



**January 6, 2020 - NEWS RELEASE FOR IMMEDIATE RELEASE**  
**Family Business Association (FBA) Vancouver Island Names Awards Recipients**

Victoria, BC – Trevor McCall, President of Family Business Association (FBA) of Vancouver Island, is pleased to announce that **Nimmo Bay Wilderness Resort** is the recipient the **2020 Family Business Excellence (FBE) Award**. Finalist for the award is **49<sup>th</sup> Parallel Grocery** from Ladysmith. **Erin Boggs, Owner, Robinson's Outdoor Store** is the recipient of the **2020 Family Business Young Entrepreneur Award**.

Nimmo Bay has always been a family business. Craig and Deborah Murray realized their vision 40 years ago and their children, Fraser, Clifton and Georgia, have all been involved in the operation and development of Nimmo Bay over the years. Initially starting as an ocean fishing lodge, the first guests arrived in 1981. Helicopter Fishing was added to its offerings in 1983 which saw Nimmo Bay grow in reputation for the following two decades, particularly in the USA market. In 2011, Fraser Murray took over operations with his partner Becky and together they have reformed Nimmo Bay to fit the current traveller market. Over time, they started adding new programs while also rebuilding and renovating the resort. Today, revenues have increased by a multiple of 7 and the team has grown from 12 to 60 employees. While personal hospitality still remains at the heart of the operation, itineraries now include extraordinary wilderness and wildlife adventures, wellness offerings, corporate leadership retreats, culinary experiences, and more, as the team welcomes guests from across the globe.

The 49<sup>th</sup> is your local grocer. They began in Ladysmith in the 1940's as a coffee shop in the front of a couple's home, later evolving into a food service and supply store. The business of six employees, was purchased in 1977 by Wayne and Harmina Richmond. It has grown from an initial 2,000 square foot store to five locations ranging from 5,000-22,000 square feet and 275 employees, serving the communities of Ladysmith, Chemainus, Cedar and Duncan. They have now started the transfer of control of the operating companies to Peter and Kathy Richmond, the second generation.

Robinson's Outdoor Store proudly bears the name of the family that started it more than 90 years ago. After stepping into leadership in 2005, when the store was on the edge of closing, Gayle Robinson was able to turn the store around by focusing on 3 key areas, hiking, adventure travel & fly fishing, regaining market share on the island and the lower mainland. In March 2017, Gayle's Daughter, Erin Boggs, signed succession documents to become the 4<sup>th</sup> generation owner, in partnership with long-time employee, Matt King. They decided on a 5-year plan, and with the help and mentorship of Erin's Family Business Advisory Team, her confidence, knowledge and ability grew. Today, at the age of 30, she is extremely grateful for the opportunity to carry the business forward while still taking the time to be involved in multiple volunteer initiatives.

The awards will be presented at a gala ceremony at the Union Club of BC, Victoria, on February 12<sup>th</sup> and are given annually by FBA to recognize youth leadership and to celebrate and promote achievements of Vancouver Island family businesses and the considerable contributions they make to their local communities. To purchase tickets, visit: [familybusinessassociationvi.ca](http://familybusinessassociationvi.ca). Past Family Business Award (FBE) recipients include: Proline Management; DriveWise BC; Titan Boats; Tru Value Foods; Wilson's Group of Companies; The Canada Homestay Network; Capital Iron; Country Grocer; McCall Gardens Funeral & Cremation Service; Pacific Sands Resort; Robinson's Outdoor Store; Monk Office and Accent Inns. Past Young Entrepreneur recipients are: Daisy Klaiert, Beacon Hill Wealth Management and Andrew Wilson, Wilson's Group of Companies.

**Family Business Association Vancouver Island Mission:** To promote the sustainability and growth of Vancouver Island business families by providing education and support through community and shared experience.

**Valued Sponsors:** Platinum Sponsor: Dean Innes, Sotheby's Realty International & Gold Sponsors: Bellrock Benchmarking; CIBC; Country Grocer; Country Grocer Salt Spring Island; Hot House Marketing; Nimmo Bay Wilderness Resort; Reed Pope Law Corporation & Wilson's Group of Companies. Thank you Media Partners: Business Examiner & Black Press.