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(Photo Credit:  
Romil Daquila)



A Quarterly Update of Budget Car & Truck Rental in Calgary, Red Deer & Banff

February 28, 2017



## Silent Auction Donations >>>

by Gurdeep Singh

Budget Calgary is proud to have donated over \$9000 in silent auction prizes and giveaways to various charities and fundraisers throughout 2016, including some of the following:

- ~ Marco's Pedal for Pediatrics
- ~ The Great Gatsby
- ~ Foothills Proud to Play Legacy Night
- ~ Enbridge Ride to Conquer Cancer
- ~ Fort McMurray Wildfires
- ~ Angels in the Night
- ~ United Way
- ~ Brown Bagging for Calgary Kids
- ~ Heritage Park

## Coming soon >>> Save the Date!

Next Employee Survey: March 1-15, 2017

Daylights Saving: March 12, 2017

Easter Good Friday: April 14, 2017

Budget Staff Party: April 20, 2017

Thank you for taking the time to read our first Newsletter! To contribute photos, articles and ideas to future publications, please contact us at: [newsletter@calgarybudget.com](mailto:newsletter@calgarybudget.com).

# Straight from the Top

*A message from Jamil Ali, Vice-President*

We are proud to introduce and welcome you to our first Budget Newsletter! This idea was formulated from the Employee Survey that was conducted last July 2016 and the feedback received from many of you for more open communication and collaboration within the company. We hope that this platform recognizes our employees, shares some of our many initiatives and accomplishments at Budget, and highlights our participation and involvement in our communities.

As many of you may be aware, the ownership group has operated the Budget franchise in Calgary since 1974. After over 43 years, we have grown to Red Deer, Banff, Okotoks and Airdrie, and today we have 18 rental locations in these areas and we are proud of to be one of the largest licensees in Canada. At the beginning of 2016, the management group reestablished our Vision and Mission and it is by these principles that we strive to execute decisions on behalf of all of our stakeholders:

**Our Vision is to be the leading car and truck Rental Company in Calgary, Red Deer and Banff by serving our customers the best value in a profitable, community-focused manner.**

**Our Mission is to be the leading Car and Truck Rental choice by offering fun and friendly service, quality products and great value to every customer in Calgary, Red Deer and Banff. We will foster a positive culture and drive growth for our employees and shareholders.**

We are proud of our strides in 2016, an economically difficult year, but successful nonetheless. Some of our accomplishments will be highlighted in this newsletter, and we are excited about the direction we are headed in for 2017! Last, we also want take this opportunity to thank our employees for their hard work, feedback and dedicated service this last year. Thanks to those that have participated in Team and Town Hall meetings, showed up to Breakfast Clubs, worked holiday shifts and to those that have contributed to taking care of our customers and those around you every day – this company truly does not work without you, so thank you.

We look forward to continuously using this newsletter to share our news with you every quarter and hope that you feel welcome to participate and contribute.

Kind regards,  
Jamil



## Google Reviews >>>

By Julie Guinea & Vinh Khau

We actively request feedback from customers to grow and improve at Budget, and one form of this is with online reviews. Google reviews provide valuable information about our business to both us and our customers. Customer reviews appear next to our listings in Maps and Search, and can help our business stand out from the others.

We encourage our customers to spread the word about our business by following these best practices:

**Remind our customers to leave reviews.** Let them know that it's quick and easy to leave a review on their mobile devices or desktop computers. To make it easier for customers, we have created and provide a link that customers can click to leave a review.

**Reply to reviews to build our customers' trust.** Our customers will notice that Budget values their input, and therefore our goal is to have customers leave more reviews in the future.

## The Clock is Ticking >>>

Our newest initiative is a goal to maximize the efficiency of vehicle movements between Service Center (CSC) and off-airport locations in town.

Our goal is to move vehicles within 3 hours of check-in from their return location to CSC. This includes all of the following:

- ~ Rentable Units
- ~ Out of Fleet
- ~ Out of Service / Oil Change
- ~ Body Damage

Please notify Distribution as soon as possible when you have units to move to help us achieve our goal of 3 hours or less!

## Coming Soon >>>

By Wade Stender

### Budget soon to be a partner with Aeroplan

Effective April 2017, Budget will be one of the few car rental partners with Aeroplan! Our customers will have the opportunity to earn 500 Aeroplan miles per rental. Stay tuned for more information and look for promotional material to arrive for our counter display!



## Food Bank Update >>> "Ask About My Blue Jeans!"

by Paula Rodriguez

Photo Credit: Paula Rodriguez

For the past few winters, our Budget Team has worked together to raise donations and collect non-perishable food items for the Calgary Interfaith Food Bank. Part of the fundraiser was the option to donate \$10 in exchange for the option to wear blue jeans to work each week. This year, we are proud to announce that our team collected 4 boxes of food, and raised \$1220! With an annual top up by Budget Calgary, our cumulative donation to the Calgary Interfaith Food Bank is now at \$10217! We look forward to growing this donation into the future, and we are happy to have these funds put to good use for the people in our city that need it.

## Toy Angel >>>

Once again, Budget Calgary is proud to be a partner in the Annual Toy Angels Campaign! As Calgary's largest toy drive, new and unwrapped toys are collected and distributed to less fortunate families (approximately 7500 children) during the holiday season. Budget is pleased to be a part of this great initiative for over 5 years, where more than 30,000 toys are transported throughout the City of Calgary with the complimentary use of our moving trucks.



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### WORD SEARCH LIST:

- |         |           |        |
|---------|-----------|--------|
| BANFF   | GOOGLE    | SNOW   |
| BEAR    | HAIL      | VISION |
| BUDGET  | LIABILITY | WINTER |
| CAT     | LION      | WORD   |
| DAMAGE  | MINIVAN   | ZOO    |
| DOG     | MISSION   |        |
| FISH    | QUIZ      |        |
| GIRAFFE | SNOWTIRE  |        |

# Sport Chek Mother's Day Walk/Run >>> Straight Outta Budget!

By Paula Rodriguez

Budget Calgary was proud to participate in the 2016 Sport Check Mother's Day Walk/Run. This year's event will take place on Sunday, May 14. It's a great opportunity to join a team effort, get involved and bring a loved one to show your Budget spirit! Budget is also a partner in the event, as we annually donate vehicles to help put this great initiative together! Interested in signing up? Contact Paula at 403-232-4733 or hr@calgarybudget.com.

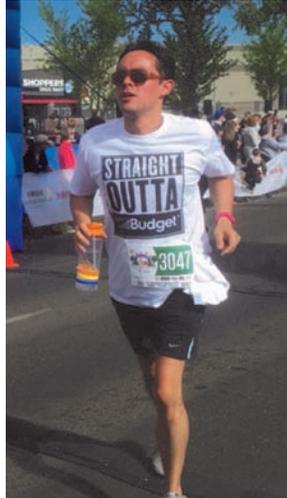


Photo Credits: Paula Rodriguez

## Did you know?

By Sharon Taylor

Different weather patterns cause different types of damage to our vehicles. Know your weather forecast and know what to look for when inspecting vehicles for damage upon return:

- ~ Sanding of winter roads - look for windshield chips and cracks
- ~ Icy roads - inspect the tires and rims in case the vehicle has slid into a curb
- ~ Hail storms - look for major and minor dents on all body panels of the vehicle. **Hail damage caused over \$820, 000 in damage to our vehicles last year, with \$320,000 of this damage recorded as unknown.**

Help catch damage as soon as the vehicle returns to reduce the amount of unknown damage!

## Budget Staff Party >>>

By Wade Stender

Each spring Budget hosts a dinner where employees are recognized for their years of service. The 2016 Employee of the Year was our very own Service Manager, Adam Sassano. Congratulations!

The fun filled evening includes nail biting games of Bingo, with prizes such as 2 airline tickets courtesy of Westjet and many other exciting prizes and giveaways. Employees with one, three and five years of service are also recognized. Here are a few of the 2016 long term employees that were awarded:

- 30 Years of Service** - Alnoor Jessani and Philip Slong
- 25 Years of Service** - Anar Manji
- 15 Years of Service** - George Myn-diuk and Mehboob Rashid



This year's party is tentatively scheduled for April 20, 2017. Stay tuned for more information!

## Ask us! >>>

By Sharon Taylor

### What is the difference between liability and damage coverage?

**Damage coverage**, known as Loss Damage Waiver (LDW) covers the Budget vehicle in case of a collision. **Liability** (otherwise known as third party liability) is the damage caused to another person's vehicle or property. **These two are entirely separate.**

A customer can choose to purchase LDW from Budget, but they cannot purchase liability coverage in Alberta. In the event of an accident, the customer is responsible for liability, regardless of whether or not they purchase LDW. If we don't obtain the proper information from the customer to have their own insurance policy cover liability, the cost reverts back to Budget Calgary locally. In 2016, Budget Calgary paid over \$870, 000 in liability cost due to lack of information on incident reports.

This is why it is so important to obtain the customer's full insurance information, including the name of the policy provider and the policy number. Our goal is to reduce our liability cost in 2017 by working hard to obtain complete and accurate information when the customer fills out the Budget Incident Report. See below for an example of the Budget Incident Report.

If you have any questions on how to properly fill out an Incident Report, please ask your manager for further information.

BUDGET, COLLISION / INCIDENT REPORT (To Be Completed By Customer)										DATE OF REPORT	
All Accidents Must Be Reported to Budget and The Police Within 24 Hours											
VEHICLE		VEHICLE MAKE		LIC. PLATE NO.		LIC. TYPE		LIC. NUMBER		RESPONSIBILITY	
VEHICLE YEAR		VEHICLE CITY									
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## One on One >>> Benita Thompson

By Vinh Khau

**Years of Service:** 37 Years

Benita is our Fleet Coordinator and she is the longest serving Budget Calgary Employee of all our current staff!

**What do you love about your job?** Having worked in various departments over the years, Benita loves meeting so many different people and getting to know them over the years. Some of them have even become good friends.

**What are you most proud of?** Benita's greatest

pride are her two sons, Brett and Dylan. They have grown into amazing young men and have bright futures ahead of them. Her second pride is being a homeowner.

**Fun Facts!** Benita is a born and raised Calgarian, which is becoming rare to find these days! She has 3 brothers, 1 sister, and loves music as well as dancing. Benita enjoys travelling, with her most memorable being the trip to Holland.

Benita was also **Budget's 2007 Employee of the Year!**



## Shout Out to the Crew >>>

Congratulations to some of our top Sales performers in the last few months! Listed below are some of the highest **Incremental Daily Averages** achieved by members of our team in January!

Rahul (Red Deer) - \$19.61  
Samrah (Northwest) - \$24.34  
Mercy (Northeast) - \$20.48  
Sawraj (Firehall) - \$25.33  
Simer (Airport) - \$23.05  
Ika (Airport) - \$25.24  
Amera (Airport) - \$27.30

## The Breakfast Club >>>

By Paula Rodriguez & Gurdeep Singh

Budget has been hosting a breakfast forum as a different way to meet each other, learn about areas of opportunity within our departments, discuss great stories and to connect with each other.

The Breakfast Club has met nine times so far, with over 45 different staff members, with an mixed emphasis on new employees that have passed three months, as well as staff that have been with our organization for many years.

Special thanks to Jamil, Vinh and Paula for taking time out of their busy schedules for this very important initiative!

## A Note from Out of Town >>> Banff Budget moves to Cascade Shops

By Vinh Khau & Romil Daquila (Photo Credit: Romil Daquila)

Our Banff office just moved recently! We are now located on the concourse level of Cascade Shops, at the corner of Wolf Street and Banff Avenue. Nestled in the heart of the Alberta's Bow Valley, the Banff Budget location provides quality rental car service within Canada's first National Park. Our customers hail from all over the world seeking adventure, relaxation, and rejuvenation when they visit the Canadian Rockies. Our agents are well informed in regards to the breathtaking sights, amazing activities, and best destinations unique to the Banff National Park, as must see "stops" for our customers to include in their trip. Our location

team takes pride in creating an individualized rental experience for all our renters and being an essential part of their dream vacation. Over 3.8 million visitors visit Banff National Park annually!

Romil Daquila manages our Banff location and has been with us since 2008, where he started at our Red Deer location. A fun fact about Romil: he had never driven anything larger than a Honda Civic before joining the Budget team! He now prides himself on being able to drive nearly everything with an automatic transmission!



## Snow Tires vs. Mud+Snow Tires?

**Mud and Snow Tires** are all-season tires which have been approved for use in both muddy and snowy conditions. They will have M+S shown on the sidewall of the tire. The tires usually have deep ridges that offer increased performance and traction in slick conditions. The majority of our SUV fleet comes equipped with mud and snow rated tires.

**Winter Tires** are specifically designed to provide



traction in deeper snow and in sub-zero temperatures. Each year we outfit a certain portion of our fleet with winter tires, with the majority installed on midsize cars. Winter tires are currently available at a fee of \$15/day to our customers. Look for the "SNOW TIRE" key tag, and verify it is classified as Car class S in Wizard to be sure. You can also check out the vehicle to make sure you see the "mountain snowflake" symbol. Ask your manager for further information if you're still unsure.