

NEWS RELEASE - February 26, 2008; Toronto, Ontario

McLuhan & Davies Communications, Inc. receives Major Industry Award

CEO, Roger HB Davies recently received a major industry award from the Canadian Society for Training and Development (CSTD).

CSTD 2007 Volunteer Recognition Award

At the annual CSTD awards ceremony, the association recognized Roger HB Davies for establishing his reputation in the early '70s as one of Canada's top business magazine editors. His awards include the prestigious Jesse H. Neal, the Pulitzer of the American Business Press, which he won a record three times. In 1980, he co-founded McLuhan & Davies; as CEO, he is responsible for long-term planning, product innovation and marketing.

Roger joined the CSTD in 1989 and has been a member ever since. He served as President from 1994-95 and served on countless program planning committees for the association.

Roger's vision for the association included recognition of the best products of the workplace learning and performance industry in Canada. He convinced the board of CSTD to develop an awards program and in 1995 the Ontario Top Training Excellence Recognition or OTTER Awards was born. This program is the precursor to the Canadian Awards for Training Excellence that we celebrate today.

More recently, Roger advocated for the WOW award, initiated in 2007, to recognize innovative products that have the potential to take the industry to new heights. Roger's vision, dedication and hard work have left an indelible mark on the workplace training and performance industry in Canada.

McLuhan & Davies Communications, Inc. has been delivering communications training for over 25 years.



**Roger HB Davies
CEO**



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