

MEET GFLBC'S SHAREHOLDERS AND BOARD OF DIRECTORS



Front Row (L-R): Chair, Peter Elzinga, Shareholder Chief Loren (Stan) Houle, Shareholder Councillor James Jackson, Jr; and Tom Jackson, CEO

Back Row (L-R): Directors, Sandy Jackson, James Krauss, Brian Hjesvold, Darryl Steinhauer, Herve Faucher and Herb Jackson

Congratulations to the newly elected Chief and Council of Whitefish Lake First Nation #128



L-R: Councillors James Jackson, Jr., Herb Jackson, Louise Hunter and Chief Loren (Stan) Houle

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MESSAGE FROM CEO, TOM JACKSON

This last year has been a challenging one for the Goodfish Lake Business Corporation (GFLBC). The COVID-19 pandemic has affected businesses across the province, the country, and around the world, with many bankruptcies, receiverships and loss of employment. The full extent of the economic damage is not yet fully understood. When I started with GFLBC last February 2020, the pandemic was just getting started. This was against a backdrop of historically low crude oil prices, which directly affected our Alberta customer base. Revenues dropped with delayed turnarounds, reduced spending, and cost reduction initiatives by our major customers.

Despite the doom and the gloom, I'm happy to say that our story has been a positive one, and while we didn't hit all of our financial targets, we still had a relatively good year. We didn't have to lay anybody off through the economic downturn. We were able to respond to a market opportunity by manufacturing cloth masks for the energy industry which also led to sales to other First Nations, communities and businesses. Masks sales helped make up for decreases in our traditional overall revenue over the first two quarters.

Our management team has really pulled together, responding to numerous different pandemic protocols required by our customers. I am very proud of their efforts and for the efforts of all of our employees through this difficult period. We focused on pandemic planning, strategic planning, cost effectiveness, and improved budgeting processes. Our adoption of a continuous improvement ethic is paying off, notably with the increased professionalism of our Human Resources policies and practices, tighter financial policies and controls, and improving management practices. We invested in additional training for our employees in the areas of computer literacy, financial literacy and management training.

GFLBC has invested considerable time in diversifying our products and services by setting up partnerships in the areas of safety and medical services, scaffolding, firefighting, industrial inspections, civil construction, and environmental services, which we expect to pay off this year with increased revenue sources and opportunities for employment. We are coordinating with the nation in the training of band members to ultimately find employment in these partnerships.

And of course one of the highlights of the year was the winning of the Alberta Chamber of Commerce award for "2020 Best in Business", which included competition from the non-indigenous businesses across the province, marking the first time this overall award has been won in Alberta by an indigenous company.

As we look to the future, we are excited about the opening of our depot in Fort McMurray in September 2021, which will include a sales office and showroom, and open up opportunities for increased garment and dry cleaning and wet wash sales. The GFLBC board recently approved our expansion plan to develop a larger presence in the Wood Buffalo region.

I believe we are well positioned to come out of this pandemic stronger than ever, and we look forward to growing our business as well as creating additional employment opportunities for our community members.



Brandon Steinhauer and Kyle Teague scheduling PPE delivery routes

BLENDING CLEANING PROGRAM LEADS TO NEW SALES

The Sales team is excited for the new fiscal year and is looking forward to new initiatives! This year the focus will be on developing new product lines at Sewing & Garment. As GFLBC continues to expand our product offering to our growing customer base, Sales are currently experimenting with the following items: Hard hat liners, storm hoods, fleece jackets, and fleece pants. The Sales team are hopeful that these specialty items and accessories can provide some new revenue streams and help diversify GFLBC's current product offering.

Another area that continues to take into consideration is what GFLBC calls, "**Blended Cleaning Programs**" which consists of a mixture of dry cleaning and wet wash. This program is *"unique in the Alberta market and can provide a competitive edge while maintaining customer safety"* says Mark Krezlewicz, Director of Business and Sales. He also stated that, *"No other competitor can offer this type of cleaning service and having access to dry cleaning and wet wash services, GFLBC can be the first to position itself in the marketplace as a long-term value-added service provider. This unique offering will allow companies to customize their services to ensure we provide the most effective cleaning available at an affordable rate."*

In terms of looking to create more brand awareness for GFLBC products and services, the Sales team have been working diligently towards creating an updated 2021 Catalogue that will feature all currently available products and services. This new niche will allow current and new customers to visualize what GFLBC has to offer and to see the importance of how GFLBC compares in the manufacturing and dry cleaning industry. GFLBC will be engaging in yet another burn study through the University of Alberta. Starting this summer, GFLBC will be surveying the effectiveness of Dry Cleaning and Wet Wash. This study will provide essential data to give us a leg up on our competition throughout the province. Many different tests will occur, ranging from burning clean garments, filthy garments, and various fabrics currently available in the market.

The Sales team are very excited about these initiatives and the upcoming year and look forward to keeping everyone up to date through social media and future newsletters.

MORE OFFICE SPACE RESULTING FROM NEW TRAILER

During the 2020 Christmas break, GFLBC had an additional trailer added to accommodate Management and key staff members. The move itself did little to no interruption and took a two weeks before the actual move in. Calvin Steinhauer, Director Operations indicated that, *"office space has always been an issue and this is an economical way of accommodating Management and staff"*.



WORKING THROUGH THE PANDEMIC

Since the onset of COVID19 in March, 2020 GFLBC's Health & Safety department has played a significant role which resulted in establishing a Pandemic Management Team (PMT). Patsy McDonald-Cardinal was appointed Pandemic Coordinator and PMT members included all GFLBC Manager's, Supervisors and key personnel. Part of Patsy's position included working with Alberta Health Services (AHS), Goodfish Lake Health Centre and Whitefish Lake Emergency Management team.

The purpose of the PMT was to ensure that all COVID19 Policies and guidelines are followed, provide weekly updates and relay information to all employees when needed.

Patsy indicated that *"Although we have had to endure some COVID Leave Time Losses we were able to continue business like any typical day"* and that *"a thumbs up goes to our PMT for their dedication and hard work"*. In addition to this she also noted that *"the Delta Variant of concern continues to rise in numbers and sets a reminder to not let our guards down too soon. Instead, continue following precautionary measures until we know we are out of the woods"*.

Visit: www.albertahealthservices.ca for more information on COVID19.



During the initial stages of COVID19, the Sewing & Garment Manufacturing Seamstresses went full force to Face Mask production with over 250,000 masks made.

RECONCILIATION AND WORKING RELATIONSHIPS

On Friday, August 6, 2021 Brand Energy hosted a Treaty 6 Flag Raising Ceremony at their location in Edmonton to celebrate 15 years of working with Goodfish Lake in training our First Nation members. This celebration was Brand Energy's commitment to reconciliation and working relationships with the Indigenous people.

The celebration started with an opening prayer by Elder Violet Breast of Goodfish Lake, followed by an honor song performed by Saddle Lake Cree Nation drum group, dignitary speeches and then Treaty 6 Flag raising and flag song. Several delegates from Goodfish Lake were in attendance; amongst them were Chief Loren (Stan) Houle; Councillor Herb Jackson; Councillor Louise Hunter; Elder Violet Breast; Tom Jackson, GFLBC CEO; Calvin Steinhauer, DOO; Eva Breast, Manager Goodfish Dry Cleaners; and, Rene Houle from Whitefish Lake Band Administration.

During the ceremony, Master of Ceremonies Colby Breast-Steinhauer gave a few words of acknowledgement on behalf of the Scaffolders. He indicated that, *"this is a great feeling and huge honor"*.

Currently GFLBC has a working relationship with Brand Energy to employ first year to Journeyman Scaffolders for projects throughout Alberta some that could lead to full-time employment.

If you know of an individual who is seeking employment within the Scaffolding or Labourer profession, please submit your resume to: HR@gflbc.ca



L-R: Rick Loftstrom, Director/Vice President, BrandSafway, Colby Breast-Steinhauer, Scaffolder and Chief Loren (Stan) Houle



Master of Ceremonies Colby Breast-Steinhauer provided a short speech on behalf of Indigenous Scaffolders

THE BEST IS YET TO COME

With COVID19, GFLBC has had its challenges as well as rewards. GFLBC has had to adapt to change in how we do things to operate safely and successfully.

GFLBC was the successful recipient of 2020's Alberta's Best of Business Award through the Alberta Chamber of Commerce making GFLBC the first ever Indigenous company to receive the honor of being the *"best of class in Alberta's business community"*.

The award ceremony was held via live virtual on October 9, 2020 with several categories and businesses nominated. When GFLBC was announced as recipient of Alberta's Best of Business award, CEO Tom Jackson stated that he, *"first wanted to start off with the employees"* by thanking them and that, *"I am proud of everyone. They work hard and they make it all possible for us"*. Tom also made note that, *"we have a Board of Directors that supports us, a community that supports as well as customers, suppliers and Stakeholders"*.

The award itself has had a tremendous impact on several of the business entities within GFLBC; and, our longevity proves that GFLBC *"has been very fortunate to continue to operate and that this just energizes us. It drives us further to do greater and to do better things as we go forward"*.

Didn't get to watch the Virtual Awards Ceremony? Check it out on Alberta Chamber of Commerce website at: www.albertachamberofcommerce.ca



GFLBC Employees proudly showcase the Alberta's Best of Business Award which Goodfish received in 2020. L-R: Lyle Jackson, Michael Breast, Kathleen Jackson and Calvin Cook

PRESENTATION TO PREMIER OF ALBERTA & MINISTER OF INDIGNEOUS AFFAIRS



Goodfish Lake Ribbon Shirt Presentation. L-R: Tom Jackson, CEO; Minister Rick Wilson, Chief Loren (Stan) Houle, Premier Jason Kenney; and Chair, Peter Elzinga

EMPLOYEE RECOGNITION PROGRAM

Within the success of the company lies the success of the employees. GFLBC believes that every employee plays a vital role within the company and that business itself is only as strong as its' employees. GFLBC have identified two new ways of recognition, **Employee of the Month** and **Employee Recognition Awards Program**.

The **Employee of the Month** is based on recognizing employees for their dedication, commitment. This program was designed to provide not only achievement or successes but to provide recognition to GFLBC employees in one of the following categories: attendance, distinguished service, cost savings, extra mile, workplace safety, customer service, personal achievement or other areas.

The Human Resource department is proud to announce the approval of the second phase of the Employee Recognition Program which evolves around the **Employee Recognition Awards** and is based on recognizing Years of Service as part of their fundamental role of engagement and experience or in simple terms their "life at work".

At GFLBC, we currently have 4 Employees who have achieved 35 plus years of employment; 6 who have achieved 20 plus years; and a remarkably 14 employees who are near the 10th year of employment. These employees have exemplified their dedication and commitment towards GFLBC and have a vast amount of knowledge, wisdom and friendship that provides meaningful input to inspire and motivate other employees and also perhaps to provide historical information when needed.

GFLBC would like to acknowledge all employees for their hard work and to congratulate the past recipients of the Employee of the Month for a job well done. It is anticipated to have the second phase implemented by the end of the year. More details yet to follow!



OPEN HOUSE COMING SOON!

Goodfish Lake Sewing & Garment Manufacturing is in the working stage of developing a **Seamstress Training Employment Program** which will not only create employment but will train individuals who have little or no knowledge in becoming a Seamstress. This is all part of a new initiative with the possibility of expanding product lines within the Garment & Manufacturing division. If this is something you see yourself doing as a profession it certainly is a great opportunity. The Open House for the Sewing & Garment will be scheduled for the fall. Keep on the lookout for the bulletin.

GFLBC anticipates to host additional Open Houses for the Laundry, Dry Cleaners and Goodfish Lake Management as all part of our hiring processes.

Home is **Wear** the Heart Is.....

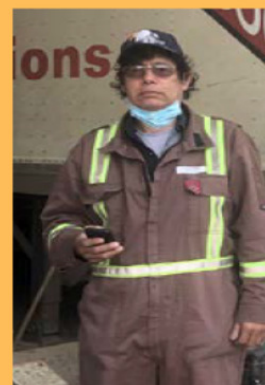
Winter is soon to come and now's the time to start preparing for winter wear.

Comfort, warmth, quality - We've got it!!

For Sales information visit: www.goodfishcoveralls.com



Employee of the Month Recipients



*David Halfe & Henry Shirt both received toolbox recognition from Suncor in Fort McMurray as a result of taking extra-precautionary measures with COVID19. On a daily basis, they ensured that safety comes as a priority when delivering and that trucks, carts and trailers were disinfected. Congratulations to both for being **May 2020** Employee of the Month recipients.*



*Goodfish Lake Dry Cleaners recognized the potential for Dayna Jackson-Quinney and transferred her from a Folder/Digger to an Office Clerk/COG's. Dayna was selected as **July 2020** Employee of the Month.*

*When it comes to customer assurance quality, Jennifer White is one who continually pays attention to every detail including paper work. Jennifer was recipient for **September 2020** Employee of the Month.*



***"If you can't fly, then run,
If you can't run, then walk,
If you can't walk, then crawl, but
whatever you do,
you have to keep moving forward"***

Martin Luther King

NEW VISION INCORPORATED WITHIN BUSINESS

Each year GFLBC hosts a 2-day Strategic Planning Workshop for all GFLBC Division and Department Managers and on October 2020 a newly developed Vision was created with the primary focus of the **4 R's** which are **Responsibility, Relationships, Resources and Results**.

"We always had a company mandate and this just adds to the recipe of a successful business" says Rhonda Jackson, Manager Human Resources, "having a vision certainly inspires us to move forward in how do things and how we operate as a business externally and internally".



TEMPORARY RELIEF WORKERS GAIN WORK EXPERIENCE AT DRY CLEANERS

When it came to finding temporary relief workers during COVID19, Eva Breast Manager Goodfish Lake Dry Cleaners stepped it up a notch to work with Stephanie Jackson, Whitefish Lake Social Development Program in getting temporary work experience for clientele. The temporary relief workers enabled the business to continue despite setbacks resulting from isolation of employees. Eva stated that, "she was very impressed with the relief workers and would like to thank them personally for the work they have done despite being that it was only temporary". Although the project itself has slowed down considerably Eva mentioned that, "the HR department continues to accept employment applications as you never know when extra help is needed".



Social distancing, wearing face masks and sanitization during work was a norm.

Employee of the Month Recipients

February 2021 recipients Natalie Jackson and Mavis MacKendrick are from the Accounts Receivable department. These two individuals work collectively by cross-training each other and assisting in other areas when needed.



The month of **March 2021** had the honor of recognizing Calvin Cook of Goodfish Lake Dry Cleaners for going the extra mile, being supportive to other maintenance personnel and to employees within the Division.

Dennis Cardinal transferred from the Laundry facility to the Sewing & Garment and became the first full time Janitor and Maintenance employee for the Sewing & Garment facility. Dennis was selected as the **April 2021** Employee of the Month. Since his arrival several improvements have been done internally and externally.



It is very rare to see employee's longer than 35 years in any company. For perfect attendance, GFLBC gave special recognition to Eileen Steinhauer, Seamstress at Sewing & Garment Facility and as **May 2021** Employee of the Month.

"Everything that exists in your life, does so because of two things: something you did or something you didn't do"
Albert Einstein



Goodfish Firefighters prepare for filming

GOODFISH LAKE FIREFIGHTER CREW FILMED ON "AFTER THE INFERNO - GROWING CONCERNS"

When the fire season begins, we see thousands of fighters throughout Canada working not only to protect the environment but to protect communities, homes, wildlife, and people. There is tremendous effort and hard work that goes on for the firefighters.

On August 5, 2021, Goodfish Lake Firefight Crew LFB04 Members were filmed in a Telus Production feature, **"After the Inferno" - Growing Concerns Series**. The filming took place at the Forestry Warehouse in Fort McMurray where Raven Jackson, Interim Manager (Goodfish Management) and Patsy McDonald-Cardinal, Health and Safety Manager had the opportunity to spend the day with the LFB04 Crew and watch the filming unravel.

Raven indicated that she is very proud of all Goodfish Crews and that, *"this is certainly a great opportunity to have them showcase what some of their work involves"* and *"that all of the Management Crews deserve to be recognized for the astoundingly hard work that they do"*. During the filming, Crew Leader Kirby Gauthier was interviewed and later the LFB04 Crew were able to demonstrate helicopter loading and unloading.

GFLBC would like to take the time to congratulate the Goodfish LFB04 Crew in partaking in this initiative and to salute all of our seasonal firefighter employees for a job well done.

The film is scheduled to be aired sometime in the fall/winter months. Be sure to check out GFLBC's social media pages on Facebook, www.gflbca OR LinkedIn.

GOODFISH LAKE LAUNDRY PROMOTED BUSINESS

GFLBC is part of Region One Aboriginal Business Association (ROABA) which focuses on promoting Aboriginal businesses through Stakeholder, Industry Communication and Business Development. The non-profit organization has enabled Goodfish to connect and network with aboriginal businesses. On July 30, Goodfish Laundry had the opportunity to participate in Lac La Biche's Summer Days (formerly known as Lac La Biche Pow Wow Days) parade. LaTasha Collins, Manager Goodfish Laundry stated that *"we care about community and about the business"* and that *"this promotes us as we want people to know that we are more than just sitting behind a desk, we work."* An approximate twenty businesses were part of this event which was hosted in ROABA area.



Top Picture: LaTasha Collins, Donovan Cryer, Roxann Boucher



Wildflower
Goodfish
2021

MOTHER EARTH ENVIRONMENTAL SERVICES

GFLBC is pleased to announce the birth of a new division known as Mother Earth Environmental Services. Colleen Jackson, Manager Environmental Services will oversee this division with the focus of internal environmental aspects but also to external business opportunities within the environmental field. In preparation of this, Colleen has had the opportunity to rewrite all policies and procedures as well as guidelines to having a safer work space.

GFLBC is advertising for an Environmental Administrator position with ongoing interviews as *"there is so much work to be done on the environmental field"* says Colleen, *"we need to ensure that we choose the right person who enjoys not only the outdoors but one who is passionate and familiar with field work analysis and reporting"*.

It is anticipated that Mother Earth Environmental Services will begin full operation by fall 2021.



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Goodfish Lake Dry Cleaners	780.636.2782
Sewing & Garment Manufacturing	780.636.2863
Goodfish Lake Management (Firefighting)	780.636.3300

Sales & Business Development	780.701.4050
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