



Alberta Enterprise Group

ANNUAL REPORT

2023/2024



Table of Contents

→	03	Letter from the President
→	04	Vision
→	05	Advocacy
→	08	Events
→	10	Communications
→	11	Membership
→	12	Member Benefits
→	14	Our Team
→	15	Contact



Letter from the President



Catherine Brownlee

President, Alberta Enterprise Group

Dear Friends, Industry Partners and Members,

It is my pleasure to welcome you to this year's Alberta Enterprise Group (AEG) Annual Report. This report not only highlights our collective efforts over the past year, it also sets the stage for an exciting future as we work toward our vision of prosperity for all in Alberta.

At AEG, our focus remains on delivering valuable insights to businesses, the public, and policymakers on the complex issues that shape our province.

We are driven by the belief that real, measurable impact is what truly matters—not just to our members but to all who are invested in Alberta's business success. By addressing challenging policies with a unified voice, we create systemic value for our members and strengthen the foundation of Alberta's broader business landscape.

Central to our work is AEG's core belief that meaningful change comes from a broad network of influencers and proven decision-makers across every major industry in Alberta. Together, we know that we can achieve more. Our network allows businesses of all sizes to connect with Alberta's business leaders and policymakers, providing them with a clear and informed view of the provincial landscape. This access enables businesses to stay knowledgeable about industry developments, legislative changes, and key economic trends impacting Alberta.

Looking forward, we will continue to drive change through collaboration, vision, and a commitment to creating real value. We thank each of you for being the most important part of AEG and I invite you to join us in our mission to build a prosperous Alberta that supports the success and well-being of all its people.

Yours for Alberta,

A handwritten signature in black ink, appearing to read 'Catherine Brownlee'.

Catherine Brownlee
President, Alberta Enterprise Group

Who is the Alberta Enterprise Group?



Vision

The Alberta Enterprise Group (AEG) was established in 2007 when our founders came together with a bold vision: to elevate Alberta's business environment, enhance quality of life, and drive prosperity for all Albertans. Over the years, AEG has successfully championed Alberta's story on the global stage, highlighting the unique advantages of doing business in our province.

We continually provide valuable insights to the public and policymakers, addressing complex issues and driving measurable impact to meet the needs of Alberta's communities. By joining AEG, our members gain a competitive advantage, benefiting from exclusive connections with influential decision-makers and industry stakeholders.

AEG operates entirely through the support of its members and sponsors, without government funding. This independence allows us to remain objective, non-partisan, and fully focused on initiatives that propel our members' success.

Our vision remains clear and unwavering: PROSPERITY FOR ALL IN ALBERTA.



ADVOCACY



OUTREACH



NETWORKS



MENTORSHIP

Advocacy



As a business-focused organization, advocacy on behalf of Alberta’s business community is at the heart of what we do at the Alberta Enterprise Group (AEG). We know that a thriving business environment is built on three essential cornerstones: market access, support for interprovincial and international trade, and competitiveness.

Public policy plays a critical role in either advancing or limiting these foundations. Recently, Alberta businesses have faced a range of federal policies that hinder growth and opportunity. AEG has responded with a strong and influential voice, actively advocating for Alberta’s business interests in response to these bills and initiatives.

AEG’s commitment to our members and to the prosperity of Alberta’s business community remains unwavering. We stand ready and determined to address any policies, legislation, or regulatory changes that threaten the growth and potential of businesses across Alberta.

Advocacy Milestones 2024

February 5, 2024 Provided comments and feedback on the Regulatory Framework for Oil and Gas Sector Greenhouse Gas Emissions Cap. Submitted to the Department of Environment and Climate Change Canada, Emissions Cap Consultation.



February 13, 2024 Strong opposition of Bill C-372, Fossil Fuel Advertising Act.



February 13, 2024 Provided comments and feedback on the Federal Plastics Registry Consultation. Submitted to the Department of Environment and Climate Change Canada, Plastics Regulatory Division.



April 22, 2024 Open Letter and Petition Regarding Proposed Increase to Capital Gains Tax – As of May 1st, there were 211 Signatories. The letter was printed in MP John Barlow’s office and he hand-delivered it to the Prime Minister.



April 24, 2024 Response to the passing of Federal Bill C-235, An Act Respecting the Building of a Green Economy in the Prairies. AEG originally opposed this bill in the fall of 2022.



May 20, 2024 Provided stakeholder comment on CSSB CSDS 1 (Sustainability) and CSDS 2 (Climate-related) Financial Disclosure Standards.



September 18, 2024 Opposition and possible legal action against amendments to the Competition Act, contained in Bill C-59, which are targeted at so-called “greenwashing”.



Advocacy, Current Initiative



Bill C-59

The Alberta Enterprise Group is deeply concerned about recent amendments to the Competition Act, contained in Bill C-59, which are targeted at so-called “greenwashing” – the practice of companies making false claims about their environmental initiatives. The federal government has touted these new measures as necessary to ensure truth and accuracy in reporting about environmental initiatives. However, there are already laws that prohibit companies from engaging in false or misleading advertising, including in relation to environmental measures. The purpose and effect of these new measures is different, and is profoundly troubling.

The Alberta Enterprise Group (AEG) stands firmly against the restrictions imposed by Bill C-59, which unfairly limit our members’ ability to share their perspectives on the environmental impacts of their products, businesses, and activities. By requiring these statements to meet vague and undefined standards, the legislation creates significant risks of severe penalties, effectively silencing the business community and discouraging open dialogue. Meanwhile, critics of resource development face no similar accountability, even when making false or misleading claims. This imbalance undermines the fair exchange of ideas and deprives the public of vital information needed to make informed decisions about complex policy issues like balancing economic growth with environmental protection.

Given the serious implications of these measures and their harmful impact on both the industries Albertans depend on and the principles of free and open debate in Canada, AEG is committed to challenging Bill C-59 in court. We believe these measures violate the section 2(b) rights to freedom of expression under the Canadian Charter of Rights and Freedoms. AEG will stand up for our members’ rights to participate in public debate and ensure that their voices continue to shape Alberta’s economic and environmental future.





As a business-focused organization, advocacy on behalf of Alberta’s business community is at the heart of what we do at the Alberta Enterprise Group (AEG). We know that a thriving business environment is built on three essential cornerstones: market access, support for interprovincial and international trade, and competitiveness.

Public policy plays a critical role in either advancing or limiting these foundations. Recently, Alberta businesses have faced a range of federal policies that hinder growth and opportunity. AEG has responded with a strong and influential voice, actively advocating for Alberta’s business interests in response to these bills and initiatives.

AEG’s commitment to our members and to the prosperity of Alberta’s business community remains unwavering. We stand ready and determined to address any policies, legislation, or regulatory changes that threaten the growth and potential of businesses across Alberta.

Events 2024

December 7, 2023
Edmonton

AEG Holiday Party: Dale Nally, Minister of Service Alberta & Red Tape Reduction and Catherine Swift, President of The Coalition of Concerned Manufacturers & Businesses of Canada



January 25, 2024
Edmonton

AEG Post AGM Mixer for Members and Future Members: Cam Linke with Amii & Michele Evans, Assistant Deputy Minister of Prairies Economic Development



March 1, 2024
Edmonton

Nate Horner, President of Treasury Board and Minister of Finance, Budget 2024



April 2, 2024
Calgary

Nathan Neudorf, Minister of Affordability and Utilities & Hon. Sonya Savage, former Minister of Energy, Environment and Protected Areas



May 31, 2024
Calgary

Tanya Fir, Minister of Arts, Culture and Status of Women, moderated by Sue Riddell Rose with Canada Powered by Women. Women's Voices in Energy



June 10, 2024
Grande Prairie

Grande Prairie inaugural event – Minister RJ Sigurdson, Minister of Agriculture and Irrigation



October 1, 2024
Edmonton

Dinner with fourteen deputy ministers led by Ray Gilmour, Deputy Minister and Secretary to Cabinet, Government of Alberta



November 26, 2024
Acheson

Acheson Business Association event with Danielle Smith, Premier of Alberta



Communications



Communication is at the heart of Alberta Enterprise Group's mission to advocate for business success and economic growth. Through strategic engagement, innovative outreach, and clear messaging, we ensure our members' voices are heard, fostering meaningful connections across industries and government.



Through our valued media partners, *Business in Calgary* and *Business in Edmonton* magazines, the Alberta Enterprise Group extends its advocacy and thought leadership with monthly contributions to these influential publications. AEG Board Member Shane Wenzel and AEG President Catherine Brownlee author insightful articles addressing critical topics impacting Alberta businesses and citizens.

AEG is especially grateful to our media partners for their collaboration in creating our annual inserts, which foster informed dialogue on policy and economic issues, amplify AEG's voice, and provide valuable insights and actionable perspectives for our members and the broader business community.



Alberta Enterprise Group

Newsletter

Stay informed and connected with Alberta Enterprise Group's monthly newsletter, featuring updates on advocacy initiatives, upcoming events, and insights into issues shaping Alberta's business landscape. Sign up today to join a thriving network of leaders and stay ahead with valuable resources and opportunities.



Membership



Alberta Enterprise Group members are a community of business leaders who believe in driving change and building a brighter, more prosperous future for all Albertans. Together, we provide a strong voice on important issues facing business and community today.

By sharing information, advocating for Alberta business, and building bridges to new markets, AEG supports a business-friendly environment for every industry.

Create in Alberta, invest in Alberta, build in Alberta — AEG is here to support those who work together to create prosperity in our province.



Our 2024 Industry Partners



STANDARD MEMBERSHIP

Our Standard Membership Package is filled with benefits that appeal to a wide range of companies in all industries. *See more . . .*

INDUSTRY PARTNER MEMBERSHIP

Our Industry Partner Membership Package includes all the benefits of our Standard Membership plus a direct connection to our Government Relations Team. *See more . . .*

Member Testimonial

Genics has been an Industry Partner with AEG for the past 2 years. We have no problem renewing our membership because we feel that AEG gives us an opportunity to interact with the government on a level that is beneficial for us and our industry and, more importantly, stands for the values and principles that we subscribe to not only in our business but personally as well. As an advocate for business and more importantly, conservatism in Alberta, AEG speaks on our behalf.

Working with Catherine has been a pleasure. She is guiding and leading AEG in a direction that will continue to build influence and promote businesses both provincially and globally. She has her finger on the pulse of industry in Alberta. We will continue to be strong supporters of the AEG. *Cam Milliken - Public Affairs, Genics Inc.*

Membership Benefits



Government Relations	Associate	Standard	Industry Partner
Invitation to participate in Member Only meetings with key government officials in conjunction with scheduled Premier & Minister events.	✓	✓	✓
Participation in quarterly AEG Advocacy Round table Group with Government Relations team and Premier/Ministers			✓
Private meeting with AEG Government Relations Lead upon request			✓

Events & Trade Missions	Associate	Standard	Industry Partner
Member prices for all events	✓	✓	50% of Member price
Sponsorship opportunities for events and activities	✓	✓	50% of Member price
Participation in trade missions (fees apply)	✓	✓	50% discount on fees
Invitation to attend AEG Annual Business Success Gala (fees apply)	✓	✓	50% of Member price
Table seating with Government Ministers at the Business Success Gala			Included
Tabletop promotion opportunity at AEG Business Success Gala (fees apply)	✓	✓	Included

Marketing Opportunities	Associate	Standard	Industry Partner
Company produced profile shared across platforms			✓
Opportunity for dedicated mailer to the AEG distribution list			✓
Present your organization with a Member Spotlight at a AEG event	✓	✓	✓
Exclusive Industry Partner Directory			✓
Listing in Member tab of AEG website with logo and link	✓	✓	✓
Listing in special IP section of AEG website home page with logo & link			✓
Logo featured in monthly newsletter			✓
Advertising in monthly newsletter (fees apply)	✓	✓	Included
Advertising opportunities in AEG articles in business related publications (fees apply)	✓	✓	✓

Additional Benefits	Associate	Standard	Industry Partner
Access to AEG Group Health Benefit Plan	✓	✓	✓
Access to Job Postings on AEG website	✓	✓	✓
Invitation to participate in periodic Member Surveys	✓	✓	✓
Participation in the AEG Executive Peer Mentoring Program (fees apply)	✓	✓	Included
Voting rights at the AEG AGM annually		✓	✓

Membership Benefits

In 2023/2024, Alberta Enterprise Group introduced additional benefits designed to strengthen our commitment to supporting member companies and ensuring their continued success. These new offerings are focused on providing even greater value, enhancing connections, and helping to lower the cost of doing business.

Our focus remains firmly on empowering our member companies with the tools and relationships they need to thrive in Alberta's evolving business landscape.

AEG / ICBA Group Health Insurance



Partnering with ICBA Benefits and their decades of experience and large buying power, AEG offers your company benefit plans customized to your unique needs. Health, dental, retirement, wellness, employee assistance programs, spending accounts: we do it all.

AEG Executive Peer Mentoring Program



AEG's executive peer mentoring program connects senior leaders to share insights, solve challenges, and grow through mutual support and accountability. Participants gain fresh perspectives and actionable strategies to enhance their leadership and business success.

AEG BOOM Rewards Program



AEG has partnered with Western Canada's leading employee rewards program, BOOM, to deliver a valuable new benefit to its members. Through the BOOM network, members and their employees can access incredible savings on everyday purchases and exclusive products.

AEG Board of Directors



HERVE FAUCHER
Past Chair



JOHN LISTON
Interim Chair



BRUNO MULLER
Board Member



TERRY O'FLYNN
Board Member



TIM SHIPTON
Board Vice Chair



STEVEN KIM
Board Executive
Committee



BRANKO CULO
Board Member



SHANE WENZEL
Board Member



PETER KISS
Board Member



TERRIS CHORNEY
Board Member



CHRIS HEUBNER
Board Member

The AEG Team



CATHERINE BROWNLEE
President



KELLEY CHARLEBOIS
Government Relations



SHONDELL SABAD
Sr. Strategic Advisor



DR. TAMMY NEMETH
Sr. Strategic
Advisor



DEIDRA GARYK
Strategic Advisor



PAUL MARCUK
Event Coordinator



NATALIE ROBERTSON
Graphic Designer



VASU AGGARWALL
Volunteer &
Support



KRISTA EDMUNDS
Marketing and
Content Lead



CATHIE SAROKA
Marketing
Communications

Contact Us

Unlock Opportunities for Your Business with AEG!

Be part of a powerful network of business leaders shaping the future of Alberta. Gain exclusive access to industry insights, advocacy, and opportunities that propel your business forward. Find out more at:

<https://albertaenterprisegroup.com/membership>

Phone	403-861-2001	↑
Email	catherine@albertaenterprisegroup.com	↑
Website	www.albertaenterprisegroup.com	↑
Address	PO Box 22017 RPO Bankers Hall, Calgary, AB T2P 4J1	↑



Connect With Us

