



FREDERICTON  
**CHAMBER**  
OF COMMERCE  
*The Voice of Business*

2008-2009

# Annual Report



Annual Meeting  
Crowne Plaza Fredericton  
2008-2009

## **MISSION STATEMENT**

**As the premier business association of the Greater Fredericton area, the Fredericton Chamber of Commerce offers a voice, provides service, and an effective network for our members.**

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## 2008-2009 Board of Directors

President	Dale Dunphy	Barrington Consulting Group
1 <sup>st</sup> Vice President	Leigh Winchester	BMO
2 <sup>nd</sup> Vice President	Mike Toole	Wilson Insurance
Past President	Peter Lindfield	Balanced Viewpoint
Treasurer	Peter Spacek	Lunergan Spacek, CA
Executive Member	Bob Hatheway	Hatheway Instrum Orthodontics
Executive Member	Andy Power	Stantec
Board Member	Frank Flanagan	City of Fredericton
Board Member	Wendy Southworth	Priority Personnel
Board Member	Darrin Lee	HSBC
Board Member	Bernard Riordon	Beaverbrook Art Gallery
Board Member	Sara Holyoke	Delta Fredericton Hotel
Board Member	Coleen Comeau	St. Thomas University
Board Member	Darren Sears	Fundy Group
Board Member	Chipp McCrea	Matthews McCrea Elliott
Board Member	Thor Olesen	Fredericton Volkswagen
Board Members	Mary Butler	Sylvan Learning Center
Board Member	Andrew Steeves	ADI Group
Board Member	Janice McKay	Contract Management Services

**Thank you to the 2008-2009 Board of Directors of the Fredericton Chamber of Commerce for their valued contributions to the advancement of the Chamber's mission.**

## President's Report – Dale Dunphy (Barrington Consulting Group)



I'm sure every outgoing President echoes the same sentiment, but "where did the year go?"

This role offers opportunities to meet great people who have common interests in ensuring that business in our community thrives. It involves considerable work and time commitment but this work is on behalf of issues and opportunities that matter to our community. Who can ask for more than that?

I can honestly say that I have thoroughly enjoyed my year as President and I hope that my contributions have been of value to this wonderful organization.

Throughout the year, I have been thankful for the capable and willing support of my Vice Presidents, Lee Winchester and Mike Toole.

With the help of our capable and talented Board, we launched a few new initiatives this year. A couple of these are, I think, particularly notable in terms of potential future value to the community; namely, the President's Committee on Physician Recruitment and the Business Immigrant Mentorship Program.

Your Chamber is an award winning organization with award winning CEO and staff. Many of you have remarked to me how effective and professional the Chamber is at putting together events, providing networking opportunities, advocacating on behalf of members and overall business leadership. This state of excellence has been years in the making with substantial progress made each year by staff, President and Board. I hope that my year as President has contributed positively to that record of continuing progress.

I am enthusiastic about working with our incoming President, Lee Winchester, and the new slate of Directors on our energetic and talented Board. I will continue on this year as Past President and Executive Board member and look forward to continuing to serve wherever and whenever I can.

Thank you to the many people who have made my year as President enjoyable and rewarding. I look forward to continued involvement with the Chamber in various capacities.

## Incoming President's Report – Lee Winchester (BMO Bank of Montreal)



As incoming President of the Fredericton Chamber of Commerce, it is my goal to continue the long-standing tradition of support to our local businesses which have contributed to the growth and prosperity of the Greater Fredericton area as a successful place to do business. I appreciate the faith and support of the members in selecting me to help lead the Chamber forward through 2009-2010. I would like to say a special thank you for the dedication and hard work of past president Dale Dunphy, who has lead us this past year. I look forward to working with Dale as he fulfills his final duties with the Chamber as Past President. Also at this time, I would like to thank each and every one of the Board of Directors and staff for their time and commitment in helping this award winning Chamber of Commerce steer the course throughout 2008. They have all spent considerable time working to promote and improve the Chamber and the Greater Fredericton community.

The activities of the Chamber of Commerce are all aimed at increasing opportunities for businesses to succeed in our Intelligent City of Fredericton. The Chamber leadership works to improve not only their own business but every other business within the community and when local businesses are successful, the entire community prospers. It is our goal:

- To retain our current membership and add member services.
- To increase economic development by working closely with city, government officials and partnering organizations in order to attract new business and industry to Greater Fredericton.
- To develop new and to expand existing programs for the success and growth of our members businesses.

I would like to encourage you as a renewing member to:

- Involve yourself in Chamber activities; involvement adds value to your membership and creates opportunities for you to market your company to other members.
- Communicate with other members at Chamber functions; Business after Hours is the perfect opportunity to promote your product or services.
- Participate in Chamber committees; we all benefit by sharing knowledge and experience.

It takes the combined efforts of many individuals dedicated to their community to make the Chamber of Commerce successful. I encourage everyone, in business or not, to get involved in working to improve the Greater Fredericton area. Please feel free to speak with me or any member of the Board of Directors with your ideas and thoughts. A positive attitude along with good old fashioned hard work can enable Fredericton and its business community to grow and prosper. We need the participation of the Chamber membership to make this organization even better than what it is today.

Thank you again for your past and continued support of the Chamber and I look forward to working with you in the coming year to foster that positive attitude to move our Chamber forward. The Fredericton Chamber of Commerce is “Your Voice for Business”.

## Chief Executive Officer's Report – Anthony Knight



This last year has been one of both celebration and challenge within the Chamber and more notably in the economy.

We have celebrated receiving the Atlantic Provinces Chambers of Commerce Chamber of the Year award for the sixth consecutive year. Also, I was fortunate to have been recognized as Executive of the Year, for populations under 100,000 by the Chamber of Commerce Executives of Canada. These are valued opportunities for reflection and appreciation of the work of our nearly 900 members from throughout our great city.

We have been challenged by significant global economic events which have influenced exports and consumer confidence. Yet, we remain steadfast in Fredericton. We observe that car sales remain up, home prices remain steady, unemployment remains low and employers continue to be optimistic about hiring in the future. And while it is tough to disagree with those realities – we must remain prepared for what are likely to be challenging times ahead.

I have been so fortunate to work with a dynamic and engaged board of directors this last year. Our committee chairs, our board members, executive committee and president have all been extraordinary to work with. Their vision and support have been the foundation on which the success of our Chamber has been built.

I would like to thank in particular President Dale Dunphy who has given so much to the Chamber over the last year. From early morning meetings, late night events and everything in between, Dale has been a true champion for business in our community. Under his leadership, the Chamber has launched its Physician Recruitment Initiative and established a Business Immigrant Mentorship Program, among other things. Dale's leadership has set the stage for an exciting year ahead for incoming President Lee Winchester.

Finally, I would like to thank the talented staff of the Fredericton Chamber of Commerce. Adele, Jennifer, Wendy, Jennifer, Brianne and Ben have all worked hard this last year and I am so pleased with the important work they've accomplished. Thank you all for your hard work and dedication to the Chamber.

I look forward to another productive and successful year in 2009-10.

## Membership and Marketing Director's Report – AdelePirie



Marketing efforts flourished as the Chamber continues to find new and innovative ways to serve the membership. As the premier business association of the Greater Fredericton area we offer a voice, provides services, and an effective network for our members.

The Fredericton Chamber of Commerce acts as the voice of the Fredericton business community, the chamber seeks to enhance a strong economic climate; we are committed to advancing existing business and attracting new opportunities while influencing public policies.

We strive to meet and exceed the needs of our membership by offering an extensive benefits package, the Chamber is excited about our new partnership with Wilson's Insurance, offering our members a Home and Auto Group insurance program. This is just one of the many new benefits which will be rolled out to the membership. The chamber consistently looks for opportunities to add value to these benefits in order to expand our services and benefits to our members.

With the creative design work of Red Cow Marketing and Technologies, the Chamber introduced our new and improved website which has served as the information gateway to businesses in our area. [www.frederictonchamber.ca](http://www.frederictonchamber.ca) is full of information about the activities of the Fredericton Chamber of Commerce and our membership. This is a great tool for our members to keep up-to-date on activities of the chamber as well features the “**See a member first**” program where members are encouraged to purchase the goods and services of other members. The “**Member to Member**” program was created to meet the needs and wishes of the membership and to encourage Business-to-Business relationships at a local level. Visit the Chamber online to see how you and your employees can save through the power of your membership.

The Fredericton Chamber of Commerce is fortunate to have such a strong support system through our volunteers who are committed to expanding the experience of membership. I would like to extend a special thank you to the Chamber Ambassador Committee who is dedicating to welcoming new members to the Chamber and providing assistance at our monthly networking events.

We bring value to our members through high quality events and services while acting as a leading advocate for business issues. In partnership with Belton Group, the Chamber actively promotes our events through an innovative email message system. With our growing membership, the chamber provides an extensive network of contacts. Each year the chamber hosts up to 50 events, which provide ample opportunity for members to broaden their contacts.

The chamber is primarily a small business organization offering its membership a range of services. The chamber proactively works with economic development partners to achieve business growth through business retention and recruitment of new businesses to the Greater Fredericton region.

I would like to thank all of our members for your support, it is encouraging to see our business community thrive in Fredericton and I look forward to what the 2009-2010 year has to offer!

## Director of Policy & Research Report – Jennifer English



As Research and Communications Coordinator I have had the opportunity to work closely with the Chamber's advocacy committees to provide research support, contribute to policy development, and assist with committee projects and initiatives. Working with these committees has allowed me to develop a broader understanding of the key issues at the local, provincial, and federal levels, and has contributed to growth in my research abilities.

The main project for this year's Municipal Government Affairs Committee has been to develop a detailed policy brief that focuses on some of the issues that were raised in the Municipal Candidate Questionnaire that had been undertaken by the previous year's committee. Scheduled to be presented to Fredericton City Council in early June, this brief discusses key issues like fiscal policy, economic development, affordable housing, and public transportation. I'll be working with next year's volunteers to ensure that these issues continue to be a priority.

The Economic Development Committee began its work this year by collaborating with a number of community agencies and organizations – including Enterprise Fredericton, the Knowledge Park, and the Multicultural Association of Fredericton – and used these collaborations to launch two key initiatives. The first, a Business Immigrant Mentorship Program, has begun with the hiring of a Project Coordinator. The second, an Accommodations Sector Task Force, has held two encouraging early meetings. I will be working closely with both the Project Coordinator for the Mentorship Program and members of the Task Force in the coming months, and welcome the opportunity to continue my involvement in these initiatives.

The Federal/Provincial Government Affairs Committee has also had a busy year. With its prime focus on policy, the committee has been involved in four main projects this year: supporting the policies outlined in the Canadian Chamber of Commerce's Canadian Business Agenda; submitting a brief to provincial Finance Minister Victor Boudreau as part of the pre-budget consultation process; hosting a dinner with Minister Boudreau following the announcement of the 2009-2010 budget; and collaborating with the Saint John Board of Trade and the Greater Moncton Chamber of Commerce on a joint submission to the Canadian Chamber as part of its annual policy resolution process. I'll be continuing to work on this policy submission in the coming weeks, and appreciate the feedback committee members have provided.

This year the Chamber formed its President's Committee on Physician Recruitment in response to concerns our members had voiced on physician shortages. With volunteers from government and a wide range of private sector companies, the committee has identified a number of priority areas to address, including spousal employment, policy and research, and communications. I have worked with members of this committee to organize an event for local residents and physicians, develop a website with information on the city, and will soon be helping to create a series of videos showcasing the city. I look forward to continuing to work with this committee to find ways to

In addition to my work with the Chamber's committees, I have also had the opportunity to participate in a number of external projects and initiatives. I contributed to Fredericton's application to the Intelligent Communities Forum, provided research support to the Capital Region Tourism Association, and am an active member of the City of Fredericton's Affordable Housing Committee.

This month I began my role as Director of Policy and Research, which will allow me to increase the Chamber's capacity to research and develop policy and provide me an opportunity to become involved in a greater number of policy initiatives. My work with the Chamber has been a great experience, and I look forward to this opportunity to broaden my Chamber involvement.

## Event Manager's Report – Jennifer Phillips



If you need to network, make contacts, spread the word of an exciting new launch at your business, contact the Fredericton Chamber of Commerce to register for an upcoming event.

We offer over 50 events throughout the year. At each of these events there is the opportunity to meet new people and exchange business cards. The number of clients that you could possibly recruit may range from a crowd at our Business after Hours of 100-125 people or to a crowd of over 1000 at our State of the Province Address.

One of our successful monthly programs is our Business after Hours. This is an excellent chance for the host to showcase their business in a relaxed manner. We are booked until the end of 2010 but are taking a waiting list for 2011 and onward. The mix of people allows for a friendly environment for our new members to the Chamber. Our Productivity Matters Education Series, which is a monthly event from 7:30am-9:00am. We receive a number of requests for speakers to come in and talk on different areas from Human Resources to Sales, IT to Networking. The Art of Networking Seminar and Members Reception is an annual event, the seminar is for members and gives them the opportunity to learn more about networking. The Members Reception which follows gives everyone a chance to use his or hers newly acquired skills.

On a larger scale, the Chamber annually hosts seven major events, which draw crowds from 250-1000 people. Such as the Annual Golf Tournament, Business Expo, State of the City Address, Business Excellence Awards, State of the Province Address, Distinguished Citizens Awards and our Annual Banquet. The different major events offer a variety of venues appealing to different crowds.

The networking opportunities through the Chamber are endless. For a list of our upcoming events contact the chamber office at 458-8006 or visit our website at [www.frederictonchamber.ca](http://www.frederictonchamber.ca).

## Office Administrator's Report – Wendy Williams



Since the Annual Meeting last year, I have changed positions to be the Office Administrator for the Chamber. This position is a combination of the Administrative Assistant duties and the Member Services Coordinator duties. I have also taken on the part-time bookkeeping position in Brianne Phillip's absence. Therefore, I have been able to keep myself quite busy.

Communication with members is a key component to the success of all chambers of commerce, and I work to achieve open communication in using and maintaining our email and fax systems; in keeping our chamber website current; in updating membership information and creating the annual membership directory; and in laying out the information to be published in our bi-monthly chamber newsletter.

I also work closely with Adele in maintaining an up-to-date membership database and making and maintaining relationships with the members of the chamber. During this year, I began to concentrate on the retention of our long-time chamber members. I made personal visits to approximately 45 members to discuss such things as what the Fredericton Chamber has been working on and discussing ways that they can be more active as chamber members.

In the upcoming year, I look forward to meeting with more of our long-time chamber members and also to meet with new members to emphasize the benefits of being a member of the Fredericton Chamber of Commerce.

## **Project Coordinator's Report** – Ben Griffin



After immigrating to Fredericton in August 2008 from the UK and completing the first year of my Masters program at UNB, I joined the Chamber in early May to start my role as Project Coordinator overseeing our new Business Immigrant Mentorship Program. Having only recently begun I do not have a conventional report on my activities, rather I am writing to express my sincere belief in the potential and necessity of this new initiative, and outline our intentions.

As a recent immigrant to the province I am aware of the problems faced by those seeking to establish new lives here. There is a great challenge in identifying business openings as part of the assimilation process, and I am confident that this mentorship initiative can help ease the burden. It will be the role of this program to select professional mentors from our existing Chamber membership and work to pair them up with new business immigrants to the area. The mutual exchange of ideas and increasingly diverse network of contacts that this program will facilitate should enable our new immigrant professionals to better integrate with our existing community. The mentees, meanwhile, will be encouraged to share their cultural background and work history with their mentors, offer fresh perspectives on the Canadian workplace, and develop their own networks of business contacts for the future. One of my long-term goals is to encourage previous mentees to mentor new business immigrants in the future. They can lean on their experiences of adapting to life in Fredericton, and the support of this program, to offer unique testimony to the impact of this venture.

We are confident that this approach will lead to a mutually beneficial experience, and we welcome volunteers from our membership as we begin preparing for our first cohort this coming August. I look forward to reporting on the success of this program next year, and I am excited to meet with our members in the coming months as we prepare for the first cohort of what I hope will be many.

## **Federal-Provincial Government Affairs Committee Report** – Lee Winchester (BMO Bank of Montreal) -Chair

This year's Federal/Provincial Government Affairs Committee has focused on four projects: supporting the policies outlined in the Canadian Chamber's Canadian Business Agenda; submitting a brief to the provincial Finance Minister as part of the pre-budget consultation process; hosting a dinner with Finance Minister Victor Boudreau following the release of the 2009 provincial budget; and collaborating with the Greater Moncton Chamber of Commerce and the Saint John Board of Trade on a joint policy submission to the Canadian Chamber of Commerce.

Members of this year's committee are:

Lee Winchester	<i>BMO</i>
Arnold Lynds	<i>Wandlyn Inns</i>
Asif Saleem	<i>New Brunswick Advisory Council on Youth</i>
Jamie Ryan	<i>New Brunswick Real Estate Association</i>
Janice McKay	<i>Contract Management Services</i>
Marc-Alain Mallet	<i>National Research Council</i>
Phil Williams	<i>Altus Group</i>
Shelley Clayton	<i>University of New Brunswick</i>

The committee's first project was to support the policies outlined in the Canadian Business Agenda. Published annually by the Canadian Chamber of Commerce, the Canadian Business Agenda identifies issues that relate to prosperity and competitiveness in the Canadian business environment. Since the policy issues addressed in the Agenda – from fiscal policy and trade to climate change and Canada-U.S relations – directly impact our members, the committee opted to voice its support for the Agenda and its recommendations. Letters were written to the federal Minister responsible for each issue, and copies were sent to Greg Thompson and Keith Ashfield. These letters are available on the Chamber website.

The committee also participated in this year's pre-budget consultation process, developing a brief that outlined the Chamber's observations on the state of the local economy and made recommendations around careful deficit management and strategic spending in key areas like infrastructure, health, and education. Anthony Knight presented the recommendations at the Fredericton consultation in February, and the written brief was submitted to the Department of Finance. The full text of this brief is also available in the Policy Briefs section of the Chamber website.

The FPGA committee was instrumental in organizing the first Budget Dinner with the Minister of Finance. A joint initiative of the Chamber and the New Brunswick Real Estate Association, the Budget Dinner is hosted on the evening of the release of the provincial budget, and gives attendees an opportunity to learn the details of the budget first hand, and to pose questions about the content of the budget. The Chamber anticipates that the Budget Dinner will become an annual event.

The committee's most recent project has been to collaborate with the Saint John Board of Trade and the Greater Moncton Chamber of Commerce on a joint policy submission to the Canadian Chamber of Commerce. Focusing on infrastructure funding and airport fees at National Airport System (NAS) airports, this policy will compete with policies from Chambers across the country as part of the Canadian Chamber's annual policy resolution process.

## **Municipal Government Affairs Committee Report** – Mike Toole (Wilson Insurance) - Chair

The Municipal Government Affairs Committee has met regularly throughout the year to identify and discuss issues of importance to the Fredericton business community. Members of the committee are:

Mike Toole	<i>Wilson Insurance</i>
Eric Gionet	<i>Department of Social Development</i>
Haley Flaro	<i>Canadian Paraplegic Association (NB) Inc.</i>
Joseph O'Donnell	<i>Wellington West Capital Inc.</i>
Lisa LePage	<i>Enterprise Fredericton</i>
Mary Butler	<i>Sylvan Larning Centre</i>
Stephen Hill	<i>Cox &amp; Palmer</i>

The main project for this year's committee has been a detailed policy brief that focuses on some of the issues that were raised in the Municipal Candidate Questionnaire developed by the 2007-2008 Municipal Government Affairs Committee during the May 2008 municipal election. This brief, which is scheduled to be presented to Fredericton City Council in late May, discusses a series of matters that are of great importance to the Chamber's membership. The following is a summary of this brief; the full text is available on the Chamber website.

**Fiscal Policy** – The Chamber encourages the City of Fredericton to work to find ways to be more efficient with program spending in order to minimize the tax burden on businesses and individuals.

**Transportation** – The Chamber believes that an efficient public transit system is essential for any growing community, and feels there are several opportunities for Fredericton to expand and improve its current service. Key suggestions include continuing to work with UNB to reach an agreement for a U-Pass, offering service to new areas of commercial and/or residential development, and establishing targets for an accessible transit system.

**Economic Development** – Although many of our members continue to report that their businesses are faring well, we know that Fredericton is likely to face challenging times ahead. In order to prepare for this challenge the Chamber advises the City to continue to pursue partnerships and collaborations with the provincial and federal governments to support economic development and growth in the community.

**Affordable Housing** – An active member of the City's Affordable Housing Committee, the Chamber recognizes the relationship between access to affordable housing and workforce participation, as well as a variety of other social and economic benefits. We encourage the City to continue working with private developers to resolve barriers to affordable housing development and to work with the provincial government to create an inventory of available land for interested developers.

The Committee is committed to working collaboratively with the City of Fredericton and maintaining and developing a positive and productive relationship on behalf of the business community.

## **Economic Development Committee Report** –Andrew Steeves (ADI Ltd) - Chair

The Economic Development Committee met monthly throughout the year to discuss relevant economic development issues facing Fredericton and to determine what actions the Chamber of Commerce can initiate to help local businesses. Members of this year's committee are:

Andrew Steeves	<i>ADI Group Inc.</i>
Asif Saleem	<i>New Brunswick Advisory Council on Youth</i>
Carol Ann Hanley	<i>Ann Carol Enterprises Ltd.</i>
Christiane Guerette	<i>Enterprise Fredericton</i>
Heather Black	<i>McInnes Cooper</i>
Jill Dickinson	<i>EW Clowater &amp; Son Ltd.</i>
Kerrie Conlin	<i>Crowne Plaza Fredericton Lord Beaverbrook Hotel</i>
Mark Mackenzie	<i>CARIS</i>
Shelley Clayton	<i>University of New Brunswick</i>
Shivani Chopra	<i>McInnes Cooper</i>
Stephen Hill	<i>Cox &amp; Palmer</i>

The committee has collaborated with a number of organizations including Enterprise Fredericton, Team Fredericton, the Knowledge Park, and the Multicultural Association of Fredericton. By connecting with these organizations, the committee has built a solid understanding of what is happening in the city with respect to economic development. This understanding has enabled the committee to build upon existing efforts that are being undertaken in the community.

One of the projects to emerge from these discussions is the recently established Business Immigrant Mentorship Program, a first of its kind in New Brunswick. Committee members have noted that immigrant entrepreneurs are in need of opportunities to meet with, learn from, and engage in dialogue with established local business people, and that the Chamber is ideally positioned to facilitate this kind of relationship. The committee is pleased that a Project Coordinator has been hired to oversee this project, and that the Chamber intends to begin matching mentors and mentees by the early fall.

Another important initiative related to the committee's work is the Accommodations Sector Task Force. Comprised of local hotel operators from the Greater Fredericton Area, the Accommodations Sector Task Force was formed after representatives from the Economic Development Committee met with members of the accommodations sector to examine the benefits of a coordinated approach to key industry issues. Early meetings of the Task Force have been encouraging, and the Chamber looks forward to this group's continued success.

## **President's Committee on Physician Recruitment** –Bob Hatheway (Hatheway and Instrum Orthodontics) - Chair; Dale Dunphy (Barrington Consulting Group) - Honorary Chair

Launched in early September, the President's Committee on Physician Recruitment is an important new initiative for the Chamber. Members of this committee are:

Dr. Robert Hatheway	<i>Hatheway &amp; Instrum Orthodontics</i>
Dale Dunphy	<i>Barrington Consulting Group</i>
Chris Ferguson	<i>Population Growth Secretariat</i>
Darrin Lee	<i>HSBC</i>
Denise Coulombe	<i>Regional Health Authority</i>
Don Fitzgerald	<i>City of Fredericton</i>
Doug Motty	<i>Enterprise Fredericton</i>
Janice McKay	<i>Contract Management Services</i>
Helen Hayward	<i>The Learning Bar</i>
Lucas Roze	<i>Enterprise Fredericton</i>
Ron Forsythe	<i>Aliant</i>
Ross Mathers	<i>Maritime Road Development Corporation</i>
Wendy Southworth	<i>Priority Personnel</i>

In partnership with the Regional Health Authority, the committee has developed a six-point action plan to achieve its primary objective: to make Fredericton a destination of choice for physicians.

### **Office space**

The committee is working with Enterprise Fredericton to develop a physician-specific option to the Invest Fredericton website. This option would allow physicians to search available commercial property in the Greater Fredericton area according to key criteria such as proximity to the hospital, other physicians, and pharmacists.

### **Administrative management**

We recognize that few physicians are interested in the administrative aspects of operating a practice, and plan to connect new physicians with local companies who specialize in managing these functions.

### **Spousal employment**

We have been told that one of the key factors in a physician's decision to practice in a community is the availability of suitable employment opportunities for his/her spouse or partner. The committee has the expertise to assist with this aspect, and will work with spouses and partners to help them find work in their field.

### **Policy and Research**

The success of this initiative will depend largely on our understanding of the factors physicians use to evaluate a community. We are planning a series of discussions with physicians to determine what motivated them to practice in Fredericton and what challenges they have encountered, and to develop policy initiatives around issues that might impact a physician's willingness to practice here.

### **Communications**

It is essential that potential physicians have quick access to information about the city. The committee has developed a website called Go Fredericton ([www.gofredericton.ca](http://www.gofredericton.ca)) that details the city's arts and culture scene,

recreation opportunities, and economy, in addition to providing links to information on real estate opportunities and updates on committee initiatives.

### **A Welcoming and Open Community**

We have formed a welcoming committee that will be ready to introduce a potential physician and their family to the city. The introduction will include a personalized, guided tour and a chance to meet key contacts in the city, whether it be representatives of the universities or local school districts, or the chef at an award-winning restaurant. The welcoming committee's emphasis is on delivering a tour that is tailored to the individual interests of the visiting physician.

In February the committee held its first event for physicians and residents. Hosted at Gallery 78, Canada's oldest privately owned gallery, the event provided an opportunity for the Chamber to update the medical community on its initiative, welcome residents to the city, and express appreciation for local physicians. A second event is planned for this September.

## **Nominating Committee Report** – Peter Lindfield (Balanced Viewpoint) - Chair

As Chair of Fredericton Chamber of Commerce Nominations Committee, it is my pleasure to share with you the list of nominees for the 2009-10 Board of Directors of the Chamber.

The nominees are as follows:

**President**

**First Vice President**

**Second Vice President**

**Treasurer**

**Past President**

**Executive Committee**

**Executive Committee**

**Executive Committee**

*Leigh Winchester, BMO*

*Mike Toole, Wilson Insurance*

*Andrew Steeves, ADI Group*

*Nick McCarthy, Riverview Lincoln Ford*

*Dale Dunphy, Barrington Consulting Group*

*Janice MacKay, Contract Management Services*

*Andy Power, Stantec*

**First Year Directors**

**Kathy Russell, Fredericton YMCA**

**Dr. John Crossley, MeritusU**

**John Robison, SkillSearch**

**Chris Johnston, Bullet Proof Solutions**

**Mary Goggin, Accreon**

**Returning Directors**

**K. Chip McCrea, Matthews McCrea Elliot**

**Thor Oleson, Fredericton Volkswagen**

**Mary Butler, Sylvan Learning Center**

**Frank Flanagan, City of Fredericton**

**Colleen Comeau, St. Thomas University**

**Bernard Riordon, Beaverbrook Art Gallery**

**Darrin Lee, HSBC**

At the Chamber's Annual Meeting on May 21<sup>st</sup>, 2009 at the Crowne Plaza Hotel, the nominees noted above will be voted upon by the membership.

Five board members will not be returning to board. They are Peter Spacek (Treasurer), Bob Hatheway (Hatheway Instrum Orthodontics), Sara Holyoke (Delta Fredericton) and Darren Sears (Fundy Group). I would like to thank each of these very talented individuals for their contributions to the Chamber. I will also be completing my service to the Chamber as a board member.

## **Ambassador's Committee Report** – Darren Sears (Fundy Group) - Chair

Once again the Ambassador Committee attracted a large number of energetic and committed individuals. Engaged with the primary responsibility of welcoming new members of the Chamber, this past year saw 76 new members welcomed by Committee members who - whenever possible - visited members at their place of business and shared Chamber benefits for their businesses and employees,

In addition, Ambassador Committee also represented the Chamber at networking functions and Chamber events with the intent of helping new members make introductions. Often many of our dedicated committee members made it their priority during events to accelerate connections between new and existing members.

The following individuals represented the FCC this past year as Ambassadors:

Wilma Clowater	<i>Lakeview Inns</i>
Edwina Corey	<i>Edwina's</i>
Sharon Cowan	<i>U-Turn Warrior</i>
Danny Crain	<i>Outreach Productions</i>
Mary Cudmore	<i>Curves</i>
Nedra Dionne	<i>RBC</i>
Barb Hall	<i>Wilson Fuels</i>
J. Carole Hepperle	<i>Accounting 4U</i>
Greg Keith	<i>Sun Life Financial</i>
Alister Milne	<i>FRED-FM</i>
Peter Shaw	<i>UPS</i>
Todd Smith	<i>Taylor Printing</i>
Kathryn Sprott	<i>Delta Fredericton Hotel</i>

The continued success and growth of the FCC is in large part due to the personal connections made by our Ambassadors and numerous other active members and volunteers. Thanks to everyone who served as an official Ambassador!

## Atlantic Province's Chambers of Commerce

To best serve its membership, APCC's 2008 Strategic Plan focuses on its mission of becoming the one, strong, unified voice for business in a prosperous Atlantic region. To accomplish this, the Board of Directors has developed a strategy focused on:

- 1) regional policy development and advocacy
- 2) chamber and member services across the region, and
- 3) promotion of regional economic growth initiatives.

Regional policy development and advocacy is a priority for APCC. Through its Policy Development & Advocacy Committee, the regional chamber has been building a stronger policy development framework inclusive of all levels of the chamber network. Policy and advocacy efforts are focused toward achieving regional growth and prosperity, with an emphasis on research and advocacy protocol.

Another strategic priority is chamber and member services across the region. We want to ensure the best service for APCC chamber and patron members. With ongoing chamber services delivered at this time through our Kentville office, and with the addition of our VP Business Development whose primary responsibility is patron sales and service, we continuously strive to grow and strengthen our member network.

The third priority is the promotion of regional economic growth initiatives, especially those involving any of APCC's four pillars: 1) Atlantica, 2) access to capital, 3) people, and 4) innovation. With the support of the chamber network, APCC continuously searches for opportunities to foster growth and prosperity through regional collaboration and cooperation, and to become the strong, unified voice for business in Atlantic Canada.

With the support and the united strength of the regional chamber network, APCC will continue to work toward its goal of helping to create growth and prosperity in Atlantic Canada.

## New Brunswick Chamber of Commerce

The New Brunswick Chamber of Commerce continues to focus on its strategic priorities of energy, municipal funding and skilled workers. At its upcoming annual meeting in June 2009, President Paul O'Driscoll will complete his term and hand over the reins to Peter Lindfield, former President of the Fredericton Chamber of Commerce for what will undoubtedly be an exciting year for the provincial Chamber.

## Canadian Chamber of Commerce

Since 1925, the Canadian Chamber of Commerce has been the largest, most influential advocate for business in Canada. Founded with the aim of creating a strong, unified voice for Canadian business and a set of values from which policies encouraging prosperity would emerge, the Canadian Chamber of Commerce continues to be the only voluntary, non-political association that has an organized grassroots affiliate in every federal riding.

### Mission

As the national leader in public policy advocacy on business issues, the Canadian Chamber of Commerce's mission is to foster a strong, competitive, and profitable economic environment that benefits, not only business, but all Canadians.

**How we achieve this**

Through a two-way consultative process with its membership, the Canadian Chamber of Commerce steers the debate on federal and international policies affecting business. In collaboration with its members, the Canadian Chamber acts on policy resolutions, researching and developing strategies on a "best practices" basis for business. It then communicates these viewpoints to officials in Ottawa and internationally, to the Canadian public, and to the media.

**Why is the Canadian Chamber effective?**

- The Canadian Chamber of Commerce is the leading organization that brings all types of Canadian business together to act a powerful, single voice. It speaks for all business – from the smallest to the largest company – in every sector and in every corner of the country.
- The Canadian Chamber of Commerce has solidified its position as "*The Voice of Canadian Business*," to the public, to the media, and to the federal government. Recognized as an organization with political clout, the Canadian Chamber is an articulate and persuasive advocate for business viewpoints and a champion of fiscal responsibility and national unity.

**Policy & Advocacy**

Building a strong, competitive economic environment that benefits all Canadians.

The Canadian Chamber of Commerce is the national leader in public policy advocacy on business issues. Our goal is to foster a strong, competitive economic environment that benefits businesses of all sizes in all sectors across Canada.

To meet our goal, we engage the government directly on issues that are critical to the Canadian economy. The policy team works directly with our corporate members through volunteer committees, and through a broad network of community chambers, boards of trade and affiliated associations, to lobby effectively on key issues of import to Canadians.

We represent business on issues that are timely and important; whether it is climate change, infrastructure funding, competition law or debt reduction we work with government officials to ensure government policy grows the Canadian economy.

## Community Agencies Reports

### Business Fredericton North

The mission statement of the association reflects its purpose and all activities and objectives will contribute directly to the accomplishment of the mission:

Business Fredericton North Inc. promotes an environment that encourages growth and profitability in its member businesses. It does so by combining the will of its member businesses to grow and prosper with the will of the citizenry to realize a more positive environment in the Main Street business improvement area and Fredericton North. With the possibility for expansion the Association will promote the same for any members of the expanded business district.

The Association maintains five (5) key result areas when planning its activities. The areas incorporate objectives and priorities that directly relate to the mission including:

**Design & Function** – enhancing the physical attractiveness, effectiveness, and functionality of the Business District including vehicular and pedestrian traffic, public safety, streetscape design, signage, planning and other attributes.

**Organization** – providing a forum for member businesses to communicate with one another, governments and the business community at large; providing an effective framework through which members can gain benefits from their collective association.

**Promotion** – Marketing the Business District to new and existing consumer markets as a positive place in which to do business, shop and be entertained.

**Economic Development** – Positioning the Business District as a positive business environment by attracting new businesses to the area and assisting existing businesses to grow.

**Transportation** – To work with the City of Fredericton in providing a city transit service to provide a more user friendly route through the Business District of the Northside to meet the demands of the business community as well as the residents.

### Downtown Fredericton Inc.

Downtown Fredericton Incorporated (DFI) is a non-profit Business Improvement Area (BIA) organization dedicated to sustaining and encouraging growth and development in the Central Business District of the City of Fredericton, New Brunswick. Located in the heart of “Atlantic Canada's Riverfront Capital”, the staff and Board of DFI work in unison with business, property owners and other key stakeholders to manage and develop programming designed to revitalize, promote and enhance the commercial viability of the downtown on behalf of its 650 plus members in cooperation with private and public sector partners.

**Mission** – To create and foster, on behalf of downtown business, an environment that attracts people to live,

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work, play, do business, invest and visit downtown Fredericton.

**Vision** – Downtown is the traditional heart and pulse of the city of Fredericton and the region's strongest commercial, development, financial, entertainment and hospitality center. Situated on the beautiful St. John River, its waterfront is a vibrant center of activity and a major tourism asset. Residents and visitors alike are drawn to this lively and exciting place, where people live, work, play, shop and do business. The downtown proudly symbolizes the City's role as the provincial capital and displays its rich heritage while welcoming opportunities for new development, revitalization and improvement.”

**Fredericton Chamber of Commerce**  
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