

kindersley transport ltd. - celebrating 55 years of business

2017 marks 55 years of business for Kindersley Transport Ltd. The Company, which began its operations with a single truck and seven employees, was founded by Erwen Siemens. In 1962, Erwen decided to strike out on his own by buying a truck and doing a run between Saskatoon and the town he would name his company after, Kindersley. Since then it has grown into an international family company with more than 2,600 pieces of equipment and is the cornerstone to Siemens Transportation Group Inc. In recent years, the excellence of Kindersley has not gone unnoticed. The Company has been recognized for various awards including: Today's Trucking list of Top 100 Carriers, HR Canada's Top Fleet Employers and Saskatchewan's Top 100 Companies.

So what has led to Kindersley Transport Ltd.'s success within the Transportation Industry, an industry where only 45% of new businesses survive the first five years? The key contributing factors that have caused the Company to not only survive this environment, but grow and prosper into one of the largest and most successful transportation companies in Canada include: **Strong Leadership**, **Innovative Thinking** and most importantly **Relationships**.

Strong Leadership. A strong leader is more than someone who directs a team towards a desired destination but is, as described by President Doug Siemens, "someone who can get others to believe in that conviction and then work to make it happen". A strong leader is someone who not only works hard but is passionate for their vision. This is a quality that Erwen, Doug and Management all possess. For Erwen Siemens, one of the key lessons he has taken from his experience within the Transportation Industry is "without passion it is difficult to succeed". The passion and dedication displayed by the Company leaders, has trickled down throughout Kindersley and has therefore enhanced the drive of all employees within the Company. Passion has led the company through both the good and difficult times and has enabled and encouraged Kindersley Transport Ltd. to take risks to enhance the business.

Having both a leader and employees who are passionate about what they do can give any company a competitive edge and Kindersley Transport Ltd. is proof of that. Without the drive and passion of its employees and leadership Kindersley would not be in the position it is today.

Innovative Thinking. Like any business there are always obstacles along the way. In Kindersley's early days, the transportation industry was highly regulated by the government, which made expansion difficult. The struggles that came with this environment would make many people move away from the industry, but not Erwen Siemens. He took risks when others might not have and looked outside the box which not only allowed the company to identify and exploit new business opportunities but also to assist in problem solving and find ways to become more efficient. To

It is through these qualities that Kindersley Transport Ltd. has earned the reputation of quality, safe and efficient transportation services that meet established requirements – on time, every time.

this day innovation is encouraged throughout business operations and remains a large factor in the Company's success. As the transportation industry and the rules and regulations within the industry continue to evolve, the Company relies on developing fresh ideas to improve business strategies and adapt to the ever changing environment.

The Company encourages innovative thinking among employees in all aspects of business which not only increases morale but creates an environment that promotes creativity and personal growth.

Relationships. For many, the perception of the trucking industry is all about trucks, diesel and warehouses but this is not the case for Kindersley Transport Ltd. The Company was built on family values with a specific emphasis on the importance of quality customer service, both internally and externally. From the Siemens family's perspective, the industry is all about people and relationships. In the early years, these values were instilled in every aspect of the operations, from suppliers to customers to employees and this still remains the case today.

Over the years Kindersley Transport Ltd. has focused on understanding the perspectives of its customers in order to align organizational goals with customer needs. This business mindset has displayed the importance they place upon developing positive relationships. Without an ongoing commitment to provide quality service and maintain relationships within the industry it would have been difficult for the Company to stand apart from competitors and grow within the continuously changing landscape of the transportation industry.

We would like to take this time to say

— Thank You —

to all of our suppliers, customers and employees who have contributed to our success over the years. You are the reason we are here today, 55 years later, and are grateful for the trust you have placed in us. Thanks to you we are on the path to even greater achievements!

