



MEDIA RELEASE

For Immediate release

Wednesday, December 2, 2009

Work Hard. Succeed. **Business Excellence Awards winners celebrated**

Excellence in business endeavours and community service were celebrated at the 17th Annual Business Excellence Awards hosted today by the St. John's Board of Trade. Business leaders in eight categories were recognized for their accomplishments and contributions.

"It is always a great pleasure to celebrate the incredible things we have going on around us in St. John's," said Board of Trade Chair Bruce Templeton. "Much like the theme for today's gala, we are working hard locally and we are succeeding. But it is important to remember we are succeeding locally, regionally, nationally and internationally. Today's celebration was an excellent reminder of the creative, resilient and strong business community we have right here."

The Business Excellence Award is considered to be the most prestigious award, as it is selected to represent overall achievement across categories. Recipients of this award, such as the 2009 winner The Idea Factory, distinguish themselves as achievers at the very highest level.

The recipients of the 2009 St. John's Board of Trade Business Excellence Awards are:

- **Business Excellence Award:** The Idea Factory
- **Contribution to Community and Community Service (50+ employees):** BMO Financial Group
- **Contribution to Community and Community Service (less than 50 employees):** The Idea Factory
- **Growth in Domestic/Export Market:** College of the North Atlantic
- **Customer Service and Reliability:** The Newfoundland and Labrador Credit Union
- **Productivity and Quality Improvements:** Rutter Inc.
- **Innovation:** Camouflage Software
- **New Start Up:** Jumping Bean Coffee Company
- **Business Person Volunteer of the Year:** John Steele.

"On behalf of the more than 750 members of the St. John's Board of Trade, who employ more than 30,000 people locally, I congratulate the recipients of these awards for their efforts to

achieve excellence,” said Mr. Templeton. “There are challenges in operating a business locally and these people have had phenomenal success. These awards are an exciting opportunity to recognize them for the things they do in their business lives and for the community as a whole.”

-30-

For more information or to RSVP contact:
Craig Ennis, Manager of Policy, 726-2961, ext 3, cennis@bot.nf.ca

BACKGROUNDER

Contribution to Community and Community Service (50+ employees): BMO Financial Group

In 2009 BMO Financial Group donated over \$550,000 to various charities and community organizations including Kids Help Phone, Shelter from the Storm, Canadian Cancer Society and many more. Also through their BMO Employee Charity personally donated over \$56,000 to various charities.

Contribution to Community and Community Service (less than 50 employees): The Idea Factory

The Idea Factory is a firm of 20 employees who dedicated their time to an unbelievable and magical project. In 2008, The Toy Factory was created, and a 15 day toy drive generated \$25,052 in toys and cash donations for all the families for the Single Parent Association of Newfoundland.

Growth in Domestic/Export Market: College of the North Atlantic

In Newfoundland and Labrador the effects of the College of North Atlantic Qatar Project are everywhere. Over the past eight years this project has seen its overall value grow from \$500 million to a value of excel of \$1.7 billion.

Customer Service and Reliability: The Newfoundland and Labrador Credit Union

With a 93% or higher overall customer satisfaction rating for several years running, the NLCU is doing several things right. Amongst its tools are annual customer satisfaction surveys, a mystery shopper program and an owner referral program to ensure their employees provide exceptional service.

Productivity and Quality Improvements: Rutter Inc.

Over the past year, Rutter Inc. has initiated significant achievements of it Technologies Segment. They focused on improvement exercises to reduce working capital requirements, improve data accuracy and increase labor productivity.

Innovation: Camouflage Software

As a leading data masking software, Camouflage has entered the market at a critical time, with the increasing importance of privacy laws and protection. Camouflage Software Inc. is an innovative leader in this province and will continue to play a major role in software development and privacy protection.

New Start Up: Jumping Bean Coffee Company

Jumping Bean Coffee Company was incorporated in 2005 and has demonstrated an outstanding ability to succeed in its industry as a premium supplier and a local manufacture and processor of coffee. Jumping Bean Coffee Company is positioned in Sobeys and other specialty stores and is forecasted to double their production in 2010 with their new clients Costco.

Business Person Volunteer of the Year: John Steele

For three years John Steel was the helm of the Daffodil Place campaign. He took on the challenge to raise \$7 million to help bring the dream of Daffodil Place to reality– he sees a challenge as an opportunity rather than an obstacle and has outstanding leadership skills to support a campaign in which he is so passionate for.

Business Excellence Award: The Idea Factory

Last year's Toy Factory was a testament to their dedication, but the Idea Factory's contribution to the community goes much deeper than this, with a long list of community groups they have touched both large and small. The Idea Factory has been described as showing an incredible breadth of character, unsurpassed creativity and unparalleled generosity that spans throughout the entire team.