



PAM COOLEY, CONSULTANT

Pam Cooley is an expert in collaborative partnerships, facilitation design and implementation. Her passion is to work with others on controversial multi stakeholder challenges to design processes that optimize stakeholder engagement and make projects successful. Pam loves to design and facilitate processes that work to bring people together towards making a positive impact in peoples' lives, in communities, cities and on the planet. She was recently featured as an "Eco Innovator" in the book "Eco-Innovators: Sustainability in Atlantic Canada" for her work and in particular, developing the CarShareHFX program in Halifax.

FACILITATION EXPERIENCE – CURRENT HIGHLIGHTS

DEPARTMENT OF FISHERIES AND OCEANS WILD SALMON CONSULTATION (2012)

Pam developed the Terms of Reference for the DFO multi-stakeholder advisory committee on wild salmon harvesting in the Pacific Region. She has provided facilitation services on this project since 2005 and will serve for an additional 3 years. The Integrated Harvest Planning Committee consists of BC's top leaders in the Federal and Provincial governments, environmental groups, the Sport Fishers Association, Commercial fishers and the Aboriginal communities.

VANCOUVER FARMERS MARKET (2012)

For the last 10 years, Pam has worked with the Farmers Market Association to move them from a "one market" organization to a food security organization with rapid growth and revenues for farmers from 600K – 6 M.

REAL ESTATE FOUNDATION OF BRITISH COLUMBIA (2011)

Pam has assisted the Foundation in prioritizing the grants program and becoming more strategic with organizations in the area of Land Use and Sustainability. She has engaged experts in the fields of food security, water and the built environment to understand the priorities and best practice in BC.

ENTREPRENEURIAL EXPERIENCE

CARSHAREHALIFAX (2008)

Pam co-founded the first multi-vehicle CarShare service in Atlantic Canada. Within a year CarShare was awarded Gold **New Business of the Year for 2010**, by the Halifax Chamber of Commerce and **Woman of Excellence** by the Canadian Progress Club. CarSharing provides a cost-effective alternative to vehicle ownership, where members pay an annual fee and have round-the-clock self-serve access to the entire fleet via a phone-in or online reservation system. Society benefits with expanded mobility, lower traffic congestion and GHG emissions.



TRAINING EXPERIENCE

- Trained over 500 people in facilitation skills and professional development.
- Designed many custom corporate training and workshops including cultural sensitivity, conflict resolution, facilitation development, system management, and strategic planning and design
- Trained and facilitated over 60 strong leaders of a US based national urban activist organization.

PROJECT AND PROGRAM DEVELOPMENT EXPERIENCE

- Designed, developed and directed community consultations and grants mapping projects for a large credit union community grants program providing them with reports and recommendations for future organizational priorities.
- Planned and facilitated a series of community-based consultations with surrounding communities regarding Vancouver's 308 acre False Creek Flats on behalf of the Vancouver Planning Commission. A visioning process consultations focused on the question, "What kind of a Vancouver do we want in that area?"
- Developed an "Organizational and Performance Review Process" for business and not-for-profit organizations that effectively reduced costs and capably resolved organizational limitations.
- Managed a large de-centralized operation: recruited, trained and directed a staff of 1,200 employees to conduct enumeration of over 400,000 households in Greater Vancouver area, including the Sunshine Coast and Howe Sound, under time and budget.
- Created and executed a nation-wide project that developed from five offices to over 200 groups in three years that addressed Canada's foreign policy and participation in Central America including liaison role with major non-governmental, governmental and church organizations. Fulfilled media relation functions including press releases, and interviews for television, national and local radio, and newspaper.
- Co-created and developed a unique project called the Social Purchasing Portal (SPP) where on-line lists of participating corporate businesses harness their purchasing power to simultaneously promote economic activity and business growth while providing employment opportunities for the disadvantaged in our community.
- Created Corporate Social Responsibility Programs for businesses, one that led to lucrative contracts with the 2010 Olympics and finalists to "Ethics In Action" Awards.



ORGANIZATIONAL CHANGE EXPERIENCE

- Consulted with over 100 businesses and organizations using custom designed processes for companies and organizations to develop through challenging organizational and staffing changes.
- Restructured the office and operations of a recognized national academic policy institute, streamlined the administration structure that permitted the CEO to focus on the public relations work toward their mission, goals and objectives.
- As interim Executive Director, stabilized an “in crisis” Pre-employment Program for Women, trained the staff, developed Board policies, project managed their renovations and moved them physically to their new office and training center.
- Designed, developed and directed community consultations and grants mapping projects for a large credit union community grants program providing them with reports and recommendations for future organizational priorities.
- Developed organizational structure, short and long term strategic and operational planning processes for a growing Not-For-Profit inner city sport organization that was featured in the 2010 Olympics plans.

HUMAN RESOURCES EXPERIENCE

- Over 15 years in professional, personal and ethics coaching.
- Skilled manager of volunteer and conventional work forces.
- Experienced in motivating and developing employees and volunteers from a wide variety of cultural groups and age ranges.
- Recruited, trained and managed staff and volunteers to execute major (3000) and minor (300) special events, long-term projects and campaigns.
- Hired, terminated, supervised and managed employees (union and nonunion) within a decentralized and centralized organization. The range of experience includes a single shop with one staff person to managing all systems reporting with 5 offices decentralized throughout B.C.