

MEDIA RELEASE

FOR IMMEDIATE RELEASE

SIAS banquet connects students with future employers

GW Brewing Company CEO to address record crowd

Regina, February 25, 2010 – Ron Waldman, CEO of Great Western Brewing Company, will address an audience of 250 students, staff and business and industry leaders at the SIAS Wascana Campus Business and Industry Dinner. This is the largest audience in the event's history.

SIAS business and industry dinners focus on connecting employers with members of their future workforce.

"Students and guests have the chance to listen to an inspiring guest speaker while raising funds to support scholarships for SIAS students," says Pam McLellan, director, SIAS Donor and Alumni Relations. "But perhaps most important, these events give organizations the opportunity to meet and talk with Saskatchewan's brightest and talented recruitment prospects – SIAS students."

Media are welcome to attend this event.

Event: **SIAS Wascana Campus Business and Industry Dinner**
Date: Thursday, February 25, 2010
Location: Queensbury Convention Centre, Salon B
1700 Elphinstone Street, Regina
Speaker: Ron Waldman, CEO, Great Western Brewing Company
Reception: 5 p.m.
Dinner: 6 p.m.
Event partners: Great West Life, London Life and Canada Life

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 14,000 students were enrolled in SIAST programs in the most recent academic year; additionally, the organization drew almost 30,000 individual course registrations. Through program and course registrations, SIAST served almost 26,000 distinct students with programs that touch every sector of the economy. SIAST operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

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For more information, contact:

Ashley Cunningham, Marketing and Communications
Bus: (306) 691-8299
Cell: (306) 631-7928
Email: ashley.cunningham@siast.sk.ca

Information about SIAST can be found at www.goSIAST.com.

BIOGRAPHY

Ron S. Waldman, C.E.O. Great Western Brewing Company Limited

Ron Waldman became Chief Executive Officer of Great Western Brewing Company Limited in 1994. Since then, he has established the Saskatoon-based Saskatchewan brewery as one of Canada's most respected and recognized regional breweries. In addition to enjoying substantial growth in profits, revenue and market share as well as numerous international brewing awards, the Great Western Brewing Company has also been celebrated as one of "Canada's 50 Best Managed Companies" for the last six years consecutively.

Prior to joining Great Western Brewing, Mr. Waldman was president of his family's Saskatchewan-based Coca-Cola/Canada Dry franchise bottling business, Beverage Central Inc. After leading several acquisitions, Mr. Waldman ultimately arranged a successful divestiture sale back to the Coca-Cola Company. Mr. Waldman later worked with KPMG Consulting in their Corporate Finance and M and A practice.

Additionally, Mr. Waldman serves as a board member and/or executive member for several corporations, foundations, associations and he is a member of the Young President's Organization.

Born and raised in Moose Jaw, Saskatchewan, Mr. Waldman received honours degrees in business and philosophy from the University of Western Ontario.