



ACC AIRDRIE
CHAMBER
of Commerce

2022
Annual Report



Marilyne Aalhus,
Chamber Executive of the Year 2022

575 members **▶ 109**
NEW MEMBERS

- 148 Members in New Exclusive Member Facebook Community
- 14 Value Added Programs
- 7 Grand Openings
- 100+ New Member Visits
- 3 Meet Your Chamber Events
- 6 Online Learning Workshops
- 5 Networking Events (New in 2022: Family Edition, Nature Walk)
- Business After Hours
- Motivational March - Covid Warriors Dinner
- Airdrie Home & Lifestyle Show
- Annual General Meeting
- State of the City
- Rural Women in Business Conference
- 21st Annual Golf Tournament
- Airdrie Homecoming Festival Business Appreciation
- Airdrie Business Awards Gala
- Leadership Luncheon
- Holiday Luncheon
- Sponsor Appreciation Event

2022 was still a year of transition post-Covid and we held a variety of events virtually and in-person. We celebrated our Covid Warriors during our Motivational March dinner and are proud to have brought back the Airdrie Home & Lifestyle Show after a two year hiatus. We even tried a few new events such as the Chamber Connections: Family Edition and a Forest Therapy Nature Walk! We also launched our "Meet Your Chamber" events which have proven to be successful.

CREATING **WORTHWHILE** CONNECTIONS

PROUD PARTNERSHIPS

- Airdrie Business Supports Organizations
- Airdrie Resource Council
- Alberta Chambers of Commerce
- Canada Chambers of Commerce



2907 followers (+20%)



1905 followers (+0.2%)



2199 followers (+14%)



824 followers (+24%)



message from the EXECUTIVE DIRECTOR

2022 - A Come Back Year!

As with the preceding two years, 2022 continued to be a challenging time for many businesses but we also noticed a new energy of hope and optimism. Although we were coming out of the pandemic, and we were faced with rising costs and higher interest rates, our community continued to rally together to support one another. It was most definitely still an unpredictable year, but in many ways, a year of reconnecting and coming back together.

After a two-year hiatus we were able to host our largest and longest standing event, the Airdrie Home & Lifestyle Show! It was truly a gift to again have hundreds of businesses and non-profits showcase their services to thousands of residents and visitors. Although some of our events remained virtual, we took every opportunity to meet in-person. We hosted 25 events for our business community, where we came together to learn, connect, and celebrate. We added some new ones such as "Meet Your Chamber" and partnered with the City on a business appreciation event at the Airdrie Homecoming Festival in September.

With advocacy being one of our core values, our chamber continued to work with our provincial, and national chambers in developing policies to create change and business support at all levels of government. Our chamber's advocacy committee also continued to work with the City of Airdrie to assist with strategies on how to make Airdrie a great place to do business. This work is vital for the well-being of businesses in our growing community.

I would like to recognize all the work that our large chamber network has done to help businesses throughout challenging years. As a director on the Alberta Chambers Executives and Chamber of Commerce Executives of Canada boards, I have seen firsthand the support chambers of commerce have provided their communities across our nation. We have proven that if chambers are important during the good times, we are essential during the tough times.

In this year of reconnecting and coming back together, I want to thank our hard-working staff, dedicated board of directors and our many volunteers for making 2022 memorable and fun! Most of all, I would like to thank you, our hundreds of members who continue to make the Airdrie Chamber a vibrant and progressive organization.

I look forward to working with you all in 2023 as we celebrate 50 years of service in our great community. Our team is here for you, and we look forward to connecting with you all throughout a year of celebration.

Sincerely,
Marilyne Aalhus



21st Annual Chamber Golf Classic



Airdrie Business Awards





return on their investment. Advocacy efforts at all levels of government continue to make an impact for our business community.

It has been a privilege to be your President and to work with the dedicated members of the board and the exceptional staff at the Airdrie Chamber of Commerce. I look forward to seeing many of you at events in 2023, including our 50th Anniversary Celebration. Thank you to everyone who contributes and engages with the Chamber to make us all better.

Chris McNicol
Board President

message from the BOARD PRESIDENT

SHIFTING FOCUS

So much of who we are comes from where we've been. For me, pausing and taking time to reflect is something I wish I did more often. As business leaders, so much of our time is spent looking to the future. Where are we going? What challenges do we face? Who are we targeting? How do we get there? When will be there? While having a plan in place is extremely important, taking the time to pause and reflect on the past is equally important. So much of what we experience shapes our character and thus our interactions with other people and other businesses. Remember that there is always something to be learnt from a failure – something that will only make you stronger moving forward.

Being a part of the Chamber of Commerce connects us all. Whether you are a large business, a small storefront, or you operate as a home based with aspirations to grow into something much bigger, the Chamber can help. We all face challenges every day, you might be surprised to learn that many of these challenges are the same for everyone. I've had an opportunity to engage with members at our networking events and am so encouraged when people make themselves vulnerable and find that someone else has the same issue, or has conquered the same issue, and is willing to share how they did it. Collaboration makes us all better. As a wise ED always says to me, "you get out what you put in".

I'm excited at the prospect of leaving the pandemic world behind us so that we can focus on building new personal connections. Our membership numbers continue to climb to new highs in 2022/2023 and the board and team at the Chamber are continuing to work on new value-added programs to ensure all members see an even bigger



Rural Women in Business Conference



Forest Therapy Walk



Motivational March: Covid Warriors Dinner



Annual Holiday Luncheon

