



 *St. Albert*
AND DISTRICT
CHAMBER OF COMMERCE

2014 Chamber Report



Letter From the President & CEO

Welcome to our annual Chamber Report, where we hope to inform you, inspire you, and excite you about the commitment of the St. Albert and District Chamber of Commerce to the growth and prosperity of the business community in St. Albert and beyond.

Your Chamber of Commerce volunteer Board of Directors sets and monitors strategic direction for the organization. This dedicated group of business men and women stay engaged and committed to the Vision and Mission statements of the Chamber, and bring their expertise and passion to the table regularly. The Board is supported by a skilled and motivated staff, and a membership now totalling over 900, in bringing excellence to a multitude of programs focussed on business and the broader community, as well as a renewed commitment to advocacy.

I am truly honoured to play a leadership role in the success of our endeavours. Our staff is honestly the most dedi-

cated and hard-working group I have ever encountered. Our Board of Directors is visionary, focused, and works as a strong team. And, our volunteers are the glue that holds together the efforts of the team, with their tireless commitment and countless hours so freely given.

We are truly blessed to have a business community filled with innovative, intelligent, and educated men and women. It is our honour to assist in all ways possible to grow the commerce in this area, and to encourage the amazing individual and team efforts that we see all around us. We are also truly blessed to have a City Council that supports business, collaborates with us, and encourages growth and innovation.

I hope that you will enjoy reading our Chamber Report, and that you won't hesitate to share your comments with me.

Lynda Moffat
President and C.E.O.
St. Albert and District Chamber of Commerce



Letter From the Chair

It has been, and continues to be, my privilege to serve as Chair for 2014. We made significant steps towards fulfilling our goal to be a model Chamber by moving towards a policy governance model by organizing it into three pillars: Policy, Operations, and Governance. Each of these pillars were assigned specific duties and report quarterly to the Board. Our Board is now able to focus on the 'Big Sky' issues and provide policy direction to the Chamber.

We also made a giant leap in policy development to take the concerns and issues of our members to the Alberta and Canadian Chambers; sponsoring several policy initiatives that have been and will be debated at the Provincial and Canadian Chambers' Policy conferences. When passed, these policy initiatives become part of the Policy manual the Chambers use to lobby government. This year we sponsored policies on "Establishing the Business Vote in Municipal Elections" and "Aerodrome / Airport Orderly Development Amendments to the Aeronautics Act". We also co-sponsored policies on re-establishing the temporary

foreign worker program for fast food businesses and other labor market initiatives aimed at enhancing the education and mobility of skilled workers across Canada. We also continue to represent our members at the municipal level by making presentations to City Council on the LRT alignment study, temporary sign issues, and Perron District initiatives.

The pages of this report are replete with many of the programs and events your Chamber hosts and sponsors every year, and by doing so, bring value to the business community in St. Albert and the surrounding district.

Thank- you for your continued support.

Paul Quantz
2014 Chair
St. Albert and District Chamber of Commerce



Letter from the Past Chair

At the St. Albert and District Chamber of Commerce, we continually strive to be strong role models for the community. We do this by providing leadership for both our members and the people around us. In my year as chair, I was honored to represent and serve the chamber and all the diverse members and businesses we represent.

My time and experience as chair was incredible. To say that it was fulfilling would be an understatement; seeing the collaboration and passion of our members, boards, committees, and chamber staff at work in the community was a

rewarding experience. St. Albert truly has a vibrant and growing economy that we can all be proud to serve, participate in, and take inspiration from going forward in our own endeavours.

I would like to recognize the efforts of the Chamber staff and the many volunteers, committees,

and the Board. They have provided the vision and structure that shaped the chamber into the thriving organization it is today.

Equally as important, we are grateful to the many sponsors, private and public, who have provided means to help us grow and continue to support the chamber. We are also

thankful to the members, whose continued support and experience are the reasons the chamber exists. I personally am excited to see the chamber continue to excel in the coming year, and look forward to supporting the executive and chamber board.

Lynn Carolei
Past Chair
St. Albert and District
Chamber of Commerce

We provide leadership for both our members and community.

2014 Executive Committee



Lynda Moffat
St. Albert and District
Chamber of Commerce
President & CEO



Paul Quantz
Quantz Law Group
Chair



Barry Bailey
Bailey Event Management
1st Vice Chair



Ken Macrae
Ken Macrae Chartered Accountant
2nd Vice Chair



Paulette Godin-Donovan
Scotiabank - Citadel Village
Secretary



Mark Stoneleigh
ATB Financial
Treasurer



Lynn Carolei
Sublime Swim and Sunwear
Past Chair

2014 Board of Directors



Douglas Lamb
Servus Credit Union



Margaret Mrazek
Lawyer



Craig Pilgrim
RE/MAX Real Estate



Brian Bachynski
St. Albert Gazette
(Great West Newspapers LP)



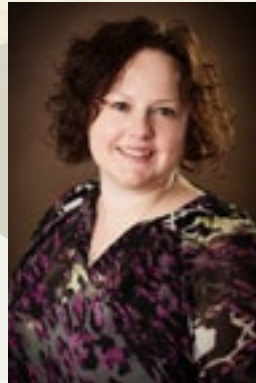
Chris McLeod
Athabasca University



Robert Zechel
Cloud Nine Pajamas



Kendell Bousquet
First Foundation
Mortgages and Insurance



Jillian Creech
St. Albert Centre -
Primaris Management Inc.



Martha Livingston
Visionary College



Jodie McFadzen
Penzen Limited



Julian Romanko
Investors Group

2014 Pillars

Our Chamber of Commerce spent the past five years undergoing a successful change process which saw an operational Board of Directors become a strategic Board of Directors. As everyone who has ever been involved in an organizational change knows, this took patience, vision, focus, and determination on the part of the Board, its leadership, and the operational staff.

As one of the final steps, we have established a model for Board participation and governance. The model has seen the formation of the three Pillars of the Chamber, and the scheduling of the Board meetings to a quarterly, half day educational and strategic format.

Pillar of Governance

This Pillar is responsible for the oversight of Board development, bylaw reviews, strategic planning, Board effectiveness, and Board nominations consultation.

Chaired by 2nd Vice Chair Ken Macrae; directors on this Pillar include Craig Pilgrim, Kendall Bousquet, and Chris McLeod.

Pillar of Policy

This Pillar is responsible for overseeing Civic Government Affairs, as well as the creation of Policy Resolutions for submission at both the Provincial and Federal levels.

Chaired by 1st Vice Chair Barry Bailey; directors on this Pillar include Lynn Carolei, Margaret Mrazek, Douglas Lamb, Julian Romanko, and Martha Livingstone.

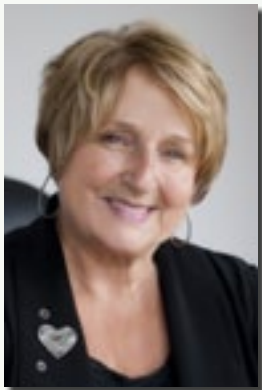
Pillar of Operations & Finance

This Pillar is responsible for the review of the Operations Budget and Audit Review, supporting the President and CEO on operational issues, overseeing the work of other committees, and providing input into the review and salary discussions for the President and CEO

Chaired by Treasurer Mark Stoneleigh; directors on this pillar include Jiliam Creech, Jody McFadzen, Brian Bachynski, Paulette Godin-Donovan, and Robert Zechel.

The Chamber Chair, Paul Quantz, is a member ex-officio of each Pillar group.

Staff



Lynda Moffat
President and CEO



Shawn Runcer
Director of Administration
and Finance



Jennifer McCurdy
Member Services Director



Debbie Grant
Events Manager/
Farmers' Market Manager



Roberta Pawluk
Member Services Sales
Associate



Caitlin Bauer
Communications and
Policy Coordinator



Shawna Nichols
Account Executive Media
Coordinator



Roxane Closson
Administrative Assistant



Agatha Grochowzk
Farmer's Market Assistant



Danielle Gallant
Events Coordinator



Deanna Reith
Administrative Support

We Are the Voice of Business

2014 Alberta Cham- bers of Commerce Provincial Conference & Policy Session:

From May 29th to 31st your chamber delegates attended the Alberta Chambers of Commerce AGM in Fort McMurray. The St. Albert and District Chamber of Commerce has taken a stronger role in advocacy in recent years, and we were proud to present two policies this year that were a result of working closely with our member businesses to address concerns brought forward. The policies brought forward for debate and passed by the vote of the delegates are then placed in the hands

of the Alberta Cham-
bers of Commerce to be
presented to provincial
government for consider-
ation and action.

The policies we presented this year were the “Estab-
lishment of the Business
Vote”, and the “Updating
Regulatory Requirements
for Aerodromes/Air-
ports.”

The Establishment of the
Business Vote’s intent is
to give businesses a legal
voice in municipal elec-
tions. None Residential
Mill rates exceed that of
residential taxation rates,
and businesses currently
have no representation or
influence on the people
who make the taxation

decisions. Unlike provin-
cial and federal income
taxes, municipal taxes and
fees are uniform regard-
less of profitability, and
can be levied and raised
without consultation with
or accountability to the
taxpayer businesses.

The establishment of a
business vote would al-
low business owners to
exercise their right to be
represented in the demo-
cratic process, just as any
other citizen of Canada
is entitled to do where
they live and pay taxes.
This policy was met with
strong support during the
policy session and passed
on May 31st, 2014. Now
in the hands of the Al-
berta Chambers of Com-
merce, the policy shall be
presented to the appro-
priate ministries in the
provincial government.

The second policy the
St. Albert and District
Chamber of Commerce
brought forward was the
“Updating Regulatory
Requirements for Aero-
dromes/Airports.”

Canada is a nation whose
physical size, economy,
and development de-
mands unilateral aeronau-
tical legislation to ensure
the efficient, timely, and
considerate development
of air transport for both
private and commercial

needs. The current regu-
latory standards on the
creation and operation of
an aerodrome; however,
have shown to be one
sided in nature - allowing
individuals who construct
aerodromes to ignore
municipal and provincial
jurisdiction and legisla-
tion.

Any stretch of private
land can be purchased
and an airstrip construct-
ed wherever these aero-
dromes choose, regardless
of any zoning laws or
public opinion. Aero-
dromes are responsible to
federal legislation alone.

The policy was hotly de-
bated, but was not passed
as a policy of the Alberta
Chambers of Commerce.
It is now going directly to
the Canadian Chamber of
Commerce Conference in
September for debate.

Regional Advocacy

Our Chamber of Com-
merce has always been
a key participant in the
work of the Greater
Edmonton Region Cham-
bers of Commerce. Our
group meets quarterly in
Edmonton, and is com-
prised of Chamber of
Commerce leaders from
throughout the Capital
Region.

Following a session of strategic planning and prioritizing of key focus areas, we have placed a high priority on advocating for regional economic development efforts on behalf of the Capital Region. Our efforts have involved meeting with Provincial Ministers, and the Capital Region Board Chair and C.E.O. We are pleased to see that the Province is supporting efforts of the Capital Region Board to develop Terms of Reference for a regional economic development group, and we will be supporting their efforts in this regard.

St. Albert and District Advocacy Villeneuve Airport

Over the past two years, the St. Albert and District Chamber of Commerce took a lead role in establishing the Villeneuve Airport Regional Task Force. In collaboration with the City of St. Albert, Sturgeon County, Parkland County, Acheson Business Park, the Owners and Operators Association at Villeneuve Airport, and other



stakeholders, we were successful in advocating on behalf of the growth and development of the Villeneuve Airport. We supported the naming of the Villeneuve Airport as the alternate landing site for the Medevac Service, which then resulted in the runway extension and provision of the ILS service in Villeneuve. We also fully participated in the Strategic Planning for the Villeneuve Airport which was done by the Edmonton Airport Authority.

Following completion of the Strategic Plan, and the decision of the Owners and Operators to work directly with EIA in the future, we were pleased to wrap up the work of the task force, and deem the time and effort put into this to be highly valued. The success of the Villeneuve Airport and its close proximity to St. Albert could produce excellent economic spinoffs for this area.

We maintain a good relationship with those at the Edmonton International Airport and the Airport

Authority, and continue to advocate on behalf of Villeneuve Airport.

One area where we continue to remain involved is with the City's proposed closure of Villeneuve Road. We strongly believe that the Villeneuve Road connecting the Airport with St. Albert is a huge economic development benefit, and that we should count ourselves fortunate that such a direct link is already there to bring pilots and passengers into St. Albert. The result of closing this direct route would likely see those who must use Ray Gibbon Drive from the Airport, to continue on the Anthony Henday and take their spending to the City of Edmonton. There are also concerns that the direct route from the airport to the Sturgeon Hospital would be jeopardized by the road closure, and that the Medevac Service would consider relocating.

Highway 2

We recently wrote to the Province and their consultants regarding the plans to install traffic lights at the corner of Highway 2 North and Cardiff Road, just South of Morinville. The reason for our concern in this regard is that the

Highway 2 transportation corridor is important to the movement of goods and services from St. Albert and region to the North. We submit that the introduction of traffic lights on a major highway will encourage truckers to look for other routes that will make their trips both faster and easier.

The Province has gone ahead with their traffic lights, but we will continue to advocate for an interchange at that corner to keep our position as a gateway to the North.

St. Albert Advocacy LRT Planning

Another area where we have maintained our advocacy is with the Functional Study Plan being done by the City of St. Albert for the LRT extension to North St. Albert. This is a matter that falls directly under our key strategic areas of "Regional Hub" and "Vibrant Community". It was a couple of years ago that we began our focus on the potential for St. Albert to extend LRT service to the North boundary. We have advocated strongly all this time to see funding provided to direct long-term planning for the eventual building of this transportation service.



The City of St. Albert is now in the midst of the study for the site location and planning. This is absolutely essential to ensure that our future planning and development takes place with the knowledge and understanding that we will eventually have an LRT service in our community.

We continue to stay informed in this, and have the consultants and City staff working on the project coming as guest speakers to our next Chamber of Commerce Board of Directors meeting in June.

Signage

Your Chamber of Commerce has spoken to City Council on several different occasions concerning

signage. There is a fine line between ensuring that our businesses are able to promote their business, and ensuring that our main thoroughfare does not become cluttered and an eyesore.

In the last presentation to Council, we stressed the importance of dealing with the Sign Bylaw in its entirety rather than seeing it be done in a bit-by-bit manner, where the entire picture gets lost in the focus on one small area. We are also surprised to learn that the City is allowing the portable sign industry to re-write the bylaw which will govern their industry in St. Albert. Since they may have an opinion that is far removed from the big picture of the future of our

community and the needs of the business community, we are continuing at every opportunity to provide our voice on your behalf.

Parking

We continue to speak with City Administration and City Council about the critical parking situation in the downtown Perron District. The one change that was introduced just recently is the introduction of angle parking on Perron Street. We are supportive of this change, as it opens up an additional fifteen parking spaces, but remain vocal about the fact that further steps are needed to ease the parking situation over the next three to five years as the DARP plan pro-

ceeds to build out.

Non-residential Zoning

Our chamber is, and always has been, highly protective of the need to see Non-Residential zoning to provide opportunities for light industry to develop in St. Albert. Many of the financial challenges that this City faces are because of decisions made historically that saw non-residential lands changed to residential. On your behalf and on behalf of the growth of business in our community, we will continue to speak out against the rezoning of commercial or light industrial lands.

We Communicate With

Digital Signs

The St. Albert and District Chamber of Commerce provides two beautiful digital signs that compliment the city's brand. Located at key locations at the far North and South ends of St. Albert Trail, the signs are exclusive to chamber member businesses and non-profit organizations. They not only provide an excellent opportunity for advertisers to create brand awareness, but they are also an effective venue to promote upcoming local events. The digital signs also continue to promote Chamber events and the Shop St. Albert First initiative

Print Media

The chamber produces a printed Membership Directory each year. It has been and continues to be a strong resource for our members.

The chamber is taking steps to move this directory online by 2016 for ease of access for our 'on-the-go' members. We will continue printing the Membership Directory, but members will soon have the opportunity to choose which version works best for them.

We continue to communicate with the public through both the St. Albert Gazette and the St. Albert Leader where we announce new members, upcoming events, and recognize our sponsors. Once a month we profile six members in the Gazette.

The Perron Visitors Guide was moved from an annual publication to a bi-annual publication. This was due to staff resources and printing costs.

E-Communications

Your chamber is committed to being onside with the ever-changing world of electronic communications. The Canadian Anti Spam Legislation, CASL, comes into effect on July 1st, and it will have a profound impact on the way we reach out to our members and audience. After the two years of implied consent we will require explicit consent to send out our Memberlink emails and newsletters to you.

Our weekly Memberlink currently reaches 1,500+ people with an open rate of 35%; well over industry standards of 20%. It continues to be an effective way for members to connect with other members about events, promotions, and recent successes. Please ensure that you let us know if you'd like to continue to receive your monthly Memberlink.

The chamber website sees an average of 3,500 page hits a day; a 175% increase over last year. The Job Postings page was exceptionally popular this year seeing a total of 60,000 hits in comparison to the 16,000 it saw this time last year. Our online chamber community is very active and the results speak for themselves.



the World Around Us



The chamber continues to keep several Facebook pages and twitter accounts active with the latest news and events relevant to our chamber members. We have over 2,500 followers combined on our St. Alberta and District Chamber of Commerce, St. Albert Farmers' Market, and Shop St. Albert First Twitter accounts. Our members also have the ability to now add links in their member profile to their Facebook and Twitter accounts. As a result, interested persons have direct access to more detailed information about a member's business or promotions.





We Value Your Membership

The St. Albert and District Chamber of Commerce dedicates itself to providing services and activities to fill the current and emerging needs of our members. In 2014 we launched the [Enhanced Listings](#) which gives members a stronger presence on the chamber website for their business listing.

The St. Albert and District Chamber of Commerce is pleased to welcome all 157 new member business to the chamber in our 2013-2014 reporting year. We strive to bring value to our members by developing new programs which continue to grow and retain our membership.

Create Awareness

Numerous promotional opportunities are provided to our chamber members. You can offer a discount with the [M2M Shop Chamber! Program](#), sponsor an event, participate in our [Lifestyle Expo](#), maintain a listing on our website and membership directory, advertise

on our [digital signs](#), and take part in our weekly [Memberlink eblast](#).

Make Connections

The chamber hosts many business building opportunities throughout



the year including our, [Business@Breakfast Speed Networking](#), and [Business@Lunch](#) general meetings. Our St. Albert Lifestyle Expo is an excellent opportunity to make connections within the St. Albert community as we connect business to people, business to business, and business to government.

Improving the Bottom Line

The chamber continues to offer you and your employees ways to save with our exclusive member event rates, [M2M Shop Chamber](#) program, merchant [VISA](#) and [MasterCard](#) rates, [Group Insurance Plan](#), [payroll services](#) and much more.

Members can now partake in our [Mystery Shopper](#) program to help determine which areas their business and staff can improve in to achieve a truly special customer experience.

Get Involved

Our members are encouraged to support the advocacy work of your Chamber in speaking on behalf of business. Our 2014 policy submissions were written in response to member concerns brought forward during round table discussions. Let us know what concerns you have. Volunteer for one of your committees, or serve on the Board of Directors - we encourage you to get involved.

Support the Local Economy

The [M2M Shop Chamber!](#) program encourages and rewards our members and their employees for shopping at local chamber businesses. Over fifty businesses offer discounts to over 16,000 business members and their employees. The chamber's policy is to make our purchases through business members whenever possible, and we continue to promote [Shop St. Albert First!](#) through the digital signs and the new [Visitors' Welcome Centre](#).



Member Logo

The St. Albert and District Chamber of Commerce member logo is available for members to use in all of their promotional materials including their website.

If you haven't gotten a copy of the Member Logo, please feel free to email the St. Albert and District Chamber of Commerce office. We will email the logo to you along with the guidelines for its use.



Membership Statistics

In 2012 we began honouring our long term members at our June General Meeting Lunches. We currently have 75 businesses who have been chamber members for over twenty years and longer. Here are the Long-standing chamber members honoured in 2014

Ron Hodgson Chevrolet Buick GMC
St. Albert Funeral Home - Connelly-McKinley Funeral Home.
Socrates Restaurant LeHigh Hanson Materials Limited.
City Ford. **25 YEARS**+ Robert Russell Paralegal Services.
Northern Alberta Business Incubator Society (NABI).
24 YEARS St. Albert Bowling and Recreation Centre.
St. Albert Tune-Up and Brake Auto Centre • Gayle's Decorating Ltd.
TELUS Communications Inc • BDC - Business Development Bank of Canada
Landrex Developers INC **23 YEARS** Canada Safeway Ltd - Inglewood.
St. Albert Self Storage • Aspen Health Care.
Transitions Rehabilitation Association of St. Albert & District.
Kingston Ross Pasnak LLP • Offers Insurance & Consulting - (Chamber Insurance Plan) • **22 YEARS**
Walmart Super Centre • Gaffney, McGreer, and Rowand • Sandpiper Golf & Country Club
21 YEARS Wild Rose Group of Companies • Hole's at the Enjoy Centre.
Sturgeon Valley Golf & Country Club
Richards Insurance Adjusters Ltd. St. Albert & District Further Education Association.
State Farm Insurance - Charlene Zoltenko. **20 YEARS** Apex Casino.
Art Gallery of St. Albert. Connecting Women.
Rov Financial Services Inc • Tim Hortons #725 + #179

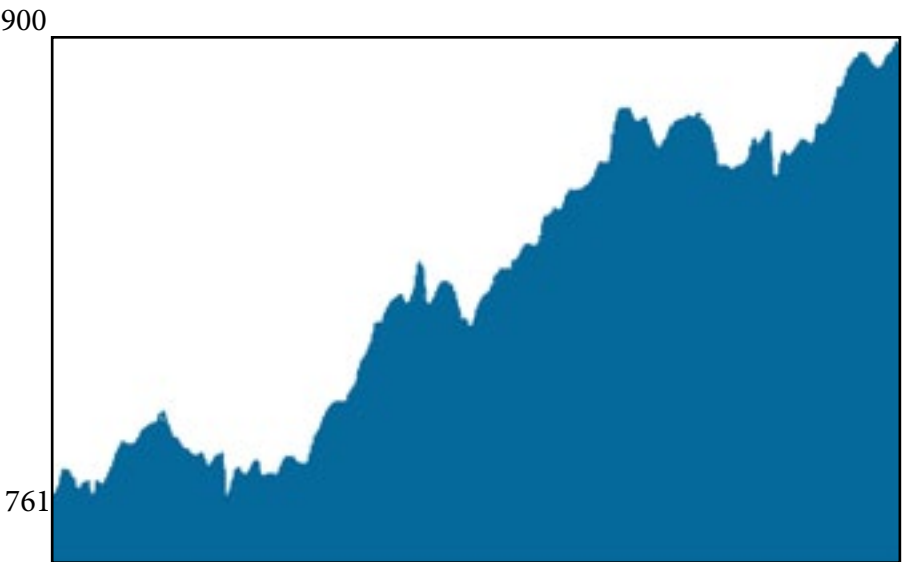
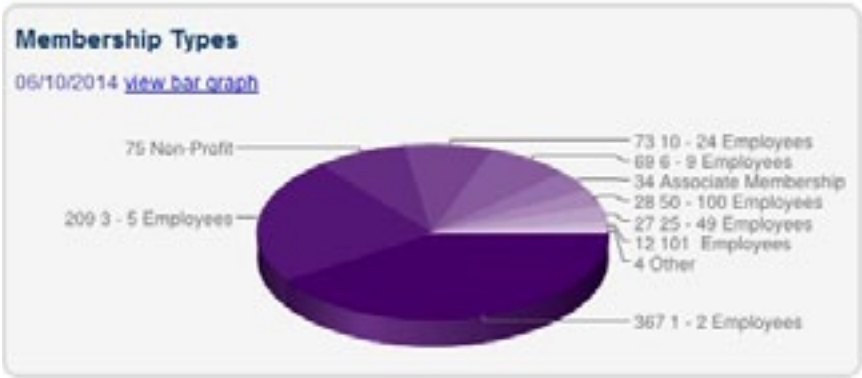


2013 Long-standing Chamber Member Recipients

900 MEMBERS



26 Industries represented



Did You Know?

NEW!
Up-to-date membership information available at your fingertips

Mobile App Now Available!

Members can access the chamber directory on-the-go with the new Chamber Master Mobile App

Members also have access to view news, events, event details, and Member to Member deals.



Member Committees

Member Services Committee

The Member Services committee focuses on analyzing and recommending projects and programs that add value to chamber members. They meet to discuss member status, membership programs, and business building events.

Perron District Business Group

This group is comprised of representatives from the Chamber of Commerce, the City of St. Albert Administration, and the downtown Perron District businesses. There are monthly meetings held to discuss current and ongoing issues. This group works on Perron District promotions and events, makes efforts to build the downtown community team, and works together with the City to address issues and current concerns (such as Parking), as well as new initiatives. The purpose of this committee is to stimulate the economy, growth, and prosperity of St. Albert's downtown Perron District.

The Pillar Committees

Our Chamber of Commerce spent the past five years undergoing a successful change process which saw an operational Board of Directors become a strategic Board of Directors. As everyone knows who has ever been involved in an organizational change, this took patience, vision, focus, and determination on the part of the Board, its leadership, and the operational staff.

As one of the final steps, we have established a model for Board participation and governance. The model has seen the formation of the three Pillars of the Chamber, and the scheduling of the Board meetings to a quarterly, half day educational and strategic format.

Why Have Committees?

These committees are designed to engage our membership by providing opportunities for them to take an active part in the planning, development, and delivery of the services the chamber offers. Our members help refine our advocacy focus, and the committees direct the time and energy into meaningful and effective projects.

Chamber Building Committee

For several years, our Chamber has been following a vision of building a "Centre for Business" building in St. Albert. The dream has been to showcase the importance of "business" in our City, by having an exceptional building housing the Chamber of Commerce and other government or non-government offices that focus on business.

The Building Committee has been working diligently, and we now have a chosen site and renderings of the building we would like to erect. It is in the downtown Perron District, and will provide a kick-off to the economic boom in the area once taller buildings start to be erected. We expect this building to also house a parking garage, which will ease the critical situparking shortages in the Perron District.

Special Event Committees

We have a number of special event committees dedicated to planning our Business Development and Membership events. Each committee meets throughout the year to facilitate the planning of the event including sponsorship, activities, entertainment, and event promotions.

Business Development Event Committees:

- Farmers' Market
- Lifestyle Expo and Sale
- Small Business Week
- Snowflake Festival
- Business in Blue Jeans

Membership Event Committees:

- Chamber Gala
- Golf Tournament



We Facilitate Connections

The St. Albert and District Chamber of Commerce takes pride in providing our members with valuable business building opportunities and develop relationships with other members of the St. Albert and District community.

We hosted the North-

West Chambers Leaders Conference, “Think Global, Act Local” again this year in March at the Edmonton Marriot at River Cree Resort and Casino. This international conference offers professional development to chamber board members, key volunteers, executives and

staff members of any size chamber, as well as other community-based organizations.

Six inspiring speakers presented in March. Corey Poirier started with ‘Surviving and Thriving in a NEW Economy.’ He covered the ways the economy changed (globally and locally) in recent years and how we can adjust accordingly. He also introduced ways that “thinking globally while acting locally” affects our economy, common traits of global thinkers, examples of organizations who do think global and act local, and what part technology plays in this new way of

thinking and acting.

Corey also led a second presentation on 21st Century Leadership which highlighted the common traits of high performing leaders and organizations based on the results of more than 2,500 interviews with the world’s highest achievers and leading organizations. He spoke to the power of engaging a team, how our personality types impact the leadership of an organization and even the business community as a whole. The presentation explained the differences between what used to work in leadership versus what works now, and how

evolving technology impacts our leadership, the learning field, and our business communities.

The second speaker, Alan Mallory, gave an inspirational presentation built around climbing Mount Everest and all the challenges and rewards associated with such a feat. The dangerous trek up the mountain side required a substantial amount of trust in his fellow climbers. Throughout their journey they encountered challenges and perils, of which they overcame through proper planning, communication, teamwork, and trust in each other’s abilities. Alan’s session covered that among other leadership traits, building and maintaining trust is essential to any team success.

Frank J. Kenny’s presentation, The Innovative Chamber, was created when he was approached by ChamberMaster, the member management program

that our chamber utilizes, to teach their clients how to use digital marketing technologies and strategies to grow and maintain their membership while bringing in more non-dues revenue.

The “Boost Your Board” session was led by Jim Brown and covered how to facilitate board growth and help boards find their own path to success. Jim shared his mission to transform influencers and organizations into proven governance leaders by cutting through to what matters most and illuminated the surprisingly simple keys to great board governance and exceptional leadership.

An international trade expert, John Treleaven, also shared his insight and expertise on an increasingly accessible market.

Catherine Pennington shared her passion about improving employment and social

outcomes for Aboriginal and Northern residents. She believes that communities and industry can build and maintain mutually beneficial relationships resulting in improved social outcomes.

The “Share The Wealth” feature is always a favourite of the delegates, as they share their best practices and successful events. This was lead by our President and C.E.O. Lynda Moffat, and all presentations were judged for originality, results, and marketing. Three Chamber leaders went home with

cash prizes for sharing their incredible stories. Chambers of Commerce often share ideas with each other, and often get their best ideas from their peers.

The Northwest Chamber Leaders Conference will return to the United States next year. It was a pleasure for the St. Albert and District Chamber of Commerce to host this Conference here for the past two years, as we have attended it in the US for many years and learned so much from the experience.



Festivals and Events



Business@ Breakfast

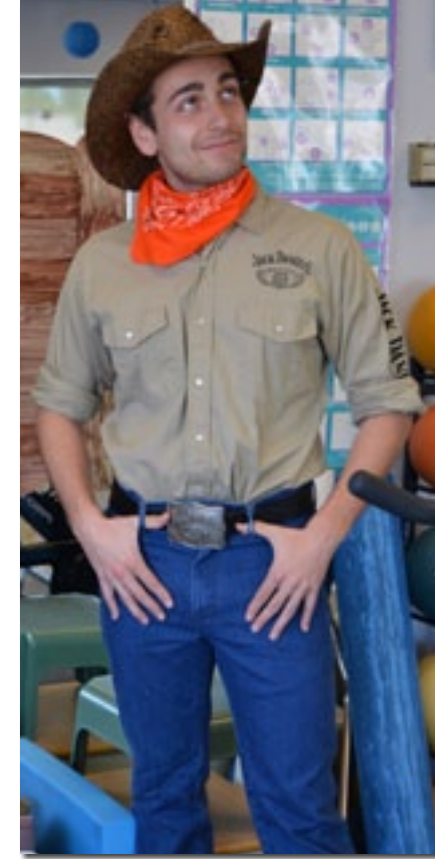
Held every second month, these informal gatherings allow members to network and connect with other business members, share ideas and information, and gain new leads and business strategies. Guest speakers give a quick morning presentation which is then followed by the “Two Sentence Introductions” and ‘Speed Networking’ session. All of the breakfast attendees have the chance to speak with each other one-on-one for two minutes before having to move on to the next person.

Generally, the longer the Speed Networking goes on, the harder it becomes to get people to move to their next person. Our members love to connect!



Business@ Lunch

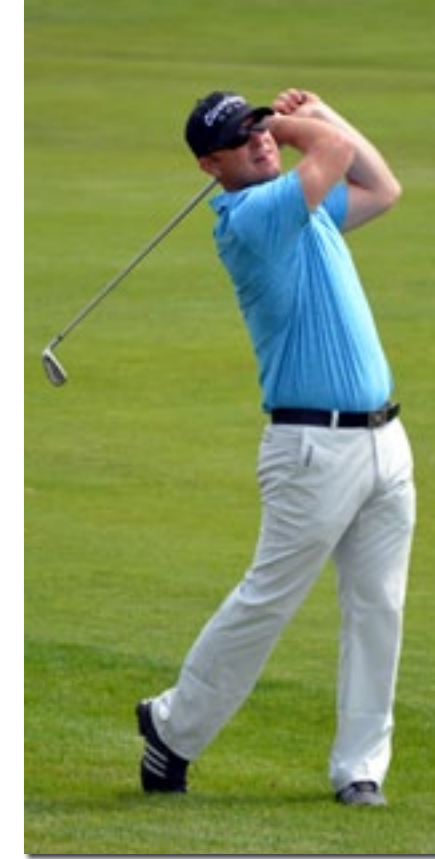
Hosted, generally, on the second Wednesday of the month from September to June, these luncheons give members a chance to network with other businesses, hear first-hand news about chamber activities, and learn about business related topics pertaining to not only St. Albert, but Alberta and Canada as well. Each month, during the community spotlight, we give a non-profit member an opportunity to let business members know about the services they offer the community. These lunches include our Economic Outlook, Mayors State of the City Address, Provincial MLA and Federal addresses, and the ever popular Christmas Holiday Celebration.



Business in Blue Jeans

Each year local businesses are encouraged to take part in ‘Business in Blue Jeans’ to show their support for St. Albert’s Kinsmen Rainmaker Rodeo by decorating their store in a western theme and inviting their staff to dress the part.

Judges grade businesses on their originality, employee participation, decoration, and overall atmosphere. The competition this year came down to Dolly Parton vs. Live Ponies. Congratulations to KDM Management who won first place, Canadian Western Bank for second, and Scotia Bank for third.



Chamber Golf Tournament

The tournament sold out again this year weeks before the event. The Annual Golf Tournament is a unique opportunity for members to network in a relaxed social setting while enjoying a great day of golf. Each hole can be sponsored, and activities and attractions are held at their respective locations.

Held at the Sandpiper Golf and Country Club, the tournament is a highly anticipated event, and this year was no exception.

Congratulations to the winning teams and a huge thank you to all of our sponsors.



St. Albert Farmers’ Market

Held every Saturday, rain or shine, from June to October, the St. Albert Farmers’ Market is the largest outdoor farmers’ market in Western Canada. Over three hundred vendors sell everything from fresh fruit and fine woodworking to home baked goods and art pieces.

Over 15,000 to 20,000 people walk through each weekend to shop, sample, and enjoy a number of special event days held over the course of the season. Last year we hosted Yellow Ribbon Day, StArts Day, Kick-off to Summer, and more.



Small Business Week

Each year we celebrate business success in our community with Small Business Week Business Awards of Distinction. Nine awards were handed out this past year including: Ignite Award to Cloud Nine Pajamas, Young Entrepreneur Award to D'Arcy's Meat Market, Small Business Award to K9 Awareness, Youth Work Experience Award to Riverside Honda, Business to Business Award to Sunshine Promotions, Outstanding Customer Service Award to Trail Tire, Marketing Award to Riverside Honda, the Chair's Award to Landrex Developers, and the Pillar Award to Riverside Honda.

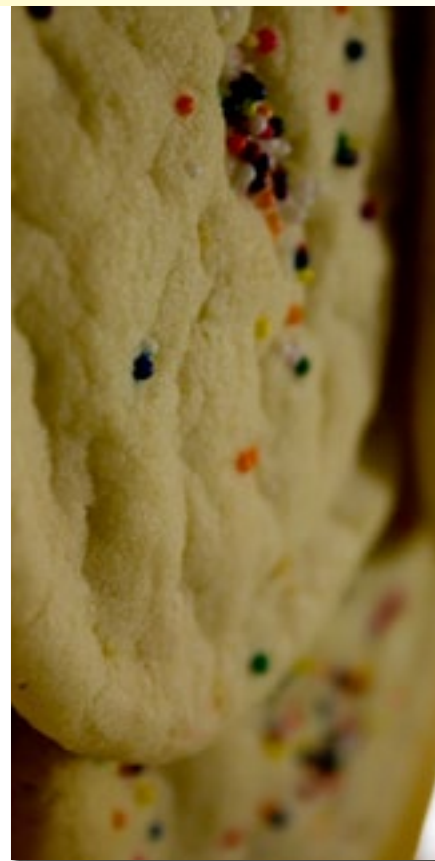


Snowflake Festival

Held each winter in St. Albert's scenic Perron District, the Snowflake Festival marks the season with the annual Christmas Tree Light Up.

The 2013 Snowflake Festival hosted the celebration and activities downtown with visits with Santa, childrens' arts and crafts, carollers, shinny hockey, ice sculpture, and the ever-popular horse and wagon ride.

Exciting additions to the regular activities included the return of a flame dancer, and a gingerbread house contest.



Christmas Market

Four special weeks in November and December kick off the holiday season in the Perron District as St. Albert Place opens its doors for the Christmas Market. Shoppers have the opportunity to pick up fresh or homemade items for Christmas meals from nearly one hundred different vendors. The tasty gifts and treats are perfect gifts for family, friends, and co-workers.



St. Albert Lifestyle Expo

Our 2014 St. Albert Lifestyle Expo saw another increase in the number of exhibitors and attendees this year. We welcomed over 12,000 people eager to experience an array of vibrant displays, products, and services presented by our exhibitors and volunteers.

The ever popular Baby Crawl, Petting Zoo, and St. Albert Idol competition all showcased only some of the reasons our city is the place to live.

New this year was the Taste of St. Albert which featured samples from local restaurants.



Chamber Gala

The St. Albert and District Chamber of Commerce invited members to attend the 2014 GENSTAR Chamber Gala, "An Evening Under the Stars." It was a tropical night to remember with sights and sounds of the Caribbean to wash away winter blues. Guests enjoyed the classical sounds of a steel drum ensemble and a colourful dance of island flavours.

Our 2014 Chamber Chair, Paul Quantz, and 1st Vice Chair Barry Bailey were both sworn in by Mayor Nolan Crouse.



Chamber Travel: China

On March 29th, chamber members had the exciting opportunity to tour China. We worked with Citslinc International to offer this once in a lifetime experience to members, their family, and their friends whom were interested in meeting and speaking with local business leaders in one of the fastest growing economies in the world.

The tour hosts also showcased some of the country's most famous attractions such as the Great Wall of China and the Forbidden City. Another trip is in the works for later this year.

We Plan for the Future

The Visitors' Welcome Centre

The St. Albert and District Chamber of Commerce recognized the importance of not only offering visitors to St. Albert a welcoming experience, but also a place where they could be made aware of all the attractions, the history, and the unique businesses St. Albert has to offer.

As directed by council, the chamber and city administration reached an agreement to move the Visitors' Welcome Centre to the chamber office.

The chamber has hired summer students to run not only the Visitors' Welcome Centre, but also the Visitor Welcome booth at the Farmers' Market each Saturday. The Welcome Centre is open seven days a week from May to the September long weekend. We also intend to have a "WELCOME" presence at the 2015 Lifestyle Expo.

The China Trip

Chamber Travel is a safe and reliable way to see the world. The last China Trip was held in early Spring, and has brought rave reviews from the enthusiastic group who experienced it. For a very, very reasonable price, this trip provides airfare, 4 and 5 star hotels, all meals, tour buses, tour guides, entry to all attractions, and a memorable experience that you will not forget. We work with a tour company that works only with Chambers of Commerce across North America, and provides exceptional service. There is another China Trip leaving in October, and you are able to book your trip up until July 25th.

We will be offering other destinations in 2015, working together with local travel agents to ensure that your

trips will provide lifelong memories and the opportunity to make lasting friendships.

Lynda Moffat Chair of the CCEC

Your Chamber of Commerce has a strong commitment to helping others in Chamber of Commerce organizations to reach their full potential as leaders in their communities. To that end, our President and C.E.O., Lynda Moffat will be sworn in as Chair of the Chamber of Commerce Executives of Canada in September. As such she will lead an active Board of Directors from across Canada, and will sit on the Board of the Canadian Chamber of Commerce.

Lynda has also served as President of the Alberta Chamber Executives in the past, and has sat as President of the Northwest Chamber Leaders Board for four years. During that time, we hosted the International Northwest Chamber Leaders Conference for two years in Alberta for the first time. Lynda has chaired the Conference committee for the upcoming CCEC Conference being held in Charlottetown, PEI in September.

Being a Role Model is one of our strategic focus areas, and we encourage all of our employees to participate in volunteer roles. Debbie Grant, our Events and Farmers' Market Manager, has been sitting on the Board of Directors of the Alberta Farmers' Market Association for several years, and our Member Services Director, Jennifer McCurdy, has recently joined the Board of the Arts & Heritage Foundation of St. Albert.

From your St. Albert and District Chamber of Commerce,





(p): 780-458-2833 (f): 780-458-6515
chamber@stalbertchamber.com
www.stalbertchamber.com
71 St. Albert Trail
T8N 6L5

