



**Waterstone Human Capital  
Regional Winners of the Canada's 10 Most Admired Corporate Cultures™ of 2011  
Program Announced Today**

**TORONTO, October 12, 2011** - Waterstone Human Capital, a leading retained executive search firm specializing in recruiting for fit and in cultural assessment, today announces the regional winners of the Canada's 10 Most Admired Corporate Cultures™ of 2011 program.

The winning organizations, in alphabetical order per region/category, are:

**Regional Winners – Western Canada (11 Regional Winners Due to a Tie)**

Agrium Inc. (Calgary, AB)  
AltaGas Ltd. (Calgary, AB)  
Coast Capital Savings Credit Union (Surrey, BC)  
First Calgary Financial (Calgary, AB)  
JV Driver (Leduc, AB)  
Ledcor Group of Companies (Vancouver, BC)  
Mr. Lube Canada Limited Partnership (Delta, BC)  
National Leasing Group Inc. (Winnipeg, MB)  
North Shore Credit Union (North Vancouver, BC)  
Vancity (Vancouver, BC)  
WestJet Airlines (Calgary, AB)

**Regional Winners – Central Canada (11 Regional Winners Due to a Tie)**

CIBC (Toronto, ON)  
Cineplex Inc. (Toronto, ON)  
Credit Suisse Securities (Canada), Inc. (Toronto, ON)  
Direct Energy (Toronto, ON)  
ING Direct Canada (Toronto, ON)  
Kinross Gold Corporation (Toronto, ON)  
Loblaw Companies Limited (Brampton, ON)  
LoyaltyOne (Toronto, ON)  
McDonalds Restaurants of Canada Ltd. (Toronto, ON)  
RBC (Toronto, ON)  
Shoppers Drug Mart (Toronto, ON)

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**Regional Winners – Quebec & Atlantic Canada**

Bell Aliant (Halifax, NS)  
Cascades Inc. (Kingsey Falls, QC)  
Fédération des caisses populaires acadiennes (Caraquet, NB)  
High Liner Foods Inc. (Lunenburg, NS)  
Jazz Aviation LP (Halifax, NS)  
Laurentian Bank of Canada (Montreal, QC)  
McCain Foods (Canada) (Florenceville-Bristol, NB)  
National Bank Financial Group (Montreal, QC)  
Pratt & Whitney Canada (Longueuil, QC)  
SEMAFO Inc. (St. Laurent, QC)

**Special Category Regional Award – Broader Public Sector (Top Five):**

Farm Credit Canada (Regina, SK)  
McGill University (Montreal, QC)  
Right To Play International (Toronto, ON)  
Sunnybrook Health Sciences Centre (Toronto, ON)  
The Hospital for Sick Children (Toronto, ON)

**Special Category Regional Award – Best Emerging Organization (Top Five):**

INFUSION (Toronto, ON)  
Nurse Next Door Home Healthcare Services (Vancouver, BC)  
Shopify (Ottawa, ON)  
Vital Insights Inc. (Mississauga, ON)  
Wind Mobile (Toronto, ON)

“This award recognizes and celebrates the great organizations where corporate culture drives performance,” says Marty Parker, Chairman and CEO of Waterstone Human Capital; the founder and presenter of the program. “A strong corporate culture is the single greatest asset an organization can have and the really great organizations, like our regional winners, know this – they understand that culture provides a competitive advantage that sets them apart from their peers.”



This is the 7th year of the Canada's 10 Most Admired Corporate Cultures program, and the second year the regional qualification element has been included.

**Regional award events will be held across the country in October and November:**

**Central Canada:**

Monday, October 24, 2011, Toronto

**Quebec & Atlantic Canada:**

Thursday, October 27, 2011, Dartmouth,

Thursday, November 3, 2011, Montreal

**Western Canada:**

Tuesday, November 1, 2011, Vancouver

Wednesday, November 2, 2011, Calgary

“The competition was even tougher than in 2010, which in and of itself was a record-setting year for Canada's 10 in terms of nominations and submissions,” says Parker. “Like our board of governors, we were thoroughly impressed with both the exceptional quality of the submissions and the level of engagement on the part of the nominated organizations for the 2011 program.”

This year, the number of nominated organizations grew by 60 per cent over 2010, and the number of organizations proceeding with a formal submission to the program increased by 20 per cent over 2010.

In-person interviews were held this past summer, across the country, between Waterstone Human Capital and senior executives from the submitting organizations. The program's 26-member Board of Governors, consisting of top executives from many leading organizations from across Canada, voted on the submissions and chose the regional winners at the end of September.

Canada's 10 Most Admired Corporate Cultures' Board of Governors will reconvene and select the national winners, as well as the two special category national winners, in early November. Canada's 10 Most Admired Corporate Cultures of 2011 will be celebrated at the 7th annual gala, to be held on February 6, 2012, in Toronto.



**Canada's 10 Most Admired Corporate Cultures of 2011 Program Partners:**

**Founder and Presenter:** Waterstone Human Capital

**National Program Partners:**

WestJet Airlines

Richard Ivey School of Business

Design Lab

**Media Partner:** The National Post

**Quebec & Atlantic Canada Partner:** Medavie Blue Cross, Desjardins Group

**Western Canada Partner:** Canadian Western Bank, TELUS

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**About Canada's 10 Most Admired Corporate Cultures™:** Canada's 10 Most Admired Corporate Cultures is founded and presented by Waterstone Human Capital, a leading retained executive search firm specializing in recruiting for fit and in cultural assessment. This national program, now in its seventh year, annually recognizes best-in-class Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. Canada's 10 is Waterstone's R&D Lab: through our annual Canadian Corporate Culture Study™, the hundreds of program submissions, the nominee interviews, as well as through our Corporate Culture Summit, our regional events, and our national gala, Waterstone is at the forefront of best practices in culture and fit – practices we share with our clients, to help them recruit for fit, conduct cultural assessments and build great organizations. [www.canadasmostadmired.com](http://www.canadasmostadmired.com)

**About Waterstone Human Capital:** Waterstone, a leading retained executive search firm specializing in recruiting for fit and in cultural assessment, builds great organizations. We are experts at assessing and articulating organizational culture, and we help our clients find and keep great people – great people that 'fit' our clients' unique cultures, and who ultimately drive organizational performance. Our head office is located in Toronto, with offices in Halifax and Vancouver as well as in Palo Alto, California. [www.waterstonehc.com](http://www.waterstonehc.com)