

# Welcome

Welcome to the Alberta Business Family Institute's 13th annual Signature Event!

Each year we recognize a leading Canadian business family and ask them to share their unique story with us. This year we are honoured to welcome the Price Family. Tonight they will share their remarkable journey with us.

Thank you for supporting this event through your attendance and sponsorship. Your support makes it possible for the Alberta Business Family Institute to help business families succeed for generations to come.

## Featuring the Price Family of Sunterra

The seeds of Sunterra took root on the family farm over 40 years ago in Acme, Alberta. With superior hogs and industry-leading practices, the farm grew bigger and better. To showcase the top quality meat and provide customers with a unique European-style shopping experience, Sunterra Market launched in downtown Calgary at Bankers Hall in 1990. Since then they have been working tirelessly to exceed customers' needs in all nine markets across Alberta.

Sunterra was founded by Stan and Flo Price. Today the business is run by their children and grandchildren.

As a family-owned company, they value many things, like their loyal customers, quality products, hard-working team members and the communities they are a part of. From farm to market and right through to their customer's table, they consistently operate with honesty, integrity and pride. They may be in the fresh food business, but their first priority is to be good to those around them.



### Mr. Dave Price

Always interested in animals and in agriculture, Dave took the opportunity out of high school to travel to England where he spent a year learning more about modern pig production. On his return, four families joined together to found Pig Improvement Canada, the organization that later developed into the Sunterra Group of Companies. As the general manager and president of PIC from 1970 to 2002, Dave was responsible for the growth of the company into the largest pig genetic supplier in Canada. He also was involved in the start of Sunterra Market and Sunterra Meats and continues to contribute his knowledge and expertise in crop production, public and government relations for the Group. Dave has been an active volunteer in local community organizations as well as being on boards of several provincial and national agriculture and food organizations. He has also enjoyed coaching local team sports.

Currently Dave is a chairman of the Golden Hills School Division and, along with his family, is active in trying to bring about positive change in Alberta's health care system.



Allison Maher  
Chair, Advisory Board  
Alberta Business Family  
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### Mr. Ray Price

After graduating from Olds College, Ray returned to the family farm and worked in every area of the business from cleaning pig pens to positions in sales and finance. The company now called Sunterra Farms has pig operations in Alberta, Ontario and Iowa as well as crop production in the Acme, Alberta area. As the business grew, Ray became chief financial officer and took on additional management responsibilities for Sunterra's Meat division as its president in 1990. Sunterra Meats, located in Trochu, Alberta is dedicated to producing high quality fresh pork to quality conscious customers. In 1993, Ray started to sell pork to Japanese customers and now 75% of Sunterra Meats production goes in a chilled form to retailers and food service outlets in that country with other exports of pork going into China, Hong Kong, Mexico and the U.S.

Ray is now President of the Sunterra Group of Companies, which includes Sunterra Farms, Sunterra Meats and Sunterra Market.

Ray recently served as the chairman of the board of the Canadian Meat Council and remains a director, and is also vice-chair of Alberta Innovates- Bio Solutions. He has also served on several other industry and corporate boards including the Olds College Plowing Match Organizing Committee, the George Morris Centre, the Government of Canada Council of Science and Technology Advisors, the Prairie Swine Research Centre, and Careers the Next Generation. Ray and his wife Peggy have 5 daughters and continue to live

on a farm near Acme.



### Mr. Glen Price

Glen serves as president of Sunterra Quality Food Markets Inc. He is a Bachelor of Commerce graduate from the University of Alberta. Upon graduation, he gained retail food experience working in Hong Kong for the Park n' Shop supermarket group (part of the Li Ka-Shing Group). In 1989, Glen returned to Canada to pioneer a unique European-style fresh market concept along with other members of his family. The first Sunterra Market location opened in Calgary in 1990. The company has since expanded to 7 Calgary locations and 2 Edmonton market locations.

Glen has served on various boards including the Olds College Centre for Innovation, Centre for Entrepreneurship and Family Enterprise, and most recently Livestock Gentec.

### Mr. Art Price

Art serves as chairman of the board and chief executive officer of Axia NetMedia. As well, he is an owner, director and executive committee member of the Sunterra Group of Companies.

Art has always brought a global outlook to the businesses in which he is involved. He founded Axia in 1995 with a vision to create a company that would meet the full spectrum of Internet Protocol-based communications needs for businesses and consumers.

Until 1995, he held the position of special advisor to Li Ka-Shing, chairman of the board of Hutchison Whampoa Ltd., focusing on international investments. Prior to joining Hutchison Whampoa Ltd., he served as president and chief executive officer of Husky Oil from 1984 - 1993. He has held several senior executive positions in the energy, petro-mechanical and pipeline sectors, and has been a director of international companies in the oil and gas, steel, gold, farm genetics, and agricultural production and processing sectors.

Art is a graduate of the University of Alberta with a B.Sc. in Mechanical Engineering, and is a member of the Association of Professional Engineers and Geoscientists of Alberta (APEGA).

In 2011, Art was presented with the Ernst & Young Entrepreneur of the Year Award (Prairies Region Technology category), an award for demonstrating high standards, perseverance, and independent, innovative thinking.





### Good Company

What a rare and special joy it is to see and meet good company

Where all unite through common vision,

A vision unattainable alone.

Where each has learned to share a special gift with gladness

When mutual respect has led to Mutual acceptance

Group support surrounds the leadership  
And leaders say without regret your company is worth the effort

Boris Kramer, Sculptor

### Alberta Business Family Institute Vision

ABFI exists to ensure that business families succeed for generations to come.

### Mission

We develop and strengthen business families by providing education and resources tailored to their unique challenges.

### Values

We uphold the core values of education and family entrepreneurship by maintaining a high code of ethics, client relations, team spirit, and community development.

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Signature Event 2015



The Alberta Business Family Institute presents the Price Family of Sunterra

October 27, 2015 | Calgary

October 29, 2015 | Edmonton

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