



FORT MCMURRAY
Chamber of Commerce

CANDIDATE PROFILES

NOMINEES BOOKLET
ANNUAL GENERAL MEETING
May 20, 2026



Our Vision

The
champion
for every
local
business

INTRODUCTION

The Fort McMurray Chamber of Commerce is dedicated to promoting business growth and development, advocating for sound public policy, and serving our members with outstanding programs and benefits. The Chamber of Commerce is the premier advocate of the region's business community, representing hundreds of members across the region with one voice.

In seeking nominations for upcoming board vacancies, we have asked each candidate to assess themselves along the skill gaps identified as a board. This assessment included age diversity.

For the 2026-2028 term, the Fort McMurray Chamber of Commerce has three (3) vacancies. We are pleased that we have five (5) nominees to choose from. We urge our membership to review the skills identified as valuable to our work as a Chamber as part of the process of selecting your preferred candidates.

Thank you to all of our nominees that have offered yourselves up to serve as volunteer board members in building a better environment for our businesses today and in the future.

This booklet shares the details of our nominees for your perusal.

THE NOMINEES

Current Directors Seeking Re-Election

Alona Cruz-Farthing

General Manager
Merit Hotel & Suites

Amir Shami

President & CEO
Rotaflow

Candidates

Jordan Nail

Business Development & Stakeholder Relations
McKay Métis Group

Hichem Aidi

Founder & Managing Director
Swift Link & Ino Tek Plus

Robert “Bob” MacKay

Branch Manager
McKay Badger Infrastructure Solutions Ltd

Introduction

The Fort McMurray Chamber of Commerce is dedicated to promoting business growth and development, advocating for sound public policy, and serving our members with outstanding programs and benefits. The Chamber is the premier advocate of the region’s business community, representing hundreds of members across the region with one voice.

We annually conduct a board skills assessment to ensure that the Board has the composite skills required to govern and provide direction for our Chamber. Members are encouraged to review the nominee profiles and skills assessments included in this booklet to make informed voting decisions.

Skills Matrix

1. Financial Expertise: Accounting and Finance
2. Legal/Compliance & Risk Management
3. Technology/Digital Literacy
4. Fundraising and Revenue Generation
5. Fundraising



ALONA CRUZ-FARTHING

General Manager at Merit Hotel & Suites

Skills Matrix Self-Assessment		
1.	Financial Expertise: Accounting and Finance	1
2.	Legal/Compliance & Risk Management	3
3.	Technology/Digital Literacy	2
4.	Fundraising and Revenue Generation	2
5.	Fundraising	4

Alona is in the 36-55 Age Group

Alona Cruz Farthing is a seasoned hospitality professional and committed community supporter with more than 20 years of experience in the industry. Over the years, she has built a reputation for outstanding customer service, teamwork, and leadership. She believes that hospitality is about creating meaningful experiences and building lasting relationships—values she carries into her work with the Chamber of Commerce.

Throughout her career, Alona has taken on a variety of roles in the hospitality field, giving her well-rounded experience in daily operations, team leadership, and customer service. Her hands-on approach and understanding of real business challenges help her connect easily with both employees and business owners. She is deeply passionate about helping people and businesses grow and succeed.

Alona's vision for the Chamber focuses on increasing community involvement, encouraging innovation, and building stronger connections between businesses and local organizations. She is especially passionate about mentorship and professional development, believing that investing in people is key to long-term success. She supports initiatives that create learning opportunities, promote collaboration, and inspire future business leaders.

Alona is known for her approachable personality and strong work ethic. She is a good listener, works well with others; and is always ready to help when needed. She believes a strong community is built through cooperation, respect, and shared effort.

Now seeking re-election as a director, Alona hopes to continue supporting the Chamber and the local business community. She is committed to helping the Chamber to create more opportunities for members to connect, learn, and thrive. She also values fresh ideas, teamwork, and helping others build confidence in their abilities.



AMIR SHAMI

President & CEO at Rotaflow

Skills Matrix Self-Assessment	
1. Financial Expertise: Accounting and Finance	1
2. Legal/Compliance & Risk Management	2
3. Technology/Digital Literacy	2
4. Fundraising and Revenue Generation	3
5. Fundraising	3

Amir is in the 36-55 Age Group

Amir Shami is the President and CEO of Rotaflow, an industrial service company with operations in Fort McMurray and across Western Canada. A registered and practicing Professional Engineer in Alberta, he brings more than 20 years of experience in the oil and gas industry.

Amir has a strong and lasting connection to Fort McMurray, having lived and worked in the region for several years. He cares deeply about the community and remains committed to supporting its people, businesses, and long-term success. As an incumbent member of the Fort McMurray Chamber of Commerce, he is seeking re-election to continue serving and contributing to the Chamber's important work.

He holds a Master's degree in Electrical Engineering and an MBA from the University of Alberta, and also holds the ICD.D designation from the Institute of Corporate Directors. In addition, he serves as a board member of the Association of Maintenance Contractors of Canada.

Amir is passionate about lifelong learning, leadership, and personal growth. He is well travelled, speaks multiple languages, and lives in Alberta with his wife and three children.

JORDAN NAIL

Business Development and Stakeholder
Relations
McKay Metis Group



Skills Matrix Self-Assessment	
1. Financial Expertise: Accounting and Finance	3
2. Legal/Compliance & Risk Management	2
3. Technology/Digital Literacy	2
4. Fundraising and Revenue Generation	1
5. Fundraising	4

Jordan is in the 36-55 Age Group

Jordan Nail is Head of Business Development and Stakeholder Relations at McKay Metis Group, where he brings nearly two decades of deep-rooted experience in the Regional Municipality of Wood Buffalo to his work building partnerships that drive lasting economic impact.

Prior to joining McKay Metis Group, Jordan spent more than 12 years leading Indigenous Business Development for Imperial Oil in the RMWB – a tenure that gave him an intimate understanding of the region's industries, communities, and the complex relationships between them. Over the course of his career, he has developed a reputation as a trusted connector: someone who understands what industry needs and what communities deserve, and who works to make those interests align.

At the heart of Jordan's approach is a straightforward belief – strong local businesses create strong communities. This conviction has shaped every partnership he has built and every project he has championed, from supporting Indigenous entrepreneurs seeking their first contracts to navigating large-scale procurement processes on behalf of community-owned enterprises.

Jordan holds a Bachelor of Arts in English from the University of Calgary, where he also completed post-graduate studies. He is a graduate of the Avatar Innovations Technology Leadership Program, reflecting his commitment to staying at the forefront of innovation in the energy and resource sectors – and to ensuring Indigenous and local businesses are positioned to participate in the economy of the future.



HICHEM AIDI

Founder & Managing Director
Swift Link & Ino Tek Plus

Skills Matrix Self-Assessment		
1.	Financial Expertise: Accounting and Finance	2
2.	Legal/Compliance & Risk Management	3
3.	Technology/Digital Literacy	1
4.	Fundraising and Revenue Generation	1
5.	Fundraising	2

Hichem is in the 36-55 Age Group

Hichem Aidi is the Founder & Managing Director of Swift Link and Ino Tek Plus, with over 20 years of hands-on entrepreneurial experience building and operating businesses across Fort McMurray and internationally. He is a systems driven operator who combines strategic thinking with direct execution, having launched and scaled ventures in fleet services, property maintenance, IT consulting, software development, and marketplace platforms, with experience serving individual clients, private sector organizations, and public sector entities.

Since arriving in Wood Buffalo in 2006, Hichem has consistently built businesses that address real market gaps, from onsite fleet maintenance solutions that improved efficiency for rental companies to service hubs and property maintenance operations supporting both residential and commercial clients. His work has supported organizations such as Keyano College, Wood Buffalo Housing, Jacobs, Worley, Camm Solutions, Alberta Construction Safety Association, major fleet operators including Avis, Budget, and Enterprise, as well as select public sector initiatives involving the governments of Tunisia and Ivory Coast.

He is currently leading the development of Swift Link, an AI enabled service marketplace designed to modernize how labor and services are accessed, delivered, and quality controlled. The platform is built for scalable deployment across Alberta and beyond, with the potential to become a significant local employer while maintaining strong regional economic impact.

Ino Tek Plus is a consulting and project management firm focused on helping small and medium sized businesses improve operations through technology, systems, and execution. As Portfolio Manager and a Certified Professional in Managing AI, Hichem leads the design and delivery of solutions that integrate business strategy with emerging technologies. He works directly with entrepreneurs and organizations to implement systems and bridge the gap between business needs and technology, enabling more efficient, scalable, and sustainable operations.

Known for his execution mindset, resilience through multiple economic cycles, and commitment to people first leadership, Hichem focuses on building teams, empowering individuals, and fostering long term client relationships rooted in trust and reliability. Testimonials from clients, employees, and partners consistently highlight his professionalism, integrity, and community first approach.

Hichem seeks to contribute to the Chamber by bringing a practical, forward-looking perspective that bridges traditional business with technology, supports local growth, and strengthens the region's long-term competitiveness. He is also deeply invested in the community through his family, raising three high achieving children actively engaged in academic honors and competitive athletics.



ROBERT “BOB” MACKAY

Branch Manager McKay Badger Infrastructure Solutions Ltd

Skills Matrix Self-Assessment		
1.	Financial Expertise: Accounting and Finance	2
2.	Legal/Compliance & Risk Management	3
3.	Technology/Digital Literacy	3
4.	Fundraising and Revenue Generation	4
5.	Fundraising	4

Bob is in the 56-70 Age Group

Bob MacKay, originally from Halifax Nova Scotia but calling Fort McMurray home for 20 years, is a professional recognized for his grounded leadership, operational expertise, and commitment to delivering results in demanding environments. With strong ties to Northern Alberta, Bob has built his career in industries where reliability, safety, and responsiveness are essential. His experience reflects a hands-on approach to leadership, shaped by working in fast-paced settings that require quick decision-making, clear communication, and a focus on practical solutions.

Throughout his career, Bob has earned a reputation as someone who can be counted on when challenges arise. He is known for stepping in to support his team, coordinating resources efficiently, and ensuring that projects are completed safely and on schedule. His leadership style emphasizes accountability and consistency. He sets clear expectations while also providing the support needed for his team to succeed. This balance has allowed him to build strong working relationships with colleagues, clients, and industry partners.

Bob’s professional approach is rooted in a deep understanding of operations and service delivery. He takes pride in maintaining high standards, whether managing equipment, overseeing field work, or working directly with clients to meet their needs. He understands the importance of adaptability in a mature and competitive market and is always looking for ways to improve processes, expand service offerings, and create long-term value. His ability to identify opportunities beyond traditional services demonstrates both initiative and forward thinking.

In addition to his operational strengths, Bob places a high value on communication and professionalism. He believes that strong relationships are built on transparency, respect, and follow-through. This mindset has helped him foster trust across teams and organizations, contributing to successful collaborations and repeat business. He is equally comfortable addressing challenges directly and recognizing the contributions of others, reinforcing a culture of mutual respect and shared responsibility. Beyond his professional work, Bob is proud to be part of the Fort McMurray community. He understands the unique challenges and opportunities that come with living and working in the region and is committed to supporting its continued growth and sustainability. Whether through his work or community involvement, he values contributing to initiatives that strengthen the local economy and create lasting benefits for those who call the area home.

At his core, Bob MacKay is defined by his work ethic, integrity, and practical approach to leadership. He brings a steady, reliable presence to everything he does, earning the respect of those around him through consistent performance and a willingness to step up when it matters most.