

Cory McArthur **Catching his Breath in Winnipeg**

by
Brian Campbell

Cory McArthur's father, who spent most of his life working in agriculture, strongly advised his son not to pursue this career. So, when Cory left his home in Star City, Saskatchewan for the University of Saskatchewan, it was to obtain a degree in Commerce. However, upon leaving University, Cory promptly went right back into the agricultural sector by going to work for Monsanto, a company that helps farmers improve their productivity.

His career with Monsanto spanned nearly 14 years and all three Prairie Provinces. Cory travelled first to Central Alberta, then Northern Alberta, before finally moving to Manitoba in 1999.

Cory refers to himself as a "Change Monger," and says, "I like the challenge of a changing, dynamic environment and Monsanto provided that."

Nearly every year included a new title or role and increased responsibility which Cory says, "Was a lot of fun." Cory eventually rose to President of the Crop Protection Division in their Canadian Head Office in Winnipeg.

Cory met Laura in 2005, through a mutual friend who recruited Laura to play on their beach volleyball team. Cory and Laura started dating a month later, were engaged in three months and married three months after that. Cory says, "When you know, you know."

Since Laura had lived all her life in Tuxedo and her parents and brother also live in Tuxedo, getting a home in Tuxedo seemed to be the logical choice. In fact, Cory says, "We moved into our home in Tuxedo one month after we were married."

Cory describes his wife as, "A beautiful, intelligent woman," and says that, "We are best friends."

After getting married and settling in Winnipeg, Cory lost interest in moving around. That led him to rethink his career goals. "It eventually got to the point where the only

step (in Monsanto) was to move to St. Louis, which I didn't want to do, so I started looking around for other opportunities," he says.

Cory next took a position with an independent grain marketing business. Then an opportunity opened up at the Canola Council of Canada, as Vice President of Market Development.

"It was essentially promoting Canadian Canola oil to international markets," Cory says. "I have always had an interest in international marketing, so I jumped at the opportunity."

Cory worked for them for two years which, although he found it quite exciting, involved a lot of travel and being away from home.

It was at the end of one of Cory's international business trips that he was approached by Earl Gardiner, President and CEO of RANA Respiratory Care Group.

Cory says, "He caught me at the end of one of my really long trips and suggested that I may be getting tired of all the international travel."

Earl was looking for someone to run the day to day operation of RANA and knew that this was Cory's field, so after a few months of discussion Cory moved into a Vice President position at RANA. Then in March of 2014 Cory took over as President with Earl continuing as CEO.

RANA is a respiratory care company. "The two primary areas that we focus on are sleep disorder breathing (sleep apnea) and home oxygen, primarily for people with Chronic Obstructive Pulmonary Disease (COPD)," Cory says.

To treat people with sleep apnea, RANA has clinics in Winnipeg, Brandon, Regina, Saskatoon and Calgary. To help with COPD and other lung diseases, RANA provides home oxygen services in Manitoba, Calgary and the surrounding area and they are in the process on expanding into Saskatchewan. RANA has about 100 employees in Winnipeg, Brandon, Morden, Saskatoon, Regina and Calgary.

Earl and Cory are also working on a new business venture, a new company called Cerebra Health. Cory says, "Essentially, we've got exclusive access to novel technologies and solutions in the area of sleep medicine."

Cerebra will eventually provide these services not only to RANA, but to other respiratory companies and sleep labs. Cory and Earl are leading the initial phase but they expect it to branch off into its own entity. At this time Cory is the acting President of Cerebra.

The first full time employee they have hired in this new venture is Cory's wife, Laura, as the National Account Manager. Laura will be developing their marketing plan and will also be their sales lead.

Cory says, "She has the unique experience of reporting to her husband and I have the interesting experience of managing my wife," and adds, "So far so good."

Since they are already so close, Cory says, "It is not that much of a leap for us to be working closely together." Laura's office is just two doors down the hall from Cory's.

When it comes to his work, Cory says that he is, "A very pragmatic person, some would say bordering on OCD."

He believes very strongly in planning, reciting a quote that goes, "Plans are nothing. Planning is everything."

He takes pride in his work and is very hard on himself. However, he says that, "One of my greatest strengths is my understanding of my weaknesses and ensuring that I surround myself with people who are strong in areas where I am weak."

Outside of work, Cory and Laura have a very active lifestyle. They like to work out together, either in the gym or outdoors. Cory says, "One of the things that drew us to Tuxedo was the access to Assiniboine Park and Assiniboine Forest."

Cory and Laura have two dogs that they take out for runs, both for the dogs' exercise and their own.

Cory likes to play some co-ed soccer with his wife. He says that, "She is much more avid and skilled than I am when it comes to soccer."

They also have their motorcycle licences and like to get out for a ride on the weekends in the summer.

Cory also enjoys the fact that Tuxedo is both private and welcoming and it is much quieter than many other areas of Winnipeg. They enjoy the closeness of family and friends and love to get together for barbeques and gatherings.

Cory is looking forward to getting to know more of his neighbours and says that if you see them out in their yard or out walking their dogs, "Stop by and say hi. We'd like to get to know you."

So after several careers that bounced him across three provinces and around the world, Cory is happily catching his breath in Winnipeg while working to help people keep theirs.