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## donation gives women the tools to succeed

BY DAVID PARKER DECEMBER 4, 2008

STORY

PHOTOS ( 1 )



The YWCA is a group Vermilion energy trust's Lorenzo Donadeo feels good supporting.

Photograph by : Dean Bicknell, Calgary Herald

When Vermilion Energy Trust looked for an organization it could support, president and CEO Lorenzo Donadeo says his ideal was one that would fit well into his company's core values of excellence, trust, respect and responsibility. He found those in the YWCA and on Friday he will present a cheque for \$625,000 to the Vermilion/ YWCA Skills Training Centre on Ogden Road S. E.

It's in addition to the \$1.25 million already given as part of Vermilion's \$2.5-million commitment over three years.

Vermilion has done exceptionally well since Donadeo and his associates, Claudio Gherinich and Jeff Boyce, launched it as an exploration and production company in 2002.


Donadeo was raised in Red Deer. After high school, he enrolled in the welding engineering technology course at SAIT and went on to get his mechanical engineering degree at the University of Alberta.


He was hired by Hudson Bay Oil&Gas in Calgary, which was acquired months later by Dome Petroleum and subsequently became AMOCO Petroleum.

With Dome colleague Gherinich, they started their own company, Vista Nuova Energy, recruited Boyce on the executive team and rolled it into a public company in 1995.

Successful but small and, with business a little on the expensive side here at the time, they looked internationally and discovered Exxon was selling assets in France. They bought a company producing 3,600 barrels a day of light, sweet oil in the Bordeaux region. As part of the deal, the oil giant somewhat reluctantly included a large part of its well-aged cellar of fine wines from the region.

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Donadeo regards the transaction as the turning point in the company's fortunes and today, alongside its 12,000 barrels from central Alberta, its international markets provide 9,000 from France, 4,000 from the Netherlands and another 7,000 from Australian fields.

In January 2003, the company was converted into a trust with impressive results that have provided shareholders with consistent top-quartile returns.

Donadeo says he was introduced to the YWCA when it was faced with an emergency need at its Sheriff King Home. Vermilion came to the rescue, a relationship was formed and, when Jill Wyatt, CEO of the YWCA, and Arlene Adamson, its director of communications and fund development, shared their ideas of a program to help women support themselves by learning a trade, the commitment was readily made.

Besides the \$2.5 million, the founders, board and employees of Vermilion have offered another \$1.5 million to the training centre. Forty-two women have graduated to date and another 16 are enrolled in the current carpentry class. Vermilion not only subsidizes the students but provides day care for those with children.

The program is a great fit with Vermilion's core values as the program not only helps break the cycle of poverty by teaching employable skills, but Donadeo says he's also impressed with the all-important soft skills taught such as budgeting, conflict resolutions and how to write a resume.

Congratulations to Bleeding Art Industries, which returned from the International Association of Amusement Parks and Attractions Expo in Orlando, Fla., with a first-place award for its exhibit. Its ocean-themed booth showcased its animatronics, custom fabrication and special effects work --see examples onstage at this year's A Christmas Carol and The Nutcracker.

One of the concerns about the closure of the popular McNally Robinson Bookseller in the Clarence Block along Stephen Avenue was the future of De Mille Technical Books -- a longtime Calgary institution. Pleased to report the store will reopen later this month at 207 6th Ave. S. W.

David Parker appears Tuesday, Thursday and Friday. he can be reached at 830-4622 or e-mail

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### Volunteers inducted into Hall of Fame

Baltimore Sun  
Wednesday, December 03, 2008

### Deadline approaches for YWCA awards

Corpus Christi Caller-Times  
Thursday, December 04, 2008

### Nine to get induction to Aquatic Hall of Fame

Greenwich Post, Connecticut  
Tuesday, November 25, 2008



OTTAWA - Parliament was suspended midday Thursday after Gov. Gen. Michaëlle Jean agreed to a request from Prime Minister Stephen Harper to interrupt the session, a decision that means his government has staved off certain defeat in a non-confidence vote scheduled for next week.  
48 MINUTES AGO



### Jurors begin deliberations in Steinke trial

Jurors have begun their deliberations to determine the fate of a man accused of killing his 12-year-old girlfriend's Medicine Hat family.  
26 MINUTES AGO

### Man charged with murder in Edson's girl's death

48 MINUTES AGO

### Jury asked to consider two portrayals of Steinke

3 HOURS AGO

### Calgary council urged to buy golf land

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