



# ANNUAL REPORT 2017-2018



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



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CHAMBER  
OF COMMERCE**  
*The Voice of Business*

**Vision  
Passion**  
Stronger  
community  
through business  
prosperity

**Value  
Proposition**  
Support business  
prosperity through  
networking, shared  
services, advocacy  
and events

**Financial  
Driver**  
Events  
Membership  
Referrals  
Grants

# CHAMBER BOARD & TEAM

## Chamber Board of Directors



**Back** (left to right): Bob Chisholm - Executive Member, Ken Critchley, Dan Pike, Brenda Perrin, Mark Scaplen, Dan Myers, Sheri McKillop, Wendy Hallihan, Ali Reid, Meaghan Seagrave, Jeff Lingley, Erin Flood. **Front** (left to right): Krishna Khaitan, Jeff Saunders - Executive Member, Ryan Boyer - 1st Vice President, Paul Simmonds - Past President, Keir Clark - President, Jason White, Karen Grant - 2nd Vice President, Danielle Harding, Jill Stairs - Treasurer.

## Chamber Staff



**Krista Ross**  
Chief Executive Officer



**Morgan Peters**  
Policy & Research Manager



**Tanya Senechal**  
Event Manager



**Christine Little**  
Membership Development  
& Marketing Manager



**Wendy Morrell**  
Operations &  
Communications Manager



**Brianne Phillips**  
Bookkeeper

## Fredericton Immigrant Business Services Centre



**Janet Moser**  
Director, Fredericton  
Immigrant Business  
Services



**Ksenia Sehic**  
Office Administrator



**Darcy Crowe**  
Succession Specialist

# COLLABORATIVE NETWORK

## Local Organizations

Ignite Fredericton / Planet Hatch  
Knowledge Park  
Downtown Fredericton Inc.  
Business Fredericton North  
Fredericton International Airport Authority  
Startup Fredericton

## Post Secondary

New Brunswick Student Alliance  
University of Fredericton  
University of New Brunswick  
St. Thomas University  
NB Community College  
Private Colleges

## Chamber Network

Canadian Chamber of Commerce  
Atlantic Chamber of Commerce  
Other Local Chambers

## Government

City of Fredericton  
Government of NB  
Government of Canada  
Opportunities NB  
Horizon Health Network

## Regional/National Organizations

Tourism Industry Association of NB  
Canadian Manufacturers & Exporters  
BioNB  
NB Medical Society  
Forest NB  
NB Real Estate Association  
NB Business Council  
Retail Council of Canada  
Restaurants Canada  
TechImpact  
Conseil economique du Nouveau-Brunswick



# MEMBERSHIP STATS

975

Total Members

119

New Members

97%

Membership Retention

33,355

# of Employees represented

ADP  
Payroll  
Services

New benefits added

112

M2M Offers

33%

of members using benefits

2,801

Facebook followers

7,246

Twitter Followers

754

Instagram Followers

1,289

LinkedIn Followers

The vision of the Fredericton Chamber of Commerce is Stronger Community Through Business Prosperity. As members of our chamber, board of directors and staff are primarily local residents, we recognize the symbiotic relationship that exists between business, the community and the citizenry. Citizens support local business, which creates jobs, grows the economy and provides government with the resources to provide the social programs, recreational activities and infrastructure needed in our communities. Our mission is: *Help Businesses improve, innovate and grow through networking, shared services advocacy and events.* The Fredericton chamber's vision and mission, along with our close connection to the community guides every decision we make as an organization, particularly our policy and advocacy work.

### **Competitive Business Environment**

Traditionally, cost competitiveness has been an advantage that we have in New Brunswick, but this has been eroded over the past few years. The chamber believes that all steps should be taken to prioritize efficiencies within government, while rationalizing public assets and services to reflect current realities.

### **Provincial Debt**

New Brunswick's net debt is nearing \$15 billion, or \$20,000 for every person living in the province - effectively doubling in the past decade. The province spends \$700 million per year in interest payments alone - \$80,000 every hour. The debt restricts the province's ability to make investments to drive growth, provide services and keep costs to businesses and citizens manageable.

### **Fredericton International Airport Expansion**

As an airport designed to accommodate 200,000 annual passengers, the Fredericton International Airport has seen steady growth, reaching nearly double its intended capacity at 397,000 passengers in 2017. Local airports facilitate economic growth in a number of ways for a region focused on the global economy. In an effort to continue this growth, we successfully advocated to the federal and provincial governments that the airport must be expanded. MP Matt DeCoursey and Premier Brian Gallant announced the expansion funding in early May 2018.

### **Natural Resource Development**

Natural resources are, by far, Canada's largest export sector and as a key part of Canada's and New Brunswick's economic mix, the chamber believes that any serious plan for creating jobs, greening our economy and reaching out to new markets has to place the competitiveness of the resources sector at its core.

### **Workforce Development**

New Brunswick's declining population is one of the greatest threats to sustained economic growth moving forward and the Fredericton chamber addresses this issue primarily through working closely with New Canadians and post-secondary students/institutions.

## EVENT STATS

40 Events - 12 Educational - 19 Networking

33 Free Events

Over 3,500 attendees

145 Sponsors

Canadian Chamber Conference brought in over 500 delegates to Fredericton with over 600 guests attending the Maritime Kitchen Party at the Delta Fredericton

20 Local Businesses were nominated for the 2017 Business Excellence Awards

New events such as the Speed Networking & Cannabis Legalization Panel were great additions to the event schedule

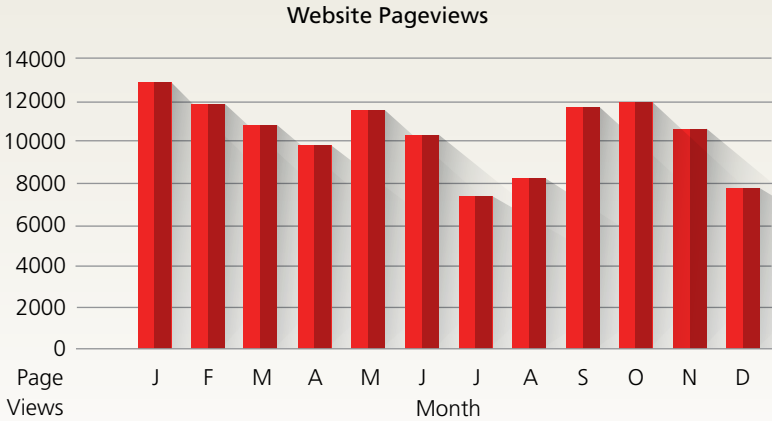


## VOLUNTEER THANK YOU

Keir Clark . Paul Simmonds . Ryan Boyer . Karen Grant . Jill Stairs . Bob Chisholm . Jeff Saunders . Erin Flood . Dan Myers . Sheri McKillop . Ali Reid . Meaghan Seagrave . Danielle Harding . Mark Scaplen . Wendy Hallihan . Dan Pike . Krishna Khaitan . Jason White . Jeff Lingley . Ken Critchley . Brenda Perrin . Doug Daley . Kristina Brown . Marc Gauvin . Lief Saloni . Patrick Nicholson . Jeff Richardson . Lisa O'Blenis . Scott Boer . Stephen Hill . Denise Coulombe . Angela Landry . Charlotte Burhoe . Gilles Allain . Grant Furlotte . Lisa LePage . Melissa Bates . Natalie Berry . Nora Lacey . Kenny Kyle . Germaine Pataki-Therault . Roger Bannister . Timothy Nowlan . Lynn Thier . Adam Peabody . Andrew Lockhart . Candace Sears . Doug Motty . Heather MacLean . Nicola McLeod . Sam Titus . Emily Blue . Jeff Foster . Ketan Hathi . Martin Bourgeois . Michael Dobbelsteyn . Larry Shaw . Rob Johnson . Scott Belliveau . Rick McGraw . David Emerson . Jamie Ryan . Mark MacKenzie . Trisha Hoyt . Judith Currie . Lori Wheeler . Lyndon Clark . Kelly Gilbey . Barb Neales . Fanny Bodart . Christina Nicoll . Samantha Stewart . Patricia Stevenson . Pat Price . Adam Clawson . Lori Clarke . Betty Blanchard . Mark Mahoney . Dan Coleman . Mike Mazerolle . Laura Eliaba . Randy Desjardins . Jeff Alpaugh . Cassandra Blackmore . Nicola Morgan . Lynn Fullarton . Jason George . Paul Maillet . Jill Clowater . Marilyn Wilson . Janice Corey . Joseph O'Donnell . Thaddy Holmes . Bob Galen . Jennifer Phillips . Myrna Brideau . Shahram Baghar Ghanbari . Sheila Atkinson . Wendy Mills . Sharon Watts . Adam Grant . Shae McCarthy . Angela Chang . Jessica Sirois . Lori Gallagher . Rob MacPherson . Jill Green . Doug Williams . John Clark Jr . Andrew Lovell . Lindsay Bowman . Mary Goggin . Alex Scholten . Dr. Roxanne Reeves . Mohamed Khirallah . Michael Shin . Krista Han . Heather Hubert . Murray Savoy . Norm Couturier . Mark Lancaster . Michael Collicott . Jane Thompson Price . Michael Melvin . Mike Legere . Eric Cook . Paul Blanchard . Patrick LaCroix . Tom McGinn . John Landry . Amanda Wildeman . Laurie Guthrie . Tahlia Ferlatte . Vanessa MacLean

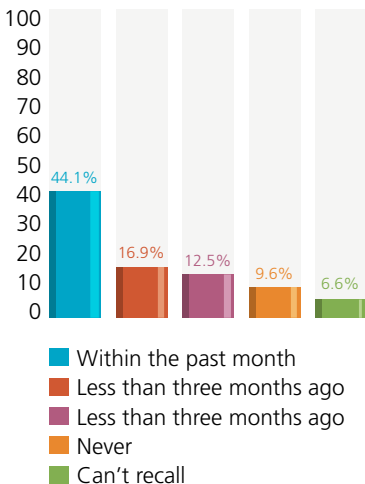


## Chamber Website - [www.frederictonchamber.ca](http://www.frederictonchamber.ca) How many people are visiting our website?



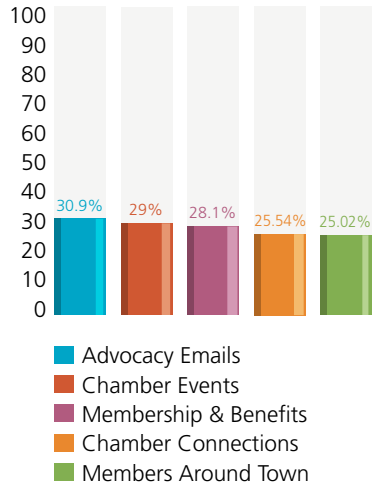
### Insight Magazine

We asked 136 members - "When was the last time you read the Chamber's quarterly Insight Magazine?"



### Chamber Email Communication

Average Open Rates



## ADVOCACY

With a membership comprising of predominately of small-and-medium-sized businesses, many members rely on the chamber to represent their interests at all three levels of government. These efforts are lead by our board of directors and a robust committee structure that attracts members from a variety of sectors and at different points in their career. This breadth and depth of knowledge from our volunteers is irreplaceable and allows the chamber to advocate in many different areas with staff assistance.

### Advocacy Stats:

Press releases issued:	<b>15</b>
Op-Eds published:	<b>12</b>
Letters sent:	<b>28</b>
Formal written submissions to government consultations:	<b>7</b>
Press mentions:	<b>160</b>
Canadian Chamber of Commerce Policy Resolutions Passed:	<b>1</b>
Advocacy Committees:	<b>4</b>
Advocacy Committees Member Volunteers:	<b>61</b>
Chamber Board and Staff External Committees:	<b>14</b>

### Represented Members' Interests in Consultations Regarding:

WorkSafeNB	✓
Atlantic Immigration Pilot	✓
NAFTA	✓
Federal Budget	✓
Provincial Budget	✓
Immigration	✓
Fredericton Community Growth Plan	✓
Taxis	✓
Proposed Downtown Bike Lanes	✓

## Communicating to the members:

Newsletter advocacy updates:	26
Insight Magazine advocacy updates:	4
Blog posts:	15

## Advocacy Events Hosted:

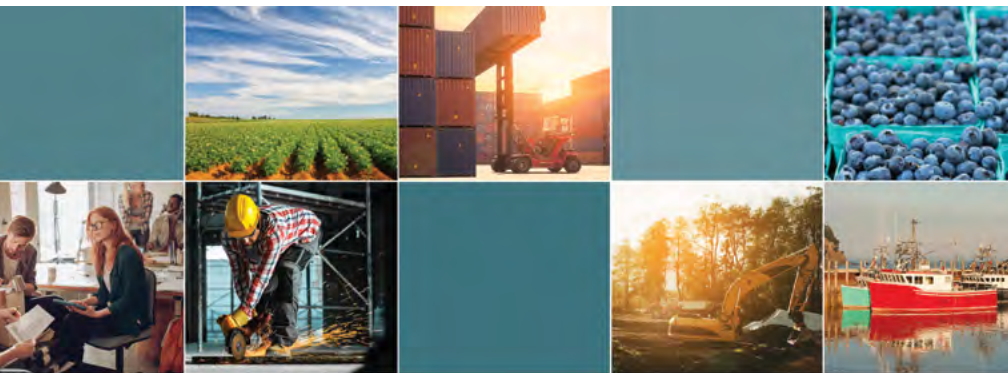
Cannabis	✓
Cyber Security	✓
Intellectual Property	✓
National Energy Board Reform	✓

## Misc Highlights:

Hosted Six Medical Resident Business Training Sessions	✓
Met with Conservative Party of Canada Leadership Candidates	✓
Presented to Senate of Canada Regarding Proposed Tax Changes	✓
Presented to WorkSafeNB Task Force	✓

## We Choose Growth

In July 2017, we began meeting with a group of business associations from across New Brunswick to create a business-focused platform leading up to the 2018 provincial election. We put forward five key priorities in a one-page document (reproduced on the next page) that we believe will allow the next government to create a climate that attracts new business investment to the province while allowing existing businesses to grow and thrive. Our organizations agree: New Brunswickers have tough choices to make in the coming years and ultimately we can choose to manage growth or manage decline. We choose growth.



## We Choose Growth

In New Brunswick we have a choice - to manage growth or manage decline. We choose growth. Growth in jobs, growth in population and growth in prosperity. In today's globally competitive business environment it is the role of the government to create a **climate** that attracts new business investment to the province while allowing existing businesses to grow and thrive.

For New Brunswick to reach its full potential there are **five key areas of commitment** that, in the upcoming election, all political parties must address to create a foundation for companies to maintain and grow employment to ensure that they can compete on the world stage



### A Private-Sector-Driven Economy

A commitment to making New Brunswick the best place to grow a business through competitive tax and regulatory policy. A thriving private sector supports job growth and creates the tax base required to sustain health, education and social programs in our province.



### Responsible Resource Development

A commitment to adopting development-friendly and environmentally sound approval processes with clear timelines and predictable parameters for decision-making and approval. This will allow N.B. to attract major private-sector investment for projects that will grow employment and opportunity while protecting our natural environments.



### Improved Export Performance

A commitment to pursuing a strategy to develop New Brunswick companies as export-ready and increase our global profile for trade opportunities with markets such as the United States, Europe and Asia.



### Labour Force Development

A commitment to retaining our talent and attracting a skilled workforce with the abilities needed for new and existing companies to grow and prosper.



### Responsible Financial Management

A commitment to effective and efficient spending of tax dollars with the goal of reducing provincial debt. A balanced budget creates consumer confidence and business momentum while providing an appropriate level of services to citizens.

The above economic priority areas are supported and respectfully submitted by the following organizations who work every day to Grow New Brunswick's Economy.

- Atlantic Chamber of Commerce
- Conseil économique du Nouveau Brunswick
- Fredericton Chamber of Commerce
- Greater Moncton Chamber of Commerce
- New Brunswick Business Council
- The Saint John Region Chamber of Commerce

#NBEcon



## Fredericton Immigrant Mentorship Program

The Fredericton Business Immigrant Program ran a very successful 8th year with the fiscal calendar running from April 1, 2017 to March 31, 2018. The program is fee-based and offers newcomer investors the opportunity to enter a learning environment inclusive of networking and an extensive business training program to best equip them with the knowledge and information that they require entering a new country with very different systems.

In 2017-2018 our mentees were included in over 30 classroom days of learning as well as “Coffee Chats” every other Friday, one-on-one mentoring with our team as well as the many introductions made on behalf of our clients to business professionals, governmental departments, support agencies, funding agents etc. Year Eight has proven to be our most successful to date.

### Cohort attendees country of origin

China 10

Vietnam 2

Iran 4

Venezuela 1

South Korea 2

Mexico 1



## Hive Incubator Program

The Hive continues to be a successful soft launch for our newcomers' ideation phase of their business development and planning. The goal is to support our Hive members to grow their network, introduce them to sector-specific mentors, introduce them to relevant stakeholders, funders and local business professionals. As a fee-based program, the Hive has had tremendous success with its members and offers them an office environment that is directly situated in the middle of the business startup ecosystem of Fredericton. With over 12 participants registered at different points in the year, our Hive program offered our clients an exceptional start for their business planning and execution in the past year.

### Hive Members in the past year have had successful business starts:

- High-end coffee roasting production for local retail and wholesale export to foreign markets
- Real estate investment firm - purchase of several commercial properties in Fredericton
- Leadership & Coaching - English Language Training business
- Premier property investment in Fredericton - Establishing nine room bed & breakfast
- IT - Creating innovative web apps for online shopping
- Student homestay exchange from China to Canada
- Maaco Canada - Franchise - Auto, Collision and Paint Repair



## Succession Connect

We are now currently at the mid-way point with our highly popular Succession Connect program. The program was launched as a three-year pilot in fall of 2016 with key funders ACOA, Province of New Brunswick/ Population Growth Division and

the City of Fredericton. Succession Connect has also received funding support from local sponsorships with Scotiabank, McInnes Cooper and Grant Thornton. Marked as a program “to watch” by the Conference Board of Canada our program is just seeing the beginning of the scope of what it will possibly become.

The priority of the three year mandate is to create a transferable “ToolKit or “Product” that can be easily adapted into other cities and regions across NB as well as Atlantic Canada.

### Succession Connect Program Transferable “Toolkit” or “Product”

<p><b>INTERNAL CONTENT</b></p> <ul style="list-style-type: none"> <li>• Ecosystem Map</li> <li>• Referral Guides</li> <li>• Program Clout / Status</li> </ul>	<p><b>INTERACTIVE CONTENT</b></p> <ul style="list-style-type: none"> <li>• Seminar / Class Training</li> <li>• Presentations / Slide Decks</li> <li>• Webinar / Virtual Tools</li> </ul>
<p><b>WRITTEN CONTENT</b></p> <ul style="list-style-type: none"> <li>• Literature / Ebooks</li> <li>• Guides / Tools</li> <li>• Blog / Articles</li> </ul>	<p><b>VISUAL CONTENT</b></p> <ul style="list-style-type: none"> <li>• Short Videos</li> <li>• Animated Explanatory Videos</li> <li>• Narrated Presentations</li> </ul>

**SERVICE DELIVERY**

- Matching
- Standard Operating Procedures (SOP)

## What we have learned to date

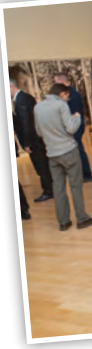
- **Relevancy** - We have determined through clients, professional services, other immigration support agencies, and the local business owners that our connecting and education services are much needed, not redundant with other available solutions and addressing a real pain point.
- **Local Program Interest** - We have had only positive interest and feedback from all stakeholders in our ecosystem and while our full brand, website and services have only been live for a relatively short period of time, we consistently have new clients finding us.
- **Greater National Interest** - We have been contacted by other organizations and professionals from coast-to-coast asking about our program, our methods and how we can expand to other markets. There has been a clear indication of need for this style of solution across a larger geographic area.
- **Conference Board of Canada** will be prioritizing the succession conversation this coming year for immigration attraction and investor wins. Our office has been asked to lead a succession discussion this coming November in Toronto to share our program build and discoveries.



In September 2017, the Fredericton Chamber of Commerce hosted the Canadian Chamber AGM here in our beautiful capital city! Our event spanned five days, with several hundred delegates in attendance, featuring speakers as varied as the Federal Finance Minister Bill Morneau to motivational speaker Rick Hanson. Not to mention... many hours of policy resolution debate.

In order to be the host of an event of this magnitude - a great many individuals and companies needed to get involved. We reached out and.... the business community certainly responded! Not only did we put on a great conference, we also provided ground transportation, a companion program, provided community and tourist info to all participants and our largest role, as host chamber, was to put on an entertainment event for our guests. The best entertainment event the Canadian chamber had seen in years! Our Maritime Kitchen Party will go down in Canadian chamber history as a spectacular and fun-filled evening. Special thanks to Karen Grant, the Conference Committee Chair and 2nd Vice President of the Fredericton chamber. Karen went way above and beyond the call of duty: she chaired the bid committee, she was the conference committee chair, and her business Kiers Marketing, was an event sponsor.

Funds raised locally to host the CCC Annual Conference (goal was 100000\$ so 97.5% of goal)	<b>97500\$</b>
Total number of sponsoring companies	<b>19</b>
Months of planning from deciding to reply to the RFP to the event happening	<b>46</b>
Months of planning once we were awarded the 2017 conference	<b>28</b>
Number of chamber members on the sponsorship and budget committee	<b>9</b>
Total volunteers for the conference	<b>50+</b>
Delegates attending the conference	<b>380</b>
Delegates who attended the additional Chamber of Commerce Executives of Canada Conference	<b>95</b>
Number of resolutions submitted for debate by chambers coast-to-coast	<b>75</b>
% of delegates who voted to approve the resolution submitted by the Fredericton chamber	<b>98%</b>
Economic Impact on Fredericton	<b>\$800000</b>
Hotel room nights	<b>1350</b>
Number of tweets with the hashtag #CCCAGM2017 during the conference	<b>228</b>







Krista Ross was named Executive of the Year for the 2016-2017 by the Chamber of Commerce Executives of Canada at their national conference in Fredericton.

### **Policy Development Committee**

The Policy Development Committee authored a national policy resolution titled “Attracting and Retaining International Students Through Canadian Work Experience” that was passed by 93% of the delegates in attendance at the Canadian Chamber AGM. The policy aims to make it easier for international students to gain work experience during their studies and extend their post-graduation job search period. The committee also reviewed the 76 other resolutions that were submitted by chambers from across Canada.

### **Provincial Government Affairs Committee**

The PGA Committee submitted a set of recommendations for the provincial budget to present to the Minister of Finance, with the chairs of the committee joining the chamber executive in a face-to-face meeting with the minister. Our 2017-18 brief focused on competitiveness and fiscal balance. The committee also provided advice on topics such as infrastructure priorities, cannabis and the election.

### **Municipal Government Affairs Committee**

The MGA Committee arranged a roundtable discussion between our board of directors and city council to share priorities and look for ways to cooperate on shared goals. The committee also worked on issues such as the relationship between property developers and City government, proposed bike lanes downtown, parking and road construction.

### **Physician Recruitment and Retention Committee**

Working with Horizon Health, the Department of Health and other stakeholders, the PRRC hosted its annual medical resident welcome reception in the summer. The committee also coordinated and planned a series of business training seminars for local medical residents and maintains contact with residents throughout the year and provides general recruitment support such as tours, spousal employment and making connections to the business community. We presented our efforts at the Canadian Association of Staff Physician Recruiters’ annual conference.

### **Events and Networking Committee**

The Events & Networking Committee discussed and implemented improvements to the chamber’s suite of events in 2017-18. It also helped the chamber meet attendance and sponsorship goals, as well as provided assistance with organizing and soliciting prizes.

### **Communications Committee**

Members of this committee advised us on how best to reach out members - via email, our website, social media, and our Insight Magazine.

### **New Member Welcome Committee**

Volunteers for the New Member Welcome Committee made personal visits to new members, greeted members at networking events, and provided guidance on how to take full advantage of their membership benefits.



In 2013, the Board of Directors of the Fredericton Chamber of Commerce decided to launch a scholarship fund to recognize deserving students who have made a significant positive contribution to the betterment of their school and community while at the same time, demonstrating sound academic achievement. The fund was launched with a contribution of \$20,000 from the Chamber, which is held and managed by the Fredericton Community Foundation.

A committee made up of past presidents of the Fredericton Chamber of Commerce was struck to determine criteria for the scholarship. To be considered for the scholarship, the applicants must be an employee of a member or be the child, spouse or partner of a member or the members employee. Each year, a group of dedicated past presidents gather to determine the recipient of the scholarship and we are consistently delighted and heartened by the quality of the applicants.

In order for the fund to grow and not be depleted by the scholarship awards we give out annually, we have come up with a couple of unique ways to contribute to the fund. First, we do a silent auction at our golf tournament annually and these funds along with the funds raised by some fun games at the tournament are contributed. Another unique way that we contribute is through our "thank you" gifts to guest speakers. When we host events or webinars for which we have a guest speaker, rather than provide them with a gift, we make a contribution to our scholarship fund in their name. We make sure we let our speakers know this at the time of the event and then as a follow-up, the Fredericton Community Foundation sends out a letter on behalf of both of our organizations, thanking them for donating their time to the chamber in this manner and how their time has been recognized. We have found that our speakers are absolutely delighted and honoured to be recognized and thanked in this manner.

Since the inception of our scholarship, we have now given out five scholarships of \$1000, and have added enough contributions to bring the total to nearly \$40,000! The chamber is excited to see the fund grow and we are so pleased to have been able to assist five individuals in furthering their education.

In 2017, The Fredericton Chamber of Commerce Scholarship recipient was Brianna Corey who is currently enrolled in the science program at Bishops University. A recipient of the prestigious FHS Black Cat Scholar award as well as the Duke of Edinburgh Silver award, Brianna not only excelled academically but also received the Royal Conservatory of Music Gold Award for the highest mark in Atlantic Canada on two occasions amongst other musical and theatrical honours. During her high school years, Brianna volunteered for several community, artistic and sporting groups, held a part time job and participated in a huge number of extra curricular activities. Brianna exemplifies the type of student that the Chamber scholarship was created to recognize.



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*The Voice of Business*

**Fredericton Chamber of Commerce**

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Fredericton Chamber of Commerce



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