



Aurora Chamber of Commerce

Media Release

FOR IMMEDIATE RELEASE

It's Back to Business at the Chamber

Aurora, Ontario, January 15, 2016 - The Aurora Chamber of Commerce is committed to getting "Back to Business" - the theme given to the organization's January 28th Strategic Plan Presentation for members and the community at large.

After a period of financial challenges, the Aurora Chamber of Commerce announced at its November 19 Annual General Meeting that it will develop a 2 year strategic plan, the first draft of which will be presented on January 28th. This event is open to anyone interested in the future of the Chamber and the Aurora business community.

The Chamber's new board Chair, Javed S. Khan, in his address at the AGM, announced that bold and courageous decisions would have to be made to ensure the fiscal health of the Chamber moving forward. The strategic plan - the culmination of two months of discussion and planning among board and staff- is a complete audit of the Chambers events, opportunities, ways to engage, member value and an evaluation of what has worked in the past and what needs to change at this pivotal point in the Chamber's evolution.

The strategic plan will address how the Chamber can provide member value, retain its members, effectively allocate Chamber resources and remain relevant within the business community and the community at large.

"Getting "Back to Business" means offering a renewed commitment to our members, not just in words but by action. Our members need to know that the Chamber is working hard to serve them now and into the future," says Khan. "To demonstrate this renewed commitment, we will use this meeting as an opportunity to also announce an exciting new partnership with a leading Canadian retailer that promises to help members save money."

"This meeting and a new partnership are just the first steps towards offering solid and effective plans for the future of the Chamber and its members," says Khan.

In addition to outlining the organization's initial plans, the meeting will offer further details about upcoming opportunities for members and the community to have input into the evolution of the Chamber.

The Back to Business themed meeting is being held at St. Andrew's Valley Golf Club from 9 a.m. to 11 a.m. on January 28th. The Board of Directors and staff invite all members and interested parties to register to attend the event by calling 905 727 7262 or register at www.aurorachamber.on.ca/events

INTERVIEW: Javed S. Khan is available for interview prior to January 28, 2016.

PHOTOS AVAILABLE: Photos of the 2015-2016 Board of Directors and Javed S. Khan are available.

About the Aurora Chamber of Commerce

The Aurora Chamber of Commerce is a non-profit organization with a membership of over 600 businesses. It is a voluntary organization representing the business community and providing them with the support they need to maintain and grow successful businesses. This professional organization includes a wide range of local businesses, from large corporations to small and mid-sized businesses and emerging entrepreneurs.

The Chamber provides numerous services including educational seminars, networking opportunities, major business events, and cost-saving benefits.

Learn more about the Aurora Chamber of Commerce at www.aurorachamber.on.ca

MEDIA CONTACTS:

Name: Javed S. Khan
Title: Chair, Board of Directors
Phone: 416.889.6069
Email address: javed@empresion.ca

Name: Sandra Watson
Title: Interim General Manager
Phone: 905.727.7262 ext. 23
Email address: s.watson@aurorachamber.on.ca