanced wireless and wireline broadband infrastructure, which Telus expects to have online by early 2010.

Since 2000, the company has spent more than \$18 billion in capital and operating expenditures in Alberta.

"This is a very capital-intensive business. Our capital expenditures are about 23 per cent of our overall revenue, so it is a very significant expenditure on the part of Telus," Carter says. "It's also a required investment to stay ahead of the curve, to continue to enhance services."

The investment will enhance connectivity for both wireless and wireline service; for both residential customers and clients of Telus Business Solutions, which offers a range of custom-designed bundles for thousands of Calgary businesses.

"We're really building on



Wil Andruschak photo

**Monty Carter is managing director of Alberta sales for Telus Business Solutions.**

how we connect our customers at home, on the move and at work. It all links together," says Carter.

A major component of the company's business in Calgary centres on the energy and utilities industries.

"We've developed a specific vertical that focuses on solutions specifically for that marketplace," Carter says. "Calgary is a very important market for Telus Business Solutions. It's a great growth engine for our business over time, and a great place to do business."

Telus, which employs more than 3,800 employees in the city, believes a company ought

to give where it lives.

"We think it's important, on behalf of our employees and our retirees, that we continue to invest in the communities in which we live, work and serve," Carter says.

In 2009 alone, Telus will donate \$10 million in Alberta, and around \$5 million in Calgary, through a number of investment vehicles.

"We have a matching program, where our employees and retirees can make specific donations to charities across Alberta and Telus matches that dollar for dollar," he says.

About \$700,000 was distributed last year through Telus's

Calgary community board — of which Carter is vice-chairman.

"It's our opportunity to look at a variety of charities that fly under the radar screen, and would not be part of larger charities," he says.

Telus Business Solutions' participation in Action Calgary is an extension of both, its community investment program, and its business strategies.

"We're involved with a number of Calgary Economic Development initiatives, and we believe Action Calgary will enhance the business climate in the city. What's good for Calgary is good for Telus and our employees."

## Teletrips offers flexible working solutions

Having a flexible work arrangement is the dream of many North American office drones, and a growing Calgary company is leading the charge to help make that wish come true.

Teletrips, founded in the city in 2001 by entrepreneur Scott Fleming, sees telecommuting as a valuable tool to help companies improve their financial, social and environmental performance.

"We refer to this as the triple bottom line. We are a company that cares as much about the financial bottom line as the environmental and social bottom line," says president Ian Gover.

"We believe strongly that with a bit of planning and strategic thinking, all three of these priorities can work in concert."

Gover believes Calgary is a great market for Teletrips, which also has offices in four other major North American cities.

This city has a huge knowl-

edge-based, technology-savvy workforce, a robust information technology and telecommunications structure. It also has a saturated freeway system and very tight commercial real estate market, which add to the attractiveness of home office arrangements.

"And the local business climate is particularly well-suited to telework. Calgary businesses don't need 35 years of case studies that support a particular trend to see the merits in adopting that trend. It's a very dynamic and responsive business community."

"The vision and strategic thinking behind Action Calgary are a perfect example. This initiative is going to drive some significant positive change, and we're excited to be part of it."

Teletrips offers a series of online tools that help companies determine which of their workers could work away from the office and how often, design implementation strategies, manage the transition and



Teletrips photo

**Calgary is a great market for a telecommuting company, says Teletrips president Ian Gover.**

measure the impacts of the change.

"The typical teleworker can save up to \$4,000 per year in after-tax dollars on fuel, maintenance and depreciation of their vehicle, up to 160 hours of commuting time and two to five metric tonnes of carbon dioxide emissions," Gover says. Teletrips also offers a range

of consulting services in areas such as change management, policy and manager engagement, to complement its web-based offerings. "We're small, but we have a very deep bench. Our employees are world-class experts and pioneers who have worked very hard to make sure we have every functional area covered off."

## Small but powerful: Quintaro has global reach

Quintaro Imaging is a small Calgary graphics and signage company, but you wouldn't know it by looking at the firm's portfolio.

"We have had our products showcased around the world — including Hong Kong, Abu Dhabi and Las Vegas — although our main focus is Calgary," says Heather Lawton, director of development for the firm. "When we visited hospitality and design expos in Las Vegas, we were surprised, yet

flattered, to see that our products are quite unique and fresh, even in such an international arena."

The roots of Quintaro date back to 1977, when the company started in Calgary as a traditional photo lab under another name. A series of mergers and acquisitions ensued, and the little firm kept ahead of the technology curve to become a cutting-edge graphics company.

"Today, we offer site-specific graphics to architects, interior

designers and the hospitality industry," Lawton says.

The firm has partnered with artists to create a growing database of vibrant and dynamic images, which Quintaro can print direct to acrylic, leather, tile and glass, resulting in very specialized, high-end signage.

"I think one thing that sets us apart is our high level of creativity; we create very unique signage for our clients. We pride ourselves on our research and development — I've touted our company as innovators in

graphics production."

Lawton is enthusiastic about what Action Calgary is doing for the city's business community, and says being a partner in the initiative is already paying off for Quintaro Imaging.

"I was looking for a more unique way than just direct sales to market my company. Partnering with Calgary Economic Development opened doors for networking and connecting with other Calgary businesses. It's a really positive partnership."

## More than designers

Sizeland Evans Interior Design professionals are experts in their field, but their knowledge goes far beyond interior design.

"Along with a strong focus on creating design that inspires, all team members from senior level to junior level are involved in the project management, business and financial aspects of every project," says principal Patricia Evans. "They're more cost-conscious with the client's budget, because they're involved in managing our budget."

Aligning with Action Calgary was a natural move for the firm, Evans says.

"Being part of Action Calgary allows us to provide feedback and contribute to shaping Calgary's economic future and increase our firm's community and global exposure."

In addition to the design aspect, each of the firm's 41 staff members is involved in one or more internal research committees, in areas such as future trends, green design and technology strategies.

Founded in 1990, Sizeland Evans is focused on corporate, hospitality, residential and resort interior design.

In 2009, the firm won an award from the Association of Registered Interior Designers of Ontario (ARIDO) for its design of a 60,000-square-foot IT headquarters for a large oil and gas firm. It has also earned a strong reputation for large-scale project management for mergers and acquisitions up to 1.5 million sq. ft.

## Media firm keeps roots

Weber Shandwick is one of the biggest public relations firms in the world, but you don't have to be a corporate giant to work with its Calgary office.

"In Calgary in particular, we combine the best of both worlds," says vice-president Anne Stone Johnson. "We're small enough to be entrepreneurial and nimble, but we're a leading-edge firm with the strength of a global network. Our clients here are not huge firms."

Weber Shandwick's responsiveness and commitment to the city makes its participation in Action Calgary a natural fit.

"We really believe in the Action Calgary mission to make Calgary the place of choice for people and business. We're also delighted to be included with the other action Calgary partners. It's a great group," she says.

Weber Shandwick's Calgary office has experts in all aspects of communications, including media relations, crisis communications and new media, and can add staff from other Weber Shandwick locations when needed.

"We take a strategic integrated approach to communication challenges," says Stone Johnson. "Depending on who our client is, we identify who they need to or want to influence — internally or externally; policy makers, potential customers or potential employees — and depending on what their objective is, we optimize the channels we use to reach the target audiences."

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