

THE CALGARY CHAMBER OF COMMERCE

“Calgary has the potential to be a renaissance capital and model society of the 21st century. To achieve that vision, the Chamber is becoming a leading forum for debate on critical public policy issues. Our committees are energized, and focused on this exciting transformation, and are positioned to be ahead of the curve.”

☞ Geoffrey Pradella, Vice President Public and Government Affairs

The Calgary Chamber of Commerce is a volunteer driven, non-partisan, and not-for-profit organization whose mission is to lead and serve the Calgary business community, valuing its diversity.

As the leading voice of business in Calgary, today's Calgary Chamber of Commerce is at the heart of the community's intellectual and political life—an effective business-solutions provider, and dynamic incubator of new ideas and approaches to public policy.

The Chamber's Public and Government Affairs staff and Policy Committees identify and advise on issue priorities at the civic, provincial and national level. Working in partnership with governments and key stakeholders, we deliver on our leadership role as the primary supporters and advocates of small and medium business owners and operators. Building on Calgary's entrepreneurial spirit and can-do attitude, the Chamber advances creative, effective and multi-faceted strategies that profile critical issues and positively influence their direction and resolution.

The Chamber is the business hub of Calgary. Our membership has opportunities to become directly involved at a variety of levels—by contributing opinions through membership surveys, or by actively participating in one of our policy and advocacy committees. Members are at the centre of our business, and the Chamber provides access to state-of-the-art boardrooms and technology, downtown meeting spaces and offices, networking events, high-profile keynote and government speakers, and professional development opportunities.

The Calgary Chamber of Commerce leads and serves our membership in a city emerging as a leader in the international business community, not only for our prosperous oil and gas sector, but as an example of a robust economy and dynamic business centre.

CHAMBER QUICK FACTS:

- Calgary's largest business organization
- Approximately 3500 members representing 2500 businesses
- Comprised of small, medium and large companies in a variety of sectors
- One of Canada's largest and most progressive Chambers
- One of the most vocal and respected Chambers across Canada
- Hosts more than 100 events annually
- Established as Calgary Board of Trade in 1891
- Founded by group of 46 business owners
- Name changed to Calgary Chamber of Commerce in 1950
- Voted one of the best places to network in Calgary (*Darcy Rezak, Networking Guru & Author of "The Frog & the Prince"*)



Stephen Avenue Mall

CALGARY CHAMBER OF COMMERCE 2009 BOARD OF DIRECTORS

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Business Development, Cole International Inc.



The new state-of-the-art AltaLink Boardroom

THE CHAMBER TEAM

Heather M. Douglas
President and CEO



Ms. Heather Douglas was appointed to the position of President and CEO of the Calgary Chamber of Commerce on October 1, 2005.

Prior to joining the Chamber, Heather Douglas was the Founder and President of Strategic Public Affairs (SPA), a worldwide combination of external and internal affairs and communications professionals. She has more than 20 years experience in journalism and public affairs, has directed media, government, and shareholder relations, crisis communications, and image and reputation management for three major Canadian companies (one a Fortune 500 affiliate).

Douglas is the former Manager, Public and Government Affairs for Mobil Oil Canada where she successfully directed several of Canada's largest public consultation programs—including the Hibernia offshore oil and the Sable natural gas projects. Mobil sent her to run Mobil's Public and Government Affairs Department in the United Kingdom and

Norway, assigned her to special projects in the Far East, and brought her to Washington D.C. to work with several Asian embassies.

Douglas has also served as Vice President, Public Affairs and Government Relations with Atomic Energy of Canada (AECL), her duties included building relationships with foreign governments on behalf of the Crown Corporation. She also headed their worldwide media relations, stakeholder relations, crisis communications, and public consultation programs. She was an officer of the Corporation and a member of its Executive Council.

Douglas has co-authored two books and has spoken at numerous seminars and conferences. Her topics range from energy and communications to negotiation strategies. Douglas is currently working toward her doctorate in political science.

Lois Mitchell

President, Amherst Consultants Ltd.



Lois Mitchell has been an active businesswoman in the Calgary community for over twenty-five years. She is President of Amherst Consultants Ltd., a firm specializing in strategic marketing and sponsorship. Lois is currently on the Board of Directors of The Chamber of Commerce and also serves on the Human Resources Committee of The Chamber. She previously was the board liaison on the Tourism Committee and chaired the "Salute to Excellence" Gala for 3 years.

She is a member of the Board of the Alberta Foundation for the Arts and a Past Chair of the Board of Directors of the Calgary Philharmonic Orchestra. She is also Vice President of the Global Business Forum. She has served on the Board of Directors of several not-for-profit organizations. Lois is also a member of the University of Calgary Advisory Board for the Latin America Research Centre.

THE CHAMBER TEAM CONTINUED...

Geoffrey Pradella

Vice President, Public and Government Relations

Geoff Pradella is VP, Public and Government Relations for the Chamber, providing strategic leadership in the areas of policy research and formulation. Pradella comes to the Chamber with a BA, International Relations, a BA, Law (UK, EU and International Public Law), a LL.M, Medical Jurisprudence & Ethics and International Criminal Law, and an M.A. Law. Pradella is also a Fellow Emeritus, Center for the Study of the Presidency (Washington, DC).

Pradella is published nationally and internationally in the fields of health care policy, medical law and medical ethics. He brings international relations (trade negotiations) and federal government experience working abroad and within Canada with all levels of government.

Pradella is primarily responsible for building and enhancing profile and reputation as the business forum for policy debate, developing grant and funding proposals for leading-edge policy and research initiatives, enhancing committee support and engagement and acting as an advocate of members' policy priorities.

Ben Brunnen

Manager, Policy and Research

Responsible for contributing to the strategic direction of the Chamber's policy initiatives, Ben Brunnen comes with five years experience undertaking economic and public policy research and analysis with British Columbia municipal affairs and Canada West Foundation.

Brunnen has a BA, Economics and a Masters in Public Administration. He is a leading comentator on government economies, fiscal policy and published in areas of regional economic development, municipal financing, skilled labour shortages, and aboriginal education and labour force strategies.

Brunnen is primarily responsible for research and policy development on leading and priority issues that measurably contribute to the effectiveness, substance and influence of the Chamber's policy and advocacy efforts, the engagement of the Chamber's members, and the enhancement of the Chamber policy profile.

THE CHAMBER'S PUBLIC AND GOVERNMENT AFFAIRS DEPARTMENT

OUR VISION

The Calgary Chamber of Commerce is at the heart of the business community's intellectual and political life, and the leading-edge advocate for our membership.

OUR MISSION

The Chamber's Public & Government Affairs Department acts as the leading forum for debate, and advocates public policy solutions that improve the business climate on behalf of our members.

OUR POLICY AND ADVOCACY APPROACH

- Engage Chamber members and committees;
- Focus on priority issues;
- Build strategic relationships with key opinion and community leaders;
- Create an inclusive forum for debate;
- Be pro-active and agenda-setting as an incubator of new thought;
- Advocate constructive policy solutions;
- Communicate policy positions, advocacy activities, and outcomes to members;
- Be an effective and credible source for media commentary; and
- Enhance the Chamber's profile.

OUR VALUES

- Committed to the business community
- Non-partisan
- Visible, credible, principled and informed
- Accountable and measurable
- Efficient and cost effective



THE CHAMBER'S POLICY COMMITTEES

“Policy committees give our members a voice with decision makers, and are a key element in the Chamber’s strategic focus as a leading forum for advocacy and debate on critical issues.”

☞ Geoffrey Pradella

Vice President Public and Government Affairs ☞

As the leading voice of business in Calgary, the Chamber’s committees identify and advise on policy priorities at the civic, provincial and national level. The Chamber’s Public and Government Affairs staff works with committee members to build and advocate effective market-driven solutions that enhance the climate for business success in Calgary.

The Chamber’s policy committees welcome any and all Chamber members. Volunteers, industry and government representatives, academics, policy analysts, and presenters also complement the composition of our committees from time to time, or for specific projects. Successful committee members are committed to learning, networking, and working on priority policy issues that the Chamber’s entire membership base, the committees and the Chamber’s professional Public and Government Affairs staff have identified.

ABORIGINAL OPPORTUNITIES

This committee’s focus is to raise awareness and understanding of aboriginal issues and perspectives within the Chamber’s membership and the Calgary community at large. The A.O.C. has made policy recommendations to government, the business community, and educational institutions, and has acted as a facilitator and advisory body on issues as diverse as employment and the environment.

BUSINESS AND THE ARTS

Vibrant arts and culture are universally recognized as a defining trait of the world’s truly “great cities”. As a key to Calgary’s future as a renaissance capital of the 21st century, the city needs to build those elements of community that support the attraction and retention of the best and most talented employees. The keys to continued prosperity, and how the arts contribute to that vision, are just part of this committee’s groundbreaking approach.

CIVIC AFFAIRS

The history of Calgary is the history of the Chamber, which continually contributes to Calgary’s growing economic, social and cultural influence. This Committee transitioned in 2007 to strengthen the relationship between the Chamber and civic policy priorities and in doing so, identify and act on the long-range planning and policy issues that will shape Calgary beyond the next civic election cycle.



ENVIRONMENT

As environmental issues and concerns become increasingly important to business worldwide, the role of the Chamber's Environment Committee continues to grow. Recent priorities have included the sustainability of Alberta's water resources, and the need for clean sources of energy. As part of its transformation, the committee is attracting the brightest minds in business and academia to work out a profitable and sustainable environmental business model.

HEALTH

The Chamber's Health Committee has sponsored initiatives that include the need to build healthy workplaces, and major reforms to Alberta's health care system. Aging populations will create still more pressure on health care resources across the country – and this committee is dedicated to forward-looking ideas on the management of electronic health records, and data privacy and security, as well as solutions to the critical shortage of health care workers in a burgeoning economy.

HUMAN RESOURCES

This committee meets monthly to discuss issues and exchange information relating to employment, specifically the barriers to full employment among aging workers and immigrants to Alberta. It reviews changes to human resources legislation, regulation and rulings by the courts – and has undertaken to focus its efforts on the identification of key components in the province's labour shortage crisis, developing and proposing constructive solutions to government and industry.

NATURAL RESOURCES

Alberta's future economic growth and prosperity will depend in large part on the ability to remain competitive in an increasingly global energy marketplace. The Natural Resources Committee recognizes that an effective policy environment encourages investment and stimulates economic growth. The group is committed to maintaining and enhancing Calgary's position as a world leader within the energy industry. Priorities on the policy radar since 2007 have included fair and competitive non-renewable resource royalties, in tandem with a prosperity-oriented tax regime critical to maintaining investor confidence.

TAX & ECONOMIC AFFAIRS

Our success in advocating for business-positive tax laws, and reductions to the regulatory burden that businesses face, has made Calgary the leading engine for economic growth in the country. This committee's sought-after expertise on, and reaction to federal and provincial budgets, makes it one of the Chamber's strongest players. It has also been effective in providing leadership and advocacy on competitive and 'Alberta Advantage' issues, as well as the reduction of inter-provincial trade barriers.

TRANSPORTATION & LOGISTICS

Calgary's enormous growth puts increasing pressure on its public transportation and road systems. A key project for this committee is an assessment of the costs to business in lost markets, efficiencies, employees and profits from Calgary's growing transportation and infrastructure 'deficit'. From there, the development and facilitation of solutions to specific elements of the problem, like the long-awaited completion of the 'Ring Road' in the city's southern quadrants.

