

CHRIS G. GEORGE

Chris George is president of CG&A COMMUNICATIONS, a public relations firm established in 1994, with a network of consultants spanning from Montreal through Ottawa and Toronto, to the Niagara Region. He is also editor of *By George Journal*, an on-line opus that provides insightful articles and motivational quotes for use in today's workplace and social settings.

Chris serves as lead counsel to CEOs/Presidents, Boards of Directors and senior executive teams in executing advocacy campaigns and issue management initiatives. His focus of work includes strategic communications counsel and campaign management, branding and positioning, media and government relations.

Throughout his career, Chris has provided tactical advice and management skills to scores of public relations, advocacy and political campaigns. Since 2001, Chris has served the Council of Ministers of Education, Canada (CMEC) providing counsel and services to assist ministers' advocacy efforts within the federal government's copyright reform process. In this position, he is responsible for both CMEC's government-to-government strategy and its partnerships with national education organizations.

For fourteen years (1995-2009), Chris marshaled MADD Canada's advocacy programs to advance impaired driving legislative changes within the federal and provincial governments. Chris was also responsible for the charity's national media relations and its public affairs - with the goal to foster greater appreciation and support for MADD's activities and its policy initiatives.

In 2000-2001, Chris served as communications counsel to the Ottawa Transition Board, the body overseeing the amalgamation of 12 local governments into the new City of Ottawa. In this capacity, he provided strategic counsel and support to the Chairman and Board members. Chris also forged and managed a communications team that undertook the Board's comprehensive media and public relations efforts as well as its communications with municipal staff and unions.

Prior to owning the public relations business, Chris spent over seven years on Parliament Hill on staff with Cabinet Ministers and Members of Parliament. He has served in senior managerial positions in advocacy, leadership and electoral campaigns at every level of government.

Today, Chris resides in Niagara, with his wife and business partner, and their two sons. He is an active volunteer with the Canadian Anaphylaxis Initiative and NASK, a local anaphylaxis awareness group. He also serves as vice-president on the Board of Child Advocacy Centre of Niagara, a victim-assistance organization helping abused children. In 2011, Chris was presented by the City of St. Catharines with a Volunteer Recognition Award to recognize his contribution to the community.

Some past and present clients not already mentioned include West Lincoln Memorial Hospital, the Perley Rideau Veterans' Health Centre, Transport Canada (Canadian Automated Air Traffic Control Project Office), the Ontario Telephone Association, Niagara Parks Commission, Hydro Ottawa, Ottawa International Airport, Commissionaires Ottawa, to name a few. To learn more about the company, its services and clients' initiatives, visit the website – www.cgacommunications.com.