

Annual Magazine

2022



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VISION, MISSION & VALUES

VISION
"Stronger Community Through Business Prosperity"

MISSION
"Help business improve, innovate & grow through networking, shared services, advocacy, and events"

VALUES
The operations and decision-making processes of the Fredericton Chamber of Commerce are guided by a set of organizational values. The chamber's board of directors and staff members are expected to exhibit each of these values while acting in their capacity as a representative of the chamber.

The enumerated values below are not to the exclusion of other values, traits, responsibilities and expectations of staff and board members. Our values are meant to provide a framework to achieve our organizational vision, mission and goals.

- 01

INTEGRITY
 - We work for the greater good in building our community
 - We are transparent and make decisions that we are proud to stand behind
- 02

RESPONSIVE
 - We are an action-oriented, member-centric organization
 - We act with a sense of urgency to meet member needs and expectations
- 03

OPENNESS
 - We are an organization for the entire community
 - We embrace new ideas, exemplified by a spirit of inclusiveness, diversity and transparency
- 04

COLLABORATIVE
 - We build strategic relationships, help make connections, and actively seek new partners
 - We value the ideas and input of our members and other partners as much as our own

We recognize that these values may evolve over time. Changing realities may dictate new values are needed to facilitate our vision and mission.

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PRESIDENT'S MESSAGE

It is hard to believe that it has been almost a year since I began my term as President of the Fredericton Chamber of Commerce. So much has happened in twelve months. One of the highlights for me was attending the State of the Province Address as an in-person event. It was so nice to reconnect with people, many of whom I had not seen in almost two years.

Another highlight for me during my time as President has been seeing and participating in the advocacy work that the Fredericton Chamber of Commerce performs on behalf of its members. I believe this is where member businesses really benefit from having a strong Chamber speaking on behalf of the roughly 1,000 members. Looking forward to the coming years, I believe there is a lot of advocacy work to be done by the Chamber as “the voice of business”.



Many businesses are struggling to adapt to the new post-pandemic business environment. Many businesses are also struggling with ongoing supply chain issues; with difficulties finding and retaining staff; and with inflation at rates not seen in over thirty years. Many business owners have never had to deal with the corrosive effect of inflation. Many experts are predicting upcoming interest rate increases as the Bank of Canada tries to keep inflation in check. This will, in turn, add more costs to running businesses.

My time as President has shown me how resilient and adaptive businesses can be. It has been amazing to see so many businesses rise to the challenges they have faced over the last two years. So I am confident that they will also overcome these new challenges.

Looking forward, I would encourage you all to be active members of the Chamber. Volunteer for a committee, attend Chamber events, give feedback on issues affecting your business so that the Chamber can advocate on your behalf. The Chamber is at its best when the members are actively engaged. I know for me personally how rewarding it has been to be actively involved in the Chamber. I am sure that if you take the time to be involved it will be equally as rewarding for you. Even though my time as President is coming to an end, I certainly intend to continue to be involved with the Chamber for many years to come.

Finally, I would like to encourage you all to buy local as much as you possibly can. Our local business community has been through a lot and they really need your support. The money you spend shopping locally gets reinvested back into our community in so many ways. So please do whatever you can to help our local businesses grow and thrive.

A handwritten signature in black ink, appearing to read "Jeff Saunders". The signature is fluid and cursive.

Jeff Saunders
President 2021-2022
Fredericton Chamber of Commerce
Partner, Teed Saunders Doyle

CEO'S MESSAGE

Over the past year (two actually) – we have certainly heard a lot about resilience – and with this message, I want to celebrate the exceptional resilience of four different but connected groups. Our chamber members, our chamber volunteers, our chamber staff, and our community.

First of all – I celebrate our members! These are the nearly 1000 businesses and not-for-profit organizations who have dug deep, worked hard, adapted, been innovative and tenacious and found ways to make it through a most difficult time. We are so excited and proud to see how you have not only recovered and rebounded, but in some cases grown and expanded! We are proud that the chamber has played a part in keeping you informed, helping you stay in touch with each other, advocating on your behalf and keeping you and your employees and clients safe with programs like our rapid testing program. There were, of course, some businesses who simply could not get through a second year of this near impossible situation – and some sectors were hit harder than others – to those businesses, their owners, their staff and clients – we express our compassion and caring.



Next, I celebrate our board and committees – who have who committed volunteer time and energy to chamber work at a time when their own businesses needed their full attention. Applause also for those same dedicated volunteers who attended meeting after meeting virtually – and only recently got the opportunity for in-person meetings that are a typical part of the chamber way of operating. Particular thanks to Jeff Saunders – our dedicated President during the second year of turbulence and challenge. His concern for our members and his focus on having our organization serve them to the best of our abilities has been outstanding. On behalf of all of the members – thank you Jeff for your service to the business community! Going forward – we are excited to have the leadership of Jill Stairs as our incoming President and look forward to working with her to serve the business community.

Third, I celebrate #TeamChamber with whom I have the pleasure to work with here at the Fredericton Chamber of Commerce. I couldn't be more proud of my 'work family' for the way that they continue to dedicate themselves to the support and betterment of our members. The team - made up of Operations & Communications Manager Wendy Morrell, Policy Manager Morgan Peters, Membership Development & Marketing Manager Christine Little, Event Manager Jude Currie, and our Bookkeeper Brienne Phillips have worked for you, our members for a combined total of 75 years. These talented individuals comit themselves to your success each and every day and on behalf of the members I thank them for everything they do to support our members.

And finally, I celebrate our community who has stepped up to #SupportFredLocal. They have faced their own individual challenges but have supported our business community with their spending, with their social media posts, and with their encouragement. Thank you.

Over the past year, we have definitely revisited and revamped our events. As an organization known for events and networking – a second year of a global pandemic like the one we have just experienced certainly changed how we do these activities. Throughout this year, we unfortunately had to cancel many events. Some events we scheduled, postponed and rescheduled again, several times... some were cancelled entirely - but finally in December, we hosted the State of the City Address with Mayor Kate Rogers, in January – we were able to host the 48th annual Fredericton Chamber of Commerce State of the Province Address with Premier Blaine Higgs, and in June – we hosted the twice postponed 2021 Business Excellence Awards. It was incredible to feel the energy in the room for these events where the business community could gather again to hear from our leaders, and to celebrate entrepreneurship. You could feel the hope and optimism at these events – tempered with just a bit of discomfort as we gathered in person after such a long hiatus – but the beginnings of a real sense of normalcy.

In 2021-22 we have been highly engaged in advocacy - we have taken every opportunity to listen to the concerns, issues and problems that our members faced from the early days of the pandemic until now and tried to help find solutions and answers. We continued to work collaboratively with other business support agencies and all three levels of government as well as other chambers from coast-to-coast to help to inform programs

and policies. The chamber provided support to our members in ways that we had never previously been called upon or would have imagined. We continued to identify and share information on programs, regulations and policies, and advocated for enhancements and changes when you told us they were needed. In conjunction with the Canadian and Atlantic chambers, Health Canada and the Province of New Brunswick Department of Health, and as mentioned above, we also launched a rapid testing program through which we have provided hundreds of thousands of tests to keep our members and the community safe.

As we begin our new chamber year 2022-2023 we are excited to move forward and continue to serve you with advocacy, with shared services and benefits, and with our educational and networking events. We are excited to meet with you in person, and to support your businesses and not for profits in every way that we can. We continue to live and breathe our Chamber vision, *stronger community through business prosperity*.



Krista Ross
Chief Executive Officer
Fredericton Chamber of Commerce

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2021-2022 BOARD & STAFF



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President 2021-2022
Teed Saunders Doyle



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Past President
McDonald's Restaurants



Jill Stairs
1st Vice President
Daye Kelly & Associates



Mike Melvin
2nd Vice President
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Shannon Dion
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Adam Peabody
Executive Member
The Future of You Company Inc.



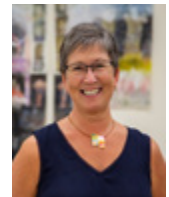
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Executive Member
Beauceron Security Inc.



Betty Blanchard
2nd Year Board Member
My Closet Consignment
My Home Consignment



Fanny Bodart
2nd Year Board Member
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Victoria Gillan
1st Year Board Member
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Asif Hasan
1st Year Board Member
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Catherine McLatchie
1st Year Board Member
Foster & Company



Jordan O'Brien
1st Year Board Member
Porter O'Brien



Krista Ross
Chief Executive Officer



Morgan Peters
Policy Manager



Christine Little
Membership
Development and
Marketing Manager



Wendy Morrell
Operations and
Communications
Manager



Judith Currie
Event Manager



Brianne Phillips
Bookkeeper

ADVOCACY

Vision, Mission and Policy Priorities

The vision of the Fredericton Chamber of Commerce is Stronger Community Through Business Prosperity. Our mission is: Support business prosperity through networking, shared services, advocacy and events. The Fredericton chamber's vision and mission, along with our close connection to the community, guides every decision we make as an organization. In the fall, our board of directors discusses and updates our policy priorities in draft form. These draft priorities are then put to the members in our annual member survey. Our policy priorities in 2022 are:

1. Competitive Business Environment
2. Workforce Development
3. Immigration and Population Growth
4. Innovation, Digitization and the Knowledge Economy
5. Innovative Solutions to Accessing Primary Health Care

Annual Survey

Each fall, we survey our membership regarding our operations – in 2021, our primary focus in this regard was our advocacy, policy priorities and communications. Some of the results are:

Which of the chamber's communication vehicles do you read/watch?

1. Chamber Connections Weekly Newsletter
2. Website
3. Monthly CEO Commentary
4. Facebook
5. Insight Magazine

What are your biggest concerns?

1. Workforce
2. Costs
3. COVID-19
4. Economic Growth
5. Supply Chain
6. Access to Primary Care

Overall, I am pleased with the Fredericton Chamber of Commerce's advocacy efforts.

- Agree / Strongly agree – 85%
- Neither agree nor disagree – 13%
- Disagree / Strongly Disagree – 1%

COVID-19

COVID-19 continued to be a major issue for members – particularly in the hospitality industry. We continued to share the most up-to-date information with our members and advocated to the government for continued relief for the hardest hit businesses.

Municipal Election

We hosted a mayoral forum on Rogers TV on 22 April 2021, with all four candidates. The responses for our "Questions that Count" to all candidates for council and mayor can be found on our website. Later in the year, we presented to City Council's Governance & Civic Engagement Committee. The brief and slide deck can also be found on our website.



Federal Election

We hosted the candidates for the four main parties as part of our candidate forum series (as per our Event Activities Policy). The recordings are available on our website. We sent our Questions that Count to the candidates for the four main parties which are also on our website. Krista wrote pre- and post-election commentaries that were published in the Brunswick News papers and Huddle.

We also worked with five other NB business associations to produce a pre-election platform – We Choose Growth. The platform contained three policy pillars: competitiveness & fairness, recovery & self-sufficiency, and immigration.

EI Consultations

In January, Krista participated in an NB-wide roundtable regarding Employment Insurance reform. We had also previously met several times with EI Employer Commissioner Nancy Healey as well as other chambers and business associations to share information and coordinate messaging. Having both employers and labour groups in the same meeting was suboptimal. We continue to participate in the ongoing consultation in 2022/23.

Primary Health Care Reform

We participated in the Government of New Brunswick's primary health care reform process – particularly sharing the observations we've made through our Physician Recruitment & Retention Committee (launched in 2009), as well as through related health care advocacy. Later in 2021, the chamber and Ignite Fredericton launched a primary care community task force that has brought together a broad range of stakeholders to help identify gaps, where we can fill those gaps and associated action plans.

Canadian Chamber of Commerce Conference

The chamber staff, Jeff Saunders and Jill Stairs participated in the 2021 Canadian Chamber of Commerce virtual AGM and conference on October 27 and 28, 2021. Our policy resolution, Attracting and Retaining More International Students Through Canadian Work Experience was approved by 94% of delegates. We also co-sponsored another resolution from the Truro Chamber of Commerce titled Addressing Workplace Mental Health, which was also approved.

Pre-Budget Consultation

On February 3, 2022, we participated in a virtual pre-budget consultation with Finance Minister Steeves with other business associations. Our pre-budget brief can be found on our website. We also hosted the minister, along with other stakeholder groups for a breakfast meeting the morning after the budget was announced.

MOU with NBSA

In 2021, we renewed our MOU with the NB Student Alliance, which allows their members to attend our networking events and receive member prices on ticketed events. It also formalizes our advocacy partnership by creating a spot for the NBSA Executive Director on our Government Affairs Committee and Policy Committee. We partnered with the NBSA this year to host an international student roundtable which helped us renew our Canadian Chamber of Commerce resolution (above).

Other Issues

Because of the broad nature of our membership, throughout the year, we work on many different issues affecting various sectors. Often advocacy on specific issues begins with a letter to the relevant government official. We publish our letters on our website. Some of those in 2021-22 include:

- Prompt payment legislation
- Craft alcohol producers' policies and regulations
- Access to primary health care reform
- Local government reform
- Packing and Printed Paper Extended Producer Responsibility Program ("PPP-EPR") Draft Regulations
- International Flights at YFC
- Property Assessments / Tax Rates (Municipal and Provincial)

Meetings with Government Officials

Throughout the year we hosted various government officials and other stakeholders for meetings and member events. Some of these for 2021-22 include:

- Roundtable with Shadow Minister Stephanie Kusie
- Roundtable with Deputy Prime Minister Freeland
- Roundtable with ACOA minister Ginette Petitpas Taylor and MP Jenica Atwin
- Roundtable with Federal Immigration Minister Sean Fraser
- Minister Mendicino – Federal Minister of Immigration
- Minister Tassi – Federal Minister of Labour
- Deputy Prime Minister Freeland virtual meeting
- MP Jenica Atwin
- Minister Steeves – NB Finance Minister
- Minister Green – NB Transportation and Infrastructure Minister
- CPC MPs Pierre Pollièvre and Richard Bragdon



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Dr. Mark MacMillan
President, 2021-2022



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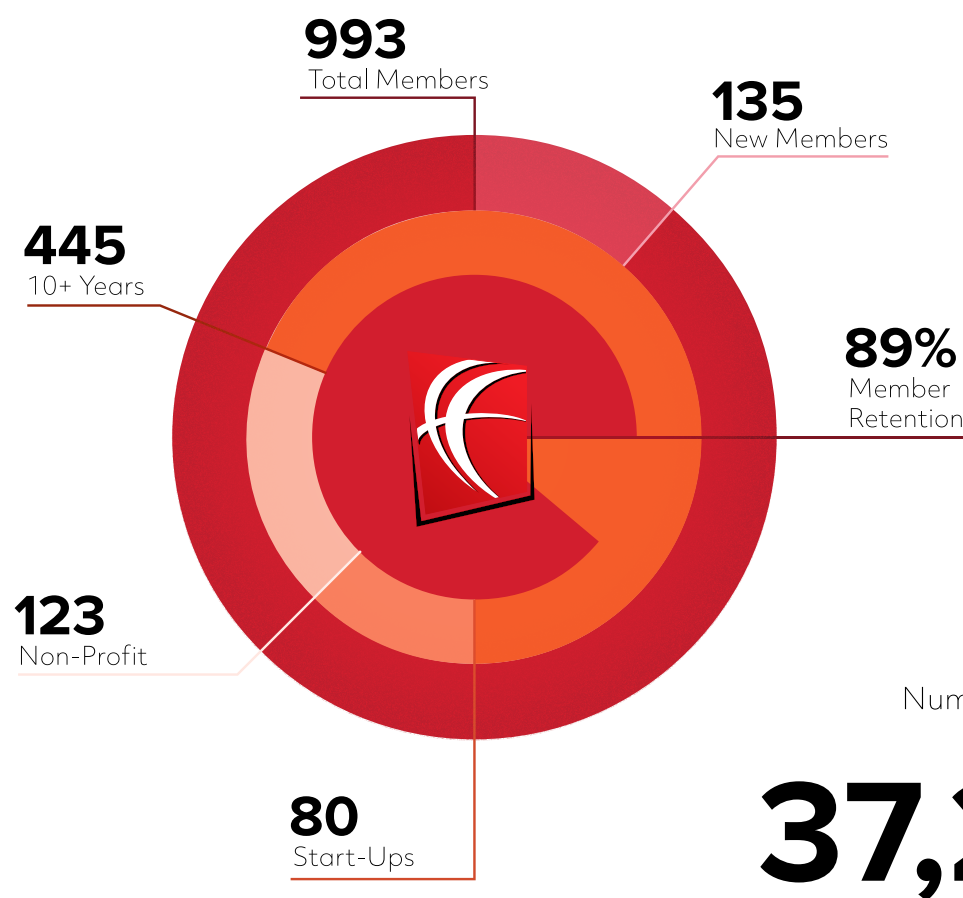
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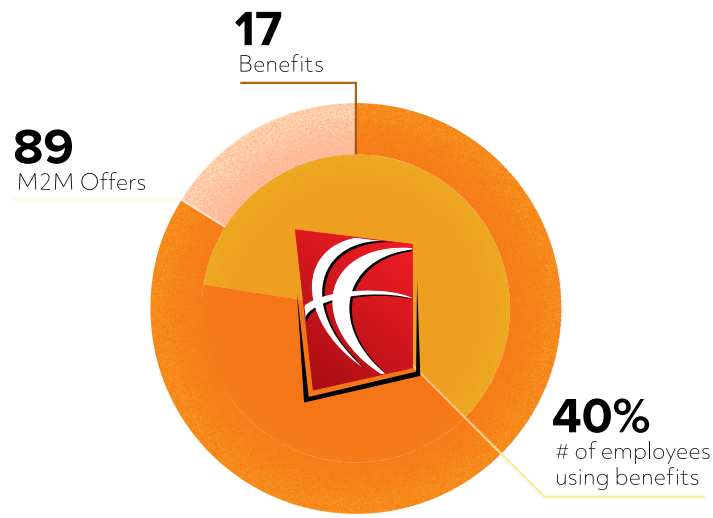
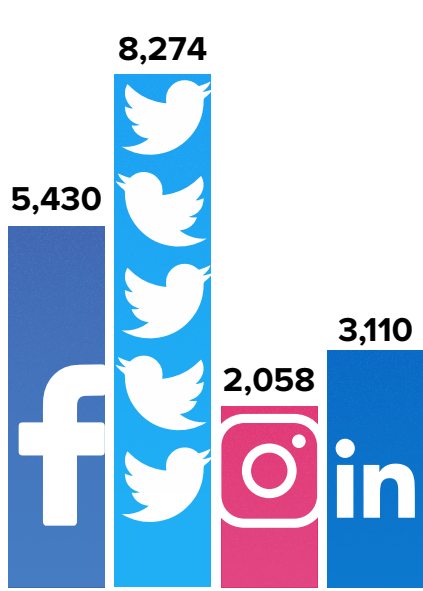
Tim Porter
Partner
(506) 461-0554

Jordan O'Brien
Partner
(506) 478-1448

MEMBERSHIP STATISTICS



SOCIAL MEDIA STATS







SCHOLARSHIPS

The Fredericton Chamber of Commerce 2021 scholarship recipients were announced and presented at the annual golf tournament on 26 August 2021 at Kingswood Lodge.

The 2021 recipients were: Brooke Ingraham, Hannah Cameron and Maria Amalia Cordova. The Fredericton Chamber of Commerce awards this scholarship to a full or part time employee of a member in good standing of the Fredericton Chamber of Commerce; or to the child, spouse or partner of a member or their employee.

The Fredericton Chamber of Commerce's scholarship was created in 2013 to recognize a deserving student who has made a positive contribution to the betterment of their school and community, while demonstrating sound academic achievement. The fund is held and managed by the Fredericton Community Foundation.



L to R - Jeff Saunders, Fredericton Chamber of Commerce President, Brooke Ingraham, Maria Amalia Cordova, Hannah Cameron, Krista Ross, Fredericton Chamber of Commerce CEO

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WORKPLACE RAPID TESTING PROGRAM

In the summer of 2021, our chamber launched our Workplace Rapid Testing Program in cooperation with the Government of New Brunswick and the Atlantic Chamber of Commerce. The program was designed for small/medium businesses to test their asymptomatic and pre-symptomatic employees to proactively identify cases COVID-19 that might have otherwise been missed. A distribution centre was set up at the Knowledge Park and businesses could access the test kits through an application process. We were also a hub for the Miramichi chamber where businesses from that area applied through our program but picked up their test kits at their local chamber. Businesses were asked to report the number of tests used and the number of positive results and this information was reported to the Government of Canada. Later that fall the distribution centre moved to the chamber office on York Street.



In January, the Government of New Brunswick implemented changes to its COVID-19 testing regime and consequently, the chamber's rapid testing program was put on hold until further details were released. Due to the limited scope of the new program, businesses would only test symptomatic employees while in the workplace and unvaccinated employees while continuing to support the employees in high-risk workplaces.

The program end date has been extended a few times but is now set to be finished in June of 2022. Although the program has slowed down considerably, orders continue to be steady through the end of our fiscal year. In total our chamber has distributed 134,267 tests, with approx. 1,004 businesses taking part in the program, and 575 positive cases have been reported.

Our chamber is proud to support the business community through the pandemic while supporting employee safety and business continuity.

OPERATIONS AND COMMUNICATIONS

It's been busy around the office this past year with the distribution of rapid tests. We were fortunate to meet business owners from different parts of the province to help them access the program and to hear how COVID-19 was affecting their business.

In our office, chamber staff adapted quite well to virtual meetings during the pandemic and were glad, when the restrictions were lifted, to be able to have in-person meetings and visits with our members again.

On the communications side, our chamber website saw major increases in traffic this year due to the rapid testing program, live coverage of our State of the Province Address, Business Insight Fredericton episodes and of course, our advocacy work. In March the rapid testing program along with our State of the Province Address event, jumped our pageviews to 20,000. Also on our website, our Insight Online magazine is thriving with articles written by our chamber and our members. Chamber Connections, our weekly e-newsletter, proved to be a great source of information for our members and the rapid testing program also increased our open and click through rates each week. Our members have taken advantage of our dedicated eblasts this year to help get their message out to potential customers and the business community.

If you're interested in learning more about our advertising options please contact us at fchamber@frederictonchamber.ca.

MEMBERS' RESILIENCE THROUGHOUT THE COVID-19 PANDEMIC

As we know, the pandemic has been a difficult time for all of our members, small and large businesses alike. However, members of the Fredericton Chamber of Commerce have displayed resilience, hard work, and determination throughout this difficult period of time. This article will cast a light on two of our members who illustrated rigour and grit throughout this time, Red Rover Craft Cider and the Delta Fredericton. Even though these are two very different businesses, they both displayed creative, out-of-the-box, strategies for businesses during these unparalleled and unpredictable times.

A major focus of the COVID-19 pandemic impact on businesses is within the hospitality industry. Unfortunately, the Delta Fredericton experienced this first-hand. The General Manager, Sara Holyoke told the Chamber that the beginning of the pandemic was devastating for

their business. Stating that “we had to close the hotel for the first time in 30-years”. Sadly, closing the hotel meant laying off over 200 employees, a very difficult decision that most businesses know all too well during the age of COVID-19.

However, the Delta, like many other members, found a way to adapt and illustrate their resilience. Just before the pandemic started, the Delta had renovated their restaurant which very quickly became daunting as everyone knew restaurants were struggling. In order to overcome the difficult task of opening a new restaurant during a pandemic, and find a way to bring back their employees, the Delta utilized what they had- a big parking lot. Holyoke explained that they opened their new restaurant as a drive-thru and encouraged people to come by creating a drive-in movie, all in the parking lot in front of the hotel. This strategy allowed them to have the business of the local community, who might not be able to support the hotel without these creative options.



Further, Holyoke stated that one of their major forms of revenue before the pandemic was those attending the hotel for business. However, as people shifted to travelling less and working from home, this lack of traffic was very difficult. Rather than focusing on what they could not control, the team at the Delta realized that even if people were not travelling for business, they were indeed travelling for family vacations. Thus, the Delta launched full force into family-friendly ideas to incentivize families to stay with them. One way that they implemented this was by incorporating themed weekends, such as Haunted Hotel Halloween Weekend. The Delta team thought of it all, even offering mini proms for small groups for the 2020 graduates whose events were cancelled.

Holyoke explained that without the help of the wonderful team at the Delta Fredericton, their success and resilience would not have been possible. Holyoke illustrated that the pride the team had in their work was evident each and every day as they were all willing to help wherever they could. There were individuals from human resources helping with housekeeping duties. Everyone was generous in helping out for the good of the hotel and the team.

“...the pride the team had in their work was evident each and every day as they were all willing to help wherever they could. ... Everyone was generous in helping out for the good of the hotel and the team.”

Since 2020, there has been a lot of talk about how the pandemic affected the hospitality industry. However, Adam Clawson, Owner and Cidermaker at Red Rover Craft Cider discusses how the hospitality industry acts as the face of many other industries. For example, as a craft brewery, Red Rover's main source of revenue before the pandemic was their keg sales. During the pandemic, especially in the early stages, the hospitality industry was not buying kegs as it was more cost-effective to buy in small quantities, like packs of cans. Meaning that hotels, restaurants, and bars that were typically regular buyers of Red Rover kegs were no longer acting as the face for the Red Rover sales as they simply did not have the customers to sell to. This forced Red Rover to completely shut down in the early months of the pandemic. Leaving them with employees but no work for them to do.

Clawson and Red Rover took this difficult time and found a way to turn it around. As a solution, Clawson developed DrinkNB, an online store that only carries New Brunswick products. They currently have over 30 different local producers and over 100 different products available on their website. DrinkNB allows the direct purchase of products from each of these local producers. Clawson explained that they have found creative ways to find customers during the early stages of the pandemic since many people did not want to leave their homes. Thus, DrinkNB offered local delivery throughout the Fredericton region and shipping for orders outside of the delivery zone. Allowing the beloved customers of Red Rover and the other producers to enjoy their local drinks from the safety of their homes.

Further, Clawson stated that “many of the producers told us that without the increase in sales from [DrinkNB] the pandemic would have caused them to go bankrupt”. Therefore, not only did Clawson's resilience allow Red Rover to succeed during the pandemic, but it also allowed him to keep his employees employed, and help other local producers do the same. Not only did Clawson find a creative way to help his business, but he also helped many other local producers, working as a true leader in the community.

As evident from these stories, resilient is the perfect descriptor for these members. Through unparalleled challenges, both of these businesses found creative, out-of-the-box ways to help their businesses and employ their teams. Doing so not only allowed them to have success in their own business but Red Rover was also able to spread the love and help out other local producers. Whether it be transitioning from keg sales to online or opening a new restaurant via drive-thru and drive in, the members of the Fredericton Chamber of Commerce are unmatched in their drive, grit, and determination.

Thank you to Sara Holyoke, the Delta Fredericton, Adam Clawson, and Red Rover Craft Cider for taking the time to speak with us for this article and allowing us to share your stories.

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Charlotte Burhoe – Corked Wine Bar & Lounge
Andrew Byrne – BioNB
Mark Lancaster – Scotiabank
Haridas Patel – Mitacs
Jennifer Phillips – Fredericton Convention Centre
Leslie Saad – The Chalmers Foundation
Abdul Samad – Enterprise Rent-A-Car

EVENT AND NETWORKING COMMITTEE

Adam Peabody – The Future of You Company (Co-Chair)
Victoria Gillan – Mariner Partners (Co-Chair)
Greg Parker – KPMG
Kim Stewart – NB Real Estate Association
Sunil Pathak – UNB
Jennifer Donovan – J. Donovan Law Group
Krishna Khaitan – AV Group NB
Tanya Quesnelle – Brunswick News
Lori Wheeler – Canadian Mental Health Association of NB

GOVERNMENT AFFAIRS COMMITTEE

Jill Stairs – Daye Kelly & Associates (Co-Chair)
Rodney Blanchard – Stantec (Co-Chair)
Adam Peabody – The Future of You Company
Keir Clark – Scotia Wealth Management
Krishna Khaitan – AV Group NB
Corrinne Arseneau – NB Association for Community Living
Andy Clark – Clarkie Consulting
Wasiimah Joomun – NB Student Alliance
Bedarul Alam – Perfect Humanitarian World Foundation
David Emerson – UNB
Folusho Iyaniwura – BDC
Jenna Evans – Think Stiletto
John Fury
Jamie Ryan – NB Real Estate Association

Larry Shaw – Knowledge Park
Lesley Hillier – Thermtest
Rick McGaw – UNB
Roger Duvall – NB Learning Disabilities Association

POLICY COMMITTEE

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SUPPORT FRED LOCAL

Supporting our local business community has never been more important. The #SupportFredLocal marketing partnership was designed to bring together Fredericton's business support agencies (Fredericton Tourism, Fredericton Chamber of Commerce, Downtown Fredericton Inc., Business Fredericton North, Ignite Fredericton, and the City of Fredericton) to encourage residents to support local businesses during the recovery phase from the COVID-19 pandemic. With the unpredictability of mandatory closures throughout the different recovery phases, this campaign was designed to encourage our local community to support Fredericton region businesses.



**SUPPORT
FRED
LOCAL**

Since the beginning of the COVID-19 pandemic, communication and outreach had been difficult to achieve for many small businesses. Small businesses simply did not have the necessary resources to launch significant marketing/communications campaigns therefore the business support community felt that the timing was critical for this campaign, which helped promote and support local businesses not only in our geographical region but across New Brunswick.

Deliverables included: a marketing campaign created to bolster the #SupportFredLocal initiative which included a digital, print, radio, and TV presence which ran from the start of Small Business Week in October and continued into late December – which concluded with a focus on the holiday shopping season! Content included editorial and small business spotlights which created a larger awareness of small businesses in our region.

Our tactics included a social media strategy, print and digital ads, TV advertising, radio advertising, editorials, advertising in our agencies newsletters/e-flyers, outdoor collateral such as bus and bus shelter ads, and social media contests with a focus on our hospitality/tourism/retail sectors.

We truly knew the campaign had a great impact and our initiatives were being met when businesses started calling us asking to be included in the campaign!



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INCOMING PRESIDENT'S MESSAGE

It is an honour and privilege to become the next President of the Fredericton Chamber of Commerce. I know I speak on behalf of the entire board when I say thank you to Jeff Saunders for all that you have done during your term as Chamber President. You have made it a very easy role to slide into. I want to also acknowledge Bob Chisholm for his years of service to the chamber board, as he leaves his post as past president this year. I am following the footsteps of some great leaders in the community as I take on this role.

Our Chamber has never been more relevant and important for those of in the Fredericton business community and in New Brunswick. Our strong advocacy efforts see results on a regular basis, and the staff work diligently every single day behind the scenes to continue to be a powerful Voice of Business for all our members.



The changes around us—whether social, political, technological, scientific, economic, or otherwise—require that we help our members navigate through new and increasingly complex business landscapes, which profoundly impact the companies for which we work, our industries, and the business community at large. In many instances, we at the Chamber are called on to help shape those new landscapes.

Our Chamber team is a group which we all have become increasingly reliant on when facing these new challenges and opportunities. We are so fortunate to have a strong team of professionals who do their jobs with skill, enthusiasm, and fun – three essential ingredients to any successful organization. And their ability to connect members with what they need is second to none.

I have come to think of our Chamber as a large, diverse, best in class organization that provides abundant opportunities to educate, mentor, and to share top quality knowledge useful to our members. A Chamber that enables us to advocate, to influence, to give back to the community, to meet, network, and socialize with friends and colleagues we wouldn't otherwise have had the opportunity to meet if we weren't members.

I am so proud of our Chamber's successes over the last few difficult years, particularly in providing opportunities for meaningful engagement of our members and sponsors, introducing innovative programming formats and topics, and providing professional development and networking opportunities. In the year ahead, I hope we continue these initiatives, building on what we have learned and focusing on what our members need in addition to getting back to our successful in-person events that everyone looks forward to!

For our current members and prospective members: I want to assure you that my intention, and that of the board of directors, is to grow the Chamber without limits. We will stay focused on our members while also staying current with the ever-evolving business landscape. I look forward to a productive successful presidency and invite each of you to participate, and most importantly to become involved in the good work our Chamber is doing.

A handwritten signature in black ink that reads "J Stairs".

Jill Stairs
President 2022-2023
Fredericton Chamber of Commerce
Partner, Daye Kelly & Associates

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