

## **New Advisory Board provides insight and expertise to CG&A COMMUNICATIONS' health care clients**

*November 4, 2009* -- CG&A COMMUNICATIONS today announced the creation of a Health Sector Advisory Board to advise the company and its clients on current affairs and the evolving challenges facing the health care sector in Ontario.

Company president **Chris George** states the new Board will be a touchstone for CG&A COMMUNICATIONS consultants and clients. "This distinguished group will provide counsel and their insight into the many competing agendas within the healthcare sector. Board members have a pulse on current affairs within the sector and they can lend their input into stakeholder relations and effective communications practices."

The CG&A COMMUNICATIONS Health Care Advisory Board is comprised of four individuals from differing backgrounds. Mr. George explains, "Together, the Board members offer a wide-angled view of what is happening with health care services in Ontario. We are fortunate to be able to draw on Board members' varied perspectives as a hospital Board Chairman, or a professional regulator's Board member, or from a public opinion or social media vantage point."

"To be able to draw on the expertise of the Board will be invaluable to our clients' ability to react to and move decisively on the hard realities of decreasing budgets, increasing costs and greater and greater demands on health services." Mr. George adds, "This group brings its talents, acumen and experience to bear on the issues of the day."

Board members are:

- **Antonio Carvalho** - career senior manager in financial and gaming sectors, with various Board experiences that includes Hospital Chairmanship
- **Vicki Griffiths** – career marketing executive with a focus on health, and former Board member and advisor of the College of Physicians and Surgeons of Ontario
- **Nik Nanos** – national pollster and public affairs commentator, with varied health care experience within public and industry sectors
- **Nathan Rudyk** - president of an on-line marketing company with expertise in social networking communications campaigns; noted social media expert

The Advisory Board is available to the company's consultants to provide independent, expert counsel, insight and information on an *ad hoc* basis. As an independent advisory group, the Board members are not consultants of and do not receive remuneration from CG&A COMMUNICATIONS. (Board member backgrounds are attached.)

CG&A COMMUNICATIONS is a public relations firm with a network of consultants in Ottawa, the GTA and the Niagara Region. Visit: [www.cgacommunications.com](http://www.cgacommunications.com)

***For more information on the Advisory Board, contact:***

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## **The CG&A COMMUNICATIONS Health Care Advisory Board**

**“This group brings its talents, acumen and experience to bear on the issues of the day.”**

### **Antonio J. Carvalho, BA**

Antonio Carvalho is well-versed executive, with a career in the financial and gaming sectors and a wealth of Board experience. He spent over 15 years working at two of Canada’s five big banks and a credit union. His gaming sector experience includes six years in various roles as a senior executive with Ontario Lottery and Gaming Corporation (OLG). Here his responsibilities included: commercial casinos in Ontario, new lottery business development, administration, procurement and strategic planning and e-business. At the national level, Antonio served as a board member of the Interprovincial Lottery Corporation.

Antonio is involved currently as a management consultant and/or partner in a series of projects and companies in gaming, including Triton Transactions Inc. and Diamond Game.

He currently serves on the Board of Runnymede Healthcare Centre (10+ years) where he was Chairman of the Board (2007-2009) during the completion of its latest building project. He also has served on the Board of MADD Canada (15+ years) and as Chairman (1995-1999) and President; and as President of the Brampton Lions, on the Board of the Canadian Soccer League.

He holds a Bachelor’s degree from York University and is a graduate of Queen’s University’s Executive Program and University of Nevada-Reno’s Executive Development Program.

### **Vicki Griffiths**

Vicki Griffiths has over 20 years experience in the fields of marketing and public relations specializing in the areas of government, business, the not-for-profit sector and health care. Her innovative approach to communications challenges has made her an asset to her clients. Currently, as President of Vicbar Marketing Limited, she has focused on the development of marketing programs within the industries of real estate, not-for-profit, health care, and the older adult group.

Vicki is a past appointee to the Council of The College of Physicians and Surgeons of Ontario and sat on the Executive Committee, Quality Assurance Committee, Public Outreach, Discipline and Patient Relations Committees and co-chaired the Strategic Planning Committee. She chaired the Patient Relations Committee at the college over the past three years. She also sat on the Grants Committee of the Ontario Change Foundation under the auspices of the Ontario Hospital Association.

Her non-profit experience includes being a member of the Board of Directors of the Heart and Stroke Foundation of Ontario and Past President of the Heart Action Committee. Past affiliations include board member of The Jerusalem Foundation of Canada, board member of the Osteoporosis Society of Canada, President of the Toronto Region for the Heart & Stroke Foundation of Ontario, Communications Chair for the Heart and Stroke Foundation of Ontario as well as the Osteoporosis Society of Canada, Communications Committee member of the Canadian Breast Cancer Foundation

Vicki's career began in Winnipeg with Air Canada, the Manitoba Department of Tourism and continued with the Ontario Ministry of Tourism in Toronto. Since then she has worked in senior communications positions with the New Zealand High Commission in Ottawa, Vickers & Benson and Solway Varvas Seppi Advertising in Toronto.

## **Nik Nanos**

As the founder and President of Nanos Research, Nik Nanos is one of Canada's most trusted pollsters and is regularly called upon by senior decision-makers to conduct research and to provide strategic counsel. Nik's hallmark is his ability to provide insightful counsel to clients on complex issues ranging from organizational renewal, charting corporate expansions through to client positioning on public policy issues. In addition to his responsibilities in leading the team at the Nanos Research Group, he is a Research Associate Professor in Canadian Studies at The State University of New York at Buffalo.

Nik is the official pollster for Policy Options Magazine and CPAC, the Cable Public Affairs Channel. The firm's polling information has appeared in major media outlets including CTV, the CBC, The Globe & Mail, USA Today, The Wall Street Journal, ABC News, The Guardian Newspaper in the UK, The National Post, The Toronto Star and The Economist Magazine.

Nik has led research and management consulting initiatives on a full range of health issues ranging from legislative consultations related to the privacy and access to health information for the Government of Ontario through to research on access to medicines, the management and incidence of pain in Canada and how Canadians with Diabetes manage their healthcare.

Because he is recognized as a leader in the market and public opinion research industry he has been called upon to conduct research and provide strategic advice to clients in the health sector such as the Canadian Diabetes Association, the Ontario Pharmacists Association, the Ontario Ministry of Health, BIOTECanada, the Canadian Pain Society, Canada's Research-Based Pharmaceutical Companies, the Canadian Federation of Nurses Unions, Genome Canada, Janssen-Ortho and the Association of Canadian Academic Healthcare Organizations.

Nik is a National Past President of the Marketing Research and Intelligence Association (MRIA) and a Certified Marketing Research Professional (CMRP). The MRIA is Canada's national organization governing professionals engaged in marketing, advertising, social and political research. As the Past Publisher of the Canadian Journal of Marketing Research and Past Editor-in-Chief of Vue, the monthly magazine of the market research industry, he is one of Canada's leading research practitioners.

## **Nathan Rudyk**

Nathan Rudyk is the President & CEO of market2world communications inc. and an award-winning marketer, author, teacher, broadcaster, podcaster, blogger and social media expert.

Nathan's views on social networking, blogging and podcasting have been sought by national media channels including Globe and Mail, BNN, TechVibes, ITWorldCanada, Business Edge, National Post, and CTV news, and CBC radio. From 2002-2004, he was a regular commentator on CTV's TechNow program. From 2000-2002, Nathan was an Internet columnist for Ottawa's CBC Radio show Ottawa Morning.

Nathan has led social media strategy initiatives and marketing campaigns for organizations including Canadian Nurses Association, MD Financial (a division of the Canadian Medical Association), Ottawa Centre for Research and Innovation (OCRI), City of Ottawa, National Arts Centre, Canadian Bar Association, Ontario Technology Corridor and a host of North American innovation companies.

Nathan has taught technology marketing in the professional program of Algonquin College from 1998-2000, has regularly lectured at the University of Ottawa since 2006, and received a SCOAP Fellowship Award in 2000 in recognition of his efforts toward the achievement of the aims and values of I.T. in government in the National Capital Region. He served for two years on the Board of the Information and Technology Communications Council (2001-2003), and for three years on the Advisory Committee of OCRI's Zone5ive association for high tech marketers (2000-2003). In 2001, Nathan was awarded a Top 40 Under 40 award by the Ottawa Business Journal.

As a writer and editor, Nathan started freelancing in the mid-80s for publications including ComputerWorld and The Globe and Mail, served in editorial positions for magazines such as Profit and Country Estate in the early 90s, and in 1996 wrote the book "Free Stuff from the Internet: Canadian Edition", published by Coriolis Group Books. His most recent contribution as an author was a chapter to "The Entrepreneurial Effect", selected by Prof. James Brown with a Forward by Terry Matthews, published by Invenire Books in 2009.

*For more information on the Advisory Board, contact:*

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