



GOODFISH LAKE BUSINESS CORPORATION FEBRUARY 2017 NEWSLETTER

Growing Strong

We are pleased to share with you a number of successes the Goodfish Lake Business Corporation has achieved in 2016. While the global economy and Ft McMurray Fires brought significant challenges, we are pleased to share that the GFLBC had one of its strongest years ever.

Where is the company financially?

- The 2016-2017 financial year is showing to be the most profitable in spite of the global economy as we are on track to meet budget forecasts.
- A long-term contract for dry cleaning services was successfully renegotiated as the company had been losing millions of dollars over the years due to a pricing model that was well below cost.
- Feedback from the financial auditor this year applauded GFLBC on the vast improvements to managing its finances.

How has the global economy affected the company?

- While many companies in 2016 have fallen to bankruptcy, GFLBC has continued to grow by managing costs, finding new opportunities to building capacity internally without relying on expensive consultants. Had we not made these improvements over the last three years, it's believed the GFLBC companies would have shared the same fate as others.
- With strong financials, we are able to pursue the development of new products and consider new business locations while the economy is beginning to show signs of improvements.
- While the tough times forced us to work harder, it made us a stronger organization, which is ready to diversify our customers and move into different segments through new industries.

What are the benefits of the board of directors?

- The strength of a strong organization comes with having strong governance that assures that management is making decisions in a fair and equitable manner that serves the best interest of the company and stakeholders. The GFLBC Board of Directors meets regularly to review the finances and operations of the company, which results in recommendations for improvements. Having board members with a variety of skills in finance, governance, business, regulatory and community provides a great deal of credibility to our customers.
- We were fortunate to have the entire Chief & Council participate in a strategic planning session on February 26, 2016, along with the Board of Directors. This planning session allowed us to identify the highest priorities for the GFLBC in the building of its strategic plan and budgets.
- Making time in July, Chief Brian Favel and board member Herve Faucher showed their support for the GFLBC management when we met with Suncor to rectify a significant dry cleaning pricing issue that had been overlooked. The pricing issue, which was decades old required a great deal of cost accounting and meetings to change the minds of a large corporation that was amidst their own cost-cutting measures.
- Because many First Nations in Canada have challenges with separating political matters from business operations, the WFLFN structured, in 2012, the GFLBC through a USA (Unanimous

Shareholder Agreement) that requires both shareholders Chief Brian Favel and Councilor James Jackson Jr to unanimously agree to any changes and improvements.

How is the company growing?

- With the garment plant keeping busy with Suncor and Syncrude accounts, we have developed a Value Line garment so that we can capture the untapped market, which has held us back due to capacities of manufacturing. This will in no way impact the existing products that are crafted by GFLBC employees but will rather bring in additional profits that competitors are capturing.
- While the company stands behind dry cleaning garments exposed to hydrocarbons, there is a huge untapped market when garments only require a wet wash cleaning of soil/dirt. To serve this market, GFLBC has applied for a federal government grant worth \$850,000 to establish a plant in the Lac La Biche area. This plant may also include the relocation of the linen cleaning equipment from Edmonton since 90% of its profitable customers are north of Goodfish Lake.
- In 2016, the ISO auditor praised GFLBC on the improvements to ISO 14001 and recommended that we pursue certification in ISO 9001, which is a huge testament to the hard work of the employees. Each year the company participates in a number of audits being; financial, ISO 14001 (International Organization for Standardization), and ACSA (Alberta Construction Safety Association).
- 2016 was a very busy firefighting season that employed 144 employees over the summer months.
- The sales division brought on over \$500,000 of new business and is presently signing up new customers as the economy improves.
- The Goodfish Pimee Service rig is back on track with an 85% utilization and remains profitable.

How does GFLBC support the Nation?

- The total salaries for GFLBC community employees in 2016 was \$4,212,917.92
- Throughout 2016, GFLBC employed 264 employees with not one person laid off due to the economy.
- 30 employees from the GFLBC and the WFLFN will participate in a twelve module Dale Carnegie training program on Effective Communications and Human Relations starting in March 2017. *"Stronger business results are tied to the quality of "the human asset." After all, it's people who increase customer satisfaction, expand market share, and build corporate value." - Dale Carnegie.*
- This year a community employee will begin a certificate program through the University of Alberta.
- Annual donations to local community members and organizations totaled \$21,485.
- GFLBC purchased \$44,834 worth of business from local community service providers
- In 2016, GFLBC wrote off \$600,000 worth of receivables owed to the corporation from the Nation. This was done to support the Nation in their operations.
- Contributions to the Nation's three Trusts will take place in spring 2017

What are future positions coming available?

- We are currently looking to hire a Manager for the Dry Cleaning business and interested persons can contact the Goodfish Lake Business Corporation CEO.
- In the coming year, we will develop a hiring & training plan to bring on a Chief Operating Officer.