

FOR IMMEDIATE RELEASE

**2007 Business Excellence and Business Person of the Year Awards
Recipients announced**

AJAX/PICKERING, October 18 – The Ajax-Pickering Board of Trade is proud to acknowledge three local businesses and two individuals for their professional achievements at the 13th annual Business Excellence and Business Person of the Year Awards gala on October 18, at Deer Creek Golf & Banquet Facility.

“Our warmest congratulations and continued success to all of the nominees and category winners in business excellence,” said Diana Hills-Milligan, president of the Ajax-Pickering Board of Trade. “The number of nominations we receive each year demonstrate the level of quality and customer satisfaction the businesses in Ajax and Pickering achieve year after year, businesses that we value for their participation in our community, their innovation and their excellence.”

The recipients are:

1-9 CATEGORY: Proforma Synergy

Proforma Synergy is Durham’s award-winning promotional products agency. With over 15 years of industry relations, experience and international buying power, Proforma Synergy provides ideas, business solutions and quality promotional products, and safety recognition programs. Its mission is to provide businesses with innovative graphic communications ideas, quality results and solutions with outstanding customer service.

10-49 CATEGORY: Binns kitchen + bath design

Joseph and Vera Binns started Binns kitchen + bath design in 1957. The company incorporated in 1963 and today is under the guidance of Raymond and Anthony Binns, as president and head of the design team, respectively. The brothers carry their parents’ goal, which is to provide a quality service that is second to none! The company’s reputation was built upon referrals by the thousands of satisfied clients, exceptional service, quality products and value.

50+ CATEGORY: Nelson Industrial Inc.

Nelson Industrial Inc. is a family owned and operated manufacturing company established in 1973. It is located in Pickering and employs approximately 120 people. The company specializes in the production of precision fabricated metal products. Nelson provides Contract Manufacturing services to electronics, media, transportation and institutional clients. As well, the company has its own proprietary lines such as access doors, architectural metals and storage/automotive products that it markets to the construction industry, automotive dealerships and various other commercial and industrial markets.

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BUSINESS PERSON OF THE YEAR: For the first time since the award's inception, there is a tie for the honour. Both Patrick McNeil (Ontario Power Generation) and Dr. Phillip (Rocky) Simmons (Eco-Tec) are the recipients of this award.

PATRICK MCNEIL

Pat McNeil began his career with Ontario Hydro, the predecessor company to Ontario Power Generation, in 1976, and progressed through various technical positions across the corporation to his current role as senior vice-president of Nuclear Generation Development. Pat has a unique style of leadership that allows him to create and maintain solid working relationships, and allow to for an open and transparent style of management. Pat defines his leadership style as "consensus building." Before determining the best course of action, he seeks input from others – whether it is from staff at OPG or key stakeholders in the business and local communities.

DR. PHILLIP (ROCKY) SIMMONS

Eco-Tec's Chairman Dr. Phillip (Rocky) Simmons, was an instrumental force behind the technology, development and launch of Eco-Tec's innovative products worldwide. Today, he continues to lead the company into the next generation of innovation and market growth through his determination, character and introduction of Eco-Tec's technology to emerging economies. Through the practice of building international trade relations, constant attention to creating innovative products and vigilant watch over his company and employees, Rocky has brought economic and commercial growth to both Eco-Tec and Ontario. His efforts have been recognized many times over.

The Awards were established in 1994 to recognize the achievements and excellence in business performance, while the Business Person category was added in 2004. An independent panel of judges evaluates the nominees based on three categories – one to nine, 10 to 49 and 50+ employees. All nominees are selected by their business peers.

About the Ajax-Pickering Board of Trade

The Ajax-Pickering Board of Trade is the voice of the business community in Ajax and Pickering. Established in 1955, the 500-plus members represent an array of business sectors ranging from the service industry to manufacturers and distributors. The group's advocacy and policy initiatives focus on issues relating to such things as economic development, healthcare, education, transportation issues, community and social development, environment, and energy.

To learn more about the Board, or to become a member, please go to www.apboardoftrade.com.

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