



GOING SOLAR: Staff of Guelph-based RLB Systems Solutions, one of the growing number of Sunpark sponsors, hold individual solar cells, the building blocks of a solar power plant and the type of cell corporations are being asked to sponsor.

Sponsors get on board to build Canada's first solar park

GUELPH — Richard Mash has a vision for Canada: to become a world contender in solar power. The owner and operator of Sunpark Energy Corporation is reaching out to local companies to join The Sunpark Challenge and be part of Canada's first solar park, a milestone event set to break ground in April 2007.

"The corporate community has an opportunity to invest now and be known as the pioneer innovators who brought solar energy to Canada," says Mash. "Canada is 15 to 20 years behind solar energy generation in Europe, even though we actually receive more sunlight in a year than Germany or Japan — countries that have been at the forefront of solar power for more than a decade. Canada needs a solar park — it's the

right thing to do now for future generations."

For less than \$5 a day, sponsors receive exclusivity in their category, full access to all photos, promotional materials, press releases, and technical data and statistics on solar energy, regular press exposure and prominent acknowledgment on the Sunpark Web site with links and an additional Web page dedicated to just the sponsor. These value-adds and the opportunity to be a part of this rare opportunity are building excitement in the corporate community.

"This was something we felt very strongly about," says Roger Grochmal P.Eng., President, Atlas Air ClimateCare, Sunpark's newest sponsor. "As soon as we heard of the opportunity, we immediately signed on as an exclusive sponsor in our category. Our customers think it is great and support us 100 percent. There has been a lot of talk about alternative energy sources like solar being important for the environment and we felt it was time to publicly make a financial commitment that shows our support."

"As a business that focuses on technological solutions, we found the whole concept of the solar park intriguing," says Lennart Berglund of RLB System Solutions, a Sunpark sponsor. "On a more personal level, I feel we need to start taking action on issues like global warming to ensure a safe future for our children. The Sunpark Challenge is a great way for us to get involved and make a difference."

With word of his initiative spreading quickly and sponsors signing on, the British-born Mash, who moved to Canada five years ago, continues to donate his spare time to The Sunpark Challenge, managing the marketing, advertising and sponsor recruitment. In addition, he also holds a full-time position as Operations Manager at Firefly Energy, a local company that provides energy solutions to customers throughout Ontario.

"I have two full-time jobs now," jokes Mash, who launched The Sunpark Challenge on July 1, 2006. "I was just tired of hearing about money being spent on solar energy studies and no real action taking place. We don't need any more studies — the technology has been used elsewhere in the world for decades. I'm calling on the corporate community to help us to put this technology to use in Canada."

Canadian companies still overlook key governance rules for board guidelines

HAMILTON — Despite a flurry of activity by Canadian companies to draft new guidelines for their boards, a new study finds rules governing key ethical and legal issues are still widely missing.

Among the overlooked are rules regarding directors' conflict of interest, legal obligations, third party dealings and disclosure.

"Even with waves of media attention around board behaviour and governance, there continue to be gaping holes in corporate charters and rules," says study author Chris Bart, professor of marketing, business policy and international business at the DeGroote School of Business at McMaster University and lead professor at The Directors College, Canada's only university-accredited director education program.

The study is being published in the *International Journal for Business Governance and Ethics*. It finds less than one-third of Canadian companies surveyed had identifiable rules regarding legal obligations of boards (29 percent), third party dealings of directors (28 percent), disclosure requirements for board members (21 percent), and corporate social responsibility (3 percent).

Rules governing the role, responsibilities and duties of directors were the most commonly found. Over 93 percent of firms studied had explicit guidelines in this area.

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