

Leader of Tomorrow: **Troy Ferguson**

Company: Redrock Camps Inc.

Incorporated: 2006

Troy Ferguson's company emerged out of necessity. After operating a reforestation company in remote locations across Canada, tree planters required a camp environment to provide basic services – food and supply lines – which laid the foundation for Redrock Camps Inc. From there, it evolved to helicopter fire camps, emergency fire base camps, catering services for government camps and ultimately high-end camps in the oilpatch, mining, hydroelectric, Parks Canada and Arctic Research areas.

Launched in 2006, Ferguson already had 15 years of experience under his belt, but it was his creativity and innovation that led him to find solutions to reliable food supply and delivery in any location, not to mention the construction of these camps in some very difficult regions. He's a hands-on entrepreneur who holds hard work and accuracy to high standards that are evident in his enormously successful "boutique" service business, which is growing at about 50 per cent annually.

Over the past 12 months, Ferguson has also been busy supporting organizations such as the YMCA Calgary Women's Shelter and Two Wheel View – a group that connects local community members with the surrounding natural environment to encourage healthy and active lifestyles – from the seat of a bike. He's also an active member of the Entrepreneurs' Organization in Calgary and recently moderated the Vectra Entrepreneurs' Forum.

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