



NEWS RELEASE

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**From Skid Row to CEO:
Second Cup founder, Frank O'Dea, to speak at March 8th
workplace mental health and addictions conference**

Hope, Vision, Action - the three keys to success according to Frank O'Dea, who went from sleeping on a park bench to developing a million-dollar company in a matter of years. "Without hope we can have no vision, without action, vision is but a dream. If employers can learn anything from my story, it's that all employees have potential and organizations need to invest in that potential," says O'Dea, one of Canada's most successful entrepreneurs and plenary speaker at the March 8th Bottom Line Conference on depression, anxiety disorders and addictions in the workplace.

The full-day conference, the 4th annual event hosted by the Canadian Mental Health Association's BC Division (CMHA), will attract 250 business leaders and managers, human resource and Employee Assistance Plan professionals, benefit providers, government officials, medical service providers, union representatives and employees, who are ready to learn more and take action on the \$33 billion problem of mental illness in the workplace.

"Mental disorders cost about 14% of Canada's annual net profits." says Michael Francis, CEO of Seed Management Inc., and Chair of the Bottom Line Conference. "Leading edge organizations are eager to discover how management strategies to improve workplace wellness can improve their bottom line, creating both healthier employees and organizations."

The conference will feature plenary sessions with:

- Frank O'Dea – celebrated entrepreneur and humanitarian on *Hope, Vision, and Action*
- Linda Duxbury – one of Canada's leading workplace health researchers on *Competitive Advantage: Employee Health and Well-being*
- John Helliwell – economist, author and international speaker on *Building Well-being in the Workplace*

Also included in the program are panel discussions featuring employer, employee and union perspectives on:

- staying at work with employer supports with panel members representing Vancity, WorksafeBC, Great-West Life Assurance Company, and the legal perspective
- reducing stigma and discrimination with panel members representing CP Rail, University of Victoria, Canada Revenue Agency and CMHA
- employee assistance programs and disability providers with panel members representing Healthcare Benefit Trust, WarrenSheppell, and an occupational health nursing perspective
- a luncheon launch of the award-winning CMHA program Mental Health Works in BC

“For me, change came when I finally realized that I could go no further the way I was going. I had to change or die. I chose change.” Says O’Dea, “If organizations have the courage to act now, fewer people will be faced with that kind of decision. That’s the bottom line.”

The full program and details of the conference are available on our website at www.bottomlineconference.ca. Media passes and interviews with Bottom Line Conference presenters can be arranged before or during the conference.

The 2006 Bottom Line Conference is endorsed by:

- BC Business and Economic Roundtable on Mental Health
- BC Human Resources Management Association
- Business Council of British Columbia
- BC Chamber of Commerce
- Vancouver Board of Trade
- BC Federation of Labour
- Retail Council of Canada

This conference is made possible through the generosity of diamond sponsors BC Provincial Health Services Authority and Great-West Life Assurance Company, gold sponsor Healthcare Benefit Trust, bronze sponsors Scotiabank, Coast Capital Savings, Vancity, Wyeth Pharmaceuticals, friends WarrenSheppell and Interlock EAP, and media sponsor BC Business Magazine.

The Canadian Mental Health Association is a charitable association which promotes the mental health of British Columbians through community-based programs, education and information, and research services, and also encourages public involvement to strengthen mental health services, policy development and legislation. CMHA’s aim is to improve the mental health of all people as well as provide services and supports to improve the quality of lives of people with mental health problems or mental disorders and their families. CMHA BC has more than 50 years of service to British Columbians and is part of a network of 20 CMHA branches across BC and part of a national voluntary association that is Canada’s oldest mental health charity.

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