

MEDIA RELEASE
Cranbrook Chamber of Commerce
250-426-5914
executivedirector@cranbrookchamber.com

Cranbrook Chamber of Commerce Announces Change in Leadership
New Interim Executive Director Appointed

Cranbrook, BC. July 12, 2024 The Cranbrook Chamber of Commerce Board of Directors announces a change in leadership at the organization as the Executive Director, Helen Barron, is stepping down to pursue other opportunities. The Board is pleased to welcome the Interim Executive Director, Stacey Brensrud, who will ensure a smooth succession and will focus on ensuring there is little disruption in operations.

"We sincerely thank Helen for her service to the Chamber, both as Membership Coordinator and for the past four years as Executive Director", said Chamber President Keri Sanderman. "Helen approached her years as Executive Director with drive and professionalism. She was a passionate voice for our Chamber and our business community in challenging times of growth. In her time at the Chamber, Helen was steadfast in her support of not only business and non-profit, but of the community as a whole."

Barron stated: *"It has been my greatest pleasure to work with a myriad of outstanding human beings in this community, from the entrepreneurs that are the pillars of our economy, to our community partners, and my incredibly supportive Board of Directors", stated Barron. "I would like to take pause for special thanks to those who kept me going in the most challenging times, most notably the amazing staff and team we have assembled at the Chamber."*

Stacey Brensrud steps into the role of Interim Executive Director with an incredibly strong resume. She draws on her diverse background and experience including serving as the Executive Director of the Revelstoke Chamber of Commerce from 2020 to 2023 as well as extensive experience working with small business, governance, advocacy and non-profit societies. "We are excited that Stacey has chosen to make Cranbrook her home and offer her skills, knowledge and passion for business to the Chamber," stated Sanderman.

The transition in the leadership position is well underway and over the next few weeks, businesses and residents can expect to see more of the Interim Executive Director around the community. "The Cranbrook Chamber of Commerce is uniquely positioned to serve its members and community as a collaborative voice for business. Not only is there a need to address the many challenges that businesses face today, but there is also a need to demonstrate how much our businesses contribute to this city, region, province and beyond. I am looking forward to connecting with members and community leaders, to chart a path forward to positive impact in Cranbrook through the Chamber's scope of work." said Brensrud.

###

For more information, contact:
Keri Sanderman, President
Cranbrook Chamber of Commerce
250-426-5914
executivedirector@cranbrookchamber.com

2279 CRANBROOK ST N, CRANBROOK BC V1C 3T3 | 250.426.5914 | CRANBROOKCHAMBER.COM

Building Business and Community