

January 29, 2017

To Whom It May Concern:

Re: Steve Woolrich

RETHINK URBAN INC.

It is my pleasure to provide a letter of support and recommendation for Steve Woolrich. I have known Steve for the past two decades as a friend and professional colleague when he was resident in Red Deer, Alberta. During almost all of that time, I was a member of Council of the City of Red Deer and for the period 2004 – 2013 I served as Mayor of the City of Red Deer. Also, during that time Steve was retained by the City as our key resource for Crime Prevention Through Environmental Design (CPTED). In fact, it was Steve who brought this intelligent and effective tool to our community.

During the period when I served as Mayor, Red Deer was experiencing rapid population and industrial growth. Steve was actively involved as a resource to Council in development of strategic plans and for land development issues in matters of security. He was actively engaged in the downtown redevelopment projects and in assisting businesses in making their premises more secure. CPTED was a byword in our development industry and Steve was the go to person to actualize the program.

Concurrently Steve was active with several community initiatives through a non-profit group known as ReThink Red Deer. ReThink Red Deer is a think tank and action group to encourage community dialogue and experimentation with alternative solutions and strategies. They formed a valued advisory group to Council and to City departments.

Outside of his consulting work and his very active stance with ReThink, Steve personally took a very active role in various community development projects. He is skilled at working with groups and in providing energy to effect change. He served as a catalyst in many initiatives. These will be documented in his resume. An example of this would be the Public Piano Project where Steve donated a piano to be housed in a shelter on the street and available to anyone to come by and play it. It was one, if not the first, in Canada and has been a huge attraction on our summer downtown patio.

I have absolutely no hesitation in recommending Steve Woolrich for consulting work involving matters of security and for assisting communities to develop sound, innovative and pragmatic strategic plans and projects. If you require further information, I can be reached by tel: 403-597-2508.

Yours truly,

Morris Flewwelling, CM, AOE, B.A., B.Ed., LLD

Mountain Eagle (Asiniw-Waci Kihiew)