

SIGNATURE 2022

ALBERTA BUSINESS
FAMILY INSTITUTE

is proud to honour:

The Hay Family

of Scandinavian Building Services



March 16, 2022
Calgary, Alberta

March 23, 2022
Edmonton, Alberta

Dinner & Program 6:00pm

Join ABFI and the Hay Family as we celebrate 18 years of Signature Events. Position your business as a leader in the field of family business by supporting this Gala Evening.



**UNIVERSITY
OF ALBERTA**

Signature 2022

A must-attend Alberta business gala dinner, this annual event featuring over 600 people combined in Edmonton and Calgary, is an opportunity to gain insight into the inner workings of some of Canada's most successful businesses and the families who own them. The Signature Event is ABFI's annual celebration of the history and success of outstanding multi-generational business families.

Featuring an intimate discussion with a prominent business family, this event showcases real life examples and the history and lessons learned from some of Canada's leading business families. It provides a unique opportunity for the business family community to learn, socialize and celebrate success with business family luminaries. And of course it acts as a fundraiser to help ABFI grow, develop and provide educational opportunities to ensure family-run businesses and enterprises have a solid future.

We invite you to join ABFI and the Hay Family and position your business as a leader in the area of family business by providing sponsorship support of celebrating 18 years of Signature Events.



Alberta Business Family Institute at the University of Alberta

For 18 years, the Alberta School of Business has helped ensure that family businesses operating in Alberta can succeed for generations to come.

Our leading faculty and unique resources highlight the transformational issues that surround these individuals and focus on a process of communication and governance to facilitate successful transition to the next generation.

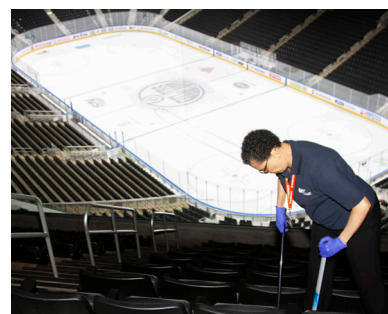
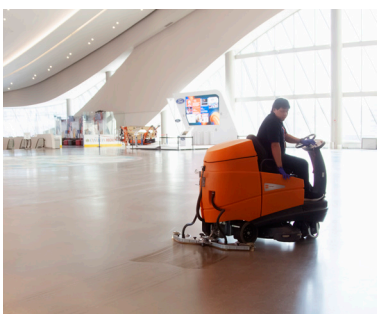
The Alberta Business Family Institute (ABFI) at the School of Business is a centre of excellence with an integral focus on family business in Alberta. The Institute is affiliated with the Centre for Entrepreneurship and Family Enterprise, which provides world-class teaching and research in family business and entrepreneurship.

As a leader in family business, the Alberta School of Business, through ABFI, has helped raise awareness and develop a better understanding of the important role that family-based enterprises play in our economy and communities. We have achieved this through producing globally respected research and providing top-tier educational opportunities in family business and entrepreneurship.

Through the Alberta Business Family Institute (ABFI), the School has created unique educational and outreach programs that are tailored to supporting leaders in family business and those advisors who are in place to help facilitate their success to ensure family-run enterprises have a solid future.

Scandinavian Building Services

SIGNATURE



Come and Meet the Family

Scandinavian Building Services was established in 1956 as a small janitorial company in Edmonton, Alberta. It has been owned and operated by the Hay family since 1982. They have established a significant presence across Canada, earning a “spotless reputation” and serving a growing list of clients including Canada’s largest retail and commercial companies, fitness facilities, iconic sports complexes, shopping malls, and more.

This year, Signature 2022 will be delivered in an all NEW format. Join us in a moderated conversation with one of the founders, Wilda Hay, and second-generation participants Russell Hay, Melanie Brooks and Candace Elford as we discuss the successes and challenges of their transition.

This extraordinary family is recognized as a leader in family business as they continue to be inspired by their late founder, leader and CEO Terry Hay (1952-2018). They have a business that embraces two generations and spans 30 years of service. Their high standards -and total commitment to providing the best client service in the business-permeate the entire organization.

As one past attendee indicated, “it doesn’t feel like a fundraiser, it feels like an educational opportunity.” Everyone will learn from hearing the Hay family story.





Terry & Wilda Hay Co-Founders

Terry and Wilda Hay purchased Scandinavian Building Services in 1982. With a vision in their eyes, the Hays set their sights beyond Edmonton. Before long, Scandinavian had established a solid presence across Western Canada, earning a “spotless reputation” and serving a growing list of commercial clients.

Terry led the company with passion, goals, and inspiration. He created a culture that inspired each individual working in Scandinavian to believe and provide our core values every day – Service, Motivate, Respect, Connect. Through his leadership and values Terry Hay created what we know today as the Scandi family.

In honor of Scandinavian’s beloved Founder, Leader, and CEO Terry Hay (1952-2018), Scandinavian is now led by Wilda Hay and their children to honor him and continue his legacy.



Russell Hay President & CEO

Russell was born and raised in this industry, honing his skills alongside his father in every area of the business. Bringing more than 15 years’ experience and a commitment to Best Practices, Russell passionately leads the janitorial service industry with innovation and customer service excellence, serving as Scandinavian’s President & CEO. With an unmatched work ethic, Russell has set his sights on rapidly growing the business across North America, while still ensuring client expectations are consistently met and exceeded. Customers always come first at Scandinavian, which led to the development of the 10-1-24 commitment, along with ensuring there is always a real person on the other end of the phone when you call. These initiatives are firmly rooted in the success of Scandinavian, established by Terry Hay, and proudly reinforced by Russell daily. An active member of the Young Presidents Organization, Russell engages with his local community to connect with fellow influential business leaders who encourage both professional and personal development. Scandinavian is a family business built on accountability, service, and culture, and Russell is focused on innovative advances to consistently exceed client expectations. When not at the helm, Russell spends his downtime with his beautiful wife and young family, and is an avid music fan, enjoying concerts whenever possible.



Melanie Brooks Vice President of Human Resources

With more than 15 years’ experience spanning all departments, Melanie currently serves as Scandinavian’s Vice President of Human Resources. Combining her undergraduate degree, executive leadership and extensive Human Resources training, Melanie is a strategic life-long learner committed to delivering creative solutions and organizational growth. Specializing in employee engagement, Melanie focuses on employee retention through open communication, ensuring each member of the Scandinavian team feels valued, and their professional goals encouraged. Committed to community service, Melanie spearheads Scandinavian’s non-profit partnerships across Canada, including Habitat for Humanity and Holiday Hampers, while also supporting client-driven charitable initiatives throughout the year. A charismatic leader by nature, Melanie lends her expertise and enthusiasm to events and HR related webinars. Melanie spends her downtime with her family, she loves to spend time outdoors and always enjoys a great family movie night.



Candace Elford

Vice President of Procurement

Experienced in Account Management, Sales, and Procurement in both service and manufacturing industries, Candace brings an innovative approach to the role of Scandinavian's Vice President of Procurement. With a focus on aligning best practices of internal policies and procedures, Candace is dedicated to mitigating risks and delivering fair outcomes to both customer and company. Candace oversees all procurement of insurance and bonds, along with investigating all claim submissions. Combining seasoned instincts with persistence, Candace is passionate about risk management and values all party perspectives. Believing life is to be celebrated, Candace spends her downtime with family, often at a sporting event supporting her children, or in the kitchen baking.

INSIGHTS into successful family enterprises. Valuable advice from business leaders. Road maps to growth and success. The Signature Event delivers these competitive advantages, a venue to meet Alberta's and Canada's business elites in a relaxed, social setting, and an unparalleled opportunity to put your organization front-and-center, with a prestigious sponsorship opportunity like no other in Alberta.

Family Business and their IMPACT on our Economy

Family-owned businesses directly accounted for 6.9 million jobs in 2017, amounting to 46.9 per cent of private sector employment and 37.4 per cent of the entire workforce. Over 90 per cent of these jobs (6.4 million) are in small and medium-sized family enterprises.

Family Businesses are RESILIENT

Between 2007 and 2013, total revenues grew 14.6 per cent on average among family enterprises, compared to 13.9 per cent for all other firms. Of firms that were operating in 2007, 70.1 per cent of confirmed family enterprises were still operating in 2013, compared to just 65.2 per cent of other firms.

Staggering, isn't it? Family Business is a powerful force in the Canadian economy. Understanding what makes them successful is vital in all organizations.

All statistics can be found on both the Conference Board of Canada "The Economic Impact of Family-Owned Enterprises in Canada" Report September 2019 and the Family Enterprise XChange Foundation "Family Enterprise Matters" Report September 2019. [organizations.](https://www.familyenterprisematters.com/)

We invite you to join ABFI and the Hay Family and position your business as a leader in the area of family business by providing sponsorship support to this event.

On March 16 and 23, 2022 display your commitment to family business success in Alberta and Canada.

Show your leadership to an audience of leading Alberta families and businesses. Promote and build the role of families and their leadership in Alberta communities.

Only the Signature Event combines these important goals with an audience of as many as 600 of the most successful and influential business family members in the country.



Past Signature Families

2019 - Koeller Family
2018 - Rosenau Family
2017 - Gupta Family
2016 - Forseth/Bacon Family
2015 - Price Family
2014 - Hutchinson Family

2013 - Mullen Family
2012 - Richardson Family
2011 - Stanton Family
2010 - Brewster Family
2009 - Fuller Family
2008 - Martin Family

2007 - Asper Family
2006 - Shaw Family
2005 - Melton Family
2004 - Ganong Family
2003 - Richardson Family

As a sponsor of the event, your organization will:

- Enjoy a captive audience with many of Alberta's and Canada's most influential business leaders and their successors
- Demonstrate leadership in this important and emerging field
- Create new or strengthen existing relationships with Canada's largest producers of GDP and growth: members of business families
- Build goodwill by supporting ABFI's education, outreach and research programs targeted at business families
- Participate in an event celebrated as a first-class example of education, substance and purpose, with the families that are some of the largest of their kind in Canada
- Support the groundbreaking efforts of the Alberta Business Family Institute at the School of Business at UofA.



Sponsorship Benefits	Platinum	Gold	Silver	Bronze	**Additional Sponsorship Opportunities		
	\$15,000	\$10,000	\$7,500	\$5,000	\$10,000 Cocktail Reception	\$5,000 Wine Sponsor or Video Sponso	\$2,500 MBA Student Table
Hosting Opportunities							
Unique opportunity to participate in the Signature Event program (ie.thanking the Signature family, introducing the Signature Family etc.)	Yes						
Includes assigned table of 8 at either Edmonton or Calgary event with Corporate Logo Card	Yes - VIP Placement (Both Cities)	Yes - VIP Placement	Yes - Preferred Placement	Yes - Preferred Placement	Yes - Preferred Placement	Yes - Preferred Placement	Yes - for MBA Students (2 Tables)
On-Site Recognition							
Verbal recognition at each event;	Yes	Yes	Yes		Yes		
Event Marketing Recognition							
Printed recognition in event program	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Printed recognition in multi-media presentation at each event	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Exclusive opportunity to display promotional materials in the reception area;					Yes		
ABFI Program Opportunities							
Complimentary attendance for two individuals to an ABFI education program of choice in 2021/2022:	Yes	Yes					
Passing the Torch – 12 Steps of Succession Planning Workshop; Trusted Advisor Workshop; The Road to Retirement – Retirement, Philanthropy and Setting up a Foundation Workshop; Breakfast Series; Author Series; Partnership Events; Online Programs;							
ABFI annual membership.	Yes	Yes	Yes				
Right of Association							
Right to refer your organization as the sponsor at this level	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Cocktail Reception Sponsor	Wine Sponsor or Video Sponsor	MBA Student Table Sponsor

GIFT-IN-KIND are always welcome

****Additional Sponsorship Opportunities - Cocktail and Wine - 1/in each city
MBA Student Table - 2/Edmonton**

Your opportunity. Your choice.

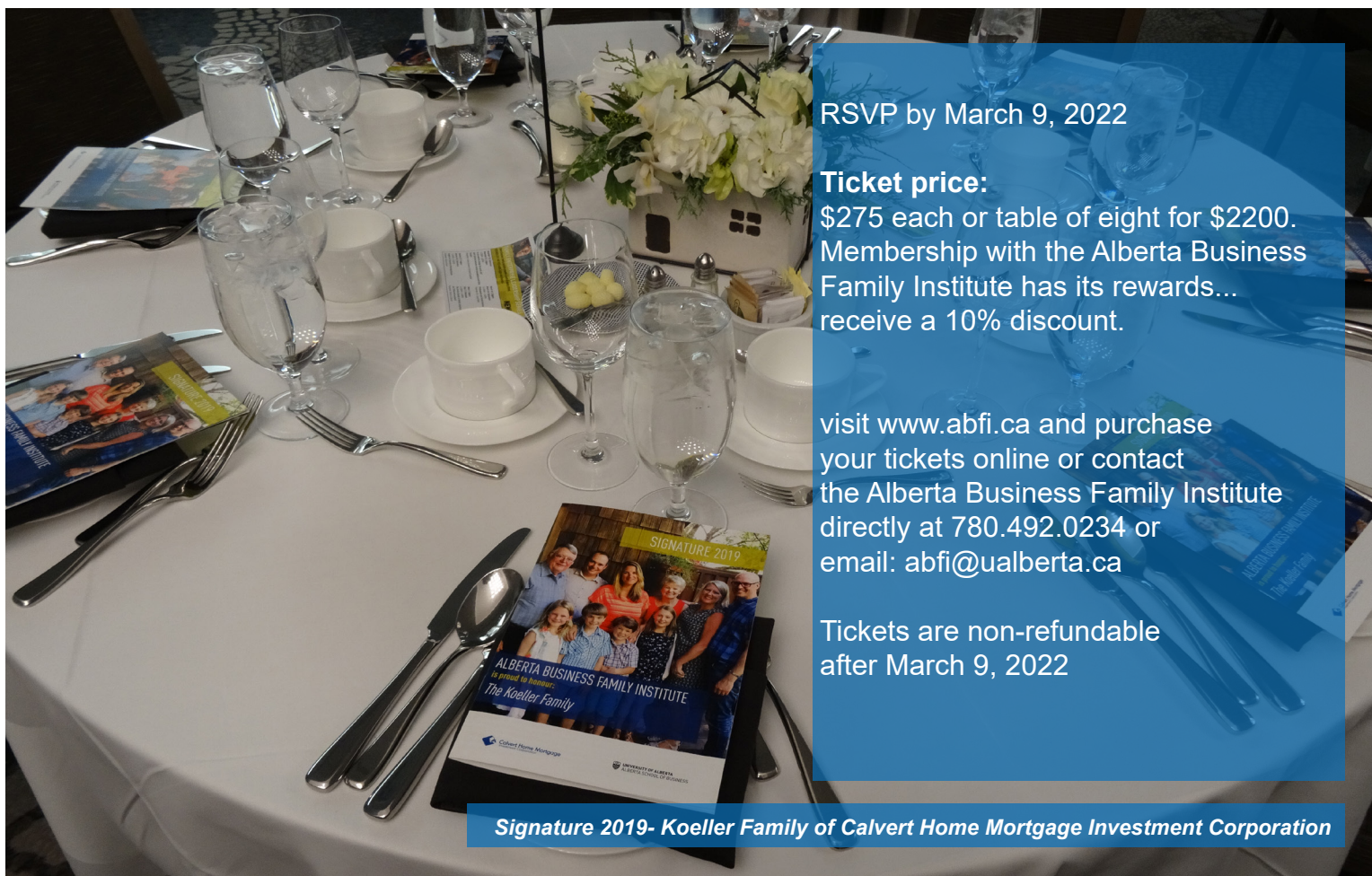
Consider the tremendous possibilities of partnering with the Alberta Business Family Institute. Quite simply, there are few, if any, sponsorship opportunities that combine access to a privileged audience together with the ability to support world-class events and education for family business and their advisors. Contact us to discuss which sponsorship level best suits your marketing and sponsorship goals.

For sponsorship opportunities:
Please contact us at
780.492.0234 | abfi@ualberta.ca
www.abfi.ca

The Alberta Business Family Institute
2-001 Enterprise Square,
10230 Jasper Avenue,
Edmonton, AB T5J 4P6



UNIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS



RSVP by March 9, 2022

Ticket price:

\$275 each or table of eight for \$2200.
Membership with the Alberta Business Family Institute has its rewards... receive a 10% discount.

visit www.abfi.ca and purchase your tickets online or contact the Alberta Business Family Institute directly at 780.492.0234 or email: abfi@ualberta.ca

Tickets are non-refundable after March 9, 2022

Signature 2019- Koeller Family of Calvert Home Mortgage Investment Corporation