

# Elite Safety Services Inc.

*Expertise Through Real World Experience*

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A fundamental desire to equip workplaces in southwestern Manitoba with the training needed to respond to and, ultimately, prevent workplace accidents started it all for Elite Safety Service Inc. founders Darren Brick & Marc Watt. Nearly 15 years later, the two men are running one of Manitoba's premiere safety training businesses and provide a wide array of emergency response, training, and prevention services to worksites right across western Canada and into northwestern Ontario.

The conversation began back in 2002, when the pair of then-firefighter-paramedics realized that, no matter where they went in their day-to-day life, they were always noticing workplaces were either needing or were asking for a better, safer way to do things. The pair says their intent was never to be the "safety police." However, with workplace legislation and safety regulations becoming more and more stringent, and the fact that the location of some jobsites can often work against a fire rescue service's efforts to come in and "fix the problem," the reality was clear to the two men that workplaces needed to be more prepared. With decades of emergency response experience behind them, as well as each's individual skillsets in the trades and the training/accreditation fields, Brick and Watt reasoned there could be a place for them in such a niche market. So, together, the two found a modest, 3,000-square foot office space in Brandon's East End and started Elite Safety Services Inc. in 2003.

Focusing on core Canadian Red Cross courses at first, Elite Safety Services' offerings have grown significantly through the years and are now so varied that they've been split into separate Rescue Operations and Risk Management sections. Clients range from those in the agricultural, mining, wind energy, oil and gas, manufacturing, and commercial/residential construction sectors in British Columbia, Alberta, Saskatchewan, Manitoba, and northwestern Ontario.

Training and standby services offered by Elite Safety Services to its clients include those on topics such as WHMIS, fall protection and rescue, confined space operations, high angle rescue, technical rescue, elevated work platforms training, bucket evacuation, scaffolding training, ATV & UTV safety, ladder safety, defensive driving, H2S Alive, and ground disturbance training. Through its extensive consulting services, Elite can also provide clients with development of SafeWork procedures & pre-incident plans, quantitative and qualitative respiratory fit testing, drug and alcohol testing, confined space and fall protection assessments, equipment specifications and recommendations, workplace inspections and assistance with COR certification, and exercise development and evaluation. One particular area of unique service Elite Safety Services can offer its clients is that of rope access services. While prevalent in Europe, the concept of using ropes to perform rescues or other safety functions at significant heights is a relatively new one in Canada and in Manitoba. Being able to eliminate cranes or other bulky machinery from a worksite and, instead, use ropes to position people or equipment in a shorter timeframe and at a fraction of the cost is a service Elite can provide its client that few other Canadian outfits can.



- Established in Brandon, MB., in 2003 by then-firefighter-paramedics Darren Brick & Marc Watt
- Elite Safety Services offers a wide variety of classroom, mobile, and on-site training ranging from workplace safety and accident prevention training to technical rescue standby services and on-site medical aid and drug and alcohol testing
- Elite's introduction of rope access training & services is considered the first of its kind in Manitoba
- The company opened a brand new 12,500 square foot office & training facility in Brandon in June 2016, and also runs a satellite training office in Winnipeg
- Complement of 23 full-time employees, though the business can employ up to 200 additional casual employees during peak work season



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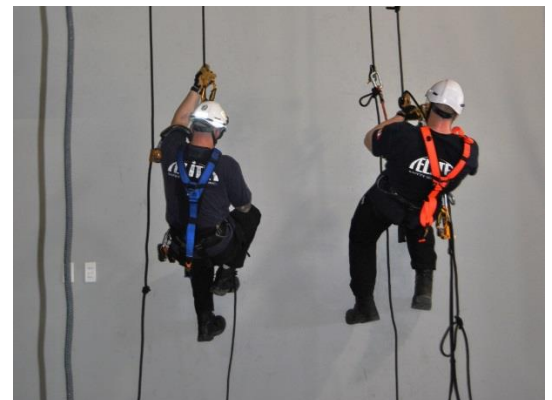
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The ability to train its teams on rope access was made much easier following the company's May 2016 move into a new custom-built office and training facility on the eastern outskirts of Brandon – a 12,500 square-foot facility which includes offices, classrooms, a full lunch/lounge room, and a spacious training workshop featuring a fall prevention training structure with exposed beams. The design of the building itself is even an homage to Brick and Watt's firefighter training – when viewed from above, it resembles a Siamese connection, which is prevalent in the firefighting realm. Elite's three-acre site means there is still room for future expansion, but currently, the extra land is used to store its custom-designed mobile training props: two, 24-foot mobile confined space trailers with built confined spaces inside them, and a fall protection trailer, complete with a deck capable of elevating to different heights. In addition to its unique mobile training options, Elite Safety Services also runs a satellite training centre in Winnipeg, MB.

Elite Safety Services' full-time complement of staff sits at 23 people, but the company can employ upwards of 200 part-time staff during peak work periods. Specialized roles with the company include that of rescue technicians, drug and alcohol testing technicians (including a medical director), as well as accounting staff and an on-site mechanic. The vast majority of Elite's staff have been cross-trained to be able to perform a variety of jobs and functions at Elite's offices and in the field for clients.

Elite's ability to tailor-make a training or prevention program for clients, which can even include the provision of an on-site National Construction Safety Officer, has definitely resonated with clients, many of whom have been referred to seek out Elite's services through word-of-mouth. The business's success has also made positive ripples in Brandon's local business community, as Brick and Watt were presented with the Brandon Chamber of Commerce's Entrepreneur of the Year award in 2012. It was a truly unexpected honour that the pair still call mind-boggling because they simply "didn't think they were on anyone's radar."

Indeed, Elite Safety Service Inc. is on a growing number of client's radars, and with experience, staff, and service second to none, it's full speed ahead in their quest to provide a level of professionalism and expertise that is only gained through real-world experience.



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