The **20**th Annual Signature Event



Honouring

The Sunner Family





Alberta Business Family Institute



Welcome to



Alberta Business Family Institute

The Alberta Business Family Institute (ABFI), recognizes the critical role business familes play in our economy. We are dedicated to discovering, applying, and sharing knowledge and resources to support business families, their advisors, employees, and stakeholders to achieve long-term success – for generations to come.

We provide research, education, and outreach to support succession, strategic decision-making, governance, and next-generation leadership development.



Support ABFI

Scan to support ABFI, a non-profit organization within the University of Alberta dedicated to advancing the success of business familes. Your support helps to build awareness, research, and education by:

- Translating business family research;
- Developing educational curricula and case studies for business families;
- Supporting future leaders and student studying family business through scholarships, bursaries, and awards; and
- Expanding awareness and connections through events and programs.



Signature Event 2024

Welcome to Signature Event 2024, our annual celebration of the strength, resilience, and impact of business families. This year, we are honoured to share the journey of the Sunner Family—a legacy of entrepreneurship, innovation, and deep-rooted traditions. Their story–beginning in Punjab, continuing to the UK, and flourishing in Alberta–illustrates the evolution of family businesses: from the struggles of establishing a business in a new country, to balancing family dynamics with business growth, to preparing the next generation for success, whether within the family business or beyond.

Tonight, we reflect on the theme of resilience and the vital role family businesses play in shaping our communities. The stories go beyond driving economic success; they highlight the personal connections and values that sustain multi-generational businesses for generations to come.

As we celebrate our 20th Signature Event, we build on the foundation laid by our first event in 2003, under the theme 'History in the Making.' Each event has continued to build the impact, importance, and momentum of the business family community.

Your involvement is what makes this event special—whether you are here for the first time or have been with us since the beginning. I am excited to celebrate this milestone and look forward to the conversations, connections, and learnings. A special thank you is extended to the Sunner Family for their openness and authenticity in sharing their story with us all tonight.

Thank you for your support of ABFI, and for joining us as we celebrate the Sunners, and the history, lessons, and legacy of family business.

MKap

Matt Knight, MBA, FEA, ICD.D Executive Director



Matt Knight

2024 Sunner Family

Resilience & Innovation

The story of the Sunner Family in Alberta is one of entrepreneurship, innovation, and growth.

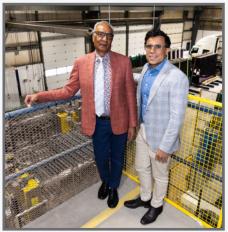
It began in the mid-1990s, when Joe Sunner and his son Harry, then 19, immigrated to Canada and jointly acquired a small PVC window manufacturing shop. Under their visionary leadership this modest operation has evolved into a leading enterprise with nearly 700 employees and facilities across Western Canada, comprising three generations of the Sunner family.

The Durabuilt Family

Harry Sunner, President & CEO, and Joe Sunner, Chairman, have led Durabuilt's growth by combining cutting-edge technology with a deep commitment to their employees and family values. This balanced approach has not only expanded their business but also earned them recognition as one of Canada's Best Managed Companies.

The Sunners have redefined their business from a "window business to a people business." This commitment to valuing people and the community has fostered a strong culture of innovation, caring, and accountability, evident in their contributions to causes like the Mazankowski Alberta Heart Institute and CASA Mental Health.

More than a leading name in the window and door manufacturing sector; the Sunner Family is also building a legacy of multi-generational entrepreneurship and giving back to the community.



Joe and Harry at Durabuilt



Durabuilt Staff



Meet the Family



Joe Sunner

Born in Punjab, India, Joe Sunner is the Chairman of Durabuilt Windows & Doors. After losing his mother young, he was nurtured by his grandmother. Leaving school after the tenth grade, he worked on the family farm. At 20, he married Sawaran and soon embarked on a challenging journey to immigrate to England, facing numerous hardships.

In England, Joe laboured in foundries before saving enough to sell clothes at markets with his wife. They eventually owned a newspaper shop and later a grocery store. Throughout these endeavours, his focus was always on providing for his family.

Seeking a better future, Joe moved his family to Edmonton, investing in Durabuilt Glass Systems, then a struggling company. Known for his strong financial acumen and exceptional negotiating skills, he transformed Durabuilt into one of Western Canada's largest window and door manufacturers. Determined and disciplined, he doesn't let others' opinions sway his decisions.

Outside of Durabuilt, Joe is proud of his achievements in real estate. He enjoys walking half-marathons, golfing, travelling, and spending time with his family.

Born and raised in Punjab, India, Sawaran Sunner, at around 20, entered into an arranged marriage and quickly assumed the responsibilities of running the household while her husband, Joe, went to England seeking better opportunities.

After reuniting with Joe in England, their family grew with the birth of their son, Harry. As Harry began attending playschool, Sawaran worked as a seamstress from home and occasionally took on factory jobs. On weekends, she and Joe managed a market booth selling ladies' fashion wear.

In the mid-1980s, they took over a newspaper shop, where she worked as a cashier until selling the business. They then bought a grocery store, and she worked at the deli counter until the family relocated to Edmonton. After moving to Canada, she chose to focus on managing the household and caring for her family, foregoing further English studies and professional opportunities.

Deeply devoted to her family, she enjoys cooking, cleaning, walking, visiting the temple (sangat), and spending quality time with loved ones. Her life has been marked by resilience, dedication, and love.

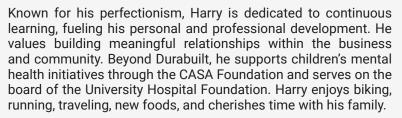


Sawaran Sunner

2024 Sunner Family

Harry Sunner is the CEO and owner of Durabuilt Windows & Doors. He was born in West Bromwich, England, before migrating to Edmonton, Canada. Influenced by his father's hard work and his mother's love, he began working alongside his father at age 10– selling women's fashion at markets, delivering newspapers, and stocking grocery shelves—experiences that built his strong work ethic.

At 19, Harry married Pam and soon moved to Canada. Together with his family, he poured everything into Durabuilt Windows & Doors. Since 1995, he has transformed it from a modest 10-person operation into a thriving organization with over 700 team members. His vision and resilience have been central to Durabuilt's growth.





Harry Sunner



Pam Sunner

Pam Sunner is the dynamic force behind her bustling household, mastering the art of juggling life's many hats. Born and raised in England, she pursued diplomas as a legal secretary in Leicester City and as a pharmaceutical technician in Coventry, balancing work and study simultaneously. Her life took an unexpected turn when she moved to Edmonton at age 20 after marrying her husband.

Pam sacrificed her plans to become a pharmacist to support Harry and the family while resources were devoted to building Durabuilt. She continued working as a pharmacy technician at several hospitals and Costco Pharmacy, also helping at Durabuilt whenever needed. After her first child, she kept working but eventually paused her career. Now, with three wonderful children, Pam dedicates her time to managing the household, ensuring everything runs seamlessly.

Pam's role was critical to Durabuilt's growth. She managed the household, provided unwavering support, and raised the children, allowing Harry and Joe to commit to the business. Her presence, loyalty and commitment, has been essential.

Pam enjoys travelling, circuit training, and always lends a helping hand—all with her British wit and charm.

Meet the Family

Henny Sunner leads the Marketing Division at Durabuilt Windows & Doors, overseeing marketing, strategic planning, channel marketing, communications, and starting in 2025, product management. She began her journey at Durabuilt in 2016, working in Service, Estimating, and Accounting giving her a comprehensive understanding of the business.

As a graduate of the University of Alberta with a Bachelor of Commerce in Finance and Accounting, Henny remains focused on learning, staying curious, working hard, and investing in personal development. She finds working in a family business both rewarding and challenging and earning her position within the business is important to her. Henny enjoys fitness, games, reading, soccer, skiing, traveling, and spending time with her family.



Henny Sunner



Amany Sunner

Amany Sunner is a student at the University of Alberta, pursuing her Bachelor of Commerce in Human Resources. Passionate about people and business, she is committed to understanding the dynamics of workplace culture and the role of HR. Beginning her professional journey as an Executive Search Intern at Gallagher in 2022, she gained valuable experience in identifying top talent and understanding executive recruitment prior to joining Durabuilt Windows & Doors. She currently works in the Marketing Department under her sister where she developed an interest in events and merchandising, finding fulfillment in roles that allow her to engage and connect with people.

Amany values family above all and is following in the entrepreneurial path of Joe and Harry acquiring her first rental property in 2023. She enjoys soccer, new restaurants, and travelling.

Joban Sunner, born and raised in Edmonton, is the youngest in his family, growing up in an environment that emphasizes both business acumen and giving back. Currently in Grade Nine, he is enrolled in a sports performance program. He excels as a competitive soccer player for SouthWest United, serving as team captain and winning provincials for two consecutive seasons. He is also passionate about golf, enjoying the sport with his dad.

One of Joban's most memorable experiences was hiking Mount Fuji in Japan with his family—a challenging nine-hour trek that tested their collective fitness and determination. In his downtime, he enjoys video games, studying, biking with friends, and spending quality time with his sisters and family. Being the youngest, Joban is consistently challenged to stay humble, be mindful, think ahead, and never take things for granted.



Joban Sunner

2024 Sunner Family



Amar Randhawa

Amar Randhawa's journey with Durabuilt Windows & Doors began over 28 years ago where he played a key role in growing the company from ten employees to a thriving team of over 700. As COO, he has been instrumental in shaping Durabuilt into one of Western Canada's largest privately held window and door manufacturers. His leadership philosophy is rooted in collaboration, self-awareness, and continuous growth. He is passionate about fostering a strong company culture through team-building, and under his guidance, Durabuilt has been recognized as one of Canada's Best Managed Companies.

Amar's mission is to motivate, educate, and inspire others to be their best. He thrives on embracing change, guiding the company through development, and leading by example. He believes in mentoring others to reach their full potential, creating a visionary environment within the company and beyond.

Deeply committed to his family with his wife and daughters as his greatest joy and inspiration. He maintains a healthy, active lifestyle and strives to live guided by respect, values, and integrity, aiming to create a positive, purpose-driven impact.

Your Hosts for the Evening

Master of Ceremonies

Dr. Marvin Washington is the Dean and Vice Provost of the College of Social Sciences and Humanities at the University of Alberta, overseeing 500 faculty members and 15,000 students across arts, business, education, and law. Previously, he was a professor at Portland State University and has held various leadership roles at the U of A's School of Business. A renowned educator, Marvin has won multiple teaching awards, including the McCalla Professorship.



Dr. Marvin Washington

Moderator

Ryan Jespersen hosts Real Talk, one of Canada's mostdownloaded modern talk shows. He recently graced the cover of Edify Magazine as the "Prince of Podcasting." Ryan was named one of Alberta's 50 Most Influential People by Venture Magazine, and was on Avenue's inaugural list of Edmonton's Top 40 Under 40. You'll find him online at ryanjespersen.com, and on Twitter and Instagram @ryanjespersen.



Ryan Jespersen

Thank you to our Partners

Presenting Partners



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Student Table Partners

The Shaw Family Shaw Family Foundation

The Martin Family Horizon Capital Holdings Inc.

The Hay Family Scandinavian Building Services

Event Partners





20 Years of

Honouring Excellence

The Signature Event is ABFI's annual celebration of the history and success of outstanding multi-generational business families. ABFI has celebrated the achievements of successful business families since 2003. Each year, our Signature Event brings together upwards of 600 people over two nights in Edmonton and Calgary. In total, we've honoured 19 families and over 7,300 guests.

The Signature Event focuses on telling the story of a business family, showcasing reallife examples, the history, and lessons learned from building a business family. As a fundraiser, it also helps ABFI grow and provide educational opportunities to ensure familyrun businesses and enterprises have a solid future.

This year marks the 20th anniversary of the Signature Event, celebrating two decades of supporting the success of 19 prominent business families.

Reflecting on Signature Family Lessons

- **Bold, calculated risk-taking fostered innovation,** allowing them to expand their media empire and maintain a competitive edge. (Asper, 2007).
- The importance of resolving internal conflicts by **finding common ground and nurturing personal relationships** outside the business. (Fuller, 2009).
- Resilience in overcoming acquisitions and family challenges while **staying committed to continuous improvement and unity**. (Brewster, 2010).



- Underscored the value of **celebrating business and family milestones to keep everyone motivated** and united through growth (Stanton, 2011).
- **Patient family capital, free from market volatility**, supports strategic acquisitions and long-term expansion. (Richardson 2003 & 2012).
- Adapt during economic uncertainty by staying nimble, focusing on core strengths, and leveraging relationships to create growth opportunities while staying true to their values. (Mullen, 2013).

Signature Events

 Stressed the importance of disciplined risk management and strategic investments, aligning family values to build local and global partnerships. (Price, 2015).



- **Demonstrated the power of delegation and trust**, giving next-generation leaders the autonomy to grow the business and themselves (Gupta, 2017).
- Importance of maintaining strong family relationships and open communication, emphasizing that transparent decision-making and trust are essential for business success and family harmony. (Roseneau, 2018).
- Discussed balancing family business continuity with **encouraging younger generations to follow their own passions**, ensuring sustainability and innovation. (Koeller, 2019).
- Early succession planning and generational mentoring relationships within the family support personal and leadership development, and unplanned transitions. (Hay, 2020).



• The Employee Share Ownership Plan (ESOP) empowers employees, strengthens company culture, and **opens the door for women's ownership**, supporting inclusivity and innovation. (Rayner, 2023).

2003 Richardson Family

James Richardson & Sons Limited encompasses interests across the grain trade, oil and gas, shipping, and financial sectors-and beyond. These achievements, as well as a legacy of family values, were celebrated at ABFI's inaugural Signature Event on January 15, 2003 honouring the **Richardson Family**. In 2024, Hartley Richardson continues to lead as President & CEO. The Richardsons continue to share their success through the Richardson Foundation, which supports Canadian charitable organizations.



Carolyn Hursh, Hartley Richardson, Lois Hole, and Bunny Ferguson.



2004 Ganong Family

Established more than 150 years ago by two brothers, **Ganong** is Canada's original and longest standing familyowned and operated chocolate company. That's why the **Ganong Family** was a natural choice to honour at ABFI's 2nd Signature Event in 2004. In 2014, Bryana Ganong took the reins as the 5th generation President & CEO. Ganong keeps in touch with its roots through its heritage chocolatier and the Chocolate Museum, which tells the story of candy-making in St. Stephen and Ganong's many Canadian confectionary firsts.





2005 Melton Family

MELCOR

 As an integrated real estate development and asset management company, and a 4th generation family business, **Melcor** has helped to shape Alberta's landscape, while expanding across western Canada and into the US. At ABFI's 3rd Signature Event in 2005 we recognized the **Melton Family** and their core purpose to "create communities where people want to live, work, shop and play." Today, one year after Melcor's centennial, Tim Melton leads the company as CEO and Executive Chairman.



2006 Shaw Family

Shaw)

As one of Alberta's first telecommunications companies, **Shaw Communications** established a legacy of service excellence over its nearly 60 years of operations since being founded by JR Shaw in 1966. In 2006 ABFI recognized this pioneering history, as well as the company's expansive growth by honouring the **Shaw Family**. In 2023 Shaw Communications was acquired by Rogers Communications, where 3rd generation family member Bradley Shaw continues to serve as a director.

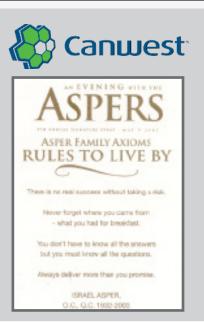




2007 Asper Family

CanWest Global Communications Corp emerged in 1974 through the vision of Isreal Asper. With the leadership of Izzy, Leonard, Gail, and David Asper, who served on the Board of Directors, Canwest became a major Canadian media company with global operations. ABFI honoured the **Asper Family** in 2007. Canwest ceased operations in 2010, the family's legacy continues through the Asper Foundation, which supports the Jewish and broader community in culture, education, and human rights.





2008 Martin Family

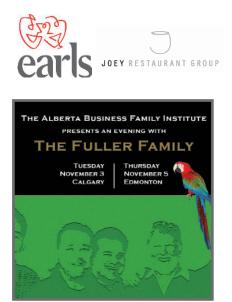
In 2008 Right Honourable Paul Martin and his sons Paul and David represented the **Martin Family** at ABFI's 6th Signature Event where they told the story of **Canada Steamship Lines** (now CSL Group Inc.) and its evolution as a family business. The company's foundations can be traced to a paddle steamer on the Richelieu River in 1845. Today CSL is stll led by Paul, David, and James Martin and is a global leader in a range of shipping and handling services.







2009 Fuller Family

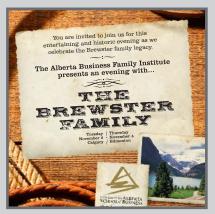


The **Fuller Family**'s legacy in the restaurant business began in 1954 with Leroy Earl "Bus" Fuller's forays into franchises in the US and later Canada. The establishment of the **Earl's** restaurant chain in 1982 with son Stan Fuller initiated an iconic Alberta-born family business that quickly spread. ABFI celebrated this success at our 7th Signature Event in 2009 with Bus and his sons Stan, Jeff, and Stewart. In 2013 the Earl's company named its first non-Fuller president.



2010 Brewster Family





At our 8th Signature Event in 2010, ABFI honoured the **Brewster Family**. Over 100 years and (since 2018) seven generations, the Brewsters have pioneered tourism in the Canadian Rockies. The **Brewster Adventures** company is just one of a range of adventure, hospitality, and entertainment interests under the Brewster name, including lodges, a restaurant, a music venue, and a golf course. Today, the family's commitment to sharing the wonders of the Rockies endures with the 7th generation.



2011 Stanton Family

In 1984, John Stanton founded the **Running Room**. Twenty years later it became a family business when he teamed up with his sons John Jr. and Jason. Together they created a business that doesn't just sell shoes and equipment, but promotes a culture committed to improving quality of life through active living. ABFI celebrated the **Stanton Family** and its business vision at our 9th Signature Event in 2011. Today the Stantons lead a company that has expanded to over 80 locations across Canada and United States.



*Running



2012 Richardson Family

In 2012, a decade after ABFI held its inaugural Signature Event, we invited our business family community to join us in marking the **10th anniversary** by returning to the story of our first honourees: the **Richardson Family** of **James Richardson & Sons Ltd**. In retrospect, the event also marked the beginning of another cycle of 10 outstanding multi-generational business families honoured at ABFI's Signature Event.



JAMES RICHARDSON & SONS, LIMITED BEYANDEED 187 AND AFFELIATED COMPANIES



2013 Mullen Family





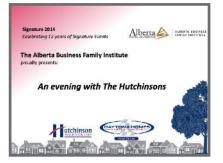
Mullen Group Ltd. was established in 1949 by Ronald Mullen as a one-truck operation. 60 years later, the company had become the largest provider of specialized transportation and related services to the oil and natural gas industry in Western Canada, and one of the leading suppliers of logistic services in Canada. In 2013, ABFI honoured the **Mullen Family** at our 11th Signature Event. In 2023 Mullen celebrated 30 years as a public company and continues to be guided by President Murray Mullen.



2014 Hutchinson Family







In 2014, ABFI honoured the **Hutchinson Family** at our 12th Signature Event in recognition of their decades of success in the real estate and development sector across Alberta and Saskatchewan. Today, over 30 years since the Hutchinson's flagship company **Daytona Homes** was established, the family has developed a portfolio of housing brands, communities, and investment divisions under **Tacada** and continues under the leadership of Ralph and Tally Hutchinson.

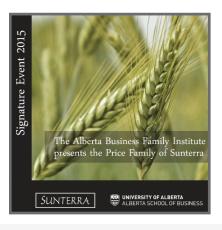


2015 Price Family

The seeds of **Sunterra Group** were planted by Stan and Flo Price on a hog farm in Acme, Alberta. Over 40 years later in 2015, it had grown into a vertically integrated group of food companies dedicated to bringing a high quality food experience to all Albertans. In 2015 ABFI celebrated the achievements of the **Price Family** at our 13th Signature Event. Today, with Ray Price as President, the family's values of land stewardship, humane animal treatment, and community loyalty remain fundamental to the brand.





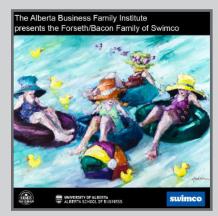


2016 Forseth Bacon Family

Founded in 1975 by Corinne Forseth, **Swimco** began as a mail-order business in the basement of the family home. By 2016, the company had evolved under the leadership of daughter Lori Bacon Forseth into a premier swimwear retailer recognized internationally for its entrepreneurship. ABFI honoured the **Forseth Bacon Family** at our 14th Signature Event in 2016. With a busy online store and Lori's leadership as president, Swimco successfully weathered the 2020 pandemic and looks to expand.



swimco



2017 Gupta Family



Celebrating our

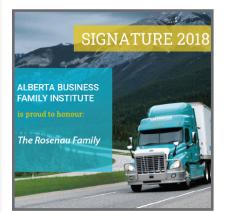
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Annual Signature Event 2017 📟 **Rohit Group of Companies** was founded in 1986 by Radhe and Krishna Gupta and grew from a small home builder to a diversified organization. Twenty years later, with son Rohit as President, Rohit Group had become a vertically intigrated company with operations in home building, residential and land development, commercial assets, and real estate lending across Western Canada. In 2017, ABFI honoured the **Gupta Family** at our 15th Signature Event.



2018 Rosenau Family





From 1957 when Gus and Colleen Rosenau established **Rosenau Transportation** with one half-tonne truck, the company has grown to become one of the largest regional carriers in Western Canada, thanks to its commitment to customer service and safety, and the dedicated work of three generations of family members. ABFI celebrated the **Rosenau Family** and their achievements at our 16th Signature Event in 2018. After his father Carl stepped down in 2017, Ken Rosenau took the lead as President.



2019 Koeller Family

In 1975 Everett Koeller and his associates established a mortgage brokerage that Calvert Home Mortgage Investment Corporation. Today, brothers Dean (President & CEO) and Dale (Chief Risk Officer) uphold Calvert's committment to securing the personal and financial success of others. In 2019, ABFI celebrated the Keoller Family at our 17th Signature Event. In 2022 and 2023 the company received Canada's Most Admired Corporate Cultures Award.







2022 Hay Family

Scandinavian Building Services started as a small janitorial company in 1956, which Terry and Wilda purchased in 1982. Through hard work they established and grew the company across Western Canada. Today, with Russell as President & CEO, and sisters Melanie and Candace on the executive team, the company offers full-service janitorial and building maintenance across Canada. ABFI honoured the Hay Family at our 18th Signature Event in 2022. As they expands, it remains dedicated to the best service.





The Hay Family

2023 Rayner Family



VETS Group was established in 1921 when WWI Veteran Fred Rayner began installing gravity furnaces in Edmonton. Today the company encompasses mechanical, sheet metal, and service divisions that are leaders in HVAC systems. VETS is led by 4th generation President, Sean Rayner, and Erin Rayner leading marketing and business development. ABFI honoured the **Rayner Family** at our 19th Signature Event in 2023. VETS Group recently launched an Employee Shareholder Ownership Program.



2024 Distinguished Guests

The Rayner Family VETS Group

The Hay Family Scandinavian Building Services

The Koeller Family Calvert Home Mortgage Investment Corporation

The Rosenau Family Rosenau Transport Ltd.

The Rohit Family Rohit Group

The Hutchinson Family Daytona Homes/Tacada

The Melton Family Melcor Developments

The Mannix Family Viridian Family Office Inc. **Dr. Marvin Washington**

Dean of the College of Humanities and Social Sciences University of Alberta

Dr. Vikas Mehrotra Dean of the Alberta School of Business University of Alberta



Kindred Spirits 2024 Sculpture of Recognition Boris Kramer, Artist

Programming & Events

Executive Certificate in Family Enterprise (ECFE)

ABFI and the Alberta School of Business are excited to announce a new Executive Certificate • in Family Enterprise, designed specifically for business families seeking growth and considering future leadership or business transitions. The ECFE equips owners, leaders, and family members with tools to:

- Build effective governance frameworks;
- Enhance strategic decision-making; and
- Strengthen succession planning and business transitions.

This certificate consists of in-person and online learning spread across four courses and a capstone summit, and provides a pathway to Masters-level education (MBA, EMBA).

Courses include:

- **SME & Family Business Governance**
- Managing Family Enterprise or Strategic • **Consulting for Family Business;**
- Finance & Strategy for SME and Family **Business**
- MBA elective including Marketing, Innovation, New Venture Creation, Managing People, or Effective **Negotiations**
- **Capstone Family Business Summit**

Scan for more information.



Discussions Family Businesses Don't Have

November 19, 2024 3:00 PM to 8:00 PM Edmonton Convention Centre



Scan for access and to register now.

Join ABFI, HLH CPA, and Halford Consulting for an exclusive event open to Signature Event attendees: use discount code ABFI-Signature2024 for 50% off. We'll explore crucial conversations that are often overlooked in family businesses with author Dr. Tom Deans. Sessions focus on his bestselling book "Every Family's Business" and his new book "The Happy Inheritor".

Influencing Change: Next Gen Leadership

The ability to adapt and change in order to thrive, and your ability as a leader to influence that change, are vital survival skills for your 7:15 AM to 10:30 AM business. Join ABFI and Results for a conversation over breakfast Edmonton about how effective next gen leaders can inspire trust, empathy, and adaptability to navigate change. Gain practical insights into the role of emotions, biases, and social dynamics in shaping family Calgary business transitions including:

- A 5-Step change process and when to use it;
- How to identify and avoid common pitfalls in business and family change:
- Overcoming psychological resistance to change; and,
- Influencing techniques to drive successful change in your business.

January 15, 2025

February 5, 2025 7:15 AM to 10:30 AM



Scan to register.

ABFI

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We Want to Hear from You



Scan the QR code to complete the feedback survey.

How was your experience at Signature Event 2024? The insights you provide in this survey will help us to continue to improve our Signature Event.

For more on our programs and upcoming educational opportunities visit www.abfi.ca.



