

Fredericton Chamber of Commerce

Annual Report

2014-2015



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President's Message – Joseph O'Donnell



As I approach the end of my term as President of the Fredericton Chamber of Commerce, I want to thank Krista Ross and the awesome staff at the Chamber for making the past year so enjoyable.

A year goes by quickly and as I reflect on the three things that I set out to accomplish a year ago, I have to acknowledge how aggressive the targets were. As you will remember I wanted to a) see our membership grow to 1000 members, b) I wanted to see our First Nations communities become more active members of the chamber and c) I wanted to see a better connection between our members and potential business opportunities. So how did we do? We are currently at approximately 950 members. Although

this is a little short of our goal it was not due to any lack of work on behalf of the chamber staff. We explored the potential of extending membership in the Fredericton Chamber of Commerce to Mactaquac, Oromocto & Gagetown Chambers. The resources of the Fredericton Chamber, the depth of talent at the chamber and the strength of representing a larger group of business owners still makes this a goal worth pursuing.

The second goal has resulted in JEDI becoming a member of the Fredericton Chamber. We are looking forward to having their voice at our table.

The third goal is much more difficult to measure however with the unemployment level in Fredericton falling to 5.1% in April 2015, I believe that we are moving in the right direction. Another positive advancement of this goal was the recent appointments to Opportunities NB and Susan Holt as Chief Business Relationships of the New Brunswick Jobs Board. Congratulations to the new team. The Fredericton chamber is looking forward to working with you.

During my term as President, the chamber moved offices from 270 Rookwood Ave., where it had been located for close to eight years, to 364 York Street. The new chamber premises are modern, bright and provide a professional location for the chamber to call home.

The Fredericton Chamber of Commerce was recently selected as the host Chamber for the 2017 Canadian Chamber of Commerce AGM and conference. Congratulations to our bid committee for a great job and to our partners at the city and provincial levels for their hard work.

We also saw the provincial government change and their first budget announced. The federal election will be held on Monday, October 19, 2015. In addition to these major milestones there were the usual "Business After Hours", "Business Over Breakfast", "State of the Province" and "State of the City" addresses, "Presentations Days", etc. I can honestly say that I enjoyed each and every event and the people that I met including the ambassadors from Egypt, Indonesia, Thailand, Mexico & the US Trade Minister.

To Stephen Hill, incoming President, and the rest of the chamber executive I wish you every success in your year ahead and I look forward to working with you in the role of Past President.



Chief Executive Officer's Message – Krista Ross



As we come to the end of another successful chamber year, it is a great time to reflect on the successes and accomplishments of the year. But first, I have to give a huge shout out to Joseph O'Donnell - a dedicated and hard working President of the Board of Directors who has certainly gone above and beyond the call of duty! His commitment and the time that he has given to the betterment of our business community and your organization is second-to-none! Joseph and the board and committees did an amazing job of working on issues and topics of concern to the business community and being excellent stewards of your organization. Their work was supported by the chamber team consisting of Morgan Peters, Wendy Morrell, Stacey Murray, Christine Little, Brianne Phillips, Janet Moser and myself. I can't imagine a more enthusiastic and hard working team than my colleagues here at the chamber and I thank them for their hard work and dedication to the chamber. They are a pleasure to work with - we not only work hard, we have fun! The volunteer and staff team do their utmost to serve our nearly 950 members and provide benefits, education, networking, communication tools and advocacy to fulfill your needs.

Recently in the news, our chamber is proud and excited to have been chosen as the host chamber and city for the Canadian Chamber of Commerce Conference in 2017. Much thanks to the team who put our bid package together many months ago led by board member Karen Grant and supported by Meetings Matter representatives Wendy Bradley (City of Fredericton Tourism) and Betty Blanchard (Fredericton Convention Centre), along with our team members Christine Little and Stacey Murray. We are excited about this opportunity to showcase our community - and you, our member businesses!

Some highlights of the year include our advocacy work on: physician recruitment and primary care, Drug Plan for Uninsured New Brunswickers, Canada's Anti-Spam Legislation, provincial election and budget, including our annual brief to New Brunswick's finance minister, federal budget, natural resources, property and small business tax, Opportunities NB, the Province's Engage NB process and immigration. Additionally, we met with a large number of foreign delegates and dignitaries as well as several federal ministers on topics of importance to the business community. Federal ministers include: Chris Alexander, Minister of Citizenship and Immigration; Maxime Bernier, Minister of State for Small Business & Tourism; Rob Moore, Minister of State for ACOA; Kevin Sorenson, Minister of State for Finance; Greg Rickford, Minister of Natural Resources, and Kellie Leitch, Minister of Labour and Minister responsible for the Status of Women. Of course, we also met with our local MP Keith Ashfield on many issues of importance as well as all eight provincial representatives from our region.

In terms of committee work, our committees continued to work for the betterment of our members but we were especially proud to launch a new policy committee which focuses on developing policy resolutions for the national chamber as well as documenting the positions of the chamber.

We continue to hold many excellent networking and educational events and activities with fantastic attendance. I am particularly excited about our recent performance excellence program with Symplicity Designs which saw 16 companies and organizations participate in an intensive program to improve their bottom lines through adjusting their focus and planning. The companies who participated are already seeing financial results and we are hopeful we can put this program on again in the fall with assistance



and support from ACOA as with the first program. Our Business Immigrant Mentorship Program and HIVE program continue to succeed and grow in leaps and bounds. This year, the newcomers who participated in these programs were successful in starting eight new businesses! Janet Moser, the Director of these programs continues to work closely with the Department of Post-Secondary Education, Training and Labour - our funder and the various immigration groups to ensure that we are providing top quality training and mentorship to our newcomers - we want them to come here, love it here, put down roots, and stay!

This past year, we gave away our very first scholarship to Alison Patterson, a LEO Hayes Grad who attended Dalhousie University this past year. This has been a great way for our organization to give back and to encourage students who are continuing their studies!

We added new benefits this year as well - from First Data and UPS. These, along with the large menu of benefits already offered to our members positions us to continue to serve our membership with tangible benefits that can save them money! We welcome ideas for other new benefits that might be of interest to our members!

We received Accreditation with Distinction from the Canadian Chamber of Commerce this year for 2014-16. Accreditation is a huge process of documenting our work and processes and must be submitted every three years. We were first accredited from 2005-07 and renewed for 2008-10 and again for 2011-13. From the very beginning, I am proud to tell you that our chamber received the very highest standing possible and have maintained it since. This year, we were also chosen as one of Canada's Resource Cities by the Canadian Chamber. This culminated with us launching a report in May highlighting the opportunities for our business community in relation to the responsible development of natural resources. This report is on our website and if you have not seen it, I encourage you to review it! The importance of natural resource development to our local economy cannot be overstated! Additionally, I had the opportunity to participating in the Canadian Chamber Alberta Oil Sands Tour which helped me to understand the importance of our natural resources in general and in particular, the supply chain opportunities for local business!

We moved to a new location in August of 2014 - our new home is 364 York Street, Suite 200. We thank again the member companies who assisted us in this endeavour. Active Office, Covey Office Group, Hotchkiss Furniture and Office Interiors very generously helped us to outfit our new office with lovely modern furniture to suit our new space. Shout out to our landlords Arnold and Mitchell Budovich as well for looking after us and making sure that the space exactly suited our needs!



I'm proud to tell you that our membership is growing and we are experiencing better retention rates of members than in the past 3 years! We are proud to be the largest chamber of commerce in the Province of New Brunswick and strive to meet your needs to continue in that capacity.

I am proud to have served as a representative of the chamber and the business community on a variety of boards and committees throughout the community. These include: Ignite Fredericton SEED Board, Fredericton International Airport Air Service Advisory Committee, Fredericton Community Agencies, Startup Fredericton, Ignite Fredericton Startup Stakeholder Task Force, Labour Force and Skills Development Strategy Team, Local Immigration Partnership Committee (LIP), Ignite Fredericton Natural Resource Task Force, and Horizon Local Communications Advisory Committee. Additionally, I represent our region on the board of Chamber of Commerce Executives of Canada (CCEC), CCEC's Peer Network Committee, and the Canadian Chamber Policy Resolution Screening Committee. Anyone interested in hearing more about

the work of these various committees can reach out to me and I would be more than happy to provide a detailed update.

This fall, our board and team will be participating in the creation of a new strategic plan, one that will keep us on track to work with and for our members in helping you to be successful and grow your businesses and organizations through the support that we provide.

As always, I welcome your input and feedback. Thanks for your support and participation! I look forward to another great year!



2014-2015 Board of Directors



Joseph O'Donnell
President
National Bank Financial



Chris Johnston
Past President
Atlantic Medical Imaging
Services



Stephen Hill
1st Vice President
Matthews, McCrea, Elliott



Paul Simmonds
2nd Vice President
Robert Simmonds Clothing



Nick Norrad
Treasurer
Spacek & Norrad Chartered
Accountants



Keir Clark
Executive Member
ScotiaMcLeod



Laurie Guthrie
Board Member
Ignite Fredericton



Haley Flaro
Board Member
Ability New Brunswick



Jill Dickinson
Board Member
Clowater's Plumbing &
Heating



Dolores Whalen
Board Member
Luminutra Technologies
Ltd.



Charit Khatri
Board Member
Bulletproof Solutions Inc.



Doug Williams
Board Member
King Street Ale House



Lynn Fullarton
Board Member
Optimized Planning &
Interiors



Nathan Armstrong
Board Member
Raise the Bar



Ryan Royer
Board Member
Boyer & Associates



Geoff Gallant
Board Member
Crowne Plaza Fredericton



Karen Murdock
Board Member
University of New
Brunswick



Barbara Burnett
Board Member
Atlantic Institute on Aging



Karen Grant
Board Member
Kiers Marketing Group



Robert Gallen
Board Member
RPS HMA

Treasurer's Report – Nick Norrad



The 2014-15 fiscal year was an interesting time for our chamber of commerce – a time of great change but in many ways, business as usual. Over the summer months we moved from Rookwood Avenue to our new offices at 364 York. Budgeting for the move was a difficult process as many costs were uncertain. Our chamber received an incredible amount of support from the members – donated and/or significantly reduced pricing on many products and services related to the move and furnishings for the new premises. From an event, service delivery and advocacy perspective – the staff and directors have put in another excellent year. Due in many ways to continued struggles in the local economy, revenue generation was particularly difficult in 2014-15. As a result, actual results for the year are \$1,063 lower than budget – basically a break-even result. I commend our staff on finding cost savings to offset the reduced income. Even with a break-even year, our balance sheet remains strong – at April 30th, 2015 the chamber's assets exceed its liabilities by \$340,193.

A summary of selected analysis is as follows:

	Actual 2014/15	Budget 2013/14	Variance \$	Variance %	Actual 2013/14
REVENUES					
SPECIAL PROJECTS	413,546	409,090	4,456	1%	461,185
MEMBERSHIP DUES	274,321	290,004	(15,683)	-5%	281,864
OTHER	226,987	272,892	(45,905)	-17%	214,820
TOTAL REVENUE	914,854	971,986	(57,132)	-6%	957,869
EXPENSES					
SPECIAL PROJECTS	219,207	236,979	(17,772)	-7%	245,019
SALARIES & BENEFITS	345,219	343,491	1,728	1%	330,576
PREMISES BUILDING	58,223	49,439	8,784	18%	57,711
OTHER	293,261	342,070	(48,809)	-14%	263,344
TOTAL EXPENSES	915,910	971,979	(56,069)	-6%	896,650
EXCESS	(1,056)	7	(1,063)		61,219

Looking forward, the 2015-16 fiscal year should be another excellent campaign. I look forward to working with incoming President Stephen Hill and my other fellow directors.

I would like to gratefully acknowledge management's skilled leadership and stewardship of our financial resources and the Board of Directors for their demonstrated fiduciary responsibility and due diligence.

Advocacy Update – Morgan Peters



With a provincial election in 2014, a federal election in 2015 and a wide-ranging number of issues at all three levels of government, 2014-15 was an active year for the Fredericton chamber's advocacy efforts. In addition to the information below, I was responsible for coordinating the work of five committees - provincial government affairs, municipal government affairs, economic development, physician recruitment & retention and policy development. A more detailed report on the specific activities of those committees is found later in this annual report. Overall, we had a very successful year in 2014-15. We expanded our network of partners, added a policy committee and took a more active role on a number of relevant files amongst other accomplishments.

Major Issues/Events

2014 Provincial Election - early in the fall, the New Brunswick Liberal Party replaced the Progressive Conservative Party of New Brunswick as the current NB government. We conducted a number of activities prior to the election to inform our members about the various positions of the parties. We hosted a party leader speaking series in the spring, released the parties' responses to our "Questions That Count" in the summer, but unfortunately had to cancel our debate forum in the fall due to a lack of registrations. The change in government delayed some of our provincial government advocacy, but with the new government making a number of announcements related to business early in their mandate, we were quickly engaged.

Engage NB Strategic Program Review - the biggest move made by the Liberal Government was to initiate a strategic program review to try to eliminate the deficit through a combination of cost reductions and revenue increases (targeting \$600M total). There has been a significant public outreach exercise to the review. We have made a joint written submission with the Greater Moncton Chamber of Commerce and the Saint John Region Chamber of Commerce, participated in an initial stakeholder session as well as a follow-up stakeholder session. Chamber members also participated in the public session.

Provincial Budget - we participated in the annual provincial budget lock-in with other stakeholder groups, Department of Finance officials and the Minister of Finance. This session allows the groups to receive the budget a few hours before it is announced in the legislature, ask questions of officials and prepare responses (mainly for the media). Results of the strategic program review were not a part of the 2015-16 budget and the Minister has consistently warned that the 2016-17 budget would be much 'tougher'.



Access to Primary Care - evolving from 'access to a family physician,' our work on access to primary care has been ongoing for a number of years - beginning with advocating for a community health clinic for nearly a decade. As of June 2015, Fredericton has more than 10,000 people on the Patient Connect NB waiting list - representing more than half of the total people waiting for a family physician in New Brunswick. Fredericton also still has an issue with recruiting family physicians, currently with eight vacant billing numbers in the region and five in the city alone. We continue recruitment efforts while also pushing for a more robust reform towards a primary care model.

Drug Plan for Uninsured New Brunswickers - fulfilling an election platform commitment, the Liberal Government has put the second, mandatory phase of the drug plan on hold pending further review. This phase of the plan would have required employer participation through a payroll tax if they did not otherwise offer drug coverage. The government began a new round of consultations in June 2015 and we will continue to advocate on the matter.

Policy Development Committee - one of the biggest moves forward in our policy and advocacy work this year has been the establishment of our Policy Development Committee. In its first year, the committee established terms of reference and produced two provincial policies (natural resource development and pooled registered pension plans) and one resolution for submission to the Canadian Chamber of Commerce (drone regulation). These efforts will be the beginnings of our policy manual.

Federal Budget - we also issued a response regarding the federal budget with the assistance of helpful information from the Canadian Chamber of Commerce and several other organizations. Additionally, we participated in a pre-budget meeting with Minister Rob Moore and hosted a post-budget luncheon with Minister Moore.

Communications

All aspects of our advocacy communications expanded in 2014-15. We issued more than 25 press releases, took a more active role on various social media platforms, started a chamber blog, and were approached for more media interviews than in past years. We will continue to grow in these areas in 2015-16 as the “Voice of Business” in the Fredericton Region.

Partner Organizations

In 2014-15, we were able to develop our relationships with a number of partners and stakeholders for the benefit of members. Some of these include:

- *Canadian Chamber of Commerce (CCC)* - we continue to expand our presence in the Canadian chamber’s advocacy work. We have two policy resolutions on the books with the national organization and our policy committee submitted another for consideration in 2015. We also supported a number of their initiatives included the Partnership for Resource Trade, Top 10 Barriers to Competitiveness in Canada, Canada’s Resource Cities and more. We also shared more of the information produced by the CCC directly with our members.
- *Atlantic Chamber of Commerce (ACC)* - our regional chamber continues to grow and develop its policy work. The NB advisory committee is active and the ACC hired Glenn Davis, VP Policy. This has helped greatly with coordinating advocacy activities and expanding the influence of the Atlantic Region. Glenn has recently coordinated a working group of policy directors at Atlantic chambers and will be taking the lead in coordinating our efforts at the CCC conference. The Atlantic chamber has also provided some helpful professional development sessions and we try to take an active role in all of their activities.
- *Ignite Fredericton / Planet Hatch* - we have been advocating to Fredericton City Council for a number of years that the organization needed increased municipal funding, which they received in 2015. Our joint efforts have also increased over the past year, most notably in the areas of immigration and natural resource development.
- *Business Fredericton North* - we regularly communicate with BFN’s general manager, Trina MacDonald on north-side issues for our Municipal Government Affairs Committee and sitting together on a number of committees.



- *Downtown Fredericton Inc.* - we regularly communicate with DFI's general manager, Bruce McCormack on downtown issues for our Municipal Government Affairs Committee and sitting together on a number of committees.
- *Healthcare groups* - primarily through the Physician Recruitment and Retention Committee we have increased the number of groups and frequency of communication to assist our efforts (in addition to individual doctors). These include the Department of Health, Horizon Health, New Brunswick Medical Society, Fredericton Medical Society, and Fredericton's Family Health Team.
- *NB Student Alliance* - new members of the chamber, the leadership team at the NB Student Alliance has been a valuable addition to the Chamber's Provincial Government Affairs Committee.
- We have also received valuable information and advice from dozens of other groups and individuals, of which there are too many to name.

Meetings

We met with a number of elected officials and other stakeholders throughout the year. Some of these include:

- Maxime Bernier, MP, Minister of State for Small Business and Tourism
- Chris Alexander, MP, Minister of Citizenship and Immigration
- Rob Moore, MP, Minister of State (ACOA) and Regional Minister for New Brunswick
- Keith Ashfield, MP, Fredericton
- Roger Melanson, MLA, Minister of Finance & Transportation and Infrastructure
- Stephen Horsman, MLA, Deputy Premier, Minister of Public Safety and Justice
- Victor Boudreau, MLA, Minister of Health, Lead of Engage NB Program Review
- David Coon, MLA, Leader of Green Party of NB
- Fredericton's Regional MLA Caucus (tri-party)
- Susan Holt, Chief of Business Relationships, NB Jobs Board
- Cynthia Farmer, ADM Strategy, Alberta Energy
- Paul Davidson, President, Universities Canada

Presentations Hosted

This year we placed a greater emphasis on providing our members with information directly from the source, hosting a number of presentations, particularly by the Economic Development Committee and with joint chamber-rotary lunches. These presentations included:

- Richard Saillant, author of *Over the Cliff? Acting Now to Avoid NB's Bankruptcy*.
- Mike Legere, Executive Director - Forest NB
- Greg Davidson, Community Relations Manager - Sisson Partnership
- Richard Wunderlich, Director of Smart Grid Initiatives - Siemens
- Kevin Maloney, Manager of New Build Pipelines (ON and NB) - TransCanada
- Levi Lawrence, Owner, Real Food Connections
- Gilles Volpe, General Manager, Enbridge Gas New Brunswick
- Pierre Cleroux, Chief Economist, BDC
- Kim MacPherson, Auditor General, NB
- John McGarry, CEO, Horizon Health Network
- Ferio Pugliese, President, WestJet Encore
- Stephen Lund, CEO, Opportunities NB
- Paul Davidson, President, Universities Canada



Presentations Given

I was approached to give a number of presentations in 2014-15 to talk about various aspects of the chamber's advocacy

work. These include:

- New Brunswick Student Alliance - Leader Training - Strategies for government relations
- Fredericton Executive - Craft Speech - Chamber's advocacy work
- SportNB - AGM - Canada's Anti-Spam Legislation
- St. Thomas University - Communications Research Class - Practical applications of research

Students

I was responsible for three students over the course of the year. I'd like to thank each for their efforts and contribution to the chamber. They were:

- Keif Godbout-Kinney - SEED student (summer)
- Daniel Desjardins - STU Liberal Arts Advantage (summer)
- Eric Johnson - STU Co-op program (winter)

Finally, I'd like to thank my co-workers at the chamber, our board of directors, our committee co-chairs and volunteers and all of the other wonderful people I get to work with regularly. The chamber is a true collaborative effort.

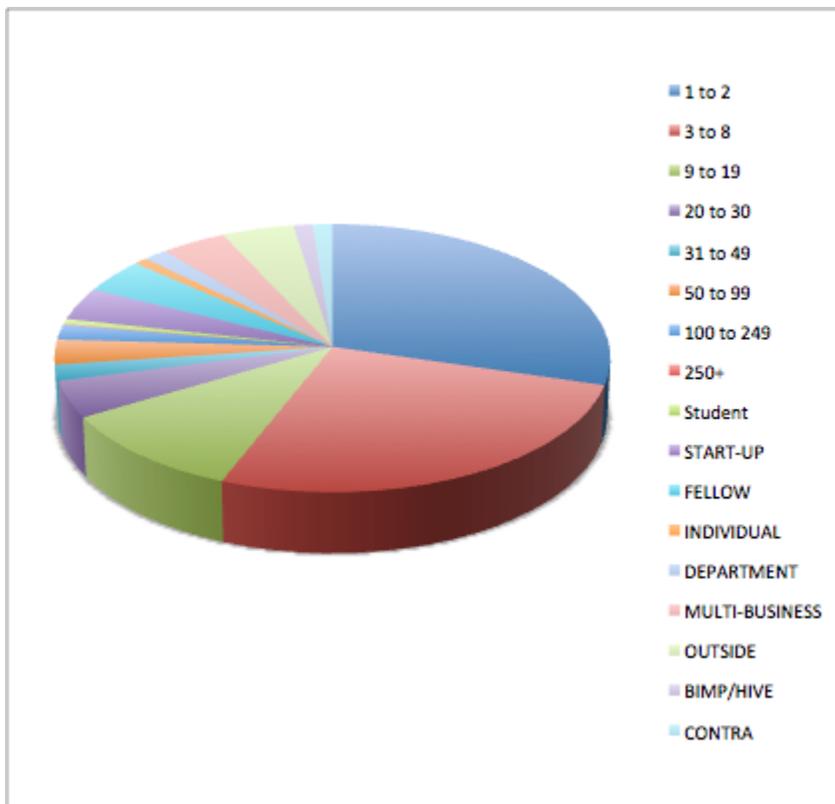


Membership Update – Christine Little



Businesses of all sizes join the chamber of commerce for varying reasons. Whether large or small, existing or new, membership is an investment in both your business and your community. The chamber provides its members with access to benefits and services, partnerships and networking events, in addition to advocacy on prominent issues to ensure a healthy and thriving business community. Programs and activities are developed with our members' needs and profitability in mind while working collectively for our members and our community.

In 2014/2015, the Chamber was proud to welcome 132 new members which represented an increase of 9% over the previous year, a growth in our retention rate to 93%, 108 M2M partners, and two new value-added programs to an already extensive list of exclusive services and discounts including merchant services discounts through First Data and courier discounts through UPS.



We continued to promote the Fredericton Chamber of Commerce throughout 2014/2015 in many ways including our annual tabloid which was inserted into 22,000 Daily Gleaner newspapers in the greater Fredericton area, supplemented with radio campaigns, Workday Hero and Shop Local on Newcap Radio stations. We continued to boost our social media presence with a following of 4,809 on Twitter and 1,254 likes with our Facebook followers. Our Growing Together referral program continued to expand with 15 referrals from chamber members. The active role the Chamber plays in our business community along with the

tangible benefits package we offer combined with educational components, networking opportunities and the leadership role in which the Chamber takes on many issues affecting the businesses in our region, members are offered a great return for their membership investment.



Event and Sponsorship Update – Stacey Murray



The Fredericton Chamber of Commerce hosted **59** events this year, with over **4500** people in attendance, this is an increase of **5** events from last year. Without the continuous support of our sponsors, these events would not be possible; **106** event sponsors were secured during the year.

In April, Stacey Murray, Event Manager, completed the Event Management Extension Certificate from Mount Royal University. This is exciting news for the Fredericton Chamber of Commerce and its members as we continue to improve our existing events and plan new exciting events for the upcoming year.

Monthly Events

Business After Hours is one of our most successful networking opportunities; it allows businesses to showcase their products and place of business. We had **701** people attend our Business After Hours events at **8** different member locations this year.

Business Over Breakfast (formerly called Early Bird Networking) is now being offered monthly due to the high demand of members wanting to host a Business After Hours event. These events bring out a new crowd compared to our Business After Hours events. We had **207** people attend our Business Over Breakfast events at **5** different member locations this year. Next year we hope to host **8** events, the same as Business After Hours.

Professional Development events include, Lunch & Learns, Profit Learn Sessions, Presentation Day Series, and Chamber & Rotary Distinguished Speaker Series. In total this year we hosted **30** professional development events, this is an increase of **4** compared to the 2013-2014 year.

Annual Events

Annual General Meeting (AGM) and President's Reception – June 3, 2014 – This event offers the incoming and outgoing Presidents an opportunity to discuss what their perspectives are from the last year and what the incoming president would like to see happen in the year ahead. There were **30** people in attendance.

Summer Biz Bash – June 5, 2014 – As a member appreciation event, the chamber finishes the year off with one last mix and mingle before the summer break. The Fredericton Convention Centre hosted this event had 105 people in attendance.



Past President's Luncheon – June 27, 2014 – Each year a luncheon is held to honour our past presidents and to discuss what the chamber has worked on in the past year, and is planning on working on in the upcoming year. This is a great opportunity to hear the perspective of our past presidents. This year we had **19** in attendance.

Golf Tournament – August 28, 2014 – This year the Fredericton Chamber of Commerce hosted its **25th Annual Golf Tournament** at Kingswood Golf. This was a sold out event, with **144 golfers!** The golfers enjoyed a great day of golfing, networking and fun activities. Thank you to our prize and silent auction donors and a big thank you to all **27 tournament sponsors.**

Business Excellence Awards – October 15, 2014 – This awards ceremony recognizes businesses that have shown outstanding customer service, community involvement and other notable achievements. We honoured

seven companies/people in front of **334 attendees** and **18 event sponsors**. The award winners included: Bell Aliant Business Person of the Year Award – Pat Whalen, LuminUltra Technologies Ltd. / Credit Unions Business Excellence Award (Fewer Than 20 Employees) – MayDay Group Inc. / UPS Business Excellence Award (More Than 20 Employees) – Delta Fredericton Hotel / Matthews McCrea Elliott Community Leadership Award – Fredericton Public Library / Wilson Insurance Inc. Young Entrepreneur of the Year – Peter Goggin & Rishin Behl, Resson Aerospace Corp. / Jim Gilbert's Wheels & Deals Not-for-Profit Organization Award – Big Brothers Big Sisters of Fredericton and Oromocto Inc. / KPMG Resilience Award – Isaac's Way Restaurant.

State of the City Address – November 13, 2014 – His Worship Mayor Brad Woodside gave an update on the initiatives being undertaken by the City of Fredericton. There were **333 attendees** and **11 sponsors** at this event.

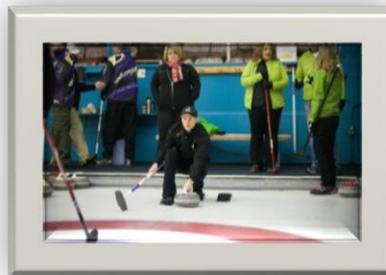
State of the Province Address – January 28, 2015 – Since 1974 the Fredericton Chamber of Commerce has hosted nine premiers to give the State of the Province Address. Premier Brian Gallant is our ninth premier, and this year was his first address and our largest address at the Fredericton Convention Centre with **991 attendees** and **24 event sponsors**.



Distinguished Citizen Awards – March 16, 2015 – It is with sincere regret that Fredericton Chamber of Commerce announces that we have decided to discontinue hosting the annual Distinguished Citizen Awards. With many other events in the city, several of which are similar in nature, we have seen attendance and interest decline over the past several years. Given the chamber's very busy schedule with nearly 60 events throughout the year we have concluded that our members would be best served by focusing our limited staff and volunteer resources on our other events. We sincerely thank those who have participated in this event over the past 39 years and congratulate the 111 recipients - your contributions to the community cannot be fully captured by an award ceremony. The final recipients the award were: Peter Pacey, Kevin Pottle and Mike Ross.

Curling Funspiel – March 27, 2015 – This was our third annual Curling Funspiel and the event has always sold out since its creation in 2013. With **80 curlers** and **14 sponsors** this event is a day full of fun, team building and networking.

For a list of our upcoming events contact the chamber office at 458-8006 or visit our website at www.frederictonchamber.ca.



Operations and Communications Update – Wendy Morrell



The biggest change for the Fredericton Chamber of Commerce this past year was that we've moved our offices to our great new space at 364 York Street. Our bright new offices better suit our needs and have been decorated to complement our chamber logo and brand. Thanks to the help of many of our chamber members, our move went very smoothly and we are enjoying our new surroundings and furnishings. Around the same time that we moved into our new office we began working with e-novations to help us improve our technology needs.

Our staff were busy this year preparing our accreditation package to send off to the Canadian Chamber of Commerce and we are proud to be an accredited chamber with distinction for another three years.

We are always looking at new ways to keep the communication lines open with our members and our community partners and this year I worked with a great group of committee members in our Communications Advisory Committee to look at several projects. Our INSIGHT Magazine continues to be a great source of information with articles from our chamber staff and our members. Thank you to Emerge Designs for designing our magazine over the past year and to KKP Kwik Kopy Printing for printing the magazine for us.

Our chamber website remains a very useful tool for the business community to find out what is happening with the local chamber and businesses and in the upcoming year we will be revamping the website with a different look and an improved layout to find the information you need. Thank you to our website provider Outreach Productions.

We are moving in a different direction with our annual membership directory this year in that we are only offering the directory in an online version. The advertisements and website links will be live which will make the directory more interactive for users. Thank you to Emerge Designs for designing our directory this year.

Our most popular communication tool of course is our email system so we definitely have to thank our partner Enacity for their great design work over the past year. They have been busy making changes to our email templates and email design to improve the way our information is displayed.

I also want to take this opportunity to thank the members of the Communications Advisory Committee for all their help and advice over the past year. Thank you to my co-workers and to the members of the chamber for providing great articles for our publications and a very special thank you to our members who purchase ads in our publications, without your support these publications would not be possible.



Business Immigrant Mentorship Program / The Hive Update – Janet Moser



The Fredericton Business Immigrant Mentorship Program (“BIMP”) has just completed year six. Since 2009 the program has continued to grow and develop and has gone from a lone pilot program to being the model and example that the province has used to expand into four other centres (Moncton, Saint John, Bathurst and Edmundston). This past year has been an exciting one, marking two major changes with the provincially funded immigration support programs offered by the Fredericton Chamber of Commerce.

In early 2014, a second, complementary program to BIMP was introduced and launched as an incubation program for our newcomer business developers to utilize as an office rental. This environment takes them out of their silos and isolation of business research / development from their homes into an active hub of business development and networking. The HIVE/Ruche was first piloted in Moncton as a Francophone program for French immigrant investors. In 2014, the Province of New Brunswick piloted Hive through the Fredericton Chamber of Commerce.

With the implementation of the second program office space became a primary consideration and the two programs, along with the director and support staff relocated to the heart of the business development ecosystem in Fredericton - Knowledge Park.

The Fredericton Business Immigrant Mentorship Program ran an effective program in 2014-2015 - registering just over thirty participants. Business training modules included such topics as Business Law, Accounting, Bookkeeping, Revenue Canada, Food and Safety Training, WorkSafe NB, Business Basics, Canadian Banking Systems, Real Estate (Commercial and Residential), City Bylaws, Zoning and Building Codes, and Cultural Awareness training. Mentees were also included in several chamber events as well.

Like developing BIMP in 2009, we were on a steep learning curve with starting the Hive Incubator with little pre-packaged guidance or teaching tools. So we relied heavily on our community stakeholders and experts such as UNB (TME Program’s Dr. Dhriendra Shuklah), Planet Hatch and Sally Ng, Ignite Fredericton and the also the support of the Fredericton Chambers CEO and staff. We were also able to hire a summer student in 2014 and now again in 2015.

In 2014, the Fredericton Chamber of Commerce added a new award to be presented at the State of the City Address: “Business Newcomer of the Year,” dedicated to Immigrant entrepreneurship in the City of Fredericton. The inaugural recipient was Ms. Leticia DeGante formerly of Yucatan, Mexico and a graduate of BIMP.

The Hive is a program that charges a minimal fee to all clients who register and runs like an effective high-level incubation program. One program highlight was the development of weekly Friday morning meetings - affectionately know as our “Coffee Chats”. Over the course of the past fifteen months we have held just over 50 chats and introduced Hive clients to close to 100 business developers and experts as well as government officials from various levels.

Since the 2009 start, the Fredericton BIMP has registered over 120 immigrant mentees. Mentees most predominantly have been coming in from the following countries: China, Korea, Iran, Pakistan, Philippines, Vietnam and various other countries. Relations are



strong between the BIMP and the local and provincial cultural associations as well as the Multicultural Association of Fredericton.

Meetings are held quarterly for the BIMP coordinators across the province with the goal and objective being to remain consistent in deliverance of training and programming.

Funding cuts going into 2014-2015 have been difficult to absorb, however we are counting heavily on the support of stakeholders, provincial programming funds, independent sponsorship, municipal and federal cash injections that will allow us to sustain and maintain the programs we they are intended to operate. The Hive Incubator currently has ten mentee clients from Iran, China, South Korea and Vietnam.

In June of 2015 BIMP completed its 12th cohort with a large celebratory event that was held at Planet Hatch and attended by several local dignitaries and provincial officials. Hive and BIMP have been recognized nationally and Program Director Janet Moser will be hosting a webinar on local immigration on behalf of the Conference Board of Canada.

It has been an exceptional year of growth and program development, we anticipate the coming year to be equally challenging and rewarding.

Thank you to our wonderful volunteers

Provincial Government Affairs Committee Members

Paul Simmonds –Robert Simmonds Clothing (co-chair)

Keir Clark – ScotiaMcLeod (co-chair)

Pat Joyce – NB Student Alliance

Mark MacKenzie—Green Imaging Technologies

Ryan Boyer—Boyer & Associates

John Hoben—Fredericton Intercultural Centre

Cathy Pugh—Fredericton Convention Centre

Lundi Karhibahaza—Student

Cindy Miles—Dots NB

Kim Gowan—Rodd Inn and Hotels

Jamie Ryan—NBREA

Tammy Bilodeau—UPS

David Emmerson—University of New Brunswick

April Barnet—Gemtec

Rick McGraw—University of New Brunswick, retired

Andrew Steeves – UNB

Erika MacDonald—Foster & Company



Municipal Government Affairs Committee Members

Bob Gallen—RPS HMA (co-chair)
 Jill Dickinson—Clowater's Plumbing & Heating (co-chair)
 John Landry—Construction Association of NB
 James Terhune—Indosoft
 Betty Blanchard—Fredericton Convention Centre
 John Robison—Skillsearch Recruiting
 Patrick Nicholson—Enbridge NB



Policy Committee Members

Chipp McCrea—Matthews McCrea Elliott (co-chair)
 Mark MacKenzie—Green Imaging Technologies (co-chair)
 Candace Sears—KPMG
 Doug Motty—Individual
 Heather MacLean—Taylor Made Solutions
 Jeff Saunders—Teed Saunders Doyle
 Melissa O'Rourke—Opportunities NB
 Peter Goggin—Resson Areospace

Economic Development Committee Members

Stephen Hill—Matthews McCrea Elliott (co-chair)
 Karen Murdock—University of New Brunswick (co-chair)
 Anne Soucy—University of New Brunswick
 Lisa LePage—Opportunities NB
 Alessandro Doria—Skillsoft
 Barbara Gordon—Department of Post Secondary Education , Training and Labour
 Reza Ektesabi—Frederic Monde
 Julia Ramirez—Ignite Fredericton
 Nicola McLeod—Ignite Fredericton

Physician Recruitment Committee Members

Ryan Boyer—Boyer & Associate (co-chair)
 Doug Williams—King Street Ale House / Brewbakers (co-chair)
 Susan Boyce—University of New Brunswick
 Julia Grajewski-Noel—University of New Brunswick
 Dr Kanza Hashmat—Fredericton Intercultural Centre
 Denise Coulombe—Horizon Health
 Angela Landry—CRC RV Centre
 Grant Furlotte—Investors Group
 Greg Toole—BMO Nesbitt Burns
 Ken McGeorge—York Care Foundation / Alzheimer's Society
 Thierry Arseneau—Centre Communautaire Saint-Anne
 Austin Conrad—St. Anne's Court
 Glenna Birt – Northwest Healthcare Properties





Communications Committee Members

Haley Flaro—Ability New Brunswick (co-chair)
 Barbara Burnett—Atlantic Institute on Aging (co-chair)
 Doug Daley—Kiers Marketing Group
 Sirong Wang— MBA Student, UNB
 Jeff Wright—Saint Thomas University
 Marilyn Wilson—Mayday Group Inc.

New Member Welcome & Retention Committee Members

Lynn Fullarton—Optimized Planning & Interiors (chair)
 Kathryn Sprott—Delta Fredericton Hotel
 Ryan Boyer—Boyer & Associates
 Angela Stewart—Omista Credit Union
 Cindy Sheppard—NBCC
 Laura Eliaba—Priority Personnel
 Kelly Richard—Kelly Richard Bookkeeping Services
 Julia Clark—University of New Brunswick Conference Services
 Jamie Rickard—Mayday Fine Printing



Events & Networking Committee

Nathan Armstrong - Raise the Bar (co-chair)
 Geoff Gallant - Crowne Plaza Fredericton Lord Beaverbrook Hotel (co-chair)
 Wendy Southworth - Priority Personnel Inc.
 Julia Clark - UNB Conference Services
 Heidi O'Donnell - Neil Squire Society
 Christina Collins - Ability New Brunswick
 Sirong Wang - MBA Student, UNB
 Lindsay Johnston - Premiere Suites Fredericton
 Kim Gowan - Crowne Plaza Fredericton Lord Beaverbrook Hotel
 Kelly Critchlow - Crowne Plaza Fredericton Lord Beaverbrook Hotel
 Jackie Jardine - OMISTA Credit Union
 Christina Nicoll - The Fredericton Playhouse
 Barb Neales - Morneau Shepell

Professional Development Committee

Charit Khatri - Bulletproof Solutions (co-chair)
 Dolores Whalen - LuminUltra Technologies Ltd. (co-chair)
 Jennifer Phillips - Fredericton Convention Centre
 Melanie Chase - Fredericton Convention Centre
 Heidi O'Donnell - Neil Squire Society
 Melissa O'Rourke - Government of New Brunswick
 Jeff Wright - St. Thomas University
 Angela Beran - Government of New Brunswick



Distinguished Citizen Awards Selection Committee

Chris Johnston - Picture Your Health Medical Imaging Center (Chair)
 Mayor Brad Woodside - City of Fredericton
 Kerry Atkinson - Wilson Insurance
 Stephen Hill - Matthews McCrea Elliott
 Anne Mooers - The Daily Gleaner



Business Excellence Awards Selection Committee

Chris Johnston - Picture Your Health Medical Imaging Center (chair)
 Ian Wilson - Investors Group Financial Services
 Mary Butler - NBCC Fredericton
 Christina Nicoll - The Fredericton Playhouse
 Keir Clark - ScotiaMcLeod
 Marilyn Wilson - MayDay Fine Print Inc. / Swagshop.ca
 Lee Winchester - BMO Bank of Montreal
 Mike Toole - Cambridge-McKnight Ltd.
 Mark Mahoney - Scotiabank
 Don Good - exp Services
 Dan Coleman - UNB
 Karen Grant - Kiers Marketing Group
 Mac MacFarlane - Investors Group Financial Services

Business Excellence Awards Nomination Committee

Chris Johnston - Picture Your Health Medical Imaging Center (chair)
 Janice Corey - Corey & Company
 Chris Brown - ServiceMaster Clean of Fredericton
 Charit Khatri - Bulletproof Solutions Inc.
 Crystal Mulherin - What on Earth Jewelry
 Dr. Bob Hatheway - Hatheway Orthodontics
 Levi Lawrence - Real Food Connections



Business Excellence Award Criteria Committee

Chris Johnston - Picture Your Health Medical Imaging Center (chair)
 Karen Grant - Kiers Marketing Group
 Nathan Armstrong – Raise the Bar
 Keir Clark - ScotiaMcLeod
 Ryan Boyer - Boyer & Associates Ltd.



State of the Province Volunteers

Samantha Bizimungu - Student, UNB
 Christina Nicoll - The Fredericton Playhouse
 Christina Collins - Ability New Brunswick
 Wendy Southworth - Priority Personnel Inc.
 Lindsay Johnston - Premiere Suites Fredericton
 Nathan Armstrong - Raise the Bar
 Jeremy DeMerchant - Permission to Sell
 Edwina Corey - Edwina's Catering
 Brenda Murray - Government of New Brunswick
 Anita Legere - Big Brothers Big Sisters Oromocto and Fredericton
 Beth Fowler - Government of New Brunswick

Lety Leon - HIVE/BIMP
 Lynn Fullarton - Optimized Planning & Interiors Inc.
 Jackie Jardine - OMISTA Credit Union
 Angela Stewart - OMISTA Credit Union
 Marilyn Wilson - MayDay Fine Print Inc. / Swagshop.ca
 Anna Migchels - Massage2Go
 Laura Eliaba - Priority Personnel Inc.



140th Anniversary Events Committee

Janice Corey - Corey & Company (chair)
 Christina Nicoll - The Fredericton Playhouse
 Jill Dickinson - Clowater's Plumbing & Heating
 Lindsay Johnston - Premiere Suites Fredericton
 Lynn Fullarton - Optimized Planning & Interiors Inc.
 Sylvain Pitre - Weddings & Events Designed by Sylvain
 Tanya Roy - Credit Counselling Services of Atlantic Canada Inc.
 Lee Shakotko - BarbaraLee Designs
 Barb Clark - BarbaraLee Designs
 Kevin Brewer - Kevin Brewer Financial
 Cathy Pugh - Fredericton Convention Centre
 Mac MacFarlane - Investors Group Financial Services
 Wendy Southworth - Priority Personnel Inc.

Event Sponsors for 2014/2015 Event Year

Crowne Plaza Fredericton Lord Beaverbrook Hotel	McQuinn Media
Coastal Graphics	Signature Sound
Simpson Building Contractors	UNB College of Extended Learning
Bell Media	Bell Aliant
Fredericton Appraisal Associates	Matthews McCrea Elliott
Ginger Design	Credit Unions
Meetings Matter	KPMG
Rob Blanchard Photography	UPS
Yeh! Yogurt & Cafe	Wheels & Deals
Delta Fredericton Hotel	Vagrant Web & Creative
Cox & Palmer	Air Canada
Clowater's Plumbing & Heating	Constellation Brands
Fredericton International Airport Authority Inc.	KKP Kwik Kopy
Wilson Insurance Ltd.	Weddings & Events Designed by Sylvain
Allstate Insurance	Newcap Radio
Cominar	Valley Graphics Ltd.
Comfort Inn Fredericton	Freeman Audio Visual
Scotiabank	Knowledge Park
Colpitts Developments Ltd.	F6 Networks
Office Interiors NB	The Hive / BIMP
Hotchkiss Home Furnishings Ltd.	Advocate Printing
Altus Group	BarbaraLee Designs
Corey Insurance	The Daily Gleaner
Fredericton Outfitters & Anglers	Kiers Marketing Group
	CMS Consulting

Siemens
 TransCanada
 Fredericton Convention Centre
 Emera
 Rogers TV
 Grant Thornton
 Stewart McKelvey
 New Brunswick Innovation Foundation
 University of New Brunswick
 Atlantic Lottery
 New Brunswick Association of CBDC
 New Brunswick Medical Society
 Emerge Designs
 Atlantic Chamber of Commerce
 BMO Bank of Montreal
 Robert Simmonds Clothing
 Fidelity Investments
 Newcap Radio

St. Thomas University
 6 Colour Copy & Printing
 Perfect Parties by Nancy
 Enbridge Gas New Brunswick
 National Bank Financial
 Allan Marshall & Associates Inc.
 Perfect Parties by Nancy
 Boyer & Associates Ltd.
 Regent Mall
 Thatt Electrical Company Inc.
 Will Venator - Wheels & Deals Ltd.
 East Side Mario's
 OMISTA Credit Union
 Tim Horton's
 Edwina's Catering
 Cook In Services
 Aggie's Catering



Report of the City of Fredericton – Laurie Guthrie



City of Fredericton

- **Total Value of Construction** – The City of Fredericton had a total value of construction at \$107 million for 2014 and \$22.5 million as of May 31, 2015.
- **Tourism Economic Impact** – For 2014, Fredericton Tourism reported a tourism economic impact of \$232.5 million and \$7.1 million related to sport tourism.
- **Intercultural Award** - Shane Thomas of Fredericton High School is the 2015 recipient of the City of Fredericton’s Intercultural Award presented by Council on May 25th.
- **City Plans** – Work has commenced on a new Municipal Plan (24 month process) with technical background work underway. The City Centre Plan is complete, and is in the process of being incorporated into the municipal plan. The Garrison District Plan and Main Street Plan will be completed over the summer.
- **Performing Arts Centre** - A feasibility study on performing arts infrastructure development for the region has determined a new 6,665 m2 (71,741 sq. ft) downtown facility, built to replace the existing Playhouse, is the preferred way to meet the needs of the region for the next 50 years.
- **Ward Boundary Review** – A committee was formed to review municipal ward boundaries defining 12 electoral wards with one city councillor elected in each ward. Recommendations will be coming forward soon.
- **Wilmot Park Splash Park** - Construction will begin this September for a late summer 2016 opening.

Ignite Fredericton

Brand & New Name Launch - March 20th

<http://ignitefredericton.com/>

New Integrated Model – During the summer of 2014 under the leadership of CEO, Larry Shaw, Ignite Fredericton restructured – combining operations, leadership and governance with Knowledge Park and Planet Hatch. Ignite has a renewed focus on revitalized business growth/expansion, investment attraction and population growth, with Planet Hatch focusing on startup services. During the 2015 budget process, the City of Fredericton made history with a major reinvestment in regional economic development through \$515,000 allocation to Ignite Fredericton. This includes secondment of Laurie Guthrie and funding for the Population Growth Specialist (formerly Immigration Coordinator).

Results	2014	YTD
New Jobs	54	21
New Startups	23	8
Counselling Sessions	184	71
Exploratory Visits	570	84
Potential Immigrants	1718	274
Landed Immigrants	617 (2013 CIC)	

Earned Media (2014-YTD):

- Jan 2014 Canadian Business Journal on strategically positioning Fredericton in supplement.
- Mar 20 Ignite Fredericton Brand Launch (Gleaner, radio) with over 100 people in attendance.
- June 19 Vision 2020 Progress Report (TV-Global & CBC, Gleaner, radio) with 120 people in attendance.
- Summer Promotional Video Shoot using UAV (TV – CBC, Global)
- June 22 A Powerful Vision of Jobs (Gleaner)
- Oct 23 Gigabit City Announcement (Gleaner-front page, radio, CBC TV)

- Dec 18 Ignite Funding Boost (Gleaner)
- Feb 20 CEO Profile (Gleaner)
- Feb 20 Ignite Fredericton Planting Seeds of Business Growth (Gleaner)
- April 19 Ignite Fredericton secures \$60,000 in federal funds for immigration project (Gleaner)
- May 26-31 Natural Resource Task Force Launch (2 Gleaner articles, Global TV, radio - Astral Media, Bell, CBC)
- May Progress Media Feature – Last November, Ignite proactively initiated a media familiarization tour for the Editor and Publisher of Progress to pitch potential story ideas. Content ranged from showcasing the innovation corridor, panels of growth stage companies, startups, entrepreneurial enablers, UNB research, etc. As a result of this effort, Fredericton received 14 pages of ink with high profile coverage.

Marketing & Promotions:

- **Website** – Development of new responsive, bilingual website, as the primary tool for starting, growing or locating a business, as well as immigrating to Fredericton. www.ignitefredericton.com
- **Business Profile Series** - Celebrating and profiling local businesses/clients, a total of 12 stories (video and articles) were produced, as part of the online 'Business Profile Series'. These stories were pushed out using social media driving traffic to the website.
- **Promotional Video** – On behalf of the City, Ignite developed a new economic development promotional video positioning Fredericton as a cost-competitive, digitally advanced business location to attract prospective businesses, immigrant entrepreneurs and startups. It touts the supportive entrepreneurial ecosystem to help businesses start, grow and locate here. Compared to past narrative versions, the 2015 video takes a fresh approach - using a combination of video, graphics, digital animation and music.
- **Exhibit Display** – Produced a new display to promote Ignite Fredericton at events.
- **Corporate Stationary & Collateral** – As an integrated branding initiative, created a folder, letterhead, powerpoint & report template, services card and annual report card.
- **Social Media** - Established a social media presence using the channels of Twitter, LinkedIn, and as of May Facebook. To review posts to date – please visit: Twitter @IgniteFredNB, LinkedIn http://www.linkedin.com/company/ignite-fredericton?trk=company_logo and Facebook <https://www.facebook.com/ignitefredericton>
- **Advertising** – During 2014/15, designed and produced approximately 10 print advertisements: Perspectives Canada - ICT & Finance publications, Progress (Top 101, Book of Lists, May issue), Toronto Star, Atlantic Business Magazine, Chamber Insights & Membership Directory, Business Fredericton North, Oromocto Chamber; and two transit bus ads.



FDI and spur growth of new startups.

The task force was launched on May 26 with 70 people in attendance and excellent media coverage.

- **Startup / Entrepreneurial Task Force** – Ignite formed this task force with focus on communication, collaboration and strategic alignment.

Strategic Initiatives:

- **Natural Resources & Energy Task Force** – Ignite Fredericton formed a task force to maximize economic opportunities with respect to near-term, responsible natural resource development. The focus will be:
 - Connecting local businesses with supply chain and procurement opportunities.
 - Skilling up for jobs and creating specialized, expert world-wide talent within our region.
 - Facilitating a clustering environment to attract

- **Local Immigration Partnership (LIP) Program** – Ignite secured \$60,000 through Immigration Canada to establish a LIP initiative focussed on improving retention and integration outcomes. The funding will be used to conduct research including a gap analysis to identify challenges and develop solutions to address. As per federal requirement, Ignite recently formed a LIP Council to steer the process.
- **ICCI Funding for FDI** – Secured \$59,000 in federal funding to conduct research and produce marketing collateral targeting FDI (foreign direct investment).
- **Micro Breweries** – Ignite is leading a strategy to change the strategic direction of government policy on micro breweries from one of taxation to one of economic development.
- **Cyber Security** – Ignite is exploring options with UNB to develop an aggressive economic development strategy centered on cyber security.
- **Innovation District** – Ignite is working with stakeholders on positioning/packaging primary economic development assets located in the geographic area from UNB to Knowledge Park including academia, R&D and Knowledge Park.

KIRA – Hosted by Knowledge Park, the 17th annual KIRA Awards took place on May 8th recognizing the achievements of: Most Promising Start-up - Resson Aerospace, Economic Impact/oNBoard Award - BMM Test Labs, Innovative New Product/Service Private - Excipio Technologies Inc., Innovation Public-River Watch, NB, and Industry Champion -David Alston.

Planet Hatch –Planet Hatch accelerated four companies during cohort 2: Doctor's Orders, Total Pave, HWKI, Biopolynet; and six new companies during cohort 3: Findatradesperson, Learntracker, Simptek, Mindfarm Apps, and Doorval.

Provincial Government Affairs Committee Report – Keir Clark and Paul Simmonds, Co-Chairs



In 2014-15, the chamber's Provincial Government Affairs Committee focused on three main projects: (1) a provincial pre-budget brief; (2) Questions for the Premier; and (3) Engage NB strategic program review. We also researched a number of other items, particularly proposed changes to the province's shared-risk plan for civil servants.

Pre-budget brief - we were a little late starting our brief this year because of the provincial election in late September. We first met in early October and focused on the brief throughout the fall, meeting with Finance Minister Melanson early in 2015 to discuss the contents. We also hosted the minister at our *annual post-budget breakfast* on April 1, 2015 - the morning after the budget was released. We again co-hosted with the NB Real Estate Association. The brief made extensive use of the 2014 NB Liberal election platform and recent NB Auditor General reports. Our positions were organized in five

categories: Taxes/Fiscal Policy; Education; Community/Health; Natural Resource; and Employment. The full brief can be found at www.frederictonchamber.ca.

Questions for the Premier - this is another traditional role that the PGA committee plays for the chamber. The chamber solicits questions from its membership, other chambers and the general public to ask the sitting premier each year at the State of the Province Address. The committee considers each submission and finalizes a list of 10 questions, of which the premier addressed four chosen by random draw. Considerations include the quality of questions, chances of getting a meaningful response, covering a broad range of topics and aligning with chamber priorities.

Engage NB - the committee discussed the chamber's response to the Province's strategic program review, EngageNB, lead by Minister Victor Boudreau. The written response attempted to link Fredericton's Vision 2020 document and its position as a growing, knowledge-based economy as a model for provincial growth. We also directly addressed the questions posed:

1. What does a thriving New Brunswick look like to you 10 years from now?
2. Thinking of all of the things government spends money on to provide the residents of New Brunswick with services, what are three things that you think government could stop doing to save money?
3. With all of the financial challenges facing our province, what three things do you think government could do to raise money?

A copy of our EngageNB submission can also be found on our website.

We would like to thank our committee volunteers in 2014-15. The quality of individuals that volunteer for this committee is truly a valuable asset for the chamber.



Municipal Government Affairs Committee Report – Jill Dickinson and Bob Gallen, Co-Chairs



The Municipal Government Affairs Committee focused on two areas in 2014-15: (1) funding decisions in the City's 2015 budget; and (2) our annual brief to city council.

Funding Decisions in the City of Fredericton's 2015 budget - in September, the City scheduled seven presentations from groups with significant funding proposals for the 2015 budget. Members of the committee attended to hear details of these proposals. Based on the information learned, we invited three of these groups to presentation to our committee: Ignite Fredericton (operating); NB Exhibition

Ltd. (capital); and the Fredericton Intercultural Centre (capital). Through consultations with the chamber's board of directors, we decided to support the proposals of Ignite Fredericton and the NB Exhibition Ltd. Ultimately, the City chose to grant Ignite's proposal, but not NB Exhibition Ltd (or the Intercultural Centre).

Brief to City Council - this was the third annual brief to City Council since the MGA committee was re-instated in 2012. As in previous years, we invited knowledgeable stakeholders to speak to our committee about some specific issues. This year, we invited our local partners, Downtown Fredericton Inc., and Business Fredericton North - which produced valuable discussion and material for the brief.



The brief reviewed our recommendations from the previous year and offered our perspective on progress made since that time. Overall, the brief was quite positive. We made new recommendations on the following topics:

- Greater transparency in the decision-making process
- Public transit
- Road construction
- City Centre Plan/Main Street Urban Design Plan
- Downtown Hotel/ Destination Marketing Levy
- Development Growth vis-a-vis the City's Tax Base

We would like to thank our committee volunteers for their efforts this year - their insights and hard work were appreciated by us and the chamber board.



Policy Committee Report – Chipp McCrea and Mark MacKenzie, Co-Chairs



2014-15 was the inaugural year for the Policy Development Committee. The primary goals for this year were to (1) establish a process for developing formal policies at the Fredericton chamber; and (2) produce at least one 'internal' policy; and (3) produce at least one policy resolution to be submitted to the Canadian Chamber of Commerce. We achieved these goals. We first drafted detailed terms of reference ("TOR") for the committee, which were distributed to the committee volunteers before our first meeting. These TOR helped the committee focus on relevant issues and provided a roadmap through the process of completing drafts to present the board of directors for approval.

We produce two internal policies that were approved by the chamber's board of directors. The first was codifying/summarizing the chamber's previous statements on natural resource development (particularly shale gas development) into a coherent and consistent position. This policy helped drive a lot of the advocacy work done by the chamber this past year. The second internal policy was a subject that the chamber had not previously taken a position - implementing Pooled Registered Pension Plans ("PRPP") in New Brunswick. The federal government has legislated a regime that allows individuals or employers to join a PRPP, but it is up to each province to adopt the system and enact its own legislation. Six provinces have already done so, but not New Brunswick.

We also produced a policy resolution titled "Regulating Unmanned Aerial Vehicles in Canada," which was approved by the board of directors for submission to the Canadian Chamber of Commerce ("CCC"). The resolution will be debated at the 2015 CCC annual general meeting in October in Ottawa.

Finally, we would like to thank the volunteer committee members. Their contributions made the first year of the committee a success, which is now poised to become a key component of the chamber's policy and advocacy efforts.

Physician Recruitment Committee Report – Ryan Boyer and Doug Williams, Co-Chairs



The Physician Recruitment & Retention Committee had a busy year in 2014-15, which is continuing throughout the summer. Although interrelated, the committee splits its attention between advocacy activities and recruitment activities.

Advocacy Activities

The committee set two short-term and one long-term advocacy goal at the beginning of the year. The short-term goals were to advocate on (1) increase government financial incentives for recruitment; and (2) to discuss other, community-based incentives. Our long-term goal is to make the process for recognizing foreign credentials easier or clearer. There was also discussion about the primary care model and community health clinics.

We also made a point to speak directly to a range of physicians. Three attended meetings in 2014-15: Drs Vaillancourt, Plummer and Stymiest. Dr Plummer is retiring in 2016, Dr Vaillancourt has been practicing for 2-3 years and Dr Stymiest is a first-year resident.

Government financial incentives - anecdotally, financial incentives in New Brunswick appear to be uncompetitive with other Canadian jurisdictions. The new Liberal government promised in their 2014 election platform to hire 50 'net new doctors' at a cost of \$12.5 million. We advocated through a letter and in person (although meeting on another matter) that the government should redirect these funds to increasing financial incentives in an attempt to fill some of the 30+ vacancies currently in NB - including eight in the Fredericton Region. The waiting list for a family physician in Fredericton now contains more than 10,000 individuals.

Community-based incentives - it is the committee's understanding that other communities also provide incentives to physicians (in-kind and monetary). The committee discussed ways to get a broader community effort to incentivize physicians to practice in Fredericton. We implemented these ideas primarily through support for our summer welcome reception (below).

Recruitment Activities

As in previous years, the committee focused on two events: Horizon Health Network's *Home for the Holidays* and our own summer welcome reception (upcoming on July 23, 2015).

Home for the Holidays - This event is organized by the Fredericton Family Medicine Team and our region's recruitment officer, Denise Coulombe. Our committee not only attends the event, but reaches out to our members for gifts and prizes to be given away to the resident physicians and medical students. The recipients are appreciative of our efforts and our members are often eager to donate

because they recognize the severity of the situation in the area and want to introduce their products and services to Fredericton's future doctors.

Summer Welcome Reception - We spend much of the post-Christmas committee year planning for our annual reception, started in 2013. July is chosen because residents begin their program on July 1, 2015 (and they do not start their community placements until the following month). In 2015 we have changed locations to Brewbaker's Restaurant and have added a river boat tour. We have also reached out to more stakeholders for support than in the past, securing financial donations from: the Department of Health, Horizon Health Network, the City of Fredericton, the New Brunswick Medical Society, Fredericton's Family Medicine Team and Grant Thornton, sponsor of the boat tour. We have also expanded to invite residents from Saint John and Moncton, made possible by generous donations



from Trius Bus, Crowne Plaza Fredericton and the Delta Fredericton.

We would like to thank the committee volunteers for their commitment and passion. Typically chamber committees don't work through the summer and we appreciate their dedication.

Economic Development Committee Report – Stephen Hill and Karen Murdock, Co-Chairs



In 2014-15, the Fredericton chamber's Economic Development Committee focused on natural resources - specifically making our members and the public aware of various projects (potential and actual), industries, regulations and the like, with a focus on how members can directly and indirectly benefit from natural resource development. The primary vehicle used was a series of "Presentation Days" which were held at the Fredericton Convention Centre. The 2014-15 schedule was:

- October 23, 2014 - Forest NB
- November 25, 2014 - Sisson Partnership (Sisson Brook Mine)
- February 20, 2015 - Siemens
- March 17, 2015 - TransCanada
- April 20, 2015 - David Campbell (Re: Shale Gas in NB)*
- May 22, 2015 - Real Food Connections
- June 18, 2015 - Enbridge Gas New Brunswick

*David Campbell's presentation was cancelled due to him taking a position with GNB as Chief Economist.

In the fall, the committee plans to (1) host more natural resource-themed presentations; (2) participate in a “Choose Fredericton” initiative led by Ignite Fredericton; and (3) host a half-day immigration information session.

We would like to thank our volunteer committee members for their valuable contributions throughout the year!

New Member Welcome and Retention Committee Report – Lynn Fullarton, Chair



Total of 10 committee members.

Held 7 meetings from September to April.

Held a reception for new chamber members that had joined within the last 2 years on March 18th at the chamber from 4:30 – 6:30pm. Approximately 20+ members attended. Door prizes included restaurant gift certificates from Boyer & Associates, entry for a team of four in the Chamber Curling Funspiel along with prizes from NBCC and Delta Fredericton.

List of members belonging to the chamber for more than 2 years was divided up amongst the Committee. Each Committee member was to contact each company to:

- Thank them for being a member
- Update contact information
- Review benefits of being a member
- Reminder about the Business After Hours

Welcome Mugs filled with swag were distributed to the new chamber members.



Communications Advisory Committee – Haley Flaro and Barbara Burnett, Co-Chairs



We are pleased to present our annual report for the Communications Advisory Committee. Key successes identified by the committee included the following:

- Developed a communication survey, disseminated survey to members, discussed results and incorporated results into committee planning.
- Discussed membership directory and future formats and deferred decision to the board level. Decision was made to proceed with an online directory only for this year. This decision will be re-examined in 2015-16.
- Reviewed web and social media analytics at each meeting.
- Reviewed the Chamber web site and offered suggestions for new site to be developed by Outreach Productions. The new site will be a responsive site and will eliminate the need for a mobile site.

The following areas were identified for further focus:

- The staff will draft a communications plan, including a social media plan, and share with Communications Advisory Committee in the fall for review and feedback.
- The new web site will be designed and launched in the fall.



Events and Networking Committee Report – Geoff Gallant and Nathan Armstrong, Co-Chairs



As co-chairs, Nathan Armstrong and Geoff Gallant are pleased to present the annual report for the Events & Networking Committee. The Events & Networking Committee was a very active and engaged committee and was a pleasure to co-chair. At the first committee meeting in November, the committee member responsibilities were reviewed, including:

- Generate Event Host and Event Sponsor Leads
- Volunteer at Events
- Promote Events
- Secure Prizes for Events
- Create a new Networking Event

Due to the committee's continuous support in promoting the Fredericton Chamber of Commerce's events, we had a successful year with **59** events and over **4500** people in attendance; this is an increase of **5** events from last year. The committee was also active in providing sponsor leads for events to Stacey Murray, Event Manager, this year **106** event sponsors were secured.

The Fredericton Chamber of Commerce's monthly networking events continue to be a success with the membership:

Business After Hours is one of our most successful networking opportunities; it allows businesses to showcase their products and place of business. We had **701** people attend our Business After Hours events at **8** different member locations this year.

Business Over Breakfast (formerly called Early Bird Networking) is now being offered monthly due to the high demand of members wanting to host a Business After Hours event. These events bring out a new crowd compared to our Business After Hours events. We had **207** people attend our Business Over Breakfast events at **5** different member locations this year. Next year we hope to host **8** events, the same as Business After Hours.

As mentioned in the Event & Sponsorship Report, Stacey Murray, Event Manager has completed the Event Management Extension Certificate from Mount Royal University. During her studies, Stacey learned about an event called Pecha Kucha Night. With the support of the Events & Networking Committee, Fredericton will be hosting its first Pecha Kucha Night on October 15, 2015.

The co-chairs, Nathan Armstrong and Geoff Gallant would like to express their appreciation to the volunteers who served on this year's Events & Networking Committee. A special thank you to Stacey Murray, Event Manager for being the staff support person for this committee.

Professional Development Committee Report – Charit Khatri and Dolores Whalen, Co-Chairs



As co-chairs, Dolores Whalen and Charit Khatri are pleased to present the annual report for the Professional Development Committee. The Professional Development Committee was a very active and engaged committee and it was a pleasure to co-chair. At the first committee meeting in November, the results of the annual membership survey were reviewed and the following areas of training priorities for the Fredericton Chamber of Commerce membership were identified:

- Team Building
- Social Media
- IT for small businesses
- Taxes for businesses
- HR – Retaining employees
- Networking
- Presentation skills
- Business growth
- Benefits of partnering with and supporting not-for-profit organizations
- “Classroom to the Streets” – real life examples of small businesses from the beginning, and their pitfalls along the way
- Leadership
- Management training, business etiquette and personality profiling
- Courses on effective managers such as effective coaching, holding effective meetings, etc.

Professional Development events include, Lunch & Learns, Profit Learn Sessions, Presentation Day Series, and Chamber & Rotary Distinguished Speaker Series. In total this year we hosted **30** professional development events, this is an increase of **4** compared to the 2013-2014 year. In total **1345 attendees** took part in these professional development events.

The co-chairs, Dolores Whalen and Charit Khatri would like to express their appreciation to the volunteers who served on this year’s Professional Development Committee. A special thank you to Stacey Murray, Event Manager for being the staff support person for this committee.

Canadian Chamber of Commerce Conference Bid 2017 Committee – Karen Grant, Chair



The Fredericton Chamber of Commerce formed a committee to submit a proposal to the Canadian Chamber of Commerce to host the September 23 – 25, 2017 annual conference.

The committee included Krista Ross, Christine Little and Stacey Murray – Fredericton Chamber, Betty Blanchard – Fredericton Convention Centre, and Wendy Bradley – Fredericton Tourism. I joined the committee in September 2014 as the Fredericton chamber board representative.

Our proposal included hosting the 2017 Canadian Chamber Conference, along with the CCEC (Chamber of Commerce Executives of Canada) AGM – which is held just prior to the Canadian Chamber conference; accommodations, meeting space, activities for partners of attendees (while they are participating in meetings), and functions and activities for all participants.

The proposal was presented to The Canadian Chamber on January 23rd, with follow up responses to questions in April. We were advised that a decision would be made at the end of May /early June.

On June 8th, Michael McMullen, Board Chairperson – Canadian Chamber of Commerce, came to Fredericton to announce that the Fredericton Chamber of Commerce was the successful bidder to host the 2017 conference.

What does this mean for our community? The Canadian Chamber of Commerce and CCEC AGM will bring 350+ delegates to Fredericton. Some delegates bring their significant others. This equates to 1,320 hotel room nights, meeting room rental and associated costs, increased traffic at our airport, restaurants, taxis, shopping and attractions. All in all, it is estimated that this Conference will see an economic impact of more than \$800,000 to the Fredericton business community.

Thank you to all members of this committee for your hard work. I look forward to continue working with you on the execution of our planned activities.

Greater Fredericton Social Innovation Committee Report – Haley Flaro



GFSI continues to meet 2-3 times per year, primarily for dialogue and information sharing. GFSI is a social planning council that works to strengthen our community by focusing collective efforts and resources on community defined goals. The council has primarily met for dialogue about community priorities and updates on local projects over the last year. GFSI continues to coordinate the local Community Inclusion Network (CIN) as part of the Economic & Social Inclusion Corporation (poverty reduction plan). One of the key projects of the CIN has been the Community Food Smart Program – a bulk food discount food buying program. For details on GFSI and its

work, visit:

<http://www.frederictongreatgathering.com/gfsi.html>

A new Chamber representative for GFSI will need to be secured as my term is ending on the Chamber of Commerce.

Fredericton Chamber Of Commerce Scholarship Report – Krista Ross

In 2013, the Fredericton Chamber of Commerce created a scholarship to recognize a deserving student who has made a significant positive contribution to the betterment of their school and / or community and at the same time has demonstrated sound academic achievement. An initial deposit of \$20,000 was made as an endowment with the idea that the fund may be added to over time to allow for more scholarships. The fund is held and managed by the Fredericton Community Foundation. The scholarship will be one \$1000 one-time, non-renewable scholarship awarded annually and the recipient will be recognized at a Fredericton Chamber of Commerce event. Throughout the year, in lieu of gifts for guest speakers, money was submitted to the fund to recognize our speakers. In 2013 - 2014, an additional \$2275 was added to the fund, in 2014 - 2015 an additional \$1200 was added to the fund in this manner. Since inception, our overall investment net gains on the fund have amounted to \$4536.49, with our one disbursement of \$1000 - this brings our total in the fund to \$27011.49.

A committee made up of chamber past presidents was struck to determine criteria for the scholarship. The six past presidents who agreed to sit on the committee and assist with the scholarship were: Les Smith, Dave Neal, Mike Toole, Leigh Winchester, Ron Forsythe and Stuart Blair. I sit as recording secretary, ex-officio on the committee along with then-President Chris Johnston and 1stst VP Joseph O'Donnell. This year, the committee has changed to reflect the current President Joseph O'Donnell and 1st VP Stephen Hill.

After much deliberation and reviewing of scholarship materials from other chambers and organizations, the committee came up with a criteria and a plan to promote the scholarship. It was decided that the deadline for applications each year would be the last Friday of May at 4pm AT and that the applications would be received and collected by the foundation. Once received, the criteria committee agreed to stay on and become the selection committee. It was decided that a quorum for this committee would be four past presidents.

We were proud to present the inaugural scholarship to Alison Patterson at a presentation on August 28th, 2014. She graduated from Leo Hayes in June 2014 and is now attending Dalhousie University with the view to ultimately becoming a pharmacist. Alison is a high academic achiever, involved in athletics, her church's youth ministry, the Canadian Cancer Society, volunteer tutoring and Leo Hayes "Best Buddy" program.



This year, we put out a call to our membership in April 2015 for applications for the scholarship as well as a press release and promotion through various social media and through the Fredericton Community Foundation. Applications have now been received and the committee is working diligently to select a recipient. Anyone interested in more information on the scholarship can find it on the Fredericton Chamber of Commerce website or the Fredericton Community Foundation website.

New Brunswick Chamber Division Advisory Report – Andrew Steeves



The New Brunswick Advisory Committee has met regularly over the last year, mostly through telephone conferences. The PAC has worked with Valerie Roy on a number of priorities including polling parties prior to the provincial election, spreading information about the Province's economic challenges (next PAC meeting will coincide with a presentation by Richard Saillant) and becoming informed on natural resources developments in New Brunswick (presentations by Corridor Resources, promoting the upcoming East Coast Energy Conference in Saint John).

On behalf of the PAC I spoke at the Annual Awards Dinner for the Central Carleton Chamber of Commerce. The topic was "What Your Chamber Can Do

For You".



2015 – 2016 Board of Directors



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Joseph O'Donnell
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Krista Ross, CEO
Ex-Officio Board
Member
Fredericton Chamber
of Commerce

Incoming President's Message – Stephen Hill (2015-2016)



Throughout the past eight years, I have been afforded the privilege to see how the Fredericton Chamber of Commerce (“the Chamber”) functions and makes a difference in our local and regional communities; be it from serving on one of the many committees, the board of directors or the executive of the Chamber. You have a motivated, engaged, successful and strong Chamber that is second to none, and I am humbled that I have the opportunity to represent the organization by accepting the role of President for the 2015-2016 term.

The continued success and notoriety of the Chamber is contingent on recruiting and retaining top-notch talent; at its core, this starts with the always-passionate, always-outgoing, and always-ready-to-work CEO, Krista Ross. Since joining the Chamber in 2011, Krista has worked tirelessly to retain and assemble the invaluable team representing the Chamber and you, the members, day in and day out.

Throughout the course of the next 12 months, it is my goal that the Chamber continue to be a leader in providing superior networking events, member benefits, education sessions, community events and advocacy work.

I strongly encourage all our members to endorse the work and efforts of the Chamber and support its growth in membership so that we can work to attain the 1,000 member mark. Your Chamber can only remain as highly regarded as it has come to be known by ensuring that members see its overall value. In order to demonstrate this, we intend to continue working, presenting, and educating on natural resource matters. We will focus on the value of exporting goods, services, and perhaps more importantly, the knowledge and intelligence of our members and overall business community to other regions; and continue our efforts on physician recruitment (a high priority of our members). We will also work with, and advocate to all levels of government; particularly our municipally and provincially elected officials during fiscally challenging times, in order to foster an environment which nurtures and grows the entrepreneurial spirit and creates an atmosphere for business of all sizes to prosper.

In addition to the above activities, we will not only continue, but will increase the work we do with our collaborative partners, such as Ignite Fredericton, Planet Hatch, Opportunities New Brunswick, the Atlantic Chamber of Commerce and the entire chamber network to ensure we are maximizing and taking advantage of the strengths of these broad-based groups and organizations. The upcoming year will also see the development of the Chamber's new strategic plan and will see significant planning for the upcoming 2017 Canadian Chamber Conference, which we are excited to be hosting here in Fredericton, NB. Congrats and job well done to Krista, Karen Grant and their entire committee on a successful bid!

There can be no doubt that the strength and success of the Chamber is the direct result of a cohesive and energetic team and I look forward to working with the incoming Board. ***“We cannot solve our problems with the same thinking we used when we created them”*** (Einstein). I say this as it is going to take organizations such as the Chamber to help right and further the course of our region and I look forward to the insights and ideas that will be generated around our boardroom table. The incoming board is representative of a diverse cross-section of our membership and I believe they are up to the challenge, those being the challenges affecting you, our members. We are here predominantly for you as *your* Voice for Business and the team that has been assembled is “Open for Business”!

As much as I look forward to working with the Chamber team and the incoming board, I thank all outgoing board members completing their respective terms. Their contributions to the Chamber, our city and our region have made it a better place for business and for our members; it has been a pleasure working with you all.

I would like to extend a special thank you to our past president, Chris Johnston, for his efforts on the Chamber’s behalf and that of its members for many years. I also look forward to working with, learning from, and being guided by outgoing president, Joseph O’Donnell; he has led this organization reputedly and with strength and has positioned it well for future success.

Lastly, I would reiterate that this is your chamber. Come out to events, take full advantage of what it has to offer and get motivated, get engaged. On that note, I leave you with a quote from one of my daughter’s favorite movies ***“unless someone like you cares a whole awful lot, nothing is going to get better, it’s not”*** (Dr. Seuss, The Lorax).



