

SOUTHERN ALBERTA CONSUMERS MEET WITH... HAMZA ALAARIDHY *from* DEREK BROWN'S ACADEMY OF



Derek Brown's Academy of Driving has been a Consumer Choice Award winner for the past two years, in the category of Driving School. in the region of Southern Alberta. The company has been in business since 1970, and is Southern Alberta's leader in Driving Education.



CONTACT INFORMATION

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WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

While it is a great honour winning this award, it shows that we are appreciated and recognized by our consumers. Winning this award means that we have managed to achieve the dream we first sought out by acquiring Derek Brown's. It goes to show that with a little hard work and a lot of determination, we have not only excelled, but that we can only grow from this point on.

WHAT SETS YOU APART FROM YOUR COMPETITORS?

Our dedication to educating people the proper and safe way to drive. Our instructors are driven and passionate about educating future drivers. We want to make sure that all of our students are confident and knowledgeable when driving on their own.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?

Receiving this award will continue to push us to constantly strive to maintain the high level of instruction. We want to continue to exceed and excel our customer's expectations of a driving academy.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?

I never looked at starting a business as a risk, but rather looked at it as a challenge. I came from humble beginnings as a blue-collar worker having the opportunity to own a driving school. I started off with only three cars and a team that shared the dream of expanding to where we are today.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?

In addition to improving the programs that we currently offer that help inspire and educate Alberta's youth. I want to expand the curriculum by adding more programs and more classes of educations as well as provide an online classroom that offers more classes of licensing education. I want to strive to influence the safe driving habits of future generations. By relocating to a new location that provides greater capacity making it possible to accommodate more classroom education.

GETTING TO KNOW HAMZA ALAARIDHY

MY BUSINESS MOTTO IS... I have many mottos that I follow both personally and professionally, but the main one that I attribute to my business would have to be "For all your driving needs."

WHAT I LOVE IN MY JOB IS... Helping new drivers obtain a level of skills that enables them to drive confidently and safely on our city's roads.

RECENTLY I LEARNED... That students all over Alberta can still inspire me to look at the world in a different way that helps assist me in my ways of teaching.

MY BIGGEST SUCCES IS... That we are now one of the biggest and most recognized driving schools in Alberta.

IF I COULD OWN ONE WORD IN MY CONSUMERS' MIND... Knowledge.

MY BIGGEST MISTAKE... That I didn't implement the courses that I have now earlier.

DAILY I TRY TO... Learn something new about myself.

DURING MY SPARE TIME I LIKE TO... Spend time with my supportive family, as well as play soccer. I also love to travel and experience new places.

IN MY IPOD YOU WILL FIND... Soccer.