



For immediate release — February 18, 2015

## **Innovative local businessman Dennis Neufeldt of Haul-All to be honoured at the Faculty of Management’s annual scholarship dinner**

Known for his innovative ideas and commitment to the community, the Faculty of Management at the University of Lethbridge is pleased to announce Dennis Neufeldt, president of Haul-All Equipment Systems Ltd., as the 2015 Management Scholarship honouree.

Neufeldt was a recent graduate of the industrial engineering program at the University of Toronto when he decided to return to Lethbridge to join the family business in 1976. He, with his cousins Kevin and Dave, became the third generation to work at what was then Neufeldt Industries, a company started by Neufeldt’s grandfather John in 1931 in an old cowshed in Coaldale. The business thrived over the years and eventually grew into two divisions, Haul-All Equipment Systems and Sure Flame Products. Neufeldt’s first major project, a bear-proof waste receptacle, is still being built today, along with many other innovative products developed by Haul-All and Sure Flame. For more detailed information visit the [U of L’s UNews website](#).

The company has consistently provided Faculty of Management students with co-op work placements, with three former co-op students taking permanent positions.

“We are proud to honour Dennis at our annual scholarship dinner,” says Faculty of Management Dean, Dr. Robert Ellis. “The Neufeldt family has built a successful business that is committed to innovation, ethics and professionalism and provides an excellent role model for our students.”

Neufeldt, who has attended many of the annual scholarship dinners, never expected to be the centre of attention himself.

“I must say I was very surprised when I was told. Being at those dinners for many years, I never thought that I would be in a position to be the honouree,” he says.

The Scholarship Dinner is being held Thursday, April 16 at the Coast Hotel. Tickets are

\$125 each or \$1,000 for a table of eight. Each ticket includes a \$70 charitable tax receipt and proceeds from the dinner will support the Dennis Neufeldt Scholarship Fund. Tickets can be purchased online at [ulethbridge.ca/management/scholarship-dinner-2015](http://ulethbridge.ca/management/scholarship-dinner-2015).

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