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# Our Vision

Aboriginal Strength, Unity, and Opportunity in Business.

# Our Mission

To be a positive catalyst for intergenerational growth in our communities across the RMWB through leveling the economic playing field for Indigenous entrepreneurs and creating mutually beneficial business relationships for our Members.

# Our Story

In 1993, a group of local Aboriginal business owners started to ponder the idea of creating an organization comprised of Aboriginal businesses to work with and alongside the local Oilsands industry. It was agreed upon that working together as a collective, Aboriginal entrepreneurs stood stronger and would have more opportunity to access work and training opportunities with industry. In the past 29 years, NAABA has evolved from the voice of few to a leading business authority in the Fort McMurray-Wood Buffalo region.

The sustainability of NAABA as an organization has been built on our membership's commitment to the mission and vision of the organization since the inception in 1993. The organization has come a long way from it first eleven Full Aboriginal Members and eight Associate Members.

As an organization, we could not have achieved our success without those Indigenous business owners that came before, pushing the boundaries and demanding that our people have equal access to work within our region. NAABA also owes its success to our valued associate partners both at an industry, non-for-profit, and non-Indigenous business level. It took the belief and vision of a few to gain the confidence of our clients and community. Today, we are a thriving organization and often looked upon nationally as a leading example of an Indigenous business leadership.





## Tansi, Edlanete, Hello!

On behalf of the Board of Directors, it is with pride and gratitude that we present the annual report for the Northeastern Alberta Aboriginal Business Association for the 2022-2023 Membership Year. This report marks another remarkable chapter in our journey of fostering growth, excellence, and inclusivity within the Indigenous business community.

Throughout the past year, NAABA has remained steadfast in its commitment to empowering businesses and entrepreneurs. Despite the challenges posed by a competitive and ever-growing industrial landscape, we have embraced opportunities to adapt, innovate, and advocate for positive change. Our achievements would not have been possible without the unwavering support and collective efforts of our dedicated members, passionate stakeholders, and invaluable partners.

While we take pride in our accomplishments, we recognize that there is much more to be done. As we look towards the future, we remain steadfast in our commitment to fostering economic growth, advocating for Indigenous rights, and nurturing the entrepreneurial spirit within our communities.

We express our heartfelt gratitude to our dedicated staff, whose hard work and commitment have been instrumental in driving the organization's success. We also extend our appreciation to our valued members, whose trust and support have been the bedrock of our journey.

Marsi Cho,

Jaime Harpe
NAABA President & Board Chair





On behalf of the Northeastern Alberta Aboriginal Business Association (NAABA), it is my distinct honour to present to you our Annual Report for the fiscal year 2022-2023. This report encapsulates the remarkable journey and significant milestones achieved by NAABA in fostering economic growth, promoting Indigenous entrepreneurship, and empowering the members we serve.

Established with a visionary purpose, NAABA stands as a pillar within the Fort McMurray-Wood Buffalo region. Our organization is a steadfast advocate for

Aboriginal businesses, driven by the commitment to create sustainable and inclusive opportunities for Indigenous entrepreneurs and professionals.

#### **OUR VISION AND MISSION**

At the heart of NAABA lies a profound vision - to cultivate a thriving economic landscape where Indigenous businesses not only flourish but also play a pivotal role in driving regional development. We envision a future where traditions are honoured, cultural heritage is celebrated, and economic prosperity is accessible to all Indigenous Peoples in the region.

Our mission is centered on empowering our members and fostering partnerships that promote growth, development, and innovation. Through networking, advocacy, and collaboration, we strive to ensure that Aboriginal businesses have the necessary resources, support, and recognition to prosper in a competitive marketplace.

#### STRENGTHENING INDIGENOUS BUSINESSES

Over the years, NAABA has become a trusted platform for nurturing entrepreneurial talent. We have passionately supported emerging and established Indigenous businesses by offering comprehensive resources, educational programs, and extensive networking opportunities. By empowering Indigenous enterprises, we drive economic self-reliance, foster job creation, and cultivate a thriving business ecosystem that radiates resilience and sustainability.

Indigenous Strength, Unity

#### **COLLABORATING FOR SUCCESS**

NAABA believes in the strength of collaboration. Our association diligently works with government agencies, corporate entities, non-profit organizations, and other stakeholders to bridge gaps, leverage synergies, and enhance the visibility of Indigenous businesses. These collaborations have proven instrumental in breaking down barriers, fostering understanding, and generating a shared sense of purpose for community growth.

#### **IMPACTFUL INITIATIVES**

Throughout the year, NAABA has undertaken various initiatives aimed at uplifting our community. From hosting capacity-building workshops to organizing networking events and promoting Indigenous-led procurement initiatives, each endeavor reflects our dedication to achieving meaninaful progress.

#### **GRATITUDE AND APPRECIATION**

None of our achievements would have been possible without the unwavering support of our dedicated members, sponsors, partners, and the Indigenous entrepreneurs we proudly represent. Their passion, resilience, and commitment, inspire us to continue our pursuit of excellence and meaningful impact.

As we navigate the path ahead, NAABA remains resolute in its dedication to realizing a brighter future for all Indigenous entrepreneurs and businesses. With innovation as our compass and inclusivity as our guiding principle, we are steadfast in our endeavor to build bridges that connect cultures and drive prosperity.

In the pages that follow, you will discover a comprehensive overview of our accomplishments, challenges and financial performance. We extend our sincere gratitude for your continued interest in NAABA's journey and look forward to your invaluable support as we embark on the next chapter of growth and opportunity.

Michelle Toner
Executive Director, NAABA





# MEMBER EXPECTATIONS & ACCOUNTABILITY

#### **ACCOUNTABILITY MEASURES FOR ASSOCIATE BUSINESS MEMBERS**

NAABA has a goal to accurately tell the story of the capacity of Indigenous business in this region, as well as to support and facilitate the growth and development of Indigenous business in the region. During the application process a commitment to working with Indigenous Business was identified as an Associate Membership requisite. This newly introduced reporting validates an organization's commitment and allows NAABA to celebrate those to be commended for their ongoing engagement and participation.

Additionally, with detailed engagement reporting, NAABA can identify those Associate members who may require assistance or support in identifying weaknesses in their Indigenous business engagement and provide the resources and support necessary to keep NAABA Associate Member status.

Initial reporting dates for both Associate and Full Members are as following:

- ▶ Reporting Period 1: July 1st December 31st
- ▶ Submission Deadline: February 28th
- ▶ Reporting Period 2: January 1st June 30th
- ▶ Submission Deadline: August 30th

As the Indigenous economy continues to grow and change, NAABA is responsible for ensuring the changes positively impact our members. Data is required to ensure decisions are made responsibly.

# DATA COLLECTION FROM CERTIFIED FULL ABORIGINAL BUSINESS MEMBERS

Similar to the data requested from Associate Members, Certified Full Aboriginal Business Members will be engaged via on-going reporting, to assist NAABA in telling the story of Indigenous business, to identify and celebrate the accomplishment and achievements of member organizations, as well as to validate the information provided by Associate Members regarding their investment, collaboration, and support of Certified Full Aboriginal Business Members. As NAABA endeavours to engage, connect, and respond to the needs of our Members, this survey is an initial step in hearing you and seeing you.

# DEVELOPMENT AND IMPLEMENTATION OF NAABA AWARDS AND RECOGNITION

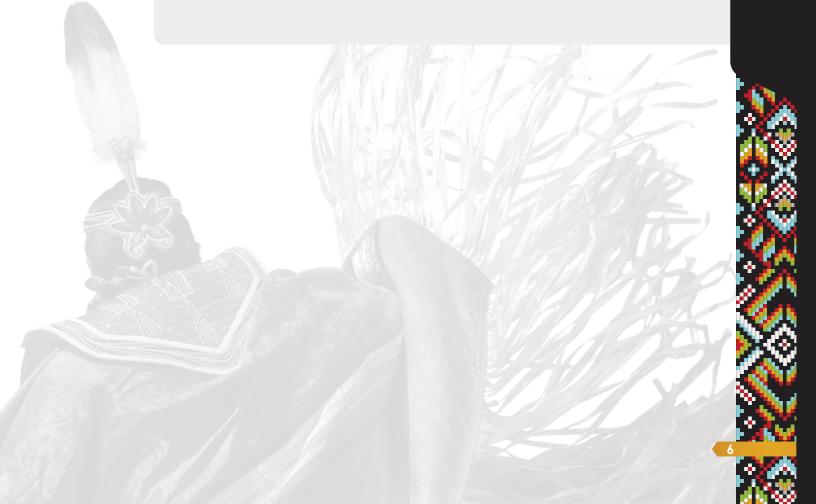
The data provided in the surveys will be used to validate and celebrate the accomplishments of our members both Certified Full Aboriginal Business Members and our Associate Business Members. Beginning at the 2024 AGM the following award categories will be recognized:

#### **Certified Full Aboriginal Business Members**

- ▶ Indigenous Business Champion
- ▶ Indigenous Workforce Development Award
- Social Impact and Change Award
- ▶ Cultural Business Champion

#### **Associate Business Members**

- ▶ Indigenous Business Growth Award
- ▶ Indigenous Workforce Development Award
- ▶ Indigenous Economic Reconciliation Award
- Social Impact and Change Award





# EFFECTIVE COMMUNICATION & ADVOCACY

#### ENHANCED MEMBERSHIP COMMUNICATION

#### Stronger Social Media Presence

Ensuring that NAABA is able to share its story and message to a wide audience has been identified as a strategic priority. One outcome linked to this increased reach was further engagement and increased followership on our social channels. In the 2023 Membership Season, we saw and increase of 734 followers total across our socials. Most impressively there was an increase of 500 followers on our LinkedIn platform where many business and industry related conversations are taking place.

Additionally, much attention and effort has been placed on improving the functionality and efficacy of the NAABA website, naaba.ca. Over the past year, efforts were made to link all events and communications from the organization back to the website resulting in a average weekly traffic rate of 2053 individuals.



**734** TOTAL FOLLOWER INCREASE



131 NEW FOLLOWERS



119 NEW FOLLOWERS



**500** NEW FOLLOWERS



**2053** AVG WEEKLY WEBSITE VISITORS

#### A VOICE AT THE TABLE

Ensuring NAABA and its members are represented in all economic forums and discussions surrounding Economic Development and Reconciliation is imperative as an organization. NAABA was strongly represented this year in multiple discussions regarding topics that will directly impact NAABA Member organizations in the future.

SEP **14** 

Oilsands Trade Show and Conference

Panel Discussion: From Opportunity, to Relevancy, to Leadership: the Evolution of Indigenous Business in the Oil Sands Region

NOV **22** 

**RMWB** Rountable

Ministry of Jobs, Economy and Northern Development

NOV **23** 

Indigenous Business Leadership Roundtable Minister of Energy

#### **NAABA** Newsletter

Reintroduced during the 2022-2023 Membership Year, the NAABA Newsletter is delivered bi-weekly in electronic format featuring newsworthy membership info such as:

- ▶ Full Member Spotlight
- Event Updates and Ticket Sales
- Professional and Organizational Development Opportunities
- ▶ Member Benefits
- Grant and Funding Opportunities
- ▶ Reconciliation Lessons, Activities and Actions
- Spotlighting Strategic Partner Events and Programming









\*aboveindustry standards

#### YMM Magazine Indigenous Edition

NAABA participated in this special edition "Wake Up" natthirit'a waniska in the spring of 2023 with three full-page spreads taking the opportunity to celebrate NAABA's 30 year anniversary. Within the pages, we took the opportunity to share the story of NAABA's early beginnings, where we are today and our vision for the future.





#### Indigenous Business Leadership Roundtable

Discussion with the Honourable Daniel Vandal, Minister of Northern Affairs and Minister Responsible for Prairies Economic Development Canada and Minister responsible for the Canadian Northern Economic Development Agency



The Role of and for Indigenous Business in Environmental, Social and Governance Initiatives: Examining the I in ESG

NAABA Aboriginal Business Showcase 2023, presented by Suncor

### ENHANCED VALUE FOR MEMBERS

NAABA is unique in that our value proposition differs from other business support organizations. While we endeavour to provide a network of opportunities for our businesses, we also want to ensure our Membership has access to services and supports uniquely required for our Members. This year, we focused on the implementation of the NAABA Shared Services Program, increasing our education and professional development opportunities, in addition to finding those traditional business benefits that come with being part of a larger business community.

#### SHARED SERVICES OPPORTUNITY



Marketing & Communications Support



**Human Resources Support** 



Financial Services Support

#### **INCREASED TRAINING & EDUCATION**

- ▶ Indigenous Cultural Awareness Training with Holly Fortier
- Grant Writing
- ▶ ESG 101 with Sustrio
- ▶ Trade Show Preparation and Exhibition with Event Worx
- ▶ Exploring Reclamation & Reconciliation through Storytelling with Jes Croucher
- Scotiabank Ladies Luncheon
- ▶ ATB Equipment Purchasing Situation

#### COMPLETE GROUP BENEFITS AND RETIREMENT SOLUTIONS

In September 2022, NAABA announced the launch of the NAABA Group Benefits Program through HUB, available exclusively to our membership. This highly requested, value-add program was implemented to provide both Certified Full Aboriginal and Associate Business Members access to a comprehensive collection of voluntary group benefit plans.

Within the benefits suite, NAABA members find exclusive insurance products with preferred pricing, as well as the services of a dedicated, licensed professional consultant to help businesses choose the appropriate coverage to best meet their specific needs.

#### **ADVOCACY**

#### **Indigenous Procurement Policy (RMWB)**

NAABA has lead the charge in establishing an Indigenous Procurement Policy with the Regional Municipality of Wood Buffalo. Joined on a working group with representation by all First Nations and Métis Communities, the purpose of the Municipal Procurement Strategy for Indigenous Business is to provide a framework to incorporate Indigenous Procurement into the RMWB's procurement practices. From the perspective of the RMWB, this initiative links to their strategic plan via their desire to create and enhance reconciliation spaces and to deliver a pro-business environment for business with attention to excellence in customer service. This framework is being driven by the RMWB's response to the Truth and Reconciliation Commission Calls to Action, specifically call number 92.

The objectives of the strategy include:

- Advancing economic reconciliation, while strengthening the Municipality's relationship with Indigenous Peoples, through respect, collaboration and partnership.
- ▶ Supporting the Municipality's commitment to regional economic development in ways that are inclusive, equitable, and sustainable.
- ▶ Increasing the participation of Indigenous Businesses in providing goods and services to the Municipality.
- Using municipal procurement practices to support the further development and capacity building of Indigenous Businesses.

At this time the policy remains in draft forum and is anticipated to go before council in the coming months.

#### **Pro-Business Advisory Committee**

Council of the Regional Municipality of Wood Buffalo passed a bylaw establishing the Wood Buffalo Pro-Business Advisory Committee. Their mandate is to seek input and receive feedback from the regional business and development community to advise, make recommendation and propose strategic solutions to Municipal Administration and Council on matters pertaining to systemic ad reoccurring challenges within the business and development community. NAABA was invited to put forward a recommendation for one member of our organization to be a member of the committee. We continue to have representation on this committee acting in the best interest of our members.



### **OPERATIONAL EXCELLENCE**

#### **DIVERSIFICATION OF REVENUE STREAMS**

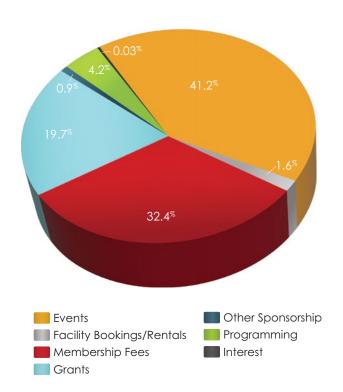
Operations of the NAABA organization have long been dependent on membership fees and the proceeds from events for on-going operations. As we continue to mature as an organization, diversification of revenue streams has become very important. Additionally, as the community investment landscape changes and the business structures in our region change, membership fees and sponsorship are also impacted.

NAABA is proud to have diversified its revenue streams into the following categories:

- Membership Fees
- Events
- ▶ Facility Bookings
- Programming
- Interest
- ▶ Grants

NOV **21** 

Government of Alberta
Prairies Economic Development
Wood Buffalo Economic Development
& Tourism



### **DEDICATED OFFICE SPACE**

NAABA Office Grand Opening, November 21, 2022

A much anticipated celebration was held November 21, to officially open the permanent NAABA headquarters, a dream of NAABA Board and Business Members for years. The day was a cultural experience surrounded by Indigenous leaders, organization founders, members, staff and supporters. Our capital campaign contributors were recognized (Bouchier, Tuccaro, Duke's Transport, BME LP and Dukes Building Supplies) and the NAABA community came together to celebrate another accomplishment in the organization.

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#### **OUR PROCUREMENT & INDIGENOUS SPEND**

As an Indigenous organization, it is imperative that we walk the talk! We make every effort to diversify our supply chain and ensure Indigenous Owned business is at the forefront of our purchasing. While we may not have significant purchasing needs as a small organization, we are proud to showcase the areas of our supply chain where we purchase Indigenous:

- ▶ Garbage/Dumpster Acden
- ▶ Vehicle Maintenance Acden
- ▶ Office Maintenance and Custodial Peyak Mekwan
- ▶ Video Production Two Canoes and Robbie Picard
- ▶ Coffee Supplies Rimfire
- ► Cleaning Products Restock (Tuccaro Group)
- ▶ Promotional Items Dreamline Promotions
- ▶ Catering Gingers Bannock
- ▶ Speaker Gifts and Appreciation Amy Keller Rempp
- ▶ Training & Development Holly Fortier and Jes Croucher
- ▶ Landscaping C & B Maintenance







### NAABA EVENT HIGHLIGHTS



#### **Annual General Meeting 2022**

2022 AGM activities commenced on September 27 with our annual board vote meeting, followed by our AGM Celebration on September 29. The evening featured special guest speaker Chief Clarence Louie, Osoyoos Indian Band and cultural entertainment by Northwind Dancers, MooseLake Drummers and the Métis Jiggers.

presented by:











**365** GUESTS IN ATTENDANCE



**57** ORGANIZATIONS REPRESENTED



Christmas Meet & Greet



In Office Networking: Turn Around Networking



#### NAABA Aboriginal Business Showcase 2023

Our Aboriginal Showcase serves as an opportunity to highlight the capability and capacity of Indigenous business operating in our region. This full-day event experience provides opportunity to create new working relationships and expand networks by bringing together business leaders and key decision makers so we can continue to promote and enhance Indigenous business opportunities through networking, important conversations, sharing and storytelling.



presented by:



Luncheon Guest Speakers: Terri Neilson (FMWBEDT), MacKenzie Brown (Indigenous Tourism Alberta) and Chris Down (Travel Alberta).

Discussion: Expanding the Indigenous Economy, The Opportunity in Indigenous Tourism.

Dinner Guest Panel: Peter Forrester (Sustrio Advisors), Mark Prysupta (Suncor), Patrycja Drainville (Scotiabank), Justin Borque (Athabasca Indigenous Investment Corporation).

Discussion: The Role of and for Indigenous Business in ESG





17 TRADESHOW BOOTHS



**56** SPEED NETWORKING ATTENDEES



259 LUNCH GUESTS



**376** DINNER GUESTS









#### **Annual Golf Tournament 2023**

One of our most highly anticipated events, our annul Golf Tournament, hosted at Miskanaw Golf Course, sold out for another consecutive year. The double shot gun start featured plenty of games and interactive experiences, lunch and dinner options, player swag bags and plenty of prizes - thanks to the incredible sponsorship support.

This event is one of our largest fundraisers of the year with proceeds raised going directly towards the operations of the organization.





288 GOLFERS



**84** ORGANIZATIONS REPRESENTED















#### Inaugural Indigenous Business Week June 11-17

The week long business series was jam packed with networking and showcasing opportunities, as well as workshops designed to support our Members' business efforts and growth. Indigenous Business Week included the following events throughout the week:

- ▶ Spot Light Videos
- ▶ Headshots with Life and Portraits
- ► Exploring Reclamation & Reconciliation through Storytelling with Jess Croucher
- ▶ Scotiabank Ladies Luncheon
- ► ESG 101 Session: (Sustrio Logo)
- ▶ ATB Equipment Purchasing Situation







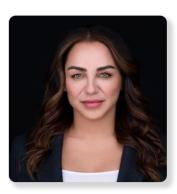




#### **JOINT INITIATIVES**

- ▶ NAABA Pavillion Oilsands Trade Show
- ► Entrepreneurs Luncheon with Community Futures Small Business Week
- ▶ Inspire the Aspiring A Luncheon for Entrepreneurial Spirits featuring guest speaker Michele Hecken, entrepreneur, author, speaker, leadership expert

# NAABA BOARD MEMBERS 2022/2023



Jamie Harpe President



Mike Deranger 1st Vice-President



Travis Drew Treasurer



Robyn Villebrun Director



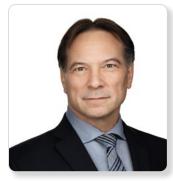
Sandy Sanderson Director



Leona Lepine Director



Lloyd Antoine Director



Anthony Punko Director



Mitch Mercredi Board Advisor

## **NAABA STAFF MEMBERS**

2022/2023



Michelle Toner Executive Director



Rosmarie Boutilier Program Coordinator Shared Services



**Bret Klarenbach**Marketing &
Communications
Advisor, Shared Services



## Farewell Tammie Tuccaro

All the best to Tammie, Finance and Membership Coordinator, in her new endeavours and new role as councillor for Mikisew Cree First Nation.

## **MEMBERSHIP**



Certified
Full Aboriginal Member





Associate
Business Member



Northeastern Alberta Aboriginal Business Association (2000) Statement of Operations and Changes in Net Assets For the year ended June 30, 2023

2019	2020	2021	2022	2023
428,592	405,212	354,019	344,362	357,589
156,031	1,541	-	457,033	239,201
184,589	114,288	-	-	93,250
26,796	4,211	-	4,745	130
160,556	130,880	111,623	185,412	123,250
-	2,489	48,455	46,082	17,470
-	2,680	_	-	_
-	23,522	65,264	31,097	_
25,738	-	37,563	134,925	68,924
-	-	-	90,837	148,530
65,000	48,915	55,000		10,000
-	-	-		-
_	_	_	- ,	46,130
1,545	209	270	270	354
				1,104,828
1,040,047	755,747	072,174	1,337,203	1,104,020
24.452				
	<del>-</del>	<del>-</del>	<u>-</u>	
				45,225
				48,020
		,		66,084
			,	6,587
61,454		14,543		66,930
21,422	9,724	-		1,515
-	-	-	4,000	4,000
-	-	-	15,000	9,000
38,335	24	-	130,657	71,638
-	-	-	64,983	155,759
-	4,964	-	1,510	2,269
10,123	11,263	12,071	9,971	14,226
15,472	35,213	46,414	8,047	8,437
-	-	-	25,610	42,989
-	-	37,563	103,867	153,260
15,925	11,402	16,489	16,751	23,160
26,085	22,905	10,125	4,247	2,764
4,870	9,775	8,179	7,796	8,632
835	9,864	22,410	10,536	1,086
380,191	365,228	248,526	265,496	205,210
-	4,000	-	-	
4,272	3,481	5,279	5,460	3,597
47,052	7,704	8,442	12,143	951
24,605	35,697	451	6,808	3,939
2,634	8,435	8,457	10,425	9,009
				4,373
1,571	8,687	1,678	1,497	3,048
841,878	763,452	576,894	894,625	961,714
206,969	(29,505)	95,300	462,638	143,114
842,979	1,049,948	1,020,443	1,115,743	1,578,381
1,049,948	1,020,443	1,115,743	1,578,381	1,721,495
	428,592 156,031 184,589 26,796 160,556 	428,592	428,592	428,592       405,212       354,019       344,362         156,031       1,541       -       457,033         184,589       114,288       -       -         26,796       4,211       -       4,745         160,556       130,880       111,623       185,412         -       2,489       48,455       46,082         -       2,680       -       -         -       23,522       65,264       31,097         25,738       -       37,563       134,925         -       -       -       90,837         65,000       48,915       55,000       30,000         -       -       -       32,500         -       -       -       -         1,545       209       270       270         1,048,847       733,947       672,194       1,357,263         34,473       -       -       -         30,732       25,214       25,745       30,288         64,453       48,513       26       24         48,041       102,239       99,248       73,704         7,554       4,474       9,422       8,390

#### Northeastern Alberta Aboriginal Business Association (2000) Statement of Financial Position

As at June 30, 2023

		2019	2020	2021	2022	202
ASSETS						
Current						
Cash		378,183	173,990	553,499	645,730	951,30
Cash received from grants		-	-	229,162	368,890	407,87
Accounts receivable		516,143	80,460	52,186	292,998	22,81
Goods and Services Tax recoverable		<del>.</del>	4,865	<del>.</del>	-	5,51
Prepaid expenses	(Note 4)	10,500	9,000	10,424	-	10,00
		919,826	268,315	845,271	1,322,618	1,397,50
Term deposits	(Note 5)	15,000	15,000	15,000	15,000	15,00
Property and equipment	(Note 6)	1,429,696	1,897,615	1,798,367	1,729,098	1,663,01
		2,349,522	2,180,930	2,658,638	3,051,716	3,075,52
LIABILITIES						
ELIBIEI I I E						
Current						
		69 004	16 238	30 100	122 581	112 51
Accounts payable and accrued liabilities		69,004 20,345	16,238	30,100 8 698	122,581	112,51
Accounts payable and accrued liabilities Goods and Services Tax payable	(Note 7)	20,345	-	8,698	2,108	,
Accounts payable and accrued liabilities Goods and Services Tax payable Deferred revenue	(Note 7)	20,345 453,440	54,250	8,698 529,974	2,108 561,147	562,86
Accounts payable and accrued liabilities Goods and Services Tax payable	(Note 7) (Note 8)	20,345	-	8,698	2,108	562,86 107,72
Accounts payable and accrued liabilities Goods and Services Tax payable Deferred revenue Current portion of long term debt	, ,	20,345 453,440 36,686	54,250 119,642	8,698 529,974 138,474	2,108 561,147 134,173	562,86 107,72 783,10
Accounts payable and accrued liabilities Goods and Services Tax payable Deferred revenue Current portion of long term debt	(Note 8)	20,345 453,440 36,686 579,475	54,250 119,642 190,130	8,698 529,974 138,474 707,246	2,108 561,147 134,173 820,009	562,86 107,72 783,10 570,92
Goods and Services Tax payable Deferred revenue	(Note 8)	20,345 453,440 36,686 579,475 720,099	54,250 119,642 190,130 970,357	8,698 529,974 138,474 707,246 835,649	2,108 561,147 134,173 820,009 653,326	112,51 562,86 107,72 783,10 570,92 1,354,02 1,721,49

