

## Samuel McLeod Business Awards 2011 Selection Criteria for the Tourism Award

Awarded to the business demonstrating exceptional performance in attracting tourists to the Prince Albert area. The jury will evaluate the success of the business' ability to generate tourism giving consideration to the type of tourism and the relative size of the business.

**NAME OF BUSINESS:** \_\_\_\_\_

1. What area(s) of tourism does the business operate in (i.e. eco-tourism, accommodation, outfitting, etc.)?
2. What is (are) the company's target tourist(s)?
3. What percentage of tourists are:  
  
Local \_\_\_\_%    Provincial \_\_\_\_%    National \_\_\_\_%    International \_\_\_\_%
4. What are the objectives of the tourism program employed by the company?
5. How does the company evaluate the results of its tourism objectives and what results were obtained?
6. How is the tourism initiative original, and what is its distinguishing advantage?
7. How does this tourism initiative position the business with relation to local or other competitors?
8. What other factors make the business deserving of the Samuel McLeod Prince Albert Business Award?





## THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

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Applicants cannot be a sponsor of the Samuel McLeod Business Awards.  
The business may be entered in more than one of the categories.

*All applicants will automatically be entered into the "Business of the Year" category.*

Once you have decided which categories the company is going to enter,

- Complete the Background Information
- Complete the entry form(s) corresponding to the categories you have chosen to enter.

Return the completed forms before **FEBRUARY 17TH, 2012** to:

The Samuel McLeod Committee  
Prince Albert Chamber of Commerce  
3700 2<sup>nd</sup> Ave West  
Prince Albert, Saskatchewan S6W 1A2  
Email: [pachamber@sasktel.net](mailto:pachamber@sasktel.net)

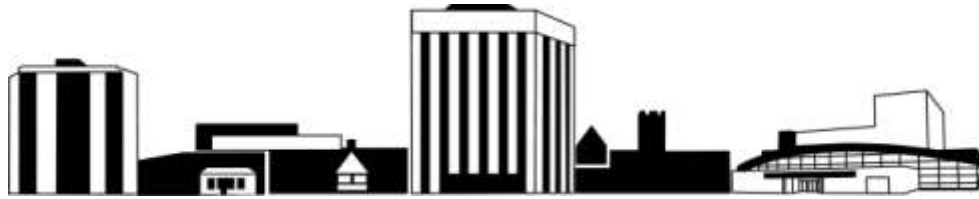
**The Prince Albert Chamber of Commerce administration office guarantees that any information you may provide will remain confidential.**

\*Unless otherwise stated, all information will be destroyed after judging. If you would like your application returned please send a prepaid envelope/package with your application.

The Samuel McLeod Committee will evaluate the performance of a business over its most recent fiscal year.

*The gala award ceremony will be held at the E.A. Rawlinson Centre for the Arts, on April 10<sup>th</sup>, 2012*





# BACKGROUND INFORMATION

Name of Company: .....  
 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

**Contact Information:**

Correspondent for this application and all categories information:  
 Title: .....  
 Phone: .....  
 Email: .....

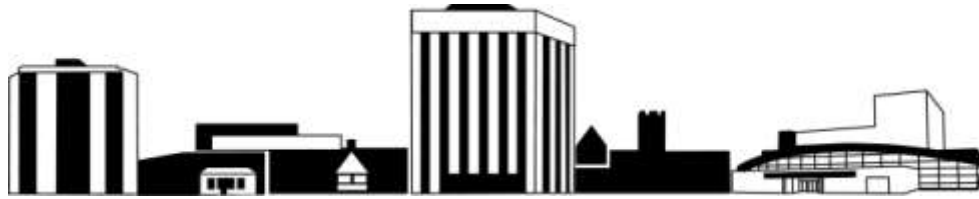
**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

Sales (latest three years, most recent first)  
 .....  
 .....  
 .....

Details of Field of Activities Types of Products or Services	% of Total Sales/Revenue
.....	
.....	
.....	

**Geographical Distribution of Sales**  
 Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %





## Financial Information

Financial success is an important criterion in recognizing business excellence.

In order to assist the jury in the selection of the Samuel McLeod Business Award winners, you are encouraged to submit any financial information that would demonstrate the success of the business. Also, finalists in various categories may be contacted by our independent supervisors, Cogent Business Consulting, to provide certain financial data that would assist the jury in determining the financial stability of your business.

All information is treated in a strictly confidential manner.

*Please enclose any documents (brochures, folders, annual reports) that the company has published describing its activities, interests, etc.* Authorized

Signatures

.....

Submitted by

.....

Authorized by

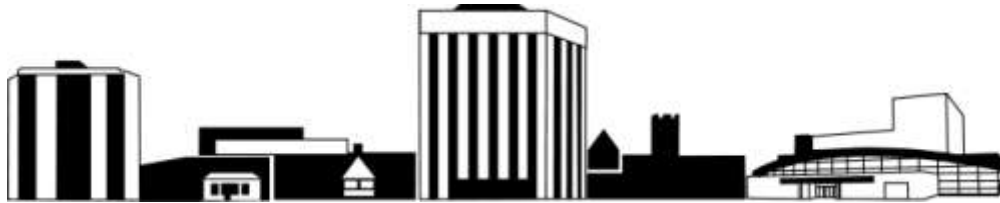
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Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)





# Samuel McLeod Business Awards 2011

(Based on the ABEX Awards)

## Criteria for New Venture Award

The New Venture Award goes to a new business venture which has been in existence for 3 years or less and which has shown positive performance in terms of current or expected profitability, job creation and/or entry into new markets. Nominees are judged on financial criteria as well as the nature of the new venture and its impact on job creation and market expansion, also taking into account the relative size of the new venture.

The following is a guide to assist you in your nomination.

### Corporate Objective

- Clearly explain what your company does. Also indicate the strategies and skills used in the operation of your business.
- Indicate the objectives initially established for your company. Be sure to indicate why they were reasonable in your field.
- Highlight your company's accomplishments, particularly as they related to your original objectives.
- Explain what is expected of your company in terms of longevity and growth.

### Finances

- Financial information is particularly important in this category. Please include your financial statements. All financial information submitted to the Chamber is confidential and reviewed solely by our independent supervisors, Prince Albert Chartered Accountants Association.
- Please be specific about what investments your company has made, particularly with regard to buildings, machinery, research, training, etc.

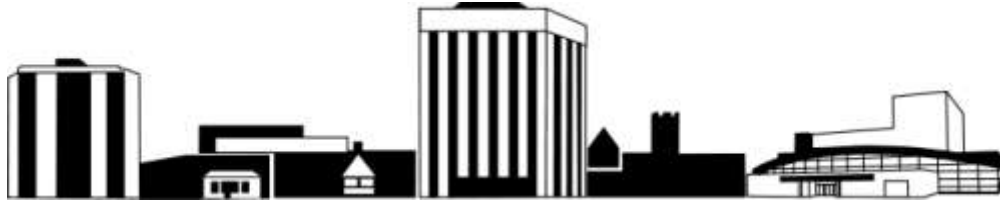
### Additional Information

The following information is not mandatory.

- Letters of support reflecting your initiatives and achievements.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment.

### Helpful Hints

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all Awards takes into account the relative size of the business and the relative impact of their activities.



# THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

## New Venture

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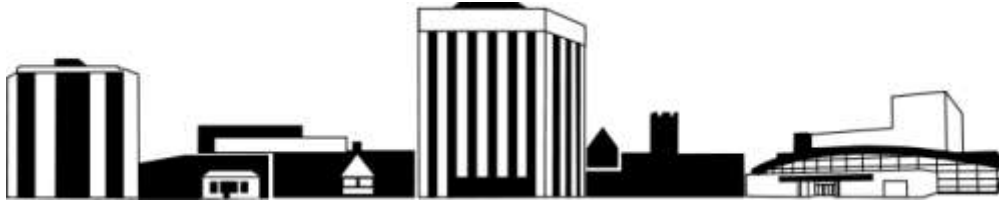
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The Samuel McLeod Committee will evaluate the performance of a business over its most recent fiscal year.

***The gala award ceremony will be held at the E.A. Rawlinson Centre for the Arts, on April 10<sup>th</sup>, 2012***



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**Sales** (latest three years, most recent first)

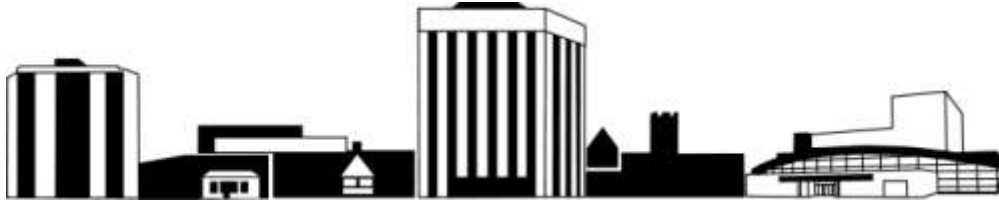
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**Details of Field of Activities** **% of Total Sales/Revenue**  
**Types of**  
**Products or Services**

.....  
 .....  
 .....

### *Geographical Distribution of Sales*

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %



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Signatures

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Submitted by

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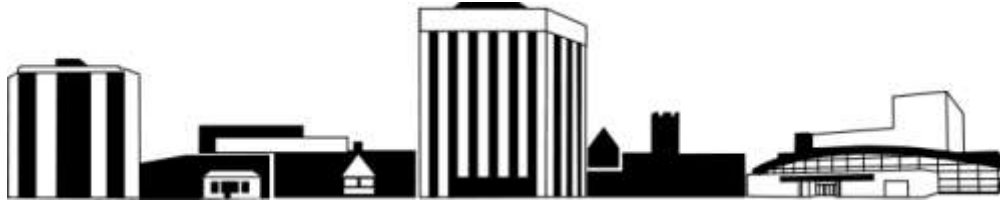
Authorized by

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Date:

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## The Samuel McLeod Award for New Venture

The New Venture Award goes to a new business venture which has been in existence for 3 years or less and which has shown positive performance in terms of current or expected profitability, job creation and/or entry into new markets. Nominees are judged on financial criteria as well as the nature of the new venture and its impact on job creation and market expansion, also taking into account the relative size of the new venture.

NAME OF COMPANY.....

1. What is the nature of the new venture?

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2. a) What were the new venture's original objectives? Please be specific. (For example, sales targets, market expansion, job creation, profitability, etc.)

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b) Please provide a detailed list of the objectives that have been achieved.

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c) In what way have they been achieved? Please be specific. (For example, customer response, financial results, etc.)

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3. Total number of employees for the last three years (latest year first).

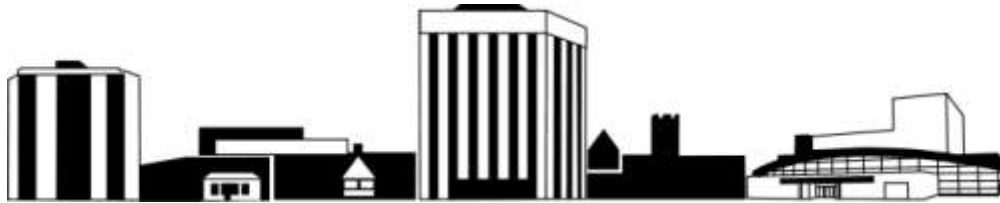
Year 1..... Year 2..... Year 3.....

4. What were the sales for the last three years and what are the projections for the next two years? Sales:

Year 1..... Year 2..... Year 3.....

Sales projection:

Next Year ..... Following year .....



5. What financial investments have been made during the first three years?

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6. Has the organization received government assistance in establishing the new venture? If so, what is the nature and amount of the assistance?

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7. Why do you feel this company deserves the Samuel McLeod Award for New Venture?

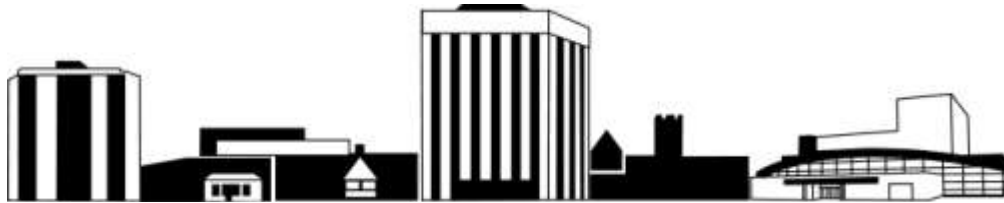
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8. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

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9. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (optional)

- 1) .....
- 2) .....
- 3) .....



# Samuel McLeod Business Award 2011

(Based on the ABEX Awards)

## SELECTION CRITERIA MARKETING

The Marketing Award is attributed to the business demonstrating exceptional performance in the execution of a successful marketing strategy. The jury evaluates the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

The following is a guide to assist you in your nomination.

### Strategy

- Highlight the marketing initiative your company has undertaken. Be clear about what you are selling, what geographic region you are targeting, and who you are marketing to.
- List any targets you have set in relation to this marketing strategy (i.e. financial, increased website traffic, etc.).
- Identify which of your targets have been achieved and the timeframes it took to achieve them.
- Indicates the challenges your company has faced, specifically with regard to finances, innovation, competition, market reaction, etc.

### Distinctiveness

Illustrate the unique and distinctive elements of your marketing strategy.

- Show evidence of research and deliberation decisions regarding: target markets, product/service, pricing, promotion and distribution.

### Impact

- Identify the impacts of the marketing strategy in terms of sales.
- Indicate the percentage of the firm's resources committed to the strategy.
- Explain how the market strategy relates to long term sustainability and expansion.

### Additional Information

The following information is not mandatory.

- Letters of support recognizing your initiative.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment.

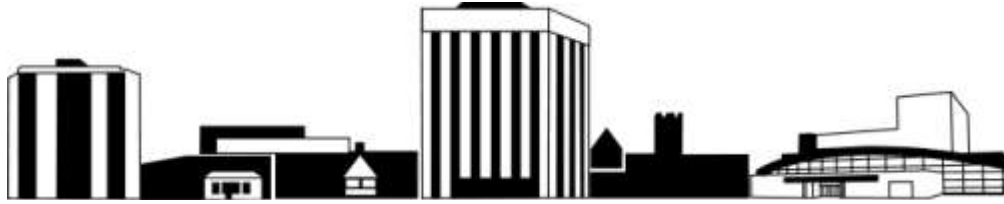
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CHAMBER OF COMMERCE



# THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

## Marketing

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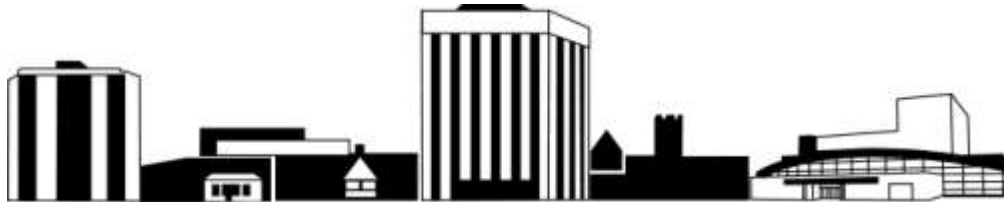
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PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## BACKGROUND INFORMATION

Name of Company: .....  
Address: .....  
City: .....  
Postal Code: .....  
Telephone: ..... Facsimile: .....  
Name of President: .....  
Number of Employees: .....  
Location of Head Office: .....  
In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:  
Title: .....  
Phone: .....  
Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

**Sales** (latest three years, most recent first)

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.....  
.....

**Details of Field of Activities** % of Total Sales/Revenue

**Types of**

**Products or Services**

.....  
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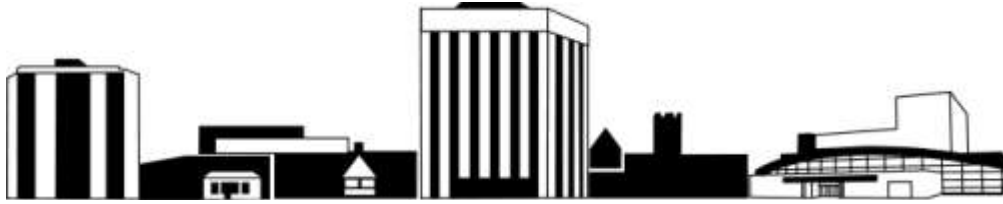
### *Geographical Distribution of Sales*

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %

Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## Financial Information

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Signatures

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Submitted by

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Authorized by

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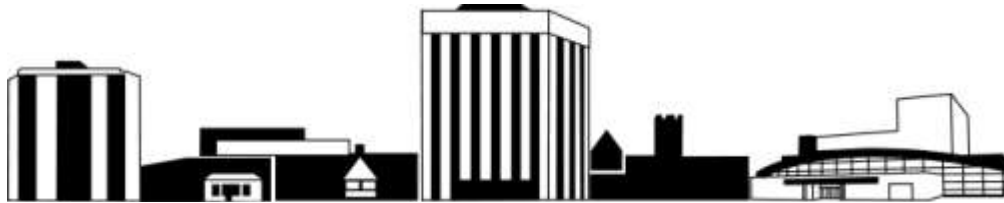
Date:

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PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## Samuel McLeod Award for Marketing

The Marketing awarded is given to the business demonstrating exceptional performance in the execution of a successful marketing strategy. The jury evaluates the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

NAME OF COMPANY.....

1. What current marketing strategy are you entering in this competition (products or services involved, date)? This strategy must have occurred within your last operating year.

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3. What are the objectives of the strategy?

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4. How successful has the firm been in achieving the objectives? Describe the evaluation method and results obtained.

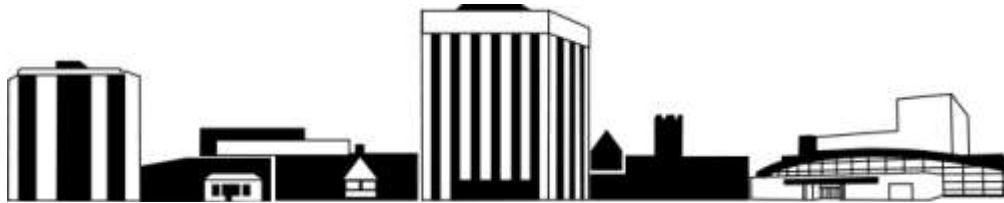
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5. What type of challenge does this strategy involve?

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PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



6. How is this strategy original and what is its distinguishing advantage?

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7. Within the framework of the marketing strategy entered in this competition:

a) Describe and explain the major decisions concerning the product or service;

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b) Describe and explain the major decisions concerning pricing and pricing policy for the product or service;

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c) Describe and explain the major decisions concerning sales force, advertising, visual sales and public relations;

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d) Describe and explain the major decisions concerning the level of distribution (how your product or service is delivered to your market).

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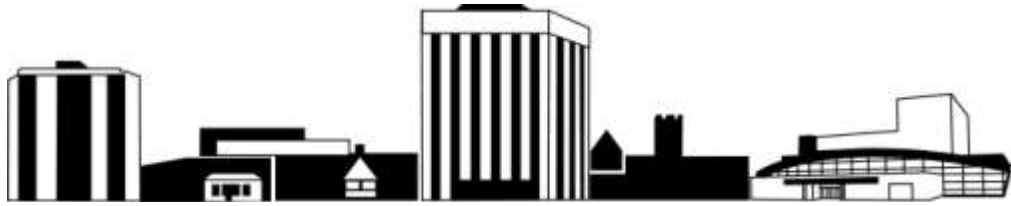
8. What are the principal means of measuring achievement with regard to the strategy's objectives?

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9. How does this new strategy position the firm with relation to local, national and international competition?

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10. Why do you feel this firm deserves the Samuel Mcleod Award for Marketing?

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11. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? Visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

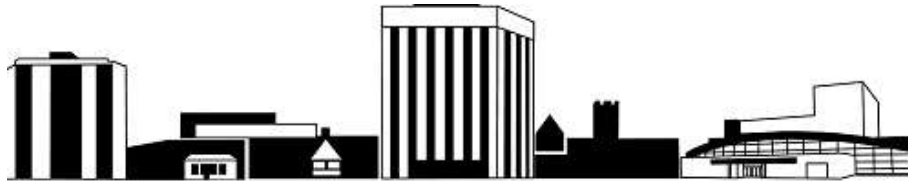
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12. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (Optional)

- 1) .....
- 2) .....
- 3) .....



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



**SELECTION CRITERIA**  
(Based on the ABEX Awards)  
**Samuel McLeod Awards**  
**YOUNG ENTREPRENEUR OF THE YEAR**

The Award for Young Entrepreneur of the Year is awarded to an entrepreneur between the ages of 18-35 who has achieved success in the start-up and operation of a new or existing business. Eligible candidates must offer a product and/or service; have served at least ten customers; have long-term goals, as well as strategies to meet those goals; and, have demonstrated innovation by adapting to market place challenges resulting in a competitive advantage. Special consideration will be given to entrepreneurs who have displayed an innovative approach.

The following is a guide to assist you in your nomination.

**Objectives**

- Highlight instances where the nominee has been innovative and shown leadership.
- Be specific about the why the nominee started/ became involved in their business, be sure to highlight the market need they aim to fill.
- Explain the goals and strategies that have or will produce results for the nominee, focus on both long and short term activities.

**Activities**

- Clearly explain the product/ service being offered by the nominee and the revenues they generate from it. Indicate how results have matched expectations.
- Be as comprehensive as possible when describing the process through which the nominee developed their business. Be sure to illustrate how processes and resources are linked to long-term goals.
- Highlight when the nominee has played a leadership role in the industry and/or community (i.e. safety training, environmental efficiency, community contributions, etc.).

**Additional Information**

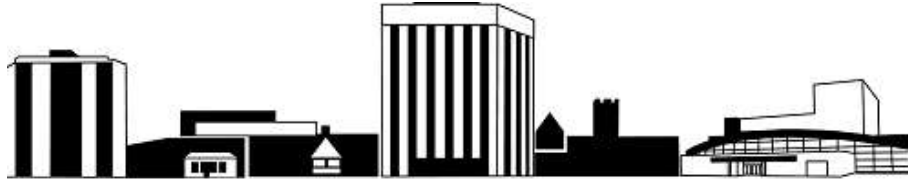
The following information is not mandatory.

- Letters of support reflecting the nominee's initiatives and achievements.
- Articles or other media pieces portraying the nominee's efforts.
- Any other materials (e.g. company reports) illustrating the nominees commitment to developing their business in Saskatchewan.

**Helpful Hints**

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
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## **Samuel McLeod Awards General Information**

### **YOUNG ENTREPRENEUR OF THE YEAR**

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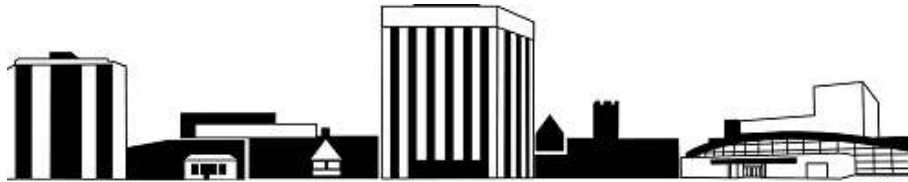
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**Types of**  
**Products or Services**

**% of Total Sales/Revenue**

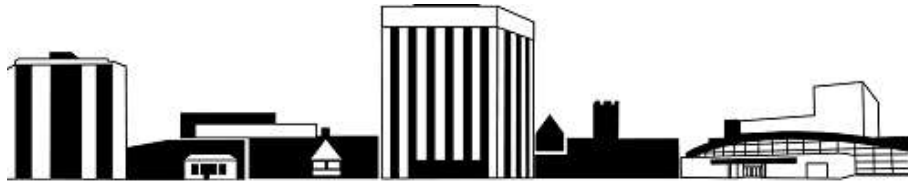
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**Geographical Distribution of Sales**

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %



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Authorized

Signatures

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Submitted by

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Authorized by

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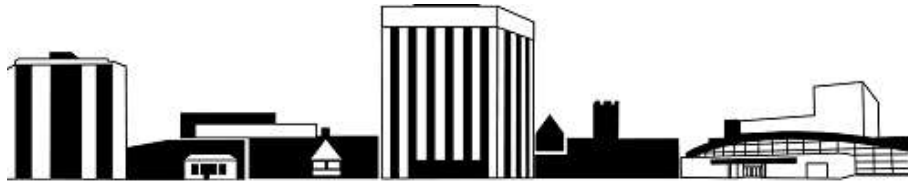
Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## Young Entrepreneur of the Year

The Young Entrepreneur of the Year is awarded to an entrepreneur between the ages of 18-35 who has achieved success in the start-up and operation of a new or existing business. Eligible candidates must offer a product and/or service; have served at least ten customers; have long-term goals, as well as strategies to meet those goals; and, have demonstrated innovation by adapting to market place challenges resulting in a competitive advantage. Special consideration will be given to entrepreneurs who have displayed an innovative approach.

**NAME OF ENTREPRENEUR.....**

**NAME OF COMPANY.....**

1. Describe why you feel this nominee deserves the Award for Young Entrepreneur of the Year. Please discuss how the nominee's business concept is innovative and resourceful, and indicate what inspired the nominee to start their business or keep working at their business.

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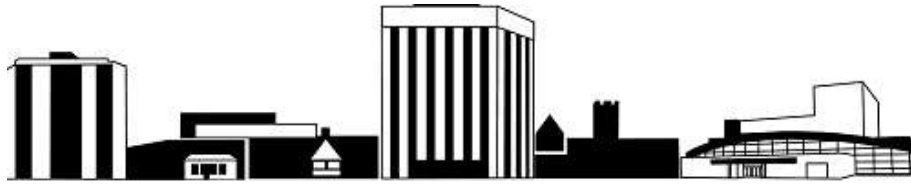
2. Describe the long term goals and strategies the nominee has employed in maintaining the operation of their business and the strategies to meet those goals.

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(Please use separate sheet of paper to answer if necessary) Presented by:



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



.....  
3. Describe the products/services offered by the nominee that earns the business revenue, and describe how the product or service is used by the buyer or customer.

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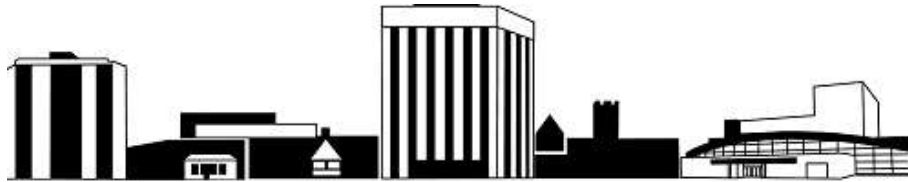
4. Describe what processes or resources were used by the nominee to develop their business idea and how they were used, including advertising and outside professional advisors.

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5. What communities does the nominee's business serve? Please name at least three customers served by the nominee's business.

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(Please use separate sheet of paper to answer if necessary) Presented by:



6. How has the nominee applied the concept of Corporate Social Responsibility, described as a “company’s commitment to conduct business in an economically, socially and environmentally sustainable manner”?

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7. Describe additional awards, honours, recognition, and/or accomplishments of the nominee.

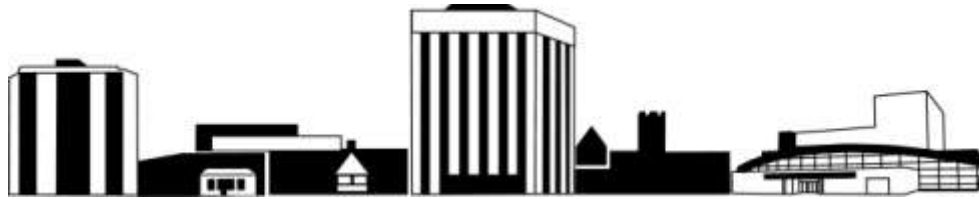
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8. What is the nominee’s company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

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9. Please indicate a Saskatchewan business or local business leader who would support the nominee’s application for this award. (optional)

- 1) .....
- 2) .....
- 3) .....



## **Samuel McLeod Business Awards 2011**

(Based on the ABEX Awards)

### **Selection Criteria for the Community Involvement Award**

The Community Involvement Award is given to a business that has committed its resources (in human capital and financial) for the betterment of others. This entails providing support to the arts and culture, amateur sports, education, healthcare or voluntary groups.

The following provides a guide to assist you in your nomination.

#### **Activity**

- Indicate the types of activities your company is involved in. Please focus on concrete direct action.
- Identify the organizations your company has worked with.
- Outline the potential impact of your company's activities on the community.

#### **Corporate Objective**

- Show that Community Involvement is part of your organization's overall objectives.

#### **Time Commitment**

- Clearly illustrate the time commitments of management, employees and the company as a whole. Indicate working and non-working time commitments if they are related to the firm's overall goals and are supported/ incentivized by the firm.

#### **Business Activity vs Community Involvement**

- Outline what your main business activities are.
- Identify how your community activities are unrelated.
- Emphasis is given to involvement that is not an extension of main business activities.

#### **Additional Information**

The following information is not mandatory.

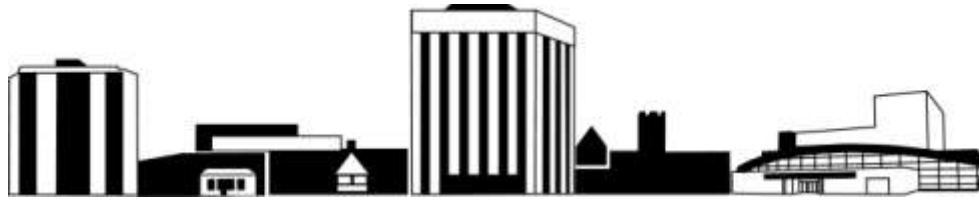
- Letters of support reflecting your involvement.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment.

#### **Helpful hints**

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do, and avoid the use of abbreviations and jargon.
- The judging criteria for all Samuel McLeod Awards takes into account the relative size of the business and the relative impact of their activities.



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## Samuel McLeod Business Award

The Samuel McLeod Business Awards are open to all private sectors (non-governmental), for profit, enterprises in Saskatchewan, whether large or small. A company may submit its own application or be sponsored by a third party (all third party nominations must be approved by an authorized representative of the sponsored company). Applicants cannot be a sponsor of the Samuel McLeod Business Awards. The business may be entered in more than one of the categories.

*All applicants will automatically be entered into the “Business of the Year” category.*

Once you have decided which categories the company is going to enter,

- Complete the Background Information
- Complete the entry form(s) corresponding to the categories you have chosen to enter.

Return the completed forms before **February 10<sup>th</sup>, 2012** to:

The Samuel McLeod Committee  
Prince Albert Chamber of Commerce  
3700 2<sup>nd</sup> Ave West  
Prince Albert, Saskatchewan S6W 1A2  
Email: [pachamber@sasktel.net](mailto:pachamber@sasktel.net)

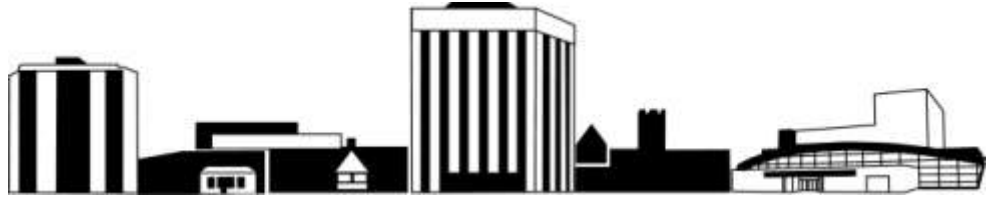
**The Prince Albert Chamber of Commerce administration office guarantees that any information you may provide will remain confidential.**

\*Unless otherwise stated, all information will be destroyed after judging. If you would like your application returned please send a prepaid envelope/package with your application.

The Samuel McLeod Committee will evaluate the performance of a business over its most recent fiscal year.

*The gala award ceremony will be held at the E.A. Rawlinson Centre for the Arts, on April 10<sup>th</sup>, 2012*





# BACKGROUND INFORMATION

Name of Company: .....  
 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:  
 Title: .....  
 Phone: .....  
 Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

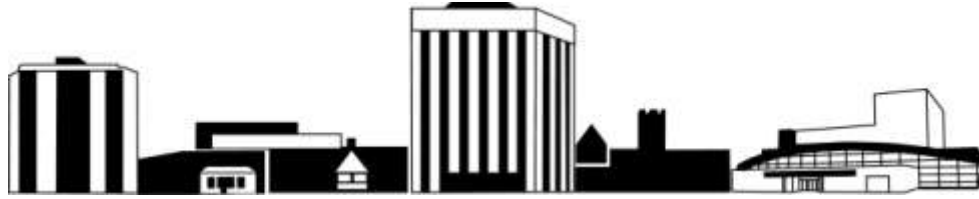
Sales (latest three years, most recent first)  
 .....  
 .....  
 .....

Details of Field of Activities Types of Products or Services	% of Total Sales/Revenue
.....	
.....	
.....	

### Geographical Distribution of Sales

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %





## Financial Information

Financial success is an important criterion in recognizing business excellence. In order to assist the jury in the selection of the Samuel McLeod Business Award winners, you are encouraged to submit any financial information that would demonstrate the success of the business. Also, finalists in various categories may be contacted by our independent supervisors, Prince Albert Chartered Accountant Association and the Samuel McLeod Committee, to provide certain financial data that would assist the jury in determining the financial stability of your business.

All information is treated in a strictly confidential manner.

*Please enclose any documents (brochures, folders, annual reports) that the company has published describing its activities, interests, etc.* Authorized

Signatures

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Submitted by

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Authorized by

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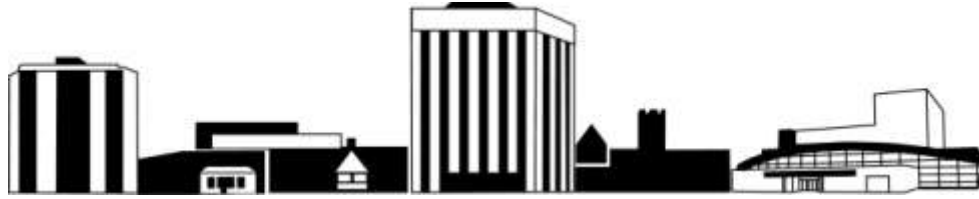
Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## The Samuel McLeod Award for Community Involvement

The Award for Community Involvement goes to a business demonstrating exceptional performance in its support of the arts and culture, amateur sports, education, healthcare or voluntary groups. Judging takes into account the relative size of the business. Greater consideration is given for involvement that is not an extension of the firm's main business activities.

NAME OF COMPANY.....

a) Describe the firm's involvement during the current reference year in the following fields: a) Arts and Culture:.....

.....

and/or

b) Amateur Sport:.....

.....

and/or

c) Education: .....

.....

and/or

d) Healthcare: .....

.....

and/or

e) Volunteer Community Groups:.....

.....

2. How much did the firm spend over the past two years for such activities? (latest year first)

Cash contributions \$.....

\$.....

Donations in kind \$.....

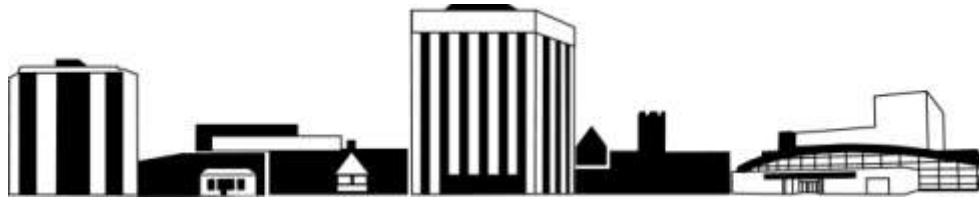
\$.....

What was the firm's Gross Revenue \$.....

\$.....



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



3. Does the company have a defined corporate objective in the area of community involvement? Describe briefly.

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4. Are some members of the staff taking an active part in community activities during working hours? How is this involvement related to the firm's community initiatives?

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5. What percentage of time is spent by the employees on community activities during working hours?

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6. Please describe how your firm's involvement in the community is separate from your main business activities.

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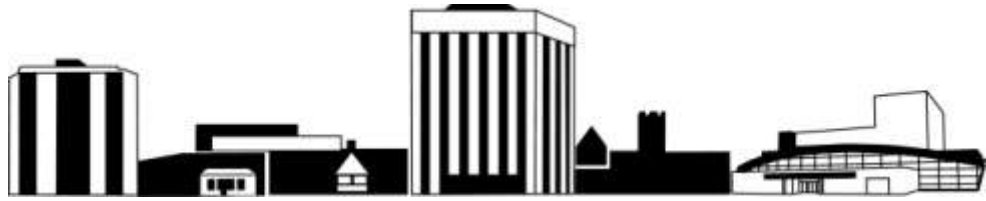
7. Why do you feel this company deserves the Award for Community Involvement?

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8. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

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9. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (optional)

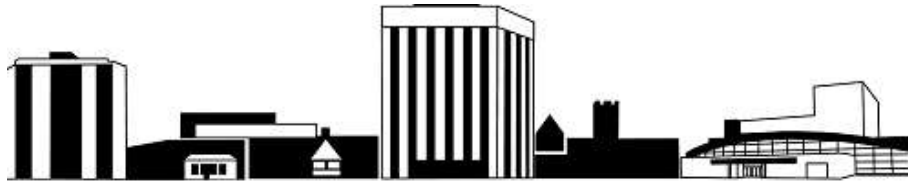
1) .....

2) .....

3) .....



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# Samuel McLeod Business Awards 2011

(Based on the ABEX Awards)

## SELECTION CRITERIA

### Investment

The Investment and Growth award is given to a business that has made significant changes in their business resulting in "Growth" or "Expansion". Changes may relate to job creation and/or investment. The following provides a guide to assist you in your nomination.

#### Activities

- Clearly explain your company's investment and/or growth.
- Indicate the time frame over which the growth and/or expansion occurred.

#### Economic Impact

- Highlight the impacts your company's investment and/or growth will have on the company and on the province.
- Explain what is expected from this change in the long term.

#### Finances

- Financial information is particularly important in this category. Please include your financial statements. All financial information submitted to the Chamber is confidential and reviewed solely by our independent supervisors, Prince Albert Chartered Accountants Association.
- Please list all funding sources utilized by the company and the percentage of the funds coming from each source.

#### Job Creation

- Indicate why the number of new jobs created will or will not vary going forward.
- Show that continued growth is part of your organization's long-term objectives.

#### Additional Information

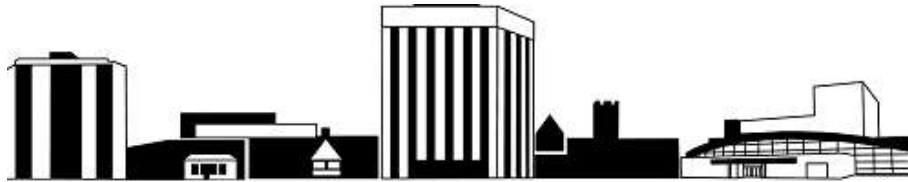
The following information is not mandatory.

- Letters of support reflecting your achievements.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment to growth.

#### Helpful Hints

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all Samuel McLeod Awards takes into account the relative size of the business and the





## THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

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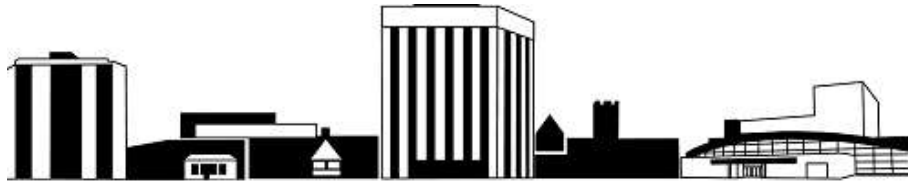
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The Samuel McLeod Committee will evaluate the performance of a business over its most recent fiscal year.

***The gala award ceremony will be held at the E.A. Rawlinson Centre for the Arts, on April 10<sup>th</sup>, 2012***



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# BACKGROUND INFORMATION

Name of Company: .....  
 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:  
 Title: .....  
 Phone: .....  
 Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

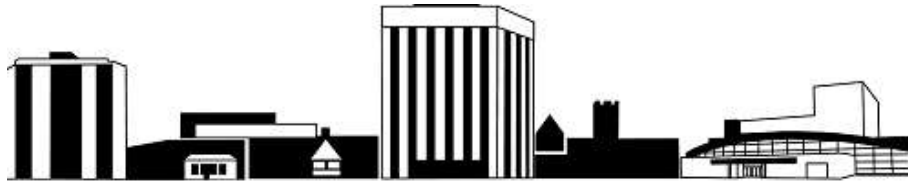
Sales (latest three years, most recent first)  
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Details of Field of Activities	% of Total Sales/Revenue
Types of Products or Services	
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**Geographical Distribution of Sales**

Saskatchewan	% USA	%
Other Provinces	% Other Countries	%





## Financial Information

Financial success is an important criterion in recognizing business excellence. In order to assist the jury in the selection of the Samuel McLeod Business Award winners, you are encouraged to submit any financial information that would demonstrate the success of the business. Also, finalists in various categories may be contacted by our independent supervisors, Prince Albert Chartered Accountant Association and the Samuel McLeod Committee, to provide certain financial data that would assist the jury in determining the financial stability of your business.

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Signatures

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Submitted by

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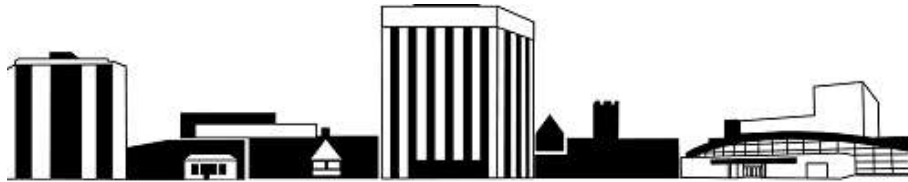
Authorized by

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Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)



# The Samuel McLeod Award for Investment and Growth

The Investment and Growth Award is given to a business that has made significant changes in their business resulting in "Growth" or "Expansion". Changes may relate to job creation and/or investment.

NAME OF COMPANY .....

1. Briefly describe the nominee's business.

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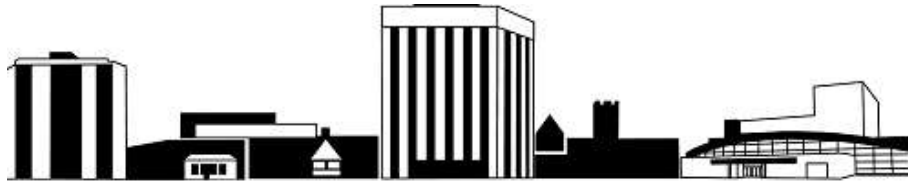
2. What was the nature of the company's investment and/or growth? Please include a timeframe.

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3. What was (or will be) the impact of the investment on the company's sales and or productivity? Please specify a timeframe utilizing percentages.

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..... (Please use separate sheet of paper to answer if necessary) Presented by:



4. Was the firm's investment and/or growth the result of a capital investment by the company?

Yes  No

a) What percentage of sales has the company invested in Prince Albert over the last three years?

2009 ..... % 2010 ..... % 2011 ..... %

b) What percentage of total assets has the company invested in Saskatchewan over the last three years?

2009 ..... % 2010 ..... % 2011 ..... %

5. Has the investment and/or growth resulted in the creation of new jobs in Prince Albert?

Yes  No

a) If yes, please indicate how many jobs were created and whether they are full or part time positions. Please include a timeframe.

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b) If yes, provide an estimate of how many years you see the firm maintaining the new levels of employment.

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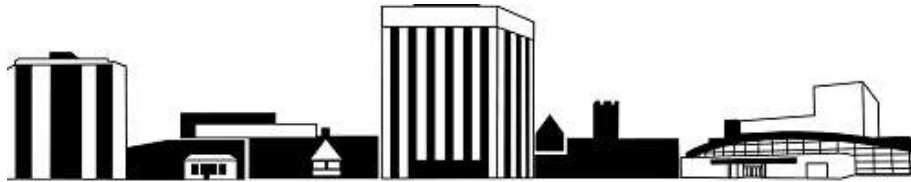
6. Does the firm have plans for continued growth? If so, please describe.

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7. Why do you feel this firm deserves the Samuel McLeod Award for Investment and Growth?

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(Please use separate sheet of paper to answer if necessary) Presented by:

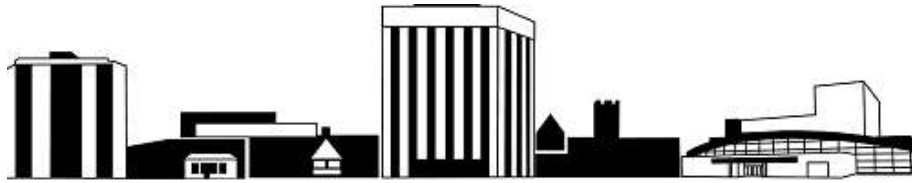


8. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

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.....

9. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (optional)

- 1) .....
- 2) .....
- 3) .....



# **Samuel McLeod Business Award 2011**

## **SELECTION CRITERIA**

(Based on the ABEX Awards)

### **New Product/Service**

The New Product Award goes to a business demonstrating exceptional performance in launching a new Saskatchewan-made product, technology or service, which is original and has good commercial potential. A New Product is considered to be anything that has been on the market for less than 3 years, as of the application deadline.

The following provides a guide to assist you in your nomination.

#### **The Product**

- Clearly explain your company's new product, service or technology
- Illustrate the market need your company was responding to.
- Highlight the originality and/or uniqueness of your company's new product, service or technology.
- Indicate where, if anywhere and when, the product service or technology was available in markets outside of Saskatchewan.

#### **Market Expansion**

- Clearly explain the rationale behind forecasted sales.
- Identify how your company's new product, service or technology fills a market void.

#### **Additional Information**

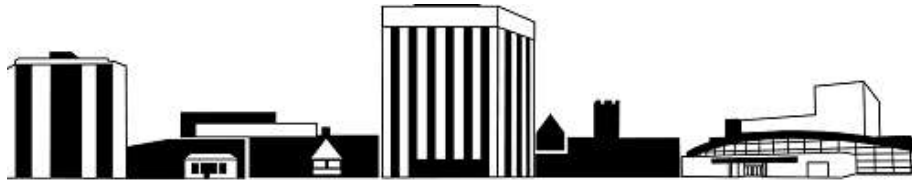
The following information is not mandatory but recommended for this category.

- Letters of support reflecting the development of your company's new product, service or technology.
- Articles or other media pieces portraying your company's new product.
- Any other materials (e.g. company reports) illustrating the viability of your company's new product, service or technology.

#### **Helpful Hints**

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- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all Awards takes into account the relative size of the business and the relative impact of their activities.





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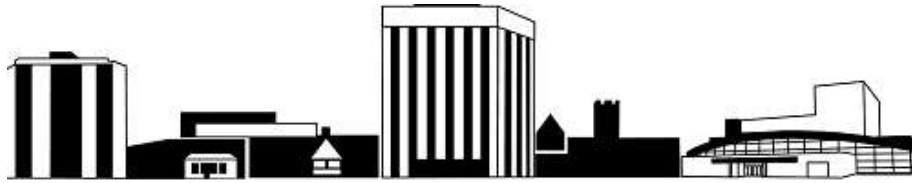
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PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# BACKGROUND INFORMATION

Name of Company: .....  
 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:

Title: .....  
 Phone: .....  
 Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

Sales (latest three years, most recent first)

.....  
 .....  
 .....

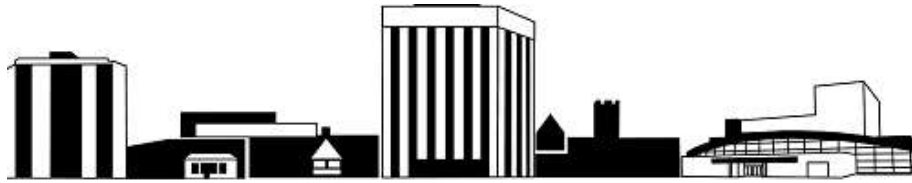
**Details of Field of Activities** **% of Total Sales/Revenue**  
**Types of**  
**Products or Services**

.....  
 .....  
 .....

### Geographical Distribution of Sales

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %





**Financial Information**

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*Please enclose any documents (brochures, folders, annual reports) that the company has published describing its activities, interests, etc.* Authorized

Signatures

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Submitted by

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Authorized by

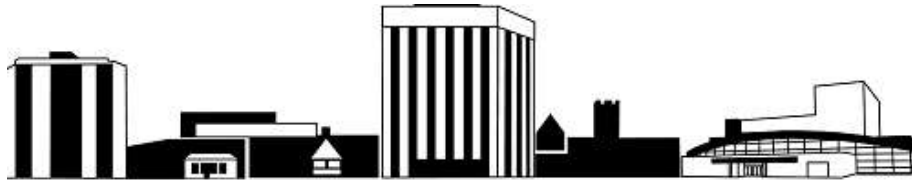
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Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)





## The Samuel McLeod Award for New Product

The New Product Award goes to a business demonstrating exceptional performance in launching a new Saskatchewan-made product, technology or service, which is original and has good commercial potential. A New Product is considered to be anything that has been on the market for less than 3 years, as of the application deadline.

NAME OF COMPANY.....

1. What new product, technology or service, not previously existing in Saskatchewan, Canadian and/or world markets was developed or introduced by the firm within the last three years? Provide a brief summary of developments to date. For how long has the product, technology or service been available to customers?

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2. Was the product, technology or service created in Saskatchewan? Where?

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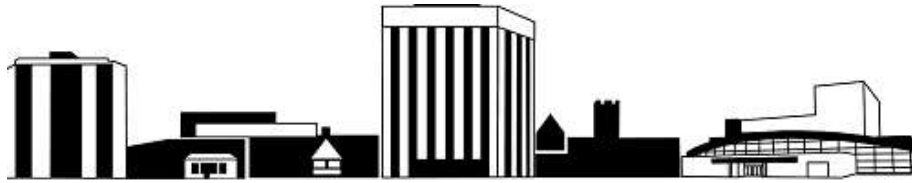
3. Does the firm hold a patent or trademark on this product in Canada?

Yes  No

4. Has the firm had, or are they thinking of having, the patent extended to other countries?

Yes  No(Please use separate sheet of paper to answer if necessary) Presented by:





5. How significant are sales of the new product, technology or service relative to the firm and its marketplace? Please provide a summary of sales during the past two years indicating the percentage attributable to the new product, technology or service.

.....  
.....

6. Sales of the new Saskatchewan product, technology or service forecasted for the coming year:

\$. .....

On what basis have you calculated such a forecast (market research, official statistics, experience, etc.)?

7. What is the place of origin of the main components used in the manufacturing of this/these new product(s), technology (ies) or service (s)? (Applies only to manufacturing firms.)

- .....% Other Western Provinces
- .....% Saskatchewan
- .....% Ontario and Quebec
- .....% Other, please specify:
- .....% Maritime Provinces

8. Has the product, technology or service already been the subject of any articles, news reports (enclose photocopies) or has it won awards? Please specify:

.....  
.....

9. What is original about the product, technology or service?

.....

10. Does this product, technology or service represent a new or emerging technology developed by your company?

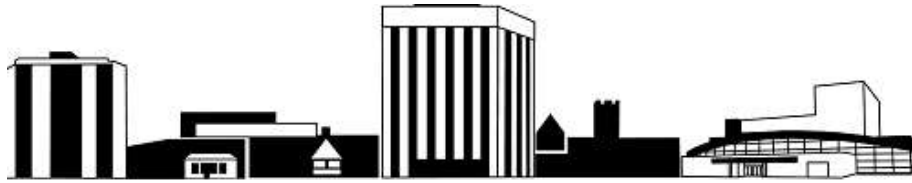
Yes  No

If yes, please describe the scope of the application of this technology and if it may be used to benefit Saskatchewan and/or other Saskatchewan businesses.

.....  
.....  
.....

.....(Please use separate sheet of paper to answer if necessary) Presented by:





11. Did a new, emerging, or existing technology play a role in the development of this product, technology or service?

Yes  No

If yes, please describe the role this technology plays in the production of this product, technology or service and, what implication does this technology have for other Saskatchewan businesses.

.....  
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12. What is your assessment of the new product, technology or service's potential for expanded market presence?

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13. Why do you feel this new product, technology or service deserves the Samuel McLeod Award

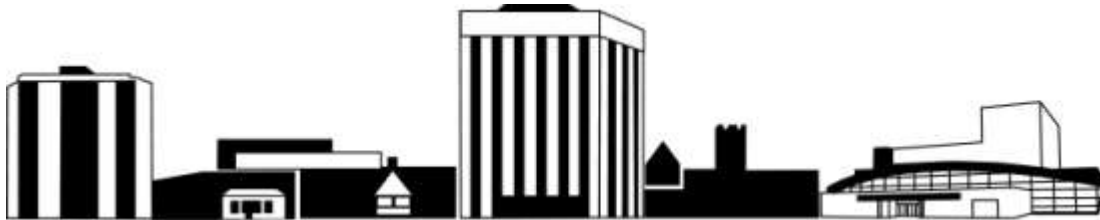
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14. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? Visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

.....  
.....  
.....

15. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (Optional)

- 1) .....
- 2) .....
- 3) .....



## Samuel McLeod Business Awards 2011

(Based on the ABEX Awards)

### Selection Criteria for the Environment Award

The Environment Award goes to a business that demonstrates excellence in the development of innovative programs, products and/or services offering improvement for environmental purposes. Improvements may relate to soil, air, water, noise or visual pollutants, or energy conservation. Nominees are judged on the projected impact of the improvements, the relative size, nature and special conditions of the business, and other factors such as capital investment and innovation.

The following is a guide to assist you in your nomination

#### Activities

Indicate the types of activities your company is involved in.

- Highlight instances where your company has been innovative and shown leadership.
- Clearly illustrate the positive environmental impacts offered by the activities/ innovations of your company.
- Please indicate if these positive environmental impacts are sustainable and/or continuous.

#### Innovation

- Show how the activities undertaken by your company are unique.
- Please indicate how your company has shown leadership in its sector, region, etc.

#### Objectives

- Illustrate how the organization's commitment to environmental excellence will proceed in the future.
- Show how producing positive environmental impacts is part of your corporation's overall objectives.

#### Additional Information

The following information is not mandatory.

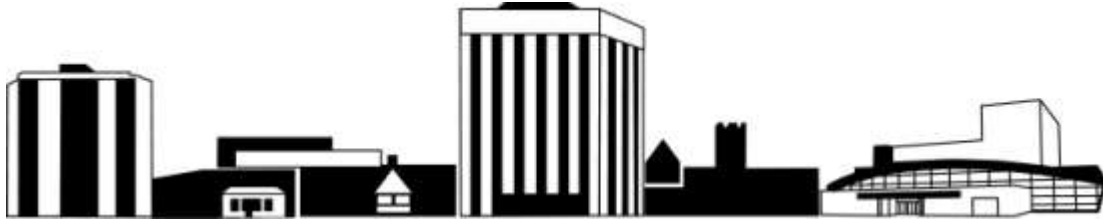
- Letters of support reflecting your initiatives and achievements.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment.

#### Helpful Hints

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all Awards takes into account the relative size of the business and the relative impact of their activities.



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

## ENVIRONMENT

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The business may be entered in more than one of the categories.

***All applicants will automatically be entered into the “Business of the Year” category.***

Once you have decided which categories the company is going to enter,

- Complete the Background Information
- Complete the entry form(s) corresponding to the categories you have chosen to enter.

Return the completed forms before **February 10<sup>th</sup>, 2012** to:

The Samuel McLeod Committee  
Prince Albert Chamber of Commerce  
3700 2<sup>nd</sup> Ave West  
Prince Albert, Saskatchewan S6W 1A2  
Email: [pachamber@sasktel.net](mailto:pachamber@sasktel.net)

**The Prince Albert Chamber of Commerce administration office guarantees that any information you may provide will remain confidential.**

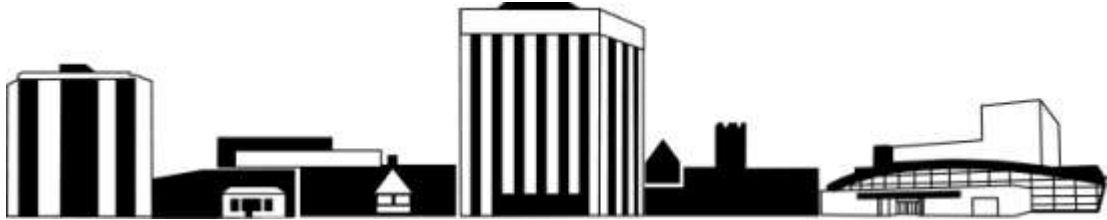
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The Samuel McLeod Committee will evaluate the performance of a business over its most recent fiscal year.

*The gala award ceremony will be held at the E.A. Rawlinson Centre for the Arts, on April 10<sup>th</sup>, 2012*



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# BACKGROUND INFORMATION

Name of Company: .....  
 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:

Title: .....  
 Phone: .....  
 Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

Sales (latest three years, most recent first)

.....  
 .....  
 .....

**Details of Field of Activities** **% of Total Sales/Revenue**  
**Types of**  
**Products or Services**

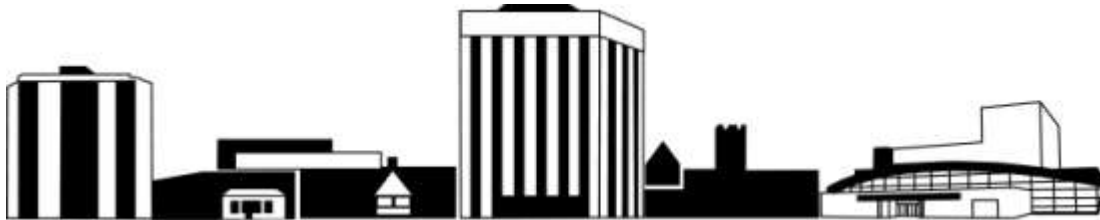
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### *Geographical Distribution of Sales*

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## Financial Information

Financial success is an important criterion in recognizing business excellence. In order to assist the jury in the selection of the Samuel McLeod Business Award winners, you are encouraged to submit any financial information that would demonstrate the success of the business. Also, finalists in various categories may be contacted by our independent supervisors, Prince Albert Chartered Accountant Association and the Samuel McLeod Committee, to provide certain financial data that would assist the jury in determining the financial stability of your business.

All information is treated in a strictly confidential manner.

*Please enclose any documents (brochures, folders, annual reports) that the company has published describing its activities, interests, etc.* Authorized

Signatures

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Submitted by

.....

Authorized by

.....

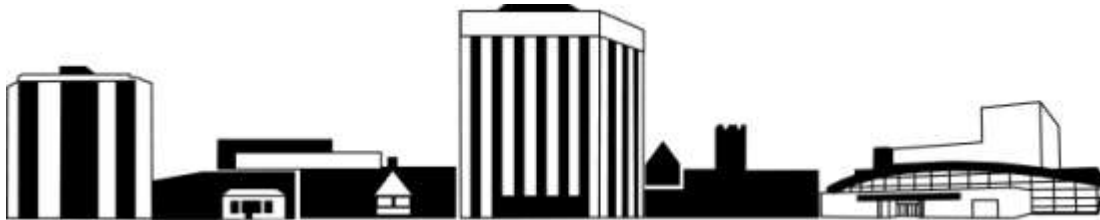
Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



## The Samuel McLeod Award for Environment

The Environment Award goes to a business that demonstrates excellence in the development of innovative programs, products and/or services offering improvement for environmental purposes. Improvements may relate to soil, air, water, noise or visual pollutants, or energy conservation. Nominees are judged on the projected impact of the improvements, the relative size, nature and special conditions of the business, and other factors such as capital investment and innovation.

NAME OF COMPANY.....

1. What kinds of environmental solutions do the firm's programs, products, or services provide?

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2. What motivated action to provide the improved programs, products, or services?

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3. Please describe why the firm believes it has been successful in creating environmental solutions. What impact have actions had?

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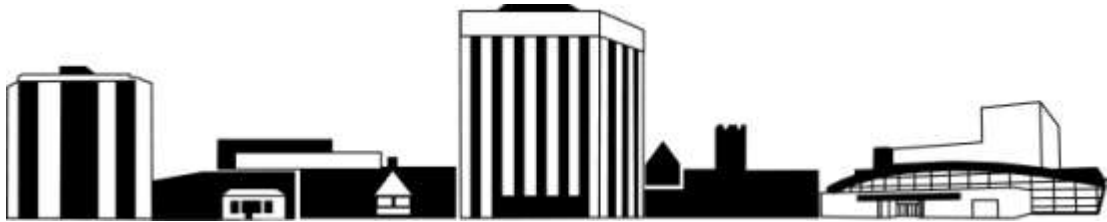
4. How was this success measured?

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5. How significant has investment been for the actions initiated relative to other activities? (Please provide amounts and descriptions of investments and state as % of total assets, and % of sales.)



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



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6. Describe what is unique about the firm's programs, products, or services offering improvement for environmental purposes.

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7. Have the firm's actions displayed innovative approaches? Why?

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8. How does your firm demonstrate its ongoing commitment to leading environmental excellence?

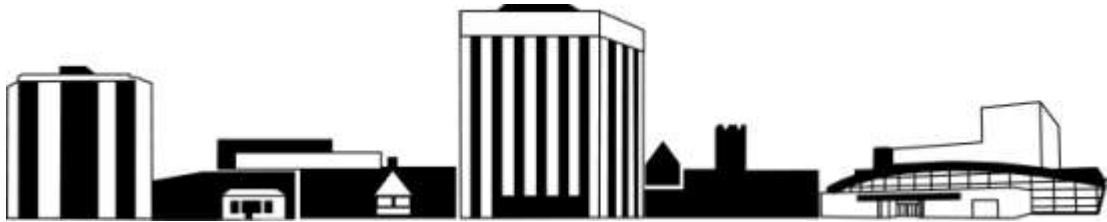
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9. Why do you feel the firm deserves this Award?

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PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



10. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? Visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

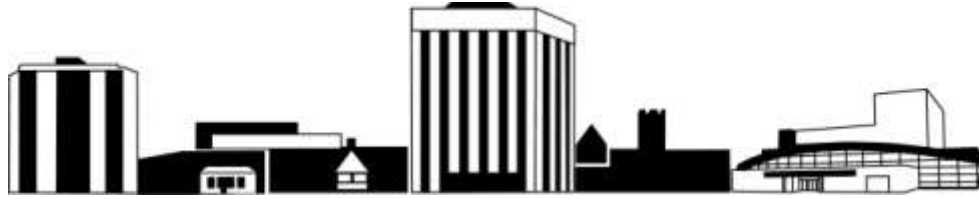
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11. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (Optional)

- 1) .....
- 2) .....
- 3) .....



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



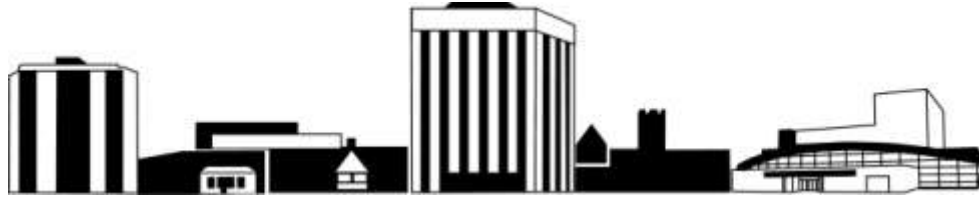
## Samuel McLeod Business Awards 2011 Selection Criteria for the Job Creation Award

Awarded to the business demonstrating exceptional performance in creating new permanent jobs. The jury evaluates the growth and creation of new jobs taking into account the relative size and nature of the business.

**NAME OF BUSINESS:** \_\_\_\_\_

- 1.a) Number of full time employees during the last three years.  
2011 \_\_\_\_\_ 2010 \_\_\_\_\_ 2009 \_\_\_\_\_
- b) Number of part-time employees during the last three years.  
2011 \_\_\_\_\_ 2010 \_\_\_\_\_ 2009 \_\_\_\_\_
- 2.a) How many new full time jobs has the business created in the last three years?  
2011 \_\_\_\_\_ 2010 \_\_\_\_\_ 2009 \_\_\_\_\_
- b) How many new part-time jobs has the business created in the last three years?  
2011 \_\_\_\_\_ 2010 \_\_\_\_\_ 2009 \_\_\_\_\_
1. Provide an estimate of how many years you see the firm maintaining the new levels of employment.
  2. For what reasons has the company created these jobs?
  3. Did the company receive any government financial assistance? Please specify.
  4. Did these new employees receive any kind of training. Please specify.
  5. What steps does the business take to integrate new employees into its business?
  6. Describe the steps taken by your firm to achieve a positive relationship with your employees.





## THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

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3700 2<sup>nd</sup> Ave West  
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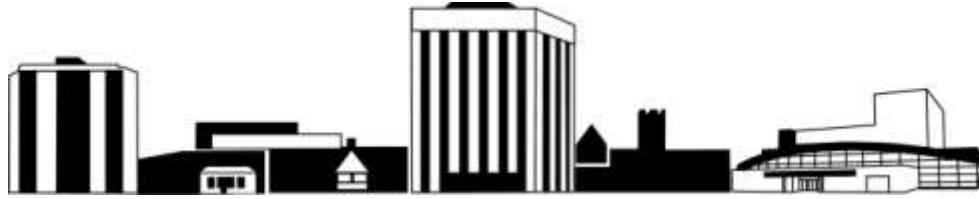
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The gala award ceremony will be held at the E.A. Rawlinson Centre for the Arts, on April 10th, 2012



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# BACKGROUND INFORMATION

Name of Company: .....  
 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:

Title: .....  
 Phone: .....  
 Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

Sales (latest three years, most recent first)

.....  
 .....  
 .....

Details of Field of Activities Types of Products or Services	% of Total Sales/Revenue
--	--------------------------

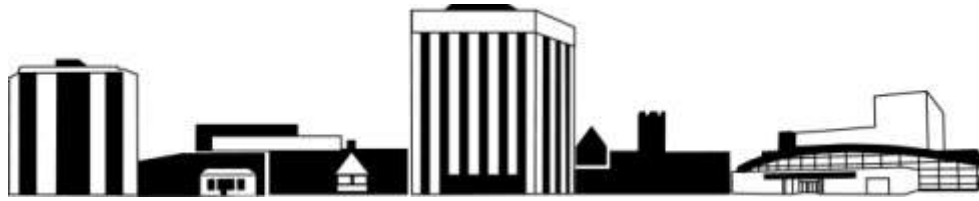
.....  
 .....  
 .....

### Geographical Distribution of Sales

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



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Signatures

.....

Submitted by

.....

Authorized by

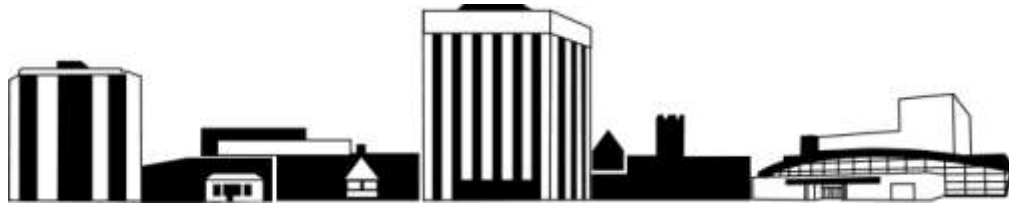
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Date:

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# SAMUEL MCLEOD BUSINESS AWARD 2011

(Based on the ABEX Awards)

## SELECTION CRITERIA SERVICE INDUSTRY AWARD

The Service Industry Award goes to a business demonstrating exceptional performance in providing quality customer service (wholesale and retail trade, purchasing and distribution, transportation, brokering, professional services, communications, financial, etc.). Judging considers the relative size and particular conditions of the business, as well as the growth potential, stability, investment strategy, and quality of customer service initiatives.

The following provides a guide to assist you in your nomination.

### Services

- Highlight the services you offer your clients and indicate how those practices were developed to meet the needs of your market.
- Indicate how your organization has made an effort to establish and maintain high quality customer services.
- Show that customer service is part of your organization's overall objectives.

### Impacts

- Outline the positive impacts the new initiatives have had on your company, particularly with regards to finances, sales volume, staff retention, customer retention, etc.
- Be clear about when initiatives were introduced and when positive impacts were experienced.

### Future Planning

- Outline your business' long-term commitment to quality service include goals and objectives.
- Indicate the resources your company intends to commit to service initiatives in the future.

### Additional Information

The following information is not mandatory.

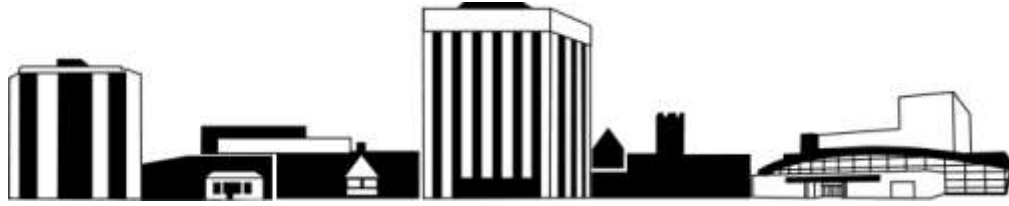
- Letters of support reflecting your service achievements.
- Articles or other media pieces portraying your efforts.
- Any other materials (e.g. company reports) illustrating your commitment.

### Helpful Hints

- Applicants are judged using a points system. Detailed answers typically trigger more points; therefore, make your application as complete as possible.
- Unanswered questions are awarded zero points; please ensure you have answered all the questions.
- The Selection Committee consists of individuals who will not be familiar with your business, please be clear about what you do and avoid the use of abbreviations and jargon.
- The judging criteria for all the Awards takes into account the relative size of the business and the relative impact of their activities.



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# THE SAMUEL MCLEOD BUSINESS AWARD GENERAL INFORMATION

## Service Industry

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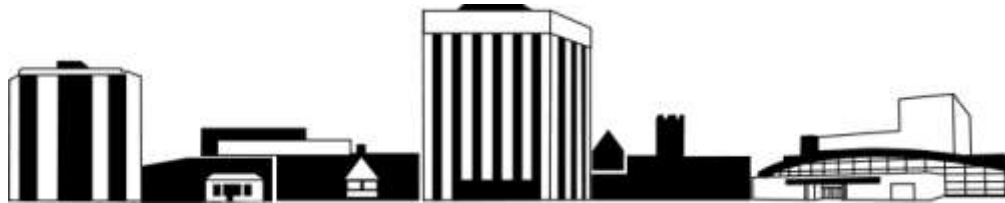
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PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# BACKGROUND INFORMATION

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 Address: .....  
 City: .....  
 Postal Code: .....  
 Telephone: ..... Facsimile: .....  
 Name of President: .....  
 Number of Employees: .....  
 Location of Head Office: .....  
 In operation for .....years

### Contact Information:

Correspondent for this application and all categories information:  
 Title: .....  
 Phone: .....  
 Email: .....

**General Information:** (Provide a 100 word maximum description of the company. This will be given as background information to the judging committee and will be used for promotional pieces should the applicant become a finalist.)

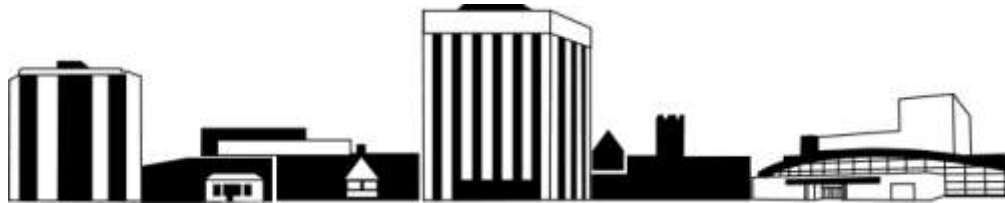
Sales (latest three years, most recent first)  
 .....  
 .....  
 .....

Details of Field of Activities Types of Products or Services	% of Total Sales/Revenue
.....	
.....	
.....	

### *Geographical Distribution of Sales*

Saskatchewan \_\_\_\_\_ % USA \_\_\_\_\_ %  
 Other Provinces \_\_\_\_\_ % Other Countries \_\_\_\_\_ %





## Financial Information

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Signatures

.....

Submitted by

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Authorized by

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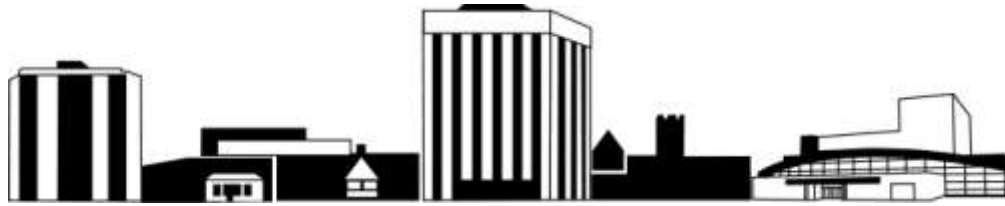
Date:

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(All third party nominations must be approved by an authorized representative of the sponsored company.)



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



# The Samuel McLeod Award for Service Industry

The Service Industry Award goes to a business demonstrating exceptional performance in providing quality customer service (wholesale and retail trade, purchasing and distribution, transportation, brokering, professional services, communications, financial, etc.). Judging considers the relative size and particular conditions of the business, as well as the growth potential, stability, investment strategy, and quality of customer service initiatives.

NAME OF COMPANY.....

1. What is unique about the customer service your company offers? Briefly describe the development of this approach within the firm.

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.....  
.....

2. Please describe how quality customer service is built as part of corporate strategy?

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3. How do the services provided by your company meet the needs of the marketplace?

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.....  
.....

4. What impact has the implementation of new customer service(s) initiatives had on your firm?

.....  
.....  
.....  
.....

5. What was the amount of sales volume in the last three years?

2011 \$..... 2010 \$ ..... 2009 \$.....

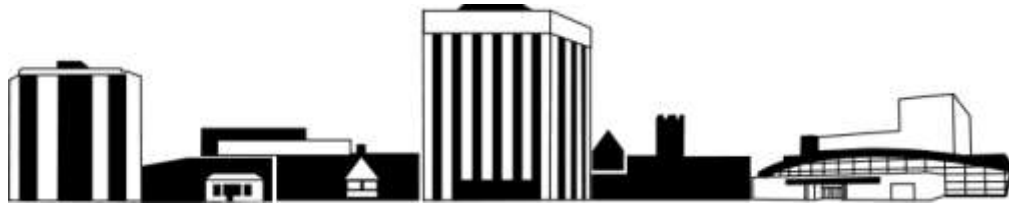
6. How have you been recognized for your service (awards, etc.).....

7. What does the enterprise do to monitor and improve the quality of customer service offered?

.....  
.....



PRINCE ALBERT AND DISTRICT  
CHAMBER OF COMMERCE



.....  
.....  
8. What programs does the firm pursue to maintain leadership in its customer service? (e.g., training or new product development)

.....  
.....  
.....

9. What is the nominee's company safety plan? Please enclose if possible. (Not sure what makes up a safety plan? visit [www.saskchamber.com](http://www.saskchamber.com) for more information.)

.....  
.....  
.....

10. Why do you feel your company deserves the Award for Service?

.....  
.....  
.....

11. Please indicate a Saskatchewan business or local business leader who would support the nominee's application for this award. (Optional)

- 1) .....
- 2) .....
- 3) .....