



St. John's
BOARD of TRADE

ANNUAL | 20
REPORT | 21



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MESSAGE FROM THE CHAIR & CEO

Dear Members,

2021 was a jam-packed year at the St. John's Board of Trade. This was a historic year, being our 50th year of membership, and we were steadfast in our commitment to make it one of the best years yet for our historic organization. A large part of our time was, once again, focused on supporting members as they continued to grapple with the impacts of COVID-19. However, we were so happy to also host our members at several important events, including our signature Outlook Conference, golf tournament, and the 2021 Resilience Awards.

COVID-19 support was a theme for our team this past year as the pandemic continued to have significant impacts on the business community. The St. John's Board of Trade continued to support our members by advocating on their behalf, ensuring they received financial support, and that they were given consideration in the decisions being made by Public Health. We also hosted a number of information sessions so our members could stay up to date on the quickly evolving information and protocols related to COVID-19.

Economic recovery was another key focus of 2021, and we were involved in many debates and conversations regarding our province's fiscal situation and possible paths forward for improvement and increased stability. Throughout the year, we were sure to convey our position that it is everyone's responsibility to play a role in stabilizing our province's financial position, thereby ensuring future economic and social prosperity. We provided our members the opportunity to be a part of these conversations by hosting sessions with Prime Minister Trudeau, Dame Moya Greene, Premier Furey, and Minister Coady to name a few.

Internally, the St. John's Board of Trade team has been working diligently on many things to improve and enhance the member experience. We launched a new website so members can easily find the information they're looking for and simplified our membership structure, while increasing benefits, to ensure our members are receiving maximum value from their investment. We're also doing everything we can to help share the stories and celebrate the successes of our members through our blog, 'Meet our Members' articles in e-news, and on our social channels.

Together with our growing number of partners and our members, we accomplished so much throughout this past year, but we know there is still a lot to do. We will continue to advocate for you as we wage the fight against COVID-19. We will continue to work with all levels of government to ensure your interests are considered in decisions being made. And, we will continue to celebrate your accomplishments.

The future of our province depends on your success, and just as we have been here for the past 50 years, you can continue to rely on us for years to come.

Thank you for being a member of the St. John's Board of Trade.

Sincerely,

Justin Ladha
Chair, St. John's Board of Trade

AnnMarie Boudreau
CEO, St. John's Board of Trade

ABOUT US

The St. John's Board of Trade is Newfoundland and Labrador's business advocate. We are a community of more than 600 members, combining the collective power of industries, sectors, and diverse perspectives. Together, we're developing a thriving business community in St. John's and throughout our province.

We exist to serve our members across a variety of sectors and industries, and advocate on their behalf. We are a driving force of progress in our community. To put it simply, our job is to foster growth, innovation, and success for all. We do this by:

- Bringing smart solutions for challenging times.
- Serving as a catalyst for business opportunity and connection.
- Connecting business leaders and big ideas.
- Advocating for conditions that allow all businesses to succeed.
- Providing the tools and information our members need to elevate their business.

We are a member of the Canadian Chamber of Commerce — the primary and vital link between business and the federal government, to advocate for public policies that will foster a strong, competitive economic environment that benefits businesses, communities, and families across Canada.

BOARD OF DIRECTORS



Justin Ladha
Chair



Norm Dimmell
Senior Vice Chair



Alex Gibson
1st Vice Chair



Kevin Casey
2nd Vice Chair



Leanne Kelly
Treasurer



Andrew Wadden, QC
Immediate Past Chair



AnnMarie Boudreau
Ex-officio & CEO



Blair Benoit
Director



Byron Chubbs
Director



Heather Dalton
Director



Janice Connors
Director



Paul Currie
Director



Chad Decker
Director



Clarah Germain
Director



Geoff Spencer
Director



St. John's **BOARD of TRADE**

STRATEGIC VISION

2021 marked the beginning of a new three-year strategic plan. This coincides with several other activities that position the St. John's Board of Trade favourably for evolution and focus, such as:

- a new Chief Executive Officer in July 2020,
- seven new Board Directors started two-year terms in February 2021,
- the adoption of a new brand platform, and
- the end of several provincially and federally funded programs and initiatives.

The 2021-2024 strategic plan was developed, and will continue to be actioned, against a backdrop of what has been an incredibly challenging two years for businesses to navigate and survive. The impact of the COVID-19 global pandemic has been significant for small-medium sized businesses, which make up most of the St. John's Board of Trade membership.

This strategy identifies the directions and initiatives that will propel the St. John's Board of Trade forward and solidify its position as the organization that is creating an environment for business to succeed in Newfoundland and Labrador. It will be reviewed and assessed annually by the Board of Directors and will drive our operational plans and activity.

VISION

Establish Newfoundland and Labrador as the most sought-after place to do business in Atlantic Canada.

MISSION

Helping business succeed.



VALUES

- **Leadership:** We are leaders because our members have placed their trust in us. Our leadership defines our reason for existing and is central to every choice we make. More than just a series of actions, it is a mindset. We embrace our role as a convenor of business and strive to inspire through innovation and advocacy. We are disciplined, consultative and, when necessary, outspoken.
- **Community:** Everything we do is in service to our communities. Our membership is our primary focus, but community in all senses—our city, our friends and family, our province—are in our consideration set when developing programs. Local-first is not an afterthought, it's a guiding principle. Additionally, ensuring that all the diverse viewpoints that can be found in our communities are heard and respected is essential to being true leaders.
- **Prosperity:** We are growth-focused for our members' businesses, for the business community, for the city, and for the province. A successful and prosperous business environment increases confidence for all of our citizens and attracts investment in the region. We act to increase prosperity because the benefits to everyone are valuable and widespread.
- **Adaptability:** We are innovative in our ideas and approach, driven to move business forward, and quick to adapt to new challenges and circumstances. We are inclusive, responding to the needs of our diverse membership. We recognize that 'the way it's always been done,' is rarely the way it should be done now.

GOALS

The St. John's Board of Trade will pursue 10 goals for the 2021-2024 strategic plan, all of which will be supported by several key initiatives.

1. Redefine and re-introduce the SJBOT to the business community.
2. Establish and/or strengthen effective and productive two-way relationships with industry and community partners throughout the province, including government, associations, post-secondary institutions, and chambers.
3. Increase proactive outreach to current and prospective members, incorporating their voice and opinion into the work that we do and value we deliver.
4. Create moments of connection between businesses, associations, members, government, etc. within our province.
5. Create opportunities for members to share their expertise and knowledge to grow their business.
6. Collect, interpret, and share information that can aid our members' success in a timely manner.
7. Set a tone of positivity and collaboration for the business community in Newfoundland and Labrador that balances reality with optimism.
8. Amplify the stories and successes of members with our own unique, professional, and polished voice.
9. Increase the number of SJBOT members.
10. Advance our position as the resource you rely on for up to date and accurate information relevant to business in St. John's.

YEAR IN REVIEW 2021

COMING TOGETHER

2021 was another challenging year for the business community in Newfoundland and Labrador and, indeed, the world. With COVID-19 continuing to disrupt our day-to-day lives and economic recovery at the forefront of our minds, we forged ahead, pivoting and evolving our offering as needed to best serve our members.

We adjusted our approach to events as the year went on—moving from virtual to in-person when it was safe to do so—always with the goal of connecting and coming together to show support and share valuable information.

JANUARY | Pre-Budget Consultation with the Honourable Chrystia Freeland

Our CEO, AnnMarie Boudreau, joined a call with the Honourable Chrystia Freeland, Deputy Prime Minister and Minister of Finance, on January 26, 2021 along with her colleagues from the Atlantic Chamber of Commerce.

This call provided our chamber network the opportunity to voice our concerns, specifically for small business, at the national level. Minister Freeland's goal was to "bring an Atlantic perspective to politics."

AnnMarie used her time to bring concerns about the aviation industry forward—asking for sustainable investment in this industry. Immigration and continued support for businesses through to recovery were other clear themes of the discussion.

“As Newfoundlanders and Labradorians, we rely on airlines and ferries to get people and goods on and off the island, so any disruption to service is, of course, concerning. Currently, the reality is that few people are looking to travel, and airlines are having to reduce service to align with the need. In addition, reflecting on the Prime Minister's most recent announcement, we know that it is likely even fewer people will be looking to travel in the coming weeks and months.”

That said, a pivotal need that Atlantic Canadians and, in particular, Newfoundlanders and Labradorians require is access to direct, frequent, and economical air travel options. Our business community as well as the sustainability and growth of our province and our economy depend on it. Air access is critical and directly linked to our survival as a region.

- AnnMarie Boudreau, CEO, St. John's Board of Trade



JANUARY | Memorial's Report to the Community

St. John's Board of Trade and other provincial Chamber members joined Memorial University President, Dr. Vianne Timmons, for the President's Report to the Community 2020. Although we would have preferred to welcome members at Signal Hill Campus in-person, we proceeded safely with a well-attended and vibrant virtual event.

Since taking office as Memorial's first female president in April 2020, Dr. Timmons has been getting reacquainted with her home province. On this journey, she discovered that Memorial has connections to every nook and cranny of Newfoundland and Labrador, and that the people of this province are as committed to Memorial as Memorial is to them. In addition to her "Tales from the Road," she shared the academic and operational highlights of 2019-20 and gave us all a glimpse ahead to the challenges and opportunities facing the university and the communities it serves. After her presentation, she was joined by AnnMarie to take questions from attendees.



MAY | The Big Reset and Economic Recovery for Newfoundland and Labrador

Dame Moya Greene joined the St. John's Board of Trade for a timely conversation on The Big Reset and economic recovery for Newfoundland and Labrador in May 2021. At that time, the report was a hot topic in living rooms and boardrooms alike.

The team at the St. John's Board of Trade appreciated the diligence and research that Dame Greene and her team put into the report. There were a lot of options to consider; and now we must do the hard work of rolling up our sleeves and coming together with our fellow Newfoundlanders and Labradorians to figure out what steps we must take to build a strong, sustainable, and competitive province.

We all—including government, unions, business, public, and private sector—must come to the table with an open mind and a solutions-focused orientation that allows us to have productive discussions.

A 'What We Heard' document resulting from the Premier's Economic Recovery Team's Report was released in December 2021 and we look forward to continuing to be part of the solution in 2022 and beyond.

APRIL | Post-Budget Roundtable with Minister Omar Alghabra

In April, we hosted a Post-Budget Discussion with the Honourable Omar Alghabra, Minister of Transport. He provided a high-level overview of the budget presented earlier that week by the Honourable Chrystia Freeland. He also answered a number of questions from members within the aviation and marine industries. He expressed his sincere understanding for our province's critical need for a robust aviation sector, and said that he and his colleagues will continue to work with all stakeholders on this important issue as we move forward through recovery.

“As a remote location and an island, we depend on roads, boats, and planes more than most. Frequent and economic travel options are essential to our economy. We have people on this call who represent all these areas. I'd love to dig into how Transport Canada can collaborate with our experts on the ground here, or for those on the call to ask the minister his opinion on their area of expertise.”

- AnnMarie Boudreau, CEO, St. John's Board of Trade



MAY | COVID-19 Vaccine Policy Workshop with McInnes Cooper and MC Advisory

We hosted many sessions over the year, about helping our members and the wider business community navigate the many challenges of COVID-19. When McInnes Cooper Partner, Chris King, presented as part of our "ask the experts" series, so many questions came up about how to actually draft a vaccination policy that we thought an in-depth workshop would be helpful in getting employers familiarized with what a policy may entail and how to go about developing one.

The knowledgeable teams at McInnes Cooper and MC Advisory stepped up to develop and present a COVID-19 Vaccination Policy Workshop to our members in May. This helped business owners get ahead of the rapid changes that would be occurring to the workforce and workplace due to COVID-19 vaccinations.

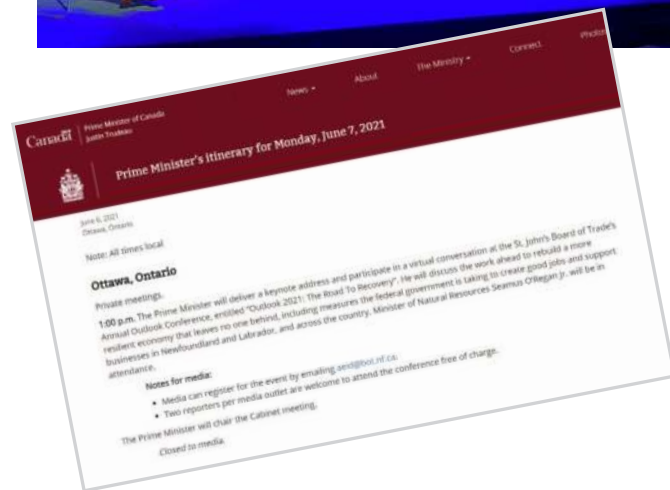


JUNE | Outlook 2021: The Road to Recovery

Our three days of Outlook 2021 were jam-packed with incredible speakers and panelists, including Prime Minister Justin Trudeau as keynote speaker. We appreciated all our speakers and attendees for joining us and sharing their thoughts and expertise about what the Road to Recovery is going to look like.

As we reflected on Outlook, one of the most prominent themes was opportunity. There is shared opinion that Newfoundland and Labrador has what it takes to recover and thrive. We heard that our sectors are well positioned globally to bring revenue, jobs, and innovation to our province; that the economy is positioned to rebound from the COVID-19 pandemic; that Prime Minister Justin Trudeau understands the situation facing Newfoundland and Labrador and that support will be there for us.

We also heard that there is a need for us to focus, strategize, and collaborate to take immediate action so that we are positioned for a prosperous future. We at the Board of Trade look forward to linking arms with you, our members, to do just that.



AUGUST | Golf Day at the Wilds

We had a wonderful time welcoming close to 200 members to our 2021 Golf Classic, appropriately named “St. John’s Board of Trade’s Golf Day at the Wilds”! It was a beautiful day for networking, games, and two full golf tournaments, and we can’t thank our members and sponsors enough for coming out.



SEPTEMBER | Cheers to Reopening with the Honourable Seamus O’Regan, Jr.

We hosted a fun lunchtime chat and cheers in celebration of reopening and a return to business mixers on the brand-new deck at Quidi Vidi Brewery on a sunny day in September. The Honourable Seamus O’Regan, Jr., Minister of Natural Resources and Member of Parliament for St. John’s South-Mount Pearl, spoke about the future of business in Newfoundland and Labrador and took time to connect with attendees.



“I could not be more delighted to see all your smiling faces here today, in person, at this beautiful venue. It’s been a long time coming.”

- AnnMarie Boudreau, CEO, St. John’s Board of Trade

“Welcome to all the federal candidates! Thank you for being our special guests today, for putting your names forward for public office, and for caring so much about the future prosperity of Newfoundland and Labrador. I’m sure many in the room are looking forward to the opportunity to chat with you as we get into the networking portion of our day.”

- AnnMarie Boudreau, CEO, St. John’s Board of Trade

SEPTEMBER | Face Time with the Federal Candidates

As the federal election approached, we knew there were many important issues facing our members—issues they wanted to hear directly from the candidates about. So, we hosted an in-person event at Bannerman Brewing Co. for members to hear from the Federal Candidates in both the St. John’s East and St. John’s South-Mt. Pearl districts.

St. John’s East:
 Dana Metcalfe, People’s Party
 Joanne Thompson, Liberal
 Mary Shortall, NDP

• • • • •

St. John’s South-Mount Pearl:
 Georgia Stewart, People’s Party
 Raymond Critch, NDP
 Seamus O’Regan, Liberal
 Steve Hodder, Conservative



OCTOBER | Small Business Week Social at Saltwater Designs

Small Business Week is a national celebration of Canadian entrepreneurship. An important thing to celebrate, as small-medium sized businesses are the foundation of the Canadian economy, accounting for 99% of all business, and employing approximately 10.5 million Canadians in the private sector.

We kicked off Small Business Week with a casual lunchtime networking event at Saltwater Designs, a successful small business that experienced tremendous growth in the past year. Members were treated to tasty snacks as they explored and networked.

NOVEMBER | Business Resilience Awards

On November 25th, the St. John's Board of Trade announced the seven winners of the 2021 Business Resilience Awards at a gala award show at the Delta St. John's, proudly presented by RBC.

Every year the St. John's Board of Trade celebrates the best of the business community at the Business Excellence Awards. However, given the challenges we continued to face in 2021, we brought back a different way of celebrating business introduced in 2020 by, once again, recognizing resilience.

This year, we recognized resilience in seven awards categories:

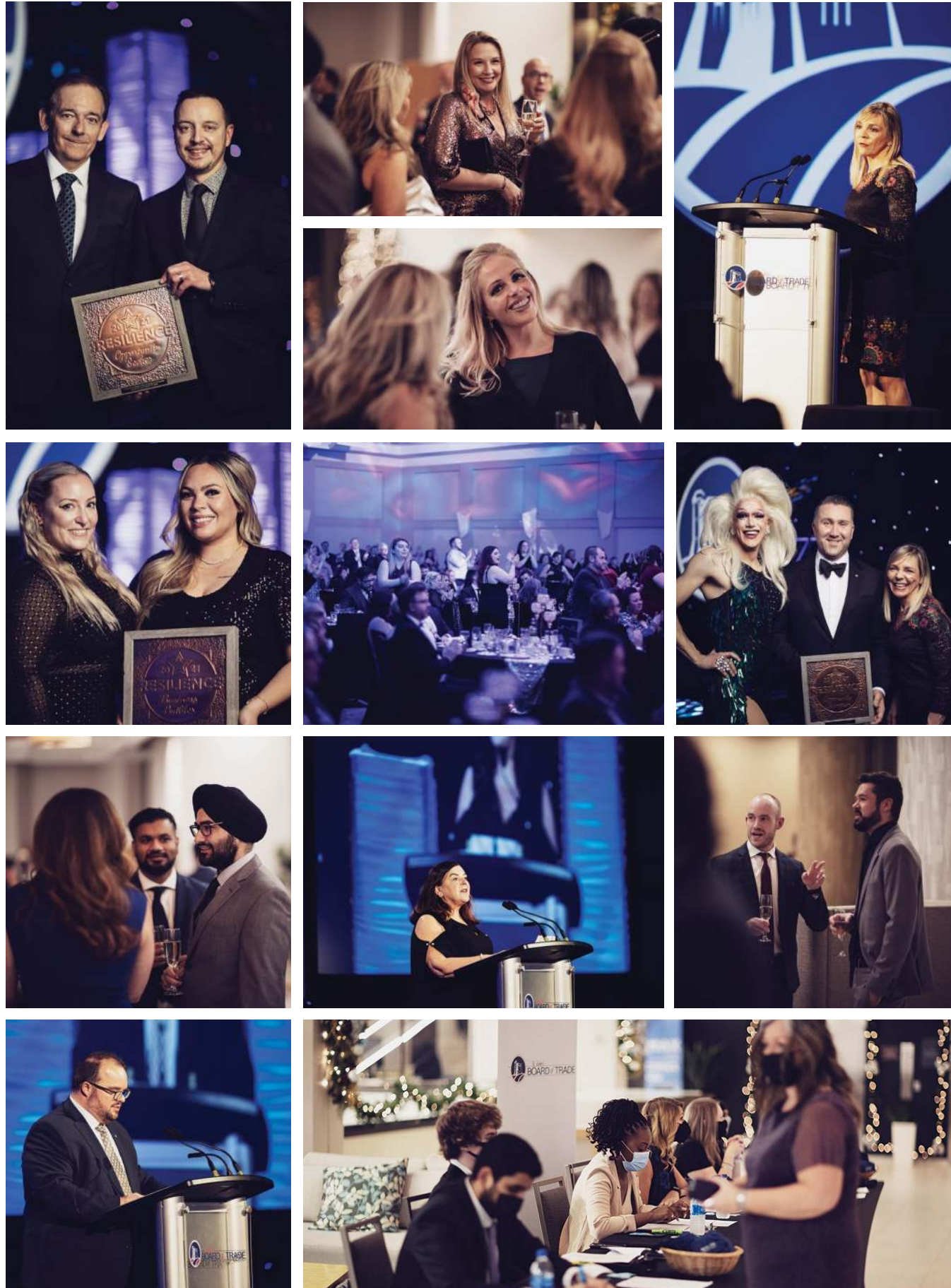
- 2021 Opportunity Seeker:**
Newfoundland Symphony Orchestra
- 2021 Community Champion (20+ employees):**
Harvey's Home Heating
- 2021 Community Champion (1-19 employees):**
The Shop, SALT
- 2021 Service Star:**
Avalon Laboratories
- 2021 Business Builder:**
Saltwater Designs
- 2021 Boundary Pusher:**
DF Barnes
- 2021 Business Resilience Award:**
Alderwood Estates

"I am floored by the volume of inspiration and entrepreneurial spirit of our business community, today and every day. It's no secret that 2021 has been incredibly challenging for our members; yet they have continued to rise to the occasion and thrive."

- AnnMarie Boudreau, CEO, St. John's Board of Trade

52 businesses submitted nominations for the 2021 awards show, and in true Board of Trade style, they represented businesses of all sizes and sectors.





STANDING UP FOR MEMBERS

The St. John's Board of Trade advocates on behalf of our members to all levels of government. We express your concerns and share your stories to help establish and support conditions that allow all businesses to succeed. We believe when we work together, we can develop a thriving business community.

In 2021, our advocacy efforts focused on economic recovery, fiscal management and, of course, COVID-19.

Economic Recovery

Economic Recovery was a huge theme for 2021—from our Post-budget Roundtable with Minister Omar Alghabra to our conversation with Dame Moya Greene, and many actions, letters, and discussions in between—we spent much of 2021 focused on the future of our province.

We understand the gravity of the situation we are facing, and the recommendations outlined by the PERT in their report (as well as other reports released around the topic of recovery), that everyone is going to have to do their part to get us out of this challenging and unsustainable situation.

We are out of time. We can no longer punt this problem down the road and hope someone else at another time deals with it. We must face it and everyone in our province must come together with an understanding of the situation, knowing they have a role to play in the solution.

We don't need to implement everything that's in the report, and we don't think anyone expects that will happen. But, we are holding a document that has many possible solutions for us to consider and we need to come together as a province to give consideration to the solutions and talk about the role we're going to play in fixing the problem and ensuring that we are setting Newfoundland and Labrador on a more sustainable path. We all have something to give, and to give up, here. We need to move beyond who to blame, just saying no to ideas without putting forward viable options, and focus on solutions.

We chose to see the PERT report as a call to action. We believe there is a continued need to come together to realize and accept the gravity of the situation we are facing and work together to develop solutions that lead us all to a more sustainable future. We look forward to picking this conversation up with the Provincial Government throughout 2022—keeping our eye on a sustainable, prosperous future for business in Newfoundland and Labrador.

- [Read our letter to members from May 28, 2021](#)



Provincial Budget

The St. John's Board of Trade continued to be a part of the economic recovery discussion as it related to the 2021 Provincial Budget.

We were active in advocating for change in the way we do things here in the province. Status quo is not sustainable, and we were encouraged that government recognized this in Budget 2021 and is reviewing options. We believe that everyone must have an open mind to change so we can set ourselves up for a sustainable future and enjoyed many panel conversations with other community stakeholders to this regard.

Justin Ladha, chair of the St. John's Board of Trade, says the \$20 million for the small business assistance program announced in the budget is important for members of the board. And, he said, government's willingness to open discussion surrounding provincial assets is encouraging.

"I'm glad to see that they are looking at new ways to provide services, talking about partnering with the private sector and other community groups," he said.

Ladha said the board has advocated in the past that while government is focusing on eliminating the deficit, it can't lose sight of the bigger picture of total debt.

"We have \$47 billion in debt and we are spending a billion dollars a year today in servicing that debt, and we are in an environment of increasing interest rates," he said. "We need to look at avenues to reduce that debt."

- Saltwire News article by Glen Whiffen, June 1, 2021, "NAPE, business advocacy groups say Newfoundland and Labrador budget vague on details"

Municipal Budget

Immediately following the 2021 budget release in late 2020, we began discussions with the City of St. John's to ensure they were aware of both the challenging financial situation facing our members and the business community's willingness to come to the table with smart solutions. We advocated on our members' behalf for urgent, early, and robust discussions knowing that the city was facing a deficit.

The past few years have been incredibly tough on business. The pandemic has been hard, and many businesses have been forced to adjust and cut as a result of the public health measures. In general, no one wants to see an increase in taxes—it's never easy. In light of what we have gone through since COVID-19 started, a tax increase of any sort is going to be challenging.

We are concerned that the 2022 Municipal Budget, released in December 2021, which included a tax increase for many businesses and residents of St. John's, further compounds the challenge already facing our members. The city failed to outline the cost-saving options that were explored as part of the budget planning process.

"The very same businesses who are expected to absorb additional taxes are the ones who have been working diligently to do more with less, get creative with budget lines, and collaborate with others to deliver the same great service at less cost. We want to know that the City of St. John's applied the same rigor and creativity to their budget process before looking to taxpayers."

- AnnMarie Boudreau, CEO, St. John's Board of Trade

The St. John's Board of Trade enjoys a strong, collaborative relationship with the City of St. John's and, as such, will continue to ask for frequent, productive conversations about budget planning. We will continue to advocate on our members' behalf in discussions with the city, and we are open to take feedback and relay how this budget will impact your businesses throughout 2022.

- [Read the press release](#)
- [Reach out to let us know what you think](#)



COVID-19 RESPONSE

Through the immense challenges of COVID-19, we have seen local businesses rise to the occasion with out-of-the-box thinking, strength, and perseverance. Our goal from the very beginning was to be a partner to our members and the wider business community—to keep an eye on what was needed and help in any way we could to provide it. This took shape in many ways—from educational webinars on vaccine policies, to direct government advocacy on hot topics, to disseminating information to businesses.

As we continue to tackle the realities of a pandemic together, we will continue to listen and learn, support and champion our members through the many twists and turns of COVID-19.

Aviation Support

In January we wrote a letter of support for aviation in Newfoundland and Labrador, which was sent to Federal Ministers asking the Federal Government to provide support, financial or other, to air carriers and airports to ensure:

1. The provision of a minimum level of service, including critical routes throughout Atlantic Canada while COVID-19 related travel restrictions are in place.
2. The immediate return of services when COVID-19 related travel restrictions are lifted, such that competition is in place to avoid price inflation, and a sufficient level of service such that travelers, both leisure and business, are not deterred from traveling to and within the region.

Shortly after this letter was sent, we attended a pre-budget Consultation with Deputy Prime Minister, Chrystia Freeland, where AnnMarie was given the opportunity to present the Board's position in support of the Aviation sector. Deputy Prime Minister Freeland indicated our approach to the situation was "eloquent, thoughtful, and it was a very strategic ask."

Call for Level Two

On March 22, the St. John's Board of Trade released a statement asking Public Health to move the entire province to Alert Level 2. With the utmost respect for the tireless work, dedication, and leadership of Public Health in guiding us all through the pandemic, we asked for their continued leadership in reopening our economy as swiftly as possible.

We knew that time was of the essence and that, when the data showed the risks of COVID-19 in the community were low, we could not afford to be overly cautious. The damage being done to our economy, business owners, and tens of thousands of workers was tremendous. Every day that a business is not permitted to operate at capacity, or as close to it as is safe, will make it weaker and less likely to survive in the future.

“Every day that a business can open its doors and serve customers is a day that matters. Businesses throughout our community have demonstrated they can safely operate in accordance with Public Health measures. Unless there is compelling evidence not to do so, let's promptly let them get back to business at capacities that allow them to be sustainable—our economy needs it.”

- Justin Ladha, Chair, St. John's Board of Trade

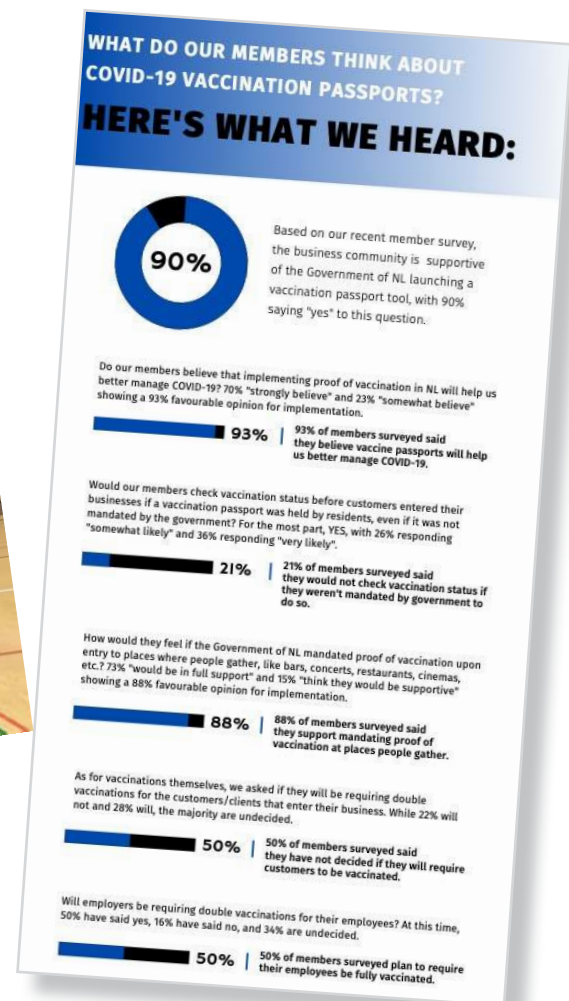
We knew this would be a sensitive statement to make, but it was important for us to advocate for our membership and ask this question publicly to start a serious conversation about what factors justify keeping businesses closed and/or restricted. Our request garnered a significant amount of support from our membership and the business community.

The CMOH's announcement that the province would be moving to Alert Level 2 quickly followed.

Businesses have and continue to experience significant financial loss due to the pandemic. While they were not able to make up for lost time, it was incredibly helpful to allow them to operate with less restrictive measures when COVID-19 allowed throughout 2021.

Vaccine Passport Information Session and Launch

In September, following a survey of members and advocacy to Government sharing businesses perspectives about the launch of a proof of vaccine mandate, we hosted an exclusive, important, and timely conversation on Vaccine Passports.



Representatives from the Department of Health and Community Services, Digital Government and Service NL, and the NL Centre for Health Information presented their plans, and our business community provided essential feedback that we were happy to see implemented in the final roll-out of VaxPass and VaxVerify in Newfoundland and Labrador.

Following the session, we worked with the Government of Newfoundland and Labrador to officially launch our province's Vaccination Passport, which came into effect on October 22, 2021 for residents and businesses.

“Last week, we hosted an engagement session so that our members could learn more about the plan for mandated Vaccine Passports. Our members are highly engaged and full of productive ideas—providing feedback to the Provincial Government to ensure we can roll this out as smoothly as possible and with everyone’s safety in mind. Our members will be pleased to see that many of their ideas have been implemented in this final plan.

I would also like to take this moment to share some thoughts on the importance of supporting businesses here at home.

Businesses have been working diligently to keep all of us safe and serviced—when many of us were safely at home, our business owners and their employees were on the front lines, providing our groceries and other goods and continuing to deliver excellent customer service. Our business owners have managed every health restriction and mandate quite efficiently, and this will be no exception.

Please don't let this measure deter you from shopping local. Businesses here at home are supporting our economy and employ your neighbors, family, and friends. I would love for us all to turn to businesses here at home first for our shopping needs.

In addition, our restaurants, coffee shops, and pubs are experts in providing exceptional service, and enabling this vaccine passport will be an added layer of safety so you can feel even more comfortable enjoying what they have to offer.

Please remember to be kind as businesses adopt this additional safety measure.”

- AnnMarie Boudreau, CEO, St. John's Board of Trade



“It is important for everyone in our province to shop thoughtfully; to pause before spending our hard-earned money to consider the impact of that purchase. We can all get into the habit of asking ourselves if our purchase will help our province recover, grow, and thrive. We launched Don't Get Dieppe'd to bring smiles to people's faces while also sparking an important discussion about buying habits and economic recovery. Now more than ever, we need to think about where we're putting our money. In a simple day-to-day action of making a purchase, you can help to build our economy.”

- AnnMarie Boudreau, CEO, St. John's Board of Trade.

SHARING OUR STORIES

Don't Get Dieppe'd. Get Local.

The Don't Get Dieppe'd campaign is intended to get consumers thinking about where they purchase from and why by focusing on the challenges of buying out of province. We know that when we order from away, we can't control things like shipping delays, hidden fees, and damaged or lost parcels. On the other hand, we know that by shopping here at home, we get our items right away, in perfect condition, and from someone who is investing in Newfoundland and Labrador's economy.

This fun, poignant, and vibrant campaign taps into an existing understanding and frustration surrounding the inconvenience of waiting for your package to arrive. By poking fun at our own remoteness, and by collaborating with Dieppe to help amplify the benefits of shopping locally, we hope to make a real difference in consumer habits.

The St. John's Board of Trade launched Don't Get Dieppe'd in August and we were delighted to see our members loving the campaign—from displaying posters and carrying tote bags in the fall, to sharing our [Dieppe Carolers' songs](#) in the winter—we generated plenty of conversation and support for shopping local!

Keep an eye out in the windows of member businesses, on the St. John's Board of Trade's social channels, and online at dontgetdiepped.ca as we continue the conversation in 2022!

[Learn more.](#)

Member Takeover

When Dr. Janice Fitzgerald, announced that our province was moving into Alert Level 5 in February, the St. John's Board of Trade team knew we had to act fast to create content that would help our members weather another lockdown. The idea arose to leverage our social media following to amplify the voices of members and, for two solid weeks, give them use of our platform and audience by posting re-shares and promotion.

The excitement from business owners about the Member Takeover was loud and clear, both in conversation and in the many tags/comments/likes on all platforms.

Platform	Followers in February	Reach or Impressions earned in February	Increase from previous month
LinkedIn	+66	484	+388%
Facebook	+107	20,926	+212%
Twitter	+54	64,300	+16%
Instagram	+39	1,612	+387%

50th Anniversary Year

2021 marked the St. John's Board of Trade's 50th anniversary, with our very first members joining in 1971. As part of celebrating resilience, we marked this historic moment by looking back, as we looked ahead to success in the next 50 years.

“This organization has been helping business and working to create the best possible environment for business success for 50 years. Thanks to the work of past boards of directors, hardworking staff, members, and sponsors, the St. John's Board of Trade has been able to make valuable contributions to the business community and our province for these past 50 years.”

- Justin Ladha, Chair, St. John's Board of Trade

The St. John's Board of Trade was established in 1970, and officially founded in 1971, to help business succeed and make St. John's a great place to live and make a living. We were also incorporated under the Board of Trade Act of Canada in 1971.



PARTNERS

Our partners care deeply about the future of our province — about having a seat at the table to share their unique perspective, expertise, and experience with all levels of government and other business leaders. They are some of the fastest growing companies in the province that know how to innovate and diversify, and understand the strength in collaboration. Our partners bring their skills and the power of their brands forward to steer our province towards a prosperous future. To put it simply, our partners are influencers, and we provide the perfect setting to influence.

2021 Corporate Partners

“ I have worked closely with the St. John’s Board of trade for the last two years. They have proven to be very accessible, supportive and an excellent team to work with. My decision to join the St. John’s Board of Trade was at the start of the pandemic, I wanted to support fellow business owners in the province—together we can survive anything. The Board has provided my business and many other businesses with valued information and resources.”

- Deborah Dunne-Seaward, Owner/CEO, Alderwood Retirement Centre

Platinum



Silver



“ Pennecon has been a member of the St. John’s Board of Trade for decades. We have always valued the expert advice and support that the Board provides to the business community—supporting the growth of entrepreneurs and local business. The Board of Trade’s advocacy is critical to the business community, often bringing a unified voice and perspective forward to government to influence policy, breakdown barriers, and cultivate connections.”

- David Mitchell, CEO, Pennecon

“ Becoming a Platinum Partner with the St. John’s Board of Trade was an exciting step in launching Genesis St. John’s in 2021. As the newest brand within Capital Auto Group, we aimed to find partnerships that allow us to connect with like-minded businesses and share new innovative ideas on how we can drive our business community forward. By leveraging the ever-expanding reach of the St. John’s Board of Trade, it’s allowed us to introduce Genesis’ unique executive experience to the right audience. As the official luxury car sponsor at the 2021 Business Resilience Awards, we were able to connect with some of the extraordinary members and we look forward to building on these relationships for many years to come.”

- Jon Howard, COO, Capital Auto Group

“ The St. John’s Board of Trade creates opportunities for us to continuously connect with local business and industry leaders on key business issues and form deeper relationships within the community. We share a common goal with the St. John’s Board of Trade to support a thriving business community, bring forward new and innovative ideas, and advocate for its continued success.”

- Tim Fahey, Managing Partner, Deloitte NL

Gold





MEMBERS

The St. John's Board of Trade is Newfoundland and Labrador's business advocate. We are a community of almost 700 members, combining the collective power of industries, sectors, and diverse perspectives.

It is our privilege to work with hundreds of businesses, across numerous sectors and industries throughout Newfoundland and Labrador, to represent their interests and to help them succeed.

"We are a leading advertising agency deliberately based here in Newfoundland and Labrador because we believe in the potential of our province. We also believe in the adage that a rising tide raises all boats. A strong economy and thriving business community benefits us all and the Board of Trade provides a key platform for positive growth to happen."

- Catherine Kelly, Director of Account Management, Target Marketing

"We have been a member of the St. John's Board of Trade since THAT PRO LOOK started in 1995. From the very beginning we have participated in the Imperial Oil discount program and the Chambers Health and Dental Plan. But just as important as these benefits are, we also rely on the Board to advocate for businesses such as ours to ensure that all levels of government hear our concerns on a regular basis. That's what the Board of Trade is all about, supporting its members!"

- Paul Thomey, Co-Owner, PGA Enterprises Limited O/A THAT PRO LOOK

2021 New Members

PerSIStence Theatre Company Inc.
 Saltwater Designs Inc.
 Royal Cleaning Services Inc.
 Terra Nova Old Port Foods Inc.
 Green Farm NL
 Lavender Lucy Flowers
 Philip's Café
 Thinkwell Research + Strategy
 KS Cuisine Ltd.
 Dave Howells Photography
 Ingenuity Media Inc.
 Vish Limited
 Planeet Consulting
 The Boutique Salon Suites
 Monarchy
 Wags to Whiskers
 Pür & Simple Paradise Restaurant
 Judit Lovas Coaching and Consulting
 Saltbox Lifestyle Inc.
 Modern Business Equipment Ltd.
 EmpowHER Fitness
 AR Management Consulting Services (Cash Is King, NL)
 Strum Consulting
 Figs & Fromage Inc.
 MVP Modern Barbers St. John's
 Graze n' Thyme
 GoldService NL Inc.
 MetCredit
 MC Advisory
 Offshore Fishery Association
 Horizon Maritime
 Avalon Sport & Social Club
 Flynn Canada Ltd
 Full Picture Management
 Stellar Boar Productions Inc.
 TELUS Business Solutions

DAYMARK Business Services
 Polyamyna Nanotech Inc.
 The Lantern
 YTT Safe Dryer Vents Incorporated
 BEHI - B. Eid Holdings Inc.
 Borrowed & Blu
 Fast Glass Incorporated
 ProEdge Construction and Maintenance
 Capital Auto Group
 Genesis St. John's
 MaterCare International (Canada)
 Rob Strong and Associates
 ACME Group of Companies
 The Virtual Forge Canada Inc.
 Heavyspec Services
 NL Kubota Limited
 ChampionX / Brenntag
 TMSI Ltd.
 Attraction Realty Canada Inc.
 St. John's Tennis Association
 Avalon Laboratories
 TxtSquad
 Stratcan Advisors & Associates
 Newfoundland Rogues Basketball
 ProActive Wellness Centre
 Lynn Hammond Media & Public Relations
 Team Grow NL
 WAHL Media
 Whelan Wellness Inc.
 Coastal Health Inc.
 Nudge Designs
 OceansAdvance Inc.
 Del Marine & Tile Ltd.
 Heave Away Waste Management
 NetBenefit Software Inc.



Looking Ahead

The St. John's Board of Trade has been working to sharpen our pencil on membership throughout 2021—to ensure there is great value to being a SJBOT member. In this process, we launched a new Maximizing Your Membership monthly information session and streamlined our membership levels to include clear benefits and pricing for businesses of all sizes.

So, what does that mean for our members? Increased benefits and a chance to maximize their membership.

We look forward to chatting with our members throughout the coming year in advance of their renewal dates to discuss the details and update their profiles.

<p>1-10 Employees</p> <p>\$35 per Month</p> <p>\$420/year</p>	<p>11-25 Employees</p> <p>\$50 per Month</p> <p>\$600/year</p>	<p>26-50 Employees</p> <p>\$75 per Month</p> <p>\$900/year</p>	<p>51-99 Employees</p> <p>\$100 per Month</p> <p>\$1,320/year</p>	<p>100+ Employees</p> <p>\$150 per Month</p> <p>\$1,800/year</p>
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All Members Receive:

- Access to exclusive networking, professional development, and signature events
- Access to Members-Only Savings Programs, including an opportunity to enroll your business in the Chamber Plan Health Insurance Program
- Access to M2M Marketplace deals
- Access to SJBOT Membership portal and detailed directory listings
 - Post and view events
 - View registration and guest lists for SJBOT events
 - Access contact information for all SJBOT members
- Use of SJBOT logo on your website and promotional materials
- Business directory online listing
- Discounted rates on SJBOT advertising (website, social, and weekly newsletter) and boardroom rentals
- Opportunity to partner in or sponsor SJBOT events
- Opportunity to share thought leadership and industry expertise via blogs on the SJBOT website
- Receive the members-only weekly e-newsletter
- Access to member pricing at all paid events
- Early access to event tickets before they are released to the general public
- One (1) vote in Board of Directors elections



Stay Connected

Team:

- AnnMarie Boudreau, CEO
- Amanda Eid, Manager of Communications and Engagement
- Jennifer Chaytor, Manager of Finance and Compliance
- Katrina Kum, Manager of Business Development and Member Success
- Chris Kane, Member Relations Coordinator

Contact:

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