

# Bill McIntosh

## CLEAN COMMUNICATION

Dialogue & Civic Engagement  
Simon Fraser University  
Law  
University of Toronto  
Business Admin & Commerce  
University of Alberta

My twin passions are supporting progressive organizations and their people in developing, communicating and implementing their ideas for advancing transformational change; and on-the-ground volunteering to contribute my energy, experience and skills to building a sustainable, just society.

My approach to work is built on my strengths (clear thinking, clean writing, generative dialogue and effective teamwork), fueled by my commitment to justice (environmental, social and economic), and guided by my values (honesty, fairness and public service).

### **PROFESSIONAL BACKGROUND**

#### **Grant Writer, Western Canada, Ecojustice September 2018 – December**

- 2021:** Worked closely with Ecojustice's leadership, program and philanthropy teams
- Developing fundraising strategies and narratives to frame and advance litigation and law reform initiatives for Canada's largest environmental law charity
    - Drafting grant applications and reports to foundations
    - Creating, revising and updating cases for support and case summaries
    - Simplifying and streamlining Ecojustice's approach to communication with foundations
    - Liaising between Ecojustice's leadership, program and philanthropy teams
  - Managed organizational relationship with the Law Foundation of BC, Ecojustice's longest-standing funder and provider of EJ's largest annual program grant

#### **Program Director, Law Foundation of BC (January 2017 – August 2018):**

- Worked closely with the Executive Director, governors and program staff
  - Developing funding strategies and policies to guide North America's first law foundation (established in 1969) in advancing access to justice for all British Columbians by fostering continuing programs and one-time projects across five mandate areas: legal education, law reform, legal aid, and law libraries
- Managed the foundation's annual provision of more than CAN\$3 million in program and project funding to more than thirty not-for-profit organizations

**Principal of CLEAN COMMUNICATION**, a communications and strategic engagement consultancy (January 2022 to present; 2015 – December 2016; and 2003 - 2006):

- **Climate Communications Advisor with the Honourable Joyce Murray, MP and Minister of Fisheries, Oceans and the Canadian Coast Guard (then Parliamentary Secretary to the President of the Treasury Board)** (March – December 2016)
  - Provided advice and guidance on climate policy and communication
- **Project Advisor with Hoggan & Associates, Inc.** (June 2015 – December 2016)
  - Provided advice and guidance in various strategic matters, including design and organization of the **2016 Sustainability Dialogues**—a series of public dialogues, to span eight cities and four provinces—to gauge Canadians' current and developing attitudes and values on sustainable development and climate action
- **Associate with Modus Design, Planning & Engagement Inc.** (January – December 2016)
  - Conducted stakeholder engagement research and analysis to support MODUS's execution of a confidential BC government contract on climate action

- **Project Advisor with the David Suzuki Foundation** (January – November 2015)
  - Led design and planning of a structured public dialogue process (*BLUE DOT DIALOGUES: Building Together on Common Ground*) for convening a broad cross-section of British Columbians to discuss the right of all Canadians to clean air, clean water and a healthy environment, including protection of that right in Canada's Constitution

**Manager of Executive Support, Law Society of BC**, the self-governing regulatory body for BC's more than 11,000 lawyers (August 2008 – December 2014):

- Managed Law Society governance processes, including Bencher (director) elections, orientation and meetings, and special and general meetings of the Society membership
- Led the development and drafting of a **guidebook for Law Society appointments** to boards, councils and committees of more than 25 external organizations, and managed the Law Society's appointment process
- Supported the CEO's strategic communications
- Facilitated integration of Law Society policy development and executive leadership

**Communications Officer for the Law Society of BC** (October 2006 – July 2008):

- Created and edited content for various Law Society publications, including The Benchers' Bulletin and Discipline Digest, and drafted letters and speeches for the CEO and President
- Led development and drafting of the **2006 Annual Report** (won 2007 MarCom Platinum Award for "demonstrating excellence in creativity, resourcefulness and overall quality")
- Organized and moderated Law Society special events, including
  - a pro bono legal services workshop attended by representatives of 45 law-related organizations
  - seminars on the rule of law, governance and regulatory issues for two delegations of government and legal officials from China

**Principal of CLEAN COMMUNICATION** (2003-2006):

- Created communication solutions for
  - **Alcan BC**, in reporting on community investment and triple bottom line performance
  - **Association for Mineral Exploration BC**, in leading the writing of *Mineral Exploration, Mining and Aboriginal Community Engagement: a Guidebook*
  - **Aprio Inc.**, in providing website design advice and content
  - **Canadian Business for Social Responsibility**, in writing advance briefs and a follow-up report (*Building Sustainable Relationships*) for an international conference on sustainable natural resource development and building sustainable relationships with Aboriginal communities
  - **Indigenous Corporate Training Inc.**, in re-writing ICT's guidebook, *Working Effectively with Aboriginal Peoples*
  - **Polaris Minerals Corporation**, in providing website design advice and content
- Delivered strategic engagement solutions to
  - **BC Hydro**, in a plan for engaging Generation Division engineers in sustainability values and thinking
  - **Indian and Northern Affairs Canada, BC Region (now Aboriginal Affairs and Northern Development Canada)**, in a historical review and proposal for a re-designed Aboriginal dialogue process, and in a strategic vision and planning framework to guide future departmental policy
  - **International Centre for Sustainable Cities**, in advice for building private sector involvement and investment in long-term urban planning

- **World Wildlife Fund (Canada)**, in a promotional and marketing plan for a joint venture with **NorskeCanada** (now **Catalyst Paper**), and in strategic advice and feedback on WWF's participation in a global conference on business and the environment

**Member of Cruickshank Phillips**, a leading business law firm in Edmonton (1981-1989):

- Practised civil, commercial and insolvency litigation
- Led a team of 20 Cruickshank Phillips lawyers and coordinated the work of 130 other law firms for two years as In-house and Coordinating Counsel for Price Waterhouse Limited, in the liquidation of Canadian Commercial Bank (assets of \$2.3 billion)—the largest insolvency in Canadian banking history

### **BUSINESS BACKGROUND**

**Co-owner (with Morie Ford, my remarkable wife) of the “The Milkman”, an anchor operation in Vancouver’s Granville Island Public Market (1989-2003):**

- Developed Canada’s largest volume independent dairy specialty store
- Managed a staff of 15 employees, with more than 250,000 annual retail transactions, and more than 25 wholesale accounts
- Exceeded \$1 million in annual sales (in 428 square feet) for eight consecutive years

### **EDUCATION AND PROFESSIONAL TRAINING**

- Certificate in Dialogue and Civic Engagement, Simon Fraser University
- Competent Leader Award, Toastmasters International
- Competent Toastmaster Award, Toastmasters International
- Professional Legal Training Course (Interprovincial Transfer & Requalification), Law Society of BC
- Effective Public Speaking and Human Relations, Dale Carnegie Course
- Advanced Negotiation Techniques, CLE Society of Alberta
- Advanced Trial Advocacy Course, Law Society of Alberta
- Bachelor of Laws, University of Toronto
- Bachelor of Business Administration & Commerce (With Distinction), University of Alberta

### **VOLUNTEER SERVICE**

- City of Vancouver Arbutus Greenway: Public Feedback on Proposed Temporary Pathway, Small Group Facilitator and Note-taker
- Canada’s Climate Record and the COP21 Climate Conference: a Public Forum, co-sponsored by the Board of Change & the Harper Decade Lecture Series, Moderator
- Renewable Cities 2015 Global Learning Forum, Facilitator & Note-taker
- City of Vancouver Grandview-Woodland Citizens’ Assembly, Facilitator
- Alberta Energy Efficiency Public Dialogues, Facilitator
- Canadian Climate Strategy Discussion Group, Co-Chair with Joyce Murray, MP
- Vancouver 2010 Sustainability Practitioners Dialogue Group, Member
- Recycling Council of British Columbia, board member and chair of the Communications Committee
- Cloverleaf Toastmasters Club, Vice-President, Education
- Big Brothers of Canada, Volunteer Big Brother

### **PUBLICATIONS<sup>1</sup>**

### **PERSONAL INTERESTS**

Reading, writing and running widely, playing golf and tennis freely, and most of all, exploring and enjoying our beautiful world with my wife and daughter.

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<sup>1</sup> See: [www.cleancommunication.org/publications](http://www.cleancommunication.org/publications)