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# CHAIRMAN'S BLOG

February 2020

The last two months have been an exciting time for the Greater Parkland Regional Chamber of Commerce (GPRC) as we look ahead to set the foundation to build a strong and resilient region and inspire strategic investments in the priorities that benefit the tri-municipal region.

We're headed into the end of the first quarter of 2020 full steam ahead and are very excited to bring you events like the Third Annual State of the Region Address on March 12th. This year we will have four Mayors on the stage – Mayor Shaigec of Parkland County, Mayor Choy of Stony Plain, Mayor Houston of Spruce Grove and Mayor Smylie of Wabamun. Alberta Chambers of Commerce President, Ken Kobly will be the moderator for the evening, tickets are selling fast [so be sure to get your tickets!](#)

## What Happened in February 2020

This month, we took a collaborative approach and invited a number of members and key stakeholders to a round-table discussion to formulate questions that the Mayors will each answer at the State of the Region Address. We want to always ensure that our Chamber is supported by our membership and have made a commitment to include our members in discussions such as this and to participate in committees that we set-up for various campaigns and initiatives.

The GPRC encourages positive growth in our region and we work to elevate local businesses through our professional development opportunities, like the Business at Breakfast with Panda Rose on February 4<sup>th</sup> where Leah lead the group through a social media best practices workshop, including some best practices.

Furthermore, the GPRC represents a youthfulness and a forward-thinking mindset and we were proud to represent our members at the Kids Can Catch event at Wabamun Lake on the Family Day long weekend. The Chamber finds it very important to give back to the region and inspire the next generation to be proud of their community, just as we are.

## Board Update

The newly elected Board of Directors assembled on January 24, 2020 to map out the strategic direction of the Board of the recently unified GPRC. Previous to January 2020, a vision document and business plan had been created through the TRAC Taskforce over a period of several months with consultation and input from stakeholders, regional partners, Chamber members and non-members. Building on the business plan and vision document, the strategic planning session focused on identifying and building on the foundational elements and pillars for the Chamber. This high-level and broad view approach is a necessary step in charting the path for the Chamber to set the strategic goals and priorities required to realize the vision for the Chamber.

Our pillars of focus have been identified as; Advocacy, Membership and Organizational Excellence.

The creation of committees, along with operational focus through an operational workplan will ensure that 'we', the GPRC deliver value and remain focused and dedicated to the needs of our members, stakeholders and partners.

Based on these three foundational pillars, a comparison of where the Chamber currently is compared to where it would like to be provides an opportunity for the Board to guide, and for the Chamber staff to execute with laser focus to achieve this future vision.

We feel inspired by our membership and it drives us to be better, faster and different for the benefit of our membership and our community.

I look forward to meeting you at an upcoming GPRC event!

Richard Wong  
Chairman

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REGIONAL CHAMBER**

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