

Impact Recap

Highlights and outcomes from your Chamber events



Event Overview

From October 7 to 9, 2025, the Fort McMurray Chamber of Commerce proudly represented our region and business community on the national stage in Mississauga, Ontario, at both the Chamber of Commerce Executives of Canada (CCEC) Annual Conference and the Canadian Chamber of Commerce Annual General Meeting (AGM).



President & CEO Dianna de Sousa champions Fort McMurray's voice on the national stage.



Leaders from across Canada joined a thought-provoking panel examining how public opinion influences policy and the decisions that shape our communities.

Key Highlights

Leadership and Recognition at the CCEC Conference

- Dianna de Sousa was re-elected to the Chamber of Commerce Executives of Canada (CCEC) Board of Directors, continuing her national leadership role while also earning her Accredited Chamber Executive (ACE) designation - a milestone recognizing excellence, leadership, and commitment to the chamber movement in Canada.
- Dianna also spoke on two national panels:
 - Sharing Success: Proven Tactics for Membership Growth
 - AI in Action: Effective Prompt Engineering for Chambers
- The Fort McMurray Chamber team engaged with chamber professionals from across Canada, exploring ways to strengthen advocacy, support businesses, and drive innovation in the chamber network.

Fort McMurray's voice is shaping Canada's future, driving policy, progress, and prosperity for our region and beyond.

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Advocating for Alberta and Canada at the Canadian Chamber AGM

During the AGM, the Fort McMurray Chamber played a leading role in bringing forward two key policy resolutions, both of which were passed without amendments:

1. Strengthening Canada's Regulatory Framework for Economic Competitiveness and Resource Development

This major win calls on the federal government to:

- Reform the Impact Assessment Act (2019)
- Eliminate the unlegislated emissions cap
- Reform the carbon levy on large emitters

These changes would help restore investor confidence, streamline regulation, and position Canada as a global ESG leader.

2. Establishment of a Pre-Approved National Trade Corridor for Economic Growth and Investment

This resolution advocates for creating a multi-modal national trade corridor to connect Canada's pipelines, highways, railways, and transmission lines - improving market access, strengthening supply chains, and diversifying trade.

Together, these policy wins represent a major national impact - advancing regulatory reform and infrastructure investment that benefit Fort McMurray, Alberta, and Canada as a whole.

National Impact, Local Commitment

These outcomes demonstrate how policy advocacy matters, shaping the conditions that allow local businesses to thrive.

By engaging nationally, the Fort McMurray Chamber ensures that the voices of Northern Alberta businesses are heard at the highest levels of government, reinforcing our commitment to economic growth, responsible resource development, and a stronger, more connected Canada.