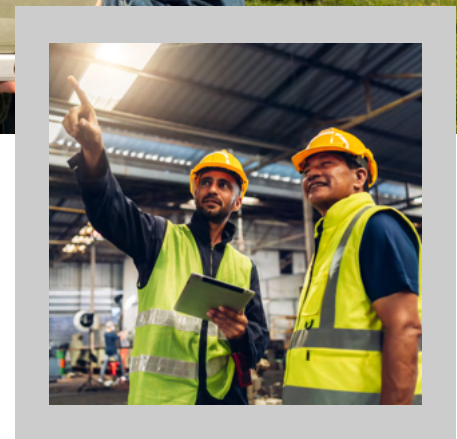


TRADE WINDS

QUARTERLY NEWSLETTER



Welcome back

Welcome to the latest edition of The Trade Winds Quarterly, your go-to resource for news, updates, and insights from the Camrose and District Chamber of Commerce. In this issue, we're excited to bring you a fresh perspective on the local business community, highlighting the achievements, opportunities, and challenges that shape our vibrant region. Whether you're a long-time member or new to the area, we hope this newsletter serves as an invaluable tool to help you stay informed, connected, and inspired as we continue to grow together.

Strategic Plan

At the January 2025 Board of Directors meeting, the Board approved a new 5-year Strategic Plan for the organization. This plan will help streamline efforts, strengthen our approach, and build a solid foundation for delivering programs and services effectively. For more details, visit our website to check it out.



2025 THE YEAR OF CHANGE

Exciting changes are on the horizon for the Camrose Tourism Centre! We're revamping our consignment program and refreshing our product selection to showcase an even broader range of locally inspired items and one-of-a-kind keepsakes, with an emphasis on Chamber members who embody the true spirit of our community.

In addition, we're refining our approach to ensure all information is current, accurate, and relevant, with a renewed focus on everything Camrose has to offer.

These updates will allow us to better highlight the best of our region while creating a more welcoming and vibrant space for visitors. Stay tuned as we transform the Visitor Information Centre into an exciting hub for exploring all that our community has to offer!



Your Voice Matters – Let's Advocate Together!

At the Camrose & District Chamber of Commerce, advocacy is at the core of our mission. We understand that businesses face a wide range of challenges—whether it's navigating government policies, addressing workforce shortages, managing local bylaws, or tackling industry-specific issues. That's where we come in. We're here to listen, support, and speak up on your behalf.

If your business is facing a challenge or you see an opportunity for positive change, we want to hear from you! By working together, we can bring your concerns to the right decision-makers and drive solutions that benefit the entire business community.

Reach out to us anytime to start the conversation. Your voice matters, and together, we can make a real difference!

We're kicking off the year with a strong focus on expanding networking and learning opportunities for our members.

In 2025, we'll be hosting a variety of events, including breakfast meetings, our regular general meeting luncheons, and evening mixers. These events are designed to offer flexible options for you to connect with fellow business leaders and gain valuable insights to help your business thrive.

Be sure to visit our website's events page to register for upcoming opportunities, and follow us on Facebook and Instagram to stay up-to-date on all that's ahead. Let's make 2025 a year of growth, collaboration, and connection!



Chamber Breakfast Recap

On January 8th, the Chamber kicked off 2025 with its first breakfast event of the year at the Camrose Regional Exhibition. This engaging session featured a dynamic panel discussion covering essential topics such as banking, accounting, the labor market, and utilities—providing valuable insights to help businesses navigate the year ahead.

We'd like to extend our heartfelt thanks to our distinguished panelists for their expertise:

- Amy Fossen – BMO Bank of Montreal
- Bill Klassen – Battle River Power Co-op
- Darcie Sabados – Doane, Thornton LLP
- Lucie Geczie – Workforce Consultant, Government of Alberta

A big thank you to everyone who attended and contributed to the success of this event! We look forward to seeing you at our next one.



HOW TO GET INVOLVED WITH MY CHAMBER MEMBERSHIP

Getting involved with your local Chamber of Commerce is a great way to network, gain exposure, and contribute to the growth of your community.

Here's how you can get started:

1. **Become a Member:** The first step is to join the Chamber. Visit their website or contact them directly to learn more about membership options, dues, and benefits.
2. **Attend Events:** Participate in the Chamber's events, like networking mixers, luncheons, workshops, and special events. These are great opportunities to meet fellow business owners and stay informed on the latest trends and challenges.
3. **Volunteer or Join a Committee:** Many Chambers offer volunteer opportunities or have committees focused on specific areas, such as events, advocacy, or membership. Volunteering allows you to make an impact and help shape the direction of your local business community.
4. **Leverage Member Resources:** Take advantage of the resources available to members, such as marketing opportunities, business development tools, and exclusive events. This can help grow your business and expand your network.
5. **Stay Engaged:** Regularly check the Chamber's website, social media pages, or newsletters for updates on upcoming events, advocacy efforts, and new member services. Engaging consistently helps you stay connected to the pulse of your community.
6. **Advocate for Your Business:** Chamber members often have the chance to provide input on local policies and initiatives. Get involved in advocacy efforts to voice your concerns and represent your business interests.
7. **Sponsor or Host an Event:** Once you're settled in, consider sponsoring or hosting an event. This increases your visibility within the community and positions your business as a local leader.

By taking these steps, you'll not only expand your network but also contribute to making the Chamber an even stronger resource for businesses in your area!



HOW TO GET INVOLVED WITH MY CHAMBER MEMBERSHIP

At the Camrose and District Chamber of Commerce, we're deeply committed to empowering our members to take an active role in shaping the future of our organization and the broader business community. Joining one of our committees offers a unique opportunity to share your expertise, influence key decisions, and directly contribute to the strategic direction and operations of the Chamber.

As we prepare for 2025, we're finalizing the formation of our committees and will soon be sharing detailed information about the exciting opportunities available. Whether your passion lies in advocacy, organizing events, or fostering community engagement, there's a place for you to get involved and make a meaningful impact.

Being part of a Chamber committee is not only a way to contribute to the success of your business but also an opportunity to network with like-minded professionals, collaborate on initiatives that benefit the entire region, and drive positive change within the local business landscape. We're excited to welcome many of our members to these committees and work together toward advancing the goals of our vibrant business community.

Stay tuned for more details on how you can get involved, and we look forward to collaborating with you in 2025!

We Want to Hear from You!

Your feedback is essential in helping us better serve you and the entire business community. At the Camrose and District Chamber of Commerce, we're committed to continuously improving and ensuring that our programs, services, and resources align with your needs. Whether it's new ideas, helpful suggestions, or concerns you'd like to address, we value every piece of input we receive.

Your insights help us understand what's working well and where we can improve. We're here to support your business, and we want to ensure that we're meeting your expectations and providing the resources you need to thrive.

Don't hesitate to share your thoughts with us—whether it's through a quick email, phone call, or at one of our events. We're always listening and ready to take action based on your feedback.

Together, we can create an even stronger Chamber that supports your business and fosters continued growth and success in our community. Reach out anytime—we can't wait to hear from you!

MEMBER SPOTLIGHT

Rose City Handivan Society began in 1976 with the mission to provide service to individuals who face barriers to traditional transportation. The Society is a charitable, not for profit service that is managed under the direction of a voluntary governance Board and relies on municipal support, donations and client fees to operate.

Over the past 49 years, the need for handivan services has increased substantially and thus has grown to our current fleet of 5 buses. Clients may access the handivan to attend day programs, medical appointments, shopping trips, or our extremely popular Christmas Light tours!

We offer options for monthly passes, punch cards and individual bookings in addition to having contracts in place with local school divisions for student transportation. In recent years, Rose City Handivan and Camrose County have collaborated to offer expanded service to individuals residing within the county. The Rose City Handivan is also contracted to operate the Camrose Community bus.

Fun fact: In 2024, Rose City Handivan provided transportation to 20786 individuals and travelled 68484 km!



SAVE THE DATE

Cash Mob- March 3, 2025
Pedersons Florists

Networking Mixer- March 5, 2025
Strada Coffee Bar and Bakery

General Members Meeting and Networking
April 2, 2025
Breakfast- Location to be announced

CONTACT US

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