

Bill Aaroe - Biography

I bring to the AMM Board of Directors position a rather unique combination of experiences - educational, work and volunteer. I was born in Southern Ontario in 1954 and did my undergrad studies at the University of Toronto earning a BSc in 1978 with majors in biology and anthropology. Graduate studies at U of T, York University and The University of Manitoba gave me exposure to both history and business.

I was transferred to Winnipeg in 1981 and worked throughout Northern Ontario, Manitoba and Saskatchewan until 1987 when I was transferred to the West Coast as Regional Sales Manager for Noritake Canada Ltd. It was in Winnipeg that I met Susan, my wife, marrying in 1987. During this first Manitoba residence I developed respect and admiration for the many small communities throughout the region.

Noritake closed its western branch in 1995 and I started my first company representing independent craft people to retailers across Canada, building to \$8 million in annual volume. In 2000 I moved on into a role with London Life becoming a Certified Financial Planner and earning a Securities License and a Socially Responsible Investment Certificate. In 2010 I left to start a vending business building it to 36 locations. Sue and I started moving towards retirement in 2015 eventually purchasing our home in Oak River in the fall of 2021. I sold my business in February and we took possession of our home March 1st.

I have had extensive involvement with 'not for profit' groups. I served as the British Columbia Director of the Canadian Giftware Representatives' Association and served on the policy committee of the Canadian Professional Sales Association which led to the designation of the Certified Professional Sales Person. I served for several years as a board member of the British Columbia Naturalists' Foundation helping with the preservation of endangered portions of the province's natural environment; for seven years as a board member (including one term as Treasurer) of the Westminster Holding Company a group working to preserve a heritage building in New Westminster; for several years (including one term as President) of the Royal Arch Charitable Foundation which provides money for medical research with a focus on Breast and Prostate Cancers; one term on the board of the Royal Arch Masonic Home a long term care facility providing living space for elders with levels of care from assisted living thru dementia care and several years with the Friends of Terry Fox Library. I was a founding member of 'The Vancouver Walk Society' a charity whose mission was to provide scholarship funds for vulnerable youth. Additionally I continue to have an interest in conservation issues with a focus on birds via membership in Bird Studies Canada.

This fall I ran for council in the RM of Oakview to help ensure the continued viability of the community which so warmly welcomed Sue and I. I was acclaimed as a Councilor and at our first meeting appointed Deputy Reeve. As a Director of the AMM I will bring this diverse skill set and be focused on helping keep the interests and challenges of the many small communities in Manitoba on the table.