

Stephen Legault

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PERSONAL MISSION

My personal mission is to serve others in their efforts to make the world a better place. I am a strategic thinker, with a practical approach to implementing big ideas. I am a proven leader, able to listen to all members of a team, an organization or a community and make timely decisions that contribute to powerful results. A talented facilitator and communicator, I take a strategic approach to fostering dialog and creating relationships that lead to positive change in organizations and communities.

PROFESSIONAL EXPERIENCE

Highwater Mark Strategy and Communications

Founder / Principal, July 2005 - present

Mission: Highwater Mark Strategy and Communications serves individuals, organizations, and ethical businesses in civil society striving to protect the natural world, create a just society, and ensure culturally diverse, safe, and equitable communities. Highwater Mark helps businesses and social-profits become more strategic, effective, and entrepreneurial.

Vision: Businesses and social-profit organizations have the resources, people, ideas, strategy, and implementation skills they need to meet the challenges that come with protecting the environment, making the world safe for our children, and ensuring our culture and communities provide dignity, respect, and diversity.

Principal Activities:

- Create Strategic and Business Plans for social enterprises
- Broker relationships and connections between members of civil society, the business community and government
- Develop member, client and public engagement strategies for businesses and civil society
- Craft communication/media and government relationship strategies
- Use community-based social marketing principles to enhance the effectiveness of my client's programs
- Coach leaders in the execution of the strategies we create together

Clients Include:

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| ▪ VanCity Credit Union | ▪ Change Advertising | ▪ Victoria Committee on Homelessness |
| ▪ Mountain Equipment Coop (MEC) | ▪ Ontario Association of Youth Employment Centres | ▪ Ethos JWT |
| ▪ Salt Spring Coffee Company | ▪ Pacific Resource Conservation Society | ▪ UBC Faculty of Medicine Special Populations Fund |
| ▪ BC Hydro & Communicopia Internet | ▪ The Brainerd Foundation | ▪ Sierra Club BC |
| ▪ Regional District of Nanaimo | ▪ Stanley Park Ecology Society | ▪ University of Victoria |
| ▪ ActionWorks.ca | ▪ North Shore Recycling Project | ▪ BC Healthy Communities |
| ▪ Open Cinema | ▪ Canadian Parks and Wilderness Society BC Chapter | ▪ BC Ministry of Labor & Cit. Services |
| ▪ Voices for Children | ▪ Sparrow Lake Alliance | ▪ Wildsight |
| ▪ Hollyhock Leadership Institute | | ▪ Mito Canada (Alberta) |
| ▪ Holland Baars Planning Group | | |

Royal Roads University Foundation

Senior Development Officer (Sustainability), March 2008 - July 2009

Royal Roads University, located outside Victoria, BC, specializes in mid-career learning, with a focus on business, leadership and sustainability initiatives. The part-time position of Senior Development Officer (Sustainability) is part of a \$100 million capital campaign to advance sustainability initiatives at the University, develop advanced innovative learning programs and create the Robert Bateman Centre for Art and Environmental Education.

Principal Activities:

- Assist in raising \$100 million in funds for key sustainability undertakings and for the Bateman Centre
- Develop and execute strategic fundraising programs as part of a dynamic team at the Foundation including major donor cultivation and development of a green gifts in kind program for the University
- Provide advice to the Foundation and the University of a broad range of sustainability issues
- Develop and implement an Ethical Screen for the University Foundation

Wildcanada.net and ActionWorks.ca

Founder / Executive Director, August 1999 - June 2005

Responding to a gap in the Canadian advocacy community for timely, effective on-line advocacy work, in 1999 I co-founded Wildcanada.net, and provided dedicated leadership to the organization through June of 2005 when it merged with another national conservation organization.

Wildcanada.net was a national conservation organization that brought online advocacy to the mainstream of Canada's conservation movement. We served more than 300 organizations with more than 60 campaigns, including the passage of Canada's first law to protect Endangered Species and the campaign to end grizzly bear hunting in Alberta. ActionWorks.ca was an enterprising non-profit funded, in part, by VanCity.

Principal Activities:

- Co-founded a national conservation organization dedicated to protecting Canada's wildlands and wildlife
- Provided long term strategic direction for the organization
- Managed and fundraised for \$500,000 yearly budget
- Lead ActionWorks.ca, a wholly owned for-profit subsidiary of Wildcanada.net that aided organizations in Canadian civil society to use online tools for fundraising, organizing, and activism while generating revenue for Wildcanada.net
- Built a world-wide network of more 35,000 activists
- Lead a team of upwards of ten staff and half a dozen contractors
- Through ActionWorks.ca, worked in partnership with a wide range of organizations across Canada including:
 - The Friends of Canadian Broadcasting
 - The Council of Canadians
 - Public Interest Alberta
 - BC Alliance for Arts and Culture
 - BC Federation of Labour
 - Greenpeace Canada
 - Tommy Douglas Research Institute

Under the Sleeping Buffalo (UTSB) Research

*Conservation Policy, Communications & Strategy
Consultant, 1997-2000*

UTSB Research is a non-profit Conservation Policy and Engineering firm based in Banff, AB. UTSB provides research services and support to the public, businesses, government, other not-for-profit groups, and all Canadian national parks users.

Principal Activities:

- Authored *Down a Slippery Slope*, an 88-page report on the impacts of ski areas on social, economic, and ecological environments
- Guided the agency in yearly Strategic Planning exercises
- Coordinated the Chateau Lake Louise Campaign and the Lake Louise Ski Area Campaign, two national level campaigns in Banff National Park
- Registered as a federal lobbyist, and made many trips to the nation's capital advocating for a wide variety of conservation issues
- Advised on provincial and national media and communications matters

Other Employment Experiences

From 1990 through 1996 I worked as a **Park Naturalist** and **Natural History Interpreter** for the Ontario Ministry of Natural Resources, **Parks Canada in Banff National Park** (5 years) and for Vermont-based **Country Walkers**. In 1993-1994 I volunteered for the **US National Park Service** as an Interpretive Ranger at Grand Canyon National Park.

Publishing Author

1992-present

Since 1992 I have published more than 150 articles in over 20 magazines and journals including the *Globe and Mail*, *Outdoor Canada*, *Canadian Geographic*, and *Canadian Wildlife*. For five years I wrote a bi-weekly column for the *Canmore Leader* on regional conservation issues. Starting in 2006 I began contributing to three blogs on a regular basis.

Publishing Author, con't

Published Books Include:

Carry Tiger to Mountain, the Tao of Activism and Leadership, published in 2006 by Arsenal Pulp Press seeks to serve ethically driven business leaders and leaders of social profit organizations as they strive to make their organizations more effective, and protect what they love in the world.

The Cole Blackwater Environmental Mystery Series: The Cardinal Divide is the first in an environmental murder mystery was published by NeWest Press in October of 2008. The second book in this series, *The Darkening Archipelago*, was published on March 15, 2010. *The Lucky Strike Manifesto* is slated for the spring of 2012.

The Durrant Wallace Canadian History Series: Starting in the fall of 2011, Touchwood Editions will publish this new mystery/thriller series, starting with *The End of the Line*. The second book in the series, *The Third Riel Conspiracy*, will be released in September 2012.

Visit www.stephenlegault.com/writing for more information. A detailed List of Publications is available upon request.

SELECT VOLUNTEER HISTORY

Conservation Voters of BC

Board member, 2006 - March 2008

Conservation Voters of BC is a non profit organization that seeks to educate constituents about timely environmental issues and the position of candidates for office on conservation matters.

Yellowstone to Yukon Conservation Initiative

Founding Director, 1996 - November 2004

The Yellowstone to Yukon Conservation Initiative (Y2Y) is a multinational co-operative effort to protect wildlands and wildlife along the Rocky Mountains.

- **2004: Chair, Governance Committee** - responsible for board development and recruitment.
- **2001-2003: Vice Chair, Conservation Science and Planning Committee.**
- **1997: Conference Chair, *Connections***, the first conference of the Yellowstone to Yukon Conservation Initiative, a successful event which launched Y2Y, receiving wide-spread media attention, and attended by 300+ delegates

The Alberta Wilderness Association

1st Vice-President (on board of directors, 1996 to May 2003)

The Alberta Wilderness Association is Alberta's oldest conservation organization.

- **Member of the executive and finance committee, providing financial planning and fiscal oversight**
- Hiring and firing duties
- Fundraising in conjunction with the Associations staff
- Conservation Policy and Government Relations specialties
- **1995-1999, Chair, the Kananaskis Coalition** As a volunteer I chaired this coalition comprised of 13 conservation, recreation, and community groups whose vision was to protect Kananaskis Country.

REFERENCES

Professional

- Caterina Geuer, A/Chief Development Officer, Royal Roads University Foundation, (250) 391-2600
- Lea Ann Mallett, former Board Chair, Wildcanada.net, (647) 436-5989
- Cathy Vine (former) Executive Director, Voices for Children, (416) 322-7498
- Vince Verlaan, Partner, HP Lanark, (604) 688-9769 , 116
- Lisa Matthaus, Coordinator, BC Organizing for Change, former Campaign Director, Sierra Club BC, (778) 430-3734

Personal

- David Thompson, Training Resources for the Environmental Community (TREC), (604) 987-3667
- Joel Solomon, Executive Director, Renewal Partners, (604) 844-7448