

Alberta Business Family Institute

Celebrating our

15th

*Annual
Signature
Event*

2017



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UNIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS

Greetings and Welcome



Penny A. Leckie
Chair, Advisory Board
Alberta Business Family Institute

Welcome to the Alberta Business Family Institute's 15th 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 Gupta Family. Tonight they will share their remarkable journey with us. Thank you for supporting this event through your attendance and sponsorship, it makes it possible for the Alberta Business Family Institute to help business families succeed for generations to come.



Jared Smith
Co-Founder and Principal
Incite - Marketing that Moves

Your Master of Ceremony

Jared Smith is the co-founder of Incite, a strategic growth marketing firm with clients across Canada. With over 25 full-time employees, Incite has been recognized as the Best Overall Workplace Under 100 Employees and Best Workplace for Millennials by Alberta Venture magazine. Incite has also been listed in Profit Magazine's Next 100 list.

As a proud graduate from the University of Alberta School of Business, Jared has dedicated much of his career to advising senior leaders in high-growth organizations. His background includes a role forging partnerships on behalf of the University of Alberta in China in 1997, an experience that ignited his entrepreneurial spirit. In 2009, Jared was named one of Avenue magazine's Top 40 Under 40, and in 2016, he was recognized as one of Business in Edmonton Magazine's top 20 Business Leaders.

Jared's passion for community building keeps him busy. He is a past President of the Entrepreneur's Organization, Co-founder of the Tour of Alberta, Chair of the Edmonton Mayor's Business Roundtable, and sits on the board for the University of Alberta Property Trust.

Jared is a sought after public speaker, moderator and facilitator and appears in front of crowds at numerous annual Canada-wide business events. Jared has been rated top speaker at numerous events including his eight appearances as keynote speaker for the Rocky Mountain Business Seminar.

Jared is a third degree black belt and sensei at the Edmonton Go Ju Kai Karate Club and recently endured a year long training simulation with Navy Seals. He lives for adventure, and the only thing more exciting than watching him road bike, water ski, or spar, is listening to him tell you about it the next day. His greatest adventure, though, is the one he enjoys each day with his wife Jessica and their two children, Madeline and Kai.

About Rohit Group of Companies

Rooted in family values and entrepreneurial spirit, Rohit Group of Companies was founded in 1986 by Radhe Gupta. Together with his wife Krishna, Radhe grew the company from a small home builder to a diversified organization with an innovative approach to business. Today, with son Rohit at the helm, the company has operations in home building, residential and land development, commercial assets, and real estate lending across Western Canada. This vertical integration has positioned Rohit Group as an industry leader. The company has received a multitude of accolades on the local, provincial and national level, including Edmonton's Home Builder of the Year and Canada's Top Small & Medium Employers.



At Rohit Group of Companies our vision is simple and straightforward: we are a Real Estate Opportunity Company. It is our individually diverse team of innovative thinking and experienced talent that is the driving force behind the achievement of this vision.



Our mission is to develop real estate markets through superior capital, asset, and project management.

We design, develop, and create superior quality products and services that provide exceptional value across Western Canada.

It started with the construction of a single home and we are perhaps still best known for our housing developments with our innovative approach to multi-family living taking center stage in

recent years. Our diverse portfolio includes an array of housing styles from condominiums to bungalows. Rohit also has active divisions specializing in land development, capital lending, as well as residential and commercial construction, leasing and management.

With many sustainable community and affordable housing initiatives, Rohit Group is truly a member of the communities that we build in. Outside of the real estate industry, we have also extended our support to various charities and organizations with a focus on mental health, women's issues and homelessness. Our greatest sense of pride is in giving back to the communities that welcome us.



Meet the Family



Radhe Gupta – Founder & CEO

Radhe Gupta was entrepreneurial from a very early age. When he was eight years old he began managing his father's general store in India. By thirteen, he had embarked upon a new and independent business venture by opening his own bookstore.

Radhe's appetite for knowledge led him to achieve a Bachelor of Science in Engineering, two Masters Designations in Electrical Engineering as well as Real Estate Broker Designations. Putting his formal education and acquired skills into practice, Radhe began a twenty year career in the oil and gas industry. This took Radhe and his family to Libya, where they built the foundation of what would be a long and prosperous investment in construction management and land development. In the early 1990's the family moved back to Edmonton where their neighbour was involved in housing construction. Somewhere deep in Radhe's imagination existed the notion that multi-family housing was a relatively untapped market in Alberta. The seed was planted – Radhe saw a future for himself and his family in the housing industry.

Today, Radhe stewards both the family and the business into the next generation. Coupled with Krishna's vision, Radhe lays the foundation of integrity and intensity for successful succession. His remarkable career has recently been recognized with several prestigious awards, including the Ernst & Young's Entrepreneur of the Year in Real Estate & Construction across the entire Prairie Region and being named on Edmonton Journal's Power 30.

Radhe believes strongly in giving back to the community. A few of the many organizations he has been involved with are the Mental Health Foundation, Senior's Association of Greater Edmonton (SAGE), and establishing medical and educational programs in his hometown of Jora, India. Today, Radhe's wealth of knowledge and years of experience are being shared with the next generation of leaders as he takes an active role in mentoring the team.



Krishna Gupta – Vice President

Throughout over 30 years in business, Krishna went wherever she was needed and has stepped into nearly every department of the company. However, she is best known for her artisanship. She has carved the award-winning home designs from her mastery in drafting, math and poetry. Krishna, has been at the forefront of the organization listening to her clients, and reflecting

that back into the home designs over the years. She has listened to friends and family around her, and acted like the glue that has kept everybody together.

Krishna Gupta – Vice President

Krishna achieved a Bachelor of Science and Education in India, diplomas in design and drafting, and a Master Builder Designation from the Professional Home Builders' Institute of Alberta (PHBIA). Her diverse background and long history in the home building industry make her an integral member of the management team at Rohit Group of Companies.

Most importantly Krishna has been the proprietor in developing the philanthropic vision firm, an initiative very close to her heart. She has spearheaded many projects and has partnered with many non-profit organizations over the years including Stollery Children's Hospital, Habitat for Humanity, Cross Cancer Institute, Little Warriors and Be Brave Ranch, Glenrose Hospital Foundation, Royal Alexandra Hospital Foundation, and Norquest College. She is also the organizer of Baskets of Hope in support of WIN House, was an executive member of the Indo-Canadian Women's Association and a board member of Mental Health Foundation. Krishna is a proud recipient of the Queen Elizabeth II Diamond Jubilee Medal for Community Service.

Krishna wears many hats but her favourite role is proud Grandmother of Arya and Devin, and mother to her two successful children, Rohit and Noopur.



Rohit Gupta – President

After completing a Bachelor of Science in Computer Engineering from the University of Alberta, Rohit Gupta switched gears and joined his parent's company for what was supposed to be a short time. Instead he quickly went to work learning all aspects of the business, while maintaining an entrepreneurial vision that just might be genetic. Under Rohit's leadership, the company has expanded exponentially, while maintaining a family-owned culture. His vision keeps the company moving forward with continuous innovation, always asking if there's a different, better way of doing things, and instilling that same drive in the talented people he surrounds himself with.

Today, as President, Rohit's responsibilities include the strategic direction of the firm and oversight of all operations. Rohit is at the forefront of new opportunity development and special projects for the firm. He has helped drive the growth of the organization from housing into commercial, land development, and real estate lending. Rohit's strengths are in creating new opportunities and identifying unintended consequences.

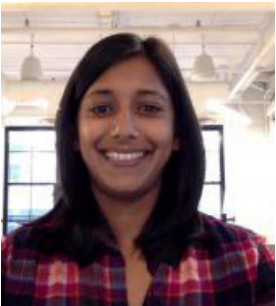
He also has a powerful and ongoing commitment to give back to the community. This is in line with his goal to make the organization "an institution that is respected for the way it conducts business, a leader in real estate, and a contributor to the world beyond the organization itself."

Rohit has achieved an MBA and a BSC in Computer Engineering from the University of Alberta, as well as a Master Home Builders Designation from the Professional Home Builders Institute of Alberta. He has also served as the Chairman of the Board for the Alberta New Home Warranty Program, and Chairman of the Professional Builders Institute of Alberta.



Neelam Gupta

Born and raised in Edmonton, Neelam Gupta earned her Bachelor of Science and Doctor of Medicine degrees from the University of Alberta before moving to Winnipeg to complete her residency specializing in Obstetrics and Gynecology at the University of Manitoba. There she learned the fine art of teaching and preceptorship. Today, Neelam operates a dynamic OBGYN practice near Misericordia Hospital in Edmonton specializing in Minimally Invasive Surgery. She is an active teacher for post-graduate medical education and is the recipient of the 2012 and 2017 Teacher of the Year Awards for Misericordia Community Hospital for undergraduate medical education. Outside of the hospital, Neelam is the Planning Committee Co-chair for “Women and Money,” a multidisciplinary collaboration to financially empower women in Edmonton and surrounding areas.



Noopur Parmar

Noopur loves digging into data and helping grow purpose-driven companies. Currently she's working with Shopify, one of Canada's fastest growing tech startups. Prior to joining Shopify, Noopur spent 5+ years in the medical device industry designing life-saving technology. She is a mother of two, loves to travel, and has lived in 6 different countries and 4 continents.

Neil Parmar - Moderator



Neil Parmar works at Shopify as the managing editor of a forthcoming media site about breakthrough entrepreneurship. Previously, he was a freelance journalist in Toronto and former deputy editor at OZY, a Silicon Valley based media startup. He helped launch The Wall Street Journal's WSJ.Money magazine and contributed research to a Pulitzer Prize nominated series about former nuclear sites. His work has appeared in Inc., Entrepreneur, Money and The Huffington Post. He blogged about social entrepreneurship after former President Bill Clinton, announced that Neil's team won the \$1 million Hult Prize to benefit SolarAid, One Laptop Per Child and Habitat for Humanity.

NEW this year!

*The Alberta Business Family Institute's
Alberta Family Enterprise Advisor (FEA) of the Year Award*

This award will be given to an Alberta based Family Enterprise Advisor (FEA) designate who has exemplified outstanding skill in advising business families through multi-generational transitions and has demonstrated unfaltering commitment to the key Alberta Business Family Institute's value of "family first".

Congratulations to our Winner:

Mark Starratt

Richardson GMP Ltd.

Director, Wealth Management/Portfolio Manager



Alberta Business Family Institute

Vision

We exist 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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The Alberta Business Family Institute
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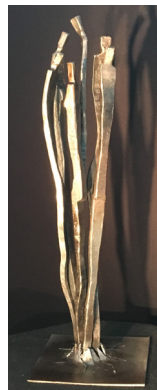
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"Both of my Grandfathers were blacksmiths out of the necessity to keep equipment running on the farm. Our families kept the trade alive much longer than most. I remember as a boy standing outside staring into the shop: a doorway, a black hole of coal dust, and mystery.

Blacksmithing is a lost art.

Most people today dabble with a fire, a hammer and an anvil looking for lost secrets. I'm not any different. I've always enjoyed creating things since a child. Life experience, along with the animals and natural beauty that surrounds us every day are the cornerstones and inspiration of my art."



~ Tim Hiller

www.ironarts.ca