

TIME SENSITIVE MATERIAL ENCLOSED

Dear Member:

Re: 2011-2012 edition of *Networks*, the Edmonton Chamber Directory

In a city of any size, big or small, it is necessary for business to be in touch – not just with emerging trends and technology, but with potential partners, peers and mentors within their communities.

Edmonton continues to emerge as one of Canada's most progressive cities. But growth for the sake of growth is not always a positive target to achieve. As Edmonton grows, your local chamber is a willing and determined promoter of the intellect and tenacity of the region's many businesses, industries and, of course, its people.

Labour shortages have been identified by the chamber, and others, as a very direct threat to economic growth. Ensuring the proper utilization of our diverse workforce (in regards to people with disabilities, Aboriginal groups, our aging population and even our youth) is a major focus for the chamber as we prepare for this shortage. Data continues to show that available workers from diverse groups are underutilized, and it begs the question: why? Generally, this is attributed to a lack of awareness and understanding of the benefits of a diverse workforce.

Your membership in the Edmonton Chamber of Commerce and World Trade Centre Edmonton permits you access to not only thousands of fellow members in Edmonton – a Great Northern City that demonstrates terrific growth where every idea and opportunity is just a partner or a supplier away – but also to wide reaching connections from over 5,000 additional members throughout Canada's North and the countless thousands of other businesses that make up the World Trade Centre Association. A great way to build these relationships is by using ***Networks***, our membership and business directory, now in its 33rd year.

In this edition of ***Networks*** we hope to inform you of the work the chamber is doing to combat growing concerns when it comes to finding a stable and reliable workforce. We will highlight the many efforts being put forth in our city by not just the chamber but by employers and organizations throughout the Capital Region and the North.

It is here where you will learn how Edmonton has become a Great Northern City and how it plans on remaining one for years to come. We will also give you insight into the chamber movement and how it relates to Edmonton, Canada and the world. Have you ever asked or been asked, what does the chamber do for you? Within ***Networks*** you will find the answers.

Please review the following enclosed materials which detail how you can benefit from promoting your business through our directory:

- A verification of your directory listing;
- An invitation to profile your company;
- A description of strategic advertising opportunities designed to help you reach your market and enhance your listing; and
- A reply form, to be returned to us as soon as possible

Your immediate response to this request is an important part of your chamber's strategic priority of promoting Edmonton. Thank you, in advance, for your valued participation and continued support of the Edmonton Chamber of Commerce.

Sincerely,



Martin Salloum, C.C.E.
President & CEO



EDMONTON
CHAMBER OF COMMERCE

tel 780.426.4620
fax 780.424.7946

600 - 9990 Jasper Ave.
WORLD TRADE
CENTRE EDMONTON
Edmonton, Alberta
Canada T5J 1P7

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