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CHAIR'S BLOG

February 2021

February is HEART month and my heart is filled with contentment and happiness for this organization. It also marks the final month of my one-year term serving as Chair of the Greater Parkland Regional Chamber of Commerce.

As I reflect on this past year, I only have positive feelings and optimism for the board, our management team and the business community we serve. Building on the vision developed by the TRAC Task Force – a unified Chamber of Commerce representing Wabamun, Stony Plain, Spruce Grove and Parkland County as a region, clearly remains within our grasp and primed to take it to the next level.

Today, the foundational pieces are set with the understanding that a lot more lifting remains to be done. COVID-19 might have slowed us down, but it has not dampened our spirit to meet our **mission** – to promote the economic and social well-being of our community and to promote growth and economic contribution in the region.

Based on our activities, results and feedback this past year, I believe COVID-19 has helped unify us as an organization and we have elevated our game to deliver relevance and value to our members and to our communities. This would not be possible without the dedication and commitment from our Board and our management team. I know that I am leaving an organization that has accomplished a great deal and that is headed in the right direction. With Sarah as the CEO, the Chamber will thrive even more in 2021.

We adopted a **vision** – to be recognized as the trusted source and business voice for our members in the Tri-Region. We focused on 3 key strategic pillars; Advocacy, Membership and Organizational Excellence. We set a **goal** to be recognized as a top performing Chamber of Commerce in Alberta by 2022. Although still a work in progress, we are well on our way.

This past year I focused my energy on three key areas:

- a) to build a strong engaged board of directors
- b) to build a strong management team by working with the CEO
- c) to bring the GPRC Brand to life by engaging with members and civic leaders

In closing, it has truly been an honour and privilege to support the transition and growth of the Chamber in our inaugural year. Going forward, I am confident that with the leadership, desire and support of the team, we will meet and exceed our goals and objectives. I wish you continued success.

Keep well, stay safe and be kind to one another!

Richard Wong

Chair, Greater Parkland Regional Chamber of Commerce

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