



MEDIA RELEASE

For Immediate release

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Work Hard. Succeed. **Business Community celebrates best in class**

Business leaders were recognized for their accomplishments and contributions in a variety of categories ranging from Innovation to Customer Service and Reliability at the 18th Annual Business Excellence Awards today. Hosted by the St. John's Board of Trade, the annual awards gala celebrates the high level of achievement in local business; this year also saw a special presentation to the 800th member of the Board of Trade.

"There is a strong business community working hard to create opportunities right here every day," said Board of Trade Chair Derek Sullivan. "We are celebrating the work of our neighbours, friends and family, who make the city and province a better place to live. The energy in the room shows that the business community is in excellent shape and that opportunities abound."

The Business Excellence Award is considered to be the Board's most prestigious award, as it is selected to represent overall achievement across categories. Each year, the recipient distinguishes themselves as achievers at the very highest level.

The recipients of the 2010 St. John's Board of Trade Business Excellence Awards are:

- **Business Excellence Award:** The Holiday Inn
- **Contribution to Community and Community Service (50+ employees):** CIBC
- **Contribution to Community and Community Service (less than 50 employees):** Coast Broadcasting Limited
- **Growth in Domestic/Export Market:** Telelink Call Centre Inc.
- **Customer Service and Reliability:** The Holiday Inn
- **Marketing and Promotional Achievements:** Newfoundland Labrador Liquor Corporation
- **Productivity and Quality Improvements:** Dynamic Air Shelters
- **Innovation:** Jumping Bean Coffee Company
- **New Start Up:** Newfoundland Chocolate Company
- **Business Person Volunteer of the Year:** Anne Squires

"I, and every member of the Board of Trade, am proud of the recipients of today's awards," said Mr. Sullivan. "We have a lot of companies in our membership who are doing very creative and

very rewarding things in their businesses. And people – whether employees, customers, partners, suppliers and other associates – are benefitting from the effort they put in every day.”

Founding president Robert Innes, along with past-presidents Burford Ploughman, Andrew Crichton and William A. Neal, were on hand for a special presentation. The St. John’s Board of Trade recently reached, and passed, the 800 member business mark. The former presidents were on-hand to make a special presentation to Brenda Madden, owner/operator of the 800th member, Balance Rehabilitation Clinic.

“Celebrating the achievement of this new milestone while recognizing the contributions of our past is something the Board is very proud of,” said Mr. Sullivan. “Our growth is made possible not just by the people who work with the Board of Trade today, but because of the visionaries who made sure that business in this city had a voice. I was personally pleased that the founding members of our Board were able to celebrate the new heights of our growth, and I’m sure that the St. John’s business community is poised for even greater success in the future.”

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BACKGROUNDER

Contribution to Community and Community Service (50+ employees): CIBC

With nearly \$1 million in significant financial contributions in St. John’s alone, not to mention numerous widespread smaller contributions in the capital area and beyond by the company and employees alike, CIBC has invested heavily into the community. But the investment goes beyond money to the over 3,200 hours that employees spend on local Boards of Directors and the over 6,200 hours employees volunteer to community projects in the city. That’s 4.5 people working 40 hours a week, 52 weeks a year in volunteer contributions.

Contribution to Community and Community Service (less than 50 employees): Coast Broadcasting Ltd – Coast 101.1 FM

Coast Broadcasting Limited supports many community initiatives, as you’ll see and hear their radio personalities around St. John’s. Their support for the Janeway Children’s Hospital Foundation, The Tely 10, the Wreckhouse International Jazz and Blues Festival and the St. John’s Women’s Centre shows that this team of 17 employees packs a community punch.

Growth in Domestic/Export Market: Telelink Call Centre Inc.

TeleLink has recently won multiyear global contracts which have resulted in unprecedented growth. In 2010, new projects have assisted in increasing annual sales by 147%. Adding the Toronto Transit Commission as a client and supporting approximately 14,000 employees for Weatherford International across North America have contributed to growth, domestically and internationally.

Customer Service and Reliability: The Holiday Inn

The Holiday Inn St. John's commitment to service is evident as they continue to improve their property both inside and outside the building. The management has focused on creating a service culture and the overall Satisfaction Index and the Guest Relations index have scored so high that the Holiday Inn St. John's places itself in the top 7 percent of InterContinental Hotels Group system in the Americas.

Marketing and Promotional Achievements: Newfoundland Labrador Liquor Corporation
The Newfoundland Labrador Liquor Corporation's 2009 Christmas Retail Image Program caused a big Christmas buzz. NLC scrambled to supply stores with gift cards as they went through many more than expected and the sales numbers were phenomenal. An 11 % growth in total sales year over year, a 13% increase in sales of premium products and a 30% increase in gift card sales which achieved just over \$1 million in sales.

Productivity and Quality Improvements: Dynamic Air Shelters
Beyond the tremendous growth achieved by Dynamic Air Shelters, the productivity and quality improvements have been commendable. A 6,000 square foot expansion and acquiring ISO 9001: 2008 Certification are excellent achievements. Many employees are enrolled in process improvement development programs and other professional development endeavours. And the company is looking to achieve even more.

Innovation: Jumping Bean Coffee Company
By implementing new technology, Jumping Bean will reduce its emissions while roasting by 85%. Incredibly, this would save roughly one pound of carbon for one pound of coffee. If this leading technology was adopted by the global market, 1.25 billion pounds of carbon could be saved annually. An additional innovation close to home is the screech coffee line.

New Start Up: Newfoundland Chocolate Company
The grand opening of their storefront just 6 days ago is due to their ability to move from a 6-person 600 square foot basement operation to a 12-person staff in a 4,000 square foot building. Newfoundland Chocolate Company appears to be well on its way to their sales goal of \$1 million by 2012, and their goal to be a national leader.

Business Person Volunteer of the Year: Anne Squires
Organizing a fundraiser to gain more than \$60,000 in pledges for Daffodil Place, a homestyle Christmas for stranded sailors, rallying staff to get over 3,300 items for the food bank in February, and Provincial Volunteer of the Year as named by the Newfoundland Association of Realtors for her work in palliative care. These things and more make Anne Squires the St. John's Board of Trade's Business Person Volunteer of the Year.

Business Excellence Award: The Holiday Inn
Investing \$2.5 million in renovations and enhancements has to go hand in hand with staff enhancements. The Holiday Inn has made sure that their training has complemented the visual physical improvements to the hotel. Success has manifested itself in significantly increased revenue and the Holiday Inn St. John's achieves fantastic scores in customer satisfaction.