



## 2025 PRCC Projects | Year in Review

This was an exciting year for the Piney Regional Chamber of Commerce – we marked 10 years of connecting and growing local businesses. As we welcomed our returning members along with many new members, we moved forward on many opportunities and projects that are helping us deliver our mission. New project ideas and new volunteers are always welcomed – just speak with any of the directors, share at a meeting or email [info@pineyregionalchamber.ca](mailto:info@pineyregionalchamber.ca)

### PRCC Youth Entrepreneur Challenge

In 2025, the Piney Regional Chamber of Commerce in collaboration with the RMs of Piney and Stuartburn, Shevchenko and Ross L Gray Schools, and Sunrise Corner Economic Development hosted the first PRCC Youth Entrepreneur Challenge. The Youth Entrepreneur Challenge empowered local youth to explore entrepreneurship through hands-on learning, mentorship, and real-world business thinking. Participants developed and presented business ideas to a panel of local business owners, gaining practical skills in problem-solving, communication, and financial planning. The challenge strengthened connections between youth, local businesses, and community leaders while showcasing the region's entrepreneurial potential. This initiative reflects the Chamber's commitment to fostering future business leaders and building a resilient local economy. <https://pineyregionalchamber.ca/initiatives/youth-initiatives/>

### E-Newsletter

In November of 2025, the Piney Regional Chamber of Commerce officially launched its e-newsletter to provide a clear, consistent way to share information with members, businesses, and the wider community. The e-newsletter highlights upcoming meetings and events, training opportunities, member spotlights, and practical resources that support local businesses. It also serves as a tool to reconnect with past members, strengthen communication, and increase awareness of the Chamber's work. The launch of the e-newsletter marks an important step in improving outreach, engagement, and connection across the region. Sign up online to receive the e-newsletter directly to your inbox. <https://pineyregionalchamber.ca/news/>

### Hello Neighbour Welcome Kit

In 2025 the Chamber launched a second edition of the Hello Neighbour Welcome Kit, providing Chamber members the opportunity to get information about their products and services to newcomers in our region. Since the program was launched in 2022, nearly 150 Welcome Kits have been delivered with information about products, services and resources in the region. Promotion of the program has been through bulletin board posters and on social media driving people to an online form on the Chamber website where a new resident can request a kit or a resident can refer a newcomer. Thank you to the Chamber members and other community volunteers who delivered the kits. <https://pineyregionalchamber.ca/initiatives/welcome-kit/>

### Library of Things

Through grant funding, the PRCC acquired a range of equipment, including 3D printers, sewing machines, smart cutting machines, and heat sublimation equipment. The Library of Things Committee has been actively exploring options for making this equipment available to members and the wider community. The PRCC has decided to partner with Buffalo Point First Nation Health & Wellness, donating the equipment to be housed at their new Maker Space. Members and residents are encouraged to watch the PRCC website and Facebook

page for upcoming details and opportunities to get involved in training sessions and support the launch of the Maker Space. <https://www.facebook.com/pineyregionalchamber>

## PRCC Website Relaunch

In 2025, the Piney Regional Chamber of Commerce undertook a complete overhaul of its website to better serve members, businesses, and the wider community. This work included updating the background technology and design, refreshing and reorganizing content, updating business directory listings, and improving how information is presented so visitors can more easily find local services, supports, and opportunities.

As part of this update, the Chamber placed a stronger focus on clearly communicating the value of PRCC membership. Information about member benefits, Chamber programs, and advocacy efforts was aligned with the Chamber's strategic plan, ensuring that the website reflects both current services and future priorities. To further support this work, the Chamber also developed a new membership benefits brochure, designed to be used alongside the website to clearly and consistently communicate the advantages of being a Chamber member.

Together, the updated website and brochure provide a coordinated, professional, and accessible way to showcase local businesses, promote networking and marketing opportunities, and highlight the Chamber's role in supporting economic growth across the region. The Chamber would like to extend a thank you to Jonathon Prevost of Upper Hand Technology, for all his work in updating the website.

<https://pineyregionalchamber.ca/>

## South East Community Services Cooperative (SECSC)

As one of the three founding partners of SECSC, along with East Borderland Community Housing and the Rural Municipality of Piney, the Piney Regional Chamber of Commerce continues to support the vision of the Timberline Community Housing 20-suite assisted living initiative. With funding from EBCH, Co-operatives First, the Cooperators Foundation, Manitoba Cooperatives Association, and Canada Mortgage and Housing Corporation, SECSC has been able to develop a business plan, marketing materials, member recruitment strategy (now over 200 members), architectural schematics, and a Class B Quantity Survey as stepping stones towards securing the full funding to build this housing solution in our region. In 2026, the board will continue to pursue funding opportunities and advocate with the Province of Manitoba and other organizations about partnering on this much-needed project. [www.secsc.ca](http://www.secsc.ca)

## Professional Support

In April 2025, the RM of Piney provided funding for a part-time Chamber support role to strengthen operations and communications for the Piney Regional Chamber of Commerce. The PRCC board was thrilled to welcome consultant Allison Driedger to the team. She has been launching the PRCC e-newsletter, reaching out to past and current members, reviewing and updating the Chamber website and business directory, distributing meeting agendas and minutes, and coordinating guest speakers.

A key focus of Allison's work has been direct, personal outreach. Telephone calls and follow-up conversations have helped gather feedback through a member survey and ensured that Chamber activities reflect what local businesses asked for—clear communication, timely information, and a stronger connection to the Chamber. This combination of updated tools and personal contact has improved engagement and responsiveness. We are encouraged by the growing level of participation and support and look forward to building on this momentum. [hello@pineyregionalchamber.ca](mailto:hello@pineyregionalchamber.ca)

## Professional Development

In 2025, we invited guest speakers to inform and inspire our members from a wide variety of industries. If members have any suggestions for upcoming speakers, please email us at [hello@pineyregionalchamber.ca](mailto:hello@pineyregionalchamber.ca). Thank you to our interesting and engaging 2025 speakers:

- Carla Vanwart, Canada Revenue Agency, spoke about tax help for small businesses.
- Josh Verhoog, Moonshadow Holsteins, spoke about his journey in building the family dairy to be one of the largest in Manitoba.
- Allison Driedger, Bluestem Development, presented the results of the survey with current, lapsed and potential members to determine how the Piney Regional Chamber of Commerce can support members and ensure an active healthy Chamber in our region.
- Martin Trudeau and Geoff Diltz, Clearview Co-op, spoke about the history of Clearview Co-op and the upcoming changes in the Vita and South Junction locations.
- Theresa Wirth, Chamber Plans representative, provided information on the Chamber employee benefits plan, available exclusively to Chamber members.
- Jonathan Prevost, Upper Hand Technologies, spoke about practical AI for small businesses.
- Mark Bernard & Corporal Lacey Clarkson, shared about Crime Stoppers and the impact local citizens can have on reducing crime in our communities.
- Wendy Yan, Futurpreneur, spoke about the tools, programs and services available to young entrepreneurs.

## Statistically Speaking

Statistically the Piney Regional Chamber of Commerce is flourishing. In 2025, PRCC welcomed eight new members – double the number of new members added in 2024 – bringing total membership to an all-time high of 33. This increase reflects growing engagement and interest in the Chamber.

<https://pineyregionalchamber.ca/membership/>

The PRCC launched its e-newsletter in November 2025, releasing two editions that were distributed to 54 recipients. With an open rate of 63%, the newsletter is proving to be an effective tool for reaching and engaging current and past Chamber members. <https://pineyregionalchamber.ca/news/>

Our main social media channel is Facebook. At year-end 2025, we had 343 followers (up 7.5% from previous year) and 23,643 views of our content. Engagement is how people interact with our content: 525 reactions, 83 comments and 54 shares. With so many valuable programs offered by the Chamber, we look forward to providing even more engaging content to increase these numbers in 2026 – ensuring more people learn about the benefits of Chamber membership.

<https://www.facebook.com/pineyregionalchamber/>

## Mission

Founded in 2016, the mission of the Piney Regional Chamber of Commerce is to promote an environment which fosters economic development, works in partnership with our civic agencies, and provides value to our members through education, networking and cultural interests thereby enhancing our region for work, play, raising families and doing business.

## How can you get involved?

**Attend a meeting:** Come out to a monthly meeting to learn how you can benefit from the Chamber

**Spread the word:** Like, share and comment on our social media posts

**Shop local:** Support local businesses by shopping, referring and sharing

**Become a member:** Sign up as a full member or friend of the chamber or youth member

**Join the visioneering committee:** Help set PRCC priorities for 2026 and beyond

**Volunteer:** If there's a project you'd like to get involved with, or something new you think would be a good fit, speak with a member of our executive