

Chamber

CALENDAR

APRIL 8

Chamber Exchange Luncheon: Update "on the Base at the Base"

*with Base Commander Colonel Kenward
C.F.B. Suffield, Noon-1:15 pm
For details, call 527-5214.*

APRIL 16

Farewell Supper & "Roast" for Craig Couillard

April 16, Medicine Hat Lodge

APRIL 22

Taking a Break Luncheon

*In Recognition of Secretary's Day
Moose Lodge, 11:30 am-1:15 pm*

APRIL 24-26

Focus on Women Trade Show

Book your booth today! 527-5214.

**For further information on any of the
above, call the Chamber: 527-5214.**

Chamber

PROFILE



SHELLEY SCHOLTEN

was appointed to the Chamber of Board of Directors in September, 1997 after many volunteer years of committee work. She chaired the Showcase

'97 Trade Show Committee.

Shelley is currently the Branch Manager of Avco Financial Services for both their Medicine Hat and Brooks offices. She has been with the firm since 1984 and has been a resident of Medicine Hat since 1971 after moving from Calgary.

Firmly rooted in the community, her volunteer activities have included work with the Medicine Hat Special Olympics, Chamber of Commerce Trade Show Committee, and developer of the "Hat Cheques" Interest Free Christmas Promotion between Avco and the Chamber.

Shelley enjoys travelling, golf, and has one son. ▲

It's been a privilege!

What other career gives you the opportunity to work with and learn from some of the best business minds in the community on a daily basis? As your General Manager the past 5 1/2 years, it truly has been a privilege to work with so many exceptional business men and women. Many have been my mentors... many have also become close friends.

This position really does require a 'general' manager as you are involved in so many different areas. And I have learned so much. My accounting skills have been sharpened through working with Dale Franko and Todd Beck. What a great environment to enhance your marketing skills with the likes of Jan Gillies, Leigh Smythe, Hugh English, and Phil Turnbull. On policy issues, a wealth of information exists with Alan McLeod, Barry Miskuski, Terry Brekko, Rick Derbyshire, and Bob Schank. These people not only understood the issues but could help articulate their knowledge into solid Chamber responses. They are ardent believers in entrepreneurship and in the free market system.

In the area of communication, what better training ground than by working so closely with our local media gurus like Brian Conrad, Dwaine Dietrich, Kirk Freeman, Clarence Heringer and the many reporters who did a great job in covering the Chamber. And from the many writers and printers who helped put together this magazine each month, but especially Lindy Steiner.

My skills in partnering have definitely been furthered through my associations and friendships with Dann Sodero, Jon Close, Brenda Lea MacPhail, Tim Feduniw, Lynne Gregson, and Les Erickson to name but a few with whom I've had the privilege of jointly delivering quality programs to the community.

The Chamber is a lobby organization and moving around in the politics of our work is an art. It can be frustrating at times but as equally rewarding, especially when the community pulled together to stage the first-ever drive-through light park in Canada, the Telus WinterSPIRIT Festival of Lights.

I've worked with people who deal with the politics straight-up and don't pull any punches. And I've worked for those who prefer to deal more diplomatically behind the scenes. Both approaches have been effective depending on the particular issue.

I've valued my relationship with Chief Commissioner Bob Nicolay who has always treated me with respect and honesty, even when we were on opposite sides of an issue. There were never any games.

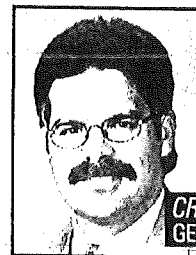
Many of you have asked me what my greatest highlight is, what would be our greatest accomplishment. There are so many to choose from. But, as you can see, one of the greatest highlights has been the privilege to have worked with so many fine people. I am a better manager because of it.

The other is to witness the tremendous support we receive day-in and day-out from our members. Now numbering over 860, we see many of you over the course of the year...at our trade shows and luncheons...advertising in this magazine...helping on business/education initiatives or policy issues...or just simply supporting us each year with your cheque book because you believe that a strong Chamber is important to this community. It means a lot to us.

My great wife advised me not to mention names in my farewell column for fear of missing somebody. But neither the Chamber nor myself have ever been adverse to risk! I know I have missed some of you, but you know how important you've been to me and the success of this organization. I don't need to mention it publicly.

Often the President or the General Manager are the visible ones in the Chamber. But it is the dedication of our office staff that really makes this place hum. They are professional and committed, and rank with some of the best I've worked with in my twenty-three years of management. They deserve much of the credit and accolades that we have received.

So for me, it really has been a privilege to have served as the General Manager of your Chamber of Commerce. It truly is one of the most dynamic in the country and I am proud of the many accomplishments we have collectively achieved. Keep up the good work!



CRAIG COUILLARD
GENERAL MANAGER