



JOHN POLAK
President
TerraChoice Environmental Services

John Polak has over thirty years of professional experience in the environmental sector. During this period, he has developed technical, management, policy, marketing, business and strategic skills that augment his engineering training and background. He has worked in the areas of transportation, air pollution and energy, environmental management, international environmental policy and environmental labelling.

Internationally, Mr. Polak has represented Canada in a number of inter-governmental organizations such as OECD, UNEP, UNCTAD, ECE and ISO. He has presented and published a range of technical and policy papers, including a number related to environmental labelling, trade and change management to both domestic and international audiences and has addressed the WTO, UNCTAD, OECD and UNEP on the subject of eco-labelling. He has managed voluntary and regulatory environmental programs and conducted research.

In July 1995, Mr. Polak created TerraChoice Environmental Marketing Inc. and is currently its Chairman. TerraChoice helps companies and organizations to turn environmental investment into market advantage through a range of services and through the design, development and management of different types of programs to help companies gain public profile and increase market share on the basis of their environmental improvement initiatives.

Mr. Polak is the past Chairman of the Global Ecolabelling Network, an organization he helped found in 1994, is a Board Director of DIAMONDS, a conservation land trust, is a Board Director of the Winchester District Memorial Hospital, and is Vice Chairman of the Board of Directors of the Ryans Well Foundation.