



Westerner Park

MEDIA RELEASE

Westerner Park Welcomes New CEO Mike Olesen

October 24, 2019 | Red Deer, Alberta – As Westerner Park prepares for an exciting month of action, the Board of Directors wants to acknowledge Bradley Williams for providing leadership at a key time in Westerner history. Williams, a longtime volunteer, stepped out of his recent retirement to serve as CEO for the past year. His decision to return to retirement has resulted in the Board naming Mike Olesen as the new CEO of Westerner Park.

Olesen is well known in Red Deer, most recently as the COO of Westerner Park, and formerly as the Senior Director, Administration & Workforce, of the 2019 Canada Winter Games.

“The Board would like to extend our deepest gratitude to our departing CEO, Bradley Williams, for working diligently through a year of transition and growth,” says Janice Wing, President and Board Chair of Westerner Park. “Bradley’s commitment to the organization and community as both a volunteer and as CEO has provided stability and vision to the staff and Board – which, in a time filled with major events and activities, is no small feat,”

Olesen brings more than two decades of community building in Red Deer, the surrounding regions, and the province. His past experiences include time in Retail Operations for Parkland Fuel Corporation, eleven years at Hockey Alberta in positions ranging from Senior Manager, Operations & Events to Assistant Executive Director, and he holds an MBA from Royal Roads University.

“Mike brings extensive background in major event production, business, financial management, human resource management, volunteer engagement, and leadership”, says Wing. “Our board is excited to work with Mike as we move forward with strengthening the organization and bringing key elements of our strategic development plan to fruition.

“I am thrilled to take on a leadership position with an organization that plays such an important role to the community that I call home,” stated Olesen. “Westerner Park has a responsibility to our customers, guests, shareholders, and volunteers that I am driven to deliver on. I look forward to



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leading our very dedicated team towards maximizing the use of our premier facilities with a priority focus on service. I am humbled by the trust our Board has given me to lead our organization to a place where we are Central Alberta's trusted choice for events and celebrations."

Olesen will assume his new role with the organization effective November 15, 2019, and immediately start making connections with Westerner Park's key stakeholders.

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Westerner Park is central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization supported by 70 full-time staff and over 150 full-time volunteers, Westerner Park generates \$150 million annually in economic activity hosting over 1,500 events and 1.5 million visitors each year.

For more information, please contact:

Meghan Samson,
Marketing & Communications Manager
P 403.309.0207
E msamson@westernerpark.ca