

TILLER TIMES

STORIES FROM TILLER

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Tiller's Tech Hub Under Construction

Due to our growth over the past few years, it became clear that more space was required and it was time for expansion.

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We implement for agencies, to take clients further

Long-term partner, Material Insight, counted on us to design and build out a conversion-driven experience for Aprio's board portal SaaS.

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We help entrepreneurs go from concept to profit

We partnered with MyStrengthBook to build their platform from the ground up, take it to market, and continually evolve it as their opportunities grow.



Our story might sound a bit like yours

It started...well, Little.

Our Founder, Chantelle Little, was always wired a bit differently. You know: the type of kid who rallies the neighborhood to put on a production of Cinderella out of her parent's garage.

Or sets up shop uninvited to sell sodas on the 15th hole of the golf course next door.

When an opportunity came knocking, Chantelle didn't wait to ask for permission—she just went with it.

Then came the big idea.

"Why am I not doing this for more companies?"

That's the idea Chantelle was struck with after spending the summer of 2008 teaching herself to make videos while working for a small business.

Those videos made complex products easier to understand. She knew other companies needed that, too—so she used scholarship money to launch TAC Marketing and built a little production studio in her parent's loft.

After graduating, she decided to stick with TAC instead of getting a "real job". (Thank goodness for that!)



Soon, New Opportunities...And New Challenges.

Those videos needed a place to live, so TAC started building websites, too. First on the side. Then as a focus. Soon, we were creating more websites than videos.

Cont'd...

The loft didn't last. Neither did our 100 sq ft office (the only space anyone would rent to a 19 year old at the time).

As our team grew, so did the challenges clients needed us to solve. We didn't always get it perfect—but always made it right.

Things kept growing. From 2014 to 2015, we acquired a competitor and rebranded to Tiller Digital. In 2017, we more than doubled our team, and our business.

10 Years Later, the Momentum Continues.

Over the past decade, we've gone from shooting promos in a stuffy loft to building complex apps and websites for clients around the world.

But we didn't do it alone. It's clients like you that shaped us into who we are today.

Over the past 10 years, a lot has changed: our name, our team, and our space. But our values remain the same.



The Future: Big Ideas. Built Right.

Like you, we understand the excitement of a big idea, and the challenges of making it work.

We've been where you are.
We're excited about where you're going.

So – where to next?

Stop by tillerdigital.ca today.
Let's build something meaningful together.



Tiller House coming 2019

Tiller's Tech Hub Under Construction

Due to the growth that Tiller has experienced over the past few years, it became clear that more space was required and it was time for expansion. And so the search for a new home was underway. An old church property came on the market in the Marda Loop area. After a grueling 11 month process, we successfully rezoned the property for office use. On Monday, April 16th, 2018, we took possession and hit the ground running. This colossal 9,000 square foot building will become Tiller's new headquarters in early 2019. The plans include a complete overhaul of the space: a welcoming front entrance, spacious offices, chic coffee bar, a gym with cardio equipment and free weights, a basketball court and of course a stunning interior and exterior transformation. In fact, the interior demolition will be complete tomorrow! We are thrilled to see how Tiller grows, while keeping our roots in the community that we love...Marda Loop.



Tiller trivia

How well do you know Tiller?

Match the fun facts below to each Tiller team member. Write the corresponding letter in the circle beside each name.

Example answer

Michael Gary Scott

- | | |
|--|---|
| <input type="radio"/> Scott Veale | <input type="radio"/> Jared Nudd |
| <input type="radio"/> Hafiz Suara | <input type="radio"/> Blake Morgan |
| <input type="radio"/> Ryan Kingston | <input type="radio"/> Bruce Renton |
| <input type="radio"/> Cole Reid | <input type="radio"/> Carol Farquharson |
| <input type="radio"/> Andrew Wall | <input type="radio"/> Brooklyn Thorne |
| <input type="radio"/> Amanda Kwong | <input type="radio"/> Jeremy Sincennes |
| <input type="radio"/> Stacey Nickerson | <input type="radio"/> Brandon Nickerson |
| <input type="radio"/> Ryan DeGama | <input type="radio"/> Chantelle Little |

Fun facts

On my bucket list

- a. To see 'Threat Level Midnight' in theatres across the globe.
- b. I want to travel across Canada by train!
- c. Ever heard your own song on the radio? One day!
- d. Bungee jumping is on my bucket list!
- e. I want to parkour off a drawbridge onto a moving boat.
- f. I want to drink directly under a slurpee machine!

Favourite ice cream

- g. Earl Grey tea + ice cream = best flavour ever!
- h. Nuttin' beats Nuttin' Better ice cream!

Favourite food

- i. Dried figs...mmmmm...my favourite!

Most expensive thing I've broken

- j. Sorry about your car mom...yeah, that was me.
- k. I broke my mountain bike...and my body. Ouch!

Favourite hobby

- l. Miniature gaming is my nerdiest hobby. Don't judge me!
- m. I own more guitars than necessary for someone of my ability.
- n. History, scrapbooking, collecting antiques...bliss.

Favourite burger

- o. Smashburger's black bean burger is the best!
- p. The Eddie Presley burger, 'nuff said.

My TV sitcom personality

- q. Michael Scott from The Office is literally me.

Answer key on the back page.

DUCK AND COVER!

Calgary has two seasons: winter and hail. Does your home and auto insurance adequately cover you for hail damage? Don't let your assets fall through the quacks; call, click or come in and get a quote today!

And the quote is free, so we won't bill you!



Tiller by numbers

- 01** The number of times we've changed our company name.
- 02** The number of years left in a business degree when Chantelle started TAC.
- 03** The number of offices we've had prior to the future Tiller House.
- 04** The number of minutes it takes to drive from the TAC Shack to the Tiller House.
- 05** The number of continents that Tiller has done business in.
- 06** The number of years that Chantelle and Brandon have worked together.
- 07** The number of blocks from the new Tiller House to Starbucks.
- 08** The number of hours Brandon and Chantelle dream of sleeping each night.
- 09** The number of team members that we added in 2017.
- 10** The number of years Tiller has been in business.

Clients, team, family, & friends

We've reached the 10 year mark in our journey! We couldn't have done it without you.

To our clients

Thank you for our close and lasting collaboration. We love being part of your story - working with you to drive your organization forward, no matter what challenges stand in the way. We are eager to continue making an impact together for many decades to come.

To our team

Thank you for getting up every day, rolling up your sleeves, and working hard to build digital experiences worth sharing. We're truly a family, and we plan, work, and succeed together. Thank you for bringing your best, day in and day out.

To our family and friends

Thank you for your prayers and for cheering us on at each stage of our journey. You've listened to our stories, helped in practical ways, and offered encouragement and advice, just when we needed it most.

Looking forward to another decade of impact together!

Chantelle Little & Brandon Nickerson

Tiller trivia answers

- | | |
|---------------------------|----------------------------|
| e Scott Veale | q Jared Nudd |
| j Hafiz Suara | c Blake Morgan |
| l Ryan Kingston | o Bruce Renton |
| k Cole Reid | h Carol Farquharson |
| b Andrew Wall | f Brooklyn Thorne |
| d Amanda Kwong | i Jeremy Sincennes |
| n Stacey Nickerson | p Brandon Nickerson |
| m Ryan DeGama | g Chantelle Little |

 **Your total score.** How'd ya do?