

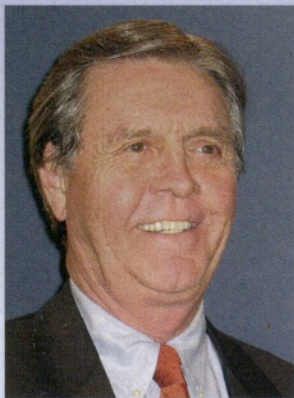


Canada's Top **40** under **40**TM

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2007

Bright young Canadians get their due



Since Douglas Caldwell, chairman of Caldwell Partners International Inc., founded Canada's Top 40 Under 40™ Awards in 1995, he has seen key issues wax and wane: national unity, recessions, brain drains, dot.com delirium ... This year, one of the key areas in the Canadian

economy is the resource sector, where there's a wealth of opportunity for young stars to make their mark.

But when he starts talking about the awards, Mr. Caldwell is clearly more interested in the universal traits of what makes a good leader than he is about the latest business trend or hot sector.

"One thing that distinguishes the group [of honorees] this year is the giving back these people have seen as a responsibility," Mr. Caldwell says. "That is an important thing to be doing."

He and his team of 27 advisory board members, who chose the 2007 honorees from among 1,600 nominations, held to the same criteria that applied to winners in

the past: They looked for people (who had to be under the age of 40 as of Dec. 31, 2007) who have shown vision and leadership, innovation and achievement, people who have made an impact and been involved in their community.

"I call these people swans," Mr. Caldwell adds, explaining that the honorees are smart, work hard, are ambitious, "and they are also nice people."

The awards – which will be presented in Toronto on May 6 – honour 40 people from across the country and across a spectrum of sectors, from business to science to civil service and academia. They will attend a two-day conference featuring presentations by business leaders and a chance to network with

hundreds of guests, many of whom are Top 40 alumni.

Mr. Caldwell says that acknowledging the accomplishments and highlighting the promise of the under-40 set is more important than ever because of changing demographics and the pace of business today.

The age of top leaders has dropped dramatically in the past 20 years, he points out. To succeed, he says, Canada needs the "energy and passion" of youth.

The profiles of the Top 40 Under 40 honorees for 2007 were written by: Cathryn Atkinson, Allison Dunfield, Unnati Gandhi, Kerry Gold, Marlene Habib, Marjo Johne, Michael Ryval, Lisa Stephens and Susan Smith.

Todd Towers, 35

Founder and president,
Farmboy Fine Art & Design
Vancouver

Todd Towers credits his upbringing on a cattle ranch outside Red Deer, Alta., for his success as founding owner of Farmboy Fine Arts.

His Alberta roots run deep: the Towers family has owned the ranch for 100 years, and his grandfather, Gordon, was a long-serving MP in the 1970s and the lieutenant-governor of the province in the '90s.

Todd, who moved his business to be closer to international markets, credits his father for his own business drive. "I think my dad's an artist. He grew up on a cattle ranch and is very creative, the way they do things," he explains. "So having that entrepreneurial spirit, I always thought I could make a go of it in the fine arts."

His eight-year-old company develops site-specific art for corporate environments, including internationally owned hotels such as Starwood, Trump, Hyatt, Caesar's Palace, MGM and Wynn.

Mr. Towers, who is engaged to Jasmine Kamel, graduated with a bachelor of fine arts from University of Calgary in 1996 and converted a warehouse space into an art gallery. He worked odd jobs (model, actor, building doorman) while building his art-making career.

A light bulb went off when he realized there was a niche in the hospitality market for customized artwork. "When I started the gallery space, you could only make as much money as you could make with your own two hands," he recalls. "You sell one piece in a private residence, but in a hotel environment you multiple that times 500."

A year after he started Farmboy, the company suffered a setback because of the Sept. 11, 2001, terrorist attacks. "Not much was happening in my industry; people weren't buying art and they certainly weren't buying art and staying in hotels."

He rebounded when he was awarded a six-figure contract with luxury hotel chain W Hotels. Today, Farmboy, which emphasizes technology and an online presence in its business plan, licenses work by more than 150 photographers, artists and illustrators.

The company has grown to a staff of 16 and Mr. Tower, who also sits on the foundation board of Vancouver's Emily Carr Institute of Art & Design, has two active business partners.

Farmboy is now broadening its reach and is negotiating a deal for a line of home décor products, he says. "As my dad always said, I would rather have 10 per cent of something rather than 100 per cent of nothing."



Canada's Top 40 Under 40™

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Celebrating the BEST and the BRIGHTEST since 1995

Each year, Canada's Top 40 Under 40 Awards are presented to exceptional Canadians under the age of 40 who are outstanding leaders in their chosen fields and who are shaping our country's future.

We are looking for nominations from across Canada and from every type of business and organization - private, public, not-for profit.



*Top 40 Under 40 Awards
Celebrate Canadian Leaders
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