

NEWS RELEASE

NEW CHAIR TO FOCUS ON INCREASING THE UNIQUE VALUE OF THE CHAMBER

Chamber Swears in Investors Group VP BJ Reid as 2009-2010 Chair

October 16, 2009 – 2009-2010 Winnipeg Chamber of Commerce Chair BJ Reid says building on the momentum created in the first year of The Chamber’s Strategic Plan and continuing to focus on strengthening the value proposition of Winnipeg and The Chamber will be integral in her year as Chair.

“Over the next year, the 2nd year of our plan, our focus will shift to embracing, building, and promoting our unique value,” said Reid. It’s time to tell our story to the world and to ourselves. Over the next year The Chamber will be embarking on a fundraising campaign within the private sector and establishing a multi-year economic initiative, in collaboration with our public sector partners that will ensure the results we need are accomplished.”

Reid, Vice-President, Finance, Funds Financial Services at Investors Group Inc. was sworn in as the 116th Chair of The Winnipeg Chamber of Commerce today by Winnipeg Mayor Sam Katz. Reid added The Chamber will also continue to engage the community in a conversation about our strengths and, more importantly, the opportunities that exist for our city.

“Over the next year we will reach out to specific cultural and community groups to engage them in a discussion about their place within our city,” said Reid. “In addition we will also be reaching out to the public through facilitated forums and will begin the process of developing specific community visions by working with leadership groups in each of our communities.”

Chamber President and CEO Dave Angus added that The Chamber saw membership levels continue to increase and for the third consecutive year The Winnipeg Chamber of Commerce was recognized by the American Chambers of Commerce Executives (ACCE) with a Membership Achievement Award as one of the top ten Chambers in North America for number of new members and new member dollars

“Despite the challenges in the economy over the past year membership growth continues to be strong” said Angus. “Over the past five years we have seen our membership increase from 1,548 members to 2,050 members today - the most in the 136-year history of the organization.”

The Winnipeg Chamber of Commerce, founded in 1873, is the largest organization representing the voice of business in Winnipeg.

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