
SM2 CAPITAL PARTNERS

Welcome to the Coast Calgary Downtown Hotel & Suites by APA!

On April 12, 2022, the Regency Suites Hotel was sold to the APA Hotels Canada, Inc. and rebranded as the Coast Calgary Downtown Hotel & Suites by APA.

SM2 Capital Partners is very pleased to have found the right owner to ensure a bright future for this hotel in downtown Calgary. Under the ownership and expert management of APA Hotel Canada, Inc., the hotel will provide an enhanced experience for hotel guests from around the world. Most importantly, we realized that the two companies had great alignment when it came to each of our core values. We leave our Regency family in good hands with Coast Hotels, who has provided each of them with employment and exciting opportunities. Given the national reach of Coast's sales and marketing team, we are confident the hotel will perform very well.

At a lunch on April 11 at the hotel, we expressed our deepest gratitude to the Regency family for their hard work, dedication, and loyalty to the Regency Suites Hotel. It was an honor to work with them over these past several years, and especially through the pandemic. We hope that their commitment to the new hotel will last many more years.

In due time, Coast Hotels will provide SM2 Capital Partners with a corporate rate code that can be used by any of our employees at any Coast Hotel in Western Canada, including Kelowna, Edmonton, Canmore and Lethbridge. Please email info@sm2capital.com for details on the SM2 corporate code.

In this issue:

<i>Welcome to the Coast Calgary Downtown Hotel & Suites by APA!</i>	1
<i>Message From Our CEO</i>	2
<i>Philanthropy & Upcoming Events</i>	3
<i>Service Award Recipient</i>	4-5
<i>Interviews</i>	
<i>Easter Egg Contest & JHSC</i>	5
<i>ACE Casino Calgary</i>	6
<i>Airport Update</i>	

Interested in joining the Newsletter Committee? Please send us an e-mail at: newsletter@sm2capital.com



A Message From Our CEO

Dear Valued Employees and Partners,

Albert Einstein once said, “Not everything that can be counted counts, and not everything that counts can be counted.” When I read this, I thought of all the strengths within our company that no one can measure (not even our Accounting team!). You might call it the “soft stuff” and you might think of it as our core values, culture, and people. You cannot easily measure these things, so how do you manage it?

Well, our executive team believes that the soft stuff is just as important as the hard stuff. We also expect that our soft skills flow throughout our company with the same level of intention as our technical skills. The phrase, “treat the soft stuff as the hard stuff” also means that it is hard to do – and, like most things in life – the hardest things we do will be our competitive advantage. When we read about how team members are helping each other and being recognized in our core value story circulation, it means that we are successfully realizing the importance of the “soft stuff.” For example, Amin Imamverdi and Hang Su who went the extra mile to remove snow in the parking lot at Park & Jet so that families could travel safely (**People Matter, Do the Right Thing**) or Miss Sonia Dhillon, who has embraced her new role as CPJ Parking Ambassador (**Be Courageous, Together We Are Stronger**) or Jimmy Fernandez who noticed cracked tires on a rental vehicle, thus preventing a incident for a customer (**Aspire to Excellence, Do the Right Thing**) or Miss Anh Nguyen, in Accounting, who resolved the hurdles on the backend of our new parking system (**Be Courageous, Humility**). I imagine all of us being together like a family with common goals, solving problems like crazy and having fun. I want a sense of joy and fun to permeate through our company, no matter what the circumstances are. Sometimes, there will be dark clouds that come through but if we stay grounded in our company’s purpose, it will give us the energy to navigate any storms.

We have a bold vision for our businesses. However, with every sprint we need a period of recovery, consolidation, and regrouping. Now, we are in that period when we are figuring out, “How do we inspire the pace forward, so we are not just going on adrenaline but relying on something meaningful to energize our company?” We also want to help others become the best they could be. We want our employees to try new things and gain experience. And with that experience will come the ability to reflect on individual setbacks and learn lessons to move us forward. We are so excited to see where 2022 takes our incredible employees!

With gratitude,



Naim Ali,
Chief Executive Officer

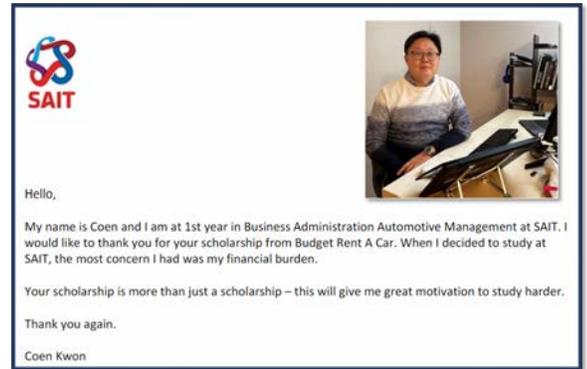
“

I imagine all of us being together like a family with common goals, solving problems like crazy and having fun. I want a sense of joy and fun to permeate through our company, no matter what the circumstances are.

”

Endowments

Since 1998, SM2 Capital has partnered with local educational institutions for their endowment programs. We have endowments at the University of Calgary, SAIT and Mount Royal University. Each of these endowments are named after H.M. Ali, father of Shiraz and Mohamed Ali, our Company's founders. Endowment funds differ from others in that the total amount of the monetary gift is initially invested. Each year, a portion of the income generated from the gift is awarded to a student applicant and the remainder is added to the principal for growth. In this respect, an endowment fund is a perpetual gift. To receive this scholarship, students must submit an application and are selected based on the eligibility criteria of the award. The various H.M Ali endowments provide financial support to students in nursing and healthcare, preservation of the Northern peoples and environmental research, mechanic skills training and business marketing. Our vision is to provide students the opportunity to lessen the financial burden as they pursue their postsecondary studies. We are proud to provide these scholarships to deserving recipients as we value education and hard work in our community.



Brown Bagging for Calgary's Kids (BB4CK)



SM2 Capital & Fortress Insurance teams

On January 26th, we got together with Brown Bagging for Calgary Kids and prepared 1,713 nutritious lunches for local children, who would otherwise go to school without any food. As volunteers, members of SM2 Capital and Fortress Insurance teams assisted with preparing the lunches, bright and early at 7 am at the BB4CK kitchen. We were also excited to deliver all the snacks donated from our company-wide Snack Drive that ran in December 2021. SM2 Capital aligns itself with organizations who share similar core values and we admire and support BB4CK for demonstrating these values through their help with Calgary's kids and families. We are grateful for allowing us to be part of a mission that creates such a positive impact in our community.

Upcoming Events

Stampede Breakfast



Stampede Breakfast 2019

Yeehaw! We cannot wait to host our employees at the first in-person Stampede Breakfast since 2019. Bring your cowboy boots on over! If you'd like to volunteer for this event, please contact Deepkiran at deepkiran.kainth@sm2capital.com.

When: Friday, July 8, 2022, 9 am to 11 am

Where: Budget Service Centre - 9850 22nd Street NE Calgary, AB

Fitness Challenge

From May 1, 2022 to July 31, 2022, 28 employees from all of our business units (Corporate Services, Calgary Park & Jet, and Budget Rent A Car), split into seven teams will be competing for the chance to win a Fitbit watch by counting their daily steps. Good luck to all of our teams and have fun while getting into great shape!



Photo by: Arlene Parillo

In honor of International Women’s Day 2022, we interviewed 4 women recipients of the 2021 SM2 Capital Service Awards about their experiences working within their business unit.

Emma Xu - Regency Suites, 15 Years

- **Tell us an interesting fact about yourself:**

I recently became a grandmother and seeing my grandson grow up little by little has been the biggest blessing!

- **What do you enjoy the most about your job?**

Talking and making connections with our customers. Hearing about their diverse background and interesting stories keeps me excited about the work I do.

- **What motivates you and keeps you working for this company?**

The team at our hotel. I love the friendly and family like culture we have here that makes work enjoyable and fun.

- **What is your greatest accomplishment at work?**

Sharing my expertise and training new employees, whether it be my days as a housekeeper, laundry and as a breakfast attendant. I enjoy helping others and it fulfills me to know that I was able to pass on some knowledge that could further benefit our customers. As a native Chinese Mandarin speaker, I’m able to better assist our Chinese-speaking customer and always happy to provide support to our staff when they encounter customers who have difficulty speaking English.



From L to R: Riz Bharmal, Shelley McMurray, Emma Xu, Naim Ali, and Jamil Ali

Narinder Parmar - Calgary Park & Jet, 15 Years



- **Tell us an interesting fact about yourself:**

I am starting to take an interest in hockey.

- **What do you enjoy the most about your job?**

I enjoy helping customers.

- **What motivates you and keeps you working for this company?**

One of my biggest motivations is interacting with various communities coming to Calgary from abroad.

- **What is your greatest accomplishment at work?**

I helped a few seniors that required a lot of help every step of the way.

Itala Saraiva - Budget Rent A Car, 10 Years

- **Tell us an interesting fact about yourself:**

I think an interesting fact about me that most don’t know is that I’m a very timid and shy person at heart. Though I deal with customers and conflict on a day to day basis, I’m a very quiet person around people I don’t know and small talk is a real struggle for me.

- **What do you enjoy the most about your job?**

I mostly enjoy that everyday has a different set of challenges and all very unique. Whether that’s finding a customer a vehicle or trying to accommodate needs and wants; it’s all very different. However, this allows me to learn more not only about myself but about people and how to communicate in different ways.

- **What motivates you and keeps you working for this company?**

My motivation is that I’m not in my comfort zone when I come to work. I come with the mindset of learning new things, achieving new goals and creating new opportunities for myself to grow. Learning and challenging myself is my main motivation as it builds me to be a stronger individual.

- **What is your greatest accomplishment at work?**

I always enjoy celebrating the small and big wins in my life, and I think there are several accomplishments in my time here. However, the one that sticks out the most to me is my growth and success in each role I have been a part of. I think I have showed my skills and strengths and for others to see the best in me makes me happier.



Naim Ali and Itala Saraiva

Nerissa Agullano - Accounting, 5 Years



- **Tell us an interesting fact about yourself:**

I love indoor plants, I currently have 25 different kinds of plants, never get tired of "wilt and buy" pattern. In fact, when I had my gift card from my 3rd year service award I bought a plant stand as a "souvenir".

- **What do you enjoy the most about your job?**

I've been working as General Accountant even back home so I am comfortable working with financials, month-end and all, but when I took on payroll I felt more excitement and fulfillment inside of me. I love the feeling that the employees need me because I need to process their payroll, I love to answer their questions and I love the respect I get from the people around me, these are the reasons why I enjoy being at SM2.

- **What motivates you and keeps you working for this company?**

Appreciation and recognition help me to boost my morale to do better. The feeling of being important in the company gives me a happy heart to go to work everyday. As I grow older, I've realized that compensation and benefits are actually a secondary factor to stay long in the company; the main one for me is to have superiors around me that treat employees good and with respect. I guess that's the reason why I am still at the company until now. I remember, there was a manager who told me that the grass is not always greener at the other side of the field, which makes sense 😊

- **What is your greatest accomplishment at work?**

Back in 2018, I was trusted to handle payroll and was given a chance to take payroll courses at the company's expense. That was challenging because I had to hustle between work, school and family; it was fulfilling though. And so last year, I officially received my certification as Payroll Compliance Practitioner (PCP). I am planning to continue to the next program which is Certified Payroll Manager. #AspireToExcellence

Easter Egg Contest

From April 11th to April 13th, we had our second Annual Easter Egg Decorating Contest! Five teams submitted their creative designs and a panel of independent judges ranked each basket on the following criteria: Theme/Concept, Creativity, Presentation, and Originality. As a testament to all of our teams' hard work and creativity, our judges had a very hard time choosing winners this year. Congratulations to the Accounting team for winning the contest for the second time in a row!



From L to R: Anth Nguyen, Ali Sarfraz, Francisca Aribon, Olga Ogari, Raghuvwar Dutt, and Rosalva Ortega



The winning Easter basket!

Joint Health & Safety Committee



Are you passionate about health and safety in the workplace? We are looking for you to join the Joint Health & Safety Committee! Members have an hour commitment every month to meet virtually to discuss various health and safety topics. Members have the chance to voice their concerns and contribute to making our workplace safe. Co-chairs will be selected by members through a vote. This is a great opportunity to broaden your skills and live our Company core values of People Matter, Aspire To Excellence, Be Courageous, and Together We Are Stronger. To join and for more information, please email info@sm2capital.com.

ACE Casino Calgary Airport Update

SM2 Capital Partners and NewStar Capital are happy to let you know that we are on track to complete the construction of the ACE Casino Calgary Airport and entertainment facility at the Calgary International Airport by the end of 2022. Our developers, Scott Mather and Hafiz Ali, have officially unveiled the design of this brand-new casino that will bring new energy to the YYC campus as the first ground-up casino development in Alberta in several years. The innovative property will celebrate the timeless spirit of Alberta while leading the charge for a bold new era with game-changing guest offerings.

The goal of ACE Casino Calgary Airport is to create a destination casino, while showing Calgarians and guests of YYC the time of their lives. We are thrilled to bring a luxurious, high-energy atmosphere centered around immersive gaming, entertainment and dining experiences and all while our guests enjoy honest, attentive, and friendly service.



Salma Ali



From L to R: Mohamed Ali, Hafiz Ali (with his sons Aidan & Luca), and Jamil Ali

ACE Casino Calgary Airport will be built on YYC’s campus at 36 Aero Crescent NE and will reshape the entire northern area of Calgary. It will be conveniently located near Deerfoot Trail, the airport terminal, hotels, golf courses and other amenities in northeast Calgary. The state-of-the-art facility will feature 72,000 square-feet of entertainment space, which was designed with health and safety in mind, integrating learnings from the COVID-19 pandemic. The casino will be defined by a bold design and with ample parking. Construction will create several hundred jobs and up to 200 additional permanent employment positions in the community once it opens.

ACE Casino Calgary Airport will:

- Feature state-of-the-art slot and table gaming options with more than 600 slot machines and electronic table games, 12 video lottery terminals, 21 gaming tables, 12-table poker room, and two private VIP high-limit gaming rooms.
- Be complemented by a delicious food and beverage menu both from a “grab and go bistro” and a sports-book styled bar. The ACE Sports Bar will allow bettors to view numerous sports broadcasts on a multitude of big screen TVs.
- Cater to the growing use of ride sharing via a grand canopied entrance and have abundant parking for those driving.
- Be very accessible to all the hotels around YYC.

Additional details about ACE's amenities and opening will be announced in the coming months.