



Criss Angel



Vivica Fox



Chad Kroeger - Nickelback



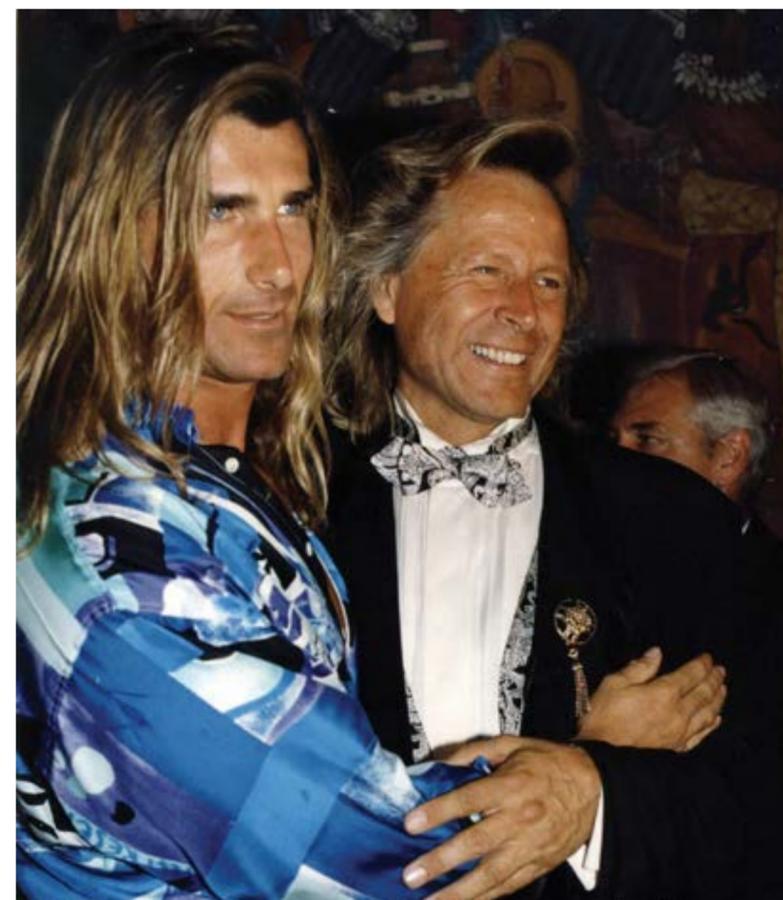
Dick Van Patten



Sid Ceasar



Freda Payne



Fabio



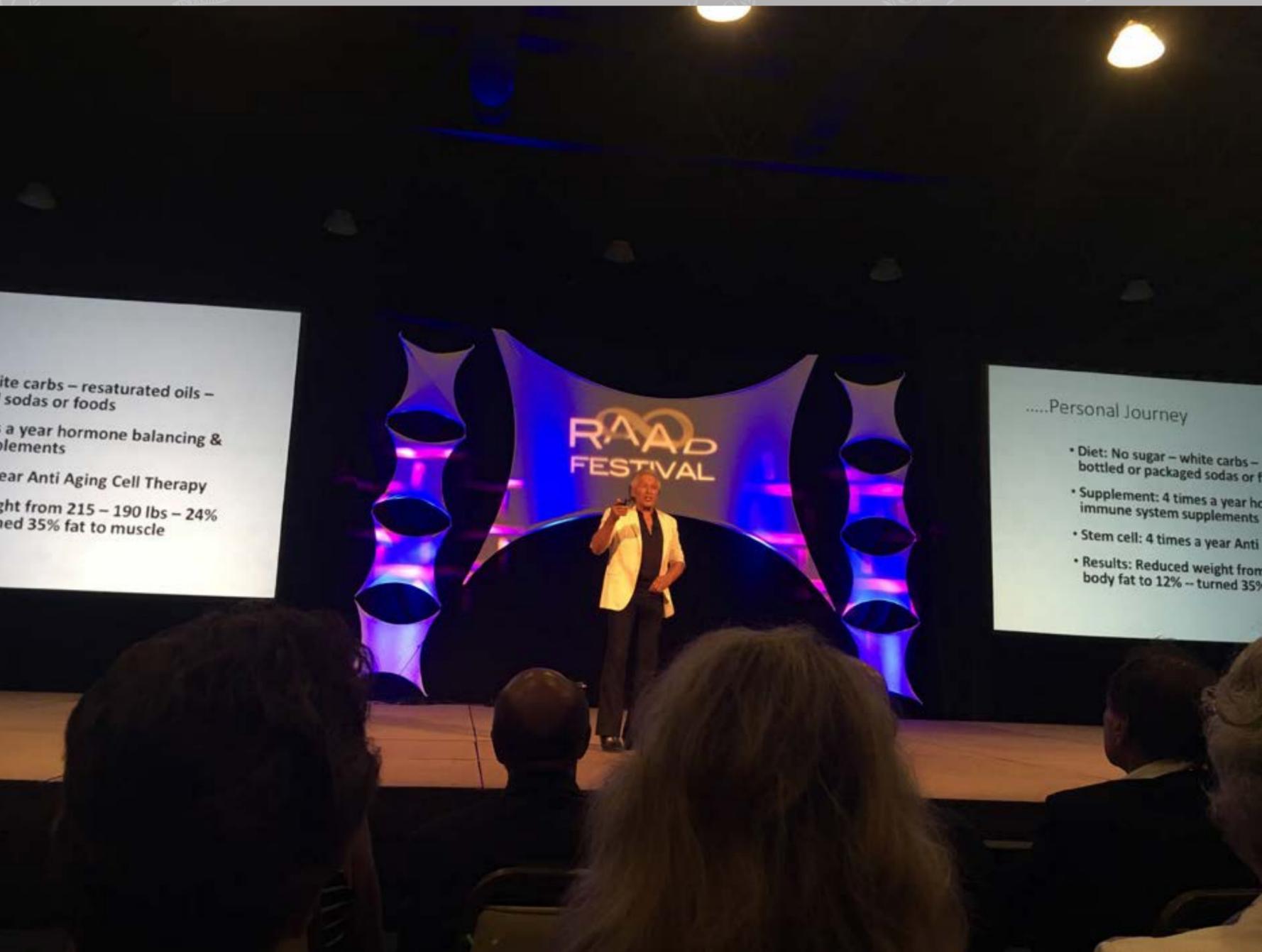
Jane Seymour



Lionel Richie & Diane Richie



David Hasselhoff & Pamela Bach



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sodas or foods

a year hormone balancing &
lements

ear Anti Aging Cell Therapy

ght from 215 – 190 lbs – 24%
ed 35% fat to muscle

....Personal Journey

- Diet: No sugar – white carbs –
bottled or packaged sodas or f
- Supplement: 4 times a year hc
immune system supplements
- Stem cell: 4 times a year Anti
- Results: Reduced weight from
body fat to 12% – turned 359



NYGÅRD THE VISIONARY

*“This is huge. This is a game-changer. This could eliminate all disease.
This, perhaps, is immortality.”*

-PETER NYGÅRD

KEEPING HIS PROMISE

“To Peter Nygård, for his contributions & support throughout, & for his deep & constant devotion to his mother, thank you for making this story a reality. You said she was the wind beneath your wings, but she felt that you had helped her to soar. Her eyes lit up when she talked of you.”

Linda McIntosh, Author of Nygård! Child Of Lamposaari

In 2009, Peter Nygård embarked on one of the most important journeys of his life — to find a way to improve his mom’s health & save her. Then, eureka! Peter discovered the wonders of stem cells, but it was not soon enough to help his mom. Even though Hilikka had only gone into the hospital to replace her pacemaker’s battery, she passed away due to complications. It was one day before her scheduled stem cell procedure.

Before she died, Hilikka begged her son to make a promise — he should take what he had discovered & use it on himself. Peter promised.

Hilikka hadn’t stopped there. She had given them a gift, as Peter’s son Kai describes: “It

was a beautiful thing. The scientists were all collaborating. She hung on long enough for us to witness & feel what it was like for a real collaboration of this discipline of trying to save someone using alternative medicine & new technology.”

Watching all of the various alternative & regenerative medicine specialists that he had flown in to work on his mom working together inspired Peter. Clearly more of this was needed.

Peter launched a new mission & enlisted Kai, who relayed that the focus became prevention & how to move forward: “We were trying to determine the big five breakthroughs out there. We were asking, who are the leaders?

What can we discover? How can we help to catalyse & push forward? Which countries are going to allow this?”

In keeping with his promise, Peter took what he discovered & designed a program for his new life. At the age of 69, he changed everything. His new diet consisted of no sugar, no carbohydrates, no resaturated oils, no bottled or packaged sodas or foods; hormone balancing & immune system supplements; & Anti-Aging Stem Cell Therapy four times a year.

As a result, Peter Nygård went from 215 lbs. to 190 lbs., from 24% body fat to 12% body

fat & turned 35% fat into muscle.

He wanted to share his discoveries & the keys to his transformation to be able to help more people. One of the first things he did was to invest in gym equipment & had them installed in every NYGÅRD location so that the NYGÅRD family of associates could enjoy the benefits of working out. Additionally, the cafeteria at the Inkster headquarters in Winnipeg now only serves a healthy-options menu. No sodas or white-sugar treats are available. Nygård has always been anti-smoking & has a ‘No Smoking’ policy in all of his buildings.

“I loved being on that mission with him to try to save my grandmother & continuing the mission even after she passed. My father is ahead of the curve on everything. He’s recognised now as a leader in terms of using cutting edge anti-aging projects. I have a lot of respect for him & his tremendous work ethic.”

KAI NYGÅRD

Before she died, Hilikka begged her son to make a promise — he should take what he had discovered & use it on himself. Peter promised. He then launched a new mission.



Peter & Hilikka



Peter Nygård

Reverse Aging Paradigm

Before 2009

After 2012

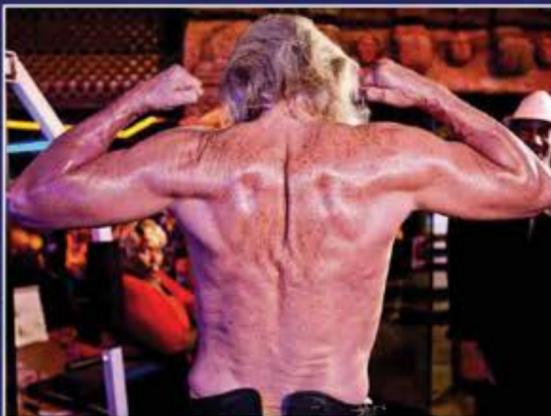
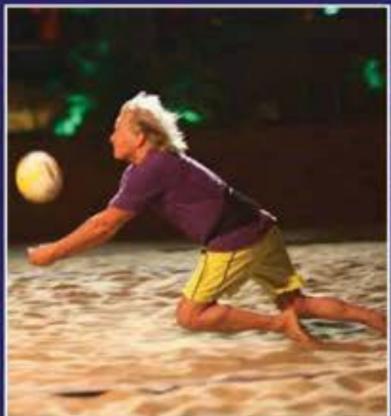


1976



Mel Gibson

Peter Nygård



Diet: No sugar - white carbs - resaturated oils - bottled or packaged sodas or foods
Supplement: 4 times a year hormone balancing & immune system supplements
Stem Cell: 4 times a year Anti Aging Stem Cell Therapy
Results: Reduced weight from 215 - 190 lbs -- 24% body fat to 12% -- turned 35% fat to muscle

GETTING YOUNGER

Peter's strict regimen

"The actions that Mr. Nygård took & are taking are not based on rash experimentation. The entire program is developed with scientific logic & analysis. It is guided by several things: It is based on scientific hypothesis, complete analysis of the technology, & constant monitoring of his health before & after."

He is on a strict regimen of various supplements, hormonal balance, & an exercise program. He eats several meals a day & every menu & shake is measured, is calibrated, is standardized over a period of time, & is vetted by the best nutrition biologist in the country."

The discipline that Mr. Nygård has in maintaining a routine & a regiment is remarkable. I haven't seen that kind of willpower & drive anywhere."

"Physiologically speaking, he is in the best form of any 76-year-old in the world. A company associated with Harvard University measures an individual's biological age versus their chronological age. Based on that measurement, they measured Mr. Nygård to be 56 years old."

I think what he is doing is working for him & it is commendable."

JYOTHI DEVAKUMAR, JID

Dr Jyothi Devakumar, Ph.D., Chief Science Officer, Nygård Biotech

Dr. Jyothi Devakumar joined Nygård Biotech, in 2012 as Chief Science Officer. She has more than 15 years of R&D & scientific strategy experience, including both the academic & commercial aspects of stem cell therapy & drug discovery, combined with expertise in international regulation of stem cells. She obtained her PhD degree in Biotechnology. Subsequently, she performed postdoctoral studies in France in the field of in vivo delivery system with support from EEGID, Government of France. She serves on the editorial board of CellR4 & Rejuvenation Research. She served on the scientific advisory board of BGI Health, China & currently is a member of the Scientific advisory board of SENS Foundation.

Dr. Devakumar has worked on Stem Cell based product design & development & carried out projects for the top 10 Pharmaceutical companies in drug discovery. She oversees all scientific projects at Nygård Biotech.





**DR. EVAN Y.
SNYDER, MD, PHD**

**DR. HOWARD
FEDEROFF, MD, PHD**

**DR. DIETER
EGLI, PHD**

**DR. EUGENE
REDMOND JR., MD**

DR. BO HAN, PHD



**DR. DIPNARINE
MAHARAJ, MD**



**DR. NEIL
RIORDAN, PHD**



DAVID WOLFE



**DR. AUBREY
DE GREY, PHD**



**DR. JYOTHI
DEVAKUMAR, PHD**

Nygård Biotech Team



NYGÅRD'S BIG HEART

"I am going to take my money & invest it & see if I can help other people."

PETER NYGÅRD

"Peter Nygård has always been ahead of his time - in business his success is legendary - in Health he has always been a leader for good health practices. In the mid 80's he banned ALL SMOKING in NYGÅRD Buildings for the health of our Associates as well as our Customers. At every Company Event was always the emphasis on Exercise: Volleyball / Tennis / Curling / for all Associates participation. In every NYGÅRD facility is an Exercise Room with excellent equipment. Also he introduced GOOD eating practices - no sugars / no white flour / no bread.

In addition to all of the above I along with some other NYGÅRD Mgt & Associates were given the opportunity for leading edge Health supplements with ISM which included quarterly blood tests. These supplements & pro-biotics certainly has sustained a healthy lifestyle for me & given me the energy & drive of a 50 year old--like the good old days."

JIM BENNETT
Vice Chairman

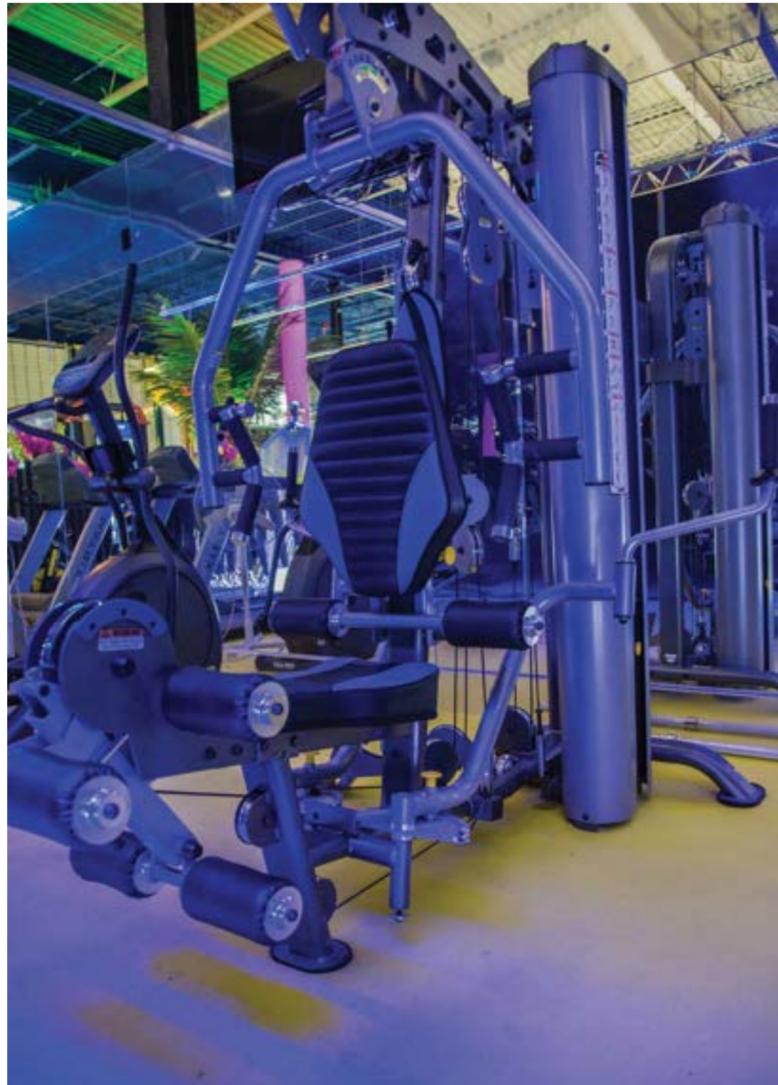
"Mr Nygård has always been very interested & instrumental in looking after my health throughout my career; there are two great examples of what he actually did in support of me.

Since 2012 Mr Nygård has had me enrolled in the ISM program. This health program identifies blood amino acid imbalances, & from the blood work, the tests can illuminate problems in amino acid absorption & metabolism. It pinpoints the potential system weaknesses giving me the opportunity to restore balance throughout each system. I have been on this program for six years, & because it's tailored to me, it keeps my immune system strong.

One of the most touching moments for me was when I was going through some major personal issues in late 2016 with the loss of my best friend (my brother). My body seemed to have been shutting down. Mr Nygård was very concerned about my state of health & flew me to New York to Comite Center for a complete physical/health assessments, which he had me participate in for the full year. Had he not done this, honestly, I may not have pulled myself out of the debilitating condition I was in. Both my mind & physical condition recovered thanks to the rapid response of Mr Nygård's to first identify the problem & then actioning a solution immediately.

Mr Nygård has always been & continues to be the most health conscious person I know & not just for himself but the well-being of all his associates."

ERNIE CHAVES
VP Logistics



"I'll never forget that day even though it was several years ago. I had just hung up from a conference call with Mr Nygård, but he called me right back. He wanted to know how my mum was doing. A few days earlier, I had mentioned to him that I was heading to see my mum because she wasn't feeling well.

The timing of his call was surreal. My mum was not well at all. She was in pain & was struggling to move. Within 12 hrs, he had orchestrated the best specialists in the world of medicine to see her. & so began the incredible journey, a new chapter to find help & cure mum! With everything my mum was dealing with healthwise, I believe he was instrumental in getting her the help she needed & in saving her life. It was 'all hands on deck' for her & it continues to be.

Then there's me. Just over a year ago at a routine checkup, a malignant growth was discovered. I reached out to him & within 72 hours I was in the operating theatre being attended to by the best. — He is always there to help & support. Always!"

TIINA TULIKORPI
EXEC VP CORP RELATIONS

"I'll never forget about five years ago two weeks before Christmas. I got a phone call from Mr. Nygård from Milan Italy. He said, "Rene I think I found a cure for your knee. I've already taken the procedure to make sure it works. It works."

My knee was full of Arthritis. It was so bad, I could hardly walk.

The next thing I know, I am on my way to Italy. The next day I had the procedure done. When I think about it, I still can't believe it. A couple of days after the procedure, I was able to walk & NO MORE PAIN! I remember seeing Mr. Nygård coming down the hallway & yelling at him, "I can walk. I have no pain!"

Ever since then he has sent me to have stem cell injections several times & twice to Panama.

Peter Nygård is the reason I feel great! & not only that, but I also have been taking supplements that he has supplied. I will never know how I can thank him for everything.

Mr. Nygård is also doing this for many other associates."

RENE LAW
VP TECH DES - NF



"In 1962, I had double pneumonia & Norwalk flu -- I was extremely ill for five weeks. I have had pneumonia my entire life as living on the west coast is a hazard. Nygård introduced me (at his expense) to ISM (Immune System Management) which concentrates on the balance of chemicals in your white blood cells. I have not had a cold or the flu for ten years - amazingly, as I've traveled 300k miles in aircrafts in seven countries over three years, I believe he saved my life."

RICK WANZEL
EXEC VP INTL SALES

In conversation with Mr Nygård, I mentioned to him that my brother was struggling with multiple sclerosis. At 1 am the following morning, I received a call from Mr Nygård saying he had made an appointment in four days time at a top clinic in Kiev for my brother. This clinic was world renowned for having had promising results for MS patients using stem cell therapy.

The day after we arrived, my brother was receiving stem cell treatment. Words cannot express how immensely appreciative I am of Mr Nygård for doing this for my brother — Peter Nygård is a true humanitarian. He has the biggest heart when it comes to the welfare of his employees & he will always have my deepest respect & admiration.

DAVID GAUTHIER
NR5 Project MGR

"Peter Nygård is always showing concern for his employees & their families' health condition.

In 2009, he pulled me aside & told me he had scheduled an appointment with a New York doctor for me. It was for a physical to see what could be done to improve my health. I was having chest pains & trouble breathing.

I accepted the offer & went for the appointment. The doctor performed an intense physical & was able to determine what my issues were. I took the doctor's advice & started treatment. Within a year, I felt like a new man!

In 2015 though, I would continuously get gout attacks. I couldn't get better. Attacks would last for weeks then escalated to months. Mr. Nygård had determined that with stem cells this disease could be manageable.

He took me to Panama MSCs & I received stem cell treatment. Within a day, my gout had disappeared, & once again, I felt like a new person!"

MARCEL BUISSE
CPO

"It was in 2010 while working in The Bahamas that I became ill. Mr. Nygård responded immediately & flew me back to Winnipeg even walking me to the departure gate to make sure I was okay.

Turned out, I had a life threatening disease & had to have two operations. He actually secured follow up appointments for me with a leading physician in Florida. No expense was spared. He continuously followed up to see how my after care program was going.

There are a number of people from our work family unit who Mr. Nygård has cared for & provided medical treatment for over the years. The amazing thing is that he does it quietly out of a sole sense of caring about each individual. We are eternally grateful to be working for a company with such a leader."

SHARON CLARKE
VP COM & PR



AWARDS & REWARDS

“We had to survive & you had to work hard to survive in life. ‘Necessity is the mother of invention’; you found that extra skill within yourself. I think those people who are born rich & spoiled that way never learn how to survive & never learn how to earn your way. It was fortunate that I wasn’t handed this. There is something to be said about necessity being the mother of invention.”

– PETER NYGÅRD

A 20-YEAR PROVEN PHILOSOPHY

“Most people go to their graves with their best tune still in them — the most beautiful melodies in all the world never played — simply because the average person has never learned to get them out.”

PETER NYGÅRD

SPEECH TO GRADUATING CLASS MAY 1969

Mr. Chairman, graduates, distinguished guests, ladies & gentlemen: Not long ago, I was a Glenlawn Collegiate Graduate. I was sitting where one of you is sitting now, keenly listening for what the speaker was going to say that would give me some guidance as to what I was going to do in the future.

I still have a very strong, clear & pleasant memory of playing basketball for the renowned Lions in this very auditorium. Walking in the long corridors of this collegiate with fellow companions & studying in room 23 - third row - last seat. As a matter of fact, my then chemistry instructor then is now your Principal, Mr. Dasrinchuk. My sister's then geography teacher is now the vice-principal, Mr. Carstead. It is hard to believe that what seemed like yesterday was nine-years-ago. From this point on in your life, time will start running, & then galloping at an ever increasing pace. Years will fly by, every year will go faster than the year before & the next thing you know, one of you will be up here trying to convey some of your experience to a graduating class.

The first 18 to 20 years of your life were pre-determined for you. You lived at home, you ate with the family, you went to school & you spent the family money. There were not many major decisions to be made that would have long lasting effects on your future. However, you are now quickly approaching the GREAT CROSSROADS, when you must decide which way you will go to shape your OWN destiny - your OWN life. It makes sense, therefore, that you should take time out for serious consideration now, while you have some element of control, to clearly explore

every possibility to define your goal.

You must have a goal! You must decide what it is in life that you want & how you intend to get it. This is the most important step & I hope that I can contribute something towards your future in the next fifteen minutes.

Ladies & gentlemen, we are living in the best time in history. Every generation has a higher standard of living than the previous one, & has a greater opportunity to make for themselves a full & happy life. Not only are we living in the best of times, but we are living in the best country.

With my present job, I did considerable amounts of traveling through the U.S. & European countries, & even some in the Far East. After coming back from these trips, I realise just how great a country Canada really is! I am telling you all of this for a purpose, you see, PEOPLE ARE IN CONSTANT STRUGGLE WITH TIME & PLACE. People always seem to have a feeling that they are either too young or too old to do certain things & they feel that there are better places to live.

There is nothing more pitiful than a person who wastes his time from one thing to another, forever looking for THAT POT OF GOLD AT THE END OF THE RAINBOW & never staying with one thing long enough to find it.

Remember, WHILE WE ARE EYEING THAT OTHER FELLOW'S PASTURE, HE IS EYEING OURS.

Along with the good, always comes some bad. In today's world, there is a tremendous rebellion against authority, the status quo, the establishment - especially by labour & students. This condition can be paralleled with the Roman Empire that once lived & fell - fell because it got spoiled in its own richness. We are seeing crippling strikes, one after another, & students taking over universities all over the world, rebelling against almost anything.

Would it not be wonderful if we could only channel this tremendous energy, this tremendous brainpower of our young people today into the right production areas. This becomes your own personal challenge, if you can channel your energies, abilities & time into one specific area constructively, you will be a success. It isn't hard because so few are really trying. Most people go to their graves with their best tune still in them...the most beautiful melodies in all the world & never played, simply because the average person has never learned to get them out. Our growing needs & will, will reward the uncommon person who seeks a place in that growth.

What then must you do to become a success in life?

Three things:

1. You must develop the right mental ATTITUDE.
2. You must establish a GOAL & PURPOSE.
3. You must pay the PRICE.

First, let us talk about attitude. For it is our attitude towards life which will determine life's

attitude towards us. If we take the position that we cannot do some things, we generally will not do it. We shape our own lives & the shape of them will be determined by our attitude. William James of Harvard University said, "That the greatest discovery of my generation is THAT HUMAN BEINGS CAN ALTER THEIR LIVES BY ALTERING THEIR ATTITUDES OF MIND." What we receive in life or fail to receive is largely due to our own attitude. Isn't it wonderful that we have this measure of control?

But before we talk about our perception about the world, let us talk about our feelings towards ourselves. It is the attitude that we take towards ourselves which determines our attitude toward the world. Here we come to a fact - we are so familiar with ourselves that we tend to take ourselves for granted. We minimize our accomplishments, the goals that we can reach, & for some EQUALLY strange reason, we believe others can accomplish things in our field that we cannot. There are millions of people who lead sheltered & darkened lives because they live defensively -- they have failed to change their attitude! Many people are suspicious of change - yet change is one thing in life we can absolutely count on.

People who welcome change, realise that change means new opportunities & new advances for further fulfillment. They welcome change because they have taken the right attitude.

Attitude is a reflection. The result of a person's will: It is increasingly powerful if it is trained day to day. Whenever you find a person doing an outstanding job & obtaining results, you

will find a person with the right mental attitude. You must believe in yourself!

Successful people always have a good attitude; they expect more good out of life than bad. They expect to succeed more than fail. You can always tell who's a successful person - they RADIATE CONFIDENCE; they ACT SUCCESSFUL; they EXPECT success; & they GET success.

Actions trigger feelings, just as feelings trigger actions. The world plays no favorites. It is very impersonal; it doesn't care if you change or not - it is up to you. If you develop the right attitude, you can successfully determine your environment & your goals in life. Your environment is really a mirror of your mental attitude.

The second point, you must be determined as to where you want your attitude to take you. In other words, you must DEVELOP YOUR GOAL - YOUR PURPOSE IN LIFE. Your goal may be to become a lawyer, a dentist, a doctor, a secretary or a nurse, you may want a beautiful home, a new car, have a certain amount of money - numerous things. Develop both a long-term goal & a short-term goal. Make the long-term goal BIG, because it is the big goal that is really exciting, & we have to have excitement in life.

Make the long-term goal almost impossible because ONE THING ABOUT THE IMPOSSIBLE IS THAT YOU DON'T HAVE MUCH COMPETITION.

When you establish a goal for yourself, you will feel a surging power pulling you towards it. A goal is a dream in the mind, felt only in the heart that is too big to be denied. Everything you see is a dream come true - a goal. Napoleon Hill said, "WHAT THE MIND OF A MAN CAN CONCEIVE & BELIEVE IT CAN ACHIEVE."

Statistics prove that if you stop 100 people in the street in any city no matter what the population is, only five out of 100 can tell you what they are working towards. The other 95 are just drifting along hoping that something good will happen to them - or at least that nothing bad will. 95 out of 100 can be compared to ships without rudders drifting AIMLESSLY WITHOUT A DESTINATION.

When people are asked what their goal is, they answer in vague & unrealistic terms - happi-

ness, good health or enough money to support my family - these are not goals. They are conditions desired by everyone. You must know what it is that you really want, or want to be, & work towards it by progressively setting & achieving goals, one at a time. As Napoleon Hill put it, "THERE IS NO ROAD TO SUCCESS BUT THROUGH A CLEAR STRONG PURPOSE." Nothing can take its place. A purpose underlines character, culture, position attainment of every sort. Decide your goal - insist upon it. Force it into & keep it into your subconscious mind, see yourself as already having obtained it & it will become a habit - a habit that will lead from one success to another for this is the secret of success. You will become what you think about.

Once you have developed the right attitude & clearly defined your goal in life, you are on the road to success. Success has been defined as, "THE PROGRESSIVE REALIZATION OF A WORTHY DEAL..." You do not, however, necessarily have to be wealthy to achieve success, unless money is your goal.

Think about your goal every morning & every night.

Remember we are nothing more than a SUM TOTAL OF OUR THOUGHTS.

Now we have come to the third point - PAYING THE PRICE. This, in simple terms, means WORK. To this day, there is no better method of succeeding than to work hard. Success in life is not determined by being dealt a good hand, but by making the best of the hand we are dealt.

What are we given? What are our possessions in life? They are our mind, our abilities, our unique & individual talents, & TIME. These are our possessions & it is really an enormous amount of wealth. Let's plan to invest it in the most productive way everyday of our lives. You know- PEOPLE DO NOT PLAN TO FAIL; THEY FAIL TO PLAN.

In order to make the most of the opportunities in life we must prepare ourselves for them. Isn't it amazing how something wonderful always happens to that LUCKY person? The one who already has everything, & what is luck? LUCK IS THE CROSSROAD OF OPPORTUNITY & PREPARATION. If you are not prepared, opportunity will only make you look ridiculous, preparation is the secret formula for

luck - preparation means work - it means doing the simple things exceptionally well.

In any field that you undertake you must show value. You must contribute more than you earn. The onus is on you to show your worth & to put your effort forward - the reward will follow. The man who refuses to do more than he is paid for will NEVER GET MORE than he is paid! Don't find yourself in the position of sitting in front of a cold stove saying, "Give me heat & I will give you wood." Those who understand that the wood must be added first before they can expect warmth; contrasts those who feel they should get warmth whether they do anything about it or not.

You must be totally dedicated towards your goal. Think about anyone who has achieved a mark in sports, in social work, in business or anything at all & you will find them completely dedicated to their cause. They eat it, drink it - they practice it constantly. You must become a professional in your undertaking. You must practice it so well that you know more about it than anybody else, everything else must come second.

You don't have to be a genius to succeed but you do have to be dedicated. Remember, no horse gets anywhere until it is harnessed; steam or gas ever drives until it is confined; no Niagara has ever turned into light & power until it is tunneled; no life ever grows until it is focused, dedicated & disciplined. You must continue to learn & develop yourself.

It is interesting to note just how many adults stop learning. They fail to realise new opportunities & become the countless numbers who drift aimlessly like a ship without a rudder - without a purpose.

So, ladies & gentlemen, if you want to achieve success & a meaningful, happy life:

1. You must develop the right ATTITUDE, for without it you can go no further. Walter D. Scott said "Success or failure in any undertaking is caused more by MENTAL ATTITUDE than by MENTAL CAPABILITIES".
2. To achieve success you must establish GOALS - a purpose in life. A plan by which you will live because YOU WILL BECOME WHAT YOU IMAGINE YOURSELF TO BE.
3. To become a success, you must PAY THE PRICE - you must WORK, you must be totally DEDICATED. You must make PRODUCTIVE USE OF EVERY HOUR & every minute of your time that has been given to you.

Plant your seeds for achievement now. Remember that, "Ye sow, so shall ye reap." Our rewards in life will always match service; the investment of our wealth will determine our rate of return. This philosophy has been written time & again, & no matter how many times it is said, it still means that YOU ONLY GET OUT OF LIFE WHAT YOU PUT INTO IT



AWARDS & REWARDS

- 1969 The Spirit of 70' Award presented by Manitoba Export Corporation APT
- 1978 Sioux Award - UND
- 1979 Company Opening Award – Presented by City of Winnipeg Mayor Bill Norrie & Actor David Soul
- 1981 Outstanding Canadian Distinction – Manitoba
- 1986 Letter of Congratulations - Brian Mulroney
- 1986 Recognition of Outstanding Canadian - The Honourable Pearl McGonigal, C.M., O.M.
- 1986 Award for Exemplary Citizen - City of Winnipeg
- 1988 Appreciation of Assistance during Canada - U.S. Free Trade Agreement
- 1988 Honorary Diploma - College LaSalle
- 1988 Appreciation Award - International Special Event Society
- 1989 Optimist Clubs Supporter of Youth of Winnipeg
- 1989 Regimental Senate of the Fort Garry Horse (Facta Non Verba)
- 1992 Sears' Partners in Progress
- 1992 The Commemorative Medal for the 125th Anniversary of Confederation of Canada (Governor General of Canada)
- 1993 Saks Fifth Avenue Award
- 1994 Outstanding Vendor Award – The Bay
- 1994 The Common Wealth Games Federation – Women's Team Competition
- 1995 Fort Garry School Division NO5 – Certificate of Recognition
- 1995 Standard of Excellence – The Bay
- 1995 Supplier of the Year - Rosati Group
- 1995 Canada Confederation Medal – Presented by Tony Rupercht M.P.P
- 1997 Certificate of Appreciation - Toronto Board of Education
- 1997 Certificate of Appreciation - Manitoba Fashion Institute
- 2000 Medal of Merit – Presented by Veikko Kallio
- 2000 The Toronto Davenport Award
- 2001 Letter of Appreciation - Canadian Breast Cancer Foundation
- 2001 Corporate Circle of Success – United Way of Winnipeg
- 2002 In Grateful Appreciation – United way of Winnipeg
- 2002 Bill Gates Microsoft
- 2002 Second Battalion Princess Patricia Canadian Light Infantry Award for outstanding Support in welcoming our troops home from Afghanistan
- 2002 Keeping America Strong – Presented by Doug Llewelyn
- 2002 Letter of Appreciation - President George Bush SR
- 2002 The Patriot Award – Presented by the Royal Military
- 2003 Queen's Jubilee Medal
- 2003 Letter of Congratulations - Toronto Mayor Mel Lastman
- 2003 Canadian Breast Cancer Foundation
- 2003 Sears' Partners in Progress
- 2004 Sears' Partners in Progress
- 2004 Quantum Leap Award – Presented by the United Way of Winnipeg
- 2005 Sears' Partners in Progress
- 2005 Patriot Award

- 2006 Certificate of Appreciation – Presented by The Salvation Army
- 2006 GXS First Annual Customer Service Award
- 2007 Collaborative Commerce Achievement Award - VICS
- 2008 Queen's Jubilee Medal
- 2008 Best Practices in Business Intelligence Award
- 2008 Key to the City of Winnipeg – Presented by Sam Katz
- 2008 Bahama Lifetime Achievement Award
- 2010 Sears' Partners in Progress
- 2011 Canadian Manufacturers & Exporters Hall of Fame
- 2016 Best Guest - Ambi Gala

OTHER

- Miami Proclamation Award
- Outstanding Participation in the Israel Bond (State of Israel Bonds)
- Blue Star Digital Technologies INC Award
- Shanghai Municipal Peoples Government Award
- Friends for Life Award - Mount Sinai
- Appreciation Award - Cardinal Newman High School



CITATION FOR PETER NYGARD

"People are in a constant struggle with time and place. They always seem to have a feeling that they are either too young or too old to do certain things, and they always find that there are greener pastures. There is nothing more pitiful than a person who wastes his time running from one thing to another, forever looking for that pot of gold at the end of the rainbow, and never staying with one thing long enough to find it.

"Nobody plans to fail, but many people fail to plan.

"What then must you do to become a success in life? 3 things. One, you must develop the right mental attitude. Two, you must establish a goal and purpose. And three, you must pay the price.

"What we receive in life or fail to receive is largely due to our own attitude.

--If you have a worthy ideal and you progressively come to realize it, then you can be considered successful--

--Luck is the crossroad of opportunity and preparation--The so called lucky person has simply prepared himself or herself for the opportunity, and when it arises has been able to take advantage of it.

--In any field that you undertake, you must show value, you must contribute more than you earn. The onus is on you first, to show your work, to put your effort forth. The reward will follow.

What I have just given you are excerpts from a talk given recently by Peter J. Nygard to an audience of young citizens in Winnipeg. This tells us something of the personal philosophy of this outstanding individual.

Peter Nygard is living proof that the great American Horatio Alger story can also happen in Canada. Under the dynamic leadership of Peter Nygard, a company which he owns called Tan Jay has moved in just 11 years from modest sales of \$800,000 to what the Winnipeg Free Press recently called a \$50 million ladies fashion business empire with plants both in Canada and the United States. Peter's five year plan is to push sales to \$100 million a year. Looking at his past record, there is no doubt but that he will attain this goal.

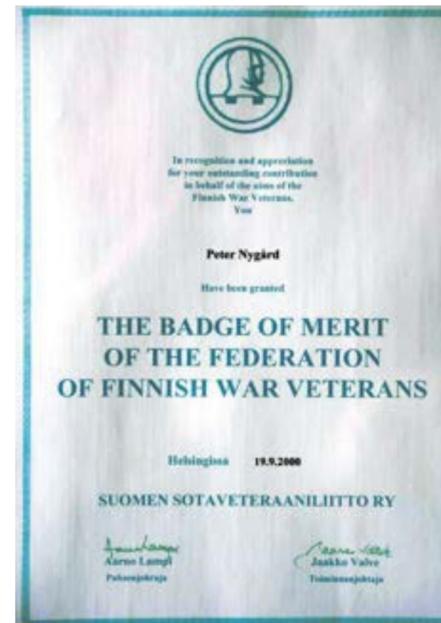
Another notable and unique accomplishment of Peter Nygard has been sailing, where he is the North American Champion in the Tempest class, and is ranked seventh in the world in this class of boat. Peter is a member of the Canadian Olympic sailing team and plans to compete in the 1980 Olympics.

A recent publication in Canada described him this way, "Attractive globe trotter, international sportsman, friend of the famous, and one of Canada's most eligible millionaires." From what we know of Peter Nygard, this is all true. He has not been afraid to rise above the crowd. He is a unique and outstanding individual with most uncommon achievements. We're proud to claim Peter Nygard as a member of our University of North Dakota alumni family.

Peter Nygard, will you please come forward to accept a Sioux Award.

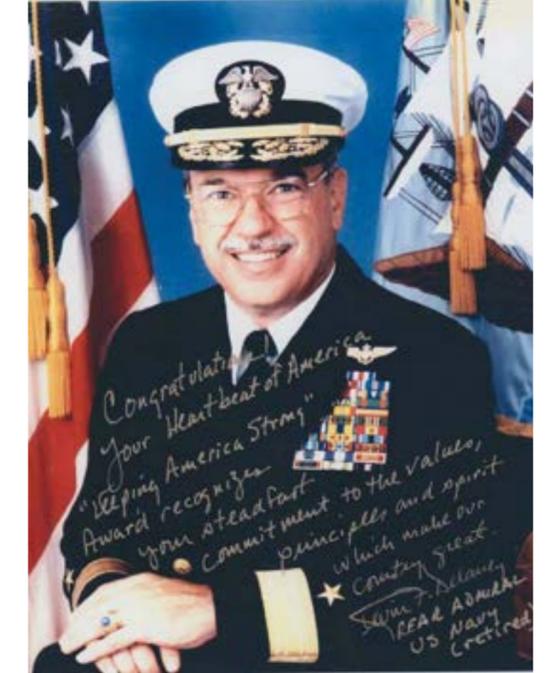
PATRIOTISM

FINLAND

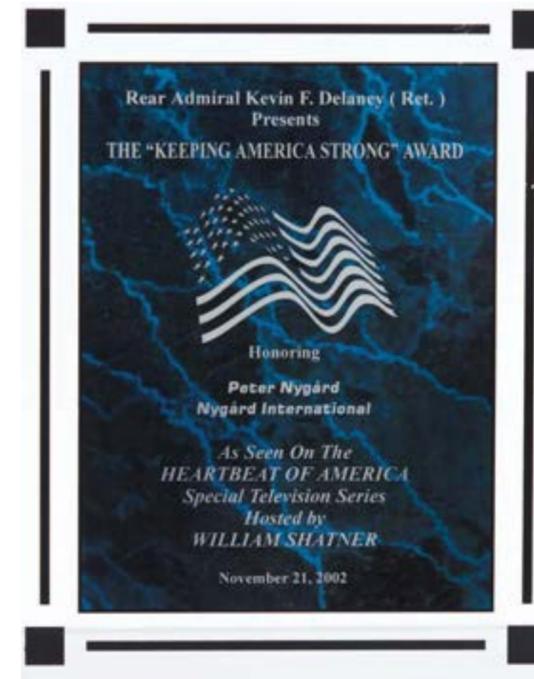


The Badge of Merit from The Federation of Finnish War Veterans - 2000

UNITED STATES



KEEPING AMERICA STRONG AWARD



CANADA

THE MEDAL OF MERIT



Queen Elizabeth II Golden Jubilee Medal
Peter Nygård, Lt. Gov. Peter Liba & Former WPG
Mayor Bill Norrie - 2008



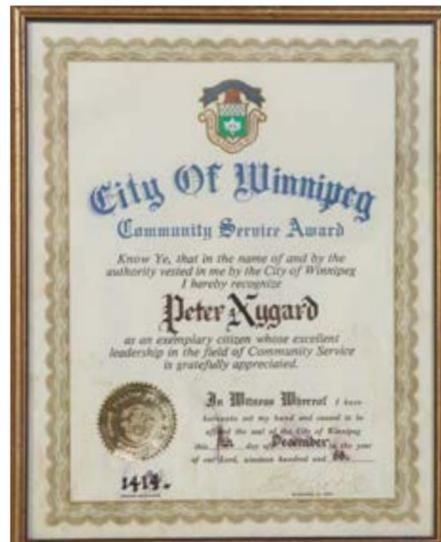
Queen Elizabeth II Golden Jubilee Medal
Mrs Shirley Liba - Peter Nygård - Lt. Gov. Peter Liba - 2008



The Commemorative Medal for the Golden Jubilee of
Her Majesty Queen Elizabeth II



Queen's Jubilee Award
2003



City of Winnipeg Award for
'Exemplary Citizen' - 1986

THE PATRIOT AWARDS



Patriot Award MB Military & Allies - 2002



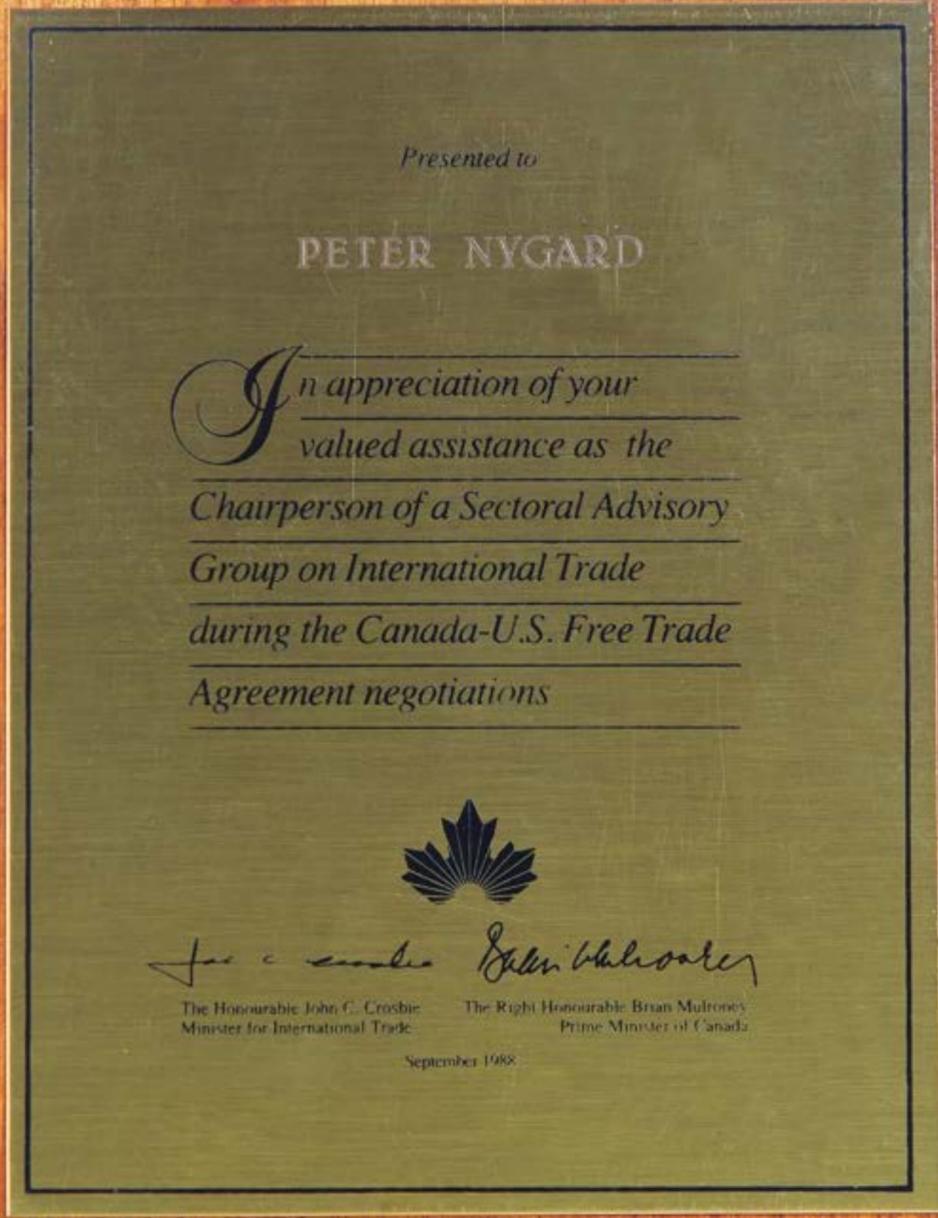
Regimental Senate of the
Fort Garry Horse



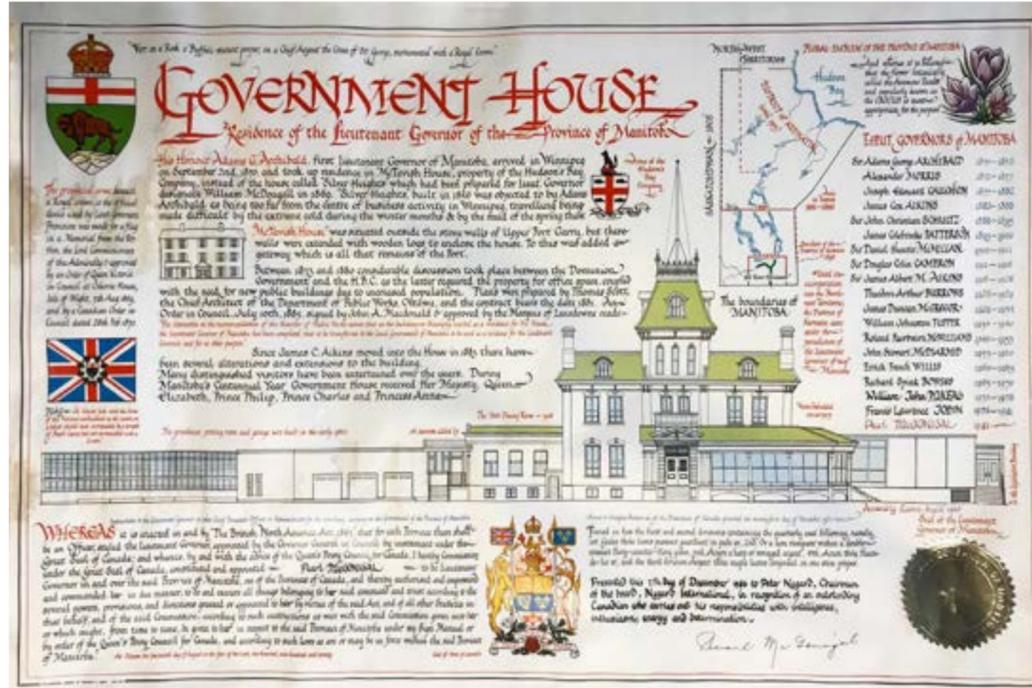
Second Battalion Princess Patricia Canadian
Light Infantry Award - 2002



The Confederation Medal - 1995



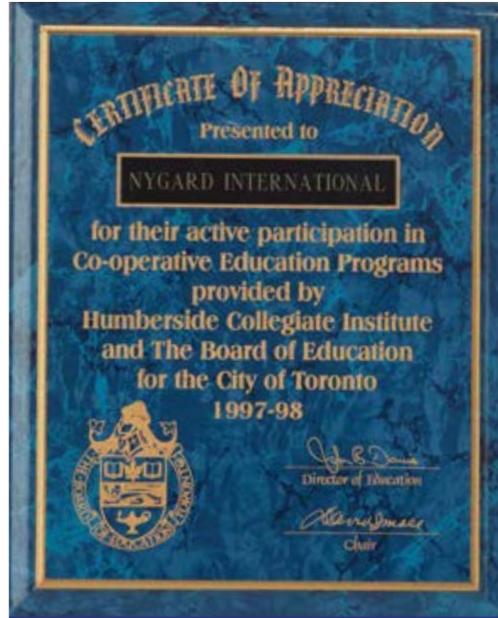
John C. Crosbie & Brian Mulroney Appreciation of Assistance during the Canada - U.S. Free Trade Agreement - 1988



Government House of MB – Pearl Mcginigal



Key to the City of Winnipeg presented to Nygård by Mayor Sam Katz



Certificate of Appreciation Board of Education 1997-1998



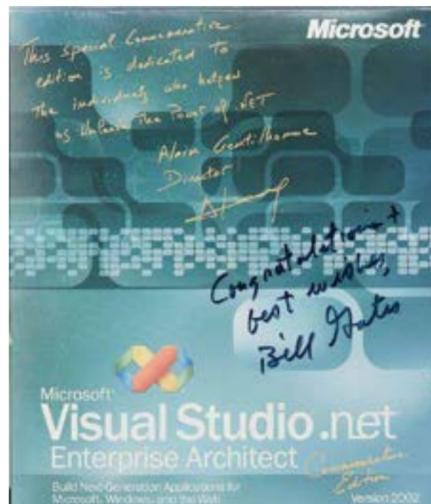
2000 Toronto-Davenport Award



Song from Raneé Lee - 1993

BUSINESS AWARDS

TECHNOLOGY AWARDS



Bill Gates - Microsoft - 2002



Orlando, Florida - VICS Collaborative Commerce Achievement - 2007



Blue Start Digital Technologies IND Award



University of North Dakota Distinguished Alumni Award

FASHION INDUSTRY AWARDS



GXS First Annual Customer Service Award, 2006



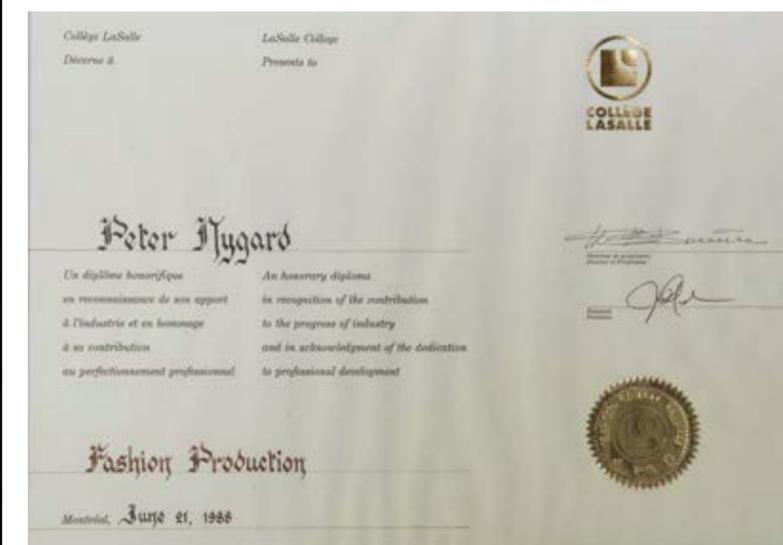
Canadian Manufacturers & Exporters Hall of Fame



Fashion Lifetime Achievement Award Bahamas



Sears Partners in Progress



Honorary Diploma LaSalle College 1988



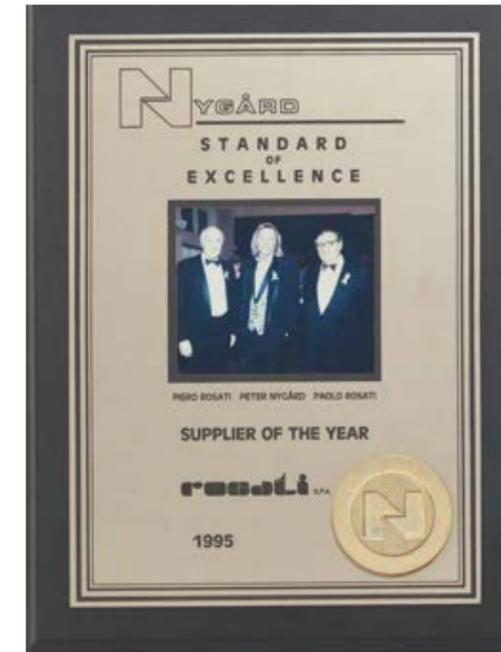
Outstanding Vendor Award, 1994



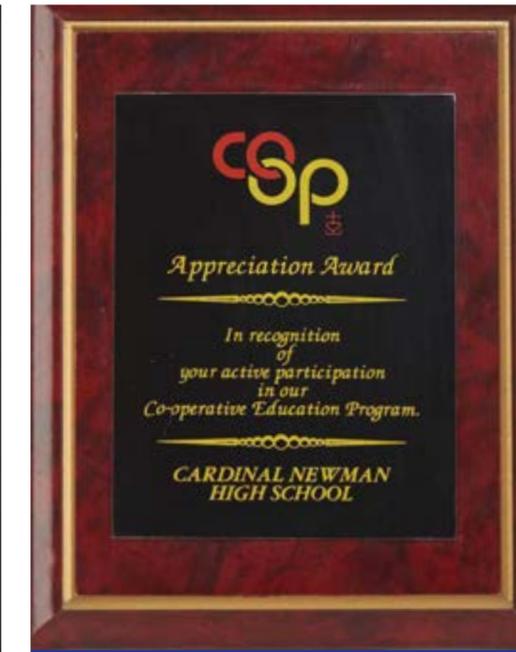
Ambi Gala Award Best Guest, 2016



Partners in Progress Award, 1992



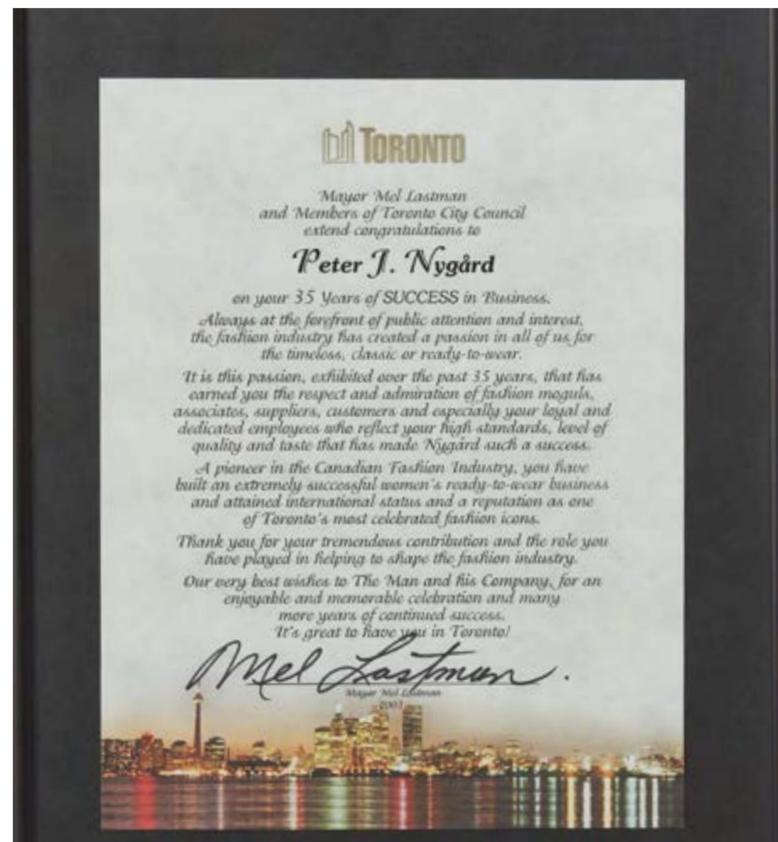
Supplier of The Year, 1995



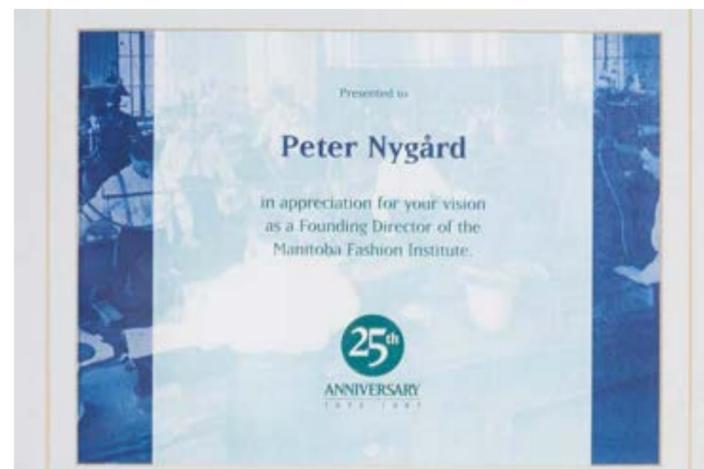
Appreciation Award Cardinal Newman High School



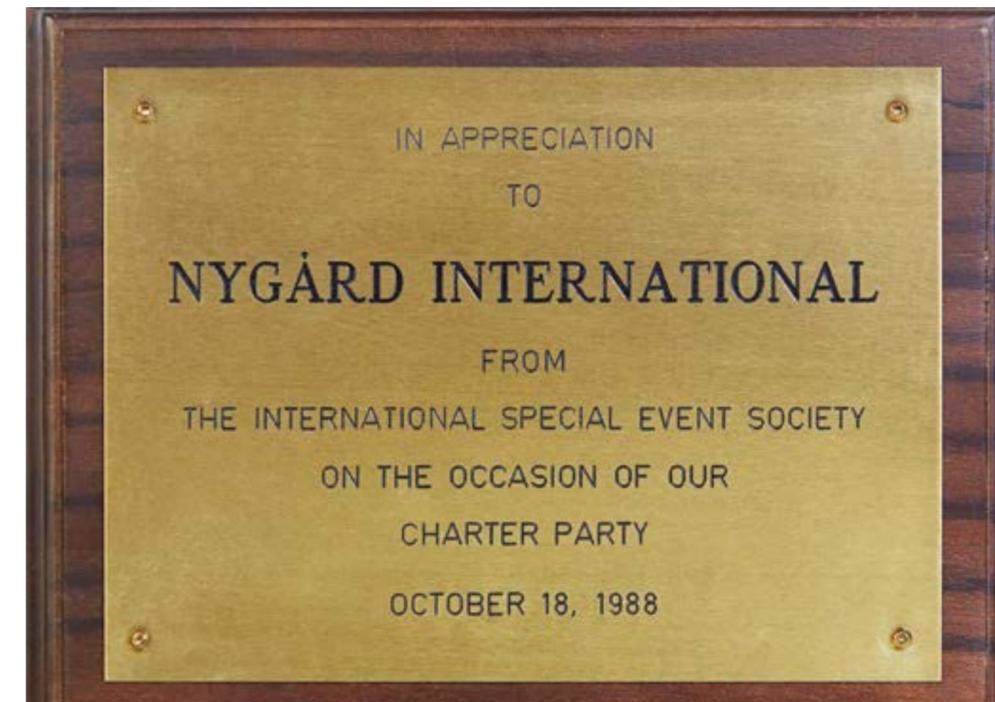
Peter Nygård Hard Hat from 1 Niagara Street Construction, Toronto Office



35 years in Business from Toronto Mayor Mel Lastman, 2003



Appreciation from Manitoba Fashion Institute



Appreciation from International Special Event Society, 1988



Shanghai Municipal People's Government Award

KEYS TO THE CITY



Kenner, Louisiana U.S.A.
Mayor Ed Muniz



Marion, Illinois U.S.A.
Mayor Bob Butler



Chesterfield, Missouri U.S.A
Mayor John Nations



Oklahoma City, Oklahoma U.S.A



Oklahoma City, Oklahoma U.S.A
Store Manager Dennis Hix



Port Arthur, Texas U.S.A.
Mayor Oscar Ortiz



Nygård receives Proclamation
Mayor John Purcell
Lawton, Oklahoma, U.S.A.



Winnipeg, Manitoba, Canada
Mayor Sam Katz



Niles, Ohio, U.S.A.
Mayor Ralph Infante

Peter Nygård is Awarded Keys to Numerous Major Cities across North America including Winnipeg, MB

HUMANITARIAN AWARDS

PHILANTHROPY



Mount Sinai Hospital
Award



Miami Proclamation Award



Appreciation from Canadian Breast Cancer Foundation - 2001



Canadian Breast Cancer Foundation - 2003





A MODERN-DAY VIKING

*"I'm not a sailor. I'm a racer. I would find pure sailing pretty boring.
It's the racing aspect that thrills me."*

– PETER NYGÅRD

THE JOURNEY TO SAILING CHAMPIONSHIPS

“I love racing. Sailing is a very challenging sport. You have to conquer the elements themselves & not just conquer the competition.”

PETER NYGÅRD

Peter Nygård's determination to be the best & insistence on perfection was always on full display in everything he ever did.

He loved racing sailboats. When he was in his twenties, Peter was considered one of the top racers in Manitoba — so much so that he was one of the sailors from Manitoba sent to try out for the Olympic sailing team for Canada one year.

At the trials, he walked around very cocky, feeling sure he was going to win the sailing trials even though it was an entirely new class of sailing. At one point during the first race he was in, he looked around & couldn't see any other sailboats. He got excited thinking he was in first place, but it wasn't long before he realised that the other boats had done a

horizon job on him — the boats in front were so far ahead, all he could see was the horizon.

In that race of 60 participants, Peter Nygård came in number 56th. He described being very humiliated & humbled by the experience.

As is indicative of everything he does, after that experience, he got to work. For him, it's okay to fail at the outset, as long as you learn from your mistakes & set out to be better at it next time. So while the others went for beers & to chit chat after the races, Peter Nygård sought out the guy who was ranked number one & asked him a series of questions. He learned that those races are won on the ground. It was all about the details of the boat & the sails, down to the millimetre. Testing was also crucial.

Nygård spent the year around him learning & doing everything he saw this champion do. Insisting on doing everything to perfection, he practiced every day & even became the sparring partner of the top sailors to get better & better. He lived on his sailboat training & racing & won many regattas including the

North American Yachting Championship one year.

Peter Nygård had finally discovered what he needed to be the best. In one of his championship races, he returned the favour & did a horizon job on many of the others in the race.



Peter Nygård & Aira Samulin
Olympic Trials, 1976

I love racing. It's the competitiveness in me all of the time. Sailing is a very challenging sport. It's mentally challenging & a very physical sport. It can be a scary sport. The wind can scare everybody out of their wits. You have to conquer the elements themselves & not just conquer the competition.

You were fighting the elements & when that wind was blowing it made cowards of all of us. The guy who has less cowardice would win. That became me.

While people were capsizing or giving up I would persevere. For example, in one race with a fleet of thirty boats, only five finished & I finished first. I was able to win all of the races that were the scariest. What I discovered about myself was that the tougher the competition the better I became. It wasn't that I got better. It's that the competition got worse. The longer the competition got, it would just tire them out while I could keep pushing.

Peter Nygård



“He sold his Morgan-51 sloop that he used to moor in the Bahamas, but maintains his status as an Olympic-class sailor by keeping a sailboat at each of his locations. Starting out in twenty-two-foot Tempests on the Lake of the Woods, he won the Manitoba championship, eventually became a North American gold medalist & was ranked as the world's fifth-best Tempest racer.”

Titans: How The New Canadian Establishment Seized Power "Riding The Money Culture" 1998 by Peter C. Newman. Page 100.

THE AVID SPORTSMAN



I met Peter playing beach volleyball when I was invited to play at Nygård Cay in The Bahamas. We'd play until 2am & would go to bed much past that, & he'd still get up early the next morning & get to work. Peter Nygård's work ethic is unmatched. If he has to work twenty hours a day, he'll work it. He never gives up with anything. He competes with professional volleyball players half his age & he holds his own. He's not afraid to step in there & mix it up with anybody. He's fearless. He's persistent & has a strong competitive drive. These speak to his success. & Peter is beyond generous. He hosts lots of people to dinner every night including strangers.



The most amazing thing is to have watched him get younger over the years. Even when he was in his sixties & out of shape, he was able to move around well in the sand playing for 4 or 5 hours. & beach volleyball is a very hard sport. That speaks to his past athleticism. But his change to a healthier lifestyle helps him to still be going strong at beach volleyball late into his seventies. I talk to my students all

the time about Peter's transformation & his athletic abilities even now.

REO SORRENTINO
Athletic Director



On May 9, 2007 - Peter Nygård had the honour of throwing the first pitch at the St Louis Cardinals vs Colorado Rockies game followed by the song 'God Bless America' performed by country music legend Tanya Tucker.



FredBird & Skip Schumaker



"Designer Pitches In"

As seen in
Belleville News Democrat



Hilkka & Eeli - 50th Wedding Anniversary - Toronto, 1990



THE COUPLE BEHIND THE MAN

“Peter always had a really beautiful way of showing respect to our parents — it brings tears of joy to my eyes when I reflect on it. Talk about being obedient to the commandment of “honour thy mother & thy father.” He always had a way of working with them to give them their self respect. He continually wanted to show his immense gratitude to our parents for the enormous gift that they had given to us by their courage in having brought us to Canada. I am moved to tears when I think of how wonderfully he has done that, especially at the end of their lives where he continued to hold them in the highest esteem, attended to their comfort in every way possible, & celebrated them at every opportunity. This Tour of Tribute was born out of that never forgotten gratitude.”

LIISA NYGÅRD JOHNSON

The Historical Research Center®
Family Name History
Nygard

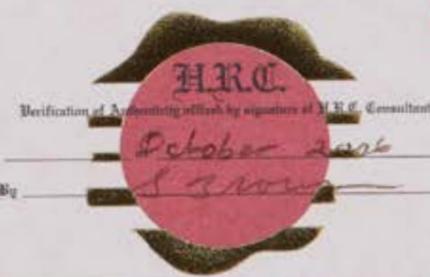


The Scandinavians were among the first in Europe to identify persons by the use of a descriptive "supra-nomen", but these early surnames were not hereditary and were largely of patronymic or of nickname origin. Early kings of Scandinavia and Viking explorers furnish us with several examples, the sagas telling us of characters such as Eric the Red (who took his name from his red hair) who colonized Greenland, and his son Leif Ericsson (in other words "son of Eric") who is reputed to have discovered America. Haakon the Good was brother to Eric Bloodaxe, both sons of Harold Fairhair, First King of Norway. The use of a formal system of hereditary surnames only came into being at the end of the Middle Ages, however, when increased documentation necessitated a clearer means of distinguishing families. The Norwegian surname Nygard dates from this period and is in fact toponymic in origin, belonging to that group of surnames derived from the place where the original bearer once dwelt or where he once held land. In this case the surname can be traced back to the Old Scandinavian "ny gaard", meaning "new farm", and the original bearer was thus one who dwelt or was employed "at the new farm". The name Nygard is also borne by several villages throughout Scandinavia, thus in many cases it is likely that the surname indicates "one from the village of Nygard". The surname was also found in the Scottish Isles, a region colonized by the Vikings in the eighth and ninth centuries, although the surname died out in the late seventeenth century by which time it had taken on the form Neagar. James Neagar of Rousay is recorded in the Orkneys in the year 1601.

BLAZON OF ARMS : Per pale or and azure, on the azure two demi-chevrons argent.

CREST : Three ostrich plumes or and azure.

ORIGIN : Norway



EXEMPLARY ROLE-MODELS

"Hilkka is the boss & a helluva good boss. She never makes me do anything I don't want to do."

Eeli Nygård

Much has been said about the phenomenal individual Peter Nygård is, especially in light of his outstanding achievements. However, the individual that he is cannot be separated from his antecedents.

Peter Nygård has had the distinct advantage of having been brought up by parents who have demonstrated the values that have been instilled in him & allowed him to soar to unimaginable heights.

If all of the kids of the world were influenced at the age of three & four by a 'Grampa Nygård' the world would be a fascinating place with achievements beyond imagination. It's rare for individuals to have at their core the belief that nothing is impossible to achieve. Yet, Peter Nygård came to that conclusion after spending time with his Grampa at a very crucial age.

Peter's father, Eeli, also had the advantage of having a father perform near impossible feats of doing farm work, climbing stairs & driving a buggy without the benefit of legs & one of his hands.

How many individuals would actually run behind a truck for however many days it would take to get to a bakery that might be able to hire them? How many individuals would allow the fact that they didn't speak English to get in the way of finding a job in an area that they are good at?

These are things that were demonstrated to Peter Nygård while he was growing up.

The book, Nygård! Child Of Lamposaari: The Inspiring Story of Hilkka Nygård (By Linda McIntosh), illustrates these points:

Hilkka was described as tenacious & determined to succeed when as a young school girl, they were caught in a storm & she had to steer the little row boat to get the kids safely to the shore.

A blast of strong wind whipped up icy spray from the lake & sent it splashing over the edges of the boat, soaking & chilling the six young children sitting inside it. None of them cried out either in shock or in fear as they were repeatedly drenched by the waves crashing around them. Life on the island had taught them to reserve their energy & strength for more practical purposes than displays of hysteria... Hilkka's tenacity & determination to succeed

were well understood by everyone in the boat....

The mainland, Hilkka judged, was still about a quarter of a kilometer away. Turning back was out of the question. They were much farther from the island than they were from the shore before them. All that she could do was to let the turbulent water toss their little craft to & fro until the wild wind decided to settle itself for a rest. & indeed before long she felt the wind begin to blow less harshly & the drenching rain ease its assault. The storm was abating & she judged that it would be safe to continue towards her destination (McIntosh, pp 25 - 26).

Both Eeli & Hilkka were rewarded for bravery & service to Finland:

Throughout the turmoil, chaos, confusion & danger of the Winter War, Eeli Nygård was a vital part of the support system for the Finnish army. So steadfast was he in his commitment to feeding the troops that after the war ended on March 13, 1940, he was given a military medal of bravery, presented to him by the Finnish government for risking his life in time of war. Hilkka, who also risked her life by working to prepare bread for the military in time of danger, was awarded a civilian medal for bravery (McIntosh, p. 68).

Eeli was seen as fearless having risked his life for his country:

Eeli had chosen to join the Air force, where he was serving as both air & ground crew.

He wasn't part of air or ground crew very long however, because the military kept running short of bread & Eeli was told that his skill as a baker would now be considered an essential service! Eeli took this service seriously. When the Continuation War finally began in 1941, in the midst of World War II, even when the bombs were bursting in Helsinki, Eeli did not run to the bomb shelters. He kept on working even at risk to his own life (McIntosh, pp 72 - 73).

As far as being competitive, they were both athletic & highly competitive. Eeli was said to have won many awards for Track & Field events & Hilkka for swimming. Eeli was also known to be a chess champion which must be where Peter inherited such great analytical & strategic thinking skills.

When you look at the Nygård family as a whole especially in the context of the Finnish culture & their family values, it is easy to see how Peter Nygård & Liisa have achieved all that they have achieved being the very lucky product of a great union of Eeli & Hilkka.

EELI & HILKKA 50TH ANNIVERSARY

With the 50th wedding anniversary of his parents Hilikka & Eeli Nygård approaching in the summer of 1990, Peter asked Liisa to think of some befitting ideas to honour their parents. Liisa came up with six possible ideas. Peter, liking all of them said, "lets do them all." Thus began a spectacular Tour of Tribute to celebrate a most deserving couple.

MAY 19, 1990

The opening night of the tour started with an evening of fun, food & festivities with a cocktail reception & dance at the Nygård Marina del Rey beach facilities with guests & special friends attending from as far away as Finland, the Bahamas, Canada & numerous cities from the USA.

MAY 20, 1990

The following morning, family & friends came together for an inspiring morning at the Crystal Cathedral in Garden Grove, California, where Hilikka & Eeli Nygård renewed their wedding vows & where the Rev. Dr. Robert Schuller dedicated a Tribute Stone to the Walk of Faith in their honour. The group then joined the spectacular Hour of Power church service with the warm, welcoming congregation.

MAY 24, 1990

The University of North Dakota, Sioux Award Dinner was the next destination on this Tribute Tour. This location & event had special significance to the Nygård family. UND had been a source of great honour when both Peter & Liisa had completed their university studies & obtained their degrees & both had

also received the Sioux Award which honours alumni for outstanding achievement & distinguished service. At the dinner Hilikka & Eeli were made Honorary Alumni of the University for their dedication & support of the University.

JUNE 22, 1990

The Tour headed North to Winnipeg, for a Celebration 50 Dinner & Dance. With mid-summer June 24, 1940 being the actual date of Hilikka & Eeli's 50th Anniversary, it seemed appropriate to celebrate in the city where they began their life as new immigrants in 1952, & where they became a part of the fibre of this very culturally oriented city. The Scandinavian Cultural Centre was chosen as the venue because it represented a dream realised by the Finns & other Scandinavian countries in the preservation of their heritage. The guests joined with the Nygård International Family to celebrate & pay tribute to their favourite couple. As a gift to the Centre & to their parents, Peter & Liisa refurbished the entrance lobby of the Centre & set up an ongoing fundraising wall in the "Nygård Lobby." What a delightful event with so many old & dear friends, teachers, associates, government officials, & friends present. The evening was capped off by a presentation of a new BMW to their parents by Peter & Liisa.

JULY 21, 1990

One Niagara, the spectacular Nygård Toronto offices & fashion event centre was chosen as the fifth Tour of Tribute event location. The celebrated couple & family were escorted



Hilikka & Eeli, renewing their wedding vows
Crystal Cathedral

in by a member of the Canadian Mounted Police in full formal uniform, to the tunes of Finlandia by Finnish composer Sibelius. An awesome fashion show was followed by dining & dancing under the stars with the inaugural opening of the retractable glass roof. Truly an event beyond compare. A presentation was made to Hilikka & Eeli, of a large oil painting of them, done by Canadian Artist Helen Granger Young.

JULY 1990

The sixth & final event took place at Hancock, Michigan where family & friends joined other Finns at "Suomi College" where the annual Finnish Cultural festival was being held. A popular event was the Fashion show, where

NYGÅRD presented their current line as well as fashions from the past. Eeli & Hilikka entered the venue to the tunes of the Karalia Suite by Sibelius & a spectacular light show presented by E. Peltomaki, a lighting artist from Finland. The party continued where over 1,000 guests were gathered for dinner & Peter was the keynote speaker not only to honour his parents but also to honour the war heroes of Finland who had done so much to keep Finland from falling behind the iron curtain. Hilikka & Eeli were presented with the Lion award by the president of the Suomi College, Prof. R. Jalkanen.

While no amount of celebrating could ever



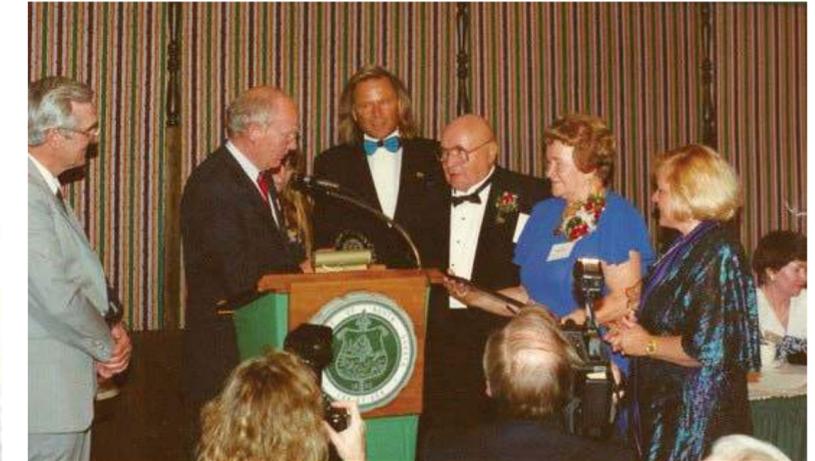
Nygård Marina Party parent's 50th



Dedication of a Stepping Stone to Walk of Faith
Joined by Eeli's Sister & Maid of Honour Aili Hill



Celebration 50, Winnipeg Scandinavian Centre



Hilikka & Eeli Nygård Named Honorary
Alumni of the University of North Dakota
during their 50TH Anniversary Celebrations



Hilikka & Eeli celebrating 50 years of marriage, with their
children Peter & Liisa at the University of North Dakota



Eeli & Hilikka at Viking Hill, Bahamas



Crystal Cathedral Dedication of a Walk of Faith Stone
by Dr. Robert Schuller honouring Hilikka & Eeli



NYGÅRD THE FAMILY MAN

“You have met Peter Nygård the visionary, the genius, the architect, the teacher, & athlete, but not all of you know the tender, compassionate heart under that diverse persona.

But nothing brings more overwhelming gratitude to me than reflecting on the respect, honour, tenderness & love he showed to our parents. He truly & happily attended to their every need right to the end. We have walked many miles together... thank you for always being there dear brother.”

LIISA NYGÅRD JOHNSON



**Wedding to Carol Knight,
Winnipeg, 1968**



**After working at Eaton's Peter purchases
the Eaton's home, Winnipeg, MB**



Bianca's Baptism, Viking Hill, Bahamas, 1977



**Viking Hill, Nassau Bahamas,
Winter 1978**



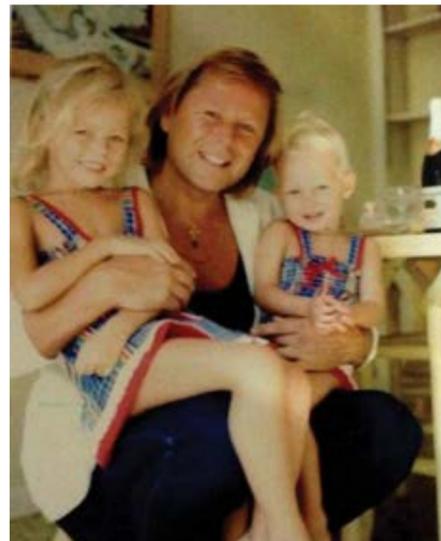
Feeding Newborn Bianca, February 1977



**Peter & Bianca, Falcon Lake,
Summer 1977**



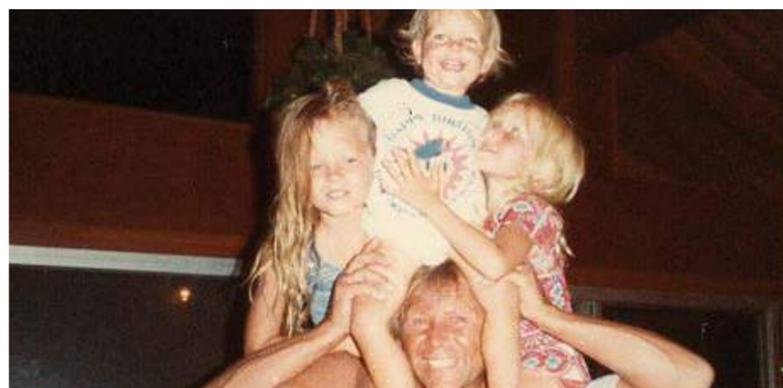
Christmas, Viking Hill, 1978



**Bianca, Peter & Áliá
Viking Hill, Bahamas 1982**



**Peter, Bianca & Áliá
Winnipeg, Summer 1982**



**Bianca, Kai, Áliá & Peter, Viking Hill,
Bahamas, 1983**



**Kai, Peter & Ália
Falcon Lake, Summer 1984**



Peter, Hilikka, Eeli & Liisa



Peter, Hilikka, Eeli & Liisa, Viking Hill, Bahamas, 1992



Nygård UNO



Peter & Hilikka, Bahamas



Christmas Viking Hill, Bahamas, 1999



Night of 100 Stars, Los Angeles, 1999



Nygård Family, Falcon Lake, 2003

“Life is not different in our family whether you’re an employee or a child you’re always expected to work HARD & pull your weight!!”
ÅLIÅ NYGÅRD-DENAULT



Kai, Falcon Lake, 2003



Peter, Hilikka, Liisa's Family
35th Celebration, 2003



Jessar, Peter, Kai & Mika
35th Celebration, 2003



Alià's Wedding 2011



We are Family
35th Celebration, 2003



Granddaughter Saylor,
Viking Hill, Christmas 2014



Peter, Scarlet, Hilikka & Kai
Pink & White Ball, 2007



Peter & Hilikka, Pink & White Ball, 2006



Hilikka & Peter, Pink & White Ball, 2006



Peter & Bianca, 2008

“Our summers with dad were always exciting. As children each summer he would try to make it even better than the last. Summers were full of travel, adventure & work, which included positions in different parts of the company, he loved to challenge us. I always felt that I had accomplished so much after my summers with him.”

BIANCA NYGÅRD-MURRAY



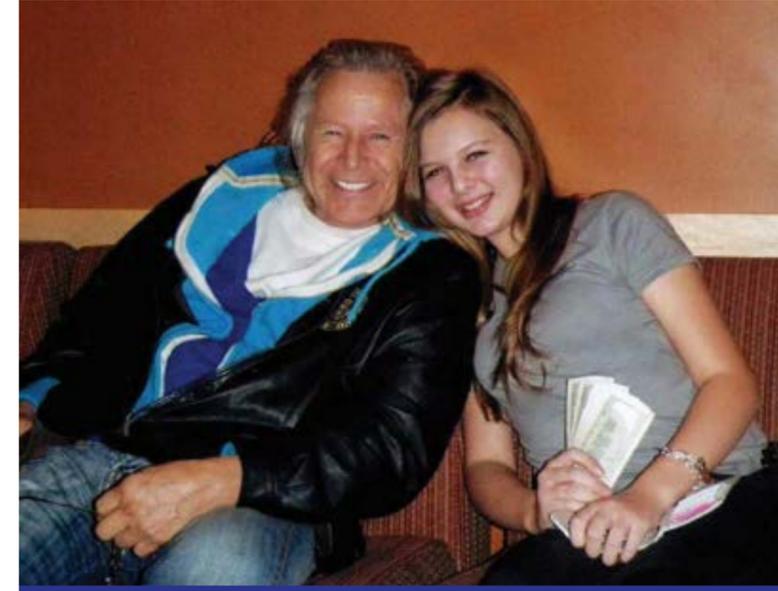
Trey, Peter & Team win Canada Day Volleyball Tournament, 2018

“My dad has really inspired me. I admire him as a leader & how he conducts our family meetings. He has taught me how to use money wisely & trained me in volleyball. Because of his inspiration, I want to be a professional volleyball player.”

TREY NYGÅRD



Isaac Bakker & Scarlet Engagement June 2017



Peter & Scarlet

“Dad is the epitome of the Finnish word, SISU. I love him from the bottom of my heart. He has been my mentor for as long as I can remember. He is a builder, a creative genius & best of all — my DAD! He has taught me, leading by example, to be passionate about your work & your life, to never say the words “I quit”, & to always strive to be the best version of yourself.

I’ve had so many amazing opportunities, experiences & memories because of him. I became best friends, now soul sisters with Paulina Tulikorpi working as interns for NYGÅRD. You quickly begin to realise that this company — NYGÅRD — is so much more than just a company — it’s a family! & to celebrate this 50th anniversary now is an amazing milestone & a true testament to how it has stood the test of time. It is so inspirational & I consider myself lucky to be able to call the man behind it all — my Dad”

SCARLET BAKKER



Celebrating Christmas & SLIMs, Viking Hill, Bahamas, 2014



Aliå, Derek, Xavier & Jax Daneault, 2016

“My father created a business which brought Finnish pride & work ethic on to the world stage. He has been & continues to be an unstoppable force. As his son, I’ve observed a number of personal traits & successful decisions. He engages in every task from accounting to marketing & even construction. I’ve seen him work the crane when there is construction being done.”

XAR NYGÅRD



Nygård Family Weekend, Falcon Lake, 2017



Grandson Maddex Nygård Cay, Bahamas, 2016



Nygård Family, Summer 2017



Nygård Family Weekend, Falcon Lake, Summer 2017





SHARING HIS TOAST

“As a boy, I had a friend whose parents owned a restaurant. One day I went with him to the restaurant. There were so many delicious smells. My friend put two slices of bread in the toaster. I was so hungry; I just knew one of those slices was for me. When they were done, my friend buttered the first piece of toast & began eating it. I stood there trying to be patient, but my mouth was watering waiting for my toast. Then, he took the second slice out of the toaster. He buttered it. He took a bite, & then ate the whole thing. I was so disappointed. I never forgot that moment. I told myself, ‘Peter, if you ever have an opportunity to share your second piece of toast, you share your second piece of toast!’”

– Peter Nygård



Hilka & Peter, Pink & White Ball, Winnipeg, 2005

NYGÅRD for Life

“Breast cancer has been our major charity theme for 25 years. It’s a disease that affects our customers, so we will continue to fund research & development. More importantly, we will celebrate the survivors.”

\$20,000,000+

Donated to Breast Cancer Research Canadian Breast Cancer Foundation - Run for the Cure
 CancerCare Manitoba Foundation Includes: Mobile Mammography Unit - Tumor Bank - Endowment Fund -
 National Breast Cancer Foundation Money raised through sales of SLIMs - Fashion Show tickets & Company donation

100,000+ 2013 - ongoing Breast Cancer Research



Canadian Breast Cancer Foundation Donation



CancerCare MB Foundation Donation



Winnipeg Team NYGÅRD

“As a company, we’ve been an eight year Platinum Sponsor of the Run for the Cure & put on fashion shows & gala events for over a decade to raise money for the cause.”

PETER NYGÅRD 2009



Breast Cancer Survivor Models

Breast Cancer Survivor Models

“We also fund a rural program - a traveling mammography unit goes out to remote areas to provide testing to those who might otherwise not have access. & in support of CancerCare MB we sponsored the Manitoba Breast Cancer Tumour Bank. Essentially, we’re there all the way from diagnosis to cure. We even designed new mammography gowns to improve patient comfort.”

PETER NYGÅRD



Hilkka on Runway at Pink & White Ball



Breast Cancer Survivor Models



Mobile Mammography Unit



NYGÅRD Sponsored Tumour Bank



Designer Mammography Gowns



Breast Cancer Tumour Bank sponsored by NYGÅRD

NYGÅRD for Life

THE TRIBUNE: CHILDREN THRILLED BY PLAYGROUND HOME

MORE than 100 vacation Bible school students of the Rhodes Memorial Church were treated to a "mythical & mesmerizing adventure" when fashion design millionaire Peter Nygård opened up his playground home for a day of fun.

Personal assistant Alejandra Cadena, along with Mr Nygård's children Bianca & Kai, took the students on a tour throughout the lavish multi-million dollar Lyford Cay estate with its Mayan influences.

The children saw exotic birds roaming free, dining areas, the gym, & were among the first to view the George Bush suite being built especially for the US president when he comes to visit.

After the children finished their tour & sporting games on the courts, Mr Nygård gathered them together to take some photos & give a pep talk.

"If you want to live in a place like this you can," Mr Nygård told them.

"I wasn't always a wealthy man.

"If you have a dream & a vision for a future then you can have anything you want if you are willing to work at it."

Mr Nygård told *The Tribune* he didn't have to think twice about letting the children in for a day of fun.

"Most of these kids are under-privileged & I would like to give them an experience that will last a lifetime," he said.

"I didn't have much when I was the age they are. My story is another rags-to-riches tale. What I want to do is give them the

dream & a vision that everyone can live a life they choose based on what they desire."

Mr Nygård said he can't think of anything more exciting than having the children move up & down the house at their leisure.

"I want to share what I have with Bahamian kids especially because they have so much to learn & so far to go in their future," he added, "I hope that they can be influenced to go after their dreams."

The highlight of the day was when Mr Nygård let out the child in himself by joining the children in his exclusive disco fully equipped with the latest technology.

There, the children went wild with excitement over the "ultimate disco experience" of spectacular light shows, video screens, smoke

& confetti as they sang & danced to some of their favorite pop songs.

The children were treated to a boat ride round the estate after feasting on as many hot-dogs & hamburgers they could hold down.

Co-ordinator of the VBS, Mrs Roselyn Neilly, said that she is very appreciative of Mr Nygård's generosity.

"We have a wide cross-section of kids here from many different churches & not just the National Circuit of Methodist Churches who sponsor us," she said. "Since the two-week programme began, there have been many events that we could not have done without our sponsor & Mr Nygård opening his home to us is a real treat."

Mrs Neilly said the children were very responsive & behaving themselves.

"The kids are extremely good & they were very receptive," she said.

"The exposure that they are getting from this experience will last a lifetime. We had gone to other places like Atlantis & Ardastra Gardens in the past but the Nygård experience is something that cannot be compared to."

While most of the children were far too busy having the time of their lives to speak to *The Tribune*, Dudley McKenzie spared a moment to shout: "I really like it here!" over the music in the disco between dancing wildly with his friends.

"I really, really like it. Mr Nygård said that we can have a place like this if we want to work & dream so I am going to get one like this one day, too."

When the day finally came to end, although tired, the children reluctantly piled on to their bus.

When they left, it was with memories to last a lifetime & motivation to go after their goals.

"I can't wait until they come again," Mr Nygård said with a laugh. "They are welcome."



Peter Nygård (centre), with his daughter Bianca holding her baby daughter Saylor (behind him), son Kai (front with glasses) & friends from the Bible School of Rhodes Memorial Church

By Arthia A Nixon
Tribune Staff Reporter
The Tribune, Bahamas Edition
Jul 12, 2002

BAHAMAS SPORTS DONATIONS

4 MILLION SPORTS

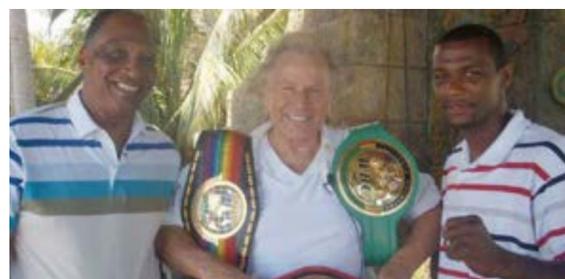
- 2000 Olympic Association Donation
- 2000 Event To Sponsor Golden Girls
- 2000 Sponsored Golden Girls Sydney Olympics Golden Girl Challenge
- 2001 Nye Gold - To Celebrate Golden Girls
- 2002 Formed Golden Girls Foundation
- 2002 Golden Girls Foundation Special Olympics
- 2002 - 2003 Boxing Team To Martinique
- 2002 - 2003 Caribbean Amateur Boxing Association Sponsorship
- 2002 - 2013 Sun Beach Volleyball Events
- 2003 Event After Cuba - Boxing
- 2003 Beach Volleyball Team Creation Sponsorship
- 2005 Beach Volleyball Reynaldo / Prince LA
- 2007 Bahamas Beach Volleyball Tournament
- 2007 Acklins Regatta
- 2007 Bahamas Beach Volleyball Tournament
- 2008 Rugby Association Donation
- 2008 Special Olympics
- 2008 Amateur Boxing
- 2008 Cat Island Regatta
- 2008 Bahamas Beach Volleyball Tournament
- 2008 Beach Volleyball Tournament Event
- 2008 Mens Silver Team 4X 400 Event To Celebrate Mens Silver Team
- 2008 Tureneo Johnson To Cuba Ongoing Sponsorship
- 2008 Christ Brown & Eevan Sands - Olympic Triple Jump
- 2010 Track Athlete Donation Anthony Williams
- 2010 BVP Weekend World Class Tournament
- 2010 Boxing Federation Donation
- 2010 Bahamas Volleyball Team Donation
- 2010 Regatta King Eric
- 2010 Valentino CAC Gold - Event - Boxing
- 2010 Valention CAC Sponsorship - Boxing
- 2010 Amateur Boxing Donation
- 2011 King Eric Race Sponsorship Regatta
- 2011 Fi Regatta Sponsorship
- 2011 Exuma Regatta Sponsorship



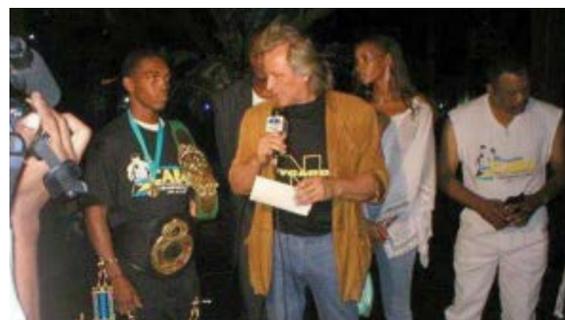
Golden Girls donation



Boxing Sponsorship



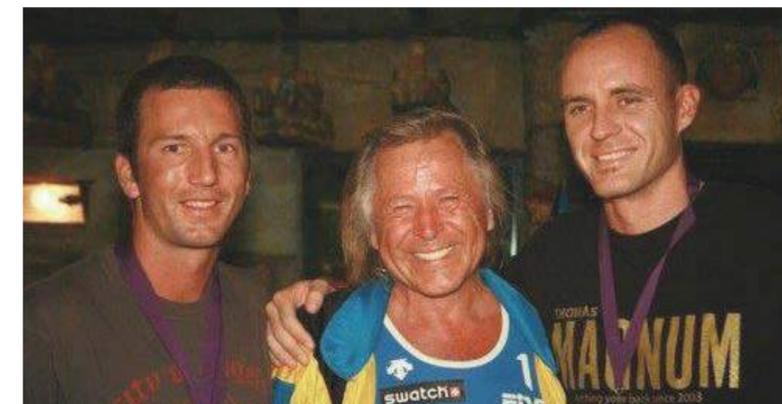
Carlos Mackey & Jermaine "Chu Chu" Mackay



Boxing Cuba

4 MILLION SPORTS

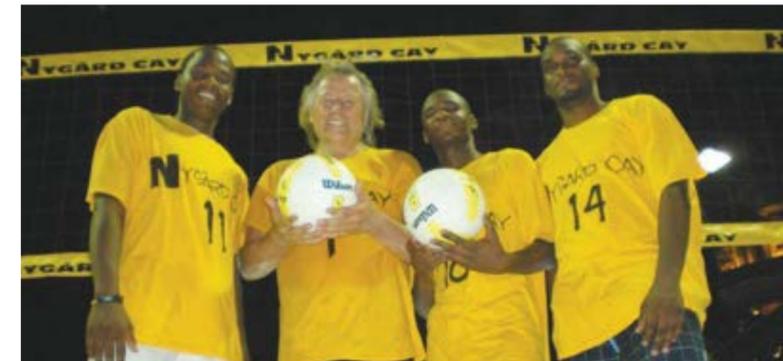
- 2011 Freeport Regatta
- 2011 Donation World Boxing Event
- 2011 Andros & Cat Island Regattas
- 2012 Wellington Miller / Boxing Donations
- 2012 Donations To Bahamas Boxers
- 2012 All Andros Berry Island Regatta
- 2012 Olympic Association Donation
- 2012 London Olympics -Olympic Team Support
- 2012 Golden Knights Donations
- 2012 Golden Knights Event & Party
- 2012 Olympic Athlete Donations
- 2012 BVP Player Development Contributions
- 2013 Independence Regatta



Sean Rosenthal & Jake Gibb



Golden Knights



NYGARD Cay Volleyball Team



Youth Empowerment, 2016



Peter honours Olympians

DONATIONS

- 1 MILLION RELIGIOUS & AT RISK YOUTH**
- 2002 Vacation Bible School Event (100 Campers Sports Day)
 - 2007 Salvation Army Camp
 - 2008 Central Andros Youth Camp
 - 2008 Royal Bahamas Police Force Camp
 - 2010 Royal Bahamas Police Force Summer Camp
 - 2011 Carib Law Enforcement Basketball Tournament
 - 2011 Central Andros Youth Camp
 - 2011 Youth Camp Visits Nygård Cay
 - 2013 Stapleton School & Event
 - 2013 Nicholls Town Primary School
 - 2013 Freeport Youth Congress Donation

- 1 MILLION ARTS - CULTURE - FASHION - FILM - MUSIC - JUNKANOO**
- 2000 - 2001 Golden Girls to Academy Awards Los Angeles
 - 2002 Sydney Poiter Tourism Event
 - 2004 Bahamas International Film Fest Event
 - 2006 - 2007 Bahamas Fashion Week / Bahamas Fashion Week
 - 2008 Bahamas Fashion Week - Sponsorship Gala at Rainforest
 - Hosted Event Fashion Week at Cay
 - 2008 Sponsored Islands Of The World Fashion Week
 - 2009 Bahamas Fashion Week
 - 2008 - 2009 Bahamas Song Writers Festival
 - 2009 Bahamas Ad Campaigns - Times Square NYC
 - \$400,000** Clifton
 - \$700,000** Junkanoo (20 years)

- 1 MILLION ENVIRONMENTAL**
- 2004 - 2005 Ocean Watch Event
 - 2005 Regeneration Coral & Mangrove & Conch Farm
 - 2009 Regeneration Coral & Mangrove & Conch Farm
 - 2013 Development Bio Farm Re Integration Native Species Program
 - 2013 Regeneration Coral & Mangrove & Conch Farm
 - 2005 Winnipeg Military - Yellow Ribbon Campaign
 - \$20,000**
 - 2001-2013 United Way Winnipeg
 - \$100,000**
 - 2009- Ongoing Winnipeg Christmas Cheer Board
 - \$100,000**
 - 2015 - current Falcon Lake
 - \$60,000**



THE SUNDAY SUN NYGÅRD gives big

August 27, 2006 • WINNIPEG

Raises \$620K to fight cancer



NYGÅRD for the life of it

A dinner and fashion show drew a sold-out crowd to the Winnipeg Convention Centre last night.

More than 1,000 people took to the NYGÅRD for Life Pink & White Charity Ball on the third floor of the convention centre. In the 90 minutes when spectators threw their support at the second annual charity event, 16 were breast cancer survivors.

Clothing manufacturer NYGÅRD International presented two cheques at the event. A \$500,000 cheque was handed over to the Canadian Breast Cancer Foundation while a second cheque, for \$120,000, was presented to the Breast Cancer Program of Hope.

NYGÅRD's fashion show guests include Alta, Newfoundland, Tat Jai, Nygård Collection, Bianca Nygård and Peter Nygård.

Winnipeg Sun photographer Jason Hultroff was there to capture the event.

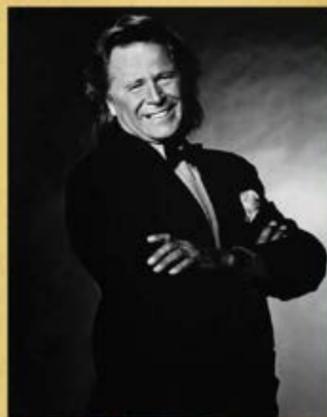


A RETURN TO DELORAINE

"To the people of Deloraine, Manitoba, who welcomed the Nygård family from their native Finland in 1952. We would like to say thank you very much to all those people who were kind to us & made us happy during our short stay in Deloraine."

HILKKA, EELI, LIISA, & PEKKA

2002



Nygård Park

was officially opened by
Peter Nygård and Mrs. Hilikka Nygård
on Saturday, June 22, 2002

"Therefore, when we build, let us think that we build for ever.
Let it not be for present delight, nor present use alone.
Let it be such work as our descendants will thank us for and let us think,
as we lay stone upon stone, that a time is to come when these stones will
be held sacred because our hands have touched them. And that men may
say as they look upon the labour and wrought substance of them-'
"See! This our fathers did for us."



The Nygård family returns to Deloraine to say thank you for the kindness of the Deloraine people when they emigrated from Finland. They visited the old homestead, which now stands in the Nygård Gallery in Winnipeg.

Nygård sponsored the establishment of a park for the people of Deloraine with a dedication that reads "*Peter Nygård dedicates Nygård Park to the people of Deloraine, Manitoba who welcomed the Nygård family from their native Finland in 1952*". In attendance was Hilikka Nygård, Peter, Liisa & Peter's daughter Åliå.





50TH ANNIVERSARY

“I look back over the fifty years & I can’t believe what I have achieved. When I was in the middle of some very significant meetings with world leaders, like having dinner with Mikhail Gorbachev at the Kremlin, it felt natural to me that I should be there. Now I look back & wonder how did I do all that? It was never my goal. My basic goal was to every single day do a better job than yesterday. & when I got involved in anything I always had to be the very best at it or to do the best job possible & that’s what caused me to rise to the top.”

PETER NYGÅRD

How does a larger than life figure like Peter Nygård celebrate fifty years of unprecedented success? With a larger than life year of festivities, of course!

Peter's company, NYGÅRD, has hosted a year of star-studded events with spectacular pageantry & grandeur to celebrate the astounding success of its fashion empire. With two years of planning, the events reflect the kind of uniqueness & style typical of the very DNA that drove its success—It's a DNA indicative of its impressive ability to not just have avoided a descent, like many retailers, but to have excelled in the midst of the industry's challenges over the past fifty years.

With a focus on the perfect execution of unrivaled events, you can expect that their execution will be unprecedented in style & uniqueness & the model to follow. This shouldn't surprise anyone since Peter Nygård's phenomenal achievements are due to his unique combination of characteristics, values & approach, which permeates all that he does.



MARCH PDC CELEBRATIONS

Yet, in all that he has achieved, Peter Nygård has remained humble & grateful to those around him who have helped him achieve the success that he has. So it's no wonder that he began his celebratory events during the March PDC with a Friday morning speech in which he praised the NYGÅRD associates. He feels they are responsible for his past & continued success. His gratitude was demonstrated in the \$10,000-gift given to about seventy associates who gave service to the company for twenty-five years or more. His efforts were lauded in the media as demonstrated by the following article:

NYGÅRD GIVES ASSOCIATES \$10,000

Can you imagine getting a \$10,000 gift from your employer twice in your career?

Remember, in 2003, during Peter Nygård's 35th Anniversary in business, he gave his long-term employees \$10,000 each. There were over 100 employees who received that ten-thousand-dollar gift totalling over a million dollars.

During the address celebrating his 50 years in business, Nygård did it again.

He shared his rags-to-riches story. In explaining the long & rich history of the company & its rise to dominance in the fashion industry, he had one key message: The company's success has always been because of the dedication, ingenuity & loyalty of his employees.

"The people here are what matters," said

Nygård. "You are the fabric of the company. You are family."

Leading in to the announcement of the bonuses, Nygård recalled a story from his childhood.

"When I was a kid, my family was poor, & I remember being hungry a lot of the time. My best friend was a boy whose parents owned a restaurant. I remember being with him at his parents' place, watching him make two pieces of toast. He buttered the first piece of toast, & ate it. Then he buttered the second piece, & ate that too. I thought for sure that second piece was my toast! That kid ate my piece of toast," Nygård exclaimed.

"So now," he said, turning to his long-time employees, "all you people who have been here 25 years or more, I am going to share with you my second piece of toast. You're all

getting a \$10,000 piece of toast."

The employees reactions were priceless. There was an uproar that could be heard throughout the building. They shrieked; they laughed; they cheered & jumped to their feet in a standing ovation as Nygård completed his address while they wiped away their tears.

There were about seventy lucky beneficiaries who were rewarded with \$10,000 dollars for their long-term service to NYGÅRD International.

Peter Nygård isn't just paying lip service to the idea of his staff being 'the people who matters,' 'the fabric of the company' & 'family'. He puts his money where his mouth is.

Many companies give bonuses to those who make them money, but they don't tend to in-

discriminately give money to employees on major company anniversaries.

One thing that has always been very clear & incontrovertible about Peter Nygård is his generous nature. Peter Nygård's employees are lucky to be working for such a generous individual.

And what an amazing way to say 'thank you'. Kudos to you Peter Nygård for expressing your appreciation to a typically forgotten group of individuals in society, who, no doubt, contribute greatly to their businesses' success!

Congratulations on your 50th Anniversary & hats off to you for continuously sharing your toast.

PJ Malone





NYGÅRD CELEBRATES 50 YEARS

"FASHION magnate Peter Nygård celebrated his company's golden anniversary with the NYGÅRD 50 Years in Fashion event at the RBC Convention Centre Friday night. The fashion show featured vintage looks from NYGÅRD's decades in business. More than 600 people attended the show, dinner & dance"

(Winnipeg Free Press March 17, 2018 issue)



Peter Nygård celebrates "50 years of Fashion" with the help of 50 associates from NYGÅRD offices around the world proudly wearing the "Limited Edition" Chairman's Jacket





The March PDC Gala event saw the launch of striking fashions for the fall. The ladies in the room expressed wild enthusiasm when the models sashayed down the runway in the captivating chic styles.



As usual, the models who stole the show were the beautifully clad cancer survivors. This part of the fashion show was capped off with the appearance of the Nygård siblings walking down the runway as the attendees discovered for the first time that Peter Nygård's sister is a recent cancer survivor. There was not a dry eye left in the room as they moved down the catwalk & held on to each other in total love & appreciation to be able to celebrate the life of Liisa Nygård Johnson.

This was even more meaningful with the eradication of cancer having always been Peter Nygård's charitable goal of choice. In fifty years, Peter Nygård has donated more than 20 million dollars to this cause.



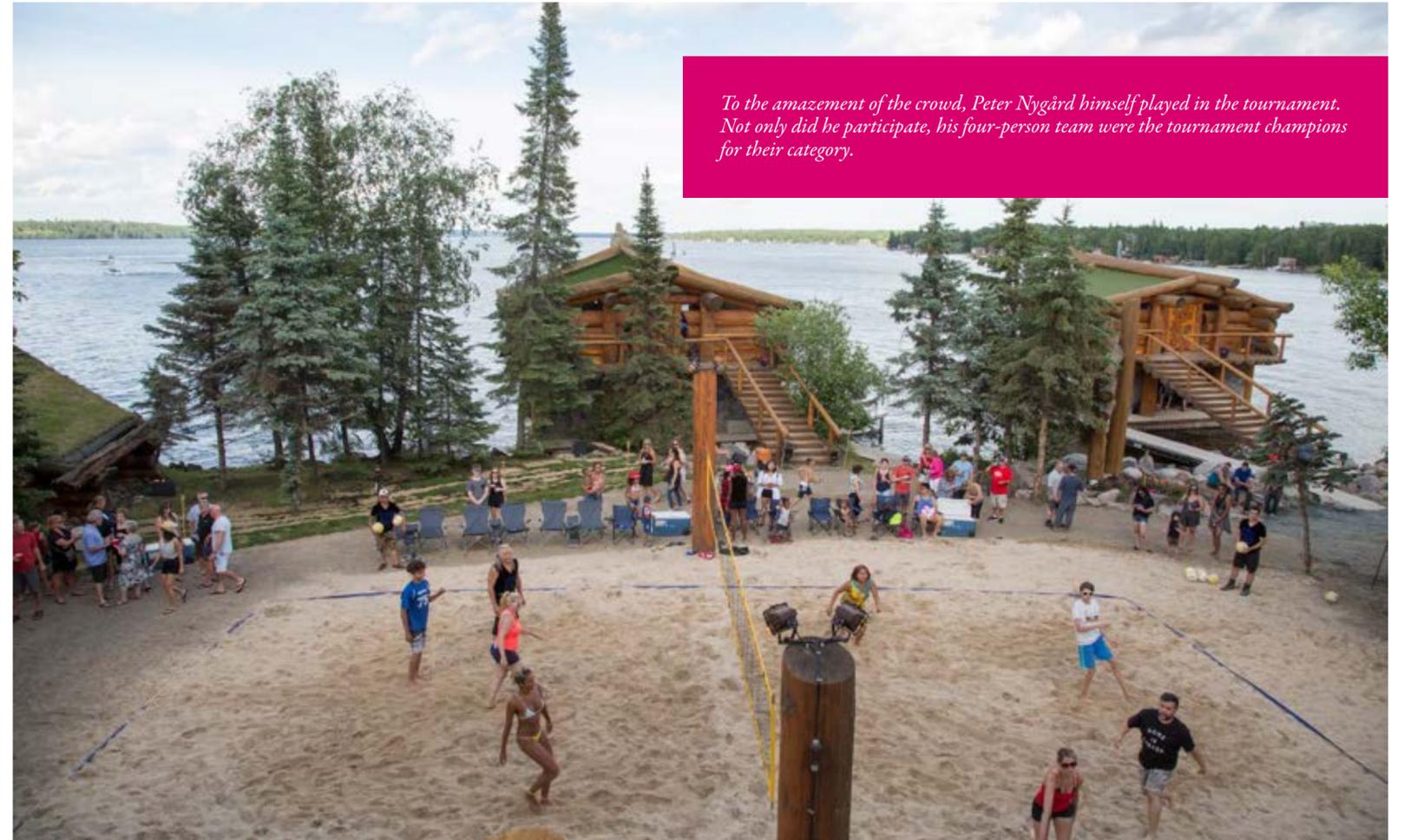


CANADA DAY CELEBRATIONS

Every 50-year-anniversary event is characterized with Peter Nygård's desire to give back & show appreciation for all those connected to him & his business in any way. To that end, NYGÅRD planned a grand 2018 Canada Day celebration for July 1st at their Falcon Lake retreat.

More than eight hundred invited neighbours, residents & guests descended on NYGÅRD's Falcon Lake retreat where they were treated to a magnificent barbecue bash hosted by Peter Nygård himself. The festivities were planned for both adults & kids alike.

Children enjoyed pony rides, a water trampoline, face painting, temporary tattoos, & numerous games played on the grass. The legendary Las Vegas magician & mentalist, Simon Winthrop, performed magic for the children & a full show for adults. In addition, adults were entertained with a volleyball tournament, karaoke, & boat rides on the lake.



To the amazement of the crowd, Peter Nygård himself played in the tournament. Not only did he participate, his four-person team were the tournament champions for their category.

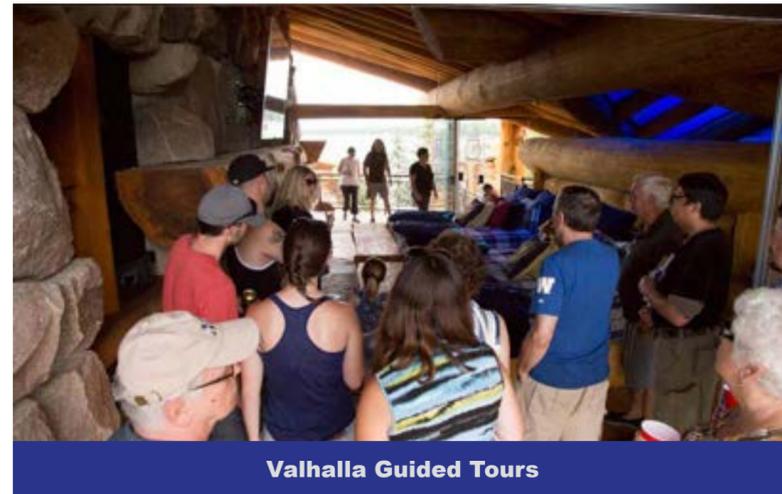
Guests feasted on hot dogs, sausages, gourmet hamburgers, barbecue meats, corn, salads & numerous other treats.

One of the highlights of the day was the guided tours of the Valhalla 4500 sq. foot architectural beauty with its eleven fire places.

Ever mindful of others, Nygård hosted this event as a thank you to the many residents of Falcon Lake for “putting up with the noise of construction for so many months” as Nygård expressed. It took cranes & equipment of all sizes to construct the recent additions with their humungous logs.



Though intending to be a gracious “thank you” to his guests, many of the guests sought Peter Nygård out to express their gratitude for opening up his home to everyone & hosting such an exciting & fun-filled event.



Valhalla Guided Tours



Guests enjoying fireworks



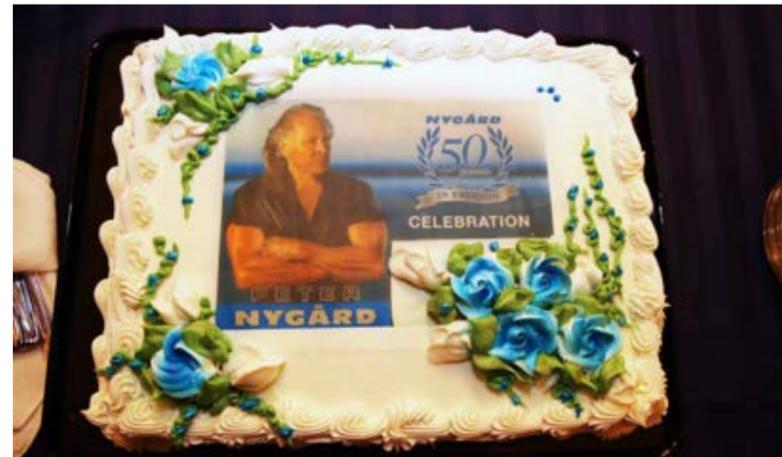
The day's crowning glory was the spectacular fireworks show set to music signaling the end of a glorious Canada Day celebrations. It lit up the night sky drawing oos & ahs from the crowd with a resounding round of applause & boots of joy at its end.

PETER NYGÅRD HONOURED BY GOVERNMENT LEADERS

Peter Nygård's 50th Anniversary September celebrations began with an opportune meeting. At a formal introduction to Canadian Prime Minister, Justin Trudeau, Prime Minister Trudeau took the opportunity to talk to Nygård about free trade & his contributions to Canada's original free trade agreements of the 80s. Trudeau expressed a keen interest in Nygård's insights: the idea of new free trade agreements between Canada, the United States, & others have been a subject for debate this past year.

A number of government leaders cherish Peter Nygård as a valued member of the Winnipeg community & the Province of Manitoba. Government leaders over the last fifty years have always appreciated NYGÅRD's contributions as one of the city's largest employers. These former & current leaders jumped at the opportunity to say thank you & to celebrate with Peter Nygård.

On September 13th, Former Lieutenant Governor, Pearl McGonigal, hosted a VIP reception at her home with some thirty individuals that wanted to honour Nygård for his fifty-year contributions in Manitoba. Along with other VIPs, those government leaders in attendance included the following:



RAY CRABBE, LT
Former Lieutenant General

GARY SOLAR
Retired Colonel Military Institute MB

- PEARL MCGONIGAL**
Former Lieutenant Governor of Manitoba

- EDWARD SCHREYER**
Former Premier of Manitoba & Former Governor General of Canada

- ARLEN DUMAS**
Grand Chief of Manitoba

- TERRY DUGUID**
Member of Parliament

- VESA LEHTONEN**
Ambassador of Finland to Canada

- HEIKKI SAIRANEN**
Honorary Consul of Finland to Canada

- PETER AUVINEN**
Honorary Consul General of Finland to Canada

- KAI SAUER**
Ambassador & Permanent Representative of Finland to the United Nations

- BARBARA SHUMELEY**
President- World Conference on Breast Cancer Foundation





PARK 50

In celebrating his own history, Nygård wanted to celebrate the beauty of the historic rock as well as his love for Manitoba.

Nygård didn't just gift the park to his associates. He gave of himself spending countless hours day & night, rain or shine, outside helping to design, landscape & position the rocks at Park 50.



For Peter Nygård, there is no celebrating his own success without giving back to the people he says helped to make it happen. To that end, Nygård created a park outside his Inkster Winnipeg facility dedicated to his associates to give them an opportunity to spend time in a beautiful & relaxed atmosphere during their breaks.

In true Nygård style, Park 50 is one of a kind. It's created in the Falcon Lake motif featuring a log & stone sitting area surrounding a large fire pits. There are also several logged picnic tables with fire pit allowing associates to enjoy the outdoors as comfortably as possible.

What makes Park 50 special is that it has a piece of the oldest rock in the world. It showcases huge rocks cut from a 2.7 billion-year-old rock formation called the Lake of the Woods Greenstone Belt, which is considered the oldest stone on the planet: "It is a part of the Canadian Shield – the only area in the world where the earth's crust is exposed on the surface. This stone is harvested from the Lake of the Woods greenstone belt. The Lake of the Woods greenstone belt runs from Lake Wabigoon [in Ontario] at its east end & into Manitoba on its west end. This rock is at the surface in the Kenora area, but in Manitoba it is sub surface" (Elsie Neufeld). This Park 50 highlight is described as an awe-inspiring stone that has remained unchanged over time & whose immense strength can be felt through its presence. (Source: Cottage Guide 2016: "2.7 billion years in the making", Elsie Neufeld).



GALLERY 50

"I cannot believe it. I cannot believe that I actually came out of that [one room converted coal bin shed] some sixty years ago & I have all this. What a wonderful country!" - Peter Nygård

This was the sentiment that Peter Nygård expressed while talking to a reporter about the museum he had created showcasing the one room converted coal bin shed where he & his family lived after immigrating to Canada sixty years ago. In addition to the museum called Gallery 50, the Inkster office got a five-million-dollar upgrade.

The grand opening was held on September 12th, as a part of the 50th anniversary celebrations. More than 200 persons from neighbouring businesses & communities came to Inkster to congratulate Peter Nygård on his fifty years in business.

The Winnipeg Free Press reporter, Ashley Prest, wrote about the event:



FASHION MOGUL UNVEILS INKSTER OFFICE RENOVATION: Museum chronicles Nygård's career

By Ashley Prest,

... The Inkster building, which opened in 1976, is a large leap from the company's humble beginnings on Adelaide Street in 1968, Nygård told an assembled crowd of about 200 people, including employees, family, friends & some dignitaries. Guests included former lieutenant-governor Pearl McGonigal, MLA Scott Johnson (St. James) & Coun. Devi Sharma (Old Kildonan).

"This particular building & this particular

development, yeah, I know it's gone a little overboard, but I don't know how else to do it anymore. It's always got to be the best or nothing at all," Nygård said to appreciative laughter from the crowd. "This is sort of taking New York into Winnipeg & taking Falcon Lake into Winnipeg right on Inkster."

"We also are playing our role of making an investment into Winnipeg & making an investment into Manitoba & making an invest-

ment back into Canada," Nygård said. "This is a visual symbol of our investment & there's a lot behind this visual symbol."

Jim Bennett, Nygård vice-chairman, said the company employs 400 people in the Inkster facility & 1,500 in Manitoba. He said eight million garments are shipped from the Winnipeg centre each year.

The building's entrance has been transformed into a museum, which chronicles the company's history & doubles as a monument to Nygård. Two giant screens show fashion shows from over the years with back-lit, full-

body photos of famous super models such as Linda Evangelista, Tyra Banks & Beverly Johnson lining a seating area with plank tables & faux palm trees.

But larger than life are the photographs of Nygård himself. Collages on three walls depict Nygård with actors, politicians & models he has met during his career. Electronic photo albums are scattered about the first few metres of the entrance showing photos of Nygård throughout the years of growing his empire, as a child & a young man. There's even a classic car.... *Winnipeg Free Press*



The Inkster grounds are marked by a beautiful array of Crystal Blue Spruce, Colorado Blue Spruce & Sundance Poplar trees. As you walk up to the entrance, you are received by a colossal luminous rectangular arch with NYGÅRD towering above. The entire facade is decorated in the cobalt blue lighting & can also be found throughout the parking lot. It all culminates in a magnificent light show at night.

Entering the reception doors, Gallery 50 is a sight to behold. It's a step into elegance & timelessness. An enticing classic gold Excalibur classic with shiny chrome is on display. Sitting areas feature luxury seating from Peter Nygård's N Force airplane in his prime blue that lookout at Park 50 through the floor to ceiling glass windows. The more than 19-foot height room features floor to ceiling displays of Peter Nygård at various ages. The huge television screens reflect highlights of a fifty-year history.

In the interior, more N Force blue & white leather seating is on display as well as a piece of the airplane with several of its windows & its dance floor.

Family photos are also on display outside the museum's iconic piece—the converted coal bin where life began in Canada for the Nygårds. Above the shed transported in full from Deloraine to the Inkster museum, is a large picture of the opulent N Force with the words "Rags to Riches" juxtaposed to the homestead to reflect Peter Nygård's rise from poor boy to multimillionaire.

Outside the homestead is a bronze bust of Peter as well as an electronic display stand with pictures & descriptions of the homestead's history. Upon entering, you are transported back to that time in the Nygård's history where they found themselves struggling to survive in their new land when Peter was ten years old & Liisa was eight. Liisa describes what you'll see inside the one room homestead.

As you enter, there's a double bed on the left, where I slept with my head at the head of the bed, & Peter slept with his head to the foot of the bed near the window. There was another double bed on the opposite wall where our parents slept. On the beds

are quilted blankets, gifts that the community church ladies surprised us with. We didn't have anything with us so they were a really nice gift that kept us warm.

Peter & I also got new testament bibles from the pastor who taught us English. Peter's bible is sitting on the table. There's also a doily on the table. In Finland, every child had to learn how to do various cross stitches to improve dexterity. Boys had to do it too. That doily belonged to either Peter or myself. There are other items in the room like my girl guide uniform with all of the badges on it & my mother's skiing hat. One of my mother's prized possession was her Finnish copper coffee pot with a spout.

These are items my mother brought over from Finland in that trunk over in the corner, along with the two suitcases that we came to Canada with. It was all we had left after my parents sold everything back in Finland to pay for our passage to Canada.

There's also a 2X2 galvanised bath tub that we bathed in. We all took baths in the same water, which was melted snow. My mom would add a little hot water



each time. There was a barrel that held the snow & stood near the stove to melt. Then it would be heated up more on top of the tiny stove at the end of the wall that was used for heating water & cooking. My mom also washed clothes that way. The stove was also our way to stay warm.

In my minds eye, I can still see Peter looking out that window by the bed at the outhouse not wanting to get

out from under the covers to go into the cold to use the bathroom.

It was a complicated situation, but we did our best that way. We never felt unhappy there. It was just nice to have somewhere to go. My mom often told us, 'as long as the four of us are together, we'll be alright.' That was our family motto & that's how we felt.

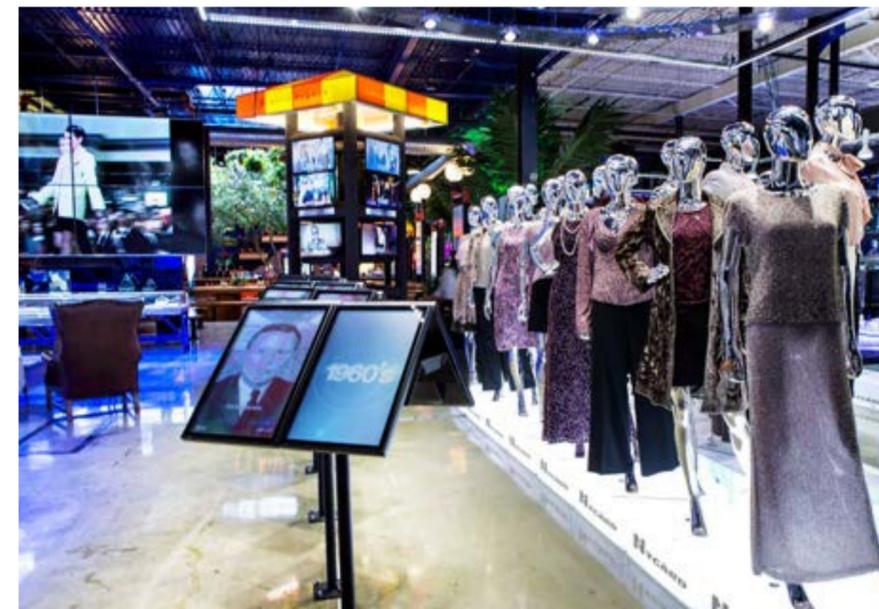
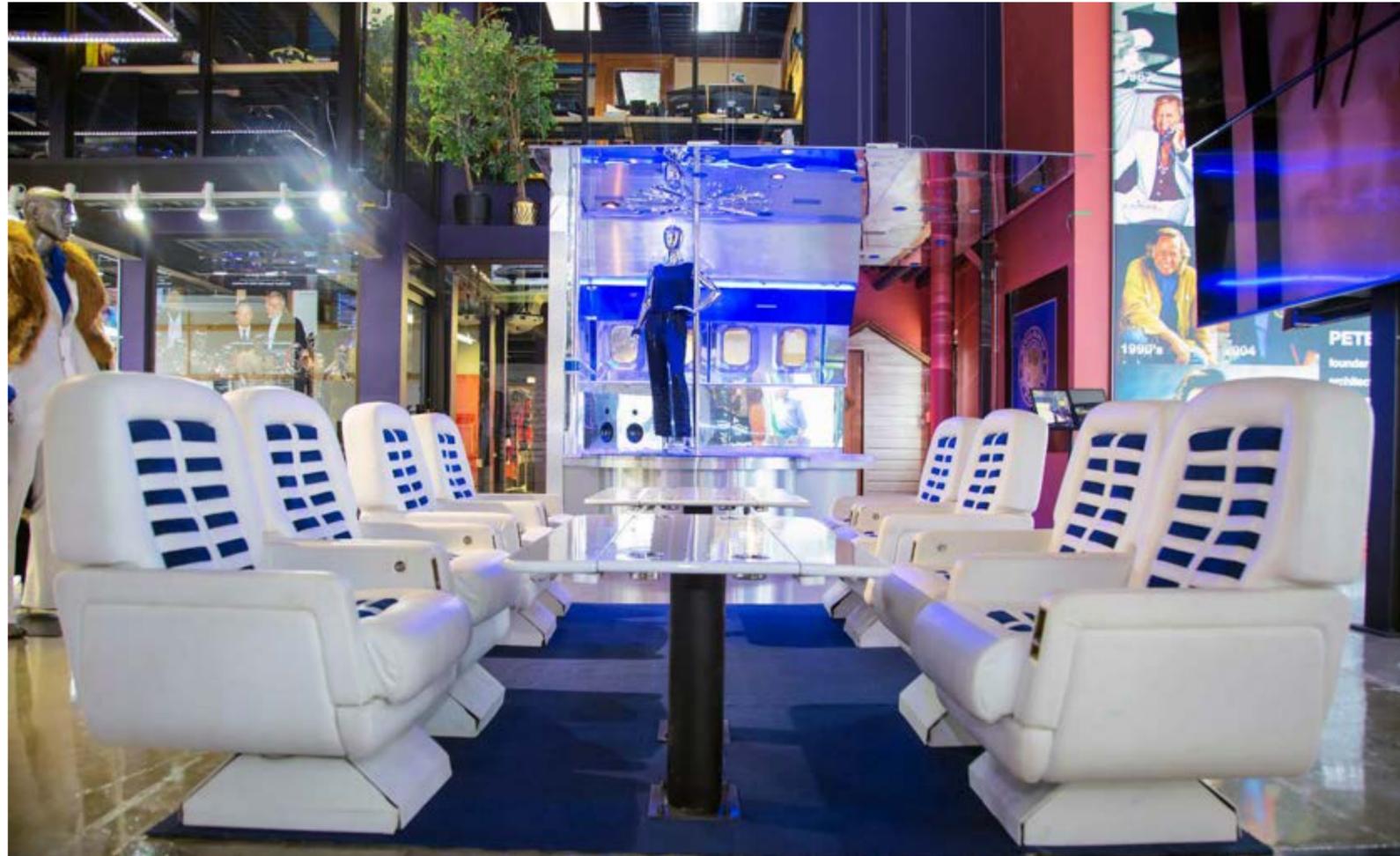
Leaving nothing out, Peter Nygård ensured that Gallery 50 houses a guest restroom whose door is depicted as an outhouse symbolizing the outhouse from the Nygårds' early days.

Also on display in Gallery 50 are the original leather chairs from the posh Nathan Jacob office that Peter began work in fifty years earlier. Featured in glass cases are the various awards Peter Nygård received over fifty years.

Beyond the homestead is another area in the form of a catwalk with an elegant display of symbolic pieces from fifty years of fashions.

Gallery 50 has a number of electronic display stands presenting descriptions & highlights of its various exhibits. Guests are amazed at how well Peter Nygård has been able to capture the past experiences of his life & tell the story of his rise from rags to riches.





PETER NYGÅRD ICONS AT
THE GALLERY 50



Photographer: Trevor Johnsen

VISIT 1771 INKSTER BLVD WPG, MB, CANADA

PDC MESSAGE FROM THE CHAIRMAN

There was an excitement in the theatre as associates waited for the September PDC Message from the Chairman. They could tell this time was different as they spotted the new faces entering the room. It was the 50th Anniversary celebrations & lots of VIPs had descended on Winnipeg to celebrate with Peter Nygård.

VIPs in attendance to listen to this PDC's Message from the Chairman included these individuals:

VESA LEHTONEN

The Ambassador of Finland to Canada

KAI SAUER

Ambassador & Permanent Representative of Finland to the United Nations

PETER AUVINEN

Honorary Consul General of Finland to Canada

CHRISTINE FERRARI

GMM Dillard's

TANYA TUCKER

Singer / Songwriter

Nygård entered the room to applause & hoots & hollers from the associates. What follows is his message (in part) on this special occasion, which involved a historical perspective on their development over the years & highlighted some of the key people who helped to make it happen:

Thank you. Thank you. It's been one hell of a ride. I look out there at what we did & I look at where I came from & say "How in the hell did I get here?" Every single day, I was just trying to do a little bit better than the last day — trying to do a better job. Never ever imagined any of this.

It's the mind set of just really doing a better job every day beating the competition, detailing every moment of the day, & never really reaching for those overly optimistic goals. I never imagined being a millionaire let alone a billionaire & I don't think that I am, by the way. That was never an objective of mine. I never imagined or never planned to be a millionaire.

In fact, there was one weak article early early in my life when I was about 26 years old. I caught on to what the press was trying to do to set up their headlines. They asked me about lots of stories, & at the end of the article, he said, "Well, Mr. Nygård, when do you plan to be a millionaire?" & I said absolutely never; I don't even plan that; I never think about that; I think about doing a better job. I never ever ever think about that, & after 50 minutes

Dr. ERIC YOUNGS

Scientist

WENDALL JONES

President of Jones Communications Network - Bahamas

BEVERLY JOHNSON

Supermodel - Los Angeles

PAMALA ALLEN

Supermodel - Ohio

SINCERELY WARD

Supermodel / Actress - Los Angeles is



been spending. I spent some money out there just now.

So its wonderful now to return to your roots. We all leave home & then appreciate home every time we go back. & that's exactly what I've done now here in Winnipeg. We have now returned home & the project out there is a symbol of that. It's a visual symbol of our commitment to returning home & that visual symbol of us reinvesting in Inkster, reinvesting in Winnipeg, reinvesting in Manitoba, reinvesting in Canada.

Work has been so so wonderful & beneficial to us all this time. This particular project out there was to make a real landmark out of this building like we have & talked about earlier in Toronto, like we have in New York, like we have in Los Angeles. I wanted to actually make that landmark & I wanted to make it so that our own associates have the most wonderful place to work in & the healthiest place to work in. They have the best place to be outside in Winnipeg when it really matters.

We have the best summers in the world, we have the best climate in the world. I've gone all over the world & I keep coming back here as many people do. It just doesn't get any better than this. Even though all of us are talking about Winnipeg having this terrible image of being 40 below weather, etc., it's not the right image; we don't work outside you know; it's

not 40 below in here! We go from a building to a warm car: you get a nice breath of air & you're in a warm car. In the winter time, we don't fight with the weather. We work with it. But in the summer time, we really like to enjoy that outdoors. & my mentality has been, 'how can I make the Winnipeg environment, which is so conducive & so good, how can I make it even more pleasurable for everybody? How can I enjoy those Winnipeg summers better? How can I extend them more, etc.? & a lot of our planning has been about that.

As you know, we established & rebuilt Falcon Lake around the original cabin, Hilkka, which is my mom & dad's cabin over there. We built a new company. Its a pretty spectacular place with log cabins out there. It's a neat place & we now have. As a tradition, every weekend, for the five or six weekends in the summer time, we have bonding. We bond & have our own staff go there, & we enjoy each other's company. We talk about business; we go out on the water; we go diving off cliffs, some of us; & we play sports like volleyball etc. We have a hell of a good time. We sing together, & play cards together; we laugh together; we cry together. Those are great weekends in Winnipeg & we made more of it.

What I did out there at Park 50 is brought Falcon Lake here to Inkster. What I did there in Gallery 50 is that I brought New York up to Inkster. & if you look, there's a bit of New

York there & a bit of Falcon Lake there all combined into one. & what I tried to do in Park 50 is not only to be able to use it July & August, but to be able to use it May to September, & perhaps even longer than that. Warm it up. & by the way, it's going to be even warmer & warmer with this climate change you know.

We're going to be the benefactors. Look at the summer we had last summer. From June 1 till now it's been 90 above every single day. We've enjoyed two more months. & besides that, in Winnipeg, we already have 18-hour days instead of 6-hour days ourselves. It is a great place to live. It is a great place to work. I do all that stuff promoting Winnipeg better & better & I parallel that to a very dear place of mine, to where I was born in Helsinki.

Helsinki, Finland is not much different from Winnipeg. We all have a little brisk weather over there & very accomplished people too. Interesting on how that northern climate produces the best out of us. The body responds to the climate conditions & produces the best of us. You know the brain works better in cold climates. It's interesting how the body responds better to those kind of conditions.

I would like to show you a bit of a tape that I saw on the news about my country, Finland, where I was born. I was so damn proud of what this country has done from day one & the fact that they have achieved so much. We all should be very proud of our heritage.

We had to leave in 1952. My Dad made a choice to leave. Our parents were very scared about the fact that maybe now it has become time for Russia to take over Finland, which never did happen. We left & had to give up everything. We ended up coming to Canada & we had no money. We were pretty well off over in Finland. My parents did not want their kids to end up in the war, especially their son. War is nasty business.

We ended up living in that converted coal bin that you guys see over there. It doesn't get any poorer than that. No running water, no electricity you know no plumbing whatsoever. Cold as hell. One little stove in the middle that heated the place — the little heat we got — & we cooked on it. The church had to get everybody to get rags together to make a rag blanket or we would have frozen; we would have frozen. It was 40 below you know.

We started in there. That was a pretty cold existence. & I look at that & wonder, 'how did we do that?'

We were never unhappy. We never felt poor, it's amazing, you know. If you talk to Liisa, my mom & dad, we were always together; we were always happy. & then when my Dad finally left to get a better job. Before, he was working for a guy that was an alcoholic. He would get \$35 a week; & if he didn't get it early enough out of the till, we would starve.

Dad went to Winnipeg, hitch-hiked to Winnipeg to look for a job. & you know how he found a job? He saw a bakery truck. He was a baker. & he would run after that bakery truck until he could find out where it went to so he could find out where that bakery was. It took him days to find it. He'd run after it & he would lose it. He would mark the time & see what time it was & he would come back to that spot run some more behind it. Days running after that bakery truck to get a job. He goes into that place, & he says "me strong; me want work" because he couldn't speak English. & he got a job.

He got a job from 11 o'clock at night to 6 in the morning. That was Dad's life for a long time. We never saw him because he was always working at night. What great courage. In Finland we call that Sisu — guts & perseverance, doing what it takes to get it done. I think that it's part of my culture as well as other stuff like perseverance that I've always had. Where does this all start from? I wanted to show you a clip, big news about this little country of Finland about 5 million people & what it has done since, actually, the time of Gorbachev — taking you back a little bit to Gorbachev.

I was having dinner at the Kremlin with Gorbachev in a delegation. That was a time when things started changing, when Gorbachev ultimately came to Finland & said "you are free; its over". He was a very great man who changed the world.

There at that palace, at the Kremlin, they seated me next to a guy who was the mayor of Moscow then on the other side of me was his wife. Their objective was to now establish the retail business across Russia. They had made a deal already; they had divided up Russia. They already knew when it was going to collapse. They had already decided who the hell



is going to get what. This guy had gotten all the retail business in Russia. He also got all the hotels in Moscow. That was his part of the deal. Now, they needed somebody to get into retail business with them because they knew nothing about it. & of course, America was out as far as that, but I was there. I was the number one retailer in Canada.

They wanted to make a deal with me to do a 50/50 partnership with them on retail business across Russia. It was worth about 10 billion dollars of business potentially. I was consulting with my Finnish friends, who advised me every step of the way, & they said "don't do it". "Don't do it!" & I didn't. The US guy who took the deal with them & did the hotels, he did it. About 6 years later, I'm reading about it in the newspaper, & it says this guy was asked to leave; he was told, 'you're out of here' — this USA guy. He said "over my dead body". He was right; it was over his dead body. They shot them all down. All of his bodyguards included. The big news of news story.

That could have been me because no way would I have done all that work & walked away. No way. That's not my character & that would have been possibly me at the end of the day. I got some very good advice from my Finnish friends who knew the difference. In these kinds of moments, where you either seize the opportunity or let it go, letting go is more important than seizing it. There are a lot of great people like Bill Gates & Steve

Jobs & the idea of being able to let go & not take advantage is a much bigger decision than going for everything.

Anyway, back to my beloved country of Finland. We have that flag over there, & we're so happy that the ambassadors have come over here to join the celebrations to recognize one of their old countrymen who has made it, & with one who is one of the biggest ambassadors of Finland & always has been as you all know.

And by the way, you've got every right to be an ambassador of your own culture too. I think you should do it. I think Canada is all about that. I am so very proud of their Finnish culture but take a look at this tape. It's significant because our own company is now going through a revitalization program. We also are now looking at what Finland had to do there. Our own company right now is going through the same thing.

We have had the number one company in the world status for a long long time & we lost a lot of it. & now, we're revitalizing a lot of it. This is part of our symbol here & it's all about teaching; it's all about getting your best people to be the teachers & not your worst people. We have to review our own company's policies & procedures & get in & start to do what Finland has done. Get really dedicated to getting a better education, & I'm only talking about education within our company. That is

part of our whole goal; that is part of my whole goal. It's interesting the statements that I've been reading a lot about. These are great people who got together & got this program going in Finland. I sometimes get criticized personally for continually never being satisfied. He's never satisfied. Why doesn't he recognize the good things we do? Bill Gates made a very interesting point. He says, "It's good to focus on successes but it's far more important to focus on your lessons of failure."

Lessons of failure — you've got to get rid of your failures & make it a lesson for everyone. Have you ever noticed what I always do every time there's a problem? I go into 'why?' & I focus on the lessons of failure, every time. People dismiss it so quickly. Don't do it. You've got to learn from these lessons of failure. The question is asked, 'why don't you give us more credit?' Well, we just take that for granted. We should do well, but let's do better every time. So please learn from your mistakes. It is a critically important issue & all of the great leaders say the same thing. That isn't my characteristic only; that's Bill Gates; that's Steve Jobs, etc. If you look at these people, their successes, it is the lesson of learning from your mistakes. We talked earlier about what made this company successful & I parallel that success to Steve Jobs. It's quality of product — not a lot of stuff, but focused on good stuff — & then being the best at that.

We're focusing & focusing & focusing, & we're doing that with our good partners, Dillard's, all day everyday. Our company has always been the company that produced the best quality out there. That has been our claim to fame. In fact our product is so damn good, they never have to buy another one. Some of the women are wearing them after 30 years; she's still wearing them. We have a tremendous brand loyalty.

As I said a number of meetings before, our business has changed dramatically out there. The world has changed dramatically & so it should. Because in change there is always that new opportunity. We really don't have any department stores left in Canada. Every single department store that existed in Canada, we were their number one. We became number one with Dillard's & with Saks 5th Avenue, etc. We dominated that field you know.

There's not many of us left. We embrace Dillard's. Don't go away. We love you. (We love

you too!) Ah, thank you. & that's what it's really about. Partnership, you know. Our success has always been, we've always been partners with our retailers. We've always strived to be number one with them & we have always partnered with them. Alex Dillard paid me a big compliment. He said, "You know I have about 2000 vendors there. I only have two partners: one is no longer alive & the other is Peter Nygård."

I go all the way back to the details in the product. We developed, for example, silk, washable silk. That was our invention, Sandwashed silk. I found that the silk had little spots in it; black spots in it. That was silk poop. We then developed a system. When silk was done on screens, the worms were grown on screens, & the poop would go on through nice & clean. I was involved in that. I said how in the hell do I get rid of this poop. You have to get all the way to poop right. It's getting all the way to source.

Polyester was the same thing. We were first in Polyester. We were first in double knit wool, slip on pants, etc. We have invented products, & we have ridden on that product & made that a success. We've had vision.

It's an interesting word, vision. I think everybody sort of have ideas or vision. Vision without execution is just hallucination. One of the big differences for this company has been that we've been executing. Therefore our vision has become a reality.

Staying focused on your mistakes, staying focused on your product, & then being about to execute & stay with it are the factors of success that are shared by every single person that I have ever studied. & I do study the success stories. I study every very important person in the world. I know a lot about Steve Jobs & Bill Gates. I know a lot about Mannerheim, the great general of Finland; how great a person he was. He was the number one Finnish guy in the world, who saved Finland & who put Finland on the map. So my heritage, I'm very proud of it & you should be proud of your heritage.

Our move of coming into Canada was the best move of our life at the time. Canada has offered wonderful opportunities for us. Canada is probably the number one country in the world for PR today. I travel all over the world & I don't know any other country in the world that has the kind of PR value



that Canada has & that does as much good as Canada does & is that successful. It is a great country you know. We are very very proud to be part of it, very proud to be Canadian citizens. It is a great area here in Winnipeg. I'm very very proud to be a part of Winnipeg, to be able to grow up in this, a little bit colder climate that makes better people of us all. Think about Winnipeg; it is a city that has recruited. Canada has gone out there & recruited the best people in the world. & it's joined with the best people: the best Chinese & best Filipinos & best Finns & best Poles & the best of all people. A lot of great people have come from Winnipeg & we have recruited well.

Our associates are loyal: they appreciate their jobs; they love to work; & they have all those good characteristics. We went to Toronto & Montreal & we figured it's going to be better there. It wasn't better there at all. We went to LA & we thought it was going to be better. Our success was here.

This building developed by Denis LaPointe, that was his project in 1976, 1977. Dennis was the project manager of this building. He put it together to be the symbol of the Canadian fashion industry. At that point it was not a fashion industry.

Canadian thinkers did not want to embrace sweatshops; they wanted to embrace the fashion industry. The Canadian government invested in this building & it became their symbol. It was the first building in Winnipeg in Canada where there was air conditioning.

I worked in a sweatshop & sometimes you have to do that. My mom worked in a sweatshop. She was a sewing machine operator. She was making \$24.50 a week & sweating. In that job, in that place, it was my job to bring salt pills to each of the people so they wouldn't faint from the heat. Amazing when you think about it. I saw this place & I said "Mom I've got to get you out of here," & I did. I would not let her work in it.

A few years later, I opened up these places, & I said never would I subject anybody to those kinds of conditions. I was a leader in terms of making sure that the environment for the sewing machine operators & everybody was excellent. We had to have air conditioning. We had to have good food; we had to have exercise; we didn't allow smoking; we did all of the healthy things for our own associates that we should have done. We needed to be visionary.

I guess you guys know that we were among the first of companies in the world that is a non-smoking facility. It was so hard for us because our customers would not even buy from us if they couldn't smoke. & we said, 'okay, if that's your choice; I'm sorry to hear that, but you can't smoke in here'. I am not going to contribute to your demise & break that rule. Ultimately, the customer came back & thanked us for it but it was such a decision that was not popular.

We have done a lot of work this last year in terms of reprogramming ourselves, planning & refocusing ourselves. I've been here myself

for two, three or four months now working on it, & this PDC was one of the most important PDCs we have in terms of going forward. We are on the right track now & there's a rebuilding program.

We need to re-examine every single decision we make right now, re-examine & double check it. It's very important. We have to eliminate the mistakes. & it should be all of our agenda not just my agenda to really reexamine every single decision we make & to make sure it's the right decision. & like Bill Gates, I say celebrate, yeah; it's okay to celebrate your successes but learn from your mistakes. Focus & learn from your mistakes for every single issue. I have lots more information that I'm going to share, but the most important issue really is that I haven't done it alone.

The most important issue is building that team. Make sure that you have a team that you're all harmonious with, that the team is all on the same page, that they like each other, they like working with each other & they share the same goals & values, etc. We have to be at the same mindset in the first place to be working for the same goal.

So our company has always had this team focus. When I looked at my success, gee, it was because I was able to build such a successful team & our team has always been harmonious.

Also, I also use the approach of top five & bot-

tom five. You gotta get rid of the bottom five & celebrate the top five & work harder with them. I think about who's here now, who are the people that have been my sorta top five, who have been the most valuable people in my life, who really made my life possible, who made this company possible. & I want to celebrate them. So I'm gonna bring them up here.

I want to start with a gal named Rene Law. 'Come up here. I see that you are still having trouble with your knee. I have to boot more stem cells in there.' Rene is what 84, 85, 86? Every day that Rene is at work is a good day. She wanted to retire 15 years ago, 10 years ago, 5 years ago; nooooo way Rene. She's been happy at work. The trouble is that when you retire you get yourself ready for death. Your body starts relaxing & it gets ready for death, your mind starts relaxing; you gotta keep it active. You gotta keep your mind active. If you lose your mind, the rest of your body goes. So Rene & I shared that together. I don't want to retire. I don't want her to retire & so 'we're blessed that you're here every single day'.

'Tiina, come up here.' Tiina was Miss Helsinki, by the way. She walked in one day wearing a Miss Helsinki banner at a special event in the Toronto building. She was 18 years old at that time. & she was so proud of it, but that's dedication. Tiina became a part of the family. Her kids became part of the family, like adopted family. Yeah those beautiful kids right there. She's been so valuable. Behind you. A lot of people don't know how



much work she really does behind the scenes. There's a lot of fires to put out, & Tiina's been doing that kind of work, & how long has it been now? Over 30 years.

One of our areas that is number one in our operations is our logistics. & we have a guy who is unbelievably behind the scenes all the time. He is there all the time when you need him. It's so good to have this guy in our family. Ernie, 'Ernie Chaves where are you?' Look at the devilish look he's got in his eyes. 'You're so so special Ernie; you're so special, & have been all the time.'

He & I, in fact Alex Dillard, put the number one logistics system together in Gardena, & we still have it as the number one. It was already set up for Internet 20 years ago. & Ernie & I worked on it day in & day out. It was meticulous attention to details. Our best claim to fame today is our logistics. A lot of people come & study logistics from Ernie. Ernie is there all the time behind the scenes, & he couldn't be a better person. 'You're such a good human being.'

And then, the President of our company, Denis Lapointe, 'You come up here.' Denis, the guy in the background all the time, trying to hide & we don't let him. As I said, his first project was Inkster that he put together. He had one assistant or something like that. It became the number one facility in Canada, perhaps in North America in 1977-78. He accepted a job from me. He would come in to the Orient & travel with me. Denis went down there & learned the business. He lived over there in the Orient, as did Rene. & we got our Orient business going, which was the salvation for this business. We were the first that really embraced buying offshore. This takes us back 30 years, 35 years when it wasn't a popular thing to do.

We went down there & taught the people over there how to manufacture goods for us & that became our major claim to fame. Denis was a key person & learned the business from the ground up. He learned the business from a supply point of view most of all, & learned how important it is to buy correctly, buy quality, & how to negotiate, etc.

Denis was my assistant from day one as Tiina was my assistant from day one. Rene was in there for four years. So they were at the source & they never refused when I assigned those jobs.

We come to my other really right arm, who is now the Vice Chairman of the company, & who has been with me for 40 years. 'Jim Bennett, please come up.' What a guy. He has done every damn job there is in the company, every day. There's hardly any of the business that he has touched that has not been successful, all through our lives, through over 40 years together. I'm so blessed to have Jim Bennett in my life. Our company is so blessed.

I just wanted to share this team, & there's a lot more of the team. I had to pick out the five that are really the core part here. There were lots who have left already, & there are lots in the audience as well. I had to share that because it is not just about me.

I told the PR team, I don't want that to be just be about me because it isn't just about me. It's about all of us. & its about the rest of the team, especially, & Jim runs the Toronto operation now; he built the Toronto building. I helped yeah, but that's what the team is all about. You could never do it by yourself.

None of us could do any of this by ourselves. So I just wanted everyone to see this part of it & how important this teamwork is & now we are busy trying to build teams within all of you over there. Build your teams together & stay together. Be on the same communication level together; & be as loyal together & friends as well. That's key. All of us are friends. Treasure your friends. They are very hard to come by. & when you get them, treasure them. & hug them. Because friends are the most important thing, & friends are always loyal.

Friends don't let you drive when you're drunk, you know, & there's a lot in that kind of thing. They don't let you make the mistakes. & these guys have not let me make a lot of mistakes. You know I've made a lot, but they're always behind the scenes all the time monitoring the business & holding the business together. So thank you all. You're so beautiful!

NYGÅRD'S 50th ANNIVERSARY GALA

The night began with a cocktail reception, then a sensational line up of performances, fashions & tributes before a sumptuous meal. Attendees then danced the night away into the wee hours of the morning.

VIPs were in attendance from around the world representing China, Finland, United States of America, Bangladesh, Indonesia, Jordan, Canada.

Throughout the evening, VIPs were introduced by Jim Bennett, NYGÅRD Chariman & Master of Ceremony for the evening. They included,

VIP List

Tanya Tucker *World famous Country Music Singer*

Pearl McGonigal *Former Lieutenant Governor Manitoba*

Edward Schreyer *Former Governor General Canada, former Premier Manitoba*

Arlen Dumas *Grand Chief of the Assembly of Manitoba Chiefs*

Terry Duguid *MP Winnipeg South*

Vesa Lehtonen *His Excellency Ambassador Finland to Canada*

Heikki Sairanen *Honorable Consul of Finland*

Peter Auvinen *Honorable Consul of Finland*

Kai Sauer *Ambassador & permanent resident of Finland to the United Nations*

Dr Timothy Henry *Director of Cardiology heart institute at Cedars Sinai*

Ray Crabbe, *Lieutenant General retired Canadian Military*

Gary Solar *Col. retired, Canadian Military*

Wendall Jones *Bahama JCN TV Host & Journalist*

Carlos Mackey *Bahama Sports Newscaster*

Koed Smith *Prominent Bahama lawyer*

Beverly Johnson *Supermodel & 1st black model on the cover of Vogue*

Beverly Peele *Supermodel & TV personality*

Sincerely Ward *Supermodel*

Brian Bowman *Mayor City of Winnipeg*

Pamala Allen *Supermodel*

Tannis Richardson *Longtime friend of the family*

Dr Eric Youngs *Professor Faculty of medicine University of Ottawa*

Dr Thomas Vangness *Surgeon - Southern California*

Rita Cosby *a News Anchor & Author*

Heather Stefanson *Deputy premier of Manitoba*

Philip Lee *Former Lieutenant Governor Manitoba*

Sheila North *Grand Chief of Keewatinowi Oki-makanak*

Bob Silver *President of Western Glove works*

David Wolfe *Author & Health Guru & Alt Medicine*

DeAnna Carlson Zink *Executive Vice President & CEO of University North Dakota Alumni Foundation*

Kim Woods *Associate Vice President - University of North Dakota*

Annitta Stenning *CEO CancerCare MB*

Candice Bergen *Hon MP for portage-lisgar*

Scott Johnston *MLA St James*

Steven Fletcher *Member of the Manitoba Legislative Assembly*

Rick Riess *President - George H. Young & Co. Ltd.*

Dr. Robert Champagne *Falcon Lake, Manitoba neighbour*

Rosanne Guanabara *Competitive Volley Ball Player*

Barbara Shumeley *World Conference on Breast Cancer Foundation - President*

Gerold O'Neil *ISM Labs*

Dr. Sachin Katyal *Cancercare MB - Senior Scientist*

Pam McLeod *Cancercare MB - Executive Assistant to Annitta Stenning*

Patti Smith *Cancercare MB - Chief Development Officer*

Dr. Paul Conyette *DR. Canadian Biologics*

Christine Ferrari *Vice President /GMM Product Development Women's RTW*

Heather Beeman *corporate buyer of NYGÅRD from Dillards*

Jim Stockman *Vice President Corporate Exclusive Brands*

Erin Smith *Corporate Merchandise Manager*

Joshua Tratz *Buyer - Allison Daley*

Judy Wells *Deloraine Times - Office Manager/Reporter*

Geoff Currier *680 CJOB - Host of Prime Time Sports - Winnipeg*

Joe Aiello *Host of Morning show 102.3 Kiss FM Winnipeg*

Jackie Silla *Host of Style my dreams - CTV Winnipeg*

Obby Khan *Owner Green Carrot*

Debbie Zaretsky *HOST TSC*

One of the tidbits Bennett shared with the audience entailed Nygård's role in Canada's free trade agreements. Bennett explained Nygård's contribution:

Peter was a leading visionary for free trade with the U.S. & Mexico. His insights & policy suggestions created the spark that

ignited the fire opening the way for the Canadian Government to foray into free trade. He spent three years developing this. Nothing, nothing has made a bigger impact on the Canadian fashion industry than this agreement. The initiation of it began in 1982 when Peter Nygård wrote a strategic position paper, which resulted in his appointment to chair an advisory committee on Future Canadian Long-term Industrial Strategy.

Peter Nygård recommendation was to negotiate a free trade agreement, first with the United States. Then in 1992, it was expanded. The agreement was established with Canada, the United States, & Mexico. The new agreement was called NAFTA. Today, NAFTA is on the front burner of every publication – newspaper, radio, television – ‘Canada at risk; the auto sector..., our farmers...’ Not one word about apparel. That's a lock. Peter, that's thanks to you & the committee you headed. That was significant.

Bennett also enlightened the audience on Nygård's passion now: Preventative medicine.

Peter's move in 1996 to make all of our buildings non-smoking was revolutionary. Customers could not believe that they could not smoke in our buildings. They either didn't smoke or we didn't work with them. Fortunately, they ultimately came around. We have gymnasiums in every major facility around the world. Sugar & other items have stopped being served in our cafes.

Peter has become one of the leading authorities in advanced stem cell research & its applications. He believed in stem cell way ahead of its time. & he would never recommend something that he himself was not involved in or has tried. He became a showpiece of stem cell research & often speaks at major medical centres around the world about his experience & commitment.

Peter told me, “You know Jim, the real thrill I get is seeing people recover from illness & knowing that I've had some small way of helping & shared in their

recovery. You need money to do what I do; & you need the desire to do it; then you need the knowledge & that culminates in being able to share it.”

I must tell you confidentially amongst us 1800 people: I can't tell you the number of our associates that Peter has taken personal action on to improve their health by making sure they were given the best health treatment no matter where in the world. & we have many associates who will give testimony to that. & he quietly, quietly does it every single day. That activity of support is what he is most silent about.

Speakers congratulating Peter Nygård on his 50th anniversary included

- **Vesa Lehtonen** *The Ambassador of Finland to Canada*
- **Terry Duguid** *Manitoba Member of Parliament & Parliamentary Secretary to Justin Trudeau*
- **Heather Stefanson** *Deputy Premier MB*
- **Brian Bowman** *mayor of Winnipeg*
- **Annitta Stenning** *President & CEO of the CancerCare Manitoba Foundation*
- **Kai Sauer** *Ambassador & Permanent Representative of Finland to the United Nations*
- **LT GOV. Pearl McGonigal** *Former Lieutenant Governor of Manitoba*
- **LT GEN Ray Crabbe** *Former Lieutenant General*
- **Wendall Jones** *President of Jones Communications Network - Bahamas*
- **Rita Cosby** *a News Anchor & Author*

There were video tributes to Peter Nygård from:

- **Rita Cosby** *a News Anchor & Author*
- **Jim Pattison** *CEO Jim Pattison Group*
- **Alex Dillard** *President Dillard's*
- **Phil Miller** *Former CEO & Chairman at Saks*
- **Neil Riordan** *Founder, Chairman Medistem Panama Inc.*
- **Temmu Selanne**
- **Deanna Carlson**
- **Dr Aubrey Degrey** *CSO & Co-Founder of SENS Research Foundation*
- **Dr Evan Snyder** *Director Center for Stem Cells & Regenerative Medicine Stanford*
- **Carlos Mackey** *Bahama Sports Newscaster*
- **Bill Falooone** *Co-Founder Life Extension Foundation*
- **Dr Howard J Federoff** *CEO of U of California Health System*
- **Teemu Selanne** *Finnish former NHL Player*

PETER NYGÅRD

One of the highlights of the evening was Peter Nygård's speech. He was introduced by his son Kai, who brought a tribute to his father on behalf of the Nygård family.

Nygård explained that he embarked on preventative & regenerative medicine for the personal challenge of trying to save his mother's life.

The result was that he became the leader in that industry due to the fact that he researched it from every angle, he applied diverse measures & experienced it himself, & he invested in various aspects of it.

Nygård's message was the importance of health & how passionately he feels about helping others with their health:

You can't start early enough in being conscious of your health of being preventatively medically inclined, & you can't start early enough to learn how to live healthy, how to eat healthy, having the proper hormonal balance in you life, how to take proper supplements & how to take correct stem cells.

If I had my way, everybody would be taking stem cells by the time we are thirty because we lose all of our stem cells, & once we lose all of our stem cells, we die. This issue is probably thirty years ahead of its time, which is probably why a lot of people haven't embraced it because it is such a far-reaching item.

For me, being a visionary all of my life, this was a necessity. It should be a necessity for everyone to be able to take corrective action to prevent us from getting sick needlessly & to prevent us from dying prematurely. We can all do that.

I have been taking stem cells for eight years now & I can tell you it works. My body has been studied by Harvard University & the National Institute of Health because my body is like a 55-year-old's.

My joints are like a 77-year-old. They are all gone. I am working very hard right now on all of the connective tissues to see how we can rebuild our joints, rebuild cartilage,

rebuild connective tissues. Your joints are the first to go.

I'm sharing these issues with you because it's important for me to make a meaningful contribution in everybody's life at this stage of my life.

I started with absolutely nothing. We left Finland, a beautiful, wonderful country, a country that has been trying to survive forever living next to a nasty neighbour called Russia. We came to this wonderful land called Canada, this wonderful place called Winnipeg, very similar to Helsinki. We felt completely comfortable here. We moved to Deloraine, we didn't know the language & we had nothing & that community welcomed us. What I remember about Deloraine is that it was this very, very cold place, that was made warm by the fact that the church collected rags that they sewed together to make two blankets. It was what kept us warm. We lived in a one room 13 X 9 converted coal bin that I invite you to see at Gallery 50, our museum at our Inkster facility. It didn't get any poorer than that. We crawled out of that.

When I look back at that converted coal bin at our humble beginnings, I realize now it wasn't such a wonderful place. Then we thought it was wonderful. We never figured we were poor. We were just happy we were together, my mom, my dad, & my sister. We all worked toward helping each other.

My mom, dad, my sister, & myself all worked & saved so I could go to college. Then it was my sister's turn to go to college & we did the same. Then it was my parents' turn. They always wanted their own bakery, & I sold my car as a down payment on a bakery & walked to work without hesitation because that's the kind of commitment we had to each other.

My parents were hard workers & they never told us 'don't work so hard'. They always told us “work hard.”

It's very touching when you see where we



lived & where I ended up. How in the hell did all of that happen?

I got the number one private airplane in the world five years ago after traveling commercial for forty years. Going from that converted coal bin to that airplane, a symbol of success, I felt so proud that I could do that.

All of that is due to some really key factors. Key factors we should all realize. We should all realize that our heritage is critically important to us, as mine is. I'm so damn proud of being a Finn, of being of Finnish heritage & waving that Finnish flag all the time.

Being able to come to Canada, the most wonderful land in the world—and I'll tell you; it's very true. I've been traveling all over the world. There is no country in the world that has the high PR value of Canada. It's sitting there as number uno. We are all so very fortunate to be Canadians.

We have the best associates in the world here in Winnipeg. I gave 2 million dollars to share the wealth with long-term employees. Winnipeg is where we started our success & this is where we are reinvesting.

As a boy, I had a friend whose parents owned a restaurant. One day I went with him to the restaurant. There were so many delicious smells. My friend put two slices of bread in the toaster. I was so hungry; I just knew one of those slices was for me. When they were done, my friend buttered the first piece of toast & began eating it. I stood there trying to be patient, but my mouth was watering waiting for my toast. Then, he took the second slice out of the toaster. He buttered it. He took a bite, & then ate the whole thing. I was so disappointed. I never forgot that moment. I told myself, ‘Peter, if you ever have an opportunity to share your second piece of toast, you share your second piece of toast!’

I have been sharing my second piece of toast all of my life.

“Peter Nygård received a standing ovation & a rousing round of applause as the audience expressed their gratitude, appreciation & awe at this self-made millionaire who has achieved such phenomenal success & continuously wants to share all that he has.”

50 YEARS OF FASHION

The 50th Anniversary Gala night extravaganza took the audience back in time to the late 1960s then forward to the present millennium. It showcased styles & fashions that made Nygård the success it has maintained over fifty years. Many of the sensational fashions on display were relevant to today's styles demonstrating Peter Nygård's chic & classic design sensibilities.

50 Years of Fashions was a spectacular display of stunning fall fashions, chic classic Peter Nygård signature collection, & sensational super models, who have been featured in past NYGÅRD fashion shows, sashaying to striking music including a captivating bagpipe performance.





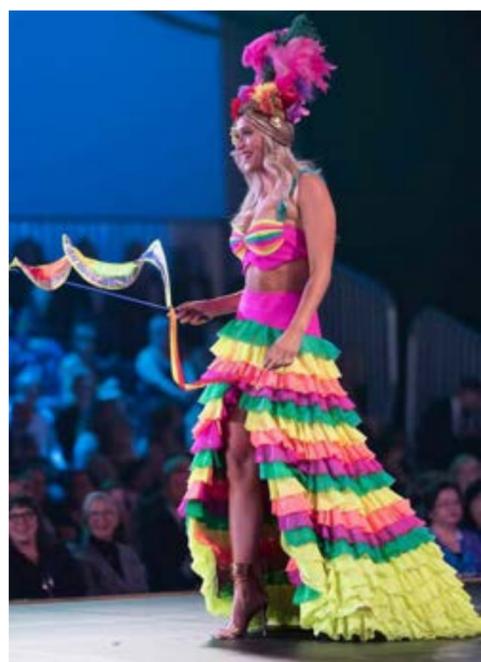
1960s
FEATURING

Tanfay

1970s
FEATURING

alia

Tanfay



1980s Bianca Nygård
FEATURING

1990s P. J. Nygård
FEATURING PETER NYGÅRD



2000s
FEATURING

P. N. Nygård
PETER NYGÅRD



2010s
FEATURING

P. N. Nygård
PETER NYGÅRD

NYGÅRD
LUXE
SLIMS





Grammy nominee Tanya Tucker opened the second half of the fashion show with several performances. She paid Nygård a moving tribute calling him her hero & singing "I Did It My Way".



Peter Nygård appeared at the end of the show on the arms of super-model Beverly Johnson to smoke effects & resounding applause.





Supermodels who were featured in Peter Nygård Signature Collection over the years participated in the 50th Anniversary fashion show to celebrate Peter Nygård's extraordinary milestone. Supermodels from left to right Sincerely Ward, Pamala Allen, Beverly Johnson, Beverly Peele, & Issy Dahl



At the 50th Anniversary gala night, Peter Nygård donated \$100,000 for breast cancer research as he does every year.

Since Nygård adopted breast cancer eradication as his cause of choice, he has donated more than 20 million dollars to this cause.



Vice Chairman Jim B presents \$100,000 donation for breast cancer research to CancerCare MB's Annitta Stenning OCT is Breast Cancer Awareness

ASSOCIATES WITH SERVICE OF 25 YEARS +



NYGÅRD associates of 25 years or more were welcomed on stage to be presented to the audience. They walked the runway in twos to the music of "We Are Family" joyously clapping & giving high-fives as they passed one another



Nygård honoured the long-term service associates in a special ceremony where they all received certificates, pins & their \$10,000 cheques for 25 years of service or more. Following the ceremony, a barbecue was held in Park 50 to continue the celebrations.



PETER NYGÅRD SPONSORS ADVENTURE RACING AT FALCON LAKE

Peter Nygård ends his week of celebrations with a Swamp Donkey party at the end of the race & more festivities at his Falcon Lake retreat.

Conceived many years ago over beer in a basement, Swamp Donkey Adventure in Manitoba, Canada is considered the largest one day adventure race in North America. Organisers describe the race as a non-stop, 6-9 hour adventure race through the rugged Manitoban wilderness, where teams of three use a map & compass to navigate an unmarked course through the back country of eastern Manitoba. Participants have nine hours to run, paddle & bike to attempt to be the fastest team to reach all of the checkpoints & make it to the finish line. At the end of the race, there is an awards ceremony & participants are treated to, as it's described, "the legendary post race party & a meal fit for a Swamp Doney."

Peter Nygård has been sponsoring this triathlon endurance race for years. The race ends at NYGÅRD's Falcon Lake retreat.



REFLECTIONS

Q&A WITH PETER NYGÅRD

QUESTION:

It's 1968 & Nathan Jacob has just passed away. Three months after joining, you've been left at the helm of this struggling enterprise. What were your first thoughts about the unknown road ahead?

PETER NYGÅRD:

It was an absolute shock! I couldn't believe that my mentor, the one who was going to put me through training for a whole year, had passed away. I was left with this whole business, totally untrained, & not knowing one single thing about it. It was like throwing somebody into the water who did not know how to swim, & now having to learn how to swim by yourself. I was devastated, but the key thing about that situation was that I responded when I had to. It actually turned out to be the biggest opportunity of my life because I turned it around. I was never actually trained by anyone in this industry & that turned out to be the blessing. I didn't learn any of the bad habits in this industry & over time I was able to learn some of the good habits.

So while it was devastating to me, it turned out to be somewhat of a break.

QUESTION:

At what point of your fifty-year journey did you realize that no matter what obstacles were thrown on your path, you would be able to make the company a grand success?

PETER NYGÅRD:

The point of being able to respond to the occasion has been going on throughout my life. Every moment of my life. Almost every moment from the time I was born: when we were in Finland & had to survive the war, when we came to Canada & had to survive in our environment & with our living accommodations. You know the saying that when things get tough the tough get going. With every challenge, it seems to me that the tougher it got, the more I got going. I've been able to respond to the conditions & the tougher the

conditions were the better I responded. I am always the last man standing in every activity. In fact, the tougher the things get, the better it is for me because the other guys fall off first.

QUESTION:

You've had fifty years of unbelievable successes, which readers have learned about reading your book. Tell us about your biggest failure/s in business. What were the biggest lessons learned?

PETER NYGÅRD:

The lesson that one needs to learn & the lesson that I learned is that everything does not always go smoothly. The challenge that we have is how do we respond to adversity. If we don't know how to get up off the ground, quickly jump back on our feet again & get moving, we will stay on that ground forever.

There is no question about the fact that we have failures; there's no question about the fact that we have sickness. There are adversities, & the person that has the ability to respond from those is the one who wins.

I've always had that ability to recognize the fact that things may have gone wrong right now, but things are never as bad as they seem. Where that came from is interesting. When I was very very young I used to hear this song on the radio. I used to fall asleep to it. It was by the Pied Pipers & it was about dreaming. It says dream dream dream, & then the keywords were "Things are never as bad as they seem. So dream dream dream." Those words got stuck in my mind forever. & you know it's so true; imagination is always worse than the reality. Things never are as bad as they seem. & those kinds of issues I've gone through all of my life. Of course you have failures. Of course, everybody has failures. In fact every day there's some failure. Our whole life is all about responding to adversities. We seem to be fighting every moment of our lives all throughout our lives. Every single day we are fighting some adversity, something that has gone wrong. If we don't know how to do that we will actually fail. If we know how to do

that we will succeed.

QUESTION:

How did you handle the difficult times? What advice would you give to others who are not Finnish & do not have an innate 'sisu spirit' about how they can persevere against impossible odds?

PETER NYGÅRD:

I think the issue of giving up too early is the biggest human failure. I think a good example is how when people fail to get somebody on the phone the first time they call, they give up. When they look for something & they can't find it right away, they give up. The biggest failure is that as soon as we don't succeed the very first time, we stop & we don't pursue it. When we start to exercise we give up way too early. I think human beings should learn how to finish, to persevere & stay with it until you get it done. That is the biggest advice that I can give. & quite frankly every single day of my life I'm teaching people to stay with it. You didn't look hard enough. Stay with it. You didn't get that person on the phone. Stay with it. Finish the job. Finish the job. & of course, the tougher the job is the more you have to finish the job. So the biggest human failure is the issue that they surrender, they give up too early in life on all the things they do.

QUESTION:

What are your thoughts on your achievements & fifty-year journey to phenomenal success? How do you feel about it?

PETER NYGÅRD:

I look back at this & I can't believe what I've achieved. When I was achieving it, I didn't believe what I was actually doing. I said to myself, 'how did I get here?' When I was in the middle of some very significant meetings with world leaders, like having dinner with Mikhail Gorbachev at the Kremlin, it felt natural to me that I should be there. Now I look back & wonder how did I do all that? Because, those

were never my goals.

My basic goal was, every single day, to do a better job than yesterday. & when I got involved in anything, I always had to be the very best at it or to do the best job possible, & that's what caused me to rise to the top. I don't think I was in any activity in my life where I did not rise to the top & become number one in it. Throughout my whole history, even when I was sweeping floors, I was the best sweeper in the company. Nobody swept floors as well as I did. I did it twice as fast as anybody else did & it was twice as clean. I would always make that reference to everybody. The job is never too small. It's simply a matter of how well you do that job & that you do it better than the next guy.

The idea of beating your competition is essential: whether its beating your competition person to person or a company product to product or company to company. I've always been an athlete. I've always learned how to compete, & I learned how to win & to become number one throughout my history with everything I did. If I ended up last in a sailing boat race, I went & studied that race & then four years later I'd end up first.

Thinking about it now, I don't remember planning that. I just remember always thinking that 'I'm in a competition & I gotta win.' & thinking, I'm in a competition & the harder it gets the more I have to win & the easier it becomes to win.

So as a kid I started to rise to become the senior paper boy. In business, I just got better & better at it by beating my competition.

QUESTION:

You said that the last fifty years was easy & that the next fifty years would be difficult. What did you mean by that?

PETER NYGÅRD:

Yeah, the last fifty years was easy. That's right the next fifty years are going to be difficult. Yeah, it's going to be a little more difficult

as we start presumably aging. & of course, the biggest battle that I have now is the nasty habit of human beings starting to get older. As they get older they start getting more disease. So the big fight now for me is not to get older, & therefore, to stay healthy.

I think the biggest challenge in the next fifty years is for me to stay young & to be able to stay young meaning staying healthy. I think that young & healthy sort of go together. I always say the issue is when you get old you start getting disease so if you don't want disease don't get old. & if you don't want to get old take stem cells. That's my antidote to getting old. You know, take stem cells, & by the way, it's been working pretty well with me right now.

QUESTION:

What's next on the horizon for you? What's your next project that the world will be hearing about?

PETER NYGÅRD:

I am just starting. Isn't it amazing that after fifty years I feel like I am just starting? & I am starting all over again? However, the business has gone global you know. It's not regional anymore. But the most important part of the next fifty years is the area called health. It's the area around finding medical treatments to reverse our aging. Without health, we wouldn't have anything. So the biggest campaign that I've had for the past seven years is the area of my anti-aging & reverse aging part of it. That is going to get accelerated. & watch out — there could be some very big things in the future about thirty years ahead of his time in the whole world of stem cells. Trying to make that translational now within my lifetime is my biggest challenge. So let's see if I can make it for another fifty years healthy. Making it another fifty years & being a vegetable is not the idea. Being healthy & making it another fifty years that's the right attitude & that's the right thing.

So my ambition is to keep on exercising, keep on lifting weights, keep on running, keep on beating these people in volleyball. The biggest win I had was beating everyone in volleyball last week. OH MY GOD that was fun! But that was fun because I was back healthy again. At the end of the day, it comes down to our health, you know, & how we prevent ourselves from getting sick.



QUESTION:

Are there any last thoughts you want to share?

PETER NYGÅRD:

Final note is here I am now, out at Falcon Lake, sitting in front of a fireplace, looking at the most beautiful scenery on one of the most beautiful lakes in the world, & returning to my roots. It's interesting how this drive towards returning to your roots is inherent in all of us. "Think about how salmon go back to their roots to spawn. Whales go back to their roots & all of us go back to our roots. It's instinctive in us.

Here I am coming back after fifty years, coming back to the place where it all began. I am so very happy returning to a place where you one time ran away from thinking that the grass is greener somewhere else. & after testing everything else in the world, you know what, the grass is not greener somewhere else. It's green right here. & now we're going to enjoy what was the right decision in the first place to build a life around this particular beautiful place.

So I think we all find that issue in our lives that we have to go away from home & then we discover how good home actually was, to

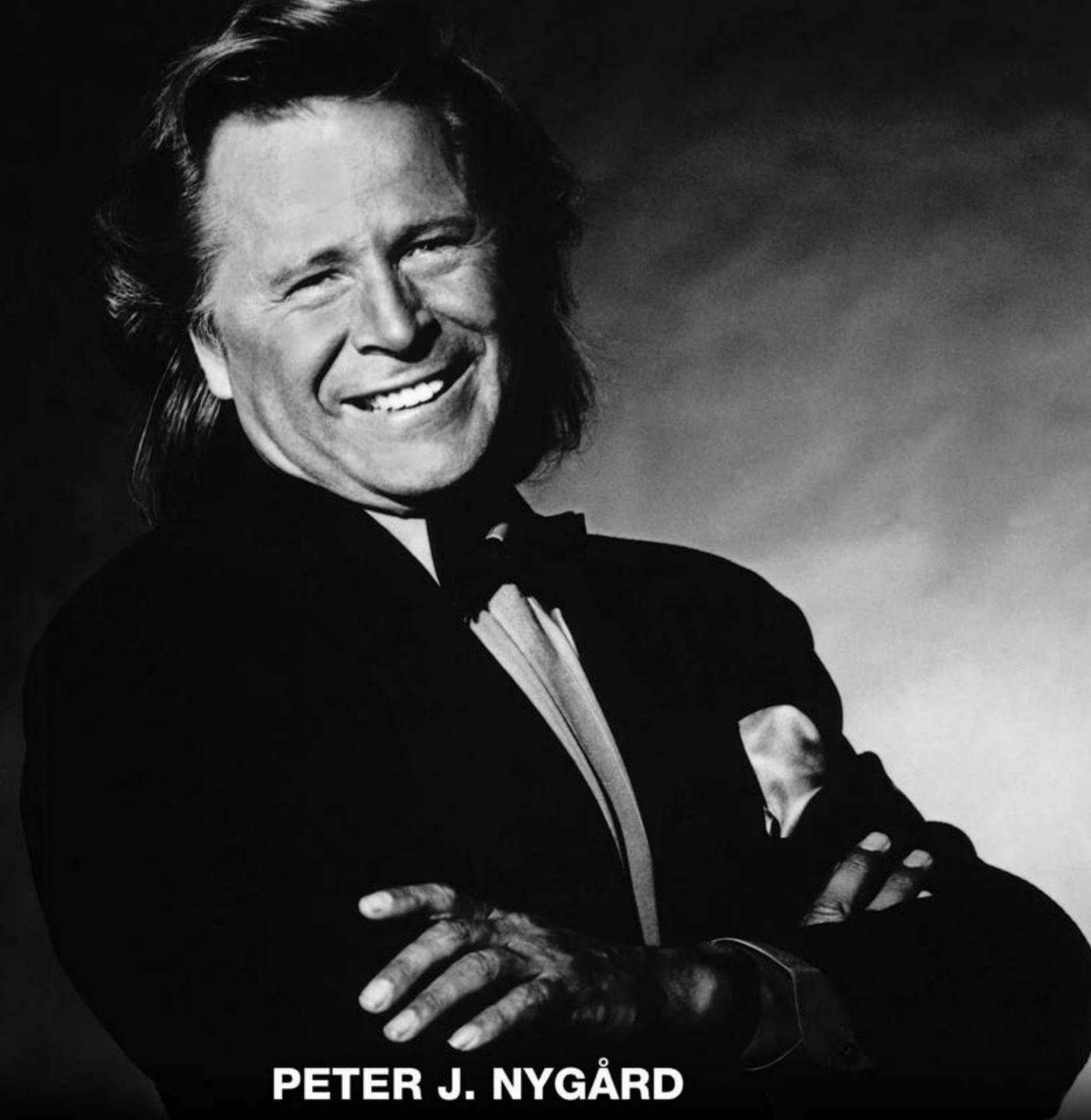
get away from our parents & then we discover how good our parents were. We have to be careful about this temptation that the grass is greener somewhere else. We have to be careful about this temptation that somewhere else is a better life.

And we're always envying the other person's area. While we envy his area, they're envying ours. So this human trait of restlessness — is inherent. We have to recognize & appreciate

what we are, where we're born, what is our ethnic background & applaud that. Celebrate that. & that is exactly what I'm doing right now. I returned to my roots. I am so very happy being here & so very happy to be having this interview in front of this beautiful fireplace — perhaps the worlds, largest fireplace & overlooking one of the most beautiful lakes in the world. Falcon Lake, Winnipeg, Canada.

"I look back at this & I can't believe what I've achieved. When I was achieving it, I didn't believe what I was actually doing. I said to myself, 'how did I get here?' When I was in the middle of some very significant meetings with world leaders, like having dinner with Mikhail Gorbachev at the Kremlin, it felt natural to me that I should be there. Now I look back & wonder how did I do all that? Because, those were never my goals."

PETER NYGÅRD



PETER J. NYGÅRD

founder - visionary - coach - architect - leader - designer - entrepreneur - philanthropist
mogul - champion - patriot - mentor - strategist - friend - advocate - father - brother
intellectual - challenger - son - innovator - builder - generous - logistical - genius

Nygård, The Phenomenon

An inside look at 50 years of unparalleled success

Written By

Cathy A. Archer

Organization Development Practitioner

Special thanks to associates who participated in interviews, as well as to those friends & business associates who shared their perspective on Peter Nygård.

