

PESKY BUSINESS
SNUFFING OUT PESTS

HIKING AFTER HOURS
WIZZIN' IN THE WOODS

CORPORATE COWGIRL
STAMPEDING TO SUCCESS

CALGARY **WINC**

JULY/AUGUST 2008

**ALSO
INSIDE:**

**REAL ESTATE
REVELATIONS**
from a market guru

14 Best Places to WORK

Summer sledding and other
PERKS THAT WORK

PLUS:

**SERIAL
ENTREPRENEUR
GOES GREEN**
(and it ain't money)

**CALGARY
ROPES IN**
wild TV series

\$4.95



Survey Methodology

How THE BEST PLACES TO WORK Were Selected

The 2008 Calgary's Best Places to Work were selected in an online survey conducted by Leger Marketing in partnership with *CalgaryInc* magazine. The survey was completed from Jan. 18 to Feb. 15 at bestplacestowork.ca. Additional e-mail invitations containing the survey link were distributed to over 6,000 members of the Calgary workforce. Overall, 1,880 people responded, which garnered 1,553 completed surveys. Over 130 companies were then shortlisted as the Best Places to Work.

Using a series of rating and scaling questions, the questionnaire captured employee perspectives and opinions about their company, which focused on eight areas:

1. Fairness and Respect for Employees
2. Work-Life Balance

3. Employee Benefits, Perks and Opportunities for Growth
4. Corporate and Workplace Culture
5. Leadership
6. Corporate Reputation
7. Workplace Diversity and Level of Personal Expression
8. Corporate Responsibility

Employees were then asked to provide written responses to the following questions: Why they think their company is the best place to work in Calgary, what it could do to improve, what they consider the best job perk at their companies, and how job change decisions are made and why. A human resource representative was also asked to fill out an additional survey, to further assess a company's eligibility. Leger Marketing analysts then crunched, dissected and analyzed the mountain of data to create a list of winners.

Survey Demographics

OF THE
TOTAL 1,880
COMPLETED
INTERVIEWS



THE AGES OF
RESPONDENTS
WERE AS FOLLOWS

- 18 to 24 years of age = 12%
- 25 to 34 years of age = 38%
- 35 to 44 years of age = 27%
- 45 to 54 years of age = 16%
- 55 to 64 years of age = 6%
- 65 years of age and older = 1%

TRUST and
RESPECT

PERCENTAGE OF RESPONDENTS
OVERALL who completely agree
that they trust and respect their
companies' leadership:

for the Company's
Leadership

56%

Percentage of those in
the **AGRICULTURAL**
industry who
completely agree that
they trust and respect
their companies'
leadership:

24%

2008 Requalified Companies

These five companies are winners from *CalgaryInc's* 2007 Best Places to Work survey. And they keep coming back for more, with employees continuing to sing their praises. Indeed, survey results say these companies are yet again this year's Best Places to Work

VEER INC.

A provider of stock photography, illustrations and typeface with 144 employees

"Veer is the most open and responsive business I've ever seen. The environment is casual, but belies a drive and ambition that exists in every employee, which fuels incredible growth and innovation. They hire people in every department who ooze creativity and the result is infectious. Coming to work is exciting. Not many people are lucky enough to feel that way."

HUDSON AND COMPANY LLP

An independent accounting firm with 70 employees

"The key to a workplace succeeding in the eyes of employees is the attitudes and behaviours that it rewards, and more importantly those it does not reward. Hudson rewards high-level client service and does not reward the 'blame storming' that plagues high-turnover organizations."

MAWER INVESTMENT MANAGEMENT LTD.

An independent investment management company with 54 employees

"The company has a superior culture. It's like you are part of a family. The organizational structure is very decentralized, so every member of the team has the opportunity to contribute."

AGRIUM INC.

A supplier and producer of agricultural supplies and services with 400 Calgary-based employees

"Agrium has identified a clear mission and vision of where it wants to be. The vision is well documented and communicated to all employees. The

senior leadership team regularly provides updates to employees. The financial growth and success substantiate the plan and clear path to the future with associated employee understanding and commitment to this result."

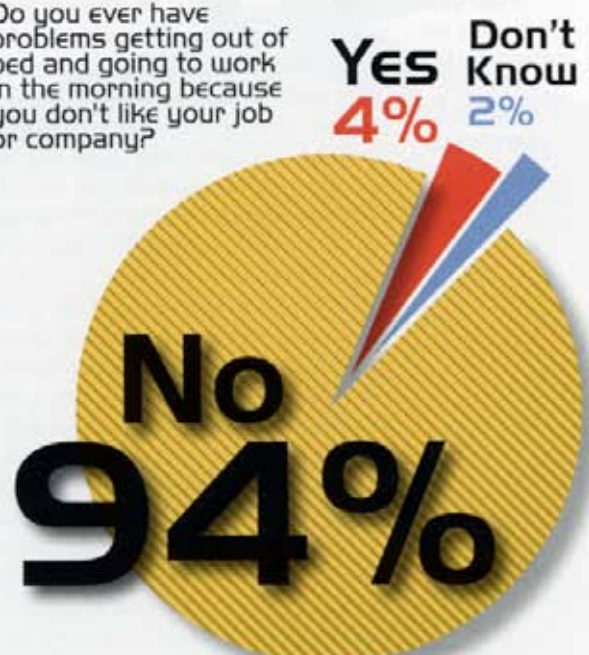
SHERATON SUITES EAU CLAIRE

A downtown Calgary hotel with 327 employees

"As I come to work each day, I know that I am part of a great company where people are recognized and encouraged to be exactly who they are. It's completely genuine. We are recognized and acknowledged as a team and individuals. We cannot, and do not, do this alone."

Fast Facts

Do you ever have problems getting out of bed and going to work in the morning because you don't like your job or company?



Percentage of those in the MANUFACTURING industry who completely agree that they trust and respect their companies' leadership:	Percentage of those in the LEGAL SERVICES industry who completely agree that they trust and respect their companies' leadership:	Percentage of those in the ENERGY SECTOR who completely agree that they trust and respect their companies' leadership:	Percentage of those in the NOT-FOR-PROFIT SECTOR who completely agree that they trust and respect their companies' leadership:	Percentage of those in the FINANCIAL SERVICES industry who completely agree that they trust and respect their companies' leadership:	Percentage of those in the CREATIVE SERVICES industry who completely agree that they trust and respect their companies' leadership:
35%	46%	47%	52%	60%	62%