

2020

ANNUAL REPORT



GREATER SUMMERSIDE CHAMBER OF COMMERCE

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2020

PRESIDENT'S MESSAGE

Of the many things 2020 taught us, one of the more important lessons learned is the importance of building flexibility into your business plan or using the overused vernacular having the ability to "pivot" when circumstances and conditions change.

The Greater Summerside Chamber of Commerce certainly felt this lesson and quickly adapted new ways to carry out our mission to engage, support, advocate and network with our members. Adapting to these new practices created a few bumps in the road, but overall and in hindsight, 2020 was a successful year for the Chamber.

Our membership grew, and we engaged and built relationships with several new community partners. With our partners, new and old, we created unique digital platforms to promote our local business and drove out the "chamber mobile" advertising the many opportunities and benefits of buying local.

We were also fortunate to safely host a few in-person events, Breakfast with the Premier and the Business Excellence Awards. Premier King's presentation of the province's covid support programs for business was informative. He also graciously gave extra time to those in attendance to answer questions and listen to the concerns of those members in attendance.

The GSCC Business Excellence Awards showcase the many diverse, dynamic businesses that make up our membership. Congratulations to all the nominees and recipients of this year's awards.



At this point, I should clarify the who behind the "we" in this story. The heavy lifting in 2020 came from the "we" comprised of GSCCs multitalented Executive Director, Tara Maddix, and Program and Event Coordinator Lorna Walsh. Tara and Lorna worked tirelessly throughout all the pandemic stages to ensure the GSCC community was provided the most current and concise information available. Daily and weekly emails and eblast detailed the latest updates on support programs, health and safety measures, buy local programs while providing virtual networking opportunities to help keep us connected. (and some days sane) This service was invaluable for all of us. The Board and GSCC community would like to recognize and thank Tara and Lorna for their hard work and efforts throughout these challenging times.

As we move through 2021 and begin reopening our borders and businesses, the GSCC is committed to continuing to advocate for and supporting our membership. To provide the most significant impact in these efforts, we need our members to continue to engage with us. Please reach out and let us know what the issues are and where the cracks in the system are showing. Member engagement is key to all the GSCC does; we are grateful and appreciate all the support we receive from our members and community partners. We know together we are stronger and better.

Pam Schurman-Montgomery

2020

EXECUTIVE DIRECTOR'S MESSAGE

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

Very quickly, our planning had to change from focusing on our high-profile events and programming to giving 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 as soon as possible.



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.

This annual report provides the perfect opportunity for us to get closer to our members and our stakeholders, to share with them our achievements and experiences from the past year. It also provides us with the opportunity to take stock and take a moment to reflect.

This report indicates the robustness of our organizational structure, the loyalty of our members, and the ability of the Greater Summerside Chamber of Commerce to adapt.

We remain alert and consistently adapting to the needs of our 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.

The year ahead will surely come with a fresh set of changes and uncertainties, but it should be remembered that the Chamber will indeed continue to be your business's reliable partner.

Tara Maddix

GREATER SUMMERSIDE CHAMBER OF COMMERCE 2020-2021 BOARD OF DIRECTORS

Officers and members of the Executive Committee

Chair – Pam Schurman-Montgomery, Project 1

Secretary – Jaclyn Waite, MRSB

Treasurer – Matthew Power, StandardAero

Past Chair - Thane smallwood, PEI Bag Company

Directors

Dawn Sullivan, Town n'Country Carpet One

Blake Doyle, Confederation Group

Tyler Kowalski, ADL

Ben Campbell, Department of Justice

Barbie Moudahi, Master Leadership Systems

Geoff Kowalski, Arsenault Bros Construction

Craig Noonan, Craig Noonan Business Strategy

Robert Picard, Enman's AVU



Covid-19

COVID-19 COMMUNICATION

Covid-19 Communication

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VIRTUAL NETWORKING SESSIONS



"IT WAS IMPORTANT TO CREATE AN OPPORTUNITY FOR OUR MEMBERS TO CONNECT VIRTUALLY WHEN THEY COULD NOT GATHER IN-PERSON"

TARA MADDIX

COVID-19
EMAIL
UPDATES

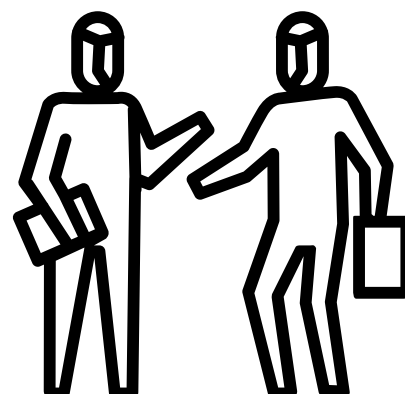
53

COVID-19
SURVEYS

3

COVID-19
MEMBER
CHECK-INS

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Covid-19

COVID-19 TASK FORCE

A Covid-19 Task Force was created to support our local businesses and guide our community back to a thriving economy. The task force consisted of representatives from the City of Summerside's Economic Development Team, the Greater Summerside Chamber of Commerce, Downtown Summerside and Explore Summerside to engage with stakeholders and compliment efforts of our Provincial and Federal Partners, specifically to:

- Advocate for the needs of our business community to various other levels of Government
- Enhance the promotion of Summerside businesses during the opening phases
- To explore and develop initiatives that all members can undertake to support business during the current crisis
- Develop proactive measures for Summerside business mitigation and recovery

The purpose of this group was to work where possible to mitigate the impact that COVID-19 has on our city's business continuity, our workforce and compliment not replicate the efforts of our Provincial and Federal Partners.

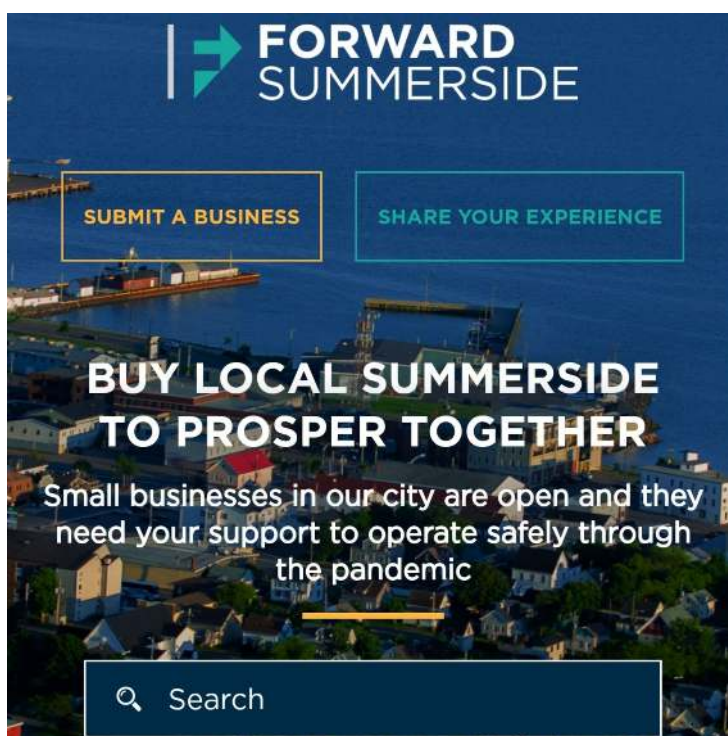
FORWARD SUMMERSIDE

The GSCC took the lead on creating the Forward Summerside website, an initiative of the Covid-19 task force. Over 100 local businesses created a listing on this Directory at no cost to them!

During the initial shut down this website provided customers with information such as:

- What businesses were open to the public
- What businesses were offering take-out/curb side/pick-up/delivery
- Business' hours during Covid-19
- Business' Covid-19 procedures

This website is currently active for anyone wishing to create a listing. Please visit www.forwardsummerside.ca.



EVENTS AND WORKSHOPS

Although the Chamber was unable to host some of our 2020 events as originally planned, in March we quickly changed over to a virtual model and continued to offer events and workshops. We would like to sincerely thank you for your patience and participation in these events over the last year.

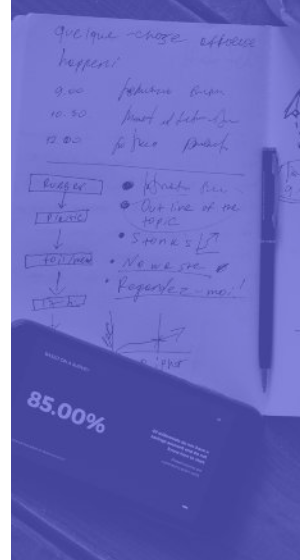
Advocacy Events

- Federal Government Supports & Business Resources with Bobby Morrissey and Wayne Easter
- A Conversation with Minister Jamie Fox and Minister Ernie Hudson
- State of the City
- Breakfast with the Premier



Workshops/Events

- How to do Business with the Federal Government
- Chamber 101 Member Orientation
- Going Digital and Staying Productive
- Rules of Employment Standards Legislation Session
- Adjust, Adapt and Transform with Doug Griffiths and Heather Thomson
- Virtual Speed Networking



BUSINESS EXCELLENCE AWARDS



2020 Business Excellence Award recipients pictured from left to right: Hicken's Service Centre, The West Isle Enterprises Awards for Business Excellence (1-10); Brye Caissie (Holman's Ice Cream Parlour), Scotiabank Award for Employee of the Year; Arsenault Bros Co.,

The ADL Award for Business Excellence (11+); Skygate Videography & Aerial Drone Services, The Innovation PEI Award for Innovator of the Year; Little Black Dress, The CBDC Central PEI Award for New Business of the Year; Evermoore Brewery, The City of Summerside Award for Community Impact.

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: Elizabeth Matheson, entered into Health Sciences majoring in Radiological Technology at Dalhousie University this fall. Kristen Diane, perusing her Bachelor of Business Administration at UPEI Specialization in Marketing.



LOVE LOCAL PEI

Prince Edward Island chambers of commerce asked Islanders to put their money where their heart is with the launch of a province-wide shop local campaign.

The campaign 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.



Prince Edward Island,
Put your
money where
your heart is.

LOVELOCALPEI.CA

LOVE
LOCAL,
PEI

ADDITIONAL COMMITMENTS

IN ADDITION TO GSCC COMMITTEES, THE CHAMBER'S EXECUTIVE DIRECTOR ALSO SERVED AS A MEMBER OF THE FOLLOWING COMMITTEES IN 2020:

- Atlantic Chamber of Commerce Provincial Advisory Committee
- East Prince Integration Committee
- Holland College Business Advisory Committee
- Rotary Strive Committee



Thank You for Your Investment

ADL
 Arsenault Bros Construction
 Beyond Stem
 Cavendish Farms
 CBDC Central PEI
 Edge 251 Mens and Ladies Clothing
 Inoko Digital PEI
 Harbourfront Theatre
 KKP
 Lone Oak Brewing Co
 Master Leadership Systems

McDonalds (PEI)
 Nicholson Group
 RBC
 Safe Drivers PEI
 Sign Station
 Skygate Videography
 Slemmon Park Corporation
 Terry Maids
 Tops to Floors
 Water Street Bakery

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.

2020

PEI CONNECTORS

PEI Connectors is an island wide initiative with its main focus to assist 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 to 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 has her office within the Greater Summerside Chamber of Commerce office suite. This past year, Cora Lee worked with over 56 new immigrant entrepreneurs as they were establishing their businesses in Prince County, in particular Summerside. Over 230 connections were made within this past fiscal year with 41 new businesses launched in Summerside. These businesses fall into various sectors including retail, wholesale, import, export, IT, on-line training, STEM, café' ,

Cora Lee collaborates with the chamber team on a regular basis.

"When I started in business in Summerside 27 years ago and was new here, that was my beginning point and my business grew and prospered from there".

This year, to add a personal touch (and due to COVID restrictions on large gatherings) Cora Lee and Tara set foot to visit members and clients at their place of business when COVID restrictions allowed. This was greatly appreciated by our clients as they were missing that personal interaction.

Collaboration is key. If we all work together then that sets the groundwork for success.



CALL TO ORDER AND WELCOME

President Thane Smallwood called the meeting to order at 11:03am at the Loyalist Country Inn and welcomed everyone to our 120th AGM.

APPROVAL OF AGENDA

Moved by Bob Picard to approve the agenda as presented. Seconded by Jaclyn Waite. Motion carried.

APPROVAL OF 2019 AGM MINUTES

Moved by Matt Totten to approve the 2019 AGM Minutes as presented. Seconded by Dawn Sullivan. Motion carried.

PRESIDENT'S REPORT

Thane Smallwood reviewed the year's highlights:

- In March the Chamber moved into the old PEI Mutual building, along with other Economic Development organizations, fulfilling a goal that had started 3 years earlier. That goal was the vision of a Forward Summerside entity. In Oct, the Board of Directors for GSCC made a very difficult decision to terminate the lease agreement based on the property owner's refusal to remediate environmental issues with the building.
- In the fall the Chamber was able to hire another full-time employee, Lorna Walsh.
- Signature events of 2019 were highlighted.
- Thane 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.

Thane's comments will be posted on the Chamber website along with the ED report.

EXECUTIVE DIRECTOR'S REPORT

Executive Director, Tara Maddix, reviewed 2019 highlights:

Tara shared that we welcomed 28 new members and that new M2M offers were added to the program.

- Creation of the Partnership for Growth. This partnership is comprised of over 20 different organizations.
- Creation of EPIC (East Prince Integration Committee). EPIC is a partnership between community and business leaders and organizations that have come together to support new residents with their integration into Summerside and surrounding East Prince communities.
- Highlighted the 2019 Programs and Events hosted by the GSCC.

FINANCIAL REPORTS

Sharon O'Halloran presented the financial statements. Moved by Matthew Power, seconded by Matthew Totten. Motion carried.

NOMINATION REPORT

Executive

President.....Pam Schurman-Montgomery, Cornerstone

Secretary..... Jaclyn Waite, MRSB

Treasurer.....Matthew Power, StandardAero

Past President.....Thane Smallwood, PEI Bag Company

Directors:

Ben Campbell, Key Murray Law

Craig Noonan, Integrity Consulting

Robert Picard, Enman's AVU

Dawn Sullivan, Town N'Country

Tyler Kowalski, ADL

Blake Doyle, Confederation Group

Barbie Moudahi, Freedom 55 Financial

2020 BUDGET

Matthew Power, Treasurer, presented the 2020 budget.

APPOINTMENT OF AUDITOR

Sharon O'Halloran presented the financial statements. Moved by Matthew Power, seconded by Bob Picard. Motion carried.

ADJOURNMENT

Thane Smallwood thanked the new board, thanked everyone for coming and closed the meeting at 11:53.

2020 NEW MEMBERS

ABACUS SERVICES INC.

AG IOT TECHNOLOGY

AMPY TECHNOLOGY

ATLANTIC NANOFEND GROUP LTD.

BELLCOR ENGINEERING INC.

BRIAN HOWARD, CPA, CA

BEYOND STEM LIMITED

CAN CAR RACE AND MODEL

CONNEXIUM

DETAIL WAREHOUSE

EXIM CAVI TRADING

G&T BOOK CAFE

HOME BY CALEY JOY

INOKO DIGITAL PEI

JOE'S SERVICE CENTRE

ONE SUN TRADING & INVESTMENT

PEI MILITARY FAMILY RESOURCE

CENTRE

PROJECT 1 ADVISORY SERVICES

ROBERT MOFFATT CONSTRUCTION

SACRED GROVE HOLISTIC HEALTH

SUNLY ENERGY

STAPLES CANADA

TENMAN ELECTRIC

THE BOTTLE HOUSES

THE EMPLOYMENT JOURNEY

THE SOAPAHOLIC SOAPS

UPCYCLE GREEN TECHNOLOGY

Z & G's SPECIALTY FUSION CUISINE

GREATER SUMMERSIDE CHAMBER OF COMMERCE 2021-2022 NOMINATING COMMITTEE REPORT

The 2021 nominating committee was comprised of the following individuals:

- Pam Schurman-Montgomery
- Tyler Kowalski
- Geoff Kowalski
- Blake Doyle
- Matthew Power

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.

2021-2022 GSCC BOARD OF DIRECTORS

Directors 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, Project 1

Directors

Dawn Sullivan, Town n'Country Carpet One

Ben Campbell, Department of Justice

Barbie Moudahi, Master Leadership Systems

Geoff Kowalski, Arsenault Bros Construction

Filip Hrga, McLellan Brennan Hrga

Jason Leung, Inoko Digital PEI

Courtney Gallant, PEI Cleaning Fairies

Karen Cameron, Cameron Law



2021/2022 PRESIDENT

TYLER KOWALSKI

**SUPPLY CHAIN
AND PROCUREMENT
MANAGER, ADL**



Tyler began his career with ADL 16 years ago. His years of experience in various roles with ADL, including production, accounting and process improvement, has lead him to his current role as the Supply Chain and Procurement Manager.

Tyler holds a BBA. and Accounting Certificate from UPEI and is Lean Six Sigma Black Belt Certified.

Tyler joined the Greater Summerside Chamber of Commerce as a Director in 2017. During his tenure, he has chaired a number of committees and has shown true leadership skills. Tyler is also a strong advocate for buying local and supporting the local economies.

Tyler is a proud father of a 5 year old girl Amelia, and 3 year old twin old boys Nate and Nash, and can't forget his beautiful wife Rachel who he says keeps them all on schedule!