

# 2024 ANNUAL REPORT



*Tri-Cities Chamber of Commerce 2024 Board of Directors*

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**We acknowledge that the Tri-Cities Chamber of Commerce operates on the traditional, ancestral and unceded homelands of the k<sup>w</sup>ik<sup>w</sup>ə́łəm (Kwikwetlem), sə́lilwə́tał (Tseil-Waututh), x<sup>w</sup>məθk<sup>w</sup>ə́yəm (Musqueam), S<sup>k</sup>wx<sup>w</sup>ú7mesh (Squamish), qíćáý (Katzie), q<sup>w</sup>a:ń ł'əń (Kwantlen), qiqéyt (Qayqayt), and Stó:lō (Sto:lo) Peoples, and extend our gratitude for the opportunity to work on this territory.**

# Joint Message from the Chair and CEO



**Daniel Richardson**  
Board Chair, 2024



**Leslie Courchesne**  
Chief Executive Officer

On behalf of the Board of Directors, it has been an honour for us to serve our members in 2024. For more than 50 years, the Tri-Cities Chamber of Commerce has been championing the local business community, fostering economic growth, delivering value to its members, and acting as a hub for connection in Coquitlam, Port Coquitlam, Port Moody, and the villages of Anmore and Belcarra. The Chamber operates on the traditional, ancestral and unceded territory of the kwikwəłəm Kwikwetlem First Nation and surrounding Coast Salish peoples.

The Tri-Cities Chamber is a convener of business, government, and community to foster dialogue focused on solutions to the complex economic, social, and environmental challenges we face. Now more than ever, as businesses cope with increasingly complex challenges, our Chamber has worked to help our member organizations be resilient and thrive.

We listen to you, work with you, and speak to all levels of government on what businesses need, or need changed. Being an active member in the BC and Canadian Chambers of Commerce is also critical to our success

in advocacy and policy development at the provincial and national levels, and we were pleased our representatives attended both organizations' AGM and Conventions this year to connect, advocate, share, learn, and vote on vital public policy recommendations.

While 2024 has not been without its challenges for the business community, our Chamber membership continues to grow. With more than 1,300 member organizations, we are now one of the top five largest Chambers and Boards of Trade in British Columbia. The larger our collective voice and network, the stronger we are together. Strong businesses are the backbone of a thriving community.

The reason our Chamber is so strong and growing is because of the people behind it. Our members are driven, passionate, and dedicated relationship builders. Our Chamber ambassadors and other volunteers, our staff team, partners, and sponsors are exceptional. Our Board sincerely thanks you for your support.

We are pleased to share more about our Chamber and our efforts throughout 2024 in this Annual Report.

# 2024 Board of Directors



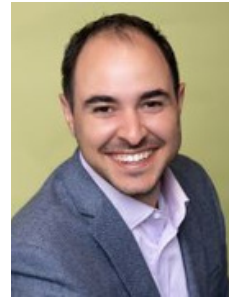
**Daniel Richardson**  
*Chair*  
Managing Partner  
BTM Lawyers LLP



**Jennifer McKinnon**  
*Vice Chair*  
Director of HR  
Manhas Health Co.



**Jenifer Wright**  
*Past Chair*  
General Manager  
Westwood Plateau  
Golf & Country Club



**Eric Salvador, CPA, CA**  
*Treasurer*  
Partner  
Rise CPA Inc.



**Leslie Courchesne**  
*Ex-officio, Non-voting*  
Chief Executive Officer  
Tri-Cities Chamber  
of Commerce



**Chris Chong**  
*Director*  
Owner  
Butter Studios



**Mike Forrest**  
*Director*  
Vice President  
Forrest Marine Ltd.



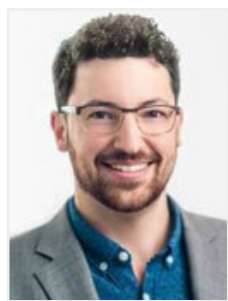
**Adel Gamar**  
*Director*  
CEO & Founder  
GLG Ltd.



**Ryan Jamieson**  
*Director*  
Deputy Executive Director  
Coquitlam Public Library



**Katherine Kim**  
*Director*  
Senior Account Manager  
Business Development  
Bank of Canada



**Justin Levine**  
*Director*  
Lawyer, Golbey Levine  
Lawyers + Advisors



**Reihaneh Mirjani**  
*Director*  
Vice President / CEO  
Immigrant Link Centre  
Society / Soul Bite Food



**Devin Sharma**  
*Director*  
Principal Consultant  
Swanky HR



**Pulkit Sharma**  
*Director*  
Project Manager  
Peter Kiewit Sons ULC



**Vivien Symington**  
*Director*  
Owner  
Club Aviva

# 2024 Committees and Panels

## **Executive**

*Chair – Daniel Richardson*

## **Board Nominations**

*Chair – Jenifer Wright*

## **Business Excellence Awards Judging**

*Non-voting Chair – Leslie Courchesne*

## **Diversity, Equity and Inclusion**

*Chair – Ryan Jamieson*

## **Women in Business**

*Chair – Vivien Symington*

## **Government Relations and Economic Development**

*Chair – Adel Gamar*

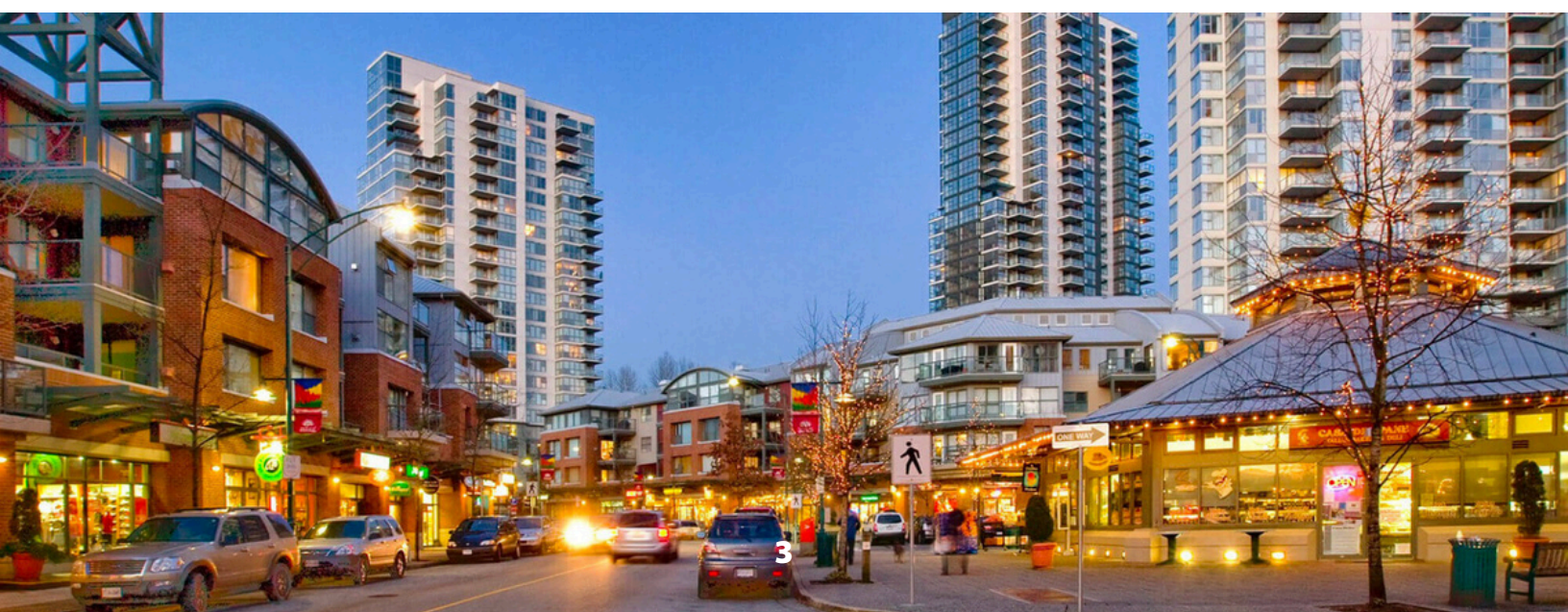
## **Membership Experience and Ambassadors**

*Chair – Jennifer McKinnon*

## **Tri-Cities Young Professionals**

*Chair – Jenifer Wright*

*Thank you to the 50+ members who served on Chamber committees, panels, and as Ambassadors this year, giving their time, expertise, and skills to guide our strategies, policies, programs, and member engagement. We also thank our members who participated on behalf of the Chamber for external committees, roundtables, and consultations, to ensure the Tri-Cities Chamber voice is heard.*



# About the Tri-Cities Chamber of Commerce

*Shaping business and our community through genuine connections, active education, and effective government advocacy for our members.*

## Our Vision

To be the voice and essential resource of a thriving business community.

## Our Core Values

Leadership, service excellence, integrity, and innovation.

Established in 1971 by combining three separate Chambers in our area, the Tri-Cities Chamber of Commerce is a not-for-profit organization incorporated under Canada's *Boards of Trade Act*.

As the voice of business in the Tri-Cities, we represent organizations in the cities of Coquitlam, Port Coquitlam, Port Moody, and the villages of Anmore and Belcarra, spanning a variety of industries, specialties, and interests.

Our membership includes the community's biggest employers, small and medium-sized businesses, as well as home-based entrepreneurs, non-profits, and more.

The Chamber strives to have a focus on strong policy that supports local businesses, being a visible and approachable presence in the community, and ensuring that the value of membership is the best investment businesses can make.

Our Chamber is a member of the BC and Canadian Chambers of Commerce.

## A Community of Belonging

The Chamber is committed to fostering a culture of diversity, equity, and inclusion where members can thrive. To this end, the Chamber has created a Diversity and Inclusion Committee. The mission of the Committee is to inform Chamber membership about the benefits of diversity and inclusion,

and offer resources to Chamber members that can help them to cultivate more diverse and inclusive workplaces. The Committee will also help ensure that diversity and inclusion are prioritized in all of the Chamber's services and public events.

**2024  
Chamber by  
the Numbers**

**1,300+**  
Member  
Organizations

**60**  
Chamber Events

**50+**  
Board, Committee,  
Panel, and  
Ambassador  
Volunteers

**60+**  
Sponsors and  
In-Kind

### CHAMBER STAFF TEAM

**Camelia Maxim**, Office Manager

**Nicole Lauzon**, Manager, Membership

**Sandra Jette**, Manager, Marketing  
and Member Experience

**Chloe Wan**, Director, Strategy

**Leslie Courchesne**, CEO

# 2024 Chamber Select News Headlines

## JANUARY

Tri-Cities Chamber names Shelley Linn as 2024 Member of the Year

Tri-Cities Chamber signs joint membership agreement: Coquitlam's Austin Heights BIA

Tri-Cities Chamber calls for swift end to transit strike

Tri-Cities Chamber applauds India as an Investment Destination event

## FEBRUARY

Business, we have your back: Tri-Cities Chamber CEO pens column for BIV

Business in Vancouver's Tri-Cities Report showcases our region's economy and list of biggest employers

Tri-Cities Chamber statement on BC Budget

Tri-Cities Chamber advocates for key priorities to help local businesses in 2024 federal budget

Tri-Cities Chamber releases 2024 Economic Profile report

Enjoy curated tasting menus, exclusive discounts, and more during this year's 'Taste of the Tri-Cities' food festival

Finalists announced for Tri-Cities Chamber 2024 Business Excellence Awards

## MARCH

Tri-Cities Chamber 2024 Business Matters magazine is hot off the press

Tri-Cities Chamber celebrates International Women's Day with sold-out event

## APRIL

Tri-Cities Chamber celebrates Business Excellence Awards with future-themed gala

Tri-Cities Chamber responds to Federal Budget 2024

Tri-Cities Chamber hosts roundtable and business tours with BC Minister of State

## MAY

Tri-Cities Chamber supports strong policy resolutions to boost business: BC Chamber Conference, Kelowna

Tri-Cities Chamber Economic Summit engages members on key issues facing business

## JUNE

Saputo joins Tri-Cities Chamber as pillar partner

## JULY

Cuts to public transit will hurt Tri-Cities business community

Chamber partners with HR Covered to provide exceptional value for members

## AUGUST

Chamber welcomes BC Hydro's \$360M investment in clean power infrastructure

Chamber Board Director Reihaneh Mirjani receives BC Medal of Good Citizenship

Tri-Cities Chamber urges local MPs to avert a disruption in Canada's Class I railways

Shop Local Port Moody and Tri-Cities Chamber join forces to support locally owned independent businesses

Tri-Cities Chamber endorses BC Chamber's public policy playbook for 2024-2025

Chamber signs joint letter to Prime Minister on potential labour disruption in Class I Railways

Tri-Cities Chamber partners with Better Business Bureau for member savings

## SEPTEMBER

Chamber survey: Change to Fawcett on/off ramp access

In memoriam: Tri-Cities Chamber Board Governor Les Garrison

Meet the Tri-Cities Candidates: BC General Election

## OCTOBER

Tri-Cities Chamber statement: 2024 BC General Election results

Tri-Cities Chamber hosts delegation from Ceylon Chamber of Commerce, Sri Lanka

Tri-Cities Chamber votes for strong policies to advance business success: Canadian Chamber AGM and Convention, Halifax

## NOVEMBER

Chamber calling for an immediate end to labour disruption at west coast ports

Tri-Cities Chamber welcomes RBC as pillar partner



BC Deputy Premier, Solicitor General and Minister of Public Safety Mike Farnworth at Chamber Lunch With Leaders, February 2024.

## Chamber in the Community

The Chamber was pleased to participate in community events, including Kwikwetlem Day and Walk for Reconciliation, Soroptimist of the Tri-Cities Give Her Wings Gala, Austin Heights HollyDaze, Port Moody Car Free Day, Tri-Cities Remembrance Day Ceremonies, Coquitlam Foundation Bocce Tournament, SHARE Gala, Port Coquitlam Christmas Tree Festival, Port Moody Spike Awards, Port Coquitlam Best Biz Awards, Coquitlam Express Golf Tourney and Awards, Port Coquitlam Foundation Croquet Tournament, Port Coquitlam Diwali, and more.

# Advocacy and Program Highlights

## *Economic Development and Advocacy*

We consult with and advocate for our members on issues affecting their business, and for economic development at the municipal, regional, provincial, and federal levels. We are an active member of the BC Chamber of Commerce, which represents the interests and concerns of Chambers and businesses across the province, as well as the Canadian Chamber of Commerce, which speaks for more than 200,000 businesses on national and international issues.

Topics for government relations and advocacy in 2024 included the BC General Election, housing, public transit and transportation infrastructure, ending labour disruptions at west coast ports, rising costs of doing business, local development proposals, and more.

## *Education*

A key pillar of the Chamber's strategic plan is providing educational content and training in response to the needs of our membership. In 2024, we continued to update our online resource library to assist businesses in all areas of their operations, and curated educational opportunities and resources for members in our Chamber Chat weekly e-news.

The Chamber offered educational events, such as our International

We hosted a Lunch With Leaders in our Annual Economic Summit in February, featuring a panel with the four Tri-Cities MLAs. In May we held an Economic Summit with keynote speakers federal Minister of the Environment Steven Guilbeault, and Central 1 Chief Economist Benjamin Yu. We also ensured access for our members to speak directly to political leaders through events and roundtables with the BC Minister of State for Trade Jagrup Brar, monthly Mingle with the Mayors, and the annual Mayors BBQ.

The Tri-Cities Chamber participated in the BC Chamber of Commerce and Canadian Chamber of Commerce Conventions and policy debates, resulting in the annual policy manual that sets out advocacy efforts for the year (in addition to emerging issues), available on our website.

Women's Day Brunch, and Chamber Talks, and online partner events for the National Day for Truth and Reconciliation, and National Small Business Week.

Throughout the year, the Chamber held educational seminars on topics spanning board governance, human resources, networking skills, leadership, and accessing funding opportunities.



**Saturday morning policy debates**  
*Tri-Cities Chamber of Commerce Board Vice Chair Jennifer McKinnon and CEO Leslie Courchesne at the Canadian Chamber of Commerce Convention and AGM, Halifax, October 2024.*



**Beyond Handshakes**  
*The Big Picture Coach Patrick von Pander delivers a networking skills workshop for Tri-Cities Chamber members in Port Coquitlam, June 2024.*



# Program Highlights

## *Shop Chamber, Tri-Local and Taste of the Tri-Cities*

In 2024, the Chamber championed supporting local businesses through a number of programs. Our #ShopChamber member-to-member discount program continued to help members grow their network and referrals.

We were proud to be a lead member of the Tri-Local Collective, supporting local businesses in the Tri-Cities, in conjunction with the three cities, Austin Heights Business Improvement

Association, Downtown Port Coquitlam Business Improvement Association, Tri-City News, and Shop Local Port Moody. The initiative is geared to educate and motivate our community to support Tri-Cities businesses.

As well, the Taste of the Tri-Cities festival held February 16 to March 10 featured more than 75 restaurants, cafes, breweries and other establishments.



## *Tri-Cities Young Professionals*

The Tri-Cities Young Professionals Program (TCYP) is geared toward ambitious professionals under 40, and generously supported by Coquitlam Continuing Education. The program creates a vibrant and connected business community by providing

opportunities for entrepreneurs and emerging business leaders to build, impact, and grow. In 2024, the TCYP hosted events including a Trivia Night, Wine Clubs, Curling and Canapes, and an immersive workshop on Adaptive Leadership.



## *Women in Business*

The Women in Business Program strives for the success of all women, with a focus on supporting those who continue to be underrepresented in the business community. Through educational seminars, networking events, and women-focused initiatives, the WIB Program is committed to championing

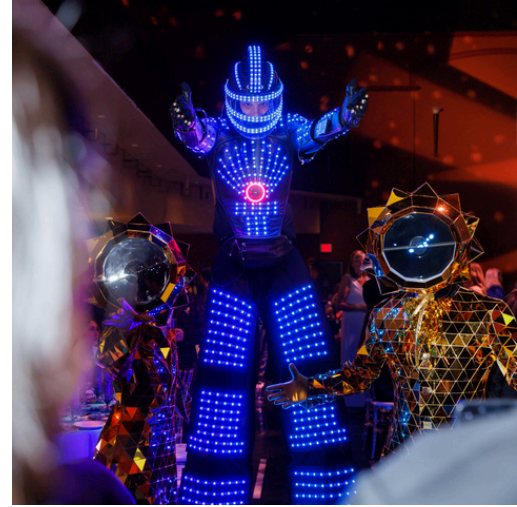
women in business. Highlights in 2024 included the March 8th International Women's Day Brunch, the Swing into Spring event at the Westwood Plateau Driving Range, and Harvest Moon Mixer. The program is generously supported by the Scotiabank Women Initiative.



# Business Excellence Awards

*Each year, members of the Tri-Cities business community gather to honour and celebrate business excellence.*

The Tri-Cities Chambers' annual Business Excellence Awards publicly recognize outstanding businesses, organizations and individuals that demonstrate excellence in business and a passion for the community.



## 2024 Award Recipients

### **Business of the Year (1-10 Employees) Award**

*Olive the Best*

### **Business of the Year (11-29 Employees) Award**

*Cassandra Cake Co.*

### **Business of the Year (30+ Employees) Award**

*Lordco Auto Parts*

### **Business Leader of the Year Award**

*Jason Zanatta, Novo Textiles*

### **Community Champion of the Year Award**

*Tracy Price, RBC Wealth Management/YMCA BC Chair*

### **Not-For-Profit of the Year Award**

*Coquitlam Foundation*

### **Young Professional of the Year Award**

*Becca Yu, Citadel Speech and Language Services Inc.*

### **Green Business of the Year Award**

*Moment Energy*

### **Chamber Member of the Year**

*Shelley Linn, Linn Estate Management*





## 2024 Event Highlights

1 Taste of the Tri-Cities launch party, Chamber Director of Strategy Chloe Wan 2 Lunch With Leaders, Chamber CEO Leslie Courchesne, Tri-Cities MLAs Selina Robinson, Rick Glumac, Fin Donnelly, Mike Farnworth 3 Austin Heights BIA signs membership partnership with Tri-Cities Chamber 4 Kwikwetlem Day, Tri-Cities Chamber Board Vice Chair Jennifer McKinnon, Kwikwetlem Councillor John Peters, Tri-Cities Chamber Board Director Vivien Symington 5 Tri-Cities Chamber "Rock On" Golf Classic, 6 Economic Summit, Central 1 Chief Economist Bryan Yu 7 Port Moody Car-Free Day





8



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## 2024 Event Highlights

**8** Mayors BBQ, Port Moody Mayor Meghan Lahti, Port Coquitlam Councillor Paige Petriw  
**9** Canadian Chamber Conference, Canadian Chamber VP Ian Faris, Tri-Cities Chamber CEO Leslie Courchesne, Greater Vancouver Board of Trade President & CEO Bridgitte Anderson, Tri-Cities Chamber Board Vice Chair Jennifer McKinnon **10** Coquitlam Florist 75th Anniversary, Port Coquitlam Mayor Brad West, Coquitlam Florist Owner Catherine Polonio, Tri-Cities Chamber CEO Leslie Courchesne **11** Business Showcase **12** International Women's Day, Scotiabank Women Initiative Senior Manager Courtney Steeksma, Webnames.ca President & CEO Cybele Negris, Raymond James VP Janine Davies **13** Partnership announcement, Tri-Cities Chamber CEO Leslie Courchesne, Shop Local Port Moody co-founder Lisa Beecroft **14** TCYP (Tri-Cities Young Professionals) Wine Club En Blanc

## Thank you to our Pillar Partners



## Thank you to our Membership Partners



As well, our sincerest appreciation to the more than 60 event sponsors, program sponsors and in-kind sponsors who supported Chamber throughout the year.



# Tri-Cities Chamber of Commerce

COQUITLAM | PORT COQUITLAM | PORT MOODY | ANMORE | BELCARRA



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