

Annual Reports

Fredericton Chamber of Commerce *Annual Report* 2000/2001

Report of the President - *Marjorie Tomlinson*

2000-2001 has nearly come and gone and so my term as your President has ended. The Y2K bug didn't bite us as predicted in one respect, however we certainly are entrenched in the global market and are now head over heels in the information age. New technologies in computers and telecommunications have created intense worldwide competition for business. Competition for your very own business could come from practically anywhere on earth today. Considering the scope and speed of change these days, there will be precious gifts in priceless but fleeting opportunities for those of us who position ourselves right and take personal responsibility for our future and the future of our community.

The Fredericton Chamber of Commerce has worked diligently and tirelessly on advocacy issues by partnering with the City of Fredericton, Greater Fredericton Economic Development Corporation, Fredericton Airport Authority, Downtown Fredericton Business Development and others on many issues such as the unconditional grant formula, transfer of the airport, signage and infrastructure. We must learn to work across departmental boundaries and avoid turf issues. By combining our efforts with others whom, though their organizations are very different from ours, we can contribute more meaningfully to the same common goals.

During my term as 1st vice president and as president, the chamber has witnessed two municipal elections, a provincial election, and a federal election. Considering most of our advocacy issues are of a legislative nature, we had to continually reshape our thinking, shifting and flexing to accommodate an ever-changing environment. And we should be proud of our progress as an organization that is clearly recognized and respected.

Internally we have dealt with a staff change and although Betty Blanchard will be missed, we welcome Jennifer Cox as our new marketing director. We also have embarked on developing the Chamber's first ever administrative policy manual, a project long overdue and welcomed both by the staff and the Board as a step in creating efficient and consistent office policies.

Finally, I began my year with a goal of reversing the annual deficit, the Chamber has been facing. I am proud to say the Chamber has ended our year in a positive position. I believe the tremendous success of our events and networking sessions (many were sellout events) contributed significantly to our bottom line. The networking events are a tremendous benefit to our members and it is my hope that we continually strive to make these events exciting and fun for our members.

Priority issues will continue to be the unconditional grant formula, the airport, the Dr. Chalmers - Stan Cassidy expansion, the universities, the industrial parks, and infrastructure. We must not give up the torch on any of these issues, we must continue to build strong relationships with our partners and continue to develop a reputation for responsiveness. I attended 177 meetings, functions and events on your behalf as your president as well as attending the Atlantic Chamber conference in PEI and the Canadian Chamber conference in Ottawa. I truly am thankful for the opportunities presented to me both personal and business during each and every one of these encounters. I have forged many new friends and my entire life from here after will benefit from this unique learning experience.

I want to thank the staff and particularly the Board of Directors for their support and encouragement and wish a very warm welcome to Mac McFarlane, your new president.

Report of the In-Coming President - *Mac MacFarlane*

In preparing the incoming President's report, there is a temptation to do the whole "hope for world peace and an end to hunger" wish list. Sounds promising but this is no beauty pageant. So, I would like to, instead, outline three areas that, in my opinion, will be key to the ongoing evolution of the Fredericton Chamber of Commerce.

Communications. This area needs constant improvement: communications to our members, to partner organizations, to governments, and to the public. In particular, I maintain that the Chamber's public voice, through media in particular, will become more proactive, positioning the Chamber as a positive force for Fredericton and New Brunswick.

Economic Development. The Chamber has an active role to play in promoting economic development. With GFEDC's mandate and funding undergoing review by the province, it is an opportune time to reinforce the business community's support for economic growth in the area. With strong contacts at municipal, provincial, and federal government levels, the Chamber is positioned to be a positive agent for change. We need to move from a back-room support role, to a front-line active role in developing existing businesses and in attracting new businesses.

Partnering. The time is ripe to foster and develop partnerships with several major organizations which have tremendous importance and potential for the region: UNB, Base Gaagetown, Region 3 Health Corporation come to mind. All of these are undergoing changes and have sought out collaboration with the Chamber. It is one of my priorities to explore and define what may be the best forms for partnering with them in the coming months.

The outgoing Board, headed by Marjorie Tomlinson as President, have ably dealt with many issues in the past year, such as the Airport transition and the Visitor Information Center. Many other issues remain as "work in progress". With the aid of Weldon and our excellent staff, and with the input from and support of our members, the 2001-02 Board will carry on with the 127 year old tradition of "Taking Care of Business". As is the nature of business today, change is a constant, and we must adapt quickly to meet new challenges. The Fredericton Chamber of Commerce will continue to play a leadership role on business and community issues going forward.

As Winston Churchill once said: "Now is not the time for ease and comfort, it is the time to dare and endure." He was referring to times of war, but he might have just as easily been speaking about the times facing any present-day business.

Report of the Treasurer - *Ken Savage*

At the beginning of the Chamber's 2000/2001 fiscal year, we focused on the budget of the Chamber with the aim to stay within budget and at the same time provide an undiminished level of service to our members. We knew this was going to be a challenge. It is with pleasure that I can report, that, with strong effort by both the Executive and staff of the Chamber, we were not only able to come within budget but incurred a surplus over budget. This surplus was a combination of the excellent effort by the Chamber Staff to increase net revenue from projects over budget by approximately \$5,600 and effectively controlling expenses during the year to have a positive variance from budget of \$8,200.

Again, as in the previous year, we advanced funds to the Greater Fredericton Economic Development Corporation (\$12,500) and the Greater Fredericton Airport Authority (\$5,000). Of

the \$12,500 advanced to the Greater Fredericton Economic Development corporation \$2,500 was advanced specifically to assist with the presentation to the National Research Centre in promoting Fredericton as their location for the E Commerce Centre.

The financial position of the Chamber at April 30, 2001 consists of net assets of \$146,000 of which approximately \$210,000 is represented by cash and investments. This year's surplus is the first surplus in four years and I feel we have placed a proper and balanced focus on the financial operations of the Chamber. We have proven that we can operate with the constraints of our budget and provide our ongoing mandate of Taking Care of Business.

General Manager's Report - Weldon LeBlanc

Over the past year we have seen substantial economic growth in areas that hold promise as our communities "new economy". Activity in the areas of industries such as Knowledge Industry, Engineering Consulting, and Contact Centres create a more diversified economic base for a region reliant on government, educational institutions, and the military. The new economy is based on a strong entrepreneurial spirit with local business servicing a global client base. Fredericton is now seen as more than "just a government town".

The recent transition of the Greater Fredericton Airport to the local airport authority puts our economic destiny in our own hands. Air service is crucial to diversifying our economy, an argument that is often lost among a number of government policy and decision makers. It is up to us to ensure the facility provides the air service needed to service a global economy. The changes recently proposed by the Competition Bureau demonstrate that we will need to continue our political battles to ensure greater Fredericton has effective air service.

Major developments announced during 2000 add a significant "punch" to Fredericton's growth; announcements such as the National Research Council, the CIBC Call Centre, and the availability of natural gas to our community. Recent meetings with business people considering Fredericton as a location for their operations demonstrate the need for more Class "A" office space. Often, these people are working on a short time frame, and cannot wait for a new building to be constructed. The fact that Fredericton, as a location, is on their shopping list speaks well of what we have to offer.

The Fredericton Chamber of Commerce works closely with various partners in the community. Greater Fredericton Economic Development Corporation has recently completed the Vision 2005 which provides a road map to future opportunities and challenges; as well, they work hard to attract new businesses to our area, as well as service existing businesses. Downtown Fredericton Business Network maintains and promotes a vibrant city centre. Main Street Business Development Association effectively coordinates the activities of the city's secondary commercial area. Fredericton Tourism aggressively attracts visitors to our area. And, Development Services works to meet the needs of those business people wishing to expand their operation, or locate to the city. Collectively, these groups work, along with our elected representatives (on three levels of government) to maintain a positive business environment to entrepreneurs and other business interests to thrive and prosper.

Within the Chamber organization, I've had the pleasure of working with a dedicated group of staff and volunteers. As a volunteer driven organization, we have accomplished a great deal over the past year through the strong solid work of our volunteer committees. President, Marjorie Tomlinson and the Board of Directors have provided strong leadership on issues and direction for the organization; and, has been vocal in communicating the decisions of the Board to the membership and the public.

Membership Marketing Director's Report- Jennifer Cox

I would like to take this opportunity to first introduce myself for those of you that I have not yet had the pleasure of meeting. My name is Jennifer Cox and I have assumed the role of Membership Marketing Director for the Fredericton Chamber of Commerce. In the short time that I have been here at the Chamber, I have had the luxury of meeting many of the members and can see already that the Fredericton Chamber of Commerce has prospered through the dedication of it's staff and it's members. Having said this, I would like to talk to you about the subjects where I feel my focus for the next year would be best spent.

Recruitment of new members is where I will be spending a great deal of time and focus in the upcoming year. Plans are already underway to produce an updated, informative presentation kit that will house a litany of information pertaining to the many benefits offered at the Chamber of Commerce. This new kit will be an invaluable marketing tool to be utilized in the recruitment of new members as well as helping to build a stronger awareness of the Chamber and it's many functions within the community. I would like to hear from anyone who might have some ideas on benefits or programs that could potentially be added to our roster list.

Retention is the second area of focus for me in the next year. Through personal contact I hope to be able to get to know as many of the members as I possibly can and continue to build on the relationships that have already been forged. I look forward to becoming involved in community events and organizations so that I might give back to the members and the community some of the time which is so graciously given to the Chamber through memberships, volunteer work and representation of the Chamber on an external level.

Commitment is the final subject that I would like to broach. It is my belief that through my personal dedication and commitment to recruitment and retention and that you as valued members are committed to participation, relationships will flourish and grow, memberships will increase and together we will all play an active role in making Fredericton a better place to do business.

2000-2001 Membership Breakdown

Total Members = 640

Individual Members.....	17
Charitable.....	24
1-2 Employees.....	192
3-8 Employees.....	206
9-19 Employees.....	83
20-30 Employees.....	41
31-49 Employees.....	10
50-99 Employees.....	23
100+ Employees.....	18
Multi-Branch.....	26

INTERNAL COMMITTEES

Communications Committee

Adam Sprague & Marg Bannister

This was the first year for the Communications Task Force. Co-chaired by Margaret Bannister, The Chalmers Hospital Foundation, and Adam Sprague, BrunNet, the committee was tasked with the responsibility of ensuring effective and efficient communication with both Chamber members, and the general public.

We realized that to effectively develop a new communications strategy for the Chamber, we would require significant feedback from the membership. To aid in this process, we decided to develop a Communications Survey. The survey, which is now ready for circulation, touches on a variety of areas, including: Education, Advocacy, Small Business, Events, and the Chamber Web Site. Results from the survey will be closely analyzed and used to provide the future direction of the committee, and of the Chamber's overall communications efforts.

We would like to thank the following people for their significant contributions throughout the year:

Paul Wentzell, Radio (RSL)
Dan Coleman, UNB
Sandi Kersys, LearnStream
Doug Daley, Kiers Communications
Weldon LeBlanc, Fredericton Chamber
Kristin O'Donnell, Fredericton Chamber

Education Committee

Suzanne Gregg & Ellen Saunderson

In October 2000, the Education Committee organized a ½ day seminar on "Managing Change", facilitated by Douglas Logan of Idea House in Dartmouth. We also coordinated a round-table format Lunch & Learn on the topic of e-commerce, which was very well received by those in attendance.

Recognizing that many of the Chamber's committees have an educational component, our committee shifted its focus towards providing the Chamber with an overall education strategy. This strategy includes looking outside of the Chamber to other organizations which may offer relevant educational seminars to our members.

Members:

Suzanne Gregg, Harvey Studios - Co-Chair
Ellen Saunderson, NBTel - Co-Chair
Jack Cunningham, District 18
Wendy Southworth, Priority Personnel
Diane Sparkes, CIBC
Dan Coleman, UNB

Membership/Marketing Committee

Bridget O'Leary & Jeff Hamilton

The membership marketing committee had a very active year developing and implementing campaigns to help achieve the Chamber's membership goals.

In the fall the committee developed various post cards, outlining the benefits and services provided to members. These post cards were mailed to potential Chamber members.

After Christmas, the committee was very busy planning the Membership Drive for early February. The campaign objectives were to increase awareness of the Chamber and its' activities, and to increase membership.

The tabloid cover was a spoof of the National Inquirer renamed "The Chamber Inquirer". Radio advertising was also used during marketing membership week.

The 2000-2001 committee was a very creative group and especially had fun creating the National Inquirer. Many thanks to co-chair Jeff Hamilton, Kwik Kopy Printing and committee members.

Next year should prove to be another interesting year with the committee's strategy focusing various retention programs and awareness of the Chamber benefits. If you are interested in being part of the 2001- 2002 Marketing Committee, call Jennifer Cox, Membership Marketing Director at the Chamber office.

Municipal Government Affairs

Patricia Donnelly & Colin Tucker

Action Today = Opportunity Tomorrow

For more than a decade, the Fredericton Chamber of Commerce has been developing and presenting a brief to Fredericton City Council. This year's brief was presented on March 12 by committee co-chairs Patricia Donnelly and Colin Tucker. It is a welcome opportunity to reach the leaders of our city and bring focus to issues of importance to our members, the business community of Fredericton.

For the 2001 Brief, a number of issues considered of the utmost importance were chosen for discussion. They included industrial park development, and improving infrastructure such as roads and intersection to allow increased access for development. The Chamber encouraged the City to place focus on the light manufacturing sector, to widen the economic base in the city. The Chamber also encouraged the city to consider adding an at-grade crossing from Smythe Street to Bishop Drive to open more development and alleviate traffic difficulties.

During the development of this brief, and in fact throughout the past year, The Fredericton Chamber of Commerce has experienced excellent communication and cooperation with City staff and Council on matters of mutual interest. The information and background provided by staff members was invaluable in the development of this brief, ensuring recommendations that are based in fact and reality.

The entire brief can be received by contacting the Fredericton Chamber of Commerce office.

The dedicated and resourceful committee that researched the issues and wrote the brief include:

Dan Koncz, The Second Cup
Lee Corey, Corey Feed Mills
Boris Allard, ADI
Noreen Barwise, Noreen Barwise Realty Ltd
David Bentley, Saturn Isuzu of Fredericton

Nominating Committee

David McIlveen, Past President

The nominating Committee was composed of President Marjorie Tomlinson, First Vice- President Mac MacFarlane, Second Vice-President Les Smith and myself as Past President.

In recent years the role of the Chamber President has become very time consuming. As the Chamber continues to grow the role of the President expands accordingly. High profile issues such as the Airport and Unconditional Grant demand more time of the President. In addition to the over 50 events held annually by the Chamber, there are numerous meetings and outside

events where the Chamber must be represented. This burden has fallen almost exclusively on the shoulders of the President and staff.

In approaching nominees for Second Vice President (which automatically leads to President in two years) it became abundantly clear that the Chamber has to address this issue. Several nominees expressed great concern over the time requirements that would take them away from their business interests.

Therefore, the nominating committee is making two recommendations to the Chamber:

1. That the Chamber look at ways and means of reducing the time requirements of the President and yet maintain the high profile of the Chamber and its President.
2. That the Chamber look at recognizing the business affiliations of Chamber Volunteers whenever possible.

The following individuals have indicated their willingness to serve a one year term as Officers and Members of the Executive Committee beginning in May 2001:

President - Mac MacFarlane - Investors Group
1st. Vice-President - Les Smith - Hardy Appraisals
2nd. Vice-President - Don Good - ADI group
Treasurer - Ken Savage - KPMG Chartered accountants
Past President - Marjorie Tomlinson - Prudential River Realty
Executive member - Patricia Donnelly - Corporate Communications
Executive member - Hugh Cameron - Stewart McKelvey Sterling Scales

As a matter of information, the following directors have one year remaining on their two year term of office:

Jeff Hamilton - Kwik Kopy Printing
Adam Sprague - Brunnet
Margaret Bannister - Chalmers Hospital Foundation
Paul Leger - Greenarm Corporation
Tim Kairns - Precise Planning and Analysis
Ellen Saunderson of NB Tel has resigned as a Board Member. We thank her for her service.

In accordance with article VII Section 2 of the Chamber's bylaws we are pleased to advise that the following individuals have indicated their willingness to serve a two year term as members of the Board of Directors beginning May 2001:

Gary Stairs - Learnstream
Dan Koncz - Dynex
Susan Rouse - Marba Gallery
Laura Arnold - Regent Mall
Rivers Corbett - Rent A Chef
Dan Coleman - UNB
Tammy Hayes - UPS
Ron Forsythe - NB Tel

Thank you to all members who nominated business people to serve as leaders of the chamber. Congratulations to the new slate of Officers and Board Members for 2001-2002.

Provincial Government Affairs

Mac MacFarlane & Don Good

2000-2001 has been a transition year in the operation of the Provincial Government Affairs committee. With the Lord government's decision last year that the Fredericton Chamber would not be able to present their traditional brief to cabinet, this year's Board agreed to structure the PGA as a standing committee, co-chaired by the 1st VP of the Chamber and one other Board member. Rather than focus the committee's energies on a once-a-year brief, the PGA would open a continuous dialogue with government, report back to the Board as issues progressed, and that the Chamber could then liaison with the public or other interested parties as required.

At a meeting with the Fredericton caucus last fall, the local MLA's agreed to work with the Chamber on this basis, with a target of meeting quarterly with the local caucus being set. Mac MacFarlane and Don Good were appointed co-chairs. With some minor difficulty at the outset in scheduling caucus / PGA meetings, the proposed system has worked reasonably well. Several productive meetings with the local caucus as well as several with cabinet ministers on specific issues have been held, and issues have seen considerable progress as a result. These include: Visitor Information Center - local caucus support on this issue was very important to successfully gaining a commitment.

Fredericton Airport transfer - the urgency of this issue and the specific concerns to the business community were topics of discussion with MLA's at every meeting and their public support on this issue helped lead to the successful conclusion of negotiations with Transportation.

Highway signs - the Chamber maintained a strong lobby position on this issue along with other business groups. The province has introduced a new, more acceptable policy allowing better signage. Further reports will be made as the policy is actually put into action.

Grant formula funding to municipalities - this issue remains the top priority of the PGA, as results are awaited from the province's review of the funding formula. The Chamber's position has been repeated at several levels including the ministers involved, however the outcome is far from settled at this point.

By and large, the standing committee appears to be workable, and some fine tuning of the process is expected to come out of the upcoming Strategic Planning session.

Sales Forum

Gary Brown & Paul Leger

The Sales Forum consists of a group of sales people who meet monthly to discuss sales related issues. Our group has had another successful year with a good variety of discussion topics and guest speakers.

Guest speakers included John Hayes (NBTel), Dave Hoak (Cox Communications) and Jim Power (Interactive Computer Systems) who spoke to us about high tech toys (digital cellular, wireless data services, notebook computers, palm pilots) for sales people; Clifford Kennedy (Province of New Brunswick, Investment and Exports) explaining how the Province of NB is sold internationally; and Sales Forum's very own Doug Daley (Kiers Communications) enlightening our group on "Product Branding".

We also held a number of roundtable discussions on topics including ethics, self-motivation and prospecting, drawing on the experiences of fellow group members.

Our premier event, hosted by the Sheraton, attracted more than 150 attendees, to hear Brent Finnermore speak with respect to "Overcoming Objections and Closing the Sale".

In addition to refining our skills as sales people, we also had some fun along the way. At the conclusion of last year's activities, our group held a golf outing at Carman Creek and was so well treated by their staff, we've decided to return there this year.

Thanks to Betty Blanchard for her involvement at the beginning of the year and to Jennifer Cox who has so quickly stepped into Betty's shoes to assist us.

A special thanks to Paul Leger (from outgoing co-chair Gary Brown) for the insight and effort he contributed this year; it has surely added to our success. I have greatly appreciated working with Paul, and wish him continued "**good selling**" topics for Sales Forum.

Home-based/Small Business Forum

Tim Cairns & Jackie Greenwood

Well the first year is coming to a close for the Small and Home Based Business Forum (Forum). This has been a year of experience and growth for the committee members. We have again realized how difficult it is to have small business involved in the Chamber.

Small business have issues that other larger business cannot hope to appreciate, especially with regards to resources, the major one being time. The small business operator constantly struggles with allocation of precious resources such as time, money, expertise, family involvement, training, personnel and community involvement. The Chamber of Commerce small business forum is another demand on the small business owner's time; this one can pay large dividends. The Forum is comprised of owners of small business in the Fredericton area that have joined together to share expertise and experience.

The Forum members identified areas of needed development and assistance for small business being marketing, finance, personnel and systems utilization. In addition the Forum working with the Chamber and small groups of business owners completed a number of projects and planned a small business round table seminar.

To adequately represent small business in the Fredericton area it is important that small businesses take control of their destiny and assist each other. By sharing success and pitfalls we will not make the same mistakes and we will be a healthier business community. Small business must allocate time for education and networking even though it removes them from the daily operation of their business, small business has a tendency to be too busy to network. The Forum met on a monthly basis to discuss items of common interest and to plan the operation of the Forum. Some of the accomplishments were:

Contact List updates

Member of the Forum elected to the Board of Directors FCC

3 member steering committee formed to organize the meetings and develop the forum

Discussions regarding business tip sheets to highlight common operational items for small business

Established the operational year for the Forum

Organized a Round Table Seminar

Organized an information session on financial assistance available to small business in conjunction with the business fair

Input to the FCC survey questions specifically related to small business.

Members of the Forum addressed the Chamber of Commerce in Penfield regarding the operation of a small business forum

Business Excellence Awards

Kristin O'Donnell

2000 BEA Recipients, presented October 19th, 2000 were:

The Daily Gleaner Micro Business Excellence Award-

Rent-A-Chef

Business Development Bank Small Business Excellence Award -

Remsoft Inc.

KPMG Intermediate Business Excellence Award-

Sutherland Equipment

HSBC Bank Canada Large Business Excellence Award-

Star Choice Television Network

NB Tel Entrepreneurial Achievement Award-

Ken Reimer, LearnStream Inc.

EXTERNAL COMMITTEES

Greater Fredericton Airport Authority

Randall Haslett

"It's gratifying to know that the pursuit of the Transfer has had the effect of unifying three levels of government on a single issue!" -David Innes, Chairman

General

The Year 2000 was marked by a long period of inactivity. After the initial meeting of the Negotiation Teams, Transport Canada did not respond to our concerns until late in the Fall. Much "behind the scenes" activity occurred as the Board of Directors kept the stakeholders aware of the snail's pace of the Negotiations leading up to the Transfer. It was the Fall Federal Election that provided the results that the Board desired. Finally, a deal was brokered involving three levels of Government.

Transfer

The Board of Directors were not prepared to accept a deal that did not meet the requirements of Due Diligence. Despite the lack of dialogue and action on the behalf of Transport Canada, the Board did not waiver from the belief that a deal could be struck. The solution lay in the willingness of three levels of Government to negotiate a deal that would lead to an acceptable agreement. Towards the Fall, with an impending Federal Election, an agreement was announced. At a Reception hosted by the Chamber at the Fredericton Inn on October 11, 2000, Hon Andy Scott, MP, Hon Brad Green, MLA, and Sandy DiGiacinto, Mayor of Fredericton reported that a deal had been brokered, officially confirming that Transport Canada would transfer the ownership to the Greater Fredericton Airport Authority.

The remainder of 2000 was spent getting ready for the run up to the official Transfer date. Many issues had to be started or completed. Such items as the Airport Employee Transfer Plan, the Business Plan, and the Environmental Due Diligence had to be completed. Additionally a legal

firm had to be retained to represent GFAA. A competition was held and the firm of Stewart McKelvey Stirling Scales was selected.

Initially it was hoped to complete the Transfer by March 1, 2000, but that date was quickly passed as the various check points had to be completed. It was eventually agreed that the Transfer would occur May 1, 2000, with the Ceremony on May 4, 2000. This did not disappoint the Board after one of the longest winters on record. With abnormal amounts of snow fall, a significant cost of snow removal was still borne by Transport Canada and not the new owners!!

Airlink to New England

It was apparent to the Board, that a new direct link to the New England area was a ***Must*** for our Business Traffic. Many members of the Information Technology (IT) Industry and the Engineering Community continued to stress that this was their most important need. The Airlines Relations Committee continued to make contact with Delta/Business Express, who indicated an interest in providing an airlink to the US. Negotiations were slow and laborious, and made all the more difficult by the dynamics of the US Airline Industry and the sudden death of our main contact.

Discussions were held with Air Canada/Air Nova as well as other companies in an attempt to secure a carrier to New England. To bolster our claim, an independent study was commissioned. The results of this study proved that there was substantial bleeding of air passengers to Bangor ME and Moncton. This only strengthened the resolve of the Board to secure a carrier. To date no official agreement has been reached, but negotiations are continuing.

Community Support

The transfer of the Airport has been one of the most unifying issues of this community. Slowly, the River Valley from Oromocto to Perth-Andover rallied behind the cause. Every day the "buzz" in the community was the Airport and its impact on their life. Despite the lack of understanding of some members of the Federal Government, many of our elected local officials and civic leaders never lost sight of the importance of the Airport on the economic vitality of our Region. Many people were involved in meetings and discussions to bring about a successful conclusion, including our own Weldon LeBlanc. It was gratifying to the Board to know that the strong community support was there during the long and tedious, and at times frustrating journey.

Summary

After more than three years of negotiations, an agreement has been reached. The Airport is officially in the hands of the local authorities. Now the real work of the Board begins as we move into the business of operating an Airport. The Chamber and indeed the whole community has rallied around a single cause that has unified this great City. Our stakeholders unwavering support for this cause has made the difficult task more acceptable and confirmed our resolve not to accept an untenable agreement. As the Chamber Representative, it has been my privilege to serve as your member on the Board.

Greater Fredericton Economic Development Corporation

Hugh Cameron

The highlight of the summary of the activities of the Greater Fredericton Economic Development Corporation this year would have to be the finalization and release in February 2001 of the "VISION 2005 Strategic Economic Development Plan for the Greater Fredericton Region" report.

This report, produced with the support and assistance of several partners, sets out a strategic economic plan for the Greater Fredericton region to 2005. The report confirms that GFEDC has established itself as the leading voice for economic development in the region and provides a strategic framework for the preparation of detailed annual plans and associated economic development activities to be carried on by GFEDC on behalf of regional stakeholders.

GFEDC has recently released a 2001/2002 Integrated Action Plan which identifies specific actions that will be undertaken and committed to by GFEDC in a concerted effort to continue to promote successful economic development in the region.

Another positive focus of GFEDC continues to be the expansion of the Knowledge Park and the proposed implementation of new financing initiatives for the future growth and development of the park.

GFEDC, as usual, continues to be extremely active in many economic development initiatives and program delivery. GFEDC also will see some changes in the future. First, through the leadership of its new President and General Manager, Doug Motty and second, with the challenges that the implementation of the new Community Economic Development Agencies (CEDA's) will bring.

A complete list of all 2000-2001 Chamber Committees and Committee Representatives

Internal Committees:

1. Human Resources & Labour Issues - David Clark and Paul Masterson (Co-Chairs)
2. Membership/Marketing Committee - Bridget O'Leary (Chair) and Jeff Hamilton (Co-Chair)
3. Education Committee - Suzanne Gregg (Chair) and Ellen Saunderson (Co-Chair)
4. Municipal Government Affairs - Patricia Donnelly and Colin Tucker (Co-Chairs)
5. Provincial Government Affairs - Mac MacFarlane and Don Good (Co-Chairs)
6. Sales Forum - Gary Brown and Paul Leger (Co-Chairs)
7. Home-Based/Small Business Forum - Tim Cairns (Chair) and Jackie Greenwood (Co-Chair)
8. Franchising Task Force - Hugh Cameron and George McAllister (Co-Chairs)
9. Tax Review Committee - Les Smith
10. Office Space Task Force - Les Smith
11. RRSP Task Force - Hugh Cameron
12. Business Excellence Awards Selection Committee - David McIlveen
13. Distinguished Citizens Awards Selection Committee - David McIlveen (Dave Neal filled-in)
14. Nomination Committee - David McIlveen
15. Communications Task Force - Adam Sprague and Margaret Bannister (Co-Chairs)

External Committee Representatives:

1. Greater Fredericton Economic Development Corp. - Hugh Cameron
2. Atlantic Provinces Chamber of Commerce - Clinton Lawrence
3. New Brunswick Chamber of Commerce - Clinton Lawrence
4. City Council Liaison - Frank Flanagan
5. Greater Fredericton Airport Authority - Randall Haslett
6. Greater Fredericton Tourism Association - Bridget O'Leary
7. Community Agencies - Weldon LeBlanc
8. Airline Relations Committee of GFAA - Adam Sprague

Chamber Report Card

Issues the Chamber is Working On In Your Behalf

- Greater Fredericton Airport: (Federal)
- Unconditional Grant: (Provincial)
- Highway Signage: (Provincial)
- Tourism Information Centre: (Provincial)
- Sunday Shopping: (Provincial)
- Franchise Legislation: (Provincial)
- Region III Hospital Corporation Rehab Centre: (Provincial)
- Industrial Parks: (Municipal)
- Conference Centre: (Municipal)

Chamber Benefits from A to Z....

A is for **Advocacy**

B is for **Business**, the Chamber's greatest asset.

C is for **Committees**

D is for the **Dedication** the Chamber has to our members

E is for **Economic Development**

F is for **FUN!**

G is for Provincial & Municipal **Government Affairs** Committees

H is for **Human Resources** task force

I is for recruiting new **Industry** for Fredericton

J is for **Jobs** and workforce development

K is for **Knowledge Park**

L is for **Leadership**

N is for **Networking**, the best-kept secret of marketing

O is for **Over and Above**, the driving force to exceed expectations of our members

P is for **Partnerships** with other groups and organizations in Greater Fredericton

Q is for the high **Quality** of services offered to members

R is for **Regionalism**, the Chamber represents Fredericton on a regional scale

S is for **Sponsors**, without them many Chamber events wouldn't be possible

T is for **Tourism**

U is for **Understanding** the issues and challenges that are important for business

V represent the Chamber as the **Voice** of the business community

W is for **www.frederictonchamber.ca**

X is for the **eXchange** of ideas and innovations to help our members stay ahead of the game

Y is for **Y-O-U**, and your involvement and input into the Chamber

Z is for the **Zeal** that the Chamber leadership and staff possess to see that things happen

Fredericton Chamber of Commerce

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