



A MESSAGE FROM OUR PRESIDENT ELECT

I am honoured to chair the Red Deer & District Chamber of Commerce Board of Directors. We have reached an incredible milestone as this organization celebrates its 125th anniversary. As we reflect on our history and some of the amazing ways the Chamber of Commerce has supported the development of Red Deer and region, we also look forward to the opportunity we have as a business community to build

strength in diversity. We are proud of the partnership we have with the Westerner in hosting CFR and Agri-Trade and look forward to building our partnerships with the City and County of Red Deer. We share goals of prosperity and growth with the City and County, and we can undoubtedly achieve greater results as a team rather than on our own.

We have experienced both intrinsic and extrinsic factors that have contributed to change in our area, but for years, this city has demonstrated that we are infallible in supporting our community. We have talent and work ethic unparalleled to any other area, and we have a geographic competitive advantage that continues to provide massive opportunity for growth.

Even though we have celebrated our 125th anniversary, we are still young; the potential for growth is unprecedented. Every great community has been built on great hardship, and we recognize these challenges not as a hurdle, but as an opportunity to build strength and conviction in our community. Whether it is advocating to all levels of government or directly facilitating economic success in Central Alberta, your Board of Directors is committed to promoting business growth and prosperity.

Dustin Snider,
President Elect 2019-2020





A MESSAGE FROM OUR CEO

Throughout this past year we had the privilege of marking the 125th anniversary of this storied organization. We began the year looking back on the projects and legacy of our predecessors going all the way back to 1894. The past 125 years the Chamber saw major contributions to the community, including working to have Red Deer incorporated as a town in 1901, raising funds ambulances and planting trees along highway two (now Gaetz Avenue), and injecting profits into community pillars as they were being formed.

We should all be proud to be a part of an organization that has shaped the community into what it is today.

Our team worked hard on the significant process for Chamber accreditation and was recognized for the rigorous national standards of policy, service and performance.

We held dozens of meetings with our elected representatives and collaborated with BILD and The Construction Association to address municipal issues. Our advocacy efforts contributed to Red Deer College degree granting status and spearheaded a national push for a comprehensive review of national tax policy.

We were very pleased to have our members join us to hear from leaders in education, sport, community, energy and government and to help us celebrate our 125th anniversary at our open house and celebratory BBQ.

We completed the Chamber team with the addition of two new members, Jenn Butler, Administrative Coordinator and Chris Windrim, Membership and Community Relations Manager, creating the capacity to better serve our membership and take on new, exciting projects.

It was a positive year for our community as we helped welcome national events to Red Deer. Partnering with Westerner Park, bringing the Canadian Finals Rodeo to Red Deer and sponsoring the 2019 Canada Winter Games.

All of this would not be possible if it weren't for the business and non-profits that choose to be part of something larger and drive forward our 125-year-old member-driven organization. Its important we take a moment to appreciate what we can accomplish working together, and how we envision the future of our community.

Rick More,
CEO, 2018-2019

