

A HOMEGROWN SUCCESS STORY

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around 400 people. With branches scattered across two provinces, the Christmas party brings everyone together to celebrate the company's successes and to thank the employees for their loyalty, hard work, and commitment to excellence.



Dennis Doehl

Dennis has dedicated his career to making the transportation industry more professional and accountable, serving on numerous boards such as the Canadian Tariff Bureau, Saskatchewan Trucking Association, Canadian Association of Movers, Saskatchewan Trucking Safety Council, and Atlas Van Lines Canada. His candid, no-nonsense approach has helped shape the transportation industry in Western Canada. In 1999, Dennis received the "Trailmobile Service to Industry Award," the most prestigious award in the trucking world, in recognition of his commitment, vision, leadership and unstinting service. In 2004, he was inducted into the Saskatchewan Transportation Hall of Fame for his outstanding contributions.

Typically, Dennis modestly downplays his personal achievements, preferring instead to talk about Jay's involvement in the community, of which he is especially proud. In addition to supporting many local community organizations and the MS Society, Jay's is a major sponsor of the Kinsmen Telemiracle Foundation and hosts an annual golf tournament that has raised over one-half million dollars for Telemiracle over the past 18 years.

Dennis' determination, tenacity, ability to recognize opportunity, and willingness to take risks, have served him well as he carefully built a thriving and diversified transportation company that offers a comprehensive range of services. As Dennis often comments, he has been fortunate to surround himself with great people who have been an important part of Jay's success.

Both Dennis and Arlene have worked hard and made incredible personal sacrifices to bring their dream to fruition. Arlene is now retired; Dennis has taken a step back from the day-to-day operations, but he remains actively involved with Jay's. Today, a Senior Management Team appointed by Dennis, guides Jay's into the future. As Dennis and Arlene take time to reflect on the past 45 years, they can be justifiably proud of what they have accomplished. The story of Jay's Group of Companies truly is a homegrown success story.

JAY'S NAMED IN THE TOP 100

In 2007, SaskBusiness named Jay's Group of Companies as a Saskatchewan Top 100 Company, a distinction that has been repeated since. Subsequently, Jay's Group of Companies has also been included on the Regina's 50 Top Companies list. This list includes private and public companies that have their head offices in Regina. As noted by the Leader-Post, "The top 50 companies and their respective CEOs are leaders in our community and significant contributors to the success and prosperity that we enjoy in Regina. We salute your success and vision."

This is an honour that has a special meaning for Dennis Doehl; in spite of upturns and downturns in the Saskatchewan economy—he never quit believing in Saskatchewan. He continued to invest and build in this province, providing employment opportunities, contributing to the economy and communities where Jay's does business.

*We make a living by what we get,
but we make a life by what we give.*

Winston Churchill

JAY'S GOLF CLASSIC REACHES MILESTONE

Friday, June 12, 2009, was a magical day at the Jay's 18th Annual Golf Classic. Thanks to the generous support of Jay's sponsor partners and golfers, this year's tourney raised **\$81,000** for the Kinsmen Telemiracle Foundation, bringing the 18 year grand total to **\$570,000**—well over the one-half million dollar mark!



At the dinner following the tournament, Dennis Doehl, commented that when he started the fundraiser in 1992—he never dreamed that it would grow to become what it is today. In 1992, 65 golfers participated and raised \$4,100. This year, the tourney attracted 85 major sponsors, 170 hole sponsors, and golf registrations were sold out by March 27th.

Telemiracle touches the lives of families every day in this province in immeasurable ways. For over thirty years, it has defined the spirit of the people of Saskatchewan. Special thanks to everyone who contributed and participated—thank you for being a Miracle Maker!



Dennis & Arlene Doehl

THE OFFICIAL NEWSLETTER OF JAY'S GROUP OF COMPANIES



Leading the Way

September 2, 2009

45th Anniversary

A HOMEGROWN SUCCESS STORY



Dennis Doehl

"If you spend a dollar, you need to get a dollar twenty back," is the rule founder and owner of Jay's Group of Companies, Dennis Doehl, learned as a young man. And it's one that he applied to his business daily as Jay's grew steadily from a 3 truck operation to what it is today: one of the largest multi-branch moving and freight companies operating in the prairie provinces with 12 branches in Saskatchewan and Alberta, 400 employees, and over 600 pieces of equipment.

Dennis began to develop his entrepreneurial skills when he was still in grade school by splitting wood, trapping, raising chicken and cattle and later investing his hard earned savings into the hotel business in partnership with his dad. Dennis, and his new wife Arlene, worked in the hotel long enough to know it wasn't for them. With a loan from the local Credit Union, Dennis bought Jay's, a small trucking firm. He and 2 employees began hauling freight between Regina and Watrous. Jay's was officially launched.

During the 60s, Jay's began doing household moves, first locally and then provincially, often with additional help from family members. In the early years, the office was the kitchen table – there were no calculators or photocopiers, and accounting was done on a one-write system. While Arlene handled the office work and took care of their young family, Dennis' mother often travelled with him as a packer. Lunches were brown bag affairs—usually baloney sandwiches. Dennis and Arlene's children helped out by doing odd jobs as soon as they were old enough to pick up a broom or cut down boxes – instilling in them a strong work ethic that they bring to their positions at Jay's every day.

Over the past 45 years, there have been significant changes in technology and equipment. Dennis and Arlene reminisce over the old days, remembering when an old milk truck was used for a pack van. With only one seat for the driver, the packer (often Arlene or her mother-in-law) had to sit on a lawn chair. The heater couldn't keep up on a cold winter day, so the moving team would often stop and scrape the windows with pieces torn off the boxes. The packers were more than happy to finally get to work packing or unpacking because it meant being inside where it was warm! Today's trucks are a far cry from the trucks of yesterday.



Arlene Doehl

In 1970, Jay's leased a warehouse in Regina and became an agent for Atlas Van Lines Canada. During the course of doing business, Dennis quickly learned that profits meant being able to invest in opportunities that allowed further growth and diversification. In 1977, he purchased Guardian Moving & Storage in Moose Jaw, and expanded the service to include Regina and Saskatoon. A blueprint for future growth was born and used over and over again. Moving forward meant making bold decisions and often taking enormous risks. It wasn't easy; there were times Arlene wondered how they would put food on the table - but they did and the company never missed a payroll.

Jay's first Christmas party was hosted around an upside down box at the first leased warehouse in Regina and was attended by four employees. Dennis admits, with awe, that when he first started the business, he really had no idea that it would eventually grow to become what it is today; Jay's Christmas parties today are grand affairs, attended by

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Saskatchewan Owned & Operated—45 Years of History

1960s



1st Truck!

September 2, 1964

• Dennis Doehl purchased the assets of Jay's with a loan from the Credit Union. He & 2 employees began hauling freight from Regina to Watrous & towns along the way

1965 • Purchased freight operation servicing area from Regina & Moose Jaw to Central Butte & Riverhurst

1968 • Purchased half-ton truck & two-wheel trailer for local & provincial moves • Throughout the 60's, the Regina-based moving service expanded to serve Western Canada

1970s

1970 • Became an agent for Atlas Van Lines Canada, greatly enhancing service capabilities through a network of agents across North America • Leased first building – a 3,000 sq. ft. warehouse in Regina

1972 • Leased a 1500 sq. ft. warehouse in Saskatoon

1974 • Jay's 10th Anniversary



Jay's Fleet in the Early Years

1975 • Jay's Moving & Storage became an incorporated company in Saskatchewan

1977 • Purchased property & built 4500 sq. ft. warehouse in Moose Jaw • Bought Guardian Moving & Storage in MJ from Atlas Van Lines & expanded into MJ, Regina & Saskatoon

1978 • Purchased Guardian Cartage & Storage in Winnipeg, including 9000 sq. ft. warehouse • Expanded Regina operation into 10,000 sq. ft. facility • Purchased general freight operation servicing 4 towns in Saskatoon area • Dennis Doehl & his family moved

to Saskatoon to focus on developing business in that area

1979 • Established overnight general freight service between Saskatoon & Regina—the first service of this kind

1980s

1980 • Purchased one acre of land & 4500 sq. ft. bldg. for Saskatoon freight division • Leased 3500 sq. ft. warehouse in Brandon, MB & expanded Guardian Cartage & Storage into that location

1981 • Purchased property at 1240 1st Ave., Regina to house moving & freight

1982 • Resask Trucking Corp. was formed in January by principals Dennis Doehl, Terry Simonson & Joe Laurin & successfully handled the freight operation throughout SK for Jay's • Set up group insurance benefits for employees

1983 • Installed computerized accounting system

1984 • Jay's 20th Anniversary

1985 • Major renovations & addition to Regina bldg. at 1st Ave. to accommodate newly established Head Office

1986 • Purchased assets of Dyck Moving & Storage in Swift Current • Purchased Melville Cartage & Storage

1987 • Purchased Century 21 Broad Realty in MJ • Purchased heritage property in MJ & renovated bldg. for leased office space • Opened new branch in Lloydminster, AB & leased 5000 sq. ft. warehouse • Purchased bldg. in Battleford



Proud Affiliation with Atlas Van Lines

1988 • Purchased operating authorities & equipment from Stebner Transport in Yorkton

1989 • Jay's 25th Anniversary • Jay's was one of the original investors in Atlas Van Lines container program • Purchased Eppen's Transport in NB • Purchased Regina Cartage & Storage to expand commercial warehousing capabilities

1990s

1990 • Purchased Moose Jaw Cartage • Upgraded computerized accounting system • Regina Moving & HO moved to Vennels St. in Regina



Jay's Golf Classic for TeleMiracle

1991 • Purchased Sherwood Moving & Storage in Edmonton, AB • Established courier service in SK • Began freight operation in MJ

1992 • Purchased S & M Transport, servicing Prince Albert to Cudworth, Humboldt & St. Louis • Purchased Economy Moving & Storage in Calgary & opened new office • Hosted 1st Annual Jay's Golf Classic, raising \$4100 for the Kinsmen TeleMiracle Foundation

1993 • Purchased McKean's Moving in Red Deer, AB • Participated in the MS Bike Tour in Winnipeg, Saskatoon & Edmonton • Became one of the first recipients of the Atlas Van Lines' "Quality in Motion" Award • Purchased property in PA • Purchased assets of Paddockwood Transport servicing PA to



MS Bike-A-Thon

Paddockwood • Purchased Northway Moving & Freight, servicing PA to La Ronge

1994 • Jay's 30th Anniversary • Purchased Henry's Transport, servicing Saskatoon to NB • Started freight operation in Swift Current • Purchased & renovated 1730 Alberta Ave. in Saskatoon, adding—25,000 sq. ft. • Purchased & renovated former Motorways bldg. for Jay's MJ Branch



Jay's Training Centre in Elbow, SK

1995 • Set up company pension plan

1996 • Set up Jay's Training Centre in Elbow, SK • Acquired L'Heureux Transport & opened branches in Weyburn & Estevan to provide

freight services • Closed Red Deer & Brandon • Acquired operating authorities of Bagnall Transport, servicing Unity & Wilkie areas • Acquired operating authorities of Moreside Transport, servicing Nokomis, Strasbourg, Lumsden, & Craven areas

1997 • Established twice daily service between Saskatoon & NB • Closed Winnipeg operation to focus on expansion in SK & AB • Purchased bldg. & yard at 555 Park St. in Regina & began major renovation • Began service to Duck Lake & Chamberlin areas

1998 • Head Office & Regina Moving moved into newly renovated bldg. on Park St.

1999 • Jay's 35th Anniversary • Purchased & installed entirely new computer system in preparation for Y2K • Prestigious "Trailmobile Service to Industry Award" presented to Dennis Doehl • Began service to 6 new towns in the Spiritwood area in Northern SK • Purchased land & built 17,000 sq. ft. facility in Calgary • Purchased bldg. in Estevan • Opened freight operation in Meadow Lake • Purchased 695 Toronto St. to expand yard space at 1240 1st Ave. in Regina



Calgary Ribbon Cutting

2000s

2000 • Launched Jay's Moving & Storage on World Wide Web • Grand opening of new facility in Calgary, AB • Renovated MJ facility & expanded warehouse to 5400 sq. ft.

2001 • Purchased Donald Moving & Storage & John Mus Transfer in Weyburn • MS Society creates "Most Inspirational Volunteer Award" in memory of Don Holman from Jay's Regina Moving & Storage

2002 • Began servicing Whitewood, Wapella & Moosomin areas

2003 • Terry Simonson promoted to General Manager of Freight Division • Formed Real Estate Co. & transferred all Jay's property to new



Induction into Transportation Hall of Fame

2004 • Celebrated Jay's 40th Anniversary & Dennis Doehl's 65th Birthday • Purchased Country Trucking • Established scholarship program for children/grandchildren of Jay's employees • Dennis Doehl inducted into Saskatchewan Transportation Hall of Fame



Wheelchair Foundation Of Canada

2005 • Created new Information Services Coordinator position in IT Dept. • Introduced new on-line services for branches & customers • Expanded dock space at Regina & Saskatoon freight locations • Purchased wheelchairs for Wheelchair Foundation of Canada to distribute in high need countries & also to facilities in SK



Jay's Senior Management Team

2006 • Terry Simonson appointed President & COO of Jay's Group of Companies • Senior Management Team Appointed • Began freight service on Melfort line • Purchased Edwards Transport & began to service Hwy# 11 area • Saskatoon Freight & Moving switched locations & bldgs. were expanded • Created Safety & Compliance position • First TeleMiracle trailer unveiled • Closed Edmonton Branch



Jay's TeleMiracle Trailer

2007 • Following the acquisition of Resask shares, Resask Trucking Corp. amalgamated with Jay's on January 1st. • Acquired Lamarre & Sons, servicing Gravelbourg area • Started freight service to Assiniboia, Mossbank & Kinistino areas • Added second TeleMiracle Trailer & first MS Trailer • Key organizer for the first "World's Largest Truck Convoy" for Special Olympics, SK • SaskBusiness lists Jay's as a Saskatchewan Top 100 Company • Jay's named to Regina's Top 50 Companies with head offices in Regina • Expansions in Estevan, Saskatoon Moving & Head Office



MS Trailer

2008 • Freight service expanded to southwest SK with new service in Mortlach, Parkbeg, Chaplin, & Caronport areas • Building expansion in MJ & at Saskatoon Freight



World's Largest Truck Convoy for Special Olympics

2009 • Jay's 45th Anniversary • Announced service to 39 new points in February 2009 • Installed automated freight dispatch • Bldg. expansion in PA • Purchased 115 Ball Rd., Yorkton • New roof & facelift for SC bldg.



Jay's Head Office, Regina

• Jay's now provides direct service to over 375 points in SK, with overnight or same day service between selected centres

• Jay's 18th Annual Golf Classic for TeleMiracle raised a record-breaking \$81,000, bringing the 18 year grand total to over one-half million dollars

• Jay's annual sales have grown from \$10,000 in 1962, to an expected \$31,000,000 in 2009