

A close-up portrait of a man with dark hair and glasses, wearing a blue shirt and a dark jacket. He is looking slightly to the right of the camera with a thoughtful expression. The background is blurred.

# SUSTAINABILITY AND SMART GROWTH

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MEYERS NORRIS PENNY LLP

# MISSION STATEMENT

At MNP we assist our clients in achieving their goals by identifying needs and providing solutions with timely, professional services. For MNP team members, professionalism means listening, caring and acting with integrity, objectivity and innovation.



Knowledge beyond numbers.

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# VISION STATEMENT

MNP will be a high-growth, market-driven and increasingly profitable organization that manages risk and embraces change. With visionary leadership, a team of highly motivated and skilled professionals and a clear plan of action, MNP will be the pre-eminent mid-market firm in our region.



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# PILLARS

- Exceptional Service
- Trusting Relationships
- Fun
- Sensational People
- Unified Team

“ONE STEP FURTHER”

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# MNP HISTORY

- 1945 founded in Brandon, MB

	<u>1947</u>	<u>1975</u>	<u>1998</u>	<u>2006</u>
<b>Staff</b>	10	140	400	1472
<b>Offices</b>	1	11	26	74

- Head office relocated in 2001 to Calgary, AB



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# MNP HISTORY



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# MNP History

- Western Canadian philosophy
- We work, live, play and support our communities
- It starts with a relationship



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# MNP and ECONOMIC DEVELOPMENT

- Shared messages
  - Nurture city/regional growth
  - Help businesses succeed
  - Promote entrepreneurs
  - Understand and foster smart growth



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# NURTURE CITY GROWTH

- Larger employer not only in Lethbridge but across Western Canada
- Invest in our communities
- Utilize and invest in local educational system



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# HELPING LOCAL BUSINESSES SUCCEED

- Advisory vs Traditional services
  - Management Consulting
  - Ag Advisory
  - Human Resources
  - Succession
  - Valuations and Litigation
  - Forensic Accounting
  - Corporate Finance

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# HELPING LOCAL BUSINESSES SUCCEED

- Peace Air
- Blood Tribe
- KB Heating and Air Conditioning Ltd.



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# PROMOTE ENTREPRENEURS

- Self Employment Program
- Chinook Entrepreneur Challenge



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# WHAT SMART GROWTH MEANS TO US

- How we choose our mergers and new office locations
- What are other companies like MNP looking for?



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# WHAT SMART GROWTH MEANS TO US

- We looked at where would we want to be without considering what our current regions look like.
- We looked into the future, for growth and sustainable locations.
- We considered management of the regions.



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# WHAT SMART GROWTH MEANS TO US

- Hub office distance to offices approximately 2 hours driving time
- Able to recruit team members to offices
- Region is accessible by air from Calgary
- Population; demonstrated growth, minimum 5,000 people



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# WHAT SMART GROWTH MEANS TO US

## Financial indicators

- Office can achieve revenue to a minimum of \$2 million
- Region revenues of \$10 - \$15 million
- Office able to support a minimum of 2 partners
- Office is key to trading area



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# WHAT SMART GROWTH MEANS TO US

## Competition

- Must be present
- Merger potential

## Industry

- Not dependent on a single industry
- Niche markets: Agriculture / First Nations
- Demonstrated growth, outside investment

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# BUSINESS CHALLENGES

- Location
- Infrastructure
- People
- Economic Activity



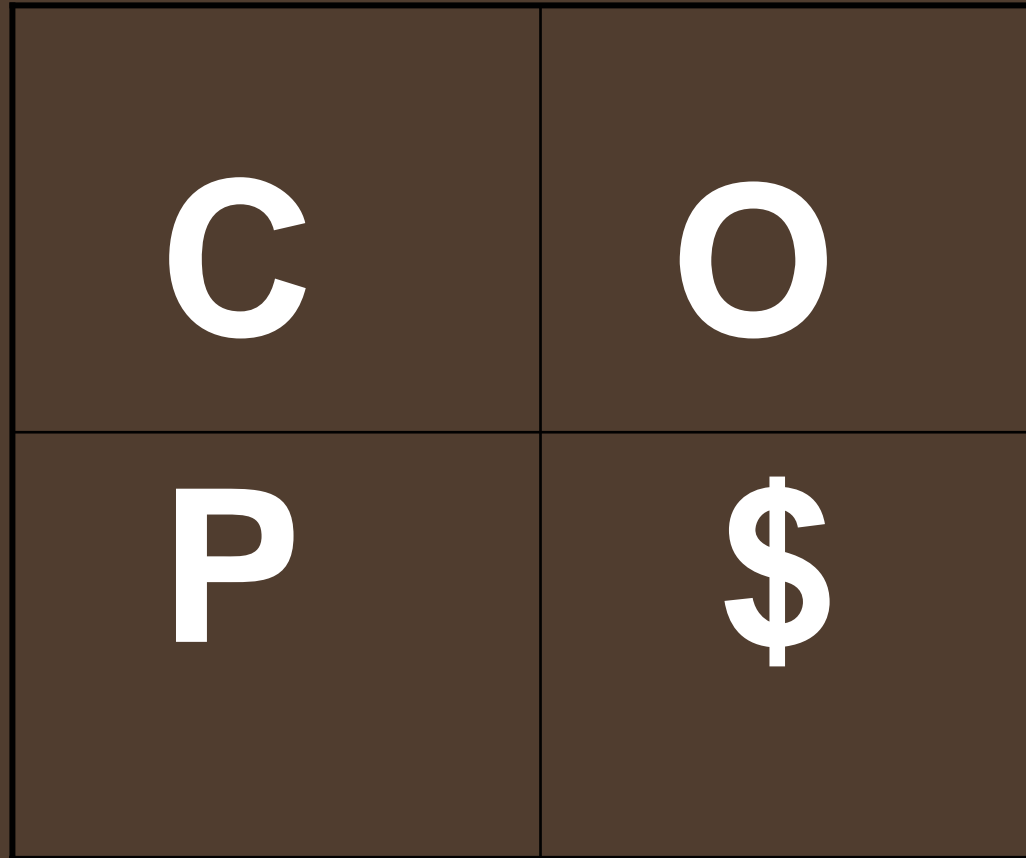
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# BALANCED SCORECARD

Clients

Operations



People

Finances



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# WHERE IS BUSINESS HEADING?

- Offshoring
- Supply Chains
- Insourcing
- In-Forming
- Collaboration



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# WHAT EDO'S CAN RELY ON MNP FOR:

- Services
  - Strategic planning
  - Self Employment program
  - Strength in international tax and trade knowledge



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# RESOURCES

- Cross Border Services
  - SOX
  - Can-Sox
  - Baker Tilley



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# EXCITING TIMES

- Great potential for growth and expansion in the North West
- We need to LEAD our clients to their potential



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# QUESTIONS....?



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# REFERENCE MATERIAL

## Profit from the Core

-growth strategy in an era of turbulence; Chris Zook  
Author

## Beyond the Core

-expand your market without abandoning your roots;  
Chris Zook Author

## The World is Flat

-a brief history of the twenty-first century; Thomas L.  
Friedman Author



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