

NAABA NEWSLETTER



Quarterly Newsletter

January - March 2016

Member recognition

Congratulations to Nicole Bourque-Bouchier for being in the top 100 award winners of 2015 Canada's Most Powerful Women. Stay tuned for an article in the YMM magazine Feb/March issue.

Read about how Nicole and Dave took a leave of their jobs back in 2004 to try entrepreneurship full-time. This was almost 12 years ago and they have never turned back since. Furthermore Nicole explains how important it is for her to give back to the community and that she is proud to call the Wood Buffalo area home and raise her family here. Also in 2016 she will be committed to the region and revisiting their organization's structure to ensure that they are maximizing the skill set of the Bouchier Group.



9th Annual Aboriginal Business Showcase

On March 3, 2016 NAABA will host its 9th Annual Aboriginal Business Showcase. It is a forum for Full NAABA Members to promote their businesses in a tradeshow style event. The Showcase will include a speed networking session where participating Full Members have the opportunity to present their company directly to an Industry representative. The Aboriginal Business Showcase also includes a community driven aspect. It provides a mentorship opportunity for students who are enrolled in the Aboriginal Entrepreneurship Programs. The day concludes with an evening networking reception.

This year Water Pure & Simple, one of our long-time Full Members, is the presenting sponsor of this full-day event.

Water Pure & Simple (WPS) was founded in 1994 and was acquired by Tuccaro, Canada's leading, private Aboriginal group of companies in 2004. WPS has been a Full member of NAABA since 2008.

WPS has an established reputation for focusing not only on producing a quality product, but an on time and safe delivery program as well. The company scored 96% on an External COR Audit conducted by the Alberta Construction Safety Association in December 2015.

Their water goes through a number of filtration systems and water softeners to create crystal pure water, then through reverse osmosis to ozone and ultraviolet light. This cycle ensures that the water is pure and has great taste. WPS utilizes water treatment technology to its source water and exceeds Canadian Drinking Water Quality Standards. The water is tested 2-3 times daily for a concentration of ozone to ensure a pure product. This program ensures proper volumes are delivered to their customers with the frequency and consistency they deserve.

WPS offers a wide range of services, all of which are delivered to your location such as: Water Coolers, portable water coolers (Igloos), ice, vending machines, coffee equipment, Keurig machines and K-Cups Pods, coffee supplies, hot beverages, and the list goes on. Visit their website wps.tuccaro.com for more information, and like their Facebook page, WPS Water Pure & Simple Fort McMurray.



Testimonial: "NAABA has been invaluable in growing the Hines Group of Companies through their networking events. But just as important, their training programs and information sessions have strengthened our organization and its focus. With NAABA, we have been able to give back even more to the aboriginal community through scholarships and career opportunities."

Tips on how to pitch your business:

- ⇒ Less is always more: An elevator pitch is vital. Makes sure that your presentation isn't too long and full of explanations. Present your business short, sweet and on point.
- ⇒ Never hypothesize. Execute, execute, execute: Inspire confidence with facts. A company with cash flow, track record and real-world experience has better chances than a business plan which forecasts large returns.
- ⇒ Leave the hockey sticks on the ice: Excite investors about your big picture in a reasonable and responsible way. Avoid hockey stick projections. Investors will not take you seriously if you present them with nonsensical financial graphs that claim your company's revenue will grow 250% in three years. Show them three versions of financial projections: best case, moderate case and worst case. Base each of these models on facts, past and present performance data, Industry and competitor analysis and some well thought-of, defensible assumptions.
- ⇒ Choose not to be the smartest person in the room: Know what you know, and know what you don't know, and find the people who know what you don't know. Build a team of credible experts.
- ⇒ Be prepared for difficult questions: Questions may come up during your presentation or at the end. Be prepared, particularly for those which may derail your presentation. Consider all objections your audience might have. Include the most critical ones in your presentation
- ⇒ What to include in your presentation: brief history, what you make or do, who are your customers, what makes you unique and/or different

Upcoming Events:

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| February 4, 2016 | Wine and Cheese Reception in Calgary
For Full Members and Industry only |
| February 18, 2016 | General Meeting , sponsored by
Clearstream at Sawridge Inn and
Conference Centre |
| March 3, 2016 | Aboriginal Business Showcase, sponsored
by Water Pure and Simple Ltd. at Shell
Place |

Memberships October - December 2015

Full Members: Absolute Enviro Solutions Inc., Debcur Holdings Ltd. o/a Triple K Oilfield Services, MileMax Kinetic Inc.

Associate Members: Surette Industrial Security & Investigations, Great White Sand Tiger Lodging Ltd., Crude Energy Services Inc., Baker Hughes, Global Pump Company, VSK Consultancy, Trimm Industries, Canadian Surveyors Ltd., Hertz Car & Truck Rentals Fort McMurray

Effective networking and benefits of attending NAABA events

NAABA hosts General Meetings almost monthly throughout the year. Associate and Full Members are able to sponsor such meetings. This is a great event to showcase your company. You receive 30 - 45 minutes to discuss your new products, launches, share your story or just give an update.

But you not only benefit from being the sponsor of the General Meeting, you also have an opportunity to talk to Industry representatives face to face, promote your business, meet new companies/business people and build relationships with new and existing contacts.

Take a few minutes and plan ahead for these meetings by thinking about what you want to achieve from this meeting. Which type of businesses would you like to talk to and about what. Ask open ended questions in your conversations. Start your sentence with "who, how, what, etc.". This form of questioning opens up the discussion and also shows your listener that you are interested. Also don't forget to have your business cards with you. When you exchange business cards it is helpful to make a note on it at what meeting you have met this person and what you have discussed. Best practices include following up in a timely manner by either sending an email, do a quick phone call or meet for lunch or so. Even if no business deal arises but you are still interested in the company, follow up with the person every now and then. This way they will always be reminded about you and one day you might land that contract you were seeking. It is an excellent opportunity to build new and strengthen existing contacts.