



## Slate of Nominees – STEP Board of Directors September 29, 2022

**Greg Cruson**  
**President, Dutch Industries Ltd.**  
**Pilot Butte, Saskatchewan**

Greg Cruson has been the President of Dutch Industries since 2010. Under Greg’s leadership Dutch Industries has gained experience in exports, and currently exports significantly to Australia, France, the United Kingdom, and the United States. Greg is also the president of the Dutch USA subsidiary corporation Amerivation, and was also the past president of the USA Distributor, Tillage Tech Inc., which exported Saskatchewan product to the Mid-Western United States.

Greg graduated from the University of Regina with a Bachelor’s Degree in administration, with a focus on marketing and accounting. He has over 20 years’ experience in management and corporate roles. During that time he’s developed a deep understanding of business systems design, corporate vision and experience.

He has served on a number of boards and committees which include The Canadian Association of Family Enterprises in Saskatchewan; and The Saskatchewan Manufacturing Council.

**Rhonda Ekstrom**  
**Regina, Saskatchewan**

Rhonda Ekstrom is a Senior Business Consultant assisting start-ups and mature organizations plan for the future and address management challenges in growth, productivity, innovation and globalization. She brings over 30 years’ experience in business strategy, operations, governance, international trade, marketing and information technology within agriculture, value-added, technology and transportation industries to STEP.

Rhonda has served as the Vice-President of Business Development for the Global Transportation Hub as well as the Vice President of Hewett Packard in Saskatchewan, where she was responsible for an annual multi-million-dollar business portfolio, 100+ staff, delivering client contracts, and achieving a client service excellence rating for nine consecutive years. She currently resides on the Board of Directors for the Saskatchewan Roughriders as well as governance for other private sector companies.

**Karri Howlett**  
**President, Karri Howlett Consulting Inc.**  
**Saskatoon, Saskatchewan**

Karri has worked with businesses providing corporate strategy, mergers and acquisitions, financial due diligence, and risk analysis for over 20 years. She currently sits on the Boards of NexGen Energy (as Chair of the ESG Committee), Saskatchewan Trade Export Partnership (as Vice Chair), and March Consulting. Karri recently served as the Chair of the Safety, Environment and Corporate Responsibility Committee for SaskPower, leading the development and implementation of net zero carbon emissions strategies for a large carbon-based power utility.



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Karri was previously President of RESPEC Consulting Inc. (formerly North Rim Exploration), which is a geoscience and engineering consulting company based in Saskatoon, Saskatchewan, and led the acquisition of the company in 2009, followed by the subsequent sale to RESPEC in 2016. She holds a Bachelor of Commerce (with Honours) in Finance from the University of Saskatchewan and has earned the Chartered Financial Analyst (CFA) designation, as well as the Chartered Director designation. In addition, Karri has several leadership and professional training certifications in ESG investing, corporate governance, leadership, strategy and risk.

**Mike Popowich**  
**Vice President, TA Foods Ltd.**  
**Yorkton, Saskatchewan**

Mike grew up in Yorkton, SK and obtained a Civil Engineering degree at the University of Saskatchewan in Saskatoon. He was a past Director nationally at the Flax Council of Canada, served as a Director on the Yorkton Chamber of Commerce board for a number of years and served as President of the Yorkton Chamber in 2018, and still currently serves on the City of Yorkton Planning & Infrastructure Committee and as a Director at STEP (Saskatchewan Trade & Export Partnership) since 2018. Mike is President and owner of Texas Tea Oil Ltd. which owns a Great Canadian Oil Change franchise in Yorkton, but spends most of his time as Vice President of TA Foods Ltd. which specializes in flax, hemp, and camelina seed processing (cleaning, milling, oil production, as well as co-packing retail packages (pouches and bottling). TA Foods exports products around the world with regular customers in the USA, Mexico, China, Japan, South Korea, Brazil, Columbia, Italy, Thailand, and more. Mike will strive to effectively represent the value-added agriculture sector as well as rural export businesses in Saskatchewan. He lives in Yorkton with his wife Lana, daughter Eden, and sons Logan and Laken.

**Scott Sawatsky**  
**Vice President of Sales & Marketing, Crestline Coach Ltd.**  
**Saskatoon, Saskatchewan**

Scott Sawatsky is the Vice President of Sales & Marketing for Crestline Coach Ltd. Crestline is a global leader in ambulance and specialty vehicle manufacturing and a Canadian distributor of small to mid-sized buses. Scott's career in the specialty vehicle manufacturing industry spans over 25 years where he has served in a variety of capacities at Crestline in Operations, Customer Service and Business Development, with 13 years on the Senior Management team. Scott also worked for Enterprise Saskatchewan as Director of Investment Attraction for a brief period before taking over the Ambulance Sales Division at Crestline. In 2015, Scott was appointed Vice President of Sales & Marketing overseeing corporate wide sales, marketing and customer service related activities for both the Ambulance, Bus and Specialty Divisions at Crestline. Scott works closely with Crestline's Board of Directors to measure the restructuring process of the go-to-market teams and strategic vision of the company. Scott has developed sales and service channels throughout Canada, USA and most recently in the Middle East and Northern Africa regions. Scott graduated from the University of Saskatchewan with a B.Comm and has completed numerous leadership and management courses.



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**Marlin Stangeland**  
**CEO, Shercom Industries Inc.**  
**Saskatoon, Saskatchewan**

Marlin Stangeland is the CEO for Shercom Industries Inc. Shercom recycles over 50 million pounds of used tires per year. Shercom is at the forefront of recycling technology through innovative tools, technologies, and processes. As the winner of two SABEX awards in 2020 (Business of the Year as well as for Growth and Expansion), Shercom is recognized as a world leader not only in recycling, but community involvement and support. Prior to joining Shercom he worked in the private equity and venture capital industry with Westcap Mgt. Ltd., a leading private equity and venture capital Fund Manager having completed over \$1 Billion in transactions in more than 200 companies. Mr. Stangeland holds a Chartered Professional Accountant (CPA-CA) designation and is a member of the Institute of Chartered Accountants of Saskatchewan. He has served on several corporate and not for profit boards.