



## BIOGRAPHIES

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### JAMES S. ROBERTSON | PRESIDENT & CEO

West Campus Development Trust

James Robertson is the inaugural President & CEO of West Campus Development Trust. Since joining the Trust in 2011, Mr. Robertson has steered the development of the University District master plan which applies the best ideas in city design, adapted to Calgary's unique local urban fabric. The Trust was established by the University of Calgary to develop the 200 acres of vacant land west of the University into a vibrant 9 million square foot mixed-use community called University District.

As City of Calgary Director of the Office of Land Servicing and Housing, and President of the Calgary Housing Company, Mr. Robertson led an over \$400 million portfolio that contributed significantly to the growth and transformation of Calgary's urban fabric. Such projects include the dramatic expansion of the City's affordable housing portfolio, enhancement of its industrial program as well as development of business parks and transit-oriented development sites. Prior to this, Mr. Robertson worked with IBI Group, an international planning, architecture and design firm, establishing its planning practice in Ottawa. With decades of specialized experience in development planning and approvals, Mr. Robertson is a proven expert in developing successful and complete communities that foster a high quality way of life.

In 2016, University District was awarded the highest certification achievable for sustainability excellence by the Canada Green Building Council. University District has been Platinum Certified as a Leadership in Energy and Environmental Design for Neighbourhood Development (LEED®ND Platinum). The urban community will offer a complete city life, with diverse housing and offices, varied retail, an inspiring public realm and dynamic community amenities. Mr. Robertson has unique and broad experience gained in private and public sectors within Canada's most vital real estate markets, and is excited to lead this forward-looking project in one of Calgary's most stimulating neighbourhoods.



“As an alumni of the University of Calgary and a proud Calgarian, I am excited by the opportunity to create an innovative development for the Trust that will enhance the campus and complement the vibrant neighbourhood”

**BARRY POFFENROTH | DIRECTOR, REAL ESTATE**  
**GRACORP**

Barry is the Developer’s Project Manager (Team Lead). An alumni of the UofC, Barry is based in Calgary and has over 31 years of experience in the real estate industry. His responsibilities at Gracorp include the sourcing, structuring, financing and management of real estate investment opportunities on behalf of employees and third-party investors; investor reporting and liaison; and fund management. Barry is also responsible for due diligence, legal documentation, and deal syndication. One of Barry’s greatest strengths is his ability to develop close relationships with clients and development partners. His collaborative approach has resulted in long-standing relationships with several of Gracorp and Graham’s clients and partners.

Prior to joining Gracorp in 2007, Barry spent 10 years as Senior Vice President of Urbco Inc., a TSX-listed development and property company that focused on land development, condominium development and residential rental property acquisition and management in Alberta and northern Canada. In 2002, Urbco was transformed into Northern Property REIT. Prior to his time at Urbco, Barry worked at Shelter Corporation, where he helped to finance and/or build over \$100 million worth of multi-family housing. He has also served on the board of directors or as advisor to several technology-related companies while working with Springbank TechVentures, a venture capital fund that he launched with three partners in 2001.

Barry is currently overseeing the development of three mixed-use apartment projects in Seattle. Recently, he led the development of a 350,000 sq. ft. Shopping centre in Chilliwack, BC and a 20,000 sq. ft. Shoppers Drug Mart in Vancouver. Barry participates in the management of two Gracorp-sponsored investment funds and 11 separate limited partnerships that have interest in various real estate investments. he is licensed as an exempt market dealer representative.

**ROLE AND RESPONSIBILITIES ON THE PROJECT:** As the Developer’s Project Manager, Barry will be the Trust’s single point of contact to the Tandum team for the life of the project and will attend all meetings with the Trust. He will be responsible for the overall management of the design, construction and lease-up of the project. His role will be to coordinate all communication with the Trust and to ensure that all contractual agreements are met. Barry will be responsible for coordination and integration with all project stakeholders.



**DARRELL JONES, PRESIDENT  
SAVE-ON-FOODS**

Darrell Jones embarked on his 41-year career in the food business in Cranbrook, British Columbia as a retail grocery clerk. From there, Darrell joined teams in 23 different stores and communities as he moved progressively through a series of senior operating roles with Save-On-Foods and associated banners.

For the past 17 years, Darrell has been a key member of Save-On-Foods' Senior Management Team, and President of Save-On-Foods and the Overwaitea Food Group since 2012. Active in the grocery industry, Darrell is on the boards of United Grocers, Inc (UGI); GS1 Canada, the Food Marketing Institute (FMI), Retail Council of Canada GMC, and BC Children's Hospital Foundation. He enthusiastically leads an increasingly diverse company known for innovation, customer service and industry leadership with almost 18,000 team members in more than 100 Western Canadian communities.

**About Save-On-Foods**

As Canada's largest western-based food store chain, Save-On-Foods feeds families in more than 100 communities in British Columbia, Alberta, Saskatchewan, Manitoba, and Yukon. With 163 stores operating under the Save-On-Foods, Overwaitea Foods, Urban Fare, PriceSmart Foods and Bulkley Valley Wholesale banners, the company is known for customizing its stores to meet the needs of each neighbourhood served by carrying more than 2,500 locally-made products. With the support of its nearly 18,000 team members, Save-On-Foods is on a path of growth with plans to open dozens of stores in the next five years, and will open its first store in Whitehorse, Yukon later this year. Named B.C.'s Most Loved Brand, Save-On-Foods is also one of B.C.'s Top Employers for 2017 – for the fourth year running.