

*For immediate release: June 12<sup>th</sup>, 2019*

## **Chamber of Commerce for Greater Moncton and Town of Sackville assess feasibility of launching Chamber chapter in the community**

The Chamber of Commerce for Greater Moncton (CCGM) and the Town of Sackville will hold an information session on June 19<sup>th</sup>, 2019 in Sackville to explore the idea of creating a Chamber of Commerce presence through the establishment of a local chapter.

The Town of Sackville adopted a new business development strategy on May 14, 2019. The plan features a series of recommendations based on the community's greatest strengths, challenges and opportunities.

One of the recommendations of the new strategy is to look into the development of more partnerships. For the Mayor of Sackville, John Higham determining if there's potential for connecting with the Chamber of Commerce for Greater Moncton could be a step in the right direction for the Sackville business community.

"The Town is pleased to partner with the Chamber of Commerce for Greater Moncton to explore the potential for a renewed Chamber presence in Sackville," said Higham. "A Chamber can help connect businesses to each other and establish ways to better market products and services, as well as serving as a common voice to address important concerns and issues they may have," said the mayor.

Higham says this partnership has the potential to introduce a wealth of new networking opportunities for businesses in Sackville and Greater Moncton and all of this supports the town's new business strategy.

"We're excited about the possibilities", expressed Higham.

The region of Sackville was previously represented by the Greater Sackville Chamber of Commerce, established in 1991. While very active through the 1990s and early 2000s, the Chamber struggled recently due to a shrinking business base, difficulty attracting and retaining members, and lack of volunteer time. It folded in 2017.

A Chamber of Commerce offers networking activities, promotes entrepreneurship, and represents members by giving them a voice. The Chamber of Commerce for Greater Moncton has more than 750 members, small and medium businesses, and larger corporations, from the entire southeast region of New Brunswick. One of its important roles is to represent members on key public policy issues like Worksafe NB rates, the carbon pricing federal backstop, and to advocate to government on behalf of the business community in general.

“We play an important role in representing the business community, but also our network can offer bottom-line savings through various programs like group insurance, merchant services, courier and petroleum discounts, and also, some member-to-member deals,” said John Wishart, CEO of the Chamber of Commerce for Greater Moncton.

For the President and Vice-Chancellor of Mount Allison, Dr. Jean-Paul Boudreau, it is important that the University plays a key role in the development of the region.

“Mount Allison has been a key part of the community in southeastern New Brunswick including the Greater Moncton Area for 180 years,” says Boudreau. “We are members of the Chamber of Commerce for Greater Moncton, and are excited to be participating in the Chamber’s *Workforce 20/20 Summit* event in November of this year. We see our students living, working, and volunteering in local communities throughout their studies, research, and internship experiences, and hope to find future opportunities for all of them in New Brunswick following graduation. Partnering with local organizations such as the Chamber, the business community, other educational institutions, and municipalities is an important part of this aspiration.”

The meeting will take place at the Sackville Town Hall on June 19<sup>th</sup> at 7 p.m. Business leaders and merchants from the Sackville region can RSVP by sending an email to [events@ccgm.ca](mailto:events@ccgm.ca) or call (506) 857-2883.

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