



Bob Larocque to Succeed Peter Boag as President & CEO, Canadian Fuels Association

The Canadian Fuels Association (CFA) is pleased to announce that **Bob Larocque** will join the organization as President and CEO, succeeding current President & CEO **Peter Boag** who is retiring.

“We are excited to have Bob leading the Canadian Fuels Association into the future,” according to CFA Board Chair and Parkland Corporation CEO Bob Espey. “The Canadian transportation fuels industry will benefit from Bob’s leadership skills as well as his extensive regulatory and stakeholder relations experience with national industry associations and within the federal government.”

Mr. Larocque joins CFA from the Forest Products Association of Canada (FPAC) where he held the title of Senior Vice President and was responsible for developing and implementing FPAC’s innovation and climate change programs and working on complex regulatory issues at national and provincial levels.

Effective September 8, 2020, Mr. Larocque will join CFA and begin the leadership transition process with Mr. Boag. “The CFA Board and membership sincerely thanks Peter for significantly advancing the interests of Canada’s transportation fuel sector over the past 13 years,” said Bob Espey. “Through his leadership the association and the industry are well positioned to succeed in a lower-emissions economy.”