

2012

ONWARD





belong

President and chair's message	01
What we do Connecting to solve business challenges	02
By the numbers A brief break down of some fun facts, stats and interesting numbers from 2011	06
In their words Members share their stories on why they joined the Calgary Chamber	08
Program highlights 2011 A look at last year's big wins in events and advocacy	10
Thanks to our supporters	14

Adam Legge,
Calgary Chamber President and CEO



President and chair's message

We believe in the greatness of Calgary's companies. We believe they can do great things. And they are located in the best city to live and work in the world. It is that belief that drives us at the Calgary Chamber.

In 2011 we spent time working with our members and staff to determine how we could build a better Chamber. We came away continually heartened by the people who expressed their support, willingness to be part of the process and wishes for a strong and vibrant Chamber. In the end, it is clear we must deliver value and meaning to our members. And we are moving decisively in that direction. Last year, we began the process of creating a range of new products and services, and testing them with our member base.

We also achieved impact in 2011. Our municipal affairs activities yielded great results, with an increased relationship built with elected officials and administration at the City of Calgary. As a result of these efforts, nearly two-thirds of city council's 2012-2014 priorities strongly align with Chamber positions and ideas to improve the business environment in our city. We were asked to join the Mayor's Cut the Red Tape initiative, and have been working closely with The City to reduce taxes for business.

We delivered new and different programming, including the iF Series which highlights Calgarians who have created great and unique things in this city, and the Thriving in Uncertainty small business workshop series which brought small business experts in a variety of topics together with small business owners wanting to know how to ensure the success of their business in uncertain economic times. Through these series we are helping to create inspiration and recipes for success that our members can take back and implement in their business today.

None of the work that we do would be possible without the amazing team that is the Calgary Chamber. We want to express sincere appreciation to our 2011 Board of Directors for their unwavering support of the new directions our organization is taking. We want to thank the entire Chamber staff who bring a passion and commitment to their jobs that deliver on ensuring we make our members successful.

And finally, we would like to thank you, our members, our sponsors and our partners for your support. We have begun the important shift in our organization to deliver on our belief in the greatness of Calgary's companies; in supporting their business success. It will take time but we assure you we have a team, a board and energy that will provide an experience that goes beyond membership.



Adam Legge,
President and CEO,
Calgary Chamber



Glenn McNamara
Chairman of the board for 2011,
Calgary Chamber

What we do

**CONNECT
TO SOLVE
BUSINESS
CHALLENG**

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The Calgary Chamber is the original social network. For more than 100 years, we've been the city's main connector of people, ideas and stories. We've facilitated meetings, debates and gatherings with some of the brightest minds in Calgary to solve business problems, and push the social and political agenda in the way necessary to make our city a better place to do business. Throughout the years, we've grown and evolved to better serve the city. But our goal has always remained the same – make our members' business better.

ES

We provide

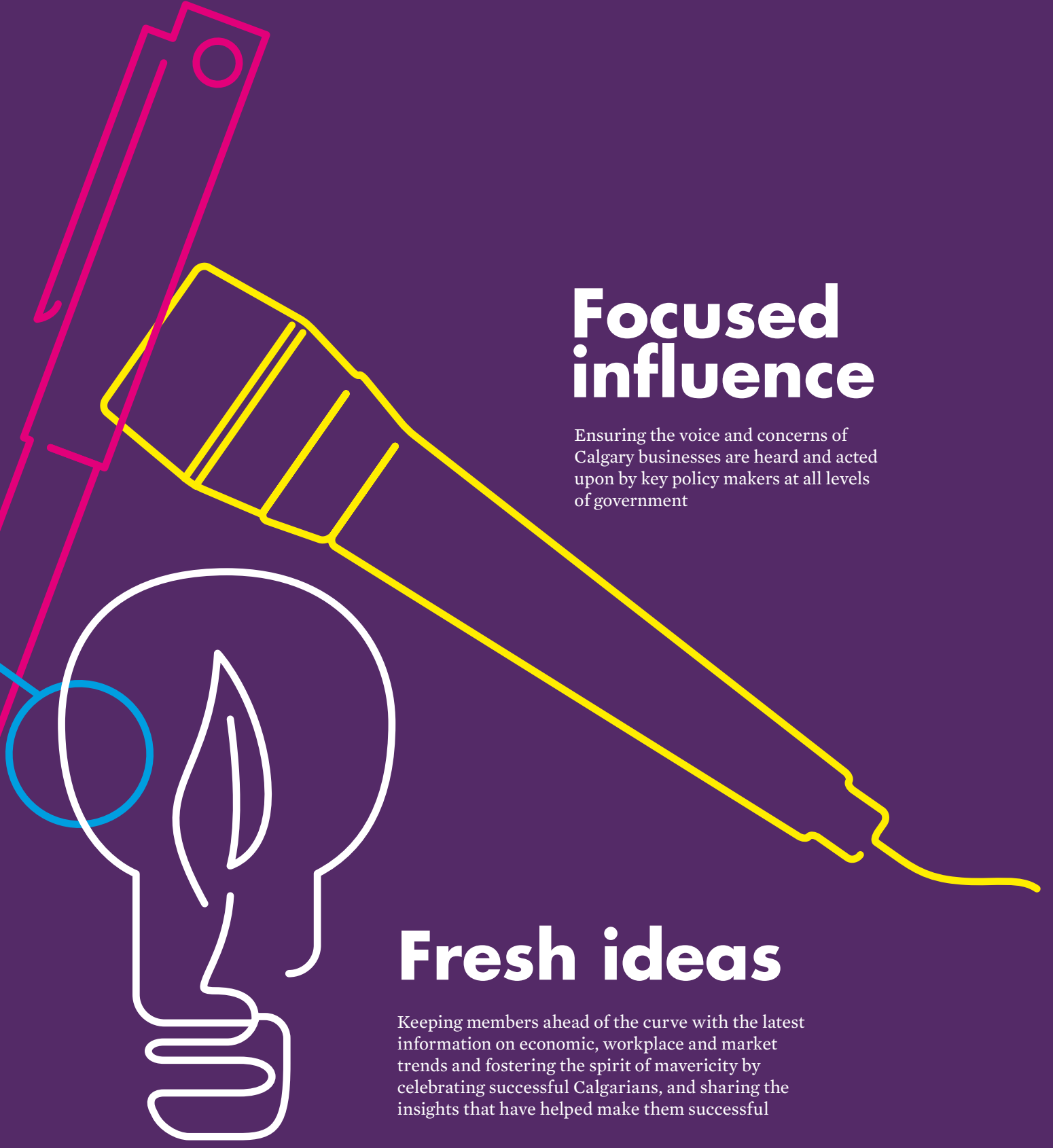
Meaningful connections

Providing matchmaking opportunities that allow business people to network and develop prosperous partnerships

Smarter tools

Delivering services, programs and partnerships that help businesses overcome their toughest problems





Focused influence

Ensuring the voice and concerns of Calgary businesses are heard and acted upon by key policy makers at all levels of government

Fresh ideas

Keeping members ahead of the curve with the latest information on economic, workplace and market trends and fostering the spirit of mavericity by celebrating successful Calgarians, and sharing the insights that have helped make them successful

By the numbers

A brief break down of some fun facts, stats and interesting numbers

3,576

Followers on Twitter who tune in to hear the Chamber's messages, and comment on the latest business developments (@calgarychamber)



199

Times last year the Calgary Chamber was quoted or mentioned by the media, often pushing the agenda to make life better for businesses in Calgary



rs



500

New subscribers to the Chamber's weekly electronic newsletter, which provides members with news and information to build their business

41

Events hosted in 2011, which delivered key political and business insights to Chamber members

7,000

Number of people who attended a Chamber event last year to learn something new

22

Times the 7:15 a.m. Networking Club was held in 2011, which gave new members and small businesses the opportunity to connect, engage and support each other's businesses

13

Politicians that came to speak at a Chamber event, giving members direct contact with the men and women who make the laws and govern our city, province and country

6

Educational workshops held to equip small businesses with the tools needed to survive in uncertain economic times

65%

City council priorities for 2012 – 2014 that align with Chamber business-friendly positions as a result of our advocacy efforts

18

Provincial ministers who participated in pre-budget consultations with the Chamber to better understand the concerns of our members

60

Politicians and elected officials that met with the Chamber throughout 2011 to discuss how they could help to address member priorities

770

People who got out of bed early to join us for the 7:15 a.m. Networking Club in 2011, to learn more about someone else's business and promote their business to others

In their words

**Fabio Centini, owner,
Centini Restaurant
& Lounge**

**Members share their stories
on why they joined the
Calgary Chamber**

Fabio Centini, owner,
Centini Restaurant &
Lounge

“I became a member about 10 years ago, almost immediately after I started my restaurant. One of the reasons why I joined was to get access to the extended benefits offered through the Calgary Chamber. As a result, I was able to immediately offer my employees an extended benefit plan, which included life insurance, coverage on dental and prescription drugs, as well as travel insurance. This has been a huge help. As a small business with 30 employees, I’m always concerned about holding onto staff and some of my key people have stuck around partly because of our benefit plan. I have employees here who have been on it for nine years. There’s no question they want to hang their hat in a workplace where they are looked after and comfortable. It’s nice to be able to give that to them.”

www.centini.com

□□

**I was able to
immediately offer
my employees
an extended
benefit plan**

□□

Fabio Centini, owner,
Centini Restaurant & Lounge



Katie McKinnon, senior stakeholder engagement and regulatory affairs specialist, TERA Environmental

“I became a member of the Calgary Chamber’s environmental committee four years ago more for my own personal interest and involvement. We meet once a month to stay on top of environment and natural resource-based issues, and have a strategic planning session once a year to see how some of these issues can be addressed by policy makers.



The neat things about the committee is that it’s an opportunity to sometimes role up your sleeves and be part of some of the position papers that are being put forward by the Chamber. For instance, last year the Chamber was asked to provide input into the government’s review of the Canadian Environmental Assessment Act, so there was the opportunity to have a few meetings offline to help put together the chamber’s position. The ideas germinated within the Chamber have heavily influenced the government. In fact, they’ve adopted all of the recommendations in that paper and they’ve signaled that they will be moving in the direction we suggested. It was neat to have been a part of that process.”

www.teraenv.com

Eric Yueng, owner and operator, Pawsitively Natural Dog Daycare

“I joined the Calgary Chamber a year ago for the 7:15 a.m. Networking Club. I had just started my business and wanted to meet potential clients. It was positive at the start at every networking breakfast I would maybe get one or two clients. The breakfasts are very useful for small businesses who don’t know how to otherwise promote themselves. Starting out, an owner or manager has to spend time going out and personally promoting the business. It’s very time intensive but it needs to be done. You want to talk to as many people as possible. But once things start picking up, people start doing the talking for you.”

www.pawsdogdaycare.ca



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The ideas germinated within the Chamber have heavily influenced the government

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Katie McKinnon, senior stakeholder engagement and regulatory affairs specialist, TERA Environmental

Trevor Haynes, president and CEO, Black Diamond Group Limited

“As we became larger as a company it made sense for us to join the Calgary Chamber to participate in the business-leader forums the organization puts on. Last year, we became a supporter of the Aboriginal-Business Connection series. Hosted by the Calgary Chamber, this speaker series shared insights from Aboriginal experts, members of the Aboriginal community and government representatives on how Aboriginal communities and businesses can work together to build successful partnerships and business relationships. Lots of things are brought to us in terms of co-sponsoring or letting us lend our support to, but this was one program we felt very much fell within the strike zone of meeting our core values. We’ve put together a fairly progressive First Nations strategy within Black Diamond. Most of the areas we operate in within British Columbia, Alberta and Saskatchewan overlap with the traditional lands of the First Nations peoples. We really want to find ways to drive a benefit for us and our First Nation partners. We’re very happy to have our name associated with the Aboriginal-Business Connection series. The program not only reinforces our commitment and investment in First Nations communities, but it also helps these communities. We’re very proud of that fact.”

www.blackdiamondlimited.com


A YEAR

IN

**Program
highlights
2011**

REVIEW



 Connections

High-level networking

Play with the President's, the Calgary Chamber's annual golf tournament and premier social networking event, brought in more than 200 golfers from Calgary's business community eager to rub shoulders with (and in some cases outride) Alberta's leading presidents and CEOs. Some of the presidents who joined us on the links include Dave Mowat, CEO of ATB Financial, Ken King, president and CEO of the Calgary Flames, and Guy Huntingford, publisher of the Calgary Herald.

 Inspiration

The driving question

Where do good ideas come from? You know, those game-changing gems of pure genius that alter the way the world works for the better? Well, they come from wondering "what if...?" What if the way we are doing things isn't the best way? What if there is a better way? From these initial "if" questions people then go on to pursue courses of action that can result in incredible change.

Recognizing this, the Calgary Chamber launched the iF series last year to bring together notable Calgarians to profile their incredible achievements. By celebrating these stories we're hoping to spur others into action. Last year, we heard from a wide array of Calgarians, including the independent hip hop artist Transit, Bob McInnis, executive director of Brown Bagging for Calgary Kids, and Patrick Lor, president of Fotolia North America, one of the world's leading providers of affordable stock imagery. The iF series continues throughout 2012.

www.ifseries.ca

🔗 Insight

Business leaders

To provide our members with inside business knowledge, the Calgary Chamber hosted a number of major business leaders last year. These titans of industry include the likes of Jeff Immelt, CEO of General Electric, Christophe de Margerie, CEO of Total, and Jim Prentice, vice chairman of CIBC.



Colin Jackson
Chair of the Board, ImagiNation 150

🔗 Connections

Political power players

We are the place politicians turn to deliver their message. In 2011, the Calgary Chamber heard from such politicians as Mayor Naheed Nenshi and Premier Alison Redford, as well as a host of federal ministers, including Joe Oliver, minister of Natural Resource, John Baird, minister of Foreign Affairs, and Jim Flaherty, minister of Finance. Make sure to stay connected in 2012 with more direct messages from all levels of government.

🔗 Insight

Building business relationships

We kicked off the Aboriginal Business Connection series to provide businesses with skills needed to forge successful working relationships with Aboriginal communities. To do this, we brought together leading members of the Aboriginal community, business and government to share insights on how this could be done. Throughout the series, we heard from such names as John Duncan, federal minister of Aboriginal Affairs, and Shawn Atleo, national chief of the Assembly of First Nations. The series will conclude in June with a report summarizing the insights from this series.

www.calgarychamber.com/abc




 Influence

Reducing taxes

A streamlined tax system saves businesses money and makes it easier for them to operate. Calgary, however, has traditionally levied two types of taxes on the business community: a business tax and a non-residential property tax. Aside from costing businesses more money in administration, and creating disincentives to develop property and operate a business, this system has hindered Calgary's ability to attract new business put off by the complexity of dual taxation.

To remedy this, the Calgary Chamber led the charge for consolidating these two taxes. As a result of our advocacy efforts, city council agreed to consolidation starting in 2013. It's believed that 65 per cent of businesses will now experience a reduction in taxes through this consolidation.

As a result of Calgary Chamber advocacy efforts, it is believed that 65 per cent of businesses will now experience a reduction in taxes

 Connections

Spreading the word

Getting the word out on what your business does, can be a difficult process. (We know you're doing great things, but the rest of Calgary needs to know, too.) To help out, the Calgary Chamber hosted Business After Hours six times throughout 2011. These mini trade shows provided businesses with the opportunity to display their products and services, discover new businesses and connect with people in the Calgary business community. Each event typically attracted two to three dozen exhibitors and 150 to 400 attendees.

Priyanka Karuvelil
Policy Analyst and
Committee Administrator

 Influence

Finding new talent

Concerns over labour shortages, absent since 2008, were once again on the radar in 2011, with the Government of Alberta estimating that the province will be short 114,000 workers by 2019. To help fix this problem, the Calgary Chamber met with Federal Immigration Minister Jason Kenney on two occasions to discuss changing Canada's immigration process to help bring more workers to Alberta. As a result of these meetings and our ongoing efforts over the years, Kenney announced last year that the number of immigrants allowed under the Economic Class of newcomers program will be increasing from 36,000 to 42,000 in 2012. This will help meet Alberta's labour needs in preparation for the next economic surge.



Thank

you

**to our members,
our community and
our sponsors**

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