

## Principles and Values

*"If we all come to work each and every day and, just try to do a good job, we will have a chance of being successful."*

*"If we operate without grandstanding, without prejudice, without selfishness, and carry an open mind, and a willingness to serve, we will create an opportunity to become real professionals."*

President - Chief Executive Officer  
November 12, 1994

*"Our greatest assets are the people in the Company Group, and it's their quality of attitude and ability that puts us one cut above our competition. Our people are the driving force."*

*"I assure you that only the face of the company has changed. Our "Heart" is still the same! We must never forget who we are or how we got here and always remember to take pride in our people. You are the most important part of our company."*

Vice President - Chief Operating Officer

August/September 1996, December 1996/January 1997

*"The professionalism you've displayed has set an example for others to follow, and has contributed to make us a Leader in our industry."*

President - Chief Executive Officer

Vice President - Chief Operating Officer

*"People are our greatest resources. We strive to provide career opportunities, not just "jobs". This philosophy goes back to when the company was first formed on the bases of our family values and family involvement. I feel we've maintained the 'family feeling' even though we've grown dramatically in size."*

*"We firmly believe individuals should try to work themselves out of a job. If they do, and we don't have room for them, it's our responsibility to help find positions for them outside the company so they can continue to expand their talents."*

*"We place a lot of emphasis on family". "Looking back we feel proud of our accomplishments."*

President - Chief Executive Officer

*"One of our mottoes is that safety is an attitude, And it's a positive attitude towards safety we want to see in all of our employees, A senior management team that is 100 percent behind safety initiatives is key to the company's impressive safety record and that it has created a culture in which everyone is constantly trying to improve."*

*"President and CEO, his role is to provide leadership and guidance in setting the strategy and direction for the company into the future."*

*"There is a lot of history to look back on to be proud of; we've accomplished some major innovations and contributions to the industry. We can look back at our history, take the lessons, we've learned and set the direction for the future."*

*"We're beginning to see more regulations and even more emphasis on safety by our customers. We always put a cap on the number of hours our drivers can work and have a real focus on safety and quality of life for our people."*

*"employees are the backbone of the company. Their sense of commitment to customer service and dedication to excellence make this company what it is today – a leader."*

*"They say you can always count on family...and right they are."*

President - Chief Executive Officer

## Principles and Values

August 18, 1994

██████████

████████████████████

Quote:

“Goals, objective and visions for the future take some effort, but it’s each and every one of you who make them happen. Our ██████ drivers deserve special recognition and credit at this time. They have supported and co-operated in, our initiative to increase truck utilization, sometimes under some very trying circumstances.”

“I’d like to take this opportunity to acknowledge the tremendous efforts of our administration staff – at the Home Office and within every company. With the added workload on all fronts, they have been bombarded with extra work, but have managed to stay on top. A job well done!

“Your tremendous response to our ████████████████████ program has been phenomenal. Since ██████████, the number and quality of ideas submitted, from every affiliated company, has been nothing less than outstanding!

Many of your ideas have been implemented, with each one contributing to our efficiency and productiveness. I commend those people who have sent their suggestions to date, and urge every member of our team to send in your valuable ideas.”

“In the meantime, hang on to your positive outlook always being ████████████████████

“In closing your ████████████████████ which you can wear with pride, knowing you are a vital and important member of the ████████████████████.

Thank You for your contributions to the successful start to ██████!

End of Quote.

President

██

**November 10, 1994**

Management [REDACTED] President [REDACTED]

Quote:

“If we all come to work each and every day and, just try to do a good job, we will have a chance of being successful.”

“If we operate without grandstanding, without prejudice, without selfishness, and carry an open mind, and a willingness to serve, we will create an opportunity to become real professionals.”

End of Quote.

Manager [REDACTED]

**January 28, 1995**

Caught In The Act!

[REDACTED]

[REDACTED]

Quote:

“We commend you for going the extra mile” while representing the [REDACTED]  
[REDACTED]

“The professionalism you’ve displayed has set an example for others to follow, and has contributed to make us a leader in our industry.”

Congratulations!

End of Quote.

President

Vice President

[REDACTED]

April / May 1995

[REDACTED]

[REDACTED]

Quote:

[REDACTED]

"It is a great pleasure to extend my congratulations to you on [REDACTED]  
[REDACTED] being named one of Canada's 50 best managed private companies."

"Please pass on my best wishes for future success to everybody at [REDACTED]  
[REDACTED]"

End of Quote.

[REDACTED]

December 1995 / January 1996

[REDACTED]

INDUSTRY HISTORICAL AWARD

[REDACTED]

Quote:

"On [REDACTED] 1995, [REDACTED] was presented with the industry Historical Award at the Annual Conference of Alberta Trucking Association [REDACTED]. The award is given to those who have made a significant contribution to the Trucking Industry, sponsored by [REDACTED] and the Alberta Trucking Association."

[REDACTED] life, the story of [REDACTED] and the history of Canada are interviewed on our Alberta Landscape."

[REDACTED] with over 500 employees and a strong base in family trust."

"Congratulations [REDACTED] from everyone [REDACTED]! You are a very tough, but inspirational and exceptional, act to follow."

"Snowflakes are one of nature's most fragile things... But look what they can do when they stick together!"

"To the Best Team in the freight business! I take this opportunity to wish you and your warm thoughts for a Safe and Happy Christmas, followed by a year that brings you everything you could possibly hope for."

End of Quote.

Manager

[REDACTED]



Quote:

“We have the gifts that keep on giving... OUR PEOPLE!”

“Happy Holidays and a prosperous, joyous, healthy New Year to each and every one of our ‘gifts’ and their families! With gratitude and appreciation: [REDACTED]”

End of Quote.

President Vice President  
[REDACTED]

**August / September 1996**

[REDACTED]

[REDACTED] OPENS DOORS TO CHILDREN'S CURIOSITY AND FUTURE DREAMS

Quote:

“Education is not the filling of a pail. It is the lighting of a fire within.” [REDACTED]

**OPERATIONS REPORT [REDACTED]**

“Our greatest assets are the people in the [REDACTED] and its quality of attitude and ability that puts us one cut above our competition. Our people are the driving force (no pun intended), and the different types of equipment are the instruments of our trade.”

“Our constant drive is to improve the daily management of our company. We realize that the associated changes that arise from this are sometimes difficult to swallow especially for those who have accumulated gray hairs along the way. However, change is necessary, so we'll just have to grin and bear it [REDACTED]”

End of Quote.

Vice President  
[REDACTED]

December 1996 / January 1997

Family Affairs

OPERATIONS REPORT [REDACTED]

Change, Change, Change!

Quote:

“We have stayed ahead of the transportation “game” by meeting change head-on. But, to stay on the leading edge, we must accept change and adapt to it, we must make it happen, thereby adding value to what we offer to our customers.”

“I assure you that the only face of [REDACTED] has changed. Our “heart” is still the same!

We must never forget who we are or how we got here and always remember to take pride in our people. You are the most important part of our company.”

“It is very gratifying to see people being promoted throughout the [REDACTED] and the transition of hands-on management to the younger members of the team. It is the senior members’ responsibility to anchor the values that give [REDACTED] depth while, at the same time, facilitating change that will keep us a stronger [REDACTED] and in high demand to those who need our services.”

“We can also be proud of our skill in the field. We volunteer the talents of our professional driving crew as [REDACTED] of the Road” to conduct educational and thrilling trips, which are donated to charity auctions on behalf of [REDACTED]. This gesture in the public domain states, loudly and clearly, that we have enormous confidence in their abilities and professionalism.”

“It is said that in today’s world that if you are not riding the wave of change...you’ll find yourself beneath it. Our goal has always been to stay on top and ride it out.

“With input from all of us in the group, we can be sure that change is not done for the sake of change alone. Rather any alterations made are productive and add value to our most important partner – our customer.”

“As we come to an end of another year exciting [REDACTED] year and head into a brand new 1997 year filled with new goals and aspirations, I want to take this opportunity to wish everyone in the [REDACTED], and your families, a joyful holiday season followed by a healthy, happy and prosperous New year!” [REDACTED]

End of Quote.

Vice President  
[REDACTED]  
[REDACTED]





Quote:

“People are our greatest resources. We strive to provide career opportunities, not just “jobs”. This philosophy goes back to when the company was first formed on the bases of our family values and family involvement. I feel we’ve maintained the ‘family feeling’ even though we’ve grown dramatically in size.”

“We firmly believe individuals should try to work themselves out of a job. If they do, and we don’t have room for them, it’s our responsibility to help find positions for them outside the company so they can continue to expand their talents.”

“We place a lot of emphasis on family”.

“Looking back we feel proud of our accomplishments.” [REDACTED]

End of Quote.

President [REDACTED]

Quote:

“Over [REDACTED] Years ago, the seeds were planted for this thriving company Alberta-based company. Dedication, innovation, and motivation by two generations of the [REDACTED], through good times and bad, have created the [REDACTED] as it is today.

Long-term business and financial relationships have been developed and maintained throughout, some being in existence since the company was first formed.”

“Excellence is not a destination for us. It’s a process that must be continually improved. “

We’ve come a long way based on this philosophy and know that the best is yet to come.

We consider change to be in a positive process that, combined with our standards for excellence, our winning team and long-standing relationships will pave the way for many more opportunities and our continuing success. We, the [REDACTED], look for to the challenges ahead.” [REDACTED]

End of Quote.

President [REDACTED]

## REFLECTIONS

Quote:

“In [REDACTED], a 100% Canadian owned company proudly looked back over [REDACTED] years of serving the transportation industry and our association with the great company like [REDACTED]

In 1997, [REDACTED], another 100% Canadian owned company will also celebrate [REDACTED] years of service in the transportation industry. When [REDACTED] looks back over their golden years of success, the [REDACTED] team of [REDACTED] specialists will be pleased to be a part of their reflections.” [REDACTED]

In the late 1980s, [REDACTED] embarked upon a planned diversification as a method to make it forward into the 1990’s.

“Diversification has allowed us to continue promoting growth without sacrificing our standards and reputation.” [REDACTED]

End of Quote.

### August 1997

[REDACTED]  
[REDACTED]

### THE BUSINESS RESOURCE FOR CANADA’S TRUCKING INDUSTRY

[REDACTED]

Doin’ It Right [REDACTED]

Quote:

“I don’t think any company can be successful – whether it’s in retraining your drivers or any other activity- if you don’t have a strong sense of who you are corporately, and where you want to go says the very inventive [REDACTED]  
[REDACTED]

“Here, every January we have a meeting with all the drivers, where we sit down and decide collectively what goals and objectives we’re going to pursue that year to make the company more successful. By the end of that meeting, we’ve developed a seven or eight-page document, which is then finalized and distributed to every single employee.”

“Next to a well-thought-out corporate culture and philosophy, [REDACTED] says that recruiting is the key to ensuring that a fleet acquires talented, motivated and loyal drivers.”

“Our recruiting process begins the moment a potential driver applicant phones us up [REDACTED] explains. “ We extract a lot more interpretations from that ‘routine’ inquiry that the caller might suspect – indicators of sincerity, abilities of self-expression, motivation, how they handle frustration.”

### THE DRIVER RIDDLE

“We never commit to scheduling a face-to-face interview on the first call. That has to be accomplished in a second call from them, and here’s the reason: if a person gets frustrated just in having to do that, then seven months down the road and a thousand miles from here, if a customer asks that the driver repositions his truck at the dock a bit,



he'll probably show frustration or a bad attitude then, too. And that's not the kind of people we want in our family of drivers." [REDACTED]

"We want them to make an informed decision, says [REDACTED]. "In fact, "We give prospective drivers our employee list, with home phone numbers, and invite them to ask any questions about what it's like to work here. If they want to come into the terminal here and talk with available drivers face-to-face, that's fine, too."

"Once hired, the new employee's education program begins- and it never stops."

"We've modeled our company after a teaching hospital," [REDACTED]. "Continues education is a big part of our culture."

Our cargoes – demand more of the vehicle operator than just pointing the truck up and down the highway safely, so we want to ensure that the driver's qualifications are equal to their responsibility." [REDACTED]

#### Quality of Driver Life

"IN ORDER TO OFFER the optimum quality of life for drivers, [REDACTED] its equipment as conveniently for them."

"Most of our drivers are out three or four days at a time [REDACTED] says."

"We try very hard to let all our drivers get most of their weekends off."

"I can't remember a single time that we had to turn a driver down if they needed a day off for some special personal situation."

"Although the term "driver" is necessarily used in everyday conversation, [REDACTED] is dead serious when he says that the official title is 'manager of mobile profit center'. It denotes respect and better describes the job."

"When you think you think about the capital cost of that equipment – we run lots of Rocky Mountain doubles, Super – B flat decks and tankers, and so forth, so trailers can cost over \$200,000 and maybe \$140,000 for the tractor – plus the maintenance costs, insurance, the impact of fuel economy on our profitability, the need for compliance fitness, and ability to affect our public image, you tell me what employee back at a desk at head office has as much influence on those critical factors as the guy or gal sitting in the can of the truck? [REDACTED]"

End of Quote [REDACTED]

#### Points Program

"And how does [REDACTED] assess and reward driver performance?"

Our recognition programs are based on a points system and apply equally to the company drivers – [REDACTED] explains. "We have a relevant staff member audit one or more of 17 different components of a driver's activity, every month. [REDACTED]"

“Categories assessed include; top fuel economy; most improved fuel economy; the number of customer complaints; accident-free driving; cargo damage claims, customer compliments; and so on. A driver gets either 100 points in each category or zero, with nothing in between.”

“We’ve designed the system to work effectively without huge amounts of time having to be spent each month,” [REDACTED] says. “But if we find errors, we don’t just assign a ‘zero’ and forget about it – we’ll counsel that person on the problem and show them what needs to be, done so they can get their hundred points the next time.”

“Each driver’s points are totaled monthly and added to an ‘account’. The company has developed a long list of rewards like a dinner for two at top-quality restaurants, clothing, collectible model trucks, etc., and a driver can cash in some or all of his points at any time. The bills go direct to [REDACTED] the driver doesn’t have to lay out a cent.”

There’s also a yearly major award to the driver who’s earned the most points; an all-expenses-paid weekend for two at a lodge in [REDACTED]

#### Talking it out

“The goal of continuous education [REDACTED] revolves around ‘communication meetings’ with all the drivers that last for about 4 ½ hours every seven weeks on a Saturday. The company springs for breakfast, and, and each meeting has a specific theme that’s advertised in advance. It’s guaranteed that at least two-thirds of the meeting will directly address that theme.”

“When we plan special presentations at these communication meetings, the drivers create them themselves.”

[REDACTED] notes “Whatever the theme is – some aspect of safe operations, often- a driver will be given that assignment well in advance, and they do a great job researching the topic and presenting their findings.”

“Another highlight of each meeting is “**Acknowledgement**”, the last agenda item, where we give public recognition to each driver’ who’s received a customer compliment or achieved something else commendable. In advance of the meeting, the individual has already been given a letter of thanks and maybe a hat or jacket of some other kind of gift, but being publicly cited in front of their peers means a lot to them – even if they don’t want to let on!”

“Our drivers gross anywhere from [REDACTED] to [REDACTED] a year,” [REDACTED] says. As with many things, the exact result depends on individual motivation and ability.”

“Wrapping up the whole program in one final observation, [REDACTED] says driver turnover has been virtually zero since things settled down after the initial start-up in [REDACTED].”

“We’ll always be working towards making this operation an even better, more efficient and more pleasurable place a team spirit and recognition system that gives drivers the empowerment and respect they should be getting elsewhere.” [REDACTED] End of Quote.



## The Whole Picture

### Quote:

“WHILE INDIVIDUAL CIRCUMSTANCES will dictate the best driver policies for any given fleet, it’s obvious that there are several universal keys to creating loyalty within your driving team. “

“Our industry needs much better entry-level apprenticeship and training programs than is that at many carriers. If people start off the right way, they’ll be more likely to hang in for the long term. Unfortunately, a lot of fleets seem to feel that if they just pay their drivers well and have a summer picnic and Christmas party that’s all they have to do.”

“The very last words go to seven of the professional drivers working [REDACTED]”

### Experience:

[REDACTED]

“The striking thing about their cumulative comments was one common thread: **respect.**”

“In almost every list, one of the reasons to quit” was a comment on how carrier management didn’t give drivers respect and appreciation.”

“On the flip side the ‘reason s to stay’ reflected all good things that grow out of mutual respect; things like decent, fair and equal treatment for all; enjoyable co-workers; a healthy, friendly atmosphere, open lines of communication among all staff; consideration of home life; and opportunities for advancement.

“Pay and benefits we mentioned in a few lists, but were clearly not the main motivators.”

“That more than [REDACTED] of professional driving experience speaking.

**“And the message is loud and clear.”**

[REDACTED]

End of Quote.

[REDACTED]  
[REDACTED]  
[REDACTED]  
Delivering Responsible Solutions

Quote:

“Our Success has always been a result of the same thing-hard work and great people-and that’s how we’ll continue to find success in the future.” [REDACTED]

End of Quote.

President and CEO

[REDACTED]  
Quote:

“The expectations are sometimes higher and you have to earn the respect of the people, I think you have to work harder to earn your stripes.”

”Growing up with this company has been a blessing”, “ I have learned so many lessons along the way and am now able to mentor the younger people using the knowledge I’ve gathered over the years.” [REDACTED]

“It’s not the fact my father was a founder that has had a big impact on me” “It’s more that it’s a people business and all that comes with that.” I love the people; it’s the best part about working here. I am very proud to be a part of a company that’s succeeded in business for 60 years. There’s a lot of history and a very bright future.” [REDACTED]

End of Quote.

Executive Vice President and COO

**QHSE: The ABC’s** [REDACTED]

Quote:

Quality, health, safety, and environmental form the foundation of [REDACTED]

QHSE has always been a focus at [REDACTED] We had one of the first safety programs back in the [REDACTED] the old guys had a lot of foresight and I think it’s why a lot of people came to [REDACTED]

The trucking business has had a long-time reputation for long hours and hard work. We had restrictions on hours our drivers could work. Safety and quality of life have always been paramount. [REDACTED] End of Quote. Executive Vice President and COO

## Quality

Quote:

“Say what you do, do what you say and prove it. It’s that simple.”

While it may seem simple on the surface, ■■■ backs its commitment to quality with a major investment in time and resources to ensure it touches everything the company does.

Every new employee is given a quality orientation on what quality means here at ■■■

They participate in a two-hour presentation of how that relates to them and how they can expect to see quality in their day – to – days jobs, on avenues to correct deficiencies, performance reporting – it brings it do to base level and shows them exactly what it means to them.

Our intent is to simplify quality so that it’s easy to understand what needs to be done.

Because it is a part of who we are. ■■■

## Health

While ■■■ offers a top – of – the line health and benefits package, protecting its employees’ health wellbeing goes far beyond eye exams and dental coverage.

“We have a number of unique programs in place our employees’ health is important to us – not just at work, but in their daily lives. ■■■

## QHSE Director ■■■

### Safety

In a marketplace where so many companies pay lip service to safety, ■■■ is a shining example of an organization whose absolute, the number-one priority is making sure each and every employee and their families are safe at work and at home. ■■■

### Attitude and Commitment

One of our mottoes is that safety is an attitude, And it's a positive attitude towards safety we want to see in all of our employees, A senior management team that is 100 percent behind safety initiatives is key to ■■■ impressive safety record and that it has created a culture in which everyone is constantly trying to improve. ■■■

We take our QHSE very seriously here at ■■■ and have the safety record to prove it. We are proud of our people for being so dedicated to the health and safety of their customers, their coworkers, and of course, themselves. ■■■

## ■■■ Health, Safety and Environment Policy (HSE)

All of us at ■■■ are responsible to support our Health, Environmental, Safety, and Loss Control programs which are designed to protect people, property, and the environment.



**We are committed to active safety culture through:**

Effective and Committed Leadership

The creation of awareness on health and wellness issues

To meet or exceed regulatory requirements and industry-standard practice in the areas in which we operate

Fostering an environment of open two – way communication with our employees and customers

A secure working environment for all employees and visitors

Our HSE goals are clear, an injury-free workplace, an incident/accident-free workplace and to cause no harm to the environment.

As individuals, we must support whole-heartedly and participate in all aspects of Health, Safety, and Environmental programs so that, we as members of the [REDACTED], may maintain leadership in our industries.

Through effective leadership, teamwork and continues improvement efforts, we will maintain, an important part of our culture – safety. [REDACTED]

End of Quote President and CEO

**Safety**

Quote.

[REDACTED] puts the highest priority on safety and the companies' impressive record reflects the commitment.

It is not easy to achieve and maintain, so we are constantly using checks and balances to ensure we're meeting and exceeding, not only our own standards, as well as industry regulations

[REDACTED] Quality, Health, Safety, and Environmental (QHSE) programs include the latest tools, training and dedicated surveillance to ensure the highest stands of safety are met. [REDACTED]

End of Quote.

**The program includes:**

Quote.

Comprehensive and ongoing driver training programs  
Regularly scheduled safety meetings for all [REDACTED] drivers and staff  
Performance and near-miss –reporting  
Behavioral safety programs  
Drug and alcohol testing

Occupational health assessments  
Critical job task inventories and job hazard analysis

People

█████ employee's dedication, professionalism, and experience are the backbone of █████. Drivers, dispatchers, and administration staff all meet the highest standards of proficiency in their work and participate in continued training on the latest technology and systems.

The typical █████ employee is pretty A- typical; they are conscientious, have amazing attention to detail and are always looking to improve. █████

End of Quote.

People Priority

Quote.

█████ People Development and Culture department

The transformation of the human resources department from a mainly administration division to a group of people dedicated to making █████ a great place to work meant taking a number of existing programs and bring them all together as well as creating some new ones amid at celebrating people.

We had such a rich history to build on and so many programs already in place made it a lot of fun to create this department.

Today, █████ people development and culture department offers a plethora of programs and initiatives that contribute to making an employer of choice. █████

Training and Development

When people are well trained they are able to do their jobs efficiently and safely.

Whether it is in the classroom, online or on the job, we make sure they get the tools they need to do their jobs well.

We concentrate on soft skills like communication. We not only want our employees to do well at their jobs, but we also want them to have skills they need to succeed in life.

Awards and Recognition

█████ is a strong believer in celebrating its people's success and rewarding them for a job well done. While monetary rewards are certainly part of that, the company goes above and beyond with two major awards night:

A Celebration of our People in the fall and an Evening of Excellence in the spring.



Today, A Celebration of our people recognize employees for their length of service, their community involvement, and retirements.

An Evening of Excellence presents [REDACTED] people with peer-nominated awards in numerous categories throughout the organization's various business units [REDACTED]

"These are so special because they come from your coworkers. When the people you work with every day think your worthy of recognition, it's a real pat on the back." [REDACTED]

#### Family Involvement

We have always been a family-oriented company, and we fell it's important to include them in our activities.

#### Family Affairs Newsletter

This bi-monthly newsletter is chock full of stories about employees, company activities, recognition for a job well done and helpful articles about health, safety and life in general. [REDACTED]

"Family Affairs" is a great way to keep in touch. Not only does it provide a way to communicate regularly with employees but it keeps employees communicating with each other and is a record of some of the amazing things our people do here.

Flip through the pages and you'll find kudos to drivers for stopping on the highway to help with a car fire and a winning slow-pitch baseball team formed by the [REDACTED].

This is an amazing group of people, they work hard and they're clear on where we are taking this company as a team.

[REDACTED]

End of Quote.

#### Investing in the Community

[REDACTED] for charity and [REDACTED] show this company believes in giving back.

We have always believed that we need to make a contribution to the communities we do business in. if we're making a living in a community, we have an obligation to support that community and we're honored to do so. [REDACTED]

[REDACTED]

[REDACTED] Charity has become a signature event not only for [REDACTED] but also for the [REDACTED] Children's Hospital and [REDACTED] Children's Hospital as well as numerous staff, family members and bikers from around Alberta.

It's amazing to think how far we've come over the last nine years, we're all proud of [REDACTED] Charity. [REDACTED] President

Once [REDACTED] president took a serious look at the suggestion, they formed a committee that expanded on the idea to include bake sales, raffles and draws to raise money for the [REDACTED] Children's Hospital.

We also had about 12 Harley riders which auctioned off rides to go drop off the cheque at the hospital. We thought we could raise about [REDACTED] that first year.

The [REDACTED] not only reached their goal but doubled its raising more than [REDACTED] for the [REDACTED] Children's Hospital.

It was so gratifying [REDACTED] president. "When those [REDACTED] Harleys roared up to the hospital and the kids were out there waiting for us- one once even in bed- it was great to see the kids again for an hour and forget why we were there.

With one year under their belt, the [REDACTED] Charity committee sets its sights a little higher and aimed to raise [REDACTED] in its second year. They raised [REDACTED].

The next year's goal [REDACTED] says [REDACTED] President. The committee never thought we'd do it. But we raise [REDACTED]. I think it really showed individuals the importance of stretching their goals.

The following year, they raised [REDACTED] and upward and onward until last year's event when they raised [REDACTED] and broke the [REDACTED] mark for total funds donated. [REDACTED]

More than 40 bikers from across the province roll up to the Children's Hospital cheque in hand-rain or shine.

[REDACTED] Charity has become much more than a fundraising venture.

"It elicits a great deal of pride in our people to be a part of something like this; it's become very much a part of who we are."

[REDACTED] Charity involves employees, suppliers, customers, family members, and friends from across Alberta creating a community of people working together towards a common goal – to buy much-needed equipment for the children's hospitals in Alberta.

Over the years [REDACTED] Charity has purchased equipment for plastic surgery, specialized cribs, surgical tables, educational initiatives, infant monitors and many more gifts.

Fundraiser development office with the [REDACTED] Children's Hospital says [REDACTED] annual gifts are crucial to providing the best care to sick kids in Alberta. We consider them to be one of our most loyal and committed supporters. [REDACTED] Charity makes a tangible difference to the kids and families who utilize the services of the hospitals and we are very grateful for their support.

They really put their hearts into it and they drive up with those Harleys the kids get so excited it's amazing to see.

And while the legacy of [REDACTED] Charity will be felt by the families for many years to come one of the most gratifying things about the fundraiser is to see the impact it makes on individual children.

[REDACTED]

Having roots firmly planted in the agriculture business. [REDACTED] is also a major support of the [REDACTED]... [REDACTED]

#### Turning the Page

[REDACTED] plans to build on [REDACTED] of success to innovate a successful future.

[REDACTED] President and CEO, his role is to provide leadership and guidance in setting the strategy and direction for the company into the future.

“There is a lot of history to look back on to be proud of; we’ve accomplished some major innovations and contributions to the industry. We can look back at our history, take the lessons, we’ve learned and set the direction for the future.”

[REDACTED] President and CEO

We’re beginning to see more regulations and even more emphasis on safety by our customers. We always put a cap on the number of hours our drivers can work and have a real focus on safety and quality of life for our people. [REDACTED]

End of Quote.

Quote.

[REDACTED] President and CEO

[REDACTED]

It’s all in the family

[REDACTED]

Thanks to our family

We would have never made it this far, or be looking at such a promising future if it weren’t for all the [REDACTED] employees, our family, who have contributed so much for so long.

From the early believers [REDACTED] years ago to these now taking us into the future, [REDACTED] employees are the backbone of the company. Their sense of commitment to customer service and dedication to excellence make [REDACTED] what it is today – a leader.

*They say you can always count on family...and right they are.*

[REDACTED]

End of Quote.