

STRONGCO CORPORATION

CHAIRMAN POSITION DESCRIPTION

The chairman (the "**Chairman**") of the board of directors (the "**Board**") of Strongco Corporation ("**Strongco**") has the responsibilities and specific duties described below.

APPOINTMENT

The members of the Board (the "**Directors**") may annually appoint a chairman for a one-year term, with such appointment being (except when a vacancy is being filled) at the first meeting of the Board following the annual meeting of shareholders. The Chairman will be independent as defined in National Instrument 58-101 of the Canadian Securities Administrators. He or she will have such competencies and skills as may be determined by the Directors.

RESPONSIBILITIES

The Chairman provides leadership to the Board. The Chairman sets the "tone" for the Directors to foster effective, ethical and responsible decision-making, appropriate oversight of management and strong governance practices.

SPECIFIC DUTIES

In addition to responsibilities set out in the Mandate of the Board and specific duties assigned by the Directors from time to time, the Chairman will:

Governance

1. Generally oversee direction and administration of the Board, ensuring that the Directors work as a cohesive team and build a strong governance culture.

Social Responsibility

2. Provide guidance and leadership to the Board, the committees of the Board (the "**Committees**") and individual Directors in support of Strongco's commitment to social responsibility.
3. Foster effective, ethical and responsible decision making by the Board, the Committees and the individual Directors.

Leadership

4. Provide overall leadership to enhance the effectiveness of the Board.
5. Provide the Board, the Committees and the individual Directors with leadership to assist them to effectively carry out their duties and responsibilities.

6. Provide advice and counsel to the President and Chief Executive Officer, Committee chairs and the Directors.
7. Maintain an effective working relationship with the President and Chief Executive Officer.
8. Ensure that the responsibilities of the Board, the Committees, the Committee chairs and the individual Directors, as set out in the Mandate of the Board, the Committee Charters and the applicable position descriptions, are well understood by them.
9. Work with the President and Chief Executive Officer and senior management to monitor progress on strategic planning and policy implementation.

Meetings of the Directors

10. With the President and Chief Executive Officer and the Secretary, establish the agenda for and chair, except as otherwise provided in Strongco's articles and by-laws (the "**Constating Documents**"), each meeting of the Directors.
11. Ensure that the Board meets on at least a quarterly basis and as many additional times as may be necessary to carry out their duties effectively.
12. Ensure, in concert with management and the Secretary, that the Directors are receiving information that is timely, in a useful format and of high quality.
13. Assist the Committees and Committee chairs to bring important issues forward to the Board for consideration and resolution.
14. Ensure there is sufficient time during meetings of the Board to fully discuss agenda items and facilitate discussion on all business set out in the agendas, seeking to bring matters to resolution, as required.
15. Encourage the individual Directors to ask questions and express viewpoints during meetings.
16. Ensure that the Directors meet *in camera* at each of their meetings.
17. Ensure that the Directors meet in separate, non-management, closed sessions with internal personnel or outside advisors, as needed or appropriate.

Shareholder Meetings

18. Ensure that Strongco's shareholders meet at least once annually and as many additional times as required by law.
19. Except as otherwise provided in the Constating Documents, chair all meetings of Strongco's shareholders.
20. Ensure that all business set out in the agenda of each shareholder meeting is discussed and brought to resolution, as required.

Board/Management Relationships

21. Ensure that the boundaries between the Board and management responsibilities are clearly understood and respected and that relationships between the Directors and management are conducted in a professional and constructive manner.
22. Facilitate effective communication between the Directors and management, both inside and outside of meetings of the Board.
23. Work with and assist the President and Chief Executive Officer and the Vice-President and Chief Financial Officer in representing Strongco's interests to its external stakeholders such as shareholders and other security holders, the investment community, the media, government agencies, creditors, major customers and competitors.

Director Recruitment and Retention

24. With the Corporate Governance, Nominating, Compensation and Pension Committee, participate in the recruitment and retention of directors comprising the Board.

Evaluation

25. Conduct an annual evaluation of performance and effectiveness of the Board, the Committees, all individual Directors and Committee chairs, other than that of the Chairman, and review the results with the Corporate Governance, Nominating, Compensation and Pension Committee.
26. Provide advice and counsel to the individual Directors, to assist them to improve their performance.
27. Ensure that an annual performance evaluation of the Chairman is conducted, soliciting input from all Directors and that the results are reviewed with the chair of the Corporate Governance, Nominating, Compensation and Pension Committee.
28. Assist in the annual review of and periodically suggest changes to the Mandate of the Board.

Orientation/Education

29. Support the orientation of new Directors.
30. Facilitate the continuing education of all Directors.

Other

31. Carry out such other duties and responsibilities as may be assigned by the Board.

Approved by Board of Directors
with effective as of July 1, 2010.