



**THE CHAMBER  
OF COMMERCE**  
for Greater Moncton

**LA CHAMBRE  
DE COMMERCE**  
pour le Grand Moncton

# ANNUAL REPORT



2024



# Chair Mess

As I prepare this message for our 2024 Annual Report, the world is in a period of unprecedented transition. That word – transition – also perfectly sums up the past year at the Chamber of Commerce for Greater Moncton.

Your Chamber experienced more growth, advocacy wins, outstanding events, all as we continued to build on our great reputation as the independent business voice for Greater Moncton. There was transition in our leadership, employees took on new roles, and we adjusted our ways to better meet the expectations of our more than 950 members.

As we turn the page to 2025, the CCGM is close to finalizing a new Strategic Plan that will guide us for the next three years. We have a new person at the helm in CEO Kim Wilson, who has already earned the trust of our community and the Chamber team with her open and collaborative style. I would like to thank Xavier Infantas who stepped in as Interim CEO as we conducted the search that concluded with Kim's hiring. Xavier, who assumed a new role as Director of Operations, and the entire Chamber team, ensured the services our members need were always available during this transition period.



# age

I would also like to thank our volunteer board of directors. I assumed the position of Chair in 2024, following in the footsteps of Michelle Duffie, who led the board through two years of growth. We are saying farewell to three directors this year – Mathieu McCaie, Dawn Ermen, and Jocelyn Chan. They all contributed greatly to the board and the Chamber's success. Thank you for your countless hours working on behalf of our Chamber.

We are excited to welcome three new board members at our Annual General Meeting – Derek Ermen, Lynda Carey, and Alain Parent. With their help, our Chamber is poised for continued growth in 2025, with a board ready to implement our new Strategic Plan, and a CEO and Team ready to collaborate with our business community to ensure Greater Moncton continues on the road of unparalleled progress.

Sincerely,



Matt Carter



# CEO M

As the business landscape in our region continues to evolve, know that your Chamber continues to advocate on issues that matter most to our members and ensure a thriving business community. The trust our members place in us is not something that we take lightly.



In 2024, your Chamber advocated on key issues like: overall tax burden and red tape reduction; population growth & immigration; investments and improvements in health care and education; homelessness and security; the shortage of skilled labour and the ongoing threats of U.S. Tariffs. Our ability to advocate is further strengthened by strong collaborative relationships with our Chamber partners, our local business/community partners and our government partners at municipal, provincial and federal levels.

# message



Membership engagement remains high as we strive to continue to deliver high-quality events for networking, education and business development for our members and in 2024 this translated into 3,258 attendees to over 25 events. We ended the year with 927 members and look forward to expanding the Chamber network in 2025.

Your Chamber continues to have great success with being one of eight regions in New Brunswick in 2024 to continue to provide a Retiree Employment Agency. This valuable program provides an alternate pathway to short-term employment for both local employers and retirees 50+.

As I assumed the role in the last quarter of 2024, I was amazed by the work being carried out by our small but mighty team supported and governed by an engaged volunteer board of directors who are all committed to excellence. An organization is only as good as the people leading it and the Chamber team is not only dedicated and passionate about serving our members but also about creating value through all our interactions – it is a true pleasure to work with each of you every day and I look forward to a prosperous 2025!

Kim Wilson

# Board of Directors 2024



**Matt Carter**  
Chair  
SMART Human  
Resource Solutions Inc.



**Courtney Burns**  
Vice-Chair  
Greater Moncton  
Roméo LeBlanc  
Intl. Airport



**Tammy Carlin**  
Treasurer  
Baker Tilly  
GMA LLP



**Michelle Duffie**  
Past-Chair  
Lounsbury  
Group



**Dawn Ermen**  
Ermen Plumbing  
& Heating Ltd.



**Jocelyn Chan**  
Mathnasium  
of Moncton



**Thomas Raffy**  
Assumption  
Life



**Dr. Robert  
Knowles**  
Crandall  
University



**Bill de Groot**  
PAL  
Airlines



**Mathieu McCaie**  
Expert Mortgage  
Group



**Jamie Pelletier-Bernier**  
FundyPros Specialty  
Construction



**Marc Belliveau**  
Friends of the  
Moncton Hospital



**Mark Cormier**  
J.D. Irving  
Ltd.

# Ex-Officio



**Alicia Grayeb**  
City of Moncton



**Robert Audoux**  
Ville de Dieppe



**Shanel Akerley**  
Town of Riverview



**Kim Wilson**  
CEO

# Staff



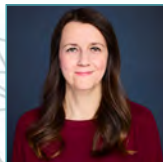
**Kim Wilson**  
CEO



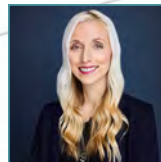
**Xavier Infantas**  
Director of Operations



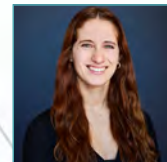
**Marc Pelletier**  
Director of membership &  
Business Support



**Natacha Pettigrew**  
Office Management  
Coordinator



**Mireille Thibeault**  
Events & Promotions  
Coordinator



**Dominique LeBlanc**  
Events  
Coordinator



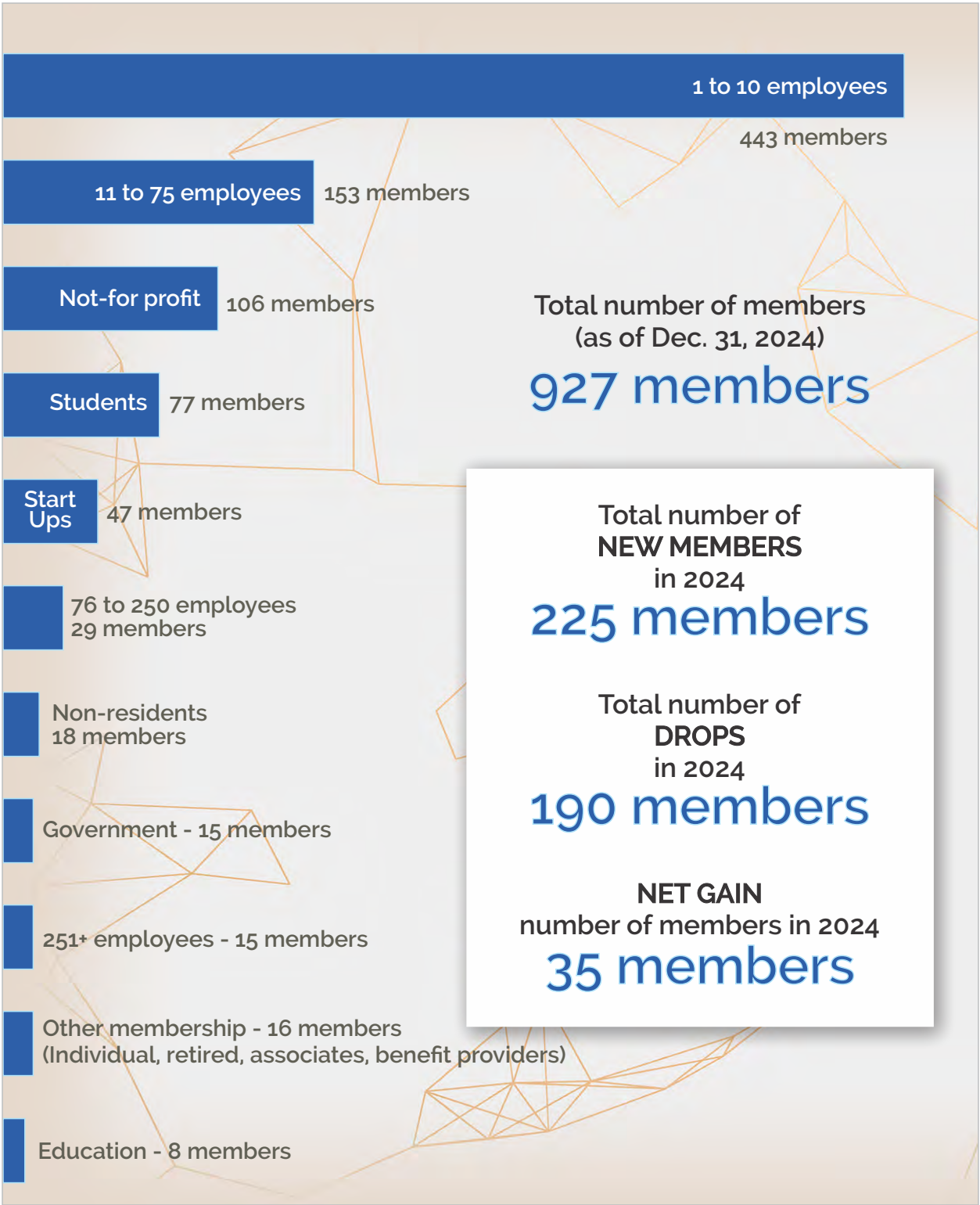
**Ted Gaudet**  
REA - Pairing Agent

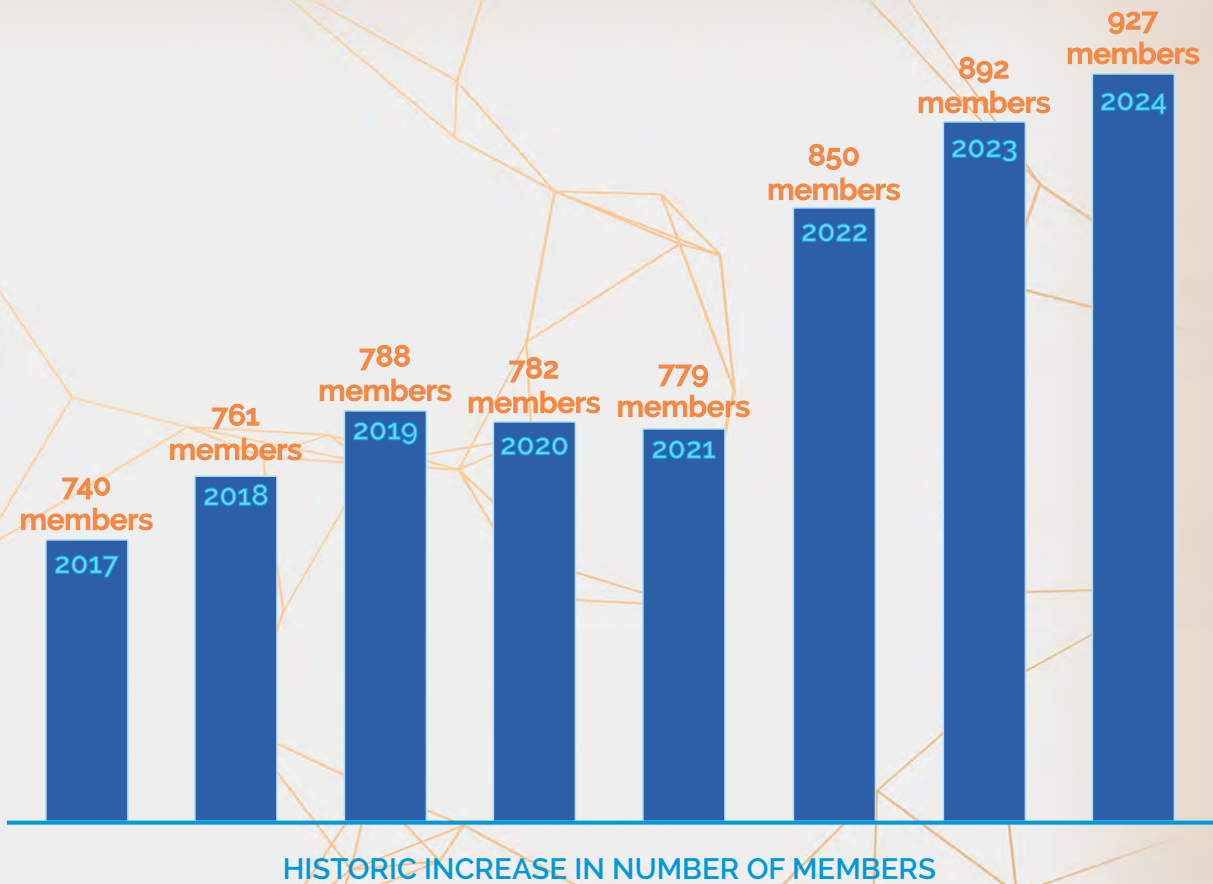


**Lawrence Forbes**  
REA - Pairing Agent



**Natalie Gray**  
REA - Pairing Agent





### NET NEW MEMBERS FORMULA



All new members signed up in 2024



Write-offs, business closures,  
cancellations and  
student memberships expiring.

In 2024, the Chamber of Commerce for Greater Moncton strengthened its role as a proactive advocate for the business community, addressing key issues such as homelessness, public safety, immigration, and workforce development.

# CCGM Advocacy Matrix

Housing crisis

Population Growth & Labour Force Development

Competitive Business Sector

Key Infrastructure Development

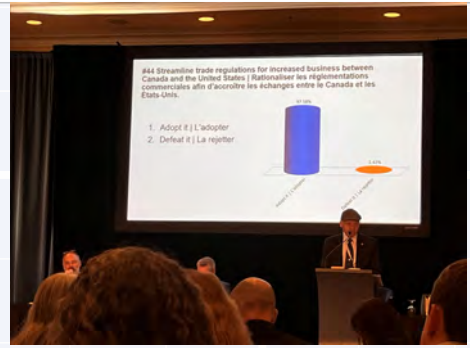
Health Care & Education

Homelessness

Safety & Security

Throughout the year, CCGM issued formal letters to all levels of government, addressing urgent topics including public safety and economic recovery. Our strategic communications, including media engagement and social media campaigns, amplified the concerns and priorities of our business community.

Last year, your chamber remained a strong, solutions-driven voice, advocating for a safe, prosperous, and inclusive Greater Moncton.



On the national stage, a CCGM policy resolution was adopted by the Canadian Chamber of Commerce on streamlining of trade regulations between Canada and the US.

This victory reflects the Chamber's commitment to create a more competitive business environment.

## Candidate Connect

We called together business and political leaders during the provincial election campaign in an event called Candidate Connect, which took place on September 11 at Université de Moncton.

We wanted to make sure party leaders and local candidates had an opportunity to hear the concerns and issues that are important to Greater Moncton.



# STATE OF THE TRI-COMMUNITIES ÉTAT DES TROIS COMMUNAUTÉS



## PARLIAMENTARY LUNCHEON



GREATER MONCTON  
**TOP  
20  
UNDER  
40**  
2024

## *Distinguished* SPEAKER SERIES **Deloitte.**



## DECODING AI



## Business After Hours



PLACEMENTS  
**LOUISBOURG**  
INVESTMENTS

Chamber of Commerce for Greater Moncton  
49<sup>th</sup> Annual Golf Tournament

## Regional Index



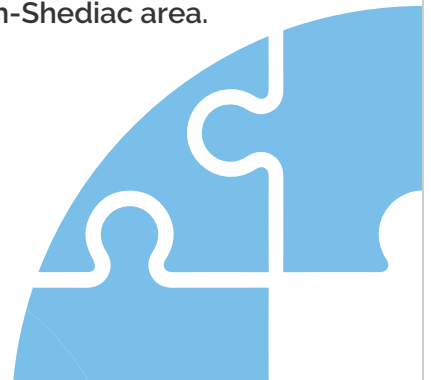
THE CHAMBER OF COMMERCE FOR GREATER MONCTON  
**BUSINESS EXCELLENCE AWARDS**  
**PRIX D'EXCELLENCE EN AFFAIRES**  
DE LA CHAMBRE DE COMMERCE POUR LE GRAND MONCTON

**50+** **Agence Emploi Retraite**  
**Retiree Employment Agency**  
En collaboration avec TravailNB / In partnership with WorkingNB

The Retiree Employment Agency (REA) has continued to fulfill its mandate throughout 2024 with direction and funding from Working NB. The Agency successfully achieved its Phase 2 targets for the year ending March 31st and continued to broaden its reach by increasing both the numbers of companies and retirees in its client base. With marketing efforts by the Chamber and Working NB, there is an increasing awareness of the agency in southeastern New Brunswick.



At present, the Southeast Agency is composed of 2 full-time and one part-time employees. Throughout the year, the pairing agents continued to give presentations to retirees at local libraries, to senior groups such as the Federal Retirees Association and to company representatives. They also attended several job fairs in the Greater Moncton-Shediac area.





Companies  
Recruited  
**281**

Retirees  
Recruited  
**359**

The Agency attended a workshop in Edmundston where all eight provincial agencies were present along with various speakers to exchange information and identify the best practices. From there, a marketing strategy was developed to better create awareness in the public from a provincial and regional perspective. Local marketing efforts included an advertisement in Coffee News, customer testimonials published in Primetime magazine, and local radio interviews.

The number of successful pairings was 75.

The Southeast REA surpassed its targets again by year end, March 2025. The program is funded and regularly assessed by Working NB. We are confident that based on last year's results, the Agency will continue its activities beyond its mandate.

The REA's services benefit our members and non-members by providing welcome support to retirees to help them navigate through the modern hiring practices of companies and local organizations.



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