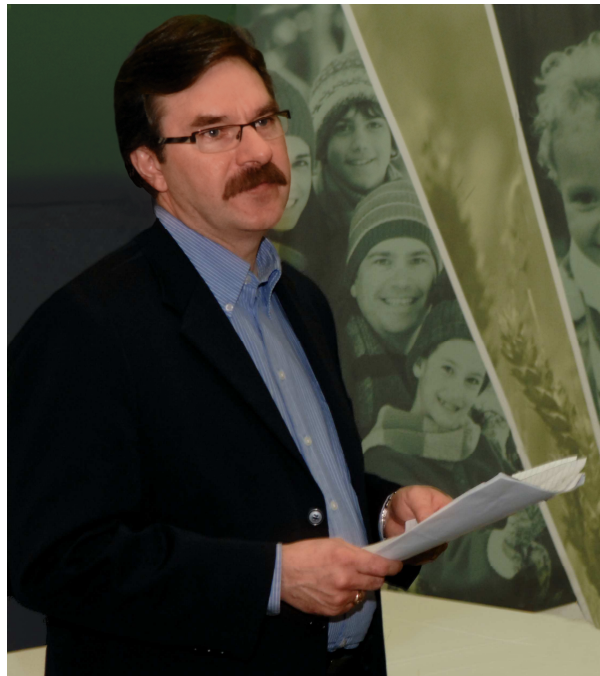


Gord Moker, Chief Executive Officer of Safe Saskatchewan, has been aiding in the steady forward movement of Safe Saskatchewan to the forefront of our province's health solutions since 2004. Working together with community leaders and numerous injury prevention organizations, Safe Saskatchewan's vision and mission are beginning to take form with Gord's collaborative strategy approach. With a mandate of reducing the number and impact of unintentional injuries in the province of Saskatchewan, Safe Saskatchewan is focusing on a societal change. This will directly improve the lives of Saskatchewan people, measurably enhance the economic environment for business and save millions of dollars in health and social costs.

Gord's previous work experiences have benefited Safe Saskatchewan. As former President of Mokers Farm Products Ltd., Gord refined his leadership skills and learned about the entire workings of an organization. When Gord was a manager with the Continental Bank of Canada, he served industrial and commercial customers and became proficient in understanding the financial challenges that businesses face. Gord is also extremely familiar with the injury prevention world since he previously worked for the Saskatchewan Workers' Compensation Board (WCB) for 15 years, acting as Team Leader in Research & Revenue Services. His main area of responsibility included Employer Services, leading the annual premium rate setting process, developing employer experience rating programs, leading business process reengineering initiatives, and centralizing the WCB's research function to enable a higher degree of service to both internal and external customers.



Gord Moker, CEO Safe Saskatchewan

In the research that Gord conducted at WCB, two emerging trends disturbed him. The first was the fact that Saskatchewan's workplace injury rate was one of the highest in Canada. The second was the fact that young workers between the age of 16 and 24, who account for 17% of the Saskatchewan workforce, make up a disproportionate share of our province's workplace injuries at 25%.

Gord believes in Safe Saskatchewan's philosophy which states unintentional injuries, whether they occur at work, on the farm, at home or at play, are one of Saskatchewan's primary health problems. Gord's commitment helps to bring our Saskatchewan community together to reduce this silent injury epidemic.

Gord, born and raised in Wakaw, SK, now demonstrates daily passion and commitment to moving the vision of Safe Saskatchewan forward because he has seen negative statistics in areas other than work-related injuries. Support from his wife Val, and children Naomi and Alex, reassure Gord he is working for the greater good of our province.