



Rhonda Latreille, MBA, CPCA
Founder and CEO
Age-Friendly Business®

Dedicating her career to improving our experience of social and professional services, Rhonda Latreille has designed and implemented numerous new programs in the justice, financial, business, and health disciplines.

Inspired by the successful World Health Organization endorsed Age-Friendly City and Rural Communities initiatives, Rhonda established Age-Friendly Business® to show professionals, services, and businesses how to elevate the customer and client experience for the 50+ population.

In addition to working in policy, program, and business development, Rhonda is producing a major textbook for professionals entitled: *'The Dynamics of Aging: a Textbook for Professionals Serving a Maturing Population,'* authored manuals and studies, and has provided editorial review for a number of research projects and academic papers. A dynamic speaker, Rhonda has presented at many national and international conferences, and currently inspires others to join in her vision of a world that respects and celebrates the unique contribution of all persons, especially as we transition into our later life journey.

Previously, Rhonda served as the Director of Administration and Planning for the provincial Forensic Psychiatric Services Commission of B.C., Researcher and Program Consultant for the Ministry of Attorney General's Police-based Victim Assistance Program, and taught exam prep courses for Foran Financial Institute. She served as Treasurer on the B.C. Institute Against Family Violence Board of Directors, held the position of President of B.C. Criminal Justice Association, Board Member of the Canadian Criminal Justice Association, Chairperson of the Provincial Advisory Committee for Electronic Monitoring Project, Vice Chairperson of the Nanaimo Child Sexual Abuse Steering Committee, and Director on the Board of Nanaimo Regional District Boys and Girls Club.

In addition to a bachelor's degree in Psychology and MBA in International Management, Rhonda has held a mutual fund licence and life insurance certificates, and has advanced mediation skills certification from the Justice Institute of B.C.

Rhonda's passion for music is expressed through her piano and harp. She lives in White Rock, BC with her husband, internationally shown stone sculptor Herb Latreille. Herb and Rhonda take in rescue dogs, and currently enjoy Jeri the Jindo!

"We believe that persons of all ages deserve a place in our communities and our businesses where they are welcome, acknowledged, safe, and respected, and when that happens, everybody wins."