



HUMBOLDT & DISTRICT
CHAMBER OF
COMMERCE

2025

ANNUAL REPORT

Prepared by
**Humboldt &
District Chamber
of Commerce**

OUR CHAMBER

Founded in 1906, the Humboldt & District Chamber of Commerce is the voice of business in our region. Since 1906, it has become a unified network of over 200 members who exchange, share, and discuss issues concerning the business community.

Due to the vibrancy of our community, our region is the hub of an enormous and diverse business community, and is increasingly becoming a hot spot for economic and commercial development activity. In response, our Chamber provides ongoing support for members through networking, advertising, credibility, advocacy, and community.

VISION

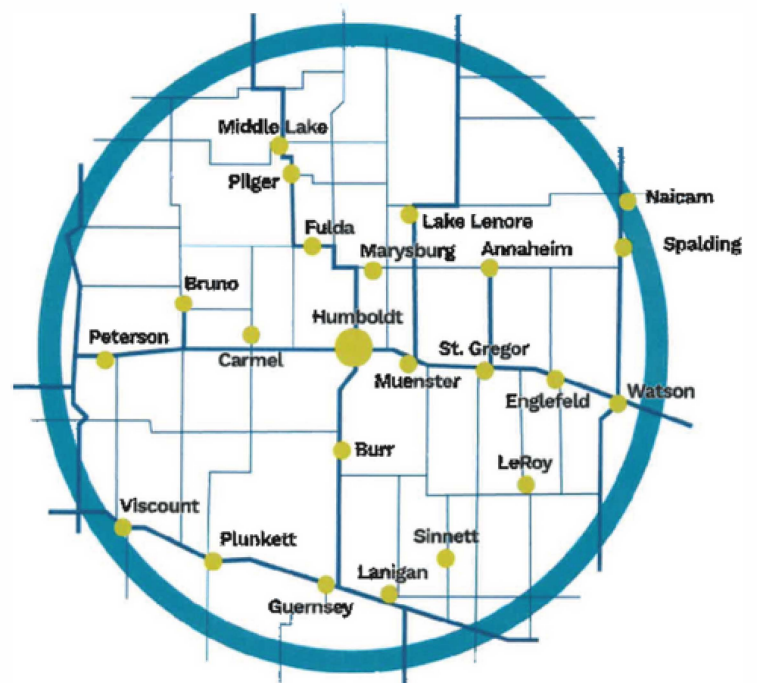
Enhance prosperity for our Region's communities

MISSION

Helping businesses go further through connection, advocacy, and support

VALUES

Enterprising
Excellence
Advocacy





Humboldt & District Chamber of Commerce Board of Directors 2024-25



Joe von Doellen
President



Chris Hergott
Vice President



Rowena Mallari
Treasurer



Elan Buan
Director



Mike Yager
Director



Kevin Garinger
Director



Jennifer Brooks
Director



Renae Jurgens
Director



Alyssa Hergott
Director



Kaustubh Singh
Director

Humboldt & District Chamber of Commerce Staff 2024-25

810—9thSt.Humboldt,SK 306-682-4990

Vircia Natlazo-Vythilingum

Executive Director
September 2024

Glenda Frey

Executive Assistant
February 2025



120th Annual General Meeting Agenda

June 25th, 2025

12:00pm to 1:30pm at the Canalta Hotel

- 1. Welcome & Call to Order**
- 2. Land Acknowledgement:** Joe Von Doellen, President
- 3. Adoption of Agenda**
- 4. 2024 Annual General Meeting Minutes:** *Due to the unavailability of the 2024 AGM minutes, the Chamber acknowledges the absence of these records and has documented all reasonable efforts to locate them.*
- 5. President's Report:** Joe Von Doellen, President
- 6. Review of Financial Report:** Presented by Rowena Mallari
- 7. Appointment of Accountant for Annual Review**
- 8. Executive Director's Report:** Vircia Natlazo-Vythilingum, Executive Director
- 9. Public relations Committee Report:** Alyssa Hergott, President
- 10. Business Retention & Expansion Committee Report:** Jennifer Brooks, President
- 11. Election of New Board Members**
- 12. Approval of 2025–2026 Board of Directors**
- 13. Oath of Office** – Led by President Joe Von Doellen
- 14. Adjournment**
- 15. Keynote Speaker-** Prabha Ramaswamy, Chief Executive Officer



PRESIDENT OF THE BOARD OF DIRECTORS

Joe Von Doellen

Good afternoon, and welcome to all members and guests to the 120th Annual General Meeting for the Humboldt and District Chamber of Commerce. Thank you for taking the time out of your busy schedule to attend today's meeting. I hope that several of you have agreed to let your name stand as directors as we have a few openings.

2024 was a challenging year one that saw us go through 3 executive directors. I strongly believe that we now have hired a very strong permanent executive director who will be here for many years, in Vircia, please all join me in welcoming Vircia as our fearless leader.

Not only did we struggle to hold a leader, but we also had an identity crisis where we asked ourselves why we exist. Through a strategic planning session, it was agreed that our direction will continue to be around advocacy for the business community, in other words representing the business community at all levels of government. Our vision statement is: Enhance prosperity for our communities. Our values are: Enterprising Initiatives, Embracing Excellence, Advancing Advocacy. Please make sure you all know we are here to help you. With the constant change in executive directors, we didn't do very many events and definitely look forward to more consistency in 2025 which will lead to a few more activities, we already had a very long but successful Member excellence awards!

In closing I want to say it has been a pleasure serving you the members for this past year. Thank you please enjoy the rest of the meeting!

Sincerely,

Joe Von Doellen.

President of the Board of Directors





EXECUTIVE DIRECTOR

Vircia Natlazo-Vythilingum

Dear Chamber Members,

It is with gratitude and excitement that I share this message as the Executive Director of the Humboldt & District Chamber of Commerce. Since stepping into the role as Acting Executive Director in September 2024, it has been an honour to support our business community, build new connections, and carry forward the important work of the Chamber during a time of transition and opportunity.

This leadership shift followed the departure of Sarah McInnis, who moved on from her role with the Chamber in 2024 to take on a new position as a Humboldt City Councillor. We thank Sarah for the energy and leadership she brought during her tenure, and we wish her continued success as she serves our community in this important civic role.

As I continue to grow into this position, my focus has been rooted in three core pillars: growth, advocacy, and support. I am committed to making sure our members have the tools, information, and representation they need to succeed—whether that means clarifying access to resources, advocating on key issues, or providing opportunities for collaboration and connection.

Over the past several months, I've had the chance to meet many of you, hear your priorities, and begin shaping our direction for the future. These insights are guiding new strategies, stronger communication, and continued improvements that will roll out in 2025 and beyond.

The coming year holds incredible promise. With your continued support, we're planning for:

- A refreshed Chamber website and online payment platform to improve accessibility and ease of use
- New tiered membership structures that offer flexible value and tailored benefits
- More inclusive engagement from our board and members to reflect the diversity of our business community
- Programs and services that directly respond to the real-time needs of local businesses

Thank you to our members for your continued trust and involvement with the Chamber. I look forward to working together as we build momentum and strengthen our voice as the hub for business in Humboldt & District.

Sincerely,

Vircia Natlazo-Vythilingum
Executive Director



PR COMMITTEE

ALYSSA HERGOTT

Public Relations Committee Annual Report

Dear Chamber Members,

In the early months of 2024, the Public Relations Committee (PR Committee) played an active role in supporting and promoting several key community and business-focused events. These included a well-attended Business Networking Event aimed at fostering local connections, a Free Headshot Day which provided professional portraits to business owners and entrepreneurs, a Free Tax Clinic designed to assist individuals with their tax preparations, and a successful Women in Business Mixer, co-hosted by the Humboldt Co-op, that celebrated and empowered female professionals in the region.

While the committee had an ambitious slate of events planned, not all came to fruition. Unfortunately, due to staffing transitions within the organization, both the Ag Appreciation Night and the 2024 Mark of Excellence Awards were cancelled. Despite these setbacks, the PR Committee remained committed to community engagement and laid the groundwork for future programming.

Following the 2024 Annual General Meeting in May, the Public Relations Committee welcomed two new board members: Rowena Mallari and K.D. Singh. Their fresh perspectives and enthusiasm have been valuable additions to the team. Mike Yeager completed his third year of service on the committee, continuing to offer insight and support, while Alyssa Hergott marked her fifth year of dedicated involvement. Additionally, Chamber President Joe von Doellen actively participated in the committee throughout the year, bringing leadership and alignment between the committee's initiatives and the Chamber's broader goals.

Sincerely,

Alyssa Hergott

PR Committee Chair



BRE COMMITTEE

Jennifer Brooks

Business Retention and Expansion Committee Annual Report

Dear Chamber Members,

The past year was a dynamic one for the Business Retention and Attraction Committee, shaped by federal, provincial and municipal elections. In response, the Committee organized two free, open forums offering an impartial platform for community members to engage with candidates and gain insight into their priorities. These events reinforced the Committee's role in facilitating dialogue between the business community and elected officials.

Guided by the Committee's 2024 priorities – Strategic Business Support, Promoting Growth Opportunities, and Enhancing Membership Benefits – progress was made across several key areas. Under Strategic Business Support, the Committee worked to strengthen partnerships and improve internal processes to enhance the member experience.

To Promote Growth Opportunities, Chamber leadership proactively began building relationships with newly elected representatives. These connections are vital to maintaining a strong business voice in local, provincial and federal policy discussions.

In support of Enhancing Membership Benefits, the Committee conducted a thorough review of the Chamber's benefits plan and is supporting the exploration of new tools, such as the Chamber Perks program. This app-based initiative enables businesses to offer exclusive deals, boost visibility, and drive local customer engagement – strengthening both individual businesses and the broader community. Work on these initiatives is ongoing, with the goal of delivering meaningful value to members, strengthening the local business environment, and positioning the Chamber as a proactive and responsive advocate for economic growth.

The Committee extends sincere thanks to its members for their commitment and to the Executive Director for their support. Looking ahead, the Committee is energized to expand outreach and continue advancing initiatives that foster business retention, attraction, and long-term economic vitality.

Sincerely,

Jennifer Brooks

Business Retention and Expansion Committee Chairperson



Oath of Office

"I SWEAR THAT I WILL FAITHFULLY AND TRULY
PERFORM MY DUTY AS A DIRECTOR OF THE
HUMBOLDT & DISTRICT CHAMBER OF COMMERCE
AND THAT I WILL, IN ALL MATTERS CONNECTED
WITH THE DISCHARGE OF SUCH DUTY, DO ALL
THINGS, AND SUCH THINGS ONLY, AS I SHALL
TRULY AND CONSCIENTIOUSLY BELIEVE TO BE
ADAPTED TO PROMOTE THE OBJECTS FOR WHICH
THE HUMBOLDT & DISTRICT CHAMBER OF
COMMERCE WAS CONSTITUTED ACCORDING TO
THE TRUE INTENT AND MEANING OF THE SAME. SO,
HELP ME GOD!"