

***Canadian Partnership for Public Policy-Oriented  
Consumer Interest Research (PPOCIR)***

**Workshop**

**Friday, December 5, 2014**

**Hosted at**

**Ted Rogers School of Management (Ryerson University)**

**With support of the Social Sciences and Humanities Research Council**

**PRESENTERS' BIOS**

**Shannon Allen**

Shannon Allen is a PhD student in Agricultural and Resource Economics at the University of Alberta with a background in Nutrition and Food Science. Her research focuses on determining consumer preferences for informational, nutritional, and other attributes in food products.

**Jonathan Bishop**

Jonathan Bishop is a Research Analyst at the Ottawa office of the Public Interest Advocacy Centre. Prior to joining PIAC in August 2012, Jonathan was a Parliamentary Affairs and Stakeholder Relations Officer at the Competition Bureau. As well, he spent 8 years working in the Senate and the House of Commons as a Policy Advisor and Legislative Assistant. Jonathan holds a graduate degree in Political Science from Acadia University and an undergraduate degree from the University of New Brunswick.

**Étienne Boucher**

Étienne Boucher has lived in Québec city for almost 4 years. He first completed a certificate in sports business management at Laval University, and then obtained his bachelor degree in Consumer Sciences. He is currently completing a Master's degree in the same discipline.

**Diane J. Brisebois**

Diane J. Brisebois, CAE, is the President and Chief Executive Officer of Retail Council of Canada (RCC). She oversees the largest retail association in Canada serving over 45,000 retail establishments including independent merchants, chain stores, mass merchants, big box and online retailers. RCC's membership covers all segments of the retail market including merchandise, grocery and pharmacy.

**David Clerk**

Having studied communications and marketing research, David Clerk is now at the helm of Les Éditions Protégez-Vous as Executive Director. He has been with Protégez-Vous for more than 30 years, where he has held the positions of Editor in chief of Protect Yourself (the now defunct English-language version of Protégez-Vous magazine), Head of the Testing Department for Protégez-Vous magazine and, since 2001, Executive Director of Les Éditions

Protégez-Vous. David Clerk sits on the Board of Directors of Association québécoise des éditeurs de magazines (Magazines du Québec) and was on the Board of Directors of Option consommateurs for a number of years.

#### **Karen Duncan**

Dr. Karen Duncan is Associate Professor, Department of Family Social Sciences, Faculty of Human Ecology, University of Manitoba. She is a family economics and family resource management specialist whose research is on the financial and economic security of families. Currently, her work focuses on the economic costs of family/friend caregiving, consumer insolvency, and work-family issues. She has been an invited participant in the consultations on the National Strategy for Financial Literacy, and is on the board of Community Financial Counselling Services, Winnipeg.

#### **Amy Faria**

As an alumna of the Master of Science, Marketing & Consumer Studies program at the University of Guelph, Amy Faria is currently an instructor and Student Enterprise Program Manager within the College of Business & Economics. Her graduate research focused on understanding how specific cultural factors impacted attitudes and behaviours on ethical consumption, specifically counterfeit goods.

#### **Michael Geist**

Dr. Michael Geist is a law professor at the University of Ottawa where he holds the Canada Research Chair in Internet and E-commerce Law. He has obtained a Bachelor of Laws (LL.B.) degree from Osgoode Hall Law School in Toronto, Master of Laws (LL.M.) degrees from Cambridge University in the UK and Columbia Law School in New York, and a Doctorate in Law (J.S.D.) from Columbia Law School. Dr. Geist is a syndicated columnist on technology law issues with his regular column appearing in the Toronto Star and the Hill Times. Dr. Geist is the editor of several copyright books including *The Copyright Pentology: How the Supreme Court of Canada Shook the Foundations of Canadian Copyright Law* (2013, University of Ottawa Press), *From "Radical Extremism" to "Balanced Copyright": Canadian Copyright and the Digital Agenda* (2010, Irwin Law) and *In the Public Interest: The Future of Canadian Copyright Law* (2005, Irwin Law). He is also the editor of several monthly technology law publications, and the author of a popular blog on Internet and intellectual property law issues.

#### **Paul Goodrick**

Paul Goodrick is a Master's candidate in the Communication and Culture program, jointly offered through Ryerson and York Universities. His research examines Canadian telecommunications policy and spectrum regime governance through a critical analysis of the 700MHz auction process. At Ryerson, Paul has contributed to projects with the Canadian Spectrum Policy Research group and the Privacy and Cybercrime Institute.

#### **Maryse Guénette**

Maryse Guénette has been heading the Representation and Research Department at Option consommateurs (OC) since 2011. Between 2005 and 2010, she conducted extensive research and produced many guides for OC, notably *Telecommunications Companies - One single incomprehensible bill?* (2008), and *Debt collection: Outmoded tactics?* (2008). Between 1993 and 2005, she was Editor in chief for *Consommation* magazine and then for the Media Relations Department at OC.

**Michael Jenkin**

Michael Jenkin is a retired public servant. From 1999 to 2014 he served as Director General of the Office of Consumer Affairs at Industry Canada, and as chair of the OECD Consumer Policy Committee from 2006-2014. He has also held a number of other senior management positions at Industry Canada, the former Departments of Industry, Science and Technology and Regional Industrial Expansion and at the Science Council of Canada. He has written a number of books and articles on industrial and federal-provincial relations. Dr. Jenkin received his BA (Hons.) in History and Political Science at Trent University and his MA and PhD from the University of Manchester (UK) in Economics and Government.

**Robert R. Kerton**

Robert Kerton, Professor of Economics at the University of Waterloo, is Principal Investigator for the SSHRC Partnership Development Grant and editor of the summary of the 2014 Workshop. Bob's research program addresses consumer information and consumer policy and he has been active as a consumer advocate before parliamentary and other committees. In 2004-05 he served as President of the American Council on Consumer Interests.

**Rebecca Kong**

Rebecca Kong joined the Financial Consumer Agency of Canada in May 2014 and conducts research in financial literacy. Prior to joining FCAC, Rebecca designed and conducted evaluations with Alberta Health Services and the Canadian Food Inspection Agency. She has evaluated a wide range of programs, concentrating on educational programs. Rebecca completed an undergraduate degree at the University of Waterloo, and a Masters and PhD in psychology at the University of Alberta, researching the development of mathematical thinking.

**Camille Massey**

Camille Massey is a French graduate student at Laval University, with a background in communications. She is passionate about food and food studies and is doing her thesis on consumer's organic food choice.

**David Sobel**

After a long and diverse career in the private sector, David joined the Ontario Public Service, as a policy advisor in the Ministry of Labour in 2000. Beginning in 2008, he served as the education and outreach program manager for the Employment Standards Program. The initiative sought to raise awareness among employees and businesses that have rights and obligations under the *Employment Standards Act*. On-line tools developed for this program have been accessed more than 13 million times since 2009. In 2012 he joined the Ministry of Consumer Services, now Ministry of Government and Consumer Services, to develop a similar outreach program, as part of a broader business transformation. David is also helping to lead the development of the Consumer Protection Division's new complaint management and market intelligence system, which will launch in 2016. He holds an MA in Social and Economic History from York University.

**Dilip Soman**

Dilip Soman is a Professor of Marketing and holds the Corus Chair in Communications Strategy. His research is in the area of behavioural economics and its applications to consumer wellbeing, marketing and policy. He is also the director of the India Innovation Institute at the University of Toronto.

**Steve Trites**

Steve Trites is a Research Officer at the Financial Consumer Agency of Canada (FCAC). He conducts research on emerging trends and issues related to financial consumers. His work helps to inform FCAC's consumer protection, consumer education and financial literacy activities. He holds a Master's degree in Psychology from Carleton University and is a PhD Candidate at Queen's University.

**Kernaghan Webb**

Dr. Kernaghan Webb is an Associate Professor of Law and Business in the Ted Rogers School of Management at Ryerson University, and is the Director of the Ryerson Institute for the Study of Corporate Social Responsibility. He is on the board or acts as an advisor to a range of government, private sector and civil society organizations on regulatory and CSR issues. He has chaired several ISO international standard working groups and in 2012, he was awarded the National Award of Excellence by the Standards Council of Canada for his standards work. Dr. Webb has published extensively on regulatory and CSR issues, and his work on regulatory offences has been cited and followed by the Supreme Court of Canada.