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## **Chamber of Commerce for Greater Moncton celebrates ‘year of change’ in 2018 at AGM**

The Chamber of Commerce for Greater Moncton (CCGM) elected a new board of directors at its 128th Annual General Meeting held Wednesday, May 15 at the Dieppe Wingate Hotel.

The Chair of the Board of the CCGM, Geneviève Laforge, designated 2018 as a year of great change and growth for the organization representing the business community of Greater Moncton. The Chamber was able to solidify its involvement in the community with an increase in the number of members, multiple meetings with stakeholders and a higher presence in media, as well as an excellent year in attendance in its multiple events.

In 2018, the staff of the Chamber was able to build the right foundation for sustained growth in membership, increased community presence and brand strengthening.

For the CEO of the Chamber, John Wishart, one of the main priorities for the CCGM in 2018 was marketing and branding of the organization. All efforts resulted in a new marketing strategy with a new logo, tagline ‘Inspiring Growth’, new website, and even a new name.

“The Chamber of Commerce brand needed an update. We had been using the same name since the 70’s, and the same logo since the 80’s. Our new name focuses on ‘for Greater Moncton’, because the Chamber does stand for something, for the growth of our people, for our businesses and for our community”, said Wishart.

The Chamber also took its role of representing the business community to heart by giving a voice to its members, representing them on key public policy issues like Worksafe NB rates, the carbon pricing federal backstop, and the introduction of a hotel marketing levy in Greater Moncton.

Wishart thinks that every initiative taken by the CCGM must bring more value to its members.

“In the future, we want to show our members, and prove to them that their investment in the Chamber of Commerce can bring them real dividends and real value”, he said.

The AGM saw the election of a new board for 2019-2020:

- Geneviève Laforge, Assumption Life (chair)
- Greg MacLean, McInnes Cooper (vice-chair)
- Lisa Wood, Fundy Pros (secretary-treasurer)
- Patricia Guitard, Bass Pro Shops
- Marc Lanteigne, Enbridge Gas NB
- Nicolas Parisi, Oulton College
- David Shin, Café C'est la Vie
- Rock Lefebvre, CPA New Brunswick
- David Adams, Medavie Blue Cross
- Michelle Duffie, Lounsbury Group
- Carole Vautour, TD Equipment Finance
- Glen Rollins, Greater Moncton Roméo LeBlanc International Airport

Vautour and Rollins are new to the board. Leaving the board this year is Maxime Savard from ACOA. Mathieu LeBlanc of RBC Dominion Securities returns as past-chair.

The three communities also have ex-officio members of the board. They are Kevin Silliker representing the City of Moncton, Tahlia Ferlatte for the Town of Riverview and Robert Audoux for Ville de Dieppe.

The audited financial statements for the last year were also approved at the AGM, and three scholarships, granted from the Trust of the Chamber, were awarded to three students of the region, Lauren Wilkins, Issac Acker, and Logan Grossman.

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### **Information**

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