

# our community promise

healthy living  
sports and recreation  
arts and culture  
environment and sustainability  
education



# our community promise...at a glance

We strive to help make a positive difference so the communities we serve have brighter futures. As friends and neighbors we never forget that we live here too.

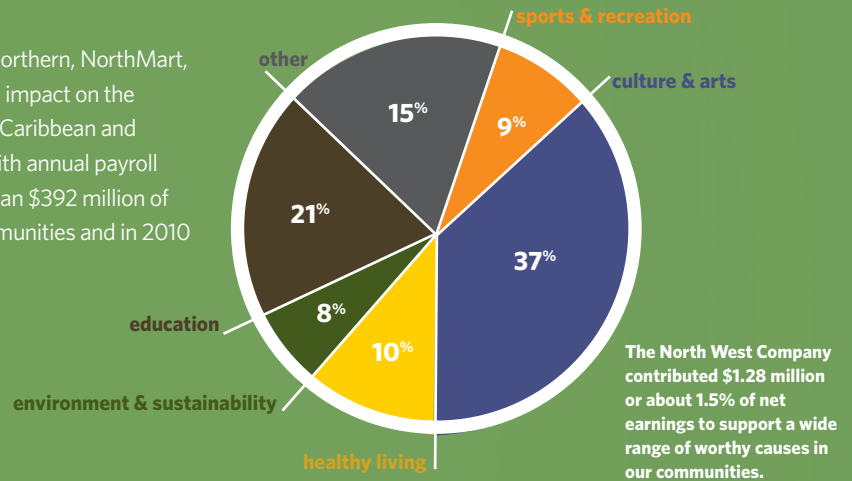
## A Positive Economic Force

The North West Company, operating under the banners of Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less, has a positive impact on the communities we call home in Northern Canada, Alaska, The Caribbean and South Pacific. In total, we employ more than 4,500 people with annual payroll costs of \$102 million. The North West Company has more than \$392 million of capital invested in the retail operations that serve these communities and in 2010 we spent \$60 million to purchase local goods and services.

## we care for our communities

### Community Support

(% of corporate donations in 2010)



### sports & recreation



Last year, we helped more than 7,000 community members to participate in sporting events.

### culture & arts



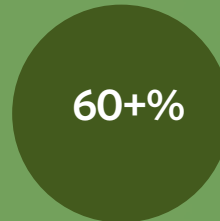
Every year, we give more than \$450,000 to communities for cultural events and performing arts.

### healthy living



Since 2000, we have raised more than \$2 million for the Canadian Diabetes Association and the American Diabetes Association.

### environment & sustainability



Since we started our *Greener Tomorrow* program in the Northwest Territories, Nunavut and Nunavik, plastic bags have been reduced by more than 60 percent.

### education



Every year, we give more than \$180,000 in scholarships and education assistance help to our staff and community members.

Dear Reader,

I am pleased to introduce our 2011 Report to the communities we serve in Alaska.

At Alaska Commercial Company, AC Value Center, Pacific Alaska Wholesale and SPAN wholesale services, community support is a principle of doing business in a positive, sustainable way. We strive to be a trusted store that can be counted on to deliver on our promises, whether that means having the quality products on our shelves that people need, being a strong employer and contributor to the local economy or being ready and able to give to local causes.

We understand that each community in Alaska has different needs and that our approach to support must be equally flexible and adaptable, just like the types of service and merchandise that we bring to you, our customer. You will see this wide range of support reflected throughout this report — from education to sports and recreation to environmental preservation to culture and the arts.

While we will always be responsive to the priorities of each community we serve, we have made a greater effort to increase our support for Healthy Living initiatives. This started over 15 years ago with the beginning of our nutrition programs and has continued with our "Team North West" marathon running and walking teams. Since 1992, these teams of over 178 participants have raised over \$2 million for diabetes research and for sponsoring nutrition and local physical activities. Building on this, we look forward to investing more time and financial resources into these and other programs that help people sustain active, healthy lives.

Our stores began business trading with the native people of what is now Alaska over 144 years ago and we have been the proud owner of Alaska Commercial Company since 1992, based in Anchorage. As one of the oldest continuing enterprises in the world our sustainability continues to depend on listening, respect, being able to adapt, putting the customer first and striving to be a helpful, supportive citizen in true partnership with each community we serve.



*Edward S. Kennedy*

**Edward S. Kennedy**  
Chairman & CEO  
The North West Company (International)



# we make a difference in our communities

## **\$20 million+**

Alaska Commercial Company has a positive economic impact on the communities we call home in Alaska. In total, we employ 665 people with annual payroll costs of more than \$20 million. Alaska Commercial Company has more than \$54 million of capital invested in the retail operations that serve these communities and in 2010 we spent over \$11 million to purchase local goods and services.

Alaska Commercial Company is an avid supporter of community sport and recreation programs that help build the skills and confidence of young people while encouraging healthy living for all. In 2010, the Barrow AC Value Center sponsored a fundraiser for the local high school cross country team to help raise funds for them to travel to New Mexico for a competition. By holding a community BBQ, the store helped the team achieve their fundraising goal by raising \$1,900.

## Sports & Recreation



Last year, the Hooper Bay AC Value Center store held a scavenger hunt to celebrate Easter and educate community members on the history and culture of Hooper Bay. Participants were tasked with finding a secret key which was hidden in “Old Town” — the place where the Yupik people lived for centuries that they entered using ladders. This event brought out the elders and the youth, and created a day of community spirit.

## Culture & Arts



Alaska Commercial Company made it their mission to raise funds for the American Diabetes Association through Team North West events and sponsorships. Combined with in store fundraisers, charity events and individual community member fundraising Alaska Commercial Company was able to raise more than \$40,000 for the American Diabetes Association.

## Healthy Living



To date, six AC Value Center village stores have gone bag less to better their communities and environment — Emmonak, Ft. Yukon, Hooper Bay, McGrath, St. Michael and Nuiqsut. In other AC Value Center communities, customers have the option to use reusable bags or the 100% Degradable Green Bag. To further reduce waste and help customers with their groceries, AC Value Center stores recycle cardboard boxes by packing customers' orders in these boxes reducing the amount of cardboard that ends up in the landfills.

## Environment & Sustainability



The Bethel AC Value Center store supports health and education in the community schools and surrounding area by offering store tours to school children so they can learn about where produce comes from. The students are taught, through the “Cool” program, about the origin of various types of produce to help educate them about the world they live in.

## Education



# we never forget that we live here too

At Alaska Commercial Company, we believe the core of any great company is its employees. From the managers and cashiers who run the daily operations at our stores to the support staff at Head Office — our employees strive to provide quality service to the communities they serve.

## **Our Core Principles**

Customer Driven, Passion, Enterprise, Accountability, Trust and Personal Balance are reflected in each and every one of the nearly employees who work for Alaska Commercial Company.


Each year, Alaska Commercial Company recognizes our employee contribution through a number of programs and initiatives including our Education Assistance Program and Manager in Training Program Small Store program.

## **Employee Engagement**

Alaska Commercial Company offers engaging work with competitive compensation, attractive benefits and flexible schedules. Employees thrive in a performance culture where they can be a champion in life while learning, growing and building their career in a rewarding and active team environment. The work environment is one that promotes healthy living and provides our employees with opportunities to participate in a wide range of fun and engaging seasonal events.

## **Community Commitment**

Our goal is to recruit, train and give back to communities we serve. We aim to hire members of the community to work at our stores and encourage those employees to re-invest back into the community by participating in a variety of volunteer opportunities and charitable events.



**Emmett Melton**  
Klawock, Alaska

# trusted community store of choice

We strive to help make a positive difference  
so communities we serve have bright futures.  
As friends and neighbors we never forget  
that we live here too.



82 Employees  
\$2,607,171 Capital Invested  
\$1,037,841 Purchase of local goods  
& services



94 Employees  
\$9,250,296 Capital Invested  
\$1,467,166 Purchase of local goods  
& services



109 Employees  
\$3,025,150 Capital Invested  
\$1,660,894 Purchase of local goods  
& services



9 Employees  
\$834,786 Capital Invested  
\$289,133 Purchase of local goods  
& services



8 Employees  
\$546,819 Capital Invested  
\$162,344 Purchase of local goods  
& services



**Kodiak AC Value Center**  
24 Employees  
\$2,051,047 Capital Invested  
\$221,019 Purchase of local goods  
& services

**Bells Flats AC Express**  
4 Employees  
\$239,647 Capital Invested  
\$83,364 Purchase of local goods  
& services

**27 Locations, 665 Employees**



We connect with our friends and neighbors  
as we strive to make a positive difference in  
our communities.

Visit us online today for more information.

**[www.northwest.ca](http://www.northwest.ca)** or email **[communitysupport@northwest.ca](mailto:communitysupport@northwest.ca)**

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