



**Association of the
Chemical Profession
of Alberta**

2015 Annual General Meeting Saturday, May 30, 2015

Venue: Acclaim Hotel Calgary Airport
123 Freeport Blvd. NE Calgary, AB
(See [map](#))

Schedule:

12:00 noon	Lunch
12:45 pm	Guest Speaker: Kurian Tharakan <i>Understanding our Brand</i>
2:00 – 4:00 pm	AGM Business Meeting (guests are welcome)

Cost: Lunch is free to all ACPA members and guests, but please let us know you are coming.

Registration Deadline: Friday, May 22, 2015

Please register on line at www.pchem.ca
Or with the ACPA office.
Email: acpaoffice@pchem.ca
Tel: (780) 413-0004 or
Fax: (780) 413-0076

Guest Speaker – Kurian Tharakan



Kurian Mathew Tharakan is the founder of sales and marketing strategy firm StrategyPeak Sales & Marketing Advisors, and a 27 year veteran of the sales and marketing industry. He has consulted for companies in numerous sectors, including Manufacturing, Distribution, High Technology, Software, Non-Profit, and the Life Sciences. In addition to his consulting practice, he is also an Executive in Residence at the business accelerators, NABI and TEC Edmonton where he assists clients with their go to market strategies.

Prior to StrategyPeak, Mr. Tharakan was a vice-president sales & marketing for an Alberta based software firm where his team achieved notable wins with several members of the US Fortune 500. Previous to his software experience, Mr. Tharakan directed the sales and marketing programs for the Alberta practice of an international professional services firm.

Kurian Tharakan is a public member on the ACPA Board of Directors.

Understanding our Brand

What is branding? Why is it important? And why do I as a chemist need to care? The simple answer is that having a strong brand allows us to:

- Be recognized as having authority and credibility with new people and organizations we meet
- Compete more effectively with other professions, like the engineers
- Attract the best and brightest young minds to enter the profession

In order to better understand our brand, we will have Kurian Tharakan conduct a short introduction to branding and an identity exercise. The results from this process will help in the creation of a key aspect of our brand message.