

Topic: A Canadian Inventor's Journey

DON WILSON: Founder, Virtually Perfect Golf, Co-Inventor

Don Wilson is known as an innovator and project manager. Most of his business years have been in the financial services industry. It was in this capacity as Vice President, Maritime Life that Don was instrumental in having Life Company products sold through securities firms, a business that now generates over \$130 million of revenue per year. Being a passionate golfer, Don felt that innovative technology could be brought to bear on the teaching of the game. Through his collaboration with others, the world's first and only real-time, interactive teaching system viewed in a virtual environment was created. The Virtually Perfect Golf Learning System is so unique and advanced that it has been written about in several newspapers and magazines around the globe including, Businessweek, The Sunday Telegraph and Wired. It has been seen on the Discovery Channel, The Golf Channel, CBC and CTV. The Virtually Perfect Golf Learning System is recognized by many leading universities as the most technically advanced and effective system to teach motion. Don has assembled a management team to operate Virtually Perfect Golf Inc with distribution throughout North America and remains the senior shareholder and a Director of the company. He is currently working on another project in financial services industry.

LES TRUXA: Partner, Invisions, Co-Inventor

Les is primarily responsible for the strategic direction of two companies: Invisions, a new media development firm and Redwood e-Learning Systems, a company that specializes in online simulation learning solutions. It was through his work at Invisions that he spearheaded the creative technology development that culminated in the Virtually Perfect Golf Learning System. Les oversees design and production activities, bringing his technical background and experience to the visual communications medium. In addition, Les is specifically responsible for the direction of the technical solutions developed by Redwood as it moves learning systems to the next level of experiential learning. His main interests are in the area of immersive interactive environments. Prior to founding Invisions and Redwood, Les worked in technical and marketing capacities, culminating as the Vice-President of Marketing for Fathom Oceanology, a Toronto based company involved in developing naval defense systems. Les holds a Bachelor of Engineering (Mechanical) Degree and an M.B.A. and is a significant shareholder and Director of Virtually Perfect Golf.