

# Berdugo Adler speaks on philanthropy to Segal's Young Leaders



## Social Notes from Westmount and Beyond

VERONICA REDGRAVE

As part of its ongoing series, "Business, the Arts & Philanthropy," the Segal Centre's Young Leaders (SCYL) in collaboration with the Jewish Chamber of Commerce (JCC) hosted an intimate interview with Westmounter Joelle (Joey) Berdugo Adler, CEO and president of Diesel Canada and founder of ONEXONE,

a charity whose mission is to improve the lives of children in Canada and around the world.

Held on January 24, the event's tickets were \$30 and free for SCYL members. Adler discussed her latest project, which she described as a self-sustaining business model in Port au Prince, Haiti. She said she had created a profit-sharing factory, where local workers will use high-tech machinery to transform fabric from Tricots Liesse Inc., a Montreal firm, into a new, high-end clothing brand called IRII (which stands for "Industrial Revolution II," the name she has given to the project.)

A certain amount of the profits are to benefit the workers and towards local community projects, such as schools or clinics.

The packed room attracted well-dressed GYT (Good-looking Young Things), who listened in captivated silence to Adler. Attending from the Segal Centre were Manon Gauthier, CEO; ..... Paul Flicker, artistic pro- *continued on p. 17*

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Lauren Tutner, left, and Karen Abecassis.



Emilie Hervieux, Jonathan Moyal, Margaux Chétrit, Joey Berdugo Adler, Manon Gauthier, Michel Ohayon and Michael Tevel.



Brothers Matt, left, and Alex Aronson chat with Liz Ostroff.

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## Time to be involved

Inspired by his wife, who founded Taste of the Nation (a fundraiser devoted to feeding hungry children, now called Table of Hope), Starr decided that "maybe it's time to take my talents to the community of Westmount and become involved in municipal politics."

When the WMA "reached out" to him to 2011, he agreed to join the board. In June 2012, he became its president (see June 26, p. 10).

"My goal is to build membership," he explained. "Because as membership grows, so does the WMA's voice." So far, membership is nudging toward 250 from 200, he says.

"Another thing that is important is bringing new members with special strengths to the board."

out. Yet, "there seem to be no plans for building a parking garage at the old Darro lot, for example."

## Raised in Westmount

Starr, 61, was raised in Westmount, schooled at St. George's and was a competitive skier as well as a swimmer for the MAAA. He continues to live on Cedar at Clarke, where he and Laurie raised their son Paul, who is carrying on a family tradition in the advertising world.

Peter himself was inspired from an early age by his father, the late Frank Starr, a well-known figure in Montreal ad agencies in the 1960s through the '80s. "We'd be out driving when he'd say to me: 'What's wrong with that billboard?'"

So after attending McGill and the University of Montreal, Peter helped found radio station CKOI-FM in 1974, intro-

duced regional advertising to CHOM-FM and became accounts manager at CFCF-TV 12.

He then started up and edited several magazines and publications promoting tourism and business in the Caribbean, though he never lived there. He is currently managing director of Renoir Consulting (Canada) Ltd. "responsible for extending the company's worldwide footprint in Canada."

So does Starr have political aspirations to run in the upcoming November municipal election as have some WMA leaders before him?

"Who knows?" he replied. "At this point I haven't finished what I set out to do on

the WMA. But we have a good board, everyone is enthused and this should be a good year for us - and time for the WMA to make a difference."

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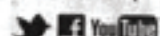
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ducer; Julien Valmary, assistant general manager; Lee Haberkorn, director of academy and educational outreach; Melissa Maloul, associate director, PR and marketing; Kasia Leskiewicz, associate producer, presentations and guest productions; Clifford Green, finance and operations; Emilie Hervieux, senior development coordina-

tor; Cliff Shapiro, development coordinator; Aryeh Nissan, development intern, and Westmount res Jonathan Moyal, director of development.

From SCYL were Michael Tevel and Saul Polo, co-presidents; and executive committee members Michel Ohayon and Jonathan Brel (vice presidents); Alexandre Abecassis, Geneviève Blouin, Margaux Chétrit, Adam Lukofsky and Yael Ricquebourg.