

Living a Life of Service

Local car dealer is widely recognized for giving back to his community and industry

BY KIM FOLLIS

In the town of Cochrane, Alberta, located 20 km west of Calgary, Alex Baum is highly respected for his success in business. As the Dealer Principal of Cochrane Dodge-Chrysler-Jeep and Cochrane Toyota, he has received the Cochrane Employer of the Year Award and the Alberta Better Business Bureau's Ethics Award. He sets a standard of excellence in business, not only in Cochrane, but also for Chrysler—winning the President's Chrysler Dealers Award in 2008.

Baum has driven a bobsled in support of the Cochrane Humane Society's capital campaign, been involved in Special Olympics Alberta and advocated for the homeless through the Calgary Homeless Foundation and by leading the effort to find housing for displaced residents of the Cochrane Trailer Court.

Nationally, he was at the forefront of the lobby to open the U.S. border to Canadian beef exports during the BSE crisis.



Alex Baum

involved by volunteering in their communities in a surprisingly big fashion.

"In the business world, we often talk about 'leading by example,' to the point that it becomes cliché," says Ducharme. "But Alex's leadership of 'walking the talk' has instilled this volunteer spirit in the people surrounding him. The community of Cochrane is a much better place as a result."

His community service has led to his recognition as Cochrane's Citizen of the Year and Rotarian of the Year as well as receiving the Alberta Centennial Medal.

Baum's community involvement extends to Ambrose University College where he has served on the Board of Governors since 2005 and as Chair since 2007. He led the Board during the merger of the schools that formed Ambrose, the fundraising and construction of the new campus and the election of the current president, Howard Wilson.

The Baums attend Foothills Alliance where Alex has served as Elder. His service to the church extends to the Canadian Western District including both the District Finance Committee and Dexcom.

Baum's extraordinary service to his community and industry were recently recognized by the Canadian Automobile Dealers Association, receiving their Ambassador Laureate Award for 2009.

When asked, Baum said he sees himself as just another example of what "the Lord can do when we make him the centre of our lives." ☞

Kim Follis is Director of Annual Giving at Ambrose University College and Editor of the campus magazine Anthem



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His business acumen is recognized by the Canadian Automobile Dealers Association who recently elected him as their Secretary-Treasurer. Baum is slated to serve as the Chairman of the national association for the 2012 – 2013 term.

What defines Baum however, is the way he has used his success to help make his community a better place. His involvement in the local community is truly exemplary.

However, it is Baum's ability to inspire the staff at his dealerships to volunteer that caught the attention of Denis Ducharme, President of the Motor Dealers' Association of Alberta.

Ducharme is struck by the fact that not only is Alex Baum personally committed to giving back to his community through a myriad of important causes, but even more striking is that his staff are also