



**Any campaign messaging that the nominee may wish to convey to the membership about their interest in the position, and how their abilities will serve to strengthen the OCNI Board and their vision for OCNI**

As a member of the nuclear vendor community, I have always valued my membership at OCNI and have personally observed and participated in the events it leads to bring the industry together. Overall, I have been impressed by how OCNI genuinely and gracefully promotes the past, present, and future of nuclear.

A fundamental shift I have observed over the years in our industry is the ability of the generating stations and vendor community to come together to ensure we can communicate our message more broadly to the public; that there is an inherent value in nuclear for our country in providing a clean, low-cost, reliable, and safe form of energy. This has resulted in definitive statements at both federal and provincial levels of government in support of nuclear.

Globally, Canada is continuing to raise or renew its profile as a leader in medical isotopes, SMRs, decommissioning, and fusion technologies. There is more work to be done in this area. Furthermore, these are exciting areas for technology innovations, and this is especially important if we want to attract the new generation of experts and leaders, who want to work at the forefront of technology but also feel they are contributing to a better outcome for our world.

In all of the above, OCNI has continued to increase its level of visibility and initiatives which support the direction of Canada's nuclear industry both Nationally and Globally. It is for this reason that I turn my attention to the position of board member for OCNI. I see an important and strategic role for OCNI now and in the future. I think the time is right to leverage the momentum it has built as well as the momentum we are gaining as an industry.

I would be very delighted to help shape the direction of OCNI and I do feel it would be an exciting and interesting role to sit on the board along with a team of my respected peers and friends. I feel that my experience and passion for strengthening Canada's Nuclear Industry and diversifying and expanding its role and expertise would be of value for guiding the leadership at OCNI. In particular, when new leadership comes in, that is the time to be particularly strategic in how we shape OCNI's participation in the industry.

I have an inherent aptitude for what we all call "big-picture thinking", which is what is most needed for a governance role. I have a keen eye for linking a corporate vision or mission to long-term or short-term goals and giving guidance and direction to a team on the strategic importance of reaching that goal. I am often thinking years ahead and have a dream of what can be achieved and work backwards from there. I am as comfortable playing the long-game as I am fighting the urgent fires of the day.

What is my vision for OCNI? Time on the board will help me shape this in my mind, but from the outset I would like to see its leadership team continue to strengthen the already excellent event schedule, which has done really well bringing the industry together and I would help ensure the team has a view of how to support the industry from a high-level and forward-thinking view. Globally, the trade missions are important and should be broadly promoted to our advantage. I have had discussions with representatives at the generating stations who have noticed OCNI's increasing strength in communicating the overarching messages to the public and I believe we need this to continue and, moreover, find the best ways to communicate in this new era of social media over science. Nuclear in general could do better in linking social science and patterns of human behaviours to acceptance of nuclear technologies.

From a more practical point of view, I have experience with cost-benefit analyses, weighing risks, and assessing the effectiveness of mitigating strategies. Any corporation cannot function without sound assessment of cost, schedule and risk and I would strive to ensure OCNI leadership is taking this into account when implementing new initiatives and strategies for strengthening or diversifying membership.

From a personal point of view, I'm friendly, approachable, and truly do care about the people I meet and those I work for or with. I have an upbeat attitude and like meeting new people. I am not afraid of hard work and am usually seen as having fun, even when we are driving hard to meet a goal.

In summary, I am confident my experience and the overall values and passion I have for the industry will allow me to provide governance that is not only focused but timely. I would appreciate an opportunity to help shape OCNI and continue on its path of excellence in the industry. Of importance, I see this role as key to supporting and driving success for all OCNI member companies. I look forward to working with a fantastic team and watching our continued success!