



# 2017 CHAMBER REPORT



# Message from the President and CEO



Many of our businesses faced new changes and challenges this year, but the resilience and perseverance that has been shown is truly inspiring. We now see many businesses exploring new opportunities as the economic landscape shifts. New business ventures are starting up as people change their focus. We at the Chamber are excited to work on new initiatives and collaborations with many partners throughout the community.

We continue to experience economic uncertainty; especially with the continued implementation of government programs that create challenges for our businesses. We are extremely fortunate to have a very dedicated Board of Directors and Government Affairs committee who work actively in representing your best interest to Government at all levels.

We reintroduced our Roundtable sessions this year. As the 'Voice of Business,' it is imperative that we facilitate opportunities for our members to not only share their ideas and their concerns, but also educate ourselves. We will continue to hold roundtables and will be reaching out to our

members for your ideas and input. Our Chamber continues to grow and we are proud to say we are nearing the 1,000 business member milestone. We also celebrate businesses this year that have been members for forty years!

Our community engagement and events continue to expand. We have an amazing team of dedicated staff and volunteers who work tirelessly to bring our members and residents first class events.

This year, our President and CEO of twelve years, Lynda Moffat retired. I was so fortunate to have had her as my mentor and friend, and believe that a huge part of my success is from her guidance as I continue in this position.

I look forward to working with all of you as we continue to ensure our community has a "Thriving Business Environment."

A handwritten signature in blue ink that reads "J. McCurdy".







A continuing goal of our Chamber is to ensure its relevance – both to our members and our community. Relevance can take place through many channels: advocacy, collaboration, education and innovation. This year has been a busy one on many of these fronts. From changes to Alberta’s minimum wage, to changes in the Employment Standards and Labour Relations Code, the digital sign issue in St. Albert, the proposed reintroduction of a Municipal Planning Commission, and forging relations with Edmonton International Airports, which is the authority for the Villeneuve Airport, your chamber has been relevant to our community.

Our Farmers’ Market continues to be a huge success and makes St. Albert a destination because of its amazing reputation as a first-class market in the region. The Lifestyle Expo was once again sold out, which draws people from the area and beyond. There are many other events and activities your chamber puts on throughout the year – some meant to entertain and bring the community together, and some meant to educate and

**“A continuing goal of our Chamber is to ensure its relevance - both to our members and our community”**

**-Brian Bachynski  
2017 Chair**

inspire. I encourage you to seek them out and get involved. You’ll find the experience rewarding.

It’s an honour to be your 2017 volunteer chair. Our great staff and dedicated, capable board remain committed to the goal of ensuring St. Albert continues to be a great place to do business.

A stylized, handwritten signature in black ink, consisting of a long horizontal stroke followed by a large, sweeping loop that ends in a small dot.

Brian Bachynski  
2017 Volunteer Chair  
St. Albert & District Chamber of  
Commerce



# About the Chamber



We are dedicated to enhancing both the profile and image of our members.

The St. Albert and District Chamber of Commerce is a membership needs-driven organization dedicated to providing a range of services and activities to fill the current and emerging needs of the community and members we serve.

We provide a forum for the analysis of issues, trends, opportunities and accomplishments that impact our membership specifically and St. Albert's business community in general. As a group, our members are able to share information and insights for the benefit of the local business community.

We interpret and report on changing government and economic conditions that affect the business environment. We represent the interests of our members in our dealings with legislators and government officials through active and constructive participation in the legislative and administrative process.

We are dedicated to enhancing both the profile and image of our members.

## Vision

*Our community has a thriving business environment.*

## Mission

*The St. Albert and District Chamber of Commerce is a champion of ideas; leading, inspiring and advocating for our community, facilitating change and growth while creating a fertile environment for businesses, partnerships, and residents.*





**CORE VALUES:**

Integrity  
Creativity  
Passion  
Collaboration  
Advocacy  
Relevance

**STRATEGIC AREA OF FOCUS:**

The Chamber focuses on the development of a vibrant community in the Botanical Arts City. People choose our community because it is rich with experiences, opportunities, and activities. Our members want to build a business community as vibrant as they are.

St. Albert is a shopping, educational, and professional destination. It is also a transportation hub offering

road, air, rail, and future rapid transit accessibility. St. Albert is an ideal location for commercial, light industrial, and professional businesses.

The St. Albert and District Chamber of Commerce is the ‘go to’ organization. Our members are inspiring community leaders. We are proud to have them as members of the Chamber family.

**SUPPORTING ACTIONS:**

**CHAMBER EXPANSION**

Chamber membership grows as the community of St. Albert does. Dedication to providing valuable services and networking opportunities allows us to attract and sustain our membership.

**BUSINESS EXPANSION**

We strive to cultivate the business environment in St. Albert by creating fertile economic ground to attract and sustain healthy business growth and prosperity.

**LEVERAGE OPPORTUNITIES**

We recognize and create opportunities to meet our goals and strategic objectives.



**PARTNERSHIPS**

We understand the critical importance of seeking partnership opportunities to achieve success in all that we do.

**“The Chamber is the ‘go to’ organization. Our members are inspiring community leaders, and we are proud to have them as part of our Chamber family.”**



# 2017 Board of Directors



**Brian Bachynski**  
**Chair**

Brian is the 2017 Volunteer Chair and has been a board member for five years. He is the Vice President of Publishing for Great West Newspapers and Publisher of the St. Albert Gazette.

Brian sees great potential for the St. Albert region, and he looks forward to the Chamber's continued involvement in building on that potential.



**Jodie McFadzen**  
**First Vice Chair**

Jodie is First Vice Chair, owns Penzen Ltd., won the Chamber's 2011 St. Albert Home Based Business Award of Distinction, and the 2012 Youth Entrepreneur Award of Distinction of Alberta.

She is actively involved with many organizations within the community and has been a chamber board member for the past five years.



**Mark Stoneleigh**  
**Second Vice Chair**

Mark moved into the position of Second Vice Chair after serving as Treasurer for three years.

Mark has visited thirty-two countries on five different continents and lived in four of those countries.

Mark joined the Chamber Board to share his experience and leadership. He enjoys the opportunity to learn from other leaders from many different and successful backgrounds in the community. Mark is the Branch Manager of ATB Financial- Tudor Glen Branch.





**Ken Macrae • Past Chair**

Ken has been in public accounting and auditing since 1976 and moved his private practice to St. Albert in 2002 where he enjoys a seven minute commute. He was recruited to the Board of Directors in 2007 and spent five years as Treasurer before moving into the path to the Chair position.



**Karen Chiasson • Treasurer**

Karen is in her fourth year on the Board of Directors. Karen is a co-owner of the McDonald's Restaurants in St. Albert and Edmonton. She has been actively involved in the Ronald McDonald House for over twenty years and is currently on the Board of Directors for the Northern Alberta Ronald McDonald House in Edmonton.



**Garry Wetsch • Director**

Garry served on the St. Albert City Council from 1974 to 1977. His family has and always will support local shopping with businesses that earned their trust with quality, integrity, and friendliness. He has been involved with the Chamber for over three decades. Garry is Corporate Council for Landrex.



**Mel Knott • Director**

Mel is a realtor with RE/MAX Professionals and became involved with the Chamber of Commerce first as a member and then accepted an invitation to move into a leadership role as a volunteer director. He believes St. Albert business people and residents have a great sense of community.



**Don Johnston • Director**

Don truly enjoys being associated with the Chamber and felt he could contribute when asked to become a member of the Board again. His company, Johnston Builders Ltd., has been part of St. Albert's friendly and connected business community for over twenty years, and he believes his company greatly benefits from the Chamber initiatives.



**Kristin Boser • Director**

Kristin was born and raised in St. Albert. She was delighted to join the Board of Directors to help give back to her community. She is passionate about her career and runs her family business as a Realtor and Home Designer for Sarasota Home and Realty. Kristin and her husband are proud to raise their three girls in the best city in Canada.

# Chamber Statistics

## ▶ NUMBER OF MEMBERS

The St. Albert and District Chamber of Commerce consists of close to one thousand members who represent just over 18,000 employees.

## ▶ TWITTER FOLLOWERS

6,526 Followers: Includes the main Chamber, the St. Albert Farmers' Market, the Visitor Welcome Centre and Shop St. Albert First accounts.

## ▶ FACEBOOK PAGE LIKES

8,105 Likes: Includes the main Chamber, the Farmers' Market, the Visitor Welcome, the Perron District, and the Lifestyle Expo pages.

## ▶ PAGE VIEWS

144,732 Page Views: also called an 'impression,' a page view is triggered when any page is loaded by a visitor to the site.

## ▶ WEBSITE SESSIONS

70,208 Sessions: The number of times people visited the Chamber website looking for an event, a member, or information about our advocacy work in the last twelve months.

## ▶ EVENTS

Over 30,000 people attended our major events (not including the Farmers' Market) in the last year. The Lifestyle Expo & Sale and the Snowflake Festival are our best attended public events.

## ▶ FARMERS' MARKET

The 2017 Farmers' Market new layout now includes the beautiful St. Anne Promenade. With 250 vendor stalls, it is still Western Canada's Largest Outdoor Farmers' Market with over 15,000 attendees each weekend.

## ▶ M2M & B2B

Fifty-one Business members are part of the Member to Member (M2M) and Business to Business (B2B) programs offering discounts to just over 18,000 Member employees. The new B2B program is much like M2M but focuses on discounts that benefit a business rather than an individual.

## ▶ VOLUNTEERS

Over 250 volunteers gave over 1,800 volunteer hours to support Chamber's special events.







## ADVOCATE

### MINIMUM WAGE

The St. Albert and District Chamber of Commerce continues to advocate (in partnership with the Alberta Chambers of Commerce) for the Alberta Government to slow down the implementation and evaluate the effects of minimum wage increase in the Province. We strive for a collaboration with business to address the minimum wage issue as well as alternative poverty reduction strategies.

### ALBERTA LABOUR RELATIONS REVIEW

Chambers and businesses across the Province advocated for a longer and more thorough consultation process than was provided by the Alberta Government in regards to proposed changes to the Employment Standards and Labour Relations Codes. While no major changes have been made in thirty years, the Chamber felt that a longer, more thorough, and transparent consultation period was required. Several emails were sent out to the Chamber membership asking for them to fill out the Government survey to provide feedback, and the Alberta Chambers of Commerce reaffirmed its policy to ensure a level playing field that respects democratic freedoms and the pursuit of opportunity for both employers and employees.

### VILLENEUVE AIRPORT

The Chamber engaged Steve Maybee, Vice President of Operations with the Edmonton International Airport, in dialogue

**As the Voice of Business it is essential that we give our members opportunities to tell us their thoughts, opinions, and concerns on emerging issues.**

**ADVOCATE**

**ASSOCIATE**

**EDUCATE**

# Chamber Membership

**Roundtables:  
We welcome your  
feedback and  
suggestions of topics  
you would like to  
discuss with your  
peers!**



about future plans for Villeneuve Airport and what role the Chamber can play yet again to secure success for the regional asset. Steve came to speak with our members in March and shared what the EIA has planned for the Villeneuve Airport.

## TWINNING OF RAY GIBBON

The Chamber expanded its vision for the twinning of Ray Gibbon to the expansion and extension of Highway 2 North and its importance to the economic growth of St. Albert and the Lakeview Business District. It continues to be a priority for the Chamber and an opportunity to work in partnership with the City of St. Albert to ensure successful economic development in St. Albert.

## ALBERTA JOBS ROUNDTABLE

In response to the growing unemployment rate in Alberta during 2016 the Alberta Jobs Taskforce came together with the aim to collect information from everyday Albertans, employers, small businesses, workers, and other affected stakeholders.

The Chamber hosted an Alberta Jobs Roundtable in December

with MPs Michael Cooper and Matt Jeneroux in hopes of helping the Taskforce produce a report containing non-partisan and tangible policy solutions and budget requests while drawing national attention to the unemployment problem in Alberta.

## ALBERTA CHAMBERS OF COMMERCE POLICY CONFERENCE

The St. Albert and District Chamber of Commerce is an annual participant in the policy conference held by the Alberta Chambers of Commerce (ACC). We, along with over a hundred Albertan Chambers, bring policy resolutions to the floor that represent the needs and interests of 25,000 businesses at a Provincial level. Twenty-seven resolutions were passed at the conference in May.

## CANADIAN CHAMBERS OF COMMERCE POLICY CONFERENCE

Similarly, the Chamber is part of the Canadian Chambers of Commerce and participates in the development and debate of policies brought forward from across the whole of Canada. The 2017 conference will take place in Fredericton in September.

## ROUNDTABLES

As the Voice of Business, it is essential that we give our members opportunities to tell us their thoughts, opinions, and concerns on emerging issues. We welcome your feedback and suggestions of topics you would like to discuss with your peers.

## ASSOCIATE

### CHAMBER APP

We were one of seven chambers to take part in a pilot project this past spring to bring members together through a new app powered by Connector Lists. Members can now enjoy an on-the-go directory and easy access to all the M2M and B2B deals offered through the chamber! Working out of town? The app can connect you to chamber members in other cities. The app also sends reminders of Chamber events. Connect with members, promote your business, and access exclusive discounts through the new Chamber App.

### ALBERTA CHAMBERS OF COMMERCE

The St. Albert and District Chamber of Commerce is the Voice of Business at a grass-roots level, but we are also one of the Voices of Business at a provincial level through our partnership with the Alberta Chambers of Commerce (ACC). The ACC is a federation of community chambers that advocate for Alberta business through provincial consultations and meetings with ministers. It is comprised of 125 community

chambers and represents 25,000 businesses across the province.

### CANADIAN CHAMBERS OF COMMERCE

Similar to the ACC, the Canadian Chambers of Commerce (CCC) represents 450 chambers and boards of trade which in turn represent 200,000 businesses of all sizes and in all sectors of the Canadian Economy. It is the largest business association in Canada; the primary and vital connection between business and the federal government.

### BUSINESS@LUNCH

The St. Albert and District Chamber of Commerce facilitates opportunities for the business community to meet with elected officials, industry experts, and economists. Over the past twelve months, we were pleased to welcome the likes of Perrin Beatty, Angus Watt, Minister Ceci, Minister Sohi, and many others who came to speak with our members.

### BUSINESS AFTER HOURS

Held at member businesses throughout the year, Business After Hours allows our members a more casual opportunity to connect.

## EDUCATE

### BUSINESS@BREAKFAST

Every second month from September to June, the chamber hosts information and networking sessions over breakfast. The five-minute presentations give a quick

education about topics of interest to members. The breakfasts also contains a speed-networking component; the best way to meet twenty-five new people in less than an hour.

### LUNCH & LEARN

Lunch & Learns are hour long information sessions provided free of charge to members hoping to learn something new during their lunch break. Topics have included: Chamber of Commerce Group Insurance Plan and RRSP, Corporate Tax Shelters, Making Your Year End a Breeze, and Government of Canada Job Grants. Come learn something new and exciting during these fun and informal sessions.





# The Value of Chamber Membership



## **CHAMBER GROUP BENEFITS:**

The Chambers of Commerce Group Insurance Plan has provided dental and health insurance enjoyed by over 25,000 Canadian businesses for over forty years. Many small business owners join the Chamber for access to the simple, stable, and smart benefits choice for their business. New this year: coverage is available for 1-2 person businesses. The Chambers of Commerce Group Insurance Plan combines accessibility, flexible options, and pooled benefits that add stability to employee benefits. More information can be found at [chamberplan.ca](http://chamberplan.ca)

## **VALUE ADDED PROGRAMS:**

The St. Albert and District Chamber of Commerce is able to offer a wide variety of value added programs through our partnerships and associations with the Alberta Chambers of Commerce and the Canadian Chambers of Commerce. Our members have access to preferred rates and pricing with a variety of companies and services including: insurance, credit card processing, hospitality rates, gas discounts, conferencing services, shipping/courier services, and social media marketing.

## **SPONSORSHIP & VOLUNTEER OPPORTUNITIES:**

The businesses and organizations of St. Albert are an incredible group of community supporters that give both their time and resources to help make every Chamber event a reality. The Chamber is able to offer a great selection of volunteer opportunities and sponsorship options for members to not only get involved in our events, but receive great exposure as well.

## **MARKETING:**

Weekly Memberlink e-blasts are perfect for promoting an event, sharing a sale, or announcing an anniversary. The digital signs on the north and south ends of St. Albert Trail are a cost-effective way to reach thousands of commuters and visitors to St. Albert each day. The Chamber website offers home page and site-wide advertising opportunities for members to reach a larger audience and promote their business.

## **JOB POSTINGS:**

As part of membership, Chamber members can post available positions to one of the most sought after sections of the Chamber website at no charge. Almost a quarter of the site's traffic goes directly to our Jobs page.

## **CHAMBER APP:**

In addition to giving members on-the-go access to the Chamber directory, M2M and B2B discounts, Chamber event reminders and the ability to connect with other chambers and their members across Alberta; the Chamber app (through Connector Lists) will eventually be able to replace our M2M cards and booklets! Later versions will include a public access mode and advertising opportunities to increase your marketing reach. We're very excited to see what else the Chamber App can offer our members in the near future.



## Role Models

The success of the St. Albert and District Chamber of Commerce is achieved through the leadership and dedication of our Board of Directors. As a Strategic Board, their commitment is to ensure the Chamber continues to be a voice for business, advocate for our community, facilitate change and growth, and lead by example.

Each of our Board members gives additional time on one or more of our three Pillars: Governance, Risk & Audit, and Policy (Government Affairs Committee).

The Governance Pillar oversees board development, bylaw reviews, strategic planning, board effectiveness, and board nominations and consultation. In 2015 the Pillar worked diligently on rewriting the Chamber bylaws to ensure they remain current. In 2016 they focused on creating the Board Matrix and the Board of Directors Guide to provide information to potential Board members about their expectations and requirements.

The Risk and Audit Pillar reviews monthly financial information, event reports, membership reports, etc., and makes recommendations as necessary. They also scrutinize all identified items and events which may pose a potential risk to the function or operation of the Chamber or our community.

The Policy Pillar (Government Affairs Committee) is a collection of individuals who monitor the changes in civic, provincial, and federal government that affect business and discuss how best to respond to said changes.

The group is proactive and responsible for clarifying when and where the Chamber should be involved in civic matters and in what capacity; making recommendations to the Board of Directors. They review upcoming policies at provincial and national levels and make recommendations to support, not support, or amendments to be made to the appropriate delegation. They also identify needs for proposed policy to be crafted and refined before it is submitted to the appropriate level of government.

Our Member Services Committee works hard to ensure our members recognize the value of their membership, are aware of the services offered, and that those services are relevant.

Committees are also formed around each of the Chamber's major events. Many are long standing such as the Farmers' Market Committee, the Lifestyle Expo and Sale Committee, the Snowflake Festival Committee, and the Small Business Week Committee. These volunteer opportunities are an excellent way to become more involved in Chamber activities and events.

As our events develop into spectacular community features, the Chamber is proud to have a membership and board that continue to step up and support these projects.



## The St. Albert Visitor Welcome Centre:

In 2014 the St. Albert and District Chamber of Commerce took on the management and staffing of the St. Albert Visitor Welcome Centre. Our office location made it an ideal place to welcome visitors, as well as new and long time residents, looking to learn more about our beautiful city.

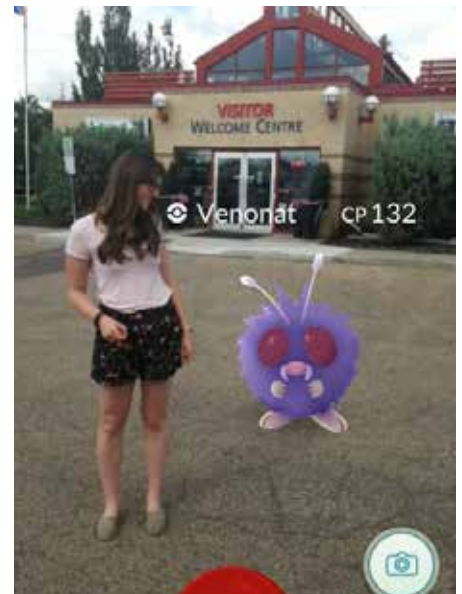
The St. Albert Visitor Welcome Centre offers a wide variety of services and amenities such as brochures, maps, travel guides, wifi and computer access, knowledgeable staff, directions, new resident packages, telephone services, newspapers, outdoor picnic area, wheelchair access, and public washrooms.

In 2015 the Visitor Welcome Centre won an AMMY Award for Visitor Service Excellence in Visitor Services. It was recognized as a leader and role model for its innovative approach to visitor services, its dynamic web site, and use of social media.

St. Albert's Visitor Welcome Centre was one of the first in the province to take the Visitor Information Services out into the community. You will see the Visitor Welcome tent at several of St. Albert's major local events such as: Northern Alberta Children's Festival, the Farmers' Market, Rock'n August, the Lifestyle Expo, and more!

In 2016 the St. Albert Visitor Welcome Centre was proud to be a finalist for the Operational Excellence - Innovation Award.

Each summer, our interns create an activity to engage families to learn more about the history and offerings of St. Albert. In 2016 the VWC held St. Albert Photo Contests where comments entered users into a draw for a prize package from the St. Albert Public Library, Arts and Heritage, and several local businesses.







Rise and shine! The Chamber Business@ Breakfast events are held every second month from September to June, and these informal gatherings are a great way to meet other business leaders. All are welcome to come for a hot breakfast, a quick presentation, and our ever popular Speed Networking Sessions!

Speed Networking, much like speed dating, is an excellent way to meet people, and you walk away with twenty-five new business contacts in less than an hour. The fun and fast-paced event is an opportunity for the go-and-get-em's to meet other early rising business owners and operators.



### Business@Lunch

Ready. Set. Connect! Business@Lunch usually occurs the second Wednesday of the month from September to June. Anywhere from 100 to 300 attendees meet over lunch hosted at different member venues.

During Business@Lunch, members hear from Keynote Speakers and Community Spotlights while long time members meet the newest additions to the Chamber family. People like to do business with people they know, and Business@Lunch is an excellent way to get to know business leaders and local government representatives who regularly attend.



Chamber members are social people - they love to get together after hours and meet up somewhere fun and fascinating. Different businesses take turns hosting a short evening event

typically from 5-7PM. Casual, clever, and captivating- Business After Hours is a great way for members to enjoy, make connections, and learn about local businesses.

### Chair's Dinner

The Chair's Dinner is held early in the new year to celebrate the swearing in of the new Chair, thank the past Chair, and dress up and enjoy an evening of food, champagne, good company, and thematically appropriate entertainment.

The 2017 Chair's Dinner, EXTRA EXTRA READ ALL ABOUT IT! was held on January 14th at the St. Albert Inn & Suites, where both incoming Chair Brian Bachynski (St. Albert Gazette) and 1st Vice Chair Jodie McFadzen (Penzen Ltd.) were officially sworn in. Ken Macrae was also recognized and honoured for his dedicated service and commitment as the 2016 Chair.







# Events 2016-2017

## Business in Blue Jeans

### Decorate. Dress Up. Celebrate!

The week leading up to the Rainmaker Rodeo was supported by a record number of local businesses this year. Eighteen businesses decorated their workplace in a western theme, wore western style clothing, and found fun ways to celebrate the Rainmaker Rodeo in St. Albert.



The Chamber holds an annual contest to see which participating businesses best represent the fun and theme of the event.

Congratulations to **Canadian Western Bank** for taking first place, **Purple Lotus Massage and Esthetics** for second place, and **Grandin Bakery** for third.

A big thank you to the Kinsmen Club of St. Albert for generously providing Rodeo concert packages as prizes.



# Snowflake Festival

The 2016 Snowflake Festival and lighting of the St. Albert downtown Christmas tree was the largest and best yet. Attendance almost doubled from any year prior with an estimated 15,000 attendees!

Visitors spent the evening in the beautiful Perron District enjoying a visit from Santa, a winter-friendly petting zoo, children's arts and crafts, live entertainment, fire dancers, horse-drawn wagons, ice sculpting, shinny hockey, cookie decorating, and judging the gingerbread contest.

Many downtown businesses joined in the fun and participated by staying open late, keeping warm drinks on hand, and offering some early Christmas specials to festive shoppers.

Even with a 'Grinchy' character wandering about, it was an amazing evening and is one of St. Albert's signature seasonal events.

This year the Festival also partnered with St. Albert Children's Theatre as they presented two one act plays "A Seusified Christmas" and "The Nutcracker Sings."





# ST. ALBERT LIFESTYLE EXPO AND SALE

PRESENTED BY:



**Shop. Play. Taste. See - What St. Albert has to offer!**

The St. Albert Lifestyle Expo & Sale marks the beginning of spring, and this year's event proved to be a sensational weekend for everyone! The 2017 Lifestyle Expo ran from March 31st to April 2nd and was held at Servus Credit Union Place. This year's Expo was once again sold out and showcased almost 200 exhibitors with the products and services they offer.

Taste of St. Albert returned this year featuring food from Cora Breakfast and Lunch, appetite, DaVinci Gelato, Juntos Bistro, Panda Express, and Skybox Grill.



We were thrilled to introduce the new St. Albert's Got Talent!

2017 St. Albert's Got Talent Winners

Hannah Adamson [Elementary]  
Stephanie Hayden [Junior High]  
The Coat Hangers [Senior High]

A special thanks goes out to all of the sponsors, volunteers, and exhibitors for making the Expo a huge success!

Get exhibitor early bird pricing for next year at  
[www.stalbertchamber.com/expo](http://www.stalbertchamber.com/expo)  
or call 780.458.2833





## St. Albert Chamber Golf Tournament

The annual St. Albert Chamber Golf Tournament is a great opportunity for members to spend a day networking in a relaxed social setting while enjoying a great day of golf.

The tournament was held at the beautiful Sandpiper Golf and Country Club and started first thing in the morning with a Grab N' Go breakfast followed by a BBQ Lunch and prizes.

Congratulations to the 'winning' teams and all those who won a door prize provided by one of the many generous businesses that donated to the tournament. Events like the golf tournament rely on dedicated volunteers and sponsors to make the day the best it can be. Thank you!



## St. Albert Farmers' Market

Every Saturday, rain or shine, from June to October, the St. Albert Farmers' Market continues to be the largest outdoor farmers' market held in Western Canada.



The St. Albert Farmers' Market is thirty-five years old, and some of the vendors have been coming back for over thirty of those years. Each weekend the market has 250 vendor stalls selling fresh produce, homemade baking, pickles & preservatives, woodwork, farm fresh chicken, pottery, honey, arts & crafts... the list goes on! The market welcomes anywhere from 15,000 - 20,000 people every week throughout the market season.

The Market is excited to include the new St. Anne Promenade as part of the 2017 market layout. The Landrex Free Park N' Ride was relocated to Village Transit Station on Grange Drive and Gate Avenue in St. Albert to accommodate construction on Rivercrest Drive.

The market is proud to continue our important partnership with the St. Albert Food bank. Last year market vendors and attendees donated close to 2,500 lbs of fresh produce to the Food Bank.

Don't miss any of the special market weekends: July 1st (Canada Day), July 29 (Yellow Ribbon Day), August 12th (Rock'n August), Honey Day on August 19th, and the St. Albert Art Fest on September 23rd.

Cranky's Bike Shop continues to provide a complimentary bike parking station in front of their business on St. Anne Street at the North entrance of the market.

Throughout the market days this year, watch for the Perron District coupon book promoting great savings being given out by the Market Staff.





The 2016 Small Business Week ran from October 12th to October 20th; starting with the kick off at the Chamber's Business@Lunch. It continued with a week of celebrating business events, and ended with the Business Awards of Distinction Celebration and Ceremony at the Arden Theatre.

The St. Albert business community came out and supported one another during a wonderful evening of entertainment and business excellence.

This year, a record number of businesses were finalists in eight categories. We congratulate them all!

Nominations open in June, finalists are confirmed by September, interviews are conducted at the end of September and the awards are presented in mid October at the conclusion of Small Business Week.

The nomination form is available online, and nomination booklets are also available at the Chamber office all summer.



## 2016 AWARDS OF DISTINCTION RECIPIENTS

### **Community Leadership**

Active Physio Works

### **Marketing**

Craig Pilgrim - RE/MAX Professionals

### **Outstanding Customer Service**

True North Heating & Cooling

### **Small Business of the Year**

Movimento Fitness

### **Ignite**

River's Edge Counselling

### **Business to Business**

Techni-Craft Equipment Services

### **Young Entrepreneur**

Gary Takhar - Rockland Landscaping Supplies

### **Youth Work Experience/Apprenticeship**

Katherine Lee - Dinner Factory

### **Chair's Award of Distinction**

Bruce & Cindy McPherson - Apex Casino





# LONG TIME CHAMBER MEMBERS

A Thank You  
to  
Volunteers  
and Long  
Time  
Members

We would like to take a moment to thank all the volunteers that have helped make the year of Chamber activities possible. Your dedication to making our community a special place to live, work, shop, and visit is inspirational. We, our members, and the city of St. Albert are lucky to have people who are so generous with their time and talents.

Thank you.

250+ Volunteers gave  
1,800+ volunteer  
hours to this chamber  
this year.

**40 YEARS** DRAYDEN INSURANCE & REGISTRIES LTD.  
BMO BANK OF MONTREAL - MISSION HILL  
SHELEMEY INSURANCE & FINANCIAL PLANNING LTD.  
GRANDIN BAKERY (1976) LTD. FORTIS ALBERTA INC. ATCO GAS  
LBH BUILDING CENTRE CITY OF ST. ALBERT STANDARD GENERAL INC.  
SERVUS CREDIT UNION ST. ALBERT INN & SUITES

**39 YEARS** ST. ALBERT DAIRY QUEEN DREAM TEAM  
GENSTAR DEVELOPMENT PARTNERSHIP

**38 YEARS** GRANDIN AGENCIES RIVERSIDE MOTORSPORTS  
VISION TRAVEL SOLUTIONS  
ST. ALBERT GAZETTE (GREAT WEST NEWSPAPERS LP)

**36 YEARS** MISSION RIDGE ANIMAL HOSPITAL  
CANADIAN TIRE - ST. ALBERT  
ST. ALBERT CENTRE - PRIMARIS MANAGEMENT INC.

**35 YEARS** ATB FINANCIAL - TUDOR GLEN  
SPT DRILLING LTD.

**34 YEARS** RON HODGSON CHEVROLET BUICK GMC  
GREATER ST. ALBERT CATHOLIC SCHOOLS  
TD CANADA TRUST ALBERCO CONSTRUCTION LTD.  
BERMONT REALTY (1983) LTD. MEREDITH LOCK AND KEY

**33 YEARS** ST. ALBERT PUBLIC LIBRARY  
ST. ALBERT DAY CARE SOCIETY  
ST. ALBERT FUNERAL HOME - CONNELLY-MCKINLEY FUNERAL HOMES

**32 YEARS** CITY FORD THE BOOKSTORE ON PERRON STREET  
NORTHERN LIGHTS DRIVER TRAINING LTD.

**31 YEARS** RIVERSIDE HONDA & SKI-DOO

**30 YEARS** ST. ALBERT DODGE MR. PETS  
SOCRATES RESTAURANT

**29 YEARS** ST. ALBERT FAMILY RESOURCE CENTRE  
LEHIGH HANSON MATERIALS LIMITED  
TIRECRAFT AUTO CENTRE

**28 YEARS** ROBERT RUSSELL PARALEGAL SERVICES  
ST. ALBERT BOWLING AND RECREATION CENTRE  
NORTHERN ALBERTA BUSINESS INCUBATOR SOCIETY (NABI)

**27 YEARS** TELUS COMMUNICATIONS INCORPORATED  
ST. ALBERT TUNE-UP AND BRAKE AUTO CENTRE  
BDC - BUSINESS DEVELOPMENT BANK OF CANADA LANDREX  
GAYLE'S DECORATING LTD.

**26 YEARS** ASPEN HEALTH CARE  
CANADIAN SAFEWAY - INGLEWOOD

**25 YEARS** SANDPIPER GOLF & COUNTRY CLUB  
WALMART SUPERCENTRE HOLE'S GREENHOUSE  
OFFERS INSURANCE & CONSULTING ST. ALBERT SELF STORAGE LTD.  
GAFFNEY, MCGREER AND ROWAND

TRANSITIONS REHABILITATION ASSOCIATION OF ST. ALBERT AND DISTRICT

**24 YEARS** WILD ROSE GROUP OF COMPANIES  
STATEFARM INSURANCE - CHARLENE ZOLTENKO  
STURGEON VALLEY GOLF & COUNTRY CLUB  
ST. ALBERT & DISTRICT FURTHER EDUCATION ASSOCIATION  
RICHARDS INSURANCE ADJUSTERS LTD.

**23 YEARS** ROY FINANCIAL SERVICES INC.  
ART GALLERY OF ST. ALBERT CENTURY CASINO  
TIM HORTONS - #725 TIM HORTONS - #179 CONNECTING WOMEN

**22 YEARS** STURGEON COMMUNITY HOSPITAL FOUNDATION  
UNITED WAY OF THE ALBERTA CAPITAL REGION  
BISHOP & MCKENZIE LLP STOP ABUSE IN FAMILIES (SAIF) SOCIETY  
INVESTORS GROUP FINANCIAL SERVICES INC. THE WATER MERCHANT INC.  
STURGEON COMMUNITY HOSPITAL/ALBERTA HEALTH SERVICES  
EXPEDIA CRUISESHIPCENTERS HELIQWEST AVIATION INC.  
SOBEYS - ST. ALBERT

**21 YEARS** NEW HOPE COMMUNITY CHURCH  
ADG KABAN SEWER & DRAIN LTD.  
NUTTALL'S PRINTING & GRAPHICS INC. QUANTZ LAW GROUP  
CANADIAN IMPERIAL BANK OF COMMERCE - GATEWAY VILLAGE  
STURGEON VALLEY ATHLETIC CLUB CRACKMASTER DISTRIBUTORS  
GRAPEVINE DELI

**20 YEARS** CWR ENTERPRISES LTD. DANCECO LTD.  
SELECT EQUIPMENT RENTALS  
IRONWOOD ESTATES GRACIOUS RETIREMENT LIVING  
JOHNSTON BUILDERS LTD. M&M MEAT SHOPS - GIROUX CROSSING  
POOLS & SPAS OF EXCELLENCE INC. RBC INGLEWOOD BRANCH

# Chamber Staff 2016-2017



**Jennifer McCurdy**  
President & CEO



**Shawn Runcer**  
Director of  
Administration  
and Finance



**Lori Pratt**  
Events Manager



**Roberta Pawluk**  
Member  
Services Sales  
Associate



**Patricia Schultz**  
Digital Sign Sales  
and Sponsorships



**Agatha  
Grochowski**  
Farmers' Market  
Manager



**Caitlin Bolduc**  
Policy and  
Communications  
Coordinator



**Roxane Closson**  
Visitor Welcome  
Manager

All Chamber staff can be contacted by email at  
[Firstname@stalbertchamber.com](mailto:Firstname@stalbertchamber.com)  
or by calling the Chamber office at 780.458.2833  
during our office hours from 8:30 am - 4:30 pm  
from Monday to Friday.



**Deanna Reith**  
Events Assistant





## Looking Ahead

In an every changing world your Chamber is committed to ensuring we remain relevant to our members. We are focused on staying on top of the issues that affect both our businesses and the community. Our Roundtables will ensure we are facilitating opportunities for our members to voice their comments and concerns.

We look forward to building effective and valued relationships with our local government officials on all levels. With our municipal election in the fall, we will have a new Mayor and new council. Coupled with the appointment of our new City Manager, Kevin Scoble, earlier this year, we can anticipate changes and possibly new focus and direction. We will continue to build positive relationships with both administration as well as our elected officials.

This year, our market footprint shifts to include the new St. Anne Promenade. We are very excited about this beautiful

new area for the market. We will continue to bring you an award-winning market that the entire community can be proud to call their own.

We are building stronger relationships and fostering partnerships on local initiatives. We look forward to working closely with the city and other partners in bringing forward programs of shared vision in enhancing our economic growth into the future. We are also looking for ways to connect our business members with our youth and young entrepreneurs. Mentorship opportunities are especially valuable to the future leaders of tomorrow, and our business community has a wealth of knowledge and experience to share.

We continue to look for ways for our members to connect with each other, effectively market their business, save money and have resources to support them.

We are excited for the vision and the future of our community.

Jennifer McCurdy  
President & CEO  
St. Albert and District Chamber of Commerce



# 2017 Chamber Report

St. Albert and District Chamber of Commerce  
71 St. Albert Trail  
St. Albert, AB  
T8N 6L5

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