

Saskatchewan Chamber of Commerce Media Release  
October 25, 2008

### **The Mosaic Company Named Saskatchewan “Business of the Year”**

The Mosaic Company, one of Saskatchewan’s largest potash producers, was named Saskatchewan’s “*Business of the Year*” at the 25th Annual Achievement in Business Excellence (ABEX) Awards Dinner.

The Mosaic Company was also the winner in the “*Community Involvement*” category.

The Mosaic Company serves customers in 50 countries around the world and is one of the world's leading producers and marketers of concentrated phosphate and potash crop nutrients.

The Mosaic Company is also a leader in being a good neighbor and corporate citizen around the globe, but more importantly at a grassroots level right here at home. The Mosaic Company has a corporate objective to enrich the communities in which it operates. Throughout the province Mosaic supports healthcare, community enhancement, safety and education.

“We are proud to name the Mosaic Company as Saskatchewan’s Business of the Year,” noted Saskatchewan Chamber of Commerce CEO Steve McLellan. “The “Business of the Year” is an exclusive award recognizing success and potential in a variety of areas. Mosaic has both of these qualities in spades and we are eager to see what their future has in store.”

The “*Business of the Year*” is selected from all ABEX entrants. It is awarded to the business demonstrating exceptional performance that is particularly outstanding and deserving of praise. The performance may represent either individual achievement or overall success. The Award is judged according to profitability, growth, stability, investment strategy, and impact based on the relative size of the corporation.

Over 800 people from across the province attended the 25<sup>th</sup> Annual ABEX Awards which occurred in Regina on October 25<sup>th</sup>, 2008.

Twelve ABEX Awards in addition to the “Business of the Year” were presented to companies representing a variety of regions across the province. A complete list of 2008 ABEX Award Winners can be found below.

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## **The 2008 ABEX Award Winners**

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### **The TIA New Saskatchewan Product Award Sponsored by the Saskatchewan Research Council**

**WINNER:           TERMINAL SYSTEMS INTERNATIONAL, Saskatoon**

The TIA New Saskatchewan Product Award goes to a business demonstrating exceptional performance in launching a new Saskatchewan-made product, technology or service, which is original and has good commercial potential. The winner will receive a \$10,000 monetary prize provide by Saskatchewan Research Council's Technology-in-Action Fund.

Terminal Systems International is a company that specializes in conceiving, marketing, installing and maintaining information systems for the airport industry. These systems make sure that the processing of the passengers runs smoothly, and that the turn around times of the aircrafts can be minimized. TSI's goal is to be the leader in airport, bus and rail information display systems and management solutions. The software utilized by Terminal Systems International was developed in Saskatoon, and the company has installed it in over 30 airports worldwide in North, Central and South America, and Asia.

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### **The New Venture Award Sponsored by Enterprise Saskatchewan**

**WINNER:           MILLENNIUM DIRECTIONAL SERVICES, Carlyle**

The Award goes to a new business venture which has been in existence for 3 years or less and that has shown positive performance in terms of current or expected profitability, job creation or entry into new markets. Nominees are judged on financial criteria, as well as the nature of the new venture and its impact on job creation and market expansion. Judging also takes into account the relative size of the new venture.

Millennium Directional Services felt that there was a need for an independent and local directional drilling company to provide directional drilling services, personnel, equipment and operational support in the drilling of directional and horizontal oil wells. MDS uses state of the art equipment and provides its customers with reliable and excellent service.

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### **The Community Involvement Award Sponsored by the Canadian Bankers Association**

**WINNER:           THE MOSAIC COMPANY, Regina**

The Award for Community Involvement goes to a business demonstrating exceptional performance in its support of the arts and culture, amateur sports, education, or volunteer groups. Judging takes into account the relative size of the business. Greater consideration will be given for involvement that is not an extension of the firm's main business activities.

The Mosaic Company has a corporate objective to fulfill their vision and enrich the communities in which they work and live. The Company directs the majority of their contributions to four key areas: community enhancement, community involvement, safety and education, with a final category relating to health. In addition to these commitments Mosaic purchased the naming rights for Mosaic Stadium, which has allowed them to assist countless charitable organizations in attending events at Mosaic Stadium.

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### **The Award for Job Creation**

**WINNER: SASKATCHEWAN INDIAN & GAMING AUTHORITY, Saskatoon**

The ABEX Award for the Job Creation Category is awarded to the business demonstrating exceptional performance in creating new permanent jobs, taking into account the relative size and nature of the business.

Operating in five Saskatchewan markets, the Saskatchewan Indian Gaming Authority employs 1700 people having added 500 full and part time jobs in 2007. With their expansion into the Swift Current market occurring late this year, the company will employ over 2000 people of which over 70% are First Nations. SIGA is currently ranked 33<sup>rd</sup> in Saskatchewan's top 100 companies with annual revenues of \$190M and net profits of \$60M.

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### **The Marketing Award**

**Sponsored by the Edwards School of Business, University of Saskatchewan**

**WINNER: COWTOWN, Regina**

The Marketing Awards goes to a business demonstrating exceptional performance in marketing. The jury evaluates the success of a marketing program, giving consideration to the nature of the product and the relative size of the business.

Cowtown's vision is to become the recognized name for the ultimate customer experience, and Cowtown's 36 staff members are working hard to achieve this goal. Cowtown advertises extensively though radio, relying on their spokesperson "Cow" to get the message out. The advertisements put 'Cow' through various adventures and goofy scenarios while plugging Cowtown's products. Cowtown's number one objective is to put a smile on your face.

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### **The Service Award**

**Sponsored by Casinos Regina and Moose Jaw**

**WINNER: CRAVINGS MATERNITY AND BABY, Saskatoon**

The Service Awards goes to the business demonstrating exceptional performance in providing quality services (wholesale and retail trade, purchasing and distribution, transportation, brokering, professional services, communications, financial). Judging considers the relative

size and particular conditions of the business, as well as the growth potential, stability, investment strategy, and quality of customer service initiatives

Launched in early 2006, Cravings Maternity & Baby has become Saskatoon's premier maternity and baby boutique. Cravings is a one-stop-shop for trendy maternity, hip baby & unique gifts! Owners Rebecca Simpson and Jordana Jacobson take pride in their intimate boutique atmosphere, and have made every effort to create a warm and personable shopping environment. Cravings Maternity & Baby ensures their staff goes through regular training sessions three times a year.

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**The Investment Award  
Sponsored By Victoria Park Capital**

**WINNER: PARTNERS IN MOTION, Regina**

The ABEX Award for the Investment Category is awarded to the business demonstrating exceptional performance in making capital investment. The jury evaluates the economic impact of capital investments, taking into account the relative size and nature of the business.

Partners in Motion is a film and video production company. The business model created by Partners in Motion has allowed the company to upgrade its facilities and expand its capital infrastructure for further growth. It is a unique approach for a Canadian production company to have the ability to complete almost all activities in-house and deliver high quality HD programming, but Partners in Motion is leading the way. Through these improvements Partners in Motion is poised and ready for the future of video consumption.

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**The Export Award  
Sponsored by the Saskatchewan Trade and Export Partnership**

**WINNER: SEED HAWK, Langbank**

The ABEX Award for the Exports Category is awarded to the business demonstrating exceptional performance in exporting goods or services outside of Saskatchewan including increased export sales and successful entry into new markets.

Seed Hawk is an innovator of precision seeding systems and a huge exporter to countries such as Australia, Russia and the Ukraine. A European seeding manufacturer recently became a minority partner in Seed Hawk and the company is now focused on developing their markets outside of North America. Seed Hawk is implementing new initiatives, not only to market and sell their product, but also to help educate farmers in terms of the value of zero tillage and on other modern agronomic practices.

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**The Business Leader of the Year Award  
Sponsored by Viterra Inc.**

**WINNER: DENNIS GOLL OF WEST WIND AVIATION, Saskatoon**

The Business Leader of the Year Award goes to an individual who exemplifies the qualities of the business visionary. This person has shown outstanding success in business or industry through the development of a new process, product or service or for meaningful contributions to the local business community.

Dennis Goll is not only West Wind Aviation's founder, but continues to be the company's driving force and visionary. After 25 years of business, West Wind's service has grown from air charters to include corporate aircraft management, maintenance, first class AeroCentre facilities and their scheduled services: ExpressAir and Pronto Airways. Dennis's no-compromise attitude towards safety and his goal to provide service beyond expectation in every aspect of operations has made West Wind Aviation a recognized leader in the aviation industry. Dennis is also community minded, his leadership and organizational skills are utilized on many committees.

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**The Young Entrepreneur of the Year Award  
Sponsored by SaskWater**

**WINNER: JESSICA WILLIAMSON OF HOOPLA CLOTHING, Moose Jaw**

The ABEX Award for Young Entrepreneur of the Year is awarded to an entrepreneur between the ages of 18-35 who has achieved success in the start-up and operation of a new or existing business. Eligible candidates must offer a product and/or service; have served at least three customers; have an original concept; and have long term goals, as well as strategies to meet those goals; and have demonstrated innovation by adapting to marketplace challenges.

Jessica Williamson has found a niche market in South Saskatchewan. Hoopla Clothing offers premium quality active wear at affordable prices. Hoopla is proud that 98% of its products are made in Canada. Hoopla has capitalized on the increased focus on physical fitness in Canada, and has become the buzz in Saskatchewan. Currently at least 50% of Hoopla's customers are from outside of Moose Jaw.

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**The Physical Environment Award  
Sponsored by the Saskatchewan Workers' Compensation Board**

**WINNER: PSI TECHNOLOGIES, Saskatoon**

The Award for Physical Environment goes to a business that demonstrates excellence in the development of programs, products and/or services offering improvement for environmental purposes, and the health and safety of workers. Improvements may relate to soil, air, water, noise or visual pollutants, or energy conservation. Nominees are judged on the projected impact of the improvements, the relative size, nature and special conditions of the business, and other factors such as capital investment and innovation.

PSI Technologies Inc. is a 10 year old Saskatchewan based company specializing in innovative road recycling and strengthening solutions. The company's business focus is on innovative methods of improving Provincial and City roads, with emphasis on recycling and strengthening

existing highways. PSI has developed state of the art scientific protocols to engineer advanced road materials that enable road engineers to apply innovative road recycling solutions that optimize the use of *in situ* road materials. The company attributes its success to concentrating on applied research and technology, and rigorously following the scientific method.

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**The Aboriginal Business Award  
Sponsored by SaskEnergy**

**WINNER: CAMECO CORPORATION, Saskatoon**

The Aboriginal Business Award is presented to a business or individual who has demonstrated leadership and commitment to the growth of Aboriginal businesses in Saskatchewan. Primary emphasis is given to businesses or individuals with established practices, a record of support, proven accomplishments and a commitment to the highest ethical standards and practices.

Cameco Corporation is the world's largest uranium producer with most of its production coming from Northern Saskatchewan. Cameco strives to create opportunity for northern residents – the majority of whom are Aboriginal. They have achieved this in such ways as giving northern residents priority when hiring, supporting projects and programs in the community, supporting education and training, and giving preference to northern companies. Cameco is proud of its aboriginal connection and proud to be celebrating 20 years in Saskatchewan.

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**Saskatchewan Business Hall of Fame Inductee  
Doepker Industries**

The Saskatchewan Business Hall of Fame was established in 1990 to recognize those businesses which have demonstrated excellence over an extended period of time and which have contributed significantly to the economic well being of Saskatchewan and its residents

Doepker Industries was named to the “Saskatchewan Business Hall of Fame” at the 2008 Achievement for Business Excellence (ABEX) Awards Dinner. Celebrating their 60<sup>th</sup> anniversary, Doepker has a long history of being a leader in the Saskatchewan business community. Doepker Industries is one of two Saskatchewan businesses that has been awarded with the ABEX Business of the Year Award twice. The company was first named Business of the Year in 1989, and remarkably received the same recognition again in 2001. Doepker Industries began as a blacksmith/machining shop in 1948; however the company manufactured its first grain trailer back in 1972 and has since expanded into various lines of semi trailers.

Doepker Industries is the 21<sup>st</sup> entrant into the Business Hall of Fame.