

Business

in Calgary

July 2010 \$3.50



Leaders of Tomorrow

Honouring Calgary's visionary business leaders

Nominations are now being
accepted for
- Nominate now!
For details and
criteria, please
click here.

Leaders of Tomorrow

Inspiring the next generation of entrepreneurs

BY DEREK SANKEY

We've all heard stories that inspire. Sometimes they lead to success and fortune; sometimes they get chalked up as learning experiences. Either way, this year's Leaders of Tomorrow are living their dreams as entrepreneurs and enjoying the ride along the way, even when the going gets tough.

Corey Marshall remembers getting a call from the bank one day a few years ago asking to set up a meeting. It's not very often your bank requests a meeting with you, so he was suspicious and a little tense. Suddenly, even after a 10-year glowing history with the lender, they deemed the business high risk and wanted a \$1 million bond to secure the company's merchant services.

So, he changed banking and merchant services providers and shifted his business to an entire new level. "As businesses grow, more of the day-to-day time of the CEO becomes involved in situations such as the above, which limits the time on growth and development," says Marshall, owner of Anderson Vacations and one of the 2010 Leaders of Tomorrow. "Success lies in ensuring as time gets eaten away, that employment of people in these areas will ensure your growth continues," he says.

There are many lessons to learn from the stories of this group of entrepreneurs and business leaders.

From the Calgary high school student who launched a business in the basement that grew into a highly successful, national graphics design firm to the top-quality meat market that's been an iconic business for more than 85 years, good leaders inspire.

"I'd like to think that leadership styles have transformed from autocratic orders from on high, to empowering teams to make good decisions on their own," says David Farran, who single-handedly took a small group of local veterinary clinics and built them into a national chain with 35 locations and 800 employees – Associate Veterinary Clinics Ltd.

"Many a business has failed because someone's self-importance overrode common sense and solid values," he says. Fear of failure can sometimes achieve great things.

"Some call it ambition; others call it fear of failure. Regardless, it's a hidden drive which makes you always strive for the best," says Farran.

The 2010 Leaders of Tomorrow are selected and recognized not only for their outstanding business success, but also for their ongoing contribution to building Calgary's communities through active volunteering and participation. After the judges determined that their business model is successful, their involvement in the community was the primary criteria that separated them from the crowd.

This year's judges are: Dan Doherty of D3 Strategies Inc. and Macleod Bros.; David Woodman, managing partner at Meyers Norris Penny; and Mike Carlin from BMO Financial Group. Sifting through all the nominees wasn't easy.

What often separates truly successful leaders is the drive and passion to follow their vision, willing to tackle all the challenges along the way. "Pursue your dream and go for it," says Farran. **BIC**

The Judges



Mike Carlin



Dan Doherty



David Woodman

Platinum
Partner



Gold Partners



Leader of Tomorrow: Corey Marshall

Company: Anderson Vacations

Incorporated: 1994

When Corey Marshall was 12 years old, a truck struck his father while riding a bike. It was an event that led him to want to become a chiropractor like the one who helped his dad recover. It wasn't until Marshall took a job at age 15 with his parent's small tourism company, however, that he found what would be his true calling.

He continued to complete prerequisites for chiropractic school, but after travelling to Australia in 1999, he came back to work with his parents doing tours. By 2003, Marshall dove into the family business. He launched a wildly successful independent travel division that is now four times the size of the company's traditional escorted tours.

In 2005, Marshall and his wife, Karen McCardle, bought Anderson Vacations from his parents. The Calgary-based travel business has grown by 10 times in revenues compared to when he purchased it. He recently won the bid for the 2009 WorldSkills competition to manage 38,000 nights equivalent of hotel registration – worth an estimated \$13 million.

Marshall now speaks regularly to students about opportunities in the tourism industry and is a former member of the SAIT Polytechnic advisory board. At the age of 30, he already had a multimillion-dollar business under his belt and now finds balance by spending time with his three kids. He gives back to youth because he always had strong support. "Don't be afraid to put yourself in uncomfortable situations and surround yourself with individuals who can help shape your path," says Marshall.



Platinum
Partner



Gold Partners

