

WE JUST LIVED through one of the craziest summers in political memory.

It wasn't just the smoke from distant British Columbia fires that filled Alberta's sky. We got badly burned by the politics of *social license*; all that and more, after taxpayer money replaced private sector investment that no longer had the patience for pipeline pranksters. When the federal go-ahead got torched by its own Court of Appeal, there was little evidence our provincial government had a Plan B to get our oil to tidewater. And we're left looking for the leadership capable to end this absurd political theatre.

We've seen this kind of movie before. The 1980s. It's a script that's been written by others who don't live here. This is wrong. It's time to change the channel.

We are going to tell you about pivotal events from a generation ago that Albertans seem to have forgotten. These stories — our stories — are about the politics and the people who built the Alberta we've come to treasure.

It's the story about Peter Lougheed, an outstanding provincial premier, and his team of equally talented Albertans — a force to be reckoned with — especially in a crisis. They realized they had a once-in-a-generation opportunity — like we do now — to shape a story that everyone could have a hand in; they led the province to prosperity and toward a future without boundaries (and in this regard, the last chapter should be of particular interest).

We believe once you know this history and the standard of political excellence set by the *Lougheed Team*, you'll expect nothing less from our current leadership.

We're two Albertans: energy executive & political insider Donna Kennedy-Glans, and longtime journalist & broadcaster Don Hill. Over the summer, we spoke with close to twenty people who worked alongside Peter Lougheed during his time in office and after he stepped down in 1986. Their stories tell of a leader and principles of leadership that had a profound influence on Alberta and the entire country; a presence that's still felt in Canada. And you will hear how his words foreshadow today's politics — a conversation Don recorded a year before he passed away in 2012.

We've got good news (*seriously, we do!*), but first a little more of the bad.



DONNA has a personal story that might explain how Alberta got sucker-punched by the pipeline politics of the moment. It was a hot summer's day, last July, and she was driving around southern Alberta's ranching country and through a small town:

If it had been a minute before, we would have missed it: a pickup truck parked smack-dab in front of the fire station. My husband notices

smoke coming from under the hood, then the whole vehicle bursts into flames. The driver watches helplessly as his brand-new vehicle burns to the rims. He was driving it home from the dealer where he'd just made the purchase.

Weird.

Weird that the pickup owner had parked in front of a firehall. And very strange it took minutes before the firefighters were roused to action. When the fire-station doors finally popped opened and the pumper truck rolled into action, the new truck was a flaming torch.

And then I got it.

It's a *volunteer* fire department! The locals had to hustle to the station, get their protective gear on, and after that, fire up the pumper truck; the new vehicle burned, meantime, sitting right there in front of the station.

Days later, I realize the weird scene that played out in front of a firehall is an analogy. And Don said as much. "It's like Alberta's current political drama," he said, a delayed reaction.

If you're like us, you sense something isn't right with our economy. There's the urgency to act, but even with available resources, it's taking too much time to motivate and coordinate a response. We're at risk of losing something far bigger than a new truck.

The time is NOW!

Fifty years ago, a political phenomena swept through Alberta like a prairie fire. Peter Lougheed and his youthful team of Progressive Conservatives declared NOW! was the time for change in the province.

A onetime sleepy backwater, by 1971, Alberta was a magnet for talent from all over the country and the world. It was an exciting time in the province. With no end of opportunity and a *can-do* attitude, Albertans felt anything one could imagine was possible. And we think it can happen again.

Our burning question:

Can the principles that guided Lougheed's politics long ago, be repurposed for pragmatic leadership today?

Yes.

And no matter the party flavour: **PETER'S PRINCIPLES** are a useful guide for the politically perplexed.

It's a great story!



POSTER FROM THE 1971 ELECTION CAMPAIGN THAT SWEEPED LOUGHEED'S PROGRESSIVE CONSERVATIVE PARTY INTO OFFICE

HOW DID THE RIGHT

person emerge at just the right time in the 1960s — what were the conditions in the province — how did Alberta seemingly overnight become the most dynamic, modern, outward looking place in Canada?

PETER LOUGHEED was hard-working, ambitious, smart. He earned a law degree at the University of Alberta and an MBA from Harvard. His family history is remarkable — grandfather Sir James Lougheed was a Senator and champion of Western rights long before it was fashionable, and his grandmother Isabella was the Metis daughter of the Hardisty clan. It's this combination of bloodline and talent that made Peter Lougheed a true son of the prairies.

He would have made a great prime minister.

There was pressure on him to run for federal office. Why did he choose to stay home and build this province? How did he manage to put up a gruelling fight with Ottawa, and the federal powers-that-be that were intent on keeping Alberta in its place? Did he have any regrets? Was there unfinished business? What did he see ahead?

Our prairie landscape and its people had a hold on Peter Lougheed. It inspired his sense of responsibility, his creativity, and a brand of leadership that made him, according to the *Institute for Research on Public Policy*, “The best premier of the last 40 years.”



Contemporary politicians in Alberta tend to invoke Lougheed's name, often to validate their own platform or approach to politics.

That's not what we're going to do.

This *e-book* is a roadmap to the leadership principles and best practices of Peter Lougheed and his team.

It's neither a hagiography, nor is it a history book.

The beginnings of our enquiry was based on Don's in-depth interview with Peter Lougheed in 2011, a year before he passed away; it's an extraordinary conversation. And it triggered last summer's series of interviews — some quite surprising and

revelatory — with former members of Lougheed's cabinet, business associates and community leaders, friends and family.

Introducing PETER'S PRINCIPLES

There are twelve principles.

1. ***Create a long term vision everyone can see themselves in***
2. ***Dare to be a pragmatic prairie dreamer***
3. ***Surround yourself with the best & the brightest***
4. ***Be an attractor & build attractions that build business***
5. ***Loyalty starts with the leader***
6. ***Build from— not against***
7. ***Be 'in service' not in power***
8. ***Make decisions with a Made-in-Alberta consensus***
9. ***Have the courage to take risks and make mistakes***
10. ***Our fight is your fight***
11. ***Culture is not a frill — it binds people together***
12. ***Always be prepared: when necessary, be formidable***

We'll flesh out **PETER'S PRINCIPLES** in the chapters ahead with new research, short podcasts, and direct quotes from our recently recorded conversations.

You owe it to yourself to read and listen and know that Peter Lougheed envisioned a prosperous future for Alberta. There “still is this residual feeling of the 'can do' province,” he said in 2011. “This isn't just Calgary/Edmonton, this is the other communities as well. And I find that exciting.”

We do, too.

Peter Lougheed trusts you to make the difficult decisions ahead. Once you've read and understand his principles of leadership, you'll know why.

Donna Kennedy-Glans

Don Hill

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