

The Alberta Business Family Institute

For almost 15 years, the Alberta School of Business has helped ensure that family businesses operating in Alberta can succeed for generations to come.

The Alberta Business Family Institute (ABFI) at the School of Business in the University of Alberta, is a center of excellence with an integral focus on family Businesses in Alberta. The institute is affiliated with the Centre for Entrepreneurship and Family Enterprise, which provides world-class teaching and research in family business and entrepreneurship.

ABFI Signature Event Family of 2016

A must-attend Alberta business gala dinner, this annual event hosted over 600 people combined in Edmonton and Calgary, was an opportunity to gain insight into the inner workings for some of Canada's most successful businesses and the families who own them. The Signature Event was the Alberta Business Family Institute's (ABFI) annual celebration of the history and success of outstanding multi-generational business families.

In 2016, the ABFI honored the Forseth/Bacon Family of Swimco at this signature event. Founded in 1975 in the basement of the family home, this premier swimwear retailer, in the second generation, has expanded to include an online store and 23 physical locations that employ 250 people and serve customers across Canada.

Despite fluctuating economies and ever-shifting consumer demands, Swimco continues to lead the market by consistently providing high quality product and a dedication to superior customer service.

The evening was a spectacular celebration of this entrepreneurial family who has dedicated their lives to helping others 'feel good half naked'. Sharing the story of how the company came to be in Lori and Steve's mom's basement, to how the company continues to "thoughtfully" expand and begins its journey in the Ontario market, attendees at the event saw how humble, gracious and caring the Forseth/Bacon family truly is. With members of the Swimco team there to support; suppliers, business partners and friends there to honor them; and the ABFI community there eager to hear about the path to success; it was an amazing evening of storytelling.

Congratulations to the Forseth/Bacon family for building an environment where staff feels like family, where customers feel safe and confident, and where you enrich people's lives each and every day. Thank you!



swimco