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## **CRTV – Extreme Business Makeover**

### **New CEO announces management changes and job openings**

On February 4, 2008, the CRTV Board of Directors appointed long-time General Manager, Jim Forsyth, as Chief Executive Officer (CEO). This appointment allows for a revised management structure similar to other companies in the industry. With the growing number of available services, technical innovations, regulatory changes, and competitive threats, CRTV requires an expanded management team to face the future head-on.

The key to meeting the membership goal of keeping CRTV competitive is to build a stronger company supported by innovative management. Three key areas have been identified as requiring department heads. Effective March 31, 2008 the following management positions will take effect:

**Janice Feeney** has accepted the position of General Manager responsible for overseeing the day-to-day business including General Office operations and Community Programming. Feeney has used her accounting and management training to serve CRTV for eight years as the Office Supervisor and Controller and is extremely detail-oriented. She has an intimate knowledge of the business end of CRTV from all perspectives. Prior to her employment at CRTV, Feeney spent eleven years at the North Island Co-op progressing from Controller and Office Manager to the role of General Manager. All together, Feeney has nearly 20 years of management experience in member-based organizations. Feeney is an active Director of the Daybreak Rotary Club and proud supporter of the Campbell River Storm.

**Colin Taberner** has accepted the position of Technology Manager, responsible for all technical operations. Managing the technical evolution of a cable company requires someone who can solve problems, manage change and provide innovative solutions. Luckily for CRTV, Taberner thrives on change. Although a fairly recent addition to the CRTV team, he has utilized his IT-specific training to implement a number of needed network and system improvements. Prior to CRTV, Taberner was the Data Processing Supervisor and all around "IT Evangelist" at the City of Campbell River. Taberner was highly involved in Campbell River Search and Rescue in the past but has refocused his spare time on his growing family and career development to best face technological challenges.

**Vivian Martin** has accepted the position of Marketing Manager, responsible for marketing, corporate communications, and corporate image. Martin has worked directly with CRTV for the last four years and indirectly since 1998 when CRTV partnered with Digital Ark to offer Internet services. She worked with Digital Ark through a series of mergers, ultimately managing three regional offices. She has a thorough knowledge of the cable and internet businesses. Martin admits to being a technology geek but loves the challenge of translating "geek-speak" into English. Martin believes strongly in community conscience and is currently a serving Rotary president and Rotarian of nine years, and has served as director on a number of community and national organizations.

As CRTV positions itself to meet the industry challenges, labour and management need to be on the same page for the good of the entire organization. Success in moving forward will require a team effort and this

team is about to grow! The restructuring of CRTV management will result in three job openings and lay the path for more in the future. CRTV will immediately be looking for an Office Foreman with an accounting designation and supervisory experience, an IT Technician with a strong internet background and a Sales Professional to assist with the marketing of CRTV products. These positions will be posted mid-month.

This restructure will allow CRTV to better serve its membership. It's an exciting time for CRTV, a time of growth and rejuvenation and a time when CRTV gets to show that it is more than just Basic Cable... much more!

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**CRTV is committed to bringing the best home-entertainment value to Campbell River subscribers.** On June 7, 2007 CRTV celebrated 50 years of serving Campbell River. CRTV is still community-owned and boasts the best Basic Cable value in Canada. Subscribers also have access to an ever-increasing number of digital and HD channels and Campbell River's fastest Internet available. For more information about CRTV, visit [www.crtv.net](http://www.crtv.net) or call 923-8899.  
***CRTV – It's your TV... and MORE, Campbell River!***