

# Saskatchewan Indian Equity Foundation (SIEF) presents “Entrepreneurial Spirit Award” to Chris Jobb of Jobb Tire and Automotive



Chris Jobb of Jobb Tire and Automotive receives the SIEF Entrepreneurial Spirit Award from Vice-Chairperson of the Board of Directors Trevor Acoose at the SIEF Annual General Meeting and Economic Development Symposium held November 10, 2017 at the Saskatoon Inn Hotel and Conference Centre.

Christopher Jobb is a member of the Peter Ballantyne Cree Nation (PBCN). Christopher completed a Business Administration diploma and has many years of experience in heavy equipment operation. He started Jobb Tire and Automotive in April of 2014. The business offers tire sales and installation, oil changes and a variety of automotive accessories. The mission of Jobb Tire and Automotive is to offer high-quality tire services to the Prince Albert market at a low cost to the consumer.

Chris states that he went through a lot of hurdles to get the business up and running. First there was flooding on the property where he wanted to start his business. There was also a lot of competition in the tire market that he had to go up against, such as the established and already existing franchised tire businesses. He also faced racial battles, being a First Nation.

“I will never forget what SIEF has done for me and my family” Chris states. “The assistance and help I received has given us security, a sense of value and pride of ownership.” Being able to start this business gave Chris the freedom and it allowed him to make his dream a reality. Chris feels that SIEF gave him a golden opportunity and has appreciated this ongoing working relationship ever since.

The SIEF Contribution Fund was a very important factor that made the project a reality. With determination and hard work along with blood, sweat and joyful tears Chris is very proud to be able to say that his business has given him the satisfaction he was looking for in owning his own business.

Jobb Tire and Automotive currently employs 3 full time individual First Nations. The business was also the top sales producer in 2016 for the Western Region for Cooper Tires. Chris was awarded a trip for two for their annual sales accomplishment. Jobb Tire and Automotive has been asked by Cooper Tire to participate in their test drive program to compare their winter tires to the competition.

Jobb Tire and Automotive has worked closely with the Saskatchewan Indian Institute of Technology (SIIT) in providing a work placement training program for young First Nations to gain experience in the work place.

Chris has always tried to remain involved and active with his community and he looks to give back to his community in many ways, such as making donations to the less fortunate.

Chris has also become involved with the larger First Nation community with involvement in the Prince Albert Grand Council as Chris is currently the Vice Chief for PAGC, while still maintaining full involvement with the business. Chris states that he will continue to work hard at his business to continue growing the business and providing value for his employees and his family.

Thank you, Chris. You are an excellent example of a First Nation Entrepreneur. The work you have done to establish your business is very important in furthering the First Nation business community. **SIEF Congratulates the 2017 winner of the SIEF Entrepreneurial Spirit Award, CHRIS JOBB of *JOBB TIRE AND AUTOMOTIVE*.**