

Cody Battershill



Cody Battershill is the Founder and Spokesperson of Canada Action Coalition - <http://www.canadaaction.ca>.

Whether he's in front of small organizations, large energy corporations or even Canadian federal and provincial officials, Cody Battershill learned early on that his genuine grassroots advocacy for oil and gas - and the coast-to-coast prosperity it brings - is sorely needed in Canada. He's spent countless days and nights and hundreds of interviews, presentations and editorials working at getting groups, companies and even governments working together toward a shared goal – energy literacy and the prosperity it brings.

When you talk with Cody, you soon realize why a successful Calgary realtor would spend thousands of hours working, at his own expense, to raise Canada's level of understanding of its own energy resources. And you quickly see why the National Post called him "a one-man oil and gas advocate."

For Cody, our Canadian energy sector is more than a source of enormous employment, massive community development and unparalleled revenues that support our regional and national public programs; it also presents opportunities for improved public health and human rights in other jurisdictions, as well as a much higher level of environmental compliance than is the case with many of our foreign competitors. So when he became tired of the misinformation and vitriol directed at Canada's resource industries, Cody enthusiastically established the Canada Action Coalition. Since 2010, the organization has become one of Canada's leading resource advocacy groups, with online and offline reach in the millions and plenty of earned media attention from coast to coast.

Canada Action's popular "I Am Canadian Energy", "I Love Canadian pipelines" and "I Love Oilsands" brands have been seen on celebrities and public figures from sports stars to politicians including several Premiers and across the entire political spectrum. Canada Action branding and tactics have also been emulated by companies and associations, inspiring other advocacy campaigns.

Cody has an intimate knowledge of the tactics used by well-funded protest groups to derail Canada's national prosperity. He understands that in order to be effective, industry advocacy groups must reach out well beyond their own industries, sectors and comfort zones. As an example, his volunteer organization engages with an online community of more than 300,000 Canadians and has a weekly online reach in the millions.

Canada Action has been featured internationally as well as on national TV, radio, newspaper and magazine pages including CBC News, CBC Radio, CTV, Shaw, Global BC, Ottawa Citizen, the National Post, Vancouver Sun, Globe and Mail, Alberta Oil, Oilsands Review and the Calgary Herald. Cody is a regular contributor to Alberta Oil, Business in

Edmonton, Business in Calgary, the Huffington Post and the BOE Report. Cody also authored what was, at the time, the most shared article ever published online about the oilsands (and Leonardo Di Caprio). Cody has given invited testimony to the Natural Resource Committee of Parliament in Ottawa and has been a keynote and featured speaker at several dozens of annual conferences and media events. And in 2015, Cody received the Canadian Chamber of Commerce Resource Champion Award.