

**Fredericton Chamber of Commerce
Annual Report
2003-2004**

President's Report

As I look at the goals and achievements of the Fredericton chamber and the goals of past presidents I am humbled that I've been asked to follow in their footsteps. We have a great organization that has been well established and my focus will be on moving thing ahead down the road that has been charted through member feed back, strategic planning and external opportunities. Here is my direction for my term as Chamber President.

Maintenance. Our membership survey indicated that we exceed their expectations on Benefits, Event's, and Networking. I think that's great. We have to continue to provide these services to our members in the same high fashion that we have all become accustomed to. With a bit of tweaking these items will remain a corner stone of the Chamber.

Managing Growth: as many of you know and we are always proud to point out the chamber is Growing. Since the start of this 2000 we have grown from 560 to 780 member companies serving a 15,000-person member base. This growth will continue and soon we will be the largest Chamber in New Brunswick and second largest in Atlantic Canada. This success brings it's own challenges and I look forward to finding ways to support the ongoing growth, vitality, and success associated with this trend. A key to this will be finding new flexible office space that can be adapted to the continued growth of the Chamber. Our existing lease with the City will not be renewed in July of 2006 and the time is now to find the direction and possible location of our new premises.

Economic Development and Advocacy: Theses are the two areas that our member ship feels we need to do more work on. So these will be my key areas of focus. Over the last three year the Fredericton Chamber of commerce has invested over \$ 150,000 in Economic development initiatives such as the travel bank. Enterprise Fredericton, PEMD-I and the Community Growth strategy. This years re-introduction of a brief to the provincial government is the start of an increased communication plan on the advocacy done by the chamber through meetings with local caucuses, meetings with ministers, and policy forums conducted by both the governing and opposition parties.

This is a challenging task. But with your ideas, suggestions and assistance we can continue to raise the bar on economic development and advocacy. I look forward to working with the new board, Chamber staff, and you the volunteers to drive this agenda forward to make Fredericton the # 1 location to do business in New Brunswick.
(In-coming President Dan Koncz)

Treasurer's Report

This was my initial year as treasurer for the chamber. Taking over from Ken Savage who served in this role for 4 years, I knew the expectations would be high. I would like to

personally thank Ken for his assistance and guidance. His continued involvement has allowed for me to pick up the reins gracefully.

Financially 2003-2004 was a year for the Chamber to “inhale and catch its breath”, following the substantial financial commitments made in the previous year. We continued with the commitment made to the Travel bank to provide administrative personnel support. Over the last two years, the Chamber expended \$ 56,709 in support of the travel bank because we realized it was critically important to our members and to the Greater Fredericton Area business community in general. We started the year projecting an overall deficit of \$ 16,078 with budgeted revenues of \$.325,310 and expenditures of \$ 341,388. Although the board had approved a deficit, Weldon and his staff worked hard to improve upon this. As a result of their efforts, and especially the continued successes of our fundraising activities and expenditure control efforts, the Chamber realized a small surplus.

The chamber has several challenges, which need to be met during 2004-05, and subsequent years. While the Fredericton Chamber remains financially sound, we need to rebuild our financial reserves, and to find increased revenues to provide for the relocation of our office facilities within two years, and for other demands for services by our members.

I have to say that I have thoroughly enjoyed my first year as treasurer and am looking forward to continuing in this role for several more years. I have found being directly involved at the board level to be very personally rewarding. I would like to personally thank each of the Chamber’s wonderful staff members, Weldon and my fellow board members for their personal efforts and dedication to making the Chamber as strong and successful as it is.

(Ron Sauntry, CA-Treasurer).

Membership Marketing Director Report

The year 2003/2004 has been a year of change, development and new beginnings for this committee. The main objective of continued growth for membership along with retaining our current members remains the committee’s number one priority.

To achieve this, a vision was created. Membership needs - to provide benefits and value to each and every member! The old adage “see it, touch it, feel it” has been the attitude adopted by this committee in order to get the message across to each member just exactly what the Chamber does for them!

As a result of this need a number of new idea’s/benefits had been discussed and one will become a reality thanks to the hard work of the committee! We are about to launch the “Member to Member Advantage Program” this Fall. It was created and targeted at member business’s that wish to offer a service or discount to fellow members, again all directed to “See A Member First”. Over the next months this new program will be heavily promoted to invite Members wanting to participate by offering a service or

discount in the program. Watch for the launch of this exciting NEW Benefit coming this Fall!

In addition to the development of this new benefit the Committee in February organized the annual Chamber tabloid and the Radio campaigns that clearly raise the profile of the Chamber in the Community and outlines all the different advantages of Chamber membership. Whether it is the discounts available for credit card transactions, the health plan, networking opportunities or simply the exposure of being an involved member, all are great benefit of being a part of the Chamber.

At this time I would like to thank all of our committee members: Ron Forsythe, Jayne Wilson, Rick Bourgette, Joel Banks, John Nugent, and Kevin Cormier and Kerry Atkinson, for all their time, hard work and creativity! Thanks to these people, we had a terrific team of creativity, humor and imagination!

Next year, we shall continue to promote our newest program, and continue to explore new and exciting member benefit idea's that can only result in increased membership and satisfied members! Until then, on behalf of Kerry and myself, I thank the Board for their continued support of our initiatives and we look forward to next year with enthusiasm!
(Kerry Atkinson)

Provincial Government Affairs Committee:

As a standing committee of the Fredericton Chamber of Commerce, the Provincial Government Affairs (PGA) Committee provides leadership in identifying and taking action on provincial issues of specific interest to the members of the Fredericton Chamber of Commerce, and of concern to the business community at large. The 2003-2004 PGA Committee got off to an early start this year with 2 meetings held in late June and early July, one with local PC elected members and second with local Liberal elected members. The purpose of these meetings was to ensure that the newly formed government was aware of the priorities of the Fredericton Chamber of Commerce.

Full business for the committee resumed in the fall at which time we reviewed the membership survey for issues on provincial government affairs. Based on the feedback received and input from the committee, the issues were categorized into the following headings:

- ?? Local Governance
- ?? Transportation
- ?? Education
- ?? Health

With decisions looming on the unconditional grant formula, the committee focused initial efforts on re-establishing the Fredericton Chamber's position with local government officials to ensure that our concerns were at the forefront. A meeting with the Minister of Justice, Brad Green and MLA Jody Carr was held to review a summary on the municipal

funding issue as it impacts Fredericton. Information and recommendations from the Chamber were well received on this issue by both Mr. Green and Mr. Carr.

In addition, we met with Minister Volpe who also gave us indication of the direction on the unconditional grant. We received a commitment that the government was going to deal with the issues of LSD (local service district) and a more equitable grant formula once they received information on Prime Minister Martin's plans for funding municipalities. Minister Volpe also initiated a meeting with the Fredericton Chamber of Commerce as well as other business organizations to gain input for the March budget.

We also were successful in meeting with the Minister of Business New Brunswick Peter Mesheau on July 16th.

The next area of focus for the PGA committee was transportation. The top three issues identified are the addition of a Northeast Ramp on the Westmoreland Street Bridge, the Hanwell Road upgrade and directional and attraction signage coming into and around the City. This committee feels that improving these three issues will greatly assist in the planned development of Fredericton and will be working towards communication of these issues with the Minister of Transportation.

Health care in the Fredericton area has seen a number of positive changes with initial construction on the Stan Cassidy Rehabilitation Centre beginning, the opening of the Marysville collaborative practice, and financial support on to relocate and improve the Family medicine teaching unit, just to mention a few. The PGA committee recommends that the government be encouraged to see these projects through to completion in a timely fashion by providing committed funding.

Education was another topic of interest discussed by the PGA committee. The committee has focused on the importance of the K-12 program and notes the poor state of repair of our middle schools. It is the hope of the committee that a solution is shortly forth coming that will address these issues whether through renovation, upgrading, consolidation or the construction of a new facility. Another opportunity for growth in Education is in the area of training programs for Trades being offered in the Fredericton area in our high schools and at the community college level. In addition, the Chamber recognizes the importance of Fredericton's two Universities to our local economy and recommends that the Province continue to support its general funding for higher education. The PGA committee has discussed Nursing education, placement, and retention. We recommend that the Province study this issue, in partnership with Universities with Nursing programs to ensure that an adequate supply of well-educated nurses will remain available.

All in all it has been a busy year and the Fredericton Chamber of Commerce would like to thank the members of this committee for their time and input into all of these issues. Advocacy is an important role for the Fredericton Chamber of Commerce and we will continue to communicate on topics of concern with the appropriate government officials on behalf of the business community.

2004 Annual Report Municipal Affairs Committee (MGA)

Our Municipal Government Affairs Committee (MGA) for the 2003/2004 period was responsible for several key agenda items for advocacy with our municipal government. These items included; Communication, The Capital City Municipal Plan Review (CCMP), and the Municipal Brief.

Enhanced communication with the City of Fredericton officials and senior staff has been a key objective for the Chamber for the past several years. We are pleased to announce we had the opportunity to meet with His Worship Les Hull and the City Administrator, City Council and the tourism and development committees. Continued communication will be the key to our success in lobbying and working with our municipal government.

The Capital City Municipal Plan Review is currently underway with four sections of the plan completed to date; Economy, Commercial, Industrial and Heritage. Representatives from the Chamber's MGA Committee are attending these open forums to ensure ideas and recommendations of the Chamber of Commerce is at the forefront for each component of our city's strategic plan. This process will continue until this fall and we will continue to maintain a presence at each upcoming forum.

We presented our Annual Municipal Brief to City Council on March 15, 2004. Feedback from both the presentation and the report was positive and proactive. With a municipal election slated for May 10, 2004, we look forward to working with our City Council to ensure our vision for economic prosperity becomes a reality.

We would like to take this opportunity to thank the members of our Municipal Affairs Committee for their time, input and cooperation in ensuring each of the above items were successfully executed. Our committee consisted of:

Terry Avery, NB Power
Jim Chessie, NB Power
Kevin Cormier, Massive
Gerard Daly, First Realty/Capital Projects
Jeff Hamilton, Kwik Kopy Design and Print Centre
Weldon LeBlanc, Fredericton Chamber of Commerce
David McMullin, Covey Office Group
Michael Riley, Riley Environment Limited

Business Excellence Awards Selection Committee

The 2003 Business Excellence Awards were held on October 16th, 2003 at the Sheraton Fredericton Hotel. The recipients were as follows:

Aliant Entrepreneurial Achievement Award ~ **Ross Hanson, Icers Inc.**

The Daily Gleaner Micro Business Award ~ **Anne Smith, Anne Smith Creations**

Business Development Bank of Canada Small Business ~ **Jeff & Krista Hamilton, Kwik Kopy Design and Print Centre**

KPMG Chartered Accountants Intermediate Business Category ~ **George Scott, Scott's Nursery**

Xwave Large Business Category ~ **Dr. Salem Masry, CARIS**

The recipients of this year's awards are a reflection of the world-class entrepreneurial community that Fredericton has become, and deserve our recognition. They are not only sound business people but they are community leaders whose efforts are helping to make Fredericton the most vibrant and successful small city in North America.

A heartfelt thanks to the selection committee: Joel Richardson, Gary Brown, Ian Hurst, Paul Martin, Judith Thompson, Janet Pratt, Steve Burns, Terry Avery, Ryck Bourgette, and Val Desjardins for all the time and effort they put into selecting the winners for 2003.

A special thanks goes out to the sponsors of this event: **Outreach Productions, AVW Telav, Signature Sound, Aliant, The Daily Gleaner, Business Development Bank of Canada, KPMG, ADI, Kwik Kopy Design & Print Centre, Valley Graphics, TD Canada Trust, Jackson-Triggs Vintners, Anne Smith Creations, and Rob Blanchard Photography.** Without the generosity of these Chamber members the Business Excellence Award would not be the extraordinary event it has become.

Special Projects Committee 2003-2004

Submitted by Peter Lindfield, Chair, Special Projects Committee

There were two Special Projects in which the committee was involved. First, five teams of individuals were involved in the Fredericton Entrepreneurship Challenge, a computerized business simulation game produced by CAPSIM, a Chicago company. Under the capable tutelage of the University of New Brunswick's Professor Barry Bisson, the teams played six rounds of the CAPSIM game until the winners were determined. Supported by the Bank of Montreal, the game featured fierce competition and rivalry. A number of Chamber members, including members of the Board of Directors, were players. Many thanks to everyone who participated in the Challenge, which may have established sufficient popularity to merit a follow-on year.

In addition, the Board of Directors reviewed the Greater Halifax Partnership (GHP). The GHP is a way of leveraging public monies with private sector contributions to maximize a community's ability to build opportunities for both the partners and the communities themselves. Similar initiatives are being contemplated on a smaller scale by Saint John and Moncton. The overall objective is wealth creation and job retention and growth in the region. In the course of analyzing the potential implications of the partnership to Fredericton, the Board believes that this is an important topic for discussion and consideration.

In closing, I would like to say a special thanks to the staff of the Chamber, including Kerry, Jennifer and Gail. Their support has been greatly appreciated by the Special Projects Committee

Ambassador's Committee Annual Report 2003-2004

Committee Members:

Regular Attendees: Noella LeBrun, Kelly Kelly, Stephanie Macdougall, Theresa Hatto, Jayne Allen, Faye Hetherington, Tracy Thibodeau, Joel LaPointe, Ryck Bourgette, Bayard O'Donnell, Kevin Cormier, Kerry Atkinson, Anne Baldaro – Chair

The Ambassador Committee has had another very busy and successful year! A great big THANK YOU goes out to our Committee members for their commitment, enthusiasm and creativity.

We continued, this year, with the Welcome Gift/Meet and Greet concept that was initiated at the end of last year and was very well received! One of the important benefits to our New and Existing Members, in belonging to the Fredericton Chamber of Commerce, is the Networking opportunities. The delivery of the gift gives our newest members a chance to meet a fellow member (Ambassador) and have a familiar face to seek out at Chamber events.

At the popular Business After Hours and other events, we also continued with our identification of New Members by placing a sticker on their nametag. This year we moved from Smiley Faces to a theme of the month (Halloween, Christmas, Valentines Day etc.). By recognizing a New Member, our existing members can take a moment and introduce themselves and let the Networking begin!

For the December BAH at the Atlantic Business College, the Ambassadors entertained our members by singing a few Christmas Carols and showcased our Ambassador Song, which was written by our own Ryck Bourgette. Again, it was a memorable event!

In keeping with our tradition of incorporating exciting new ideas, a Networking Game was introduced at the BAH the Varsity Reds hosted at the Aitken Center in March. It was a great success, with lots of positive comments (we have very competitive members!). It's a keeper, so be prepared to play the Networking Game at an upcoming BAH.

In closing I would like to say a special thanks to the staff of the Chamber... Kerry, Jennifer and Gail. Their ongoing support and participation are greatly appreciated by the Ambassador Committee!

HR Forum Year End Report

2003 – 2004 marked another successful year for the Human Resource Forum. The Fredericton Chamber has been working hard to address the needs of its members. The HR Forum is open to all members who would like help in developing their HR skills, or receive tips from the pro's on ways to improve their current HR techniques. The HR group meets monthly to discuss various topics of interest not only to HR professionals, but to the small businessperson as well. This past year saw a number of excellent topics covered, including seminars by Fundy Performance on "Hiring and Retaining the Right People", and a seminar by Don Sayers and Associates on "Building People in the 21st Century". In addition to these great events we had our regular monthly forum meetings. One of our highlights was a round table forum on Best Practises with guest Speakers Paul

Blanchard and Lori Mersereau. I would like to thank all those who participated in this year's HR Forum events, and encourage others to join us for informative information on a wide range of HR issues. A special thanks to Jennifer at the Chamber office whose work behind the scenes kept the HR Forums on track.

Nominating Committee Report

The Fredericton Chamber of Commerce continues to be one of the most successful Chambers in Canada. To a large degree, that success is attributable to the dedicated volunteers who put in many hours on committees, on task forces, and on the Board of Directors. Every year, as the Nominating Committee begins to assemble names of individuals willing to commit a large block of their time to serve on the Board of Directors, the task seems daunting. And, every year, the membership comes through with an exceptional list of outstanding candidates to ensure that your Chamber will be well managed into the future.

On behalf of the Nominating Committee – myself, Don Good, Dan Koncz and Laura O'Brien; I am very pleased to confirm the following 2004-05 slate of directors. They represent a cross-section of businesses, styles, and backgrounds. They will provide a diversity of ideas and outlooks; essential qualities for leading the Fredericton Chamber to even higher levels of achievement.

The following individuals have been chosen by our committee and have indicated their willingness to serve:

- ?? President- Dan Koncz
- ?? President Elect- Laura O'Brien
- ?? 2nd Vice President- David McMullin
- ?? Treasurer- Ron Sauntry
- ?? Executive Members- Ron Forsythe, Steve Burns
- ?? Past President- Don Good

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

- ?? Terry Avery, NB Power
- ?? Dan Coleman, University of New Brunswick
- ?? Frank Flanagan, City of Fredericton
- ?? Peter Lindfield, Bardon Cooper
- ?? Mitch Smith, Fenco Shawinigan Engineering Ltd

In accordance with Article VIII Section 2 of the Chamber's By-Laws, we are pleased to advise that the following individuals have indicated willingness to serve a 2-year term as members of the Board of Directors beginning in May 2004:

Leah Carr, Cendant Canada Inc.

Marie Embleton, Embleton Travel
Darcy McKillop, CompuCollege
James Mockler, Mockler, Peters Oley Rouse Williams
Shawn Quilan, Skillsoft
Suzanne Wood, The Body Shop

GFAA ANNUAL REPORT

General

2003-2004 was another year of bittersweet. The airline industry was turned upside down with the impact of SARS, Mad Cow, and BC Forest Fires. The woes of Air Canada continued. For the longest time, it appeared that a single investor (Mr. Victor Li) would be the white knight, only to withdraw his offer with two weeks left in the bankruptcy protection/reorganization time frame. On the positive side, the long awaited air link to New England began, the international arrivals area was opened, and CATSA assumed responsibility for passenger security screening.

Terminal Expansion

The Honourable Andy Scott officially opened the International Arrivals area. The Canada Customs Agency has modern facilities to process all passengers arriving on international passengers, and principally those traveling on Delta Airlines. The new addition to the terminal can handle 50 deplaning passengers.

Air link to New England

After Canada's first Travel Bank was established, Delta Airlines committed to the provision of two daily flights to Boston. The inaugural flight was held 15 August 2003. Among the dignitaries aboard was Les Smith, Past President of the Chamber of Commerce, and Weldon Leblanc, Manger, Chamber of Commerce. Initial response to the Delta service has been better than forecasted with passengers from both airports taking advantage of the one hour service. Only the noon hour flight has been less successful.

Air Canada Situation

When Air Canada went into bankruptcy protection, the GFAA lost \$220K in unpaid landing fees. In addition, service was reduced to Halifax and Ottawa. To respond to the smaller traffic destined for the Halifax hub, Air Canada downsized its aircraft to the more efficient Beechcraft. Air Canada remains in bankruptcy as it restructures its financial situation, and applied for additional time to seek additional investors.

Canadian Air Transport Security Authority (CATSA)

In May 2003, CATSA assumed the duties of passenger screening and security. Plans are being implemented to examine all checked luggage at the Greater Fredericton Airport. This will result in a major reformatting and renovation to the terminal building. Estimates are that CATSA will spend \$1.1M to renovate the airport to accommodate the machines required to examine all luggage.

Other Issues

Multi-use Pavilion Plans to construct a multi-use pavilion adjacent to the International Arrivals Area had to be put on hold. It certainly would have been useful for the Military departures to Haiti in March 2004.

Military Deployment to Haiti An international crisis in Haiti saw the departure of troops and equipment from Camp Gagetown in March 2004. In order to airlift the equipment as quickly as possible, DND chartered a Russian air charter company. Fredericton was frequented by the world's largest aircraft (Aleutian). Many media and onlookers came to the airport to see these aircraft firsthand.

Canadian Owners and Pilots Association (COPA) Fredericton will be hosting its first convention of the COPA 16-18 July 2004. General Aviation from around the world will descend on the GFA. This is a coup for this region to be hosting this event. As many as 300 participants are expected.