



## A MESSAGE FROM OUR PRESIDENT

It has been my pleasure to lead the Red Deer & District Chamber of Commerce Board of Directors over the past year. This past year proved to be a very busy time and certainly a time of change. The Board completed its work on policies and I am happy to report that we have reviewed and in most cases revamped our policies for the Chamber. We worked with an outside consultant and accomplished this arduous task on time and on budget. This work sets the Chamber up for clarity in its business practices for the foreseeable period. We also completed an updated and comprehensive Strategic Direction Plan that will allow the Chamber to enhance value to the membership, expand upon strategic partnerships and operate in a sustainable manner.

We hired a new CEO, Robin Bobocel, who joins the Chamber with a solid resume and experience that will successfully lead the Chamber into the future. The Board has shared the Strategic Direction Plan with Robin and he is very clear on the direction that the Board wants the Chamber to evolve to.

I look forward to the coming year(s) at the Chamber and believe that with your continued support our Chamber will continue to grow and deliver enhanced value to all its members.

Regards,  
Bradley Williams  
President 2016-2017  
Red Deer & District of Chamber of Commerce

3017 Gaetz Avenue, Red Deer, AB T4N 5Y6  
Phone: 403-347-4491 Fax: 403-343-6188  
[reddeerchamber.com](http://reddeerchamber.com)



RED DEER & DISTRICT  
**CHAMBER OF  
COMMERCE**

**2016 / 2017 Report To Members**



## A MESSAGE FROM OUR CEO

This past year has been a period of transition for the Red Deer & District Chamber of Commerce. In addition to my joining the Chamber as the new CEO, we've seen some modest economic recovery in the region. In parallel with these changes, our board of directors worked hard to establish a new strategic direction for the Chamber. I am excited to assume the role of CEO, learn more about Red Deer region and build the relationships that we need to ensure that central Alberta businesses continue to make it the vibrant economic powerhouse that we know it can be.

Over the next year, under my leadership and with a fresh perspective, the team at the Chamber will be engaging in new initiatives to increase our relevancy and activity in the community and region as a whole. We will be working on your behalf to have a business-friendly environment and remove barriers to success through our programming, events and advocacy efforts. We hope to make you proud to be a member of the Chamber, and we will work hard to provide you the tools and resources to enable your business grow and succeed. With all this in mind, I'm pleased to present our report to the membership for the 2016-2017 year.

Robin Bobocel  
CEO  
Red Deer & District Chamber of Commerce

