

THE 2019 *Chamber Ball*

HONOURING THE 2018

Northern Lights Award of Distinction Recipient

Brent Hesje
CEO, Fountain Tire Ltd.



For more than 60 years, Fountain Tire has been driven by a passion for customer service, the spirit of partnership and a love for tires and vehicles.

The company started in 1956, when Bill Fountain opened his first store in Wainwright, Alberta. Fountain Tire quickly grew from one double-bay garage to include stores across Alberta, across the Prairies and across Canada.

Bill Fountain's outstanding service, infectious work ethic and commitment to partnerships were integral to the company's success. Store managers who effectively met the needs of customers were offered ownership of the business through a 50/50 partnership in their operation, a system the company still follows today. After his tragic passing just 20 years after the first store opened, Fountain Tire vowed to uphold his values and keep running the company with a strong customer service and partnership focus.

In a groundbreaking move in 1987, Fountain Tire sold 49 per cent interest of its business to Goodyear Canada, one of the world's leading tire manufacturers. Goodyear's established marketing presence and Fountain Tire's reputation as a leading Canadian tire retailer helped both companies flourish.

Today, Fountain Tire is one of Canada's premier tire and automotive service networks with 160 locations from British Columbia to Ontario. It is also a leading provider of tires and tire-related services to commercial truck fleets and off-road vehicles used in agriculture, oil and gas, mining and construction. All of these lines of business are proudly guided by a tight-knit team of 120 employees at the head office in South Edmonton at Fountain Tire Place.

Fountain Tire has been named one of Alberta's Top Employers for the last two years and has maintained Platinum Club member status of Canada's Best Managed Companies since it was first honoured with the award in 1994. These accolades are attributed to the company's expanding infrastructure, deep-rooted corporate values and strong leadership.

Fountain Tire's CEO, Brent Hesje, has led the company through a period of significant growth since he took the position in 2005. A 25-year veteran of the company, his passion to advance the local ownership model has been a key driver of its expansion. His dedication to the partnership philosophy has further advanced local business relationships and developed community leaders across the organization. At the helm, Hesje has fostered the company's culture of trust, integrity, transparency and respect.

Propelled by the corporate culture, Fountain Tire associates are active members of the communities where they live and work. Locally, the company has a long history of supporting the United Way in their mission to create pathways out of poverty. Throughout the year, Fountain Tire associates raised funds and goods needed in the community and participate in Days of Caring, all leading up to an annual charity auction and pledge drive at Fountain Tire Place. To date, associates have contributed more than \$500,000 to the charity. Fountain Tire also supports Junior Achievement through their in-school program, company program, Alberta Business Hall of Fame and job shadowing program; recently a local student had the opportunity to shadow Hesje for a day. In addition, Fountain Tire supports local initiatives such as the Fort Edmonton Park development project.

Across the country, Fountain Tire store owners choose the local charities they want to support. Community involvement is brought to life in a variety of ways from restoring one town's original fire truck to hosting another community's annual soap box derby.

For Fountain Tire, community leadership also means actively participating in the local business community and the automotive industry. Hesje is the former chair of the Board of Governors of NAIT and the boards of directors of the YPO Alberta Saskatchewan Chapter, the Western Canada Tire Dealers and The Support Network. He is a board member of ONEC Group, a director with POS Bio-Sciences and the chair of the Automotive Industry Association of Canada, which brings a voice of Edmonton business to Ottawa.

Under Hesje's leadership, Fountain Tire embarked on an extensive branding exercise in 2018 to further define the company's values of service and partnership. Expressed by a new tagline, "we're on this road together," the new brand platform explains:

At Fountain Tire, we're on this road together.
Because we're not just built on partnership.
We live and breathe it.
Plain and simple.
You run the vehicle, we look after it.
This is why we make your problems, our problems.
So whatever the road ahead brings,
We're on it together.

As Fountain Tire continues to grow in Edmonton and beyond, the company has a clear focus and mission: to be the best tire retailer in the country.

The logo for Fountain Tire, featuring the words "Fountain Tire" in a bold, blue, sans-serif font. A small red maple leaf is positioned above the letter "i" in "Tire". The text is set against a bright yellow rectangular background.The logo for the Edmonton Chamber of Commerce. It features a stylized graphic of three curved, overlapping bands in teal, blue, and orange. To the right of the graphic, the text "Edmonton Chamber of Commerce" is written in a bold, black, sans-serif font, with "Edmonton Chamber" on the top line and "of Commerce" on the bottom line.