

## Catalyst Solutions grows into new HQ



DAVID PARKER  
AROUND TOWN

**B**usinesses in Quarry Park and nearby neighbours in the surrounding residential communities must have been a little surprised — and delighted — to receive a free delivery of Crave Cupcakes. To celebrate the opening of Catalyst Solutions' new office in the park, 225 sets of six of the delicious goodies were sent. Crave Cookies and Cakes is a long-standing client of the accounting, tax and business advisory firm.

Catalyst's managing partner Cam Crawford has relocated the company's High River and downtown Calgary offices into 20,000 square feet of space on the second floor of the building, which also houses the new head office of Remington Development, which owns and developed the live/work community.

Catalyst has its roots in High River.

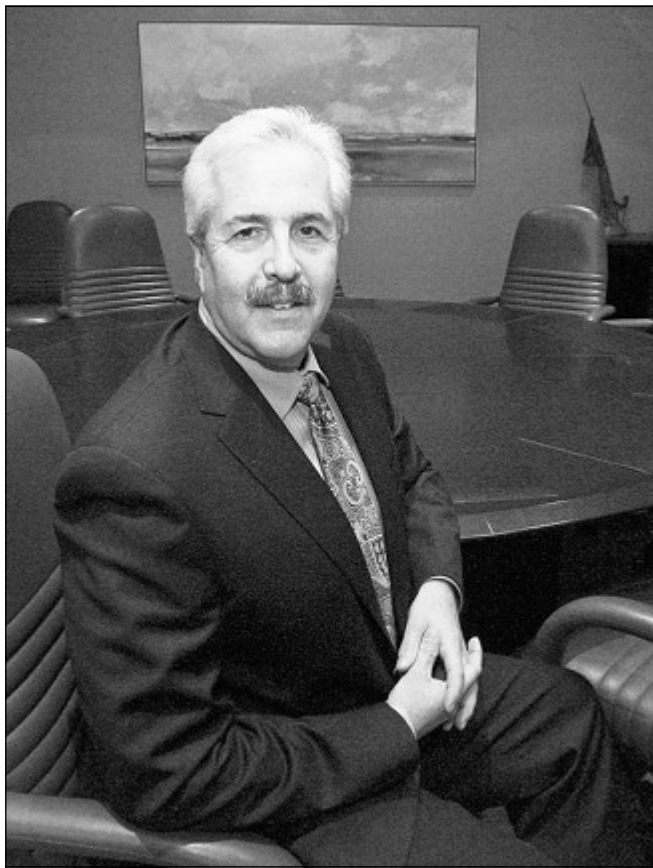
Gerry Coakwell and Wayne Moore left large accounting practices in Calgary to move to High River and founded Coakwell Moore Chartered Accountants. They were joined by Crawford and Dwaen Panter in 1979, who also left the big city for a change of lifestyle, happy to serve both new country and former city clients.

Newly branded as Catalyst and looking for more growth, they cast their eyes back to Calgary and in 1999 merged with city based Farvolden Cairns Patterson and opened an office in Trimac House, expanding three times since then.

Crawford says he realized there was a need to bring the 60 staff together under one roof and he credits a Quarry Park advertisement in the centre of the Herald stock pages for causing him to contact Remington's Cody Clayton.

He says the space is ideal and the location works perfectly for his southern-based staff and clients, as well as being quite handy to service all of its Calgary clients.

The multi-disciplinary company has a team of financial professionals with credentials and expertise in the areas of accounting, wealth planning, taxation, and a corporate advisory service led by Crawford. Focused on developing and



Ted Jacob, Calgary Herald

Cam Crawford, managing partner of Catalyst Solutions, at the company's new digs in southeast Calgary.

maintaining deep relationships, the firm is able to respond to the needs beyond those of a normal accounting firm.

With a partner group of nine, it's continuing to pursue growth opportunities by acquiring other CA practices.

One of its newer services is in real estate, led by Cameron Wallace, which advises owners in the acquisition, development, and divestiture of land, as well as helping to manage clients' land holdings.

Crawford grew up in the Springbank area and retains a keen interest in the people and lands surrounding the city; he is an active board member of the Glenbow Ranch Provincial Park.

A music fan, Crawford helped the Cantos Music Foundation acquire the Canadian Country Music Hall of Fame collection.

He sits on the foundation's board and chairs its finance committee. Crawford manages the careers of local country music recording artist Jake Matthews as well as that of his niece, Chandra Crawford, who won gold in cross-country skiing at the Turin Winter Olympics.

Crawford's work and volunteer activities mean he spends a lot of time in Calgary but he still prefers to live in High River, where his family enjoys the small-town lifestyle.

week's Herald announced that the 16th annual Willow Park Wines & Spirit's Charity Auction was a great success, enabling the store to provide a cash donation of \$75,000 to the Calgary Poppy Fund and Veteran's Food Bank.

The store supports a number of charities and non-profit organizations throughout the year. The fall auction is Willow Park's major event raising more than \$1.5 million for its Vintage Fund, which supports so many worthy causes, most recently MCF Housing for Seniors to help build a new 150-unit housing project called Willow Park on the Bow.

Cochrane has got it right with its new logo and branding. With the help of Calgary strategic marketing firm Twist Marketing and considerable public consultation, the town has unveiled its new visual identity program using a logo showing a mosaic horse and cowboy over "Cochrane — how the west is now."

Mayor Truper McBride says, "We are a very different community than we were 20 years ago or even 10 years ago — the new strategy takes our past, respects our heritage, and gives us a go-forward point to demonstrate the mosaic that makes up Cochrane."

DAVID PARKER APPEARS TUESDAY, THURSDAY AND FRIDAY. HE CAN BE REACHED AT 403-830-4622.

An advertisement in last