



SAINT JOHN REGION

THE CHAMBER

CHAMPIONS FOR BUSINESS

Media Release

**Business community unanimously supports formation of a new,
regional Chamber of Commerce**

SAINT JOHN, NB May 7, 2014 – Today marked an historic occasion when members of the Saint John region’s business community unanimously voted in favour of forming a stronger, regional business association. Officially named “The Saint John Region Chamber of Commerce,” the new organization will, more simply, be called “The Chamber.”

Members of a regional steering committee officially unveiled the new name, logo and tagline to a round of applause at a sold-out luncheon in the Delta Brunswick Ballroom in Saint John. The Chamber will now represent members of the former Kennebecasis Valley Chamber of Commerce, the River Valley Chamber of Commerce, the Saint John West Business Association and the Saint John Board of Trade. Together, this new Chamber has roughly 1,000 members, now making it the largest in the region and one of the strongest and most unified in the province.

“The bold new name and distinctive logo, with four sides, is a symbol of this partnership and how four organizations can unite. Together we are a single, stronger voice,” explains David Duplisea, The Chamber’s CEO. “Our name and ‘Champions for Business’ tag line reflects our stature and unwavering commitment to supporting our region’s business community.”

Early on, Eric Poirier, past Chair of the Saint John Board of Trade was encouraged by initial partnership discussions, citing a strong appetite for regional cooperation. “Fairly quickly, we could agree that there was more that united us than divided us,” he said. The Chamber’s new Chair, Andy Lodge, supported that sentiment, saying, “This city has a long history of forming partnerships to facilitate the flow of trade. Now is the time to be bold. This marks a new era of prosperity for the Saint John region!”

Danny Harrigan, past President of the River Valley Chamber of Commerce said, “We listened closely to our members and they told us, loud and clear, that together we would be stronger.” A reflective Jennifer Higgins, also a past President, but of the Kennebecasis Valley Chamber of Commerce, added, “Through the process, there was one thing we never lost sight of... and that was the importance of listening to members.” The third past President, Bill Shannon, of the Saint John West Business Association, also

