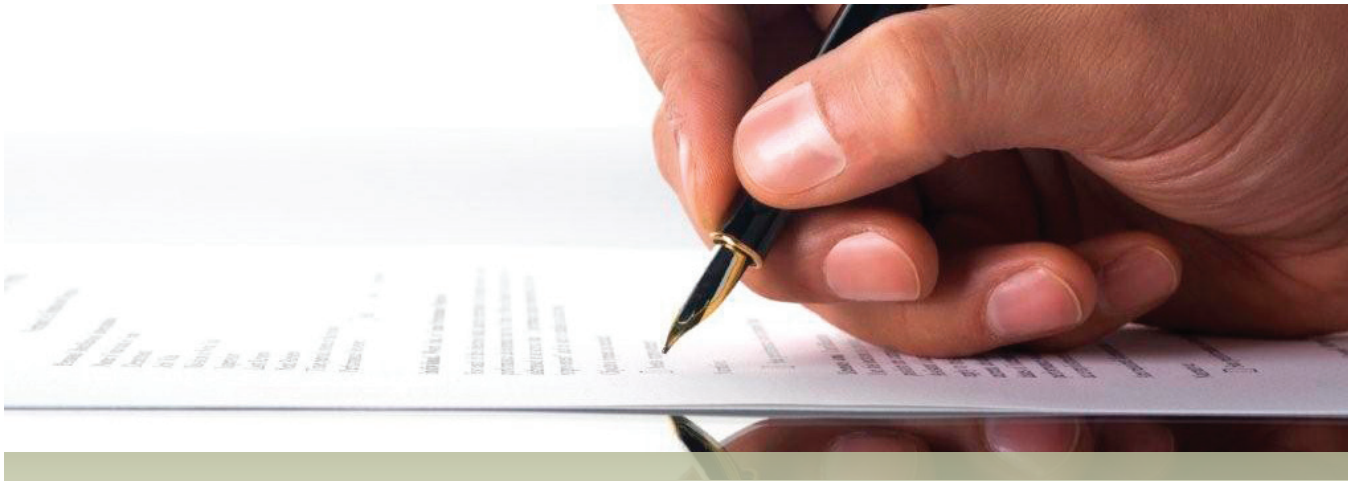


INTERCHANGE PUBLIC AFFAIRS

InterChange Public Affairs Inc. is a full-service public affairs company based in Ottawa and offering government relations and communications services and advice to private, public and not-for-profit organizations. Its principals, Massimo Bergamini and Robert Ross, each bring more than 25 years of experience to their work in helping clients meet the challenges of today's complex public affairs environment.

Clients include:

- Alberta Association of Municipal Districts and Counties
- Alberta Urban Municipalities Association
- Association of Canadian Community Colleges
- Association of Manitoba Municipalities
- Atlantic Mayors' Congress
- Canadian Nursery Landscape Association
- Capital Regional District (Victoria, B.C.)
- City of Stratford, Ont.
- Federation of Canadian Municipalities
- Foreign Affairs and International Trade Canada
- Great Plains College
- Halifax Regional Municipality
- Holland College
- Investing in Skills Coalition
- NAV CANADA
- Networked Vehicle Association
- Newfoundland & Labrador Housing on behalf of Provincial/Territorial Ministers responsible for Housing
- Ontario Mayors for Automotive Investment
- Southwest Economic Alliance (SWEA)



ROBERT ROSS

Robert Ross has provided strategic communications advice, planning and services to government, business and not-for-profit organizations for 27 years, most recently for the Federation of Canadian Municipalities (FCM) and now as a principal of InterChange Public Affairs.

As a communications advisor and later manager of communications at FCM from 2003 to 2008, he played a key role in the campaign for a New Deal for Cities, overseeing the creation and delivery of communications strategies, programs, products and services. His work was crucial to the effectiveness of FCM's advocacy communications and the achievement of its strategic objectives.

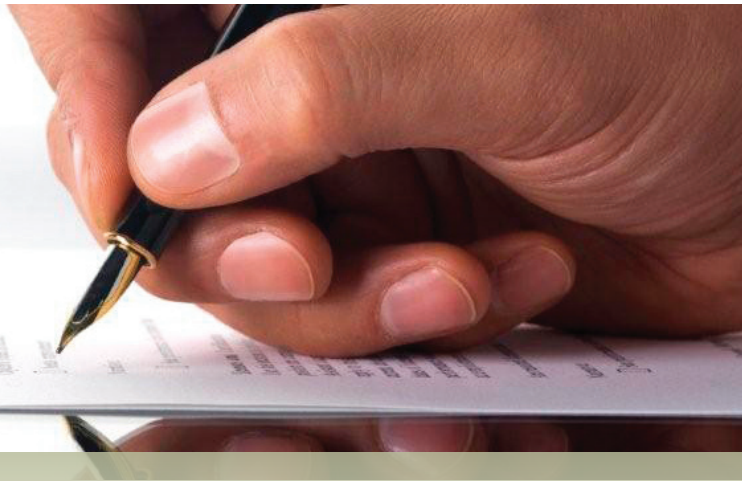
As senior writer, he translated complex issues into clear, compelling stories to advance the organization's objectives, from the storylines and messages that formed the backbone of the campaign, to the speeches, ad copy, news releases, op-ed pieces, brochures and website content that supported its execution. As communications manager he was responsible for a creative team that delivered communications services including the website, Forum magazine, media relations and graphic design.

Robert began his career as writer and communications consultant in 1983 after receiving a Bachelor of Journalism degree (High Honours) from Carleton University. At the Conference Board of Canada from 1984 to 1986, he was editor of the newsletter Board Affairs and staff writer for the quarterly Canadian Business Review.

From 1987 to 1997, as a founder and co-owner of Astroff Corkum Ross Associates (ACR), he played a key role in the firm's growth, participating in its management and direction and overseeing the development of its publishing and design services as well as its Internet presence. As the firm's principal speechwriter, he wrote speeches for cabinet ministers, senior government officials and members of Parliament.

As proprietor of Lexicom from 1997 to 2000, he continued writing speeches, as well as scripts, brochures, reports, media materials and website content for a variety of public and private organizations. From 2000 to 2003, as a member of the communications team at NAV CANADA, he provided writing, editing, publications management and communications advice to the private-sector owner of Canada's civil air navigation service.

As a principal of InterChange Public Affairs since 2008, Robert has written for a number of InterChange clients, including FCM, the Association of Canadian Community Colleges, Alberta Urban Municipalities Association, the Atlantic Mayors' Congress, Investing in Skills Coalition, NAV CANADA, Newfoundland & Labrador Housing (on behalf of provincial/territorial ministers responsible for housing), and the Southwest Economic Alliance (SWEA).



26 Years of Clear, Creative Writing

In addition to speeches, Robert Ross has written reports, articles and promotional copy for:

- Agriculture and Agri-Food Canada
- Alberta Urban Municipalities Association
- Association of Canadian Community Colleges
- Association of Universities and Colleges of Canada
- Atlantic Mayors' Congress
- Buystream
- Canadian Coast Guard
- Canadian General Standards Board
- Canadian International Development Agency
- Canadian Parks Service
- Canadian Pork Council
- Canadian Trucking Alliance
- Channelware (NetActive)
- Cognos
- Conference Board of Canada
 - Canadian Business Review
- Crosskeys
- Emergency Planning Canada
- Environment Canada
 - Let's Talk Green
- Federation of Canadian Municipalities
 - Forum Magazine
- Fisheries and Oceans Canada
- Fisheries Council of Canada
- Foreign Affairs and International Trade Canada
 - Canada Export Awards
- Forest Pest Management Institute
- GotMarketing.com
- Health & Welfare Canada/Health Canada
- Human Resources Development Canada/Employment and Immigration
- Industry Canada
- Information Technology Association of Canada
- Innovacom Ltd.
- Insect Biotech Canada
- Investing in Skills Coalition
- Investment Canada
- Justice Canada
- MediaPlus Advertising
- Medical Research Council
- National Research Council
 - Sphere
- Natural Resources Canada
- NAV CANADA
- Newfoundland & Labrador Housing for Provincial/Territorial Housing Ministers
- Nitrosoft LINUX
- non-linear creations inc.
- Nortel Networks
- ObjecTime
- Ottawa Economic Development Corporation
- Perley Hospital
- Public Works and Government Services Canada
 - R&D Bulletin
- Regional Municipality of Ottawa-Carleton
- Rogers Ottawa Ltd.
- Southwest Economic Alliance (SWEA)
- Transport Canada
- Treasury Board Secretariat
- Western Economic Diversification Canada