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In the space provided below, describe your motivation to apply. Comment on the growth that you feel will occur as a result. Only use this area and 12 point font. Extra text or pages will not be considered.

Being an entrepreneur is one of the most challenging things I've ever done; and I'd like to think that I've tackled quite a bit in my 37 years.

I graduated high school at 17, moved to Halifax and earned a BSc and MBA from Dalhousie. At 23 I took an HR job at the ITT Sheraton Casino in Sydney, Cape Breton. My boss and I rented an office and hired everyone from security, engineers, and blackjack dealers to open the casino in six months. I left a year later, but this experience, coupled with my family's history of serial entrepreneurialism would forever give me the thirst for building. My next two jobs were both new roles for the organizations which meant I got to shape my role as long as the organizational objectives were met. So what started out as a Senior HR Advisor job with the Canadian Red Cross, became the Director of Human Resources, Planning and Development within two years (during which I had the chance to serve on two international disaster missions – Swissair 111 and Hurricane Georges relief in San Juan, Puerto Rico). Then I went to Deloitte as their first Regional Director of Human Resources. Very cool company with many smart people – it upped my game. My MO is pretty clear - start something new, build it, get it humming along, mentor/coach successors, then move on.

My husband and business partner, Derek, and I started our first business in 1997. I was still at Deloitte full time during this start-up, so it was a juggling act to say the least. Our first son, Jack, arrived in 2002 and I got sick of travelling, so I left Deloitte. Basically Derek and I looked at each other and said, "if it crashes and burns, we both have marketable skills – we can get jobs." Our communications agency was born.

Seven years, a second son, Pete, two commercial property purchases and many adventures later, I find myself as the president of Revolution Strategy, New Brunswick's largest communications agency with nearly 30 professionals in offices in Saint John and Fredericton. We've averaged over xx% growth in top line revenue over the last 4 years and anticipate about xx% growth in our 2008/2009 fiscal. I work in people and numbers – my MBA is in HR management and finance. My favourite role hands down is that of casting director and coach.

So, why do I want to apply? Because being an entrepreneur is like being a parent – no one can tell you what it's really like until you've done it yourself. I'm passionate about what Derek and I have built and want to continue to invest in growth. The thought of faithfully stepping away from the day-to-day operation of my businesses to think strategically about our continued growth and investment while tapping into the insight of like-minded NB peers is thrilling for me. I'm ready to commit to sharing, growing and learning because after so many years of sacrifice and selflessness, I can't think of a better way to demonstrate my commitment to my province, my community, my family and my businesses than by investing in me. I look forward to having the opportunity to discuss my candidacy further.

Provide the names, emails and phone numbers for three business references:

1. Bob Manning, Owens McFadyen Group, bob.manning@omg.ca, (506) 649-6400
2. Bill Teed, Cox & Palmer, wteed@coxandpalmer.com, (506) 633-2718
3. Andrew Logan, Teed Saunders Doyle & Co., andrew.logan@teedsaundersdoyle.com, (506) 633-9572

