



## News Release

FOR IMMEDIATE RELEASE: April 3, 2025

### **REAL Board Engages New Interim President & CEO With Focus on Process Improvement to Increase Revenue and Cut Costs**

The Regina Exhibition Association Limited (REAL) board announced it has appointed Regina's Trent Fraser as its new interim Chief Executive Officer (CEO).

Fraser is in the interim role until the REAL board hires a new permanent CEO this summer.

Fraser is a Regina business consultant with over 30 years-experience in marketing, sales, special event/project management, and business development. He is the CEO of Fraser Strategy. He previously worked with REAL as a consultant, for the Saskatchewan Roughriders and Saskatchewan Junior Hockey League, and managed the Saskatchewan pavilion at the 2010 Olympics. As a volunteer he has worked on, or managed, many events at REAL including Memorial and Grey Cups, international and national hockey tournaments, and has coached and/or played hockey at REAL since 1995.

He will lead the association's efforts to focus on process improvements to increase revenue and cut costs.

"First, I want to thank Roberta Engel for stepping in and leading REAL these past 14 months," said Jaime Boldt, Chair of the volunteer REAL Board of Directors who were appointed by Regina's city council October 2024.

"I will be stepping down as Acting President & CEO of the Regina Exhibition Association Limited (REAL), as I have made the decision to tender my resignation. This was not an easy decision, as the past seven years have been a true highlight of my career. Having met all of my personal and professional goals, I know this is the right time for me to move on to pursue new opportunities," said Engel.



"I also want to thank Trent for agreeing to step in for these next few months while we finish our search for a permanent President & CEO. Our board has confidence in Trent's expertise as a seasoned business consultant who can help us streamline operations and strive toward greater profitability. We are especially pleased to have found someone who has a great understanding of REAL and Regina," said Boldt.

"I welcome the opportunity to help the REAL board implement strategic initiatives that will position the organization for long-term success," said Fraser.

#### **News Release Backgrounder:**

On January 16, 2024, Tim Reid left the position of President and CEO of the Regina Exhibition Association Limited (REAL) and Roberta Engel, the Vice-President of Corporate Services, was appointed acting CEO and President.

Regina City Council, the owner and sole shareholder of REAL, approved a new volunteer board of directors for REAL in October 2024.

In mid-March 2025, Regina City Council approved REAL's budget of approximately \$11.2 million, a reduction from REAL's initial request of \$12.7 million.

REAL's board expressed its commitment to work within the allocated budget and committed to work hard to cut costs and increase revenue.

#### **Media availability with Jaime Boldt, Chair, REAL Board of Directors, is as follows:**

Thursday, April 3, 2025 - 2:45 p.m. – 3:45 p.m.

Friday, April 4, 2025 - 1:30 p.m. – 4:30 p.m.

#### **For more information contact:**

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