



CLARK GRUE PLANS TO LEVERAGE THE CTCC'S CONNECTIVITY

Clark Grue thinks globally and acts collaboratively.

The former president and CEO of the Rainmaker Global Development and a past vice president of International Business and Trade Development for Calgary Economic Development, Grue has made a career of working with others to attract out-of-province businesses, investment and workers to Calgary.

He fully expects that focus to continue as the new President and CEO of the Calgary TELUS Convention Centre (CTCC).

"What drew me away from Rainmaker was the opportunity to work with other organizations and to be assisting and guiding where Calgary goes as a city," says Grue, who assumed his new role on Nov. 1, 2016.

Until then, he says he never thought of himself as a "convention-centre person." But Grue does see the potential to connect the CTCC to more people, businesses and organizations, both in Calgary and around the world.

"I want to leverage connectivity," he says. His plans include more closely aligning the CTCC to other local economic and tourism agencies.

"We'll be working with groups such as Calgary Economic Development, Innovate Calgary, Tourism Calgary and the Calgary Chamber of Commerce to stretch our value."

As well, Grue will connect to local professional associations and work with them through the CTCC's Ambassador Program to bring more international meetings and conventions to downtown Calgary.

Bringing such groups to Calgary is an opportunity to show the world that Calgary is "more than a one-horse town," Grue says.



He also sees the CTCC strengthening its ties to communities.

"We'll be engaging people to be involved in the heart of the city and annual events such as the Art Market Crafts Sale and Otafest.

"We want to be as much for Calgarians as we are for visitors. We want to open the doors to new partnerships."

Contact the Calgary TELUS Convention Centre at 403.261.8500 or sales@calgary-convention.com for more information.

