



WHITE CITY | EMERALD PARK

BUSINESS ASSOCIATION

January 8, 2021

Fellow Business Association Members & Friends:

Please see the Business Association Membership Application/Renewal Form and 2021 Membership Letter on our website. We encourage members to complete the Application/Renewal and return to the address on the form before Feb 28th.

Recap on 2020:

Another year has come and gone for our local Business Association. We started 2020 off with 3 great in-person presentations at the Ramada Hotel, with Hordos Insurance Brokers, Safe Sask, and lastly the Better Business Bureau. COVID19 became a reality in Saskatchewan, and that forced us to hit the brakes hard & fast. With so much uncertainty in our world, we were forced to cancel Business Association meetings that we had scheduled for April, May & June. Through the summer months, the Executive (Matt, Karl & myself) discussed how we can proceed in the Fall. We knew we had to get things rolling again but knew it would be irresponsible & wrong to even suggest in-person meetings again in September. We came up the idea to move forward using the Zoom meeting platform. By this time, many presenters, and Business Association members were already becoming quite familiar with internet based virtual meetings. It was quickly becoming the “new norm” in business. At our first Zoom meeting, we had the CFIB present. The turnout for this meeting was great, and it went smoothly. It was exciting to learn that we can continue moving forward for the rest of 2020 and still get together virtually as an Association! We finished off the year with 3 more great presentations from the Sask Chamber of Commerce, Murad Al-Katib (AGT), and the Town of White City.

Throughout the year, we received emails & phone calls from many of our great members, with words of encouragement and appreciation that we were able to bring on a variety of different presentations as well as persevere through 2020. Thank you so much to our members who helped us move along with presentation ideas, support, and words of encouragement! Thank you to our members, guests, and presenters that attended both our in-person meetings and the Zoom meetings.

In late 2019, we lost 2 members of not only the Business Association, but our Community. The WCEPBA made donations to charities on behalf of the families of both Tim Trithart and Lorne Beer. Tim & Lorne were great friends to many of us and are truly missed.

At the start of 2020, the Executive got together & decided that we need to “do more” as an Association. Thus the idea of the Scholarship program for Grade 12 students graduating and enrolled in post-secondary education. A Scholarship Committee of 6 was formed (Matt Kuzmicz from the Executive, as well as Association Members - Steve Kemp, Rob Perron, Cal Knowles, Adrian Godbold, and Geraldine Kuzmicz. We had a number of applicants. The Committee had a tough time choosing only 1 recipient. The Scholarship was a success the first year!



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Plans for 2021:

The 2021 meeting schedule is filling up, we started last week with LegalShield presenting, and we have the RM of Edenwold slated for February, followed by Wello in March & our local MP, Andrew Scheer in April.

We are always open for members to send us suggestions for presenters for future meetings. It's been really great to have a variety of different presentations over the last couple years, and we are always looking for more ideas! Please reach out to us with your ideas, we will certainly try to accommodate. Our focus has been and will continue to be to bring in new presenters in 2021!

The Executive met earlier this week to go over things to kick off 2021. **We made a few decisions to add to how can we “do more”.**

- We are excited to announce we are able to add 2 more scholarship awards in 2021! More details will come out in the coming months. In March, once we have our list of members, we will reach out to members to see who would like to be a part of the Scholarship Committee this year, and help determine our direction for the expanded Scholarship Program in 2021!
- We have decided to make donations to both of the Elementary Schools (ERES & Ecole White City)! More details of this will come out shortly.
- We are getting plaques made up to present to each of our contributing members. It is a way to not only show gratitude to our members for their contributions, but it is something for Association Members to proudly display in their places of business showing they are part of this great Association.
- Midway through 2020 we were involved in discussion with some local businesses to be a part of, and sponsor a business community event post COVID. At that time the anticipation was that this event could happen later in 2020.....We will see what happens with this in the future. We still have interest in supporting the community by being involved in such an event when the timing is appropriate.

Lastly, on behalf of the WCEPBA Executive, we would like to thank the group of 23 supporting members we had in 2020! Without members contributing to the Association, we would not be able to continue to support our youth and give back to our great community, as well as come up with new ideas in the future. We want to keep building on what we have all achieved as a group! Thanks again!

Sincerely,

Kevin Rossler

President, White City – Emerald Park Business Association