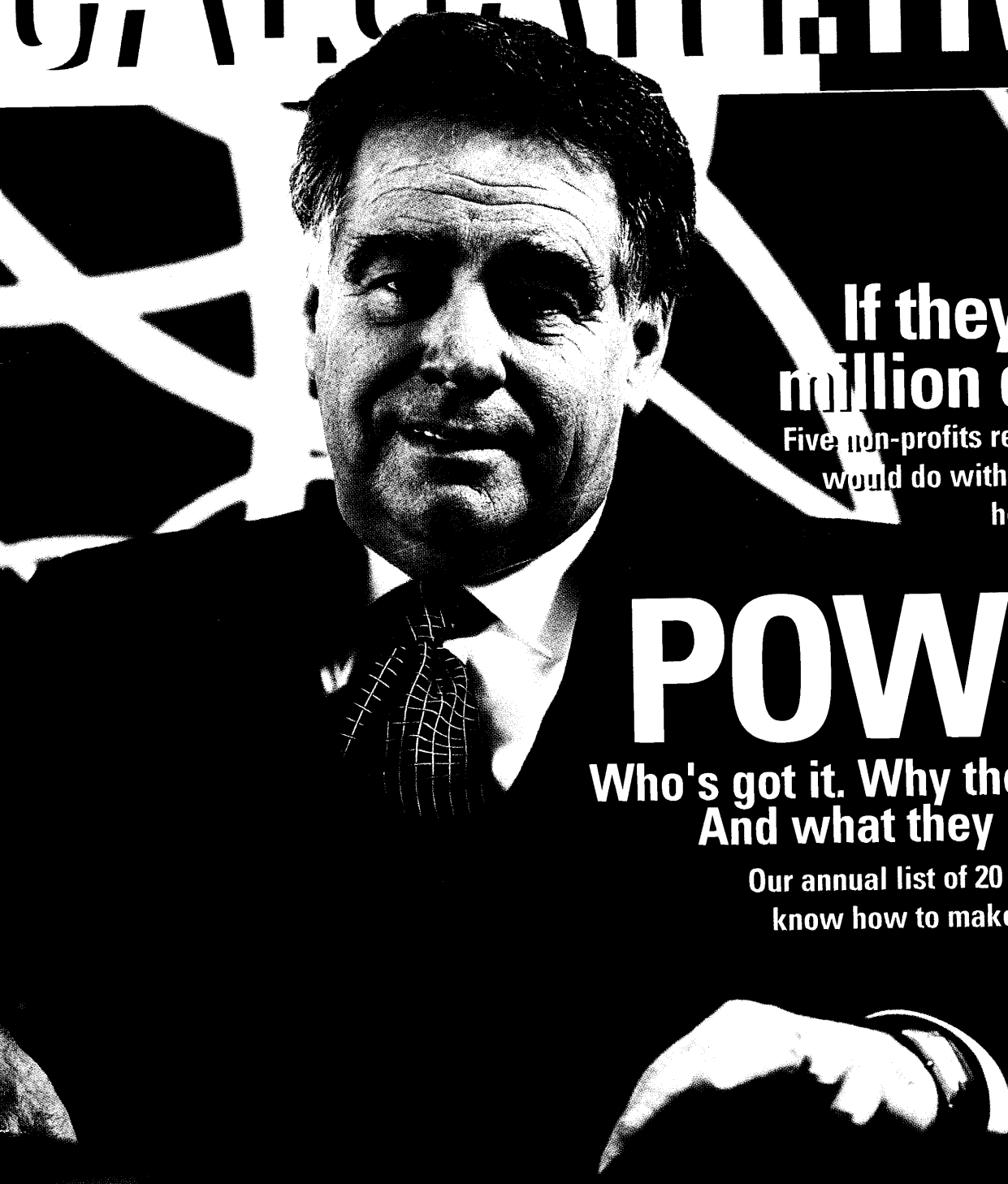


PERSONALITIES, POLITICS, BUSINESS

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Foreign Exporters

CAROL BLAKEY

Under the guidance of Carol Blakey, the Exporters and Importers Association of Calgary (EIAC) has quickly become one of the most influential trade associations in Calgary.

In her third term as President and Chairman of the Board, as well the first female to lead the organization, the EIAC continues to assume an increasingly



CAROL BLAKEY

pivotal role in Alberta's international trade community.

"I believe that Alberta needs an organization that provides an integrated access point and facilitates a more unified and cohesive regional approach to the international trade function," she says.

Providing the vision and strategic direction for the organization, Blakey was an instrumental player behind the recent recognition the EIAC received on both the domestic and international stage.

Since being elected President (after two years as Marketing Director on the Board), Blakey has been a driving force behind the organization's increased development and renewed focus. In her three terms at EIAC, the organization has undergone significant change, including: expanding the mandate to include importers; developing and producing an Online Trade Directory for Alberta, developing one of the largest provincial databases of Calgary (and area) companies involved in international trade; forming strategic alliances with a number of organizations in Canada and

abroad; serving as a delivery arm for a number of government programs; and developing a Web site for the organization.

The EIAC also had the distinction of being the only international trade association invited to participate in the Mayor's Taskforce, a select unit that evaluated and implemented the mandate and governance structure for Promoting Calgary Inc.

"The EIAC's [and my] vision is for the establishment of a regional organization that provides a fully integrated, widely accessible range of international trade resources and programs that support the activities of Alberta companies internationally," she says.

Along with her duties with the EIAC, Blakey is the President and CEO of Calgary-based Cheiron Resources Ltd., a small company that sells environmental equipment into industrial markets throughout the U.S.A., Australia, England, Japan and the Bahamas. She is also the Director of International Marketing for Nevada-based Green Earth Minerals, who owns a Californian diatomite mine.

Regarded as the "ultimate motivator," Blakey is sure to be busy for some time. The EIAC is now in the process of forming a provincial association, and with her obsessive focus on achieving "real results," she believes the EIAC is well on its way to becoming the premier trade association in Alberta.

"I envisage a not-for-profit, non-government organization that serves as a foundation or critical hub to a broad stakeholder group in Alberta," says Blakey.

"This hub, would facilitate a more coherent and cohesive 'networked' type of business

activity in which Alberta products and services can be marketed internationally."

LEANN HACKMAN-CARTY

It is amazing what one e-mail can accomplish.

For Leann Hackman-Carty, it started her on a journey that brought a major international organization to Calgary, opening new avenues of networking for local businesswomen.

Hackman-Carty was born in Namao, Alta., and moved to Calgary to attend university, during which time she served a practicum with then-alderman Al Duerr. "He told me he was going to run for mayor and asked me to join his team, and I ended up working for him for 12 years," she recalls.

Hackman-Carty served as Mayor Duerr's executive assistant for community and economic development, and later became vice-president of Promoting Calgary Inc. before leaving in 2001 to start her own company.

"I always loved all things international," she says. "I love the travel and working with people with different backgrounds."

Hackman-Carty started a marketing and public relations firm called Concrete Global Ventures Ltd., with the aim of promoting unique international products in the Calgary marketplace, and a spin-off company, The Groovy Gardener, to import a product called Flower Towers from Belgium.



Age: 51

Education: Bachelor of Arts in Political Studies and English

Work Experience: Landlord Tenant Mediator for the City of Calgary until 1989; 1995-Present, President and CEO of Calgary-based Cheiron Resources Ltd.; Current Director of International Marketing for Nevada-based Green Earth Minerals

Boards: President, Exporters and Importers Association of Calgary

Inner Circle: David Mitrovica of the FGL Society; Leann Hackman of OWIT; staff at the Alberta Economic Development and Calgary Economic Development; the Federation of International Trade Associations FITA in New York; and the Manufacturers, Agents of North America Association in California