

# Advancing IDEAS

Innovation → Development → Entrepreneurship → Analysis → Strategy



## *SPEAKERS*

**February 22, 2012**



**Keynote Presenter**  
**Roger Hardy,**  
**Founder & CEO**  
**Clearly Contacts Inc.**

Roger Hardy is the Founder and CEO of Clearly Contacts Inc., the world's largest online retailer of contact lenses and eyeglasses. Born in Toronto, Ontario, Hardy grew up in Eastern Canada until, after graduating from Bishops University, his passion for skiing pulled him to the West Coast. He spent a year skiing in Whistler and came to the decision that BC was his home.

While attending university, Hardy was a member of many sports teams where his competitive nature garnered him the Most Valuable Player of the year award. Later in his career, it was this competitive spirit that helped Hardy succeed in an online industry in which thousands had entered, and failed.

Settling in Vancouver, BC, Hardy began to build his resume working for a transportation and logistics company, followed by a contact lens manufacturer. After discovering the optical store mark-ups on contact lenses and eyeglasses, Hardy recognized an opportunity to serve customers better than they were being served and became passionate about changing the way these products were sold.

It wasn't long before his entrepreneurial affinity began to take over, and in 2000 Clearly Contacts Inc. was born. The knowledge and expertise Hardy had acquired in logistics and contact lenses from his previous positions along with the efficiencies of the Internet provided the basis for a solid business plan.

Hardy's "never-say-die" attitude and uncanny problem solving skills have helped him become a proven

developer of successful business strategies and have helped Clearly Contacts Inc. become the Internet retail giant that it is today.

Still managing a balance between work and play, Hardy loves to have fun and is extremely competitive. Hardy is still an avid athlete and spends most of his downtime with his wife and family in Vancouver and Whistler.

Hardy has been honored with many awards over his years as Clearly Contacts' leader, including Business in Vancouver's Top Forty Under Forty in 2002, and The Pacific Ernst & Young Entrepreneur of the Year Award (Business-to-Consumer) in 2006.

Hardy's charity contributions have been an important part of his rise to success. He established the Hardy Endowment Fund at Bishops University which will pay the tuition for a student "in need" each year in perpetuity. Hardy is responsible for donating to and contributing countless hours along with his team at Clearly Contacts Inc. over the past years to charities close to their hearts. Easter Seals, The Ride to Conquer Cancer, The Greater Vancouver Food Bank, ORBIS Canada and The Red Cross are some of the many charities that he is involved with. Hardy has also contributed hundreds of pairs of free glasses to people in developing countries such as Mexico and El Salvador, as well as disadvantaged people in Canada.



**Kim Dotto**  
**Dean**  
**Applied Research**  
**British Columbia Institute of**  
**Technology**

Dr. Kim Dotto is Dean, Applied Research at the British Columbia Institute of Technology, Canada. Dr. Dotto received his Ph.D. in Electrical and Computer Engineering from the University of British Columbia and has over 30 years of experience in Software/Hardware Research and Development, Engineering and IT, in both the private and academic sectors. He also holds degrees in Chemistry, Oceanography, Engineering Physics and Biomedical Engineering. He is also a registered P.Eng. with the Association of Professional Engineers and Geoscientists of British Columbia.

In his previous positions at BCIT, Kim has served as faculty, Program Head Associate Dean and Acting Dean in the School of Computing & Academic Studies. He has also taught in industry and has extensive industry experience in the private and public sector and as a consultant both locally and internationally.

Kim sits on the Board of Directors of BCNET and the Graduate Program Committee of the joint Masters of Digital Media program.

**James Booth**  
**Faculty, Physics Department**  
**BCIT School of Computing & Academic Studies**

James has been a faculty member in the Department of Physics at BCIT since 1999. During this time at BCIT he has had the pleasure of teaching a wide variety of specialized physics courses ranging from engineering technologies (Civil and Structural Engineering, Mechanical Engineering Technology, Biomedical Engineering Technology) to health technologies (Diagnostic Ultrasound Technology, Electroneurophysiology Technology).

In 2001, with the support of BCIT, James began a program of constructing a rubidium magneto-optical trap (MOT). Through the collaboration of his colleagues and the work of a number of BCIT students, they created the second atom trap in the province in 2004. This success has led him to investigate the technological applications of cold atoms and initiate a collaboration with Professor

Kirk Madison (UBC Physics). His current research focus is on the use of cold atoms for metrology and sensing technology.

James' research efforts, the collaboration with Professor Madison, and the investment that BCIT has made in research helped James to secure an NSERC Discovery Grant (2008-2013) to continue this work. A device based on cold atom technology is currently undergoing patent review (supported through BCIT), and its commercial applications are being investigated with the support of an NSERC I2I (Idea to Innovation) Market Assessment grant (2011).

Prior to his work at BCIT, James was an industrial research physicist working for a small company (Thermionics NW Ltd.) in Washington state. His responsibilities included product development from prototype to market ready device, research support, customer service, and product testing in collaboration with researchers at UBC, the University of Washington, and Sandia National Laboratory.

**Justin Williams**  
**CEO, Williams and White**

Justin Williams, CEO of Williams and White, is responsible for the overall vision and success of the business. With a focus on business development, finance, and business strategy, Williams works to find a continuous balance between profits in the present and investment in future growth.

Williams and White is a leading edge manufacturing organization comprising of three independent business units; Equipment, Machining, and Automation. Williams and White was nominated for B.C. Business Magazine's Innovation Award, and was shortlisted for Small Business B.C.'s Successful You Awards for Best Company and Best Employer.

With a degree in Electrical Engineering, a minor in Commerce, and a background in sales and negotiations, Williams has a unique skillset of technical ability and relationship management. Growth is the success to any business regardless of the product or service offering. Leading a company in the manufacturing and engineering sector during the recession of recent years, while still posting considerable growth rates, has heightened Williams'

awareness of the importance of market development and client relations. The development of a solid team to produce the highest quality products and services is the other side of the equation and Williams' has worked diligently with his team to ensure that Williams and White has the people in place to deliver.

Williams is actively involved with the Canadian Manufacturers and Exporters Association (CME) as a Board Member and as a Member of the Public Affairs Committee. Williams is also involved with the Association of Professional Engineers and Geoscientists of British Columbia (APEG) and American Welding Society (AWS).



**Paul Dangerfield,**  
*MBA, BSc, CD*  
**Vice President of  
Education, Research  
& International  
BCIT**

Paul Dangerfield has more than 20 years executive experience as an officer in the Canadian Forces reaching the rank of Lieutenant Colonel, filling posts as Commanding Officer, Chief of Staff and Chief Instructor while serving throughout Canada and in the US, England, Germany, Bosnia-Herzegovina and Rwanda. Upon retirement he became the senior partner and co-owner of Sustainable Leadership Solutions, a consulting company that helps businesses to develop leadership and organizational effectiveness.

Having worked and lived in more than 20 countries worldwide, his professional and academic passion has been the exploration of how leaders, organizations and teams function and specifically how they manage the competing demands of today and the future. In this regard, Paul believes the key to success is to focus on the development of leadership talent throughout an organization.

Paul's commitment to lifelong learning led him to Capilano University as a part-time instructor in the School of Business and Global Stewardship programs. In 2006, he assumed the responsibilities of Dean of Business programs overseeing the School of Business and

the Faculties of Legal Studies, Public Administration in Local Government, Communications and Applied Business Technology.

In March 2009, Paul took on the role of Vice President of Education at BCIT to further pursue the opportunity to work in the important field of education, learning and leadership. In October 2009, Paul assumed the additional leadership responsibilities for the Research and International portfolios.

Paul is an active member of the community having served on boards for the West Vancouver Chamber of Commerce, economic steering committees for the City and District of North Vancouver and volunteering with the Vancouver Youth Symphony Orchestra and as a soccer coach in Point Grey.

Paul has an MBA from Royal Roads University and a Bachelors of Science from Carleton University and is currently working on his PhD in Human and Organizational Development at Fielding Graduate University in Santa Barbara. He lives in Vancouver with his wife and two children. The family enjoys spending as much time as possible traveling, skiing and kayaking together in B.C. and throughout the Pacific Northwest



**Richard Dettman**  
**Business Editor**  
**News 1130**

Richard has been a part of the Lower Mainland radio and TV news scene since the 1970s. He has been a reporter, anchor, news director, talk show host and editorialist.

He joined News1130 when it went on the air in 1996, as an editor before moving to business reporting in 1997. After leaving broadcasting in 2000 he "came home" to News1130 in 2004. He's also seen doing daily business reports on CityTV's Breakfast Television.

**More Speaker Bios to Come...**