

## 2019 Alberta Business Award of Distinction Categories

### ***Community Attraction Award of Distinction***

recognizes a business/organization that has impact/influence on a community by making that community a more attractive place to work, live, visit and play

### ***Customer Service Award of Distinction***

recognizes a business/organization that is successful in improving customer experiences in a measurable & strategic way

### ***Diversity Award of Distinction***

recognizes a business/organization that demonstrates inclusive hiring and employee development practices by acknowledging and reducing barriers to employment

### ***Global Growth Award of Distinction***

recognizes a business/organization that demonstrates outstanding achievement in exporting products or services outside of Canada's borders

### ***Indigenous Award of Distinction***

recognizes a business/organization that demonstrates outstanding achievement in business by incorporating Indigenous cultural concepts & community engagement

### ***Leading Edge Award of Distinction***

recognizes a business/organization that has developed a process, product or service that is original and is directly contributing to profitability & or market share

### ***Marketing Award of Distinction***

recognizes a business/organization that develops and implements successful marketing strategies that have a demonstrable impact on business outcomes

### ***Mentorship Award of Distinction***

recognizes a business/organization for actively fostering leadership inside or outside the organization

### ***Mosaic Award of Distinction***

recognizes a business/organization founded by a first or second-generation immigrant to Canada or which highlights the principal's cultural practices

### ***Small Business Award of Distinction***

recognizes a small business which best reflects the outstanding spirit and success of the province's small business community

### ***Woman Entrepreneur Award of Distinction***

recognizes a woman entrepreneur for outstanding achievement in business and who is a positive role model within their community

### ***Young Entrepreneur Award of Distinction***

recognizes a young entrepreneur for outstanding achievement in business

### ***\*Alberta's Best of Business Award\****

Finalists in all award categories are eligible for the Alberta's Best of Business Award of Distinction. It is presented to the business/organization which best embodies the spirit of Alberta entrepreneurialism, demonstrates growth and success, and has made significant community contributions