

April 19, 2011

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## **New Rivercorp CEO Announced**

Rivercorp's new Chief Executive Officer joins the organization Monday, July 4, 2011.

Vic Goodman brings almost two decades of progressive experience guiding diverse teams in a variety of competitive and fast-paced environments. He has been a member of the Saskatchewan Food Processors Association Board of Directors, Director of Strategic Business Development at SaskTel, a venture capital broker, a strategic management consultant and contract executive, and a consultant with the Business Development Bank. Goodman holds Bachelor degrees in Political Science and Law from the University of Saskatchewan and a Masters degree in Business Administration from the University of Victoria.

*"I am very happy that Rivercorp has made another major step forward in revitalizing our economic development initiatives," notes Mayor Charlie Cornfield. "To have attracted someone with Mr. Goodman's experience and skills speaks well of our community and of the Rivercorp team, both staff and Board members."*

Goodman has worked extensively with small and medium-sized enterprises across western Canada. He has led a large regional economic development organization, the marketing makeover of a tourism-oriented multipurpose event complex and economic development projects with several First Nations clients in Saskatchewan.

*"I plan to build on economic and community efforts that have been made to date in Campbell River and continue its growth as a premier place to live, work and play. I will collaborate with local leaders, businesses and community organizations to outline clear competitive advantages that will help area businesses and attract visitors and investors to the region. I want Rivercorp to nurture regional pride, focus community economic development on sustainable principles, and create a culture of entrepreneurship in the community," says Goodman.*

*"We are very pleased to welcome Vic Goodman to the Rivercorp team," says Ben Chalmers, chairman of the Rivercorp Board. "With the help of the Rivercorp Board, City and community stakeholders, Victor will set out an ambitious and comprehensive three-year plan for Rivercorp with objectives and goals that will position Campbell River as an economic development leader on Vancouver Island."*

Goodman's initial priorities include reaching out to Campbell River businesses and the community to familiarize himself with economic development needs, as well as gathering information to establish Rivercorp's goals for attracting and retaining business. Working with the Rivercorp Board to develop a strategic plan for the organization, Goodman expects to implement mechanisms to help Rivercorp act on good ideas from Campbell River's business leaders and entrepreneurs. Goodman will continue efforts already underway to improve how Rivercorp communicates with the public, which include a newly-established quarterly newsletter and social media outreach through Facebook and Twitter.

The Campbell River Economic Development Corporation, Rivercorp, is responsible for Economic Development, Tourism Campbell River & Region and the Campbell River Visitor Centre.

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