



A MESSAGE FROM OUR PRESIDENT

Uncertainty has been a common word used in past annual reports in Alberta. I would like to focus on the certainty. We can be certain that unforeseen challenges will come our way. We can be certain that once we have conquered our current challenge, another one will be waiting. We can be certain that our power as a business

community is stronger together than apart. The recent light on our 125 year history as an organization has certainly shown that our business community provides much strength building the community we love. We gather today to align our focus towards policy and advocacy that encourages our desire to work, build, produce, and provide.

Just like the forebearers that built our community through past pandemics, world wars and great depressions, those that comprise our business community in 2020 have demonstrated the perseverance, ingenuity and the sacrifice required to move forward through extraordinary uncertainty and the challenges that come with it. It is this demonstrated character of unwavering persistence that allows us to be optimistic and look toward the future and be certain we as a community can overcome any and all future challenges head on.

Dustin Snider
President, 2019-2020



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A MESSAGE FROM OUR CEO

I am writing this message amid the COVID-19 pandemic as we are still engulfed in health regulations and a suppressed economy.

I am proud of our members for their resiliency, creativity and survival instincts to create momentum in their business to keep Red Deer a community we can be proud of. I can say with certainty as we pull out of COVID-19, there will be a need to gain fiscal security. There is no doubt in my mind that we will get back on track.

2021 will be a year of slow growth as consumers begin to get their financial needs in order as jobs return and the reality of tax referrals and subsidies end.

This Chamber will be committed to delivering the message of the importance of small business and will focus on advocacy with all layers of government to carry the messages of our members that will help shape policy. We will continue to work on new innovative ideas that will help bring economic gain to central Alberta.

Together with our stakeholders we will win this battle and prove the harder the pain the greater the victory.

Rick More
CEO

