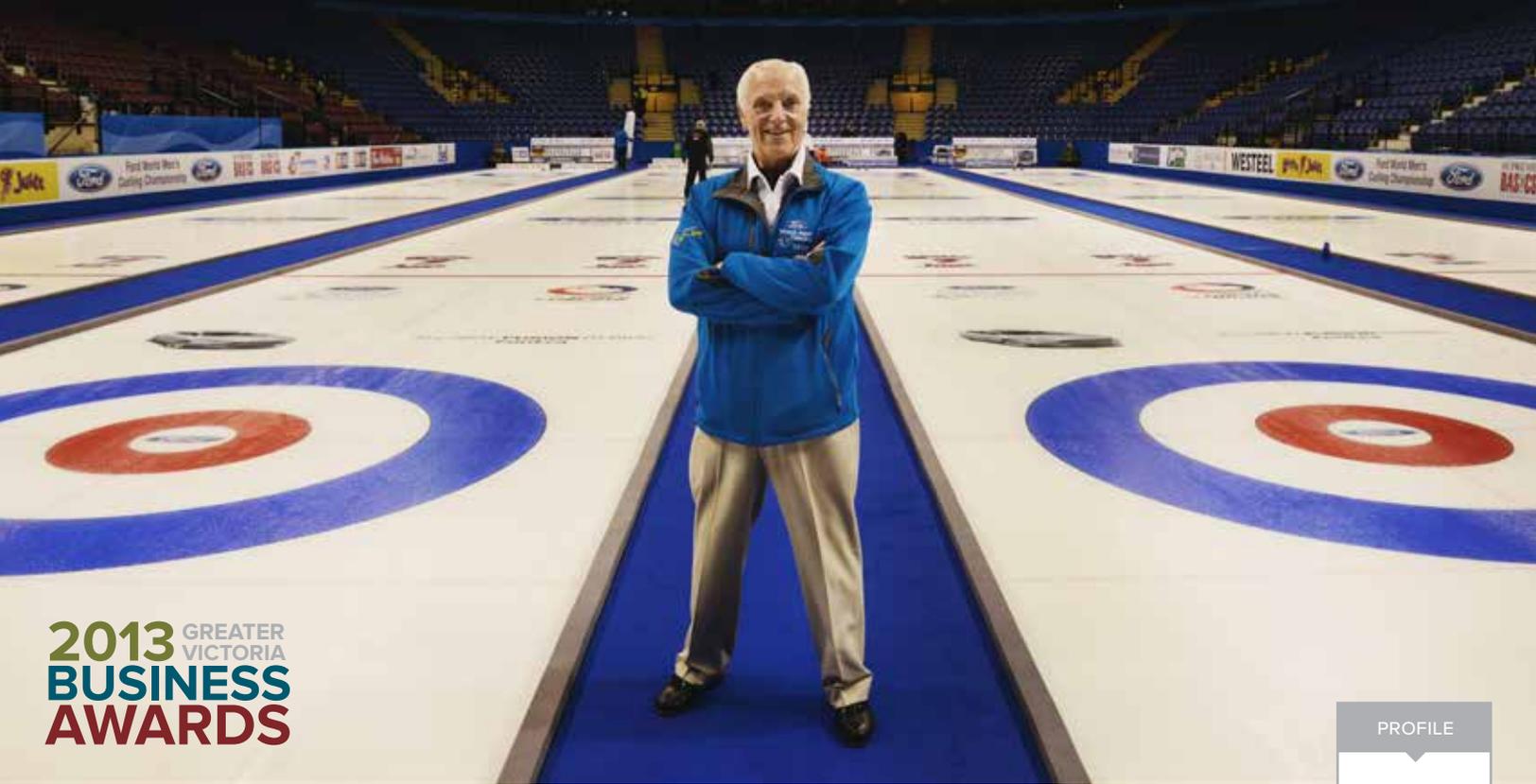


# GOVERNOR'S LIFETIME ACHIEVEMENT AWARD

CHOSEN BY THE CHAMBER'S BOARD OF GOVERNORS

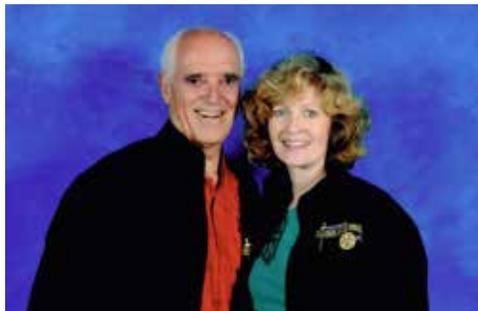


2013 GREATER VICTORIA BUSINESS AWARDS

**“The biggest thing that happened at CFAx to put Clare and I where we were was the Chamber of Commerce. No question about it,... it turned our station around.”**

When most people ease into their 60s or 70s and indicate that they're going to spend a little more time on golf and curling seasonally, you nod and smile, after all they deserve to relax and enjoy the fruits of their labour. When Keith Dagg indicates the same thing, the city as a whole perks up and takes notice, as he works with the PGA on the Times Colonist Island Savings Open Golf Tournament – the first stop in the Canadian golf tour – and with World Curling to bring in The Ford World Men's Curling Championship.

Keith is used to performing a little above the average. Born in Saskatchewan, he caught on early and by six was enjoying life in BC. Having taken on a number of small jobs in his youth, Keith's drive to succeed is most clearly visible when he joined Imperial Oil at the age of 15. Over the course of 10 years, he worked his way up from the bottom – pushing the mail wagon – to the Area Sales Manager for southern Vancouver Island. Although Imperial Oil brought him to the island, it couldn't force him to move. When they



wanted him elsewhere, Keith saw it as an opportunity to grow in a different direction and began a partnership with Clare Copeland.

Keith partnered with Clare building CFAx and making it popular, profitable and so much more than the daytime only station it was when they purchased it in 1964. By 1973 Mel Cooper saw a good thing and bought in when Clare sold his shares.

Never content to simply enjoy his success, Keith decided that Victoria needed an advertising agency and that he was the man to help fill that niche. Starting out with Mark Scott at Budget Rent-a-Car's commitment to sign on as his first client, Keith, Clare and the dedicated

team at Copeland Communications grew the agency – at its height 38 employees strong - until it was the largest on Vancouver Island. Over the years Copeland Communications worked with a wide variety of companies including Thrifty Foods, Payless Gas, Custom House Currency and Oak Bay Marine Group to grow and establish their business. After partnering with his eldest son Steven,

## PROFILE

Founding Director of the Times Colonist Island Savings Open Golf Tournament.

Joined the Telus Community Board in 2009.

Helped found the Curling Foundation in 2005 after raising \$250,000 at the 2005 World Curling Championships in Victoria.

Director of Victoria Highlanders FC for four years

Chair of the Victoria Academy for Curling

Copeland Communications became a pioneer in establishing that ad agencies work for companies both big and small, without having to go to Vancouver for "Madison Ave." quality concepts.

Keith, as well as the Dagg family as a whole, has a long history of community support and involvement. And as always, involvement was never done in a small way. His brother Raymond was the director of Expo '86. Middle son Jordon stepped up as a key volunteer at the FIFA World Soccer Championship, and his nephew Dan provides support for a wide variety of community initiatives including last year's \$4.3 million fundraiser supporting the David Foster Foundation.

Along with all of the other work Keith has done over the years including pro-bono work for non-profits and creating events that provide both revenue and prestige to the community, he is extremely pleased with the support he provided to the Chamber, working closely with Clare Copeland when he was the Chamber president and lending a hand whenever asked for help. That same relationship also helped Clare and Keith grow a somewhat struggling station, "The biggest thing that happened at CFX to put Clare and I where we were was the Chamber of Commerce. No question about it,... it turned our station around. Because we

were out there working in the community, people saw us and they liked us and they liked what they saw in us, and gave us a chance, and we slowly got better announcers, better newsmen, and better advertising."

Unfortunately life wasn't one big success story for Keith and he has had to overcome his own personal tragedies to get where he is today. He was hardest hit when he lost his youngest son to suicide in 2001 and as result chose to fight his way back from alcohol addiction. Once recovered, he channelled his energy into helping others. Keith talks extensively to kids and parents about encouraging them to reach for their dreams first and success will follow. In true Dagg spirit, he encourages coupling those dreams with a lot of hard work and elbow grease.

Keith is truly the embodiment of that advice. He is a goal-oriented man. "Because I believe that life is pretty simple. Everybody should have goals, and you have sales goals, you have sales targets. I've always tried to get the people who work for me, or my clients, to set their goals. And then ask how are we going to get there? And then set out a plan of how we're going to get there." That clear and direct philosophy has served him well over the years and earned him the nickname "the Bulldozer" from his sister Velma.

Keith is a man with drive and goals. Whether it is looking after himself by training three times a week at five am, guiding his customers with clear common sense advice, bringing world-class sporting events to the city or enjoying time with his lifelong friend, and now wife, Deborah along with his extended family you'll see Keith not resting on his laurels but standing and cheering in the winner's circle.

**THE CHAMBER.** <sup>150</sup>

*Congratulations Keith on winning the Greater Victoria Chamber of Commerce Governor's Lifetime Achievement Award. You thoroughly deserve it!*

*- Your friends at Digital Direct Printing*

*Congratulations Keith - your contribution, promotion, mentoring and love of our region, its communities, businesses and especially its people is unparalleled.*

*- Ian Batey, Principal, IPB Consulting Services*

*Congratulations Keith on your Lifetime Achievement Award! Your contribution to the successful marketing of our business over the past few years has been much appreciated.*

*- Richard Niblock, Owner, Van Isle Windows*

**Absolutely nothing happens, until somebody sells something.**

- Keith Dagg

Well said. Well done.

Congratulations to the nominees, recipients and the people who make it happen.

  
hot house marketing

### **"CONGRATULATIONS KEITH DAGG!"**

*On behalf of the Victoria Curling Centre, its members, Board of Directors and staff we would like to congratulate you on the Greater Victoria Chamber of Commerce Governor's Lifetime Achievement Award.*

*Your efforts and continued support to curling make you the perfect fit for this wonderful recognition.*

*You have worked hard to establish our sport to where it is in Victoria, and we thank you.*

*The Victoria Curling Centre is ever so proud to be associated with you, Keith, and for all that you do!*

