

2021

Annual Report



GREATER SUMMERSIDE CHAMBER OF COMMERCE

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2021

PRESIDENT'S MESSAGE

Thank you to the membership, I know I speak for the Board and Staff when I say your resiliency as a community over the last few, very challenging years is to be admired.

With the challenging atmosphere that COVID-19 had created for businesses, we knew that focusing this last year on building a strong foundation for the Chamber and its members was critical in coming out of the other side of the pandemic. We've most recently focused our time on re-engaging the membership in person, built on our ability to be a strong voice for our membership, and have looked internally on ways to increase our value to the membership.

Step #1 of building this foundation was to become more visible, and what better way in doing so then driving a new Toyota Chamber SUV around to our members, showcasing several businesses all over the SUV, and stopping into local businesses daily.

We continued to step #2 by changing the location for the Chamber, so that it is visible driving by and is easier to access by its members.

Next, we have put together a plan to bring on an Events Coordinator, in which the HR Committee is currently on the hunt for.

This new events coordinator is crucial in having someone focus strictly on events to help bring its members back together. This new position will allow the Executive Director to visit members on a more frequent basis, so they can voice what their needs are and allow the Chamber to advocate for the local business community.



We now have 12 amazing board members heading into next year that are going to be crucial to keep the foundation strong. With the formation of various Board sub-committees, we have fresh faces, ideas, and voices that are committed to improving the Chamber's ability to provide our members with the engagement and representation the members deserve.

The greatest feeling post-pandemic is having Chamber events start-up and for members to become engaged with one another again safely. We have started up a new leadership series that featured Chad Rogers who is a Strategist and Entrepreneur, and most recently the second event which featured Chad Mann, CEO of Amalgamated Dairies Limited. This series saw great growth and praise and we are excited to bring back a third event when the busyness of the summer has subsided.

We had a record number of teams out golfing on June 24, and plans are in the works for a new event in September that will be announced soon. You also cannot forget the Business Excellence Awards that will be in full swing later this year. Events are back!

I would like to thank Tara Maddix who recently left the Chamber after 5 years of doing amazing work, most recently as Executive Director. Tara put her heart and soul into the Chamber, and I know she will continue to advocate for the Chamber well into the future.

Another big thank you goes out to Lorna for the challenging work she has put in, especially during the transition period when we were without an Executive Director. Tara and Lorna both helped guide the Chamber through a complicated couple of years, and we owe much to them!

I also want to thank the Board for all the time they have taken out of their busy schedules to help with the Chamber and continue being a voice for the business community in the Greater Summerside area.

Finally, I would like to welcome Bill Schurman, who is not a stranger to the Chamber or Summerside, and I am looking forward to how he builds on the foundation that had been laid.

The Greater Summerside Chamber of Commerce is here to be your voice, and during these times of labor shortages, high inflation levels, and major supply chain issues let us know what we can do to support you. We are in this together, so let us work together.

Tyler Kowalski

2021 EXECUTIVE DIRECTOR'S MESSAGE

This past year was a challenging year to be in leadership, and I imagine for most of you, it was a challenging year to be a business owner/employee, a school administrator, a government official, a parent, a student and a friend.

However, the pandemic has forced creativity, ingenuity and adaptation that has allowed our business community and the broader Community to survive and, in some cases, thrive. Many of the creative solutions will forever change how we do business, provide and absorb education, host meetings, and manage our daily lives for the foreseeable future and beyond. Our business community's resiliency and adaptability has been inspiring.

The shop local movement couldn't be more important than it is right now. Local businesses strengthen our communities, build resilience, and foster innovation. They create jobs; support local charities and non-profits, contribute significantly to our tax base and re-circulate the dollars they make, many times locally by supporting their neighbors and friends.

The Chamber remains alert and consistently adapting to the needs of it's members. We are doing all of this with your indispensable support and our stakeholders, whose steadfast commitment allows for the interests of our entire network of members to be considered.



Without a doubt, my years working with Summerville's amazing business people, non-profits, elected officials and volunteer Chamber leaders have been the most rewarding in my career.

I've enjoyed representing so many fantastic businesses and behind those businesses exceptional people who, through their hard work and enterprise, create the wealth that underpins the fabric of our society.

Over these past 5 years I've come to appreciate how Chambers can make a real difference for businesses.

This annual report provides the perfect opportunity for the Chamber to get closer to it's members and stakeholders, to share with them it's achievements and experiences from the past year. It also provides the Chamber board and staff with the opportunity to take stock and take a moment to reflect.

It was an enormous privilege and a pleasure to serve as your Executive Director for the past 5 years.

Tara Maddix

GREATER SUMMERSIDE CHAMBER OF COMMERCE 2021-2022 BOARD OF DIRECTORS

Officers and members of the Executive Committee

Chair – Tyler Kowalski, ADL

Vice Chair - Blake Doyle, Confederation Group

Secretary – Jaclyn Waite, MRSB

Treasurer – Matthew Power, StandardAero

Past Chair - Pam Schurman-Montgomery, Habitat for Humanity

Directors

Geoff Kowalski, Arsenault Bros Construction

Karen Cameron, Cameron Law

Filip Hrga, McLellan, Brennan, Hrga

Jason Leung, Inoko Digital

Ben Campbell, Public and Justice and Safety PEI

Dawn Sullivan, Town N'Country

Courtney Gallant, PEI Cleaning Fairies

John Smallwood, Community Connections

Lindsey Groom, Brother's 2



EVENTS AND WORKSHOPS

Although the Chamber was unable to host some of our 2021 events as originally planned, we continued to offer a virtual model as well as some hybrid events and workshops. We would like to sincerely thank you for your patience and participation in these events over the last year.

Advocacy Events

- Egmont District Federal Debate
- State of the City breakfast with the City of Summerside
- Breakfast with the Premier
- A conversation with MP Bobby Morrissey



2021 Breakfast with the Premier

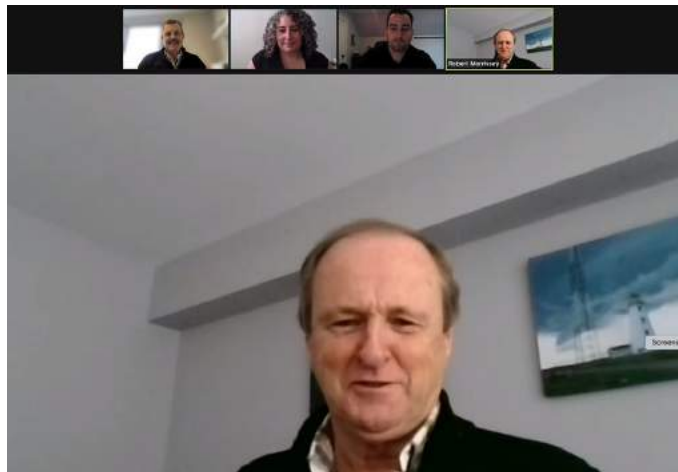
Workshops/Events

- How to do Business with the Provincial Government
- Chamber 101 Member Orientation
- Pathway to Provincial Immigration Knowledge
- Canadian Drone Law and Drone Training Tips
- Cybersecurity and SMEs resources offered by the CCCS and ISEDC
- Virtual Speed Networking
- Presentation of Holland College's Strategic Plan
- Business Digitization - Use Cases for Digitizing Covid-19 Reopening Recovery with SimplyCast
- Canva for Nonprofits
- Annual Golf Tournament
- Welcome to the PCH Business Mixer

GSCC POTATO TASK FORCE

The GSCC recognizes the significant contribution the agriculture industry, in particular the potato industry, has on our region and the GSCC membership base.

In reaction to the USA border closure for PEI table potato products, the GSCC struck a task force in November to support this industry and our greater Summerside economy.



This task force held a virtual meeting with our local MP. Bobby Morrissey to raise concerns on behalf of our members.

As a follow-up to this meeting, Mr. Morrissey participated in a town hall with the GSCC membership. Our members had the opportunity to hear directly from, and ask questions to our local federal representative.

SIMPLYCAST

The GSCC partnered with SimplyCast to provide PEI businesses with technological support as they recover from the COVID-19 pandemic. With support from ACOA and Innovation PEI, businesses were able to access technology and use cases to enable them to navigate the new normal for the next year.

The COVID-19 pandemic has changed how businesses and other organizations must operate, putting a heavy emphasis on technology and digitization in order to continue to engage with their clients, customers, and contacts. This program provided organizations with easy-to-use digital tools for sales, marketing, operations, and engagement.

Through this partnership, program participants received:

- Access to digitization webinars to learn about best practices and use cases
- One-on-one consultation with an automation expert from SimplyCast
- Use cases developed to support specific business needs
- Ongoing support to learn more about digitization and its benefits
- Free access to a complete suite of digital tools

TOP ENROLLMENTS FOR FLAGSHIP



Sign up for FREE:
flagshipcompany.com/atlanticchambers



Greater SUMMERSIDE CHAMBER of COMMERCE

is proud to announce that we have achieved the highest enrollment with FlagShip among the Atlantic Chamber of Commerce network.



Save up to 70%* on your shipping

*Compared to regular courier shipping rates

In 2020, the GSCC partnered with FlagShip, a Canadian discount shipping solution, to provide our members with the opportunity to save up to 70% on shipping fees.

We are proud to share that just after one year, our Chamber achieved the highest enrollment with FlagShip among the Atlantic Chamber of Commerce network in 2021!

SCHOLARSHIP RECIPIENTS

The Wendell J. Gallant Memorial Business Scholarship is available to students who have applied for enrollment in a post-secondary program and who are a son or daughter of a Chamber of Commerce member or a member's employee.



This scholarship was established by the family of Wendell J. Gallant who was President of our Chamber in 1989, with the stated intention "to enhance the future likelihood of young people contributing to the business community of the Greater Summerside area."

Pictured from left to right: Kristen Smith is pursuing her Bachelor of Science with a Major in Biology at UPEI. Emma Harris is also attending UPEI and working towards a Bachelor of Science, Majoring in Psychology. We wish both girls the best of luck!

LOVE LOCAL PEI DIRECTORY

Prince Edward Island chambers of commerce continued to ask Islanders to put their money where their heart is with our province-wide shop local campaign.

The campaign was aimed to bring attention to the importance of shopping and buying local while showcasing Island products and services, as well as the entrepreneurs behind them.



In 2021, Love Local, PEI created a business directory that went live just in time for the holiday season on November 25th! This comprehensive directory of over provides a one-stop shopping experience and helps islanders purchase more goods and services locally.

ADDITIONAL COMMITMENTS

IN ADDITION TO GSCC COMMITTEES/TASK FORCES, THE CHAMBER'S EXECUTIVE DIRECTOR ALSO SERVED AS A MEMBER OF THE FOLLOWING COMMITTEES/BOARDS IN 2021:

- Chambers of Commerce Executives of Canada BOD
- Atlantic Chamber of Commerce Provincial Advisory Committee
- East Prince Integration Committee
- Chair of Rotary Strive Committee



Thank You for Your Investment in 2021

ADL
 Beyond Stem
 CBDC Central PEI
 Inoko Digital PEI
 KKP
 Master Leadership Systems
 Nicholson Group
 Safe Drivers PEI
 Skygate Videography
 Terry Maids
 Water Street Bakery

Arsenault Bros Construction
 Cavendish Farms
 Edge 251 Mens and Ladies Clothing
 Harbourfront Theatre
 Lone Oak Brewing Co
 McDonalds (PEI)
 RBC
 Sign Station
 Slemon Park Corporation
 Tops to Floors

SUMMERSIDE



GSCC VEHICLE



Thank You for Your Investment in 2022

2023 Canada Winter Games

ADL

Cameron Law

CBDC Central PEI

DALMAC - Print, Signs, and Cresting

Little Caesars

M.B. Eye Electrical

McLellan Brennan Hrga

ReWilde

Skygate Videography

Terry Maids

4MealZone Grocery & Convenience Store

Arsenault Bros Construction

Cavendish Farms

Cox & Palmer

Jewellery Plus

Lone Oak Brewing Co

Mit 4 Risk

Nicholson Group

Sign Station

Slemon Park Corporation

Tops to Floors

SUMMERSIDE



GSCC VEHICLE

CHAMBER GROUP INSURANCE

From the moment a member enrolls, Chambers Plan provides immediate value. The following are included in every Plan for free:



- **Business Assistance Service (BAS)**, access to professional accounting, counselling, legal and human resource experts who understand the challenges faced by small business owners
- **my-benefits health®**, a health and wellness resource site for all employees provided through *my-benefits*, Chambers Plan's online benefit management platform
- **Best Doctors®**, connecting individuals and their treating physician to world renowned specialists to help employees make important medical decisions
- **Customizable coverage** of benefits program to meet their needs
- Plans that hold Health options include **Teladoc® telemedicine service**, where members have access to qualified doctors 24/7 anywhere in Canada or the U.S.
- **Hugr Authentic Connections**, a mental wellness app designed to make people feel connected, helps users measure their social connection, discover how to build and maintain authentic connections, and regularly share how they're feeling with those close to them.

Thank you to Nicholson Group and Brent Gallant Insurance for working hard to ensure our members have access to a quality health insurance plan.

2021

PEI CONNECTORS

PEI Connectors is an island wide initiative that focuses on assisting immigrant entrepreneurs and job seekers integrate into the PEI culture and community. They offer support services to new immigrant business owners and connect them to business and community leaders. They also connect new islanders and new graduates who are seeking employment to leaders as well to help them grow their professional networks and expand career opportunities on the Island.

Cora Lee Dunbar is the PEI Connector's Program Officer for Prince County and is completing her 5th year as a Connector Officer. Her office is nestled within the Greater Summerside Chamber of Commerce office suite. This past year, Cora Lee worked with over 150 new immigrant entrepreneurs and job seekers as they were establishing their businesses and seeking employment in Prince County. Over 300 connections were made within this past fiscal year with 31 new businesses launched in Prince County, primarily Summerside. In addition to this, many job seekers were served and have gained employment.

Cora Lee collaborates with the chamber team on a regular basis as well as the City of Summerside, Innovation PEI and other service organizations to assist in the growth and success of newcomer entrepreneurs and job seeker.

Adaptation, collaboration and innovation is key. It was a challenging year, yet the quest to move forward and create success continues. As newcomers, the local business community and associations move forward into the future they carry a whole new perspective and way of doing business and work in PEI.

Congratulations and welcome to all new islanders who are courageously embarking on this new adventure and creating a new life on PEI. It is a pleasure to work with you and be your program officer, colleague and friend.



CALL TO ORDER AND WELCOME

President Pam Schurman-Montgomery called the meeting to order at 10:02am and welcomed everyone to our 121st AGM.

APPROVAL OF AGENDA

Motion to approve moved by Pam Schurman-Montgomery, seconded by Matthew Power. Motion carried.

APPROVAL OF 2020 AGM MINUTES

Motion to approve moved by Pam Schurman-Montgomery, seconded by Blake Doyle. Motion carried.

BUSINESS ARISING FROM 2020 MINUTES

No business reported.

PRESIDENT'S REPORT

Pam Schurman-Montgomery reviewed the year's highlights:

- The GSCC quickly adapted new ways to carry out its mission to engage, support and advocate due to Covid-19.
- The Chamber created unique digital platforms to promote local businesses.
- Launched the Chamber's new Vehicle.
- Modernized the GSCC's appearance and communication strategies..
- Pam thanked all of the GSCC members, board members (past and present), staff, sponsors, committees, speakers, exhibitors, partners, politicians, venue hosts, media partners and everyone else who touches or is touched by the GSCC.

EXECUTIVE DIRECTOR'S REPORT

Tara Maddix, reviewed 2020 highlights:

- The Chamber provided immediate and vital Covid-19 support to our members. This resulted in providing not only timely advice on government supports available, but identifying crucial gaps in that support and lobbying government to fill those gaps.
 - Chamber members showed creativity, ingenuity and adaptation despite of Covid.
 - Covid-19 Task Force was created to support local businesses and guide the community back to a thriving economy.
-

- The GSCC took the lead on creating the Forward Summerside website (Business directory)
- Love Local, PEI campaign was launched in partnership with all Island Chambers
- Events and programs overview.

FINANCIAL REPORTS

Sharon O'Halloran presented audited financial statements. Motion to approve moved by Matthew Power, seconded by Tyler Kowalski. Motion carried.

NOMINATION REPORT

Executive

President.....Tyler Kowalski, ADL
First VP.....Blake Doyle, Confederation Group
Secretary..... Jaclyn Waite, MRSB
Treasurer.....Matthew Power, StandardAero
Past President.....Pam Schurman-Montgomery, Project 1

Directors:

Ben Campbell, Department of Justice
Barbie Moudahi, Master Leadership Systems
Geoff Kowalski, Arsenault Bros Construction
Dawn Sullivan, Town N'Country
Filip Hrga, McLellan Brennan Hrga
Jason Leung, Inoko Digital PEI
Courtney Gallant, PEI Cleaning Fairies
Karen Cameron, Cameron Law

2021 BUDGET

Matthew Power, Treasurer, presented the 2020 budget.

APPOINTMENT OF AUDITOR

The GSCC will be circulating an RFP for auditing services for the 2021 audit year.

ADJOURNMENT

Pam Schurman-Montgomery thanked the new board, thanked everyone for coming and closed the meeting at 10:53 a.m.

56 NEW MEMBERS IN 2021

4MEALZONE STORE LTD

A 1 AUTO SALES AND SERVICE

ADVANCING EVENT COMPANY LIMITED

ARAMAD TECHNOLOGY INC.

ASIAN FUSION RESTAURANT INC. (HAPPY GROCERY)

BASE ADVANCE TECHNOLOGY INC.

BAY PLUS TRADING INC.

BAYSIDE BUILDERS

BELLAGENDA GIFTS INC.

BLUESKY EXPORT CORP.

CAMERON LAW

COW AWAKE CAFE INC.

CO-WORK CO-WIN TRAINING CENTRE

DAVID'S GARDEN AND FLOWER

DAYDREAMING GIFTS & L. WORKSHOP INC.

EXIT REALTY PEI

FAVOUROO DIGITAL INC.

FREESTYLE MARTIAL ARTS CENTER INC.

GOWER ENTERPRISES

HANDCRAFTED HOUSE

HELPING HAND HOMECARE INC.

HOLLAND COLLEGE - EMPLOYMENT AND

CAREER SERVICES

HW BUSINESS SOLUTIONS INC.

JEWELLERY PLUS

KINETICS METAL FRAMING CANADA LTD.

LET IT RAIN ROOFING INC.

LITTLE PRINCE SUPPLIES

LOTUS CAFE

M.B. EYE ELECTRICAL INC.

MCLELLAN BRENNAN HRGA, BARRISTERS & SOLICITORS

MCCABE LAW

MIT 4 RISK SOFTWARE AND SOLUTIONS

NEW LOOK HOMES

NORTHERN ABRASIVES INC.

P & G FIRE AND SAFETY

PHOENIX FACILITIES MANAGEMENT COMPANY LTD.

PRINCE COUNTY HOSPITAL

REWILDE

ROSS BURTON HOLDINGS LTD.

SAFE DRIVERS PEI

SHINE APPAREL INC.

SKEI ASSET MANAGEMENT LTD.

SKYNOCEAN SOLUTIONS INC.

SIMPLYCAST INTERACTIVE MARKETING

SMALL LEATHER GOODS TRADING LTD.

STANLEY BRIDGE COUNTRY RESORT

STARRY LAND PLAYGROUND INC.

TERRY MAIDS

TEXTILE ARTS LIMITED

THE SUNSET ROOM

TJ COLLECTION LIMITED

TKM MARKETING

U & P FOODS INC.

VT COMM LTD.

WINSLINK CRAFT CO., LTD.

XPLORNET ENTERPRISE SOLUTIONS

GREATER SUMMERSIDE CHAMBER OF COMMERCE 2022-2023 NOMINATING COMMITTEE REPORT

The 2022/23 nominating committee was comprised of the following individuals:

- Tyler Kowalski
- Blake Doyle

The Nominating Committee would like to submit the following members for consideration and approval to serve on the Board of Directors of the Greater Summerside Chamber of Commerce.

2022-2023 GSCC BOARD OF DIRECTORS

Directors and Members of the Executive Committee

Chair – Blake Doyle, Confederation Group

Vice Chair – Filip Hrga, McLellan Brennan Hrga

Secretary – Jaclyn Waite, MRSB

Treasurer – Matthew Power, StandardAero

Past Chair - Tyler Kowalski, ADL

Directors

Geoff Kowalski, Arsenault Bros Construction

John Smallwood, Community Connections

Karen Cameron, Cameron Law

Keilah Bias-Cayaoyao, StandardAero

Lindsey Groom, Brother's 2

Yue Yang, BMO



2022/2023 PRESIDENT

BLAKE DOYLE CHRP, MBA, RCIC

Blake Doyle graduated from the University of Prince Edward Island with a BA in History and went on to earn his Executive MBA from Saint Mary's University, ICCRC immigration consultancy designation, and CHRP designation.



Blake is a business owner and entrepreneur operating businesses focusing on labour market, recruitment, and human resources solutions. Blake was a resident of Halifax and participated in the successful divestiture of a regional e-commerce company to a publicly traded company.

Blake has been involved with Chamber movements since 1988 in Halifax, Charlottetown and Summerside as a member of the board since 2019. Blake has real estate interests in several communities including Summerside & Charlottetown and lives with his wife Dr. Kathryn Morrison and four children.