

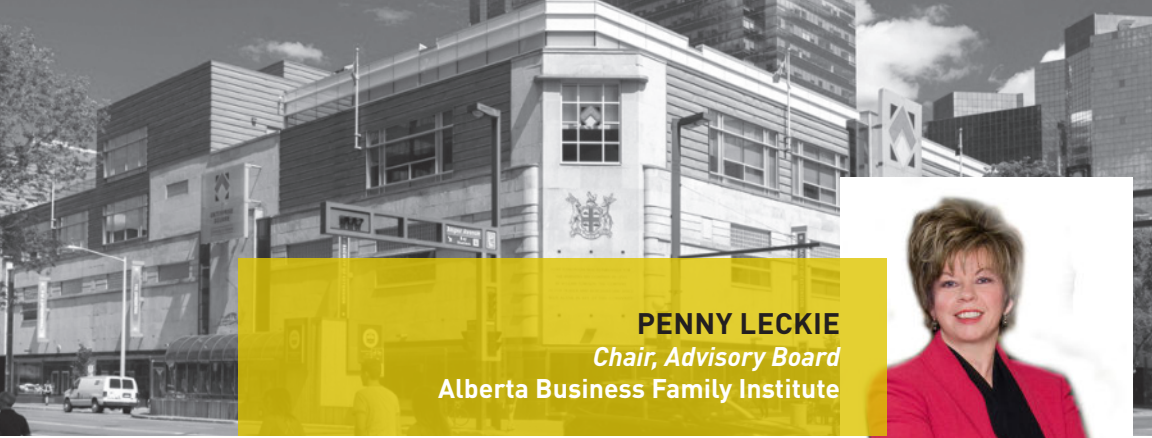
SIGNATURE 2018

ALBERTA BUSINESS
FAMILY INSTITUTE

is proud to honour:

The Rosenau Family





PENNY LECKIE
Chair, Advisory Board
Alberta Business Family Institute



Greetings and Welcome

Alberta was built by individuals, with a vision, working hard and taking risks. These men and women did not see themselves as family businesses. Rather, they saw themselves as providing for their families.

Family business continues to be the bedrock of the Alberta economy. Business schools now realize while there are certain challenges associated with family business, there are also unique advantages and opportunities. With proper assistance, advantages will exceed challenges.

The University of Alberta School of Business is a global leader in the study of family business, and through Alberta Business Family Institute, provides resources and guidance to business families so they can succeed for generations to come.

We are grateful the Rosenau Family is willing to share their remarkable journey at our 16th Annual Signature Event. Thank you for supporting Alberta Business Family Institute through your attendance and sponsorship. We hope you enjoy this intimate learning experience and celebration of the advantages of family business.

If you appreciate this evening's experience, please help us connect with business families and advisors to share our resources, assist them with their challenges and to continue celebrating the advantages of family business.

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.

YOUR MASTER OF CEREMONY



JARED SMITH

Partner & Chief Marketing Officer
The Luxus Group

Jared Smith is the Partner and Chief Marketing Officer for The Luxus Group, a firm specializing in luxury real estate, investment and lifestyle experiences for people who want to connect their dreams with their passions and investments. As the former founder/owner of Incite Marketing, Jared has dedicated most of his career advising senior leaders in high-growth organizations.

Jared has an intense interest in community-building. He is the Past-President of the Entrepreneurs' Organization (Edmonton Chapter), the Chair of the Edmonton Mayor's Business Roundtable and sits on the Advisory Council for the University of Alberta School of Business.

Jared loves travelling the world and seeking adventure with his wife Jessica and two children. He is a 3rd Degree Blackbelt in Karate, an active boxer and he recently endured a year-long training simulation with US Navy SEALs.

FAMILY MODERATOR

TERRY RHODE

Vice President Corporate Development
Rosenau Transport Ltd.



After growing up in an entrepreneurial family in Saskatchewan, Terry Rhode branched out moving to Alberta to develop his skills. 20 years ago Terry found a new family in Rosenau. Looking back, after joining the Rosenau team, Terry considers it to have been a fantastic journey with many challenges and rewards.

Terry Rhodes started as an Assistant Controller and worked his way through the organization to his current position as Vice President Corporate Development. Even today Terry looks forward to the challenges tomorrow will bring as Rosenau continues to evolve as a 3rd generation company.



ROSENAU ~ LEADERS IN FAMILY BUSINESS

Rosenau Transportation has always been committed to family and business. Founded in 1957 by Gus and Colleen Rosenau in the family kitchen with one half-tonne truck, it has grown to be one of the largest regional carriers in Western Canada with 26 terminals and warehouses, 675 employees and over 1200 pieces of equipment.

This amazing success can be attributed to their commitment to customer service, their dedication to serving Western Canada, and the ongoing consistent leadership and contributions of many family members spanning three generations.

In 2017 Rosenau Transportation Ltd. undertook a substantive transition in family leadership from President Carl Rosenau to son Ken Rosenau.

The Alberta Business Family Institute is proud to honor this incredible family business at Signature Event 2018.



CARL ROSENAU
Past President
Rosenau Transport Ltd.

Carl Rosenau has been part of the Family business since 1967. Carl moved into a General Manager position in 1976 and then took over as President in 1988 when Gus Rosenau, his father, retired. In the time of his presidency, 1988-2016, Rosenau Transport expanded from 4 Alberta locations to 24 locations including Saskatchewan, Manitoba and B.C with a growth workforce to over 700 employees. He developed a business strategy and startup of Acropolis Warehousing Inc., an agricultural and industrial chemical storage operation, expanding to currently 7 locations.



Carl Rosenau is a big believer in community philanthropy and has given corporate donations to community causes including: UofA Hospital Foundation, Heart & Stroke, Festival of Trees, STARS Air Ambulance, Rosenau 18 Wheels of Christmas supporting Food Banks in the community, Support our Troops program, Canadian Breast Cancer Foundation and Canadian Cystic Fibrosis Foundation.

Carl Rosenau is the recipient of the Life Member Award with Kinsmen, Julia Award with Cystic Fibrosis Foundation and Service to the Industry Award with the Alberta Motor Transport Association.



TIM ROSENAU
Terminal Manager
Rosenau Transport Ltd.

Tim Rosenau was born and raised in Calgary, Alberta, he is the last of the 2nd Generation still working for Rosenau Transport Ltd. Tim officially started working for his father, Gus Rosenau, at Rosenau Transport May 1981 in occupational duties ranging from A-Z. Tim Rosenau worked his way up to Assistant Manager. In 1994 he was transferred from Calgary to Saskatoon to set up operations there. Trucking, Warehousing, Maintenance.

Tim Rosenau currently still resides in Saskatoon with his Wife and Daughter.



KEN ROSENAU

President

Rosenau Transport Ltd.

Ken Rosenau is a 3rd generation family member who is currently the president of Rosenau Transport Ltd. Ken has worked through all parts of the business. He started on the dock and then proceeded to do driving, clerical, sales, operations and moved into his role as President in January 2017.

Ken Rosenau is the first Rosenau in the entire family to graduate from High School and the first member to attend post secondary schooling. The one thing he's not done is ever get his class one license.

Ken Rosenau currently sits on the following boards: AMTA, CTA Trucks for change and he is a current member of TEC Canada

DILLON ROSENAU
Director of Operations
Rosenau Transport Ltd.



Dillon Rosenau was born and raised in Medicine Hat, Alberta, he began his career with the family business by applying for a job with his Dad, Willie Rosenau, at the age of 19 to work on the dock. He worked his way up through the organization and when Willie retired, Dillon took over Medicine Hat as Terminal Manager. Shortly thereafter, the decision was made to take on a larger role with the company, so along with his wife Kayla, and 2 sons, they moved to Calgary where he is now serving as Director of Alberta Operations.

He is actively involved with many charitable organizations throughout the province including 18 Wheels of Christmas, Kidsport, Alberta Games, Comrie's Sports Equipment Bank, and Sport Central.

ALBERTA FAMILY ENTERPRISE ADVISOR OF THE YEAR AWARD 2018



Congratulations to
our Winner!

Greg R. Burrows B.Admin, CPA, CA, FEA
Mara Family Office
CEO



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 Institutes' value of "family first".



Leadership

Noisy is the mountain river
Cutting its channel through the rocks.
For all its deafening work and attention
It draws to itself,
It accomplishes little
In contrast to the Nile, Yangtze, or Amazon.
With inner fortitude,
Those who truly lead effectively do so with an influence
That quietly moves those around them
Towards one common vision.
A view towards honour, respect, and discipline
Quiet attributes, like great rivers, that bring about real change.

~ **Boris Kramer**
Sculptor

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Joseph Doucet, PhD

Alberta School of Business

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Sauna Feth, FEA

Marketing, Events, and Programs

Valerie Plamondon

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