



Alberta Enterprise Group  
BUSINESS **FIRST.**

# ANNUAL REPORT

2024/2025

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# LETTER FROM THE PRESIDENT

## Catherine Brownlee

PRESIDENT,  
ALBERTA ENTERPRISE GROUP



This past year reaffirmed a belief that guides everything we do at Alberta Enterprise Group (AEG): when Alberta's businesses thrive, Albertans thrive. It was a year of meaningful advocacy, strong engagement, and growing momentum across our network.

Our joint constitutional challenge to sections of Bill C-59, in partnership with ICBA, marked a defining moment for Alberta's business community. By standing together to protect freedom of expression, our action became a catalyst for federal amendments that removed the challenged provisions. It is a powerful example of what is possible when our members act with clarity, conviction, and one united voice.

AEG also advanced conversations on emissions policy, sustainability standards, market access, and the future of Canada's energy leadership. Through submissions, media engagement, and direct dialogue with elected officials, we ensured Alberta's business perspective was present and respected.

Our expanding calendar of events and roundtables continued to bring leaders and decision makers together to discuss the issues shaping Alberta's future. These connections remain one of the most valued aspects of AEG membership.

We strengthened member value with new sponsorship opportunities, milestone recognition, expanded communications, peer mentorship, and partnerships that support both businesses and their teams.

I am deeply grateful to our industry partners, members, board, and dedicated management team. Your leadership and commitment are the driving force behind our success.

AEG's vision remains clear and unwavering: **Prosperity for All in Alberta.**

Thank you for your continued support and confidence. I look forward to what we will achieve in the year ahead.



This past year, Alberta Enterprise Group advanced its role as a leading voice for Alberta businesses by strengthening advocacy efforts, expanding member engagement, and building deeper connections across industry and government.

Advocacy remained a central focus, with AEG playing a leading role in critical national and provincial discussions. Key initiatives included a successful constitutional challenge to Bill C-59 that resulted in federal amendments, continued engagement on emissions policy and sustainability standards, and strong support for projects that enhance market access and investor confidence. Across these files, AEG ensured Alberta's economic perspective was clearly, credibly, and consistently represented.

Through a broad calendar of events and engagement, members connected directly with the Premier, Ministers, senior officials, and subject matter experts. These gatherings provided valuable insight into policy developments, strengthened relationships, and created opportunities for collaboration across sectors.

AEG also broadened its reach through enhanced communications, including weekly thought leadership blogs, expanded media contributions, and a new collaboration with The Hub online news platform that supports richer dialogue on issues affecting Alberta's economy.

The organization continued to invest in member value with improved sponsorship opportunities, milestone recognition, expanded benefit programs, streamlined systems, and strengthened peer mentorship opportunities.

Overall, the year was defined by stronger advocacy, deeper member engagement, and growing influence. AEG's work continues to support a more competitive business environment and advance our commitment to building **Prosperity for All in Alberta**.



Founded in 2007, Alberta Enterprise Group (AEG) brings together business leaders who believe that when Alberta's businesses thrive, Albertans do too. Our purpose is to strengthen Alberta's business environment, enhance quality of life, and drive prosperity for all Albertans.

AEG is an independent, member-supported organization that speaks with one strong, unified voice for Alberta's business community.

Our work is guided by three pillars:

### **Advocacy**

Representing Alberta's business interests and influencing policy that supports growth and competitiveness.

### **Trade and Investment Missions**

Building connections and opening new opportunities for Alberta companies at home and abroad.

### **Networks**

AEG events unite Alberta's leading business executives and government decision-makers, fostering relationships, idea exchange, and new opportunities that are at the heart of our mission.

Through these pillars, AEG amplifies Alberta's story, builds strong relationships, and drives meaningful impact.

Our vision is clear: **Prosperity for All in Alberta.**



**ADVOCACY**



**TRADE MISSIONS**



**NETWORKS**

## Advocacy



Advocacy is at the core of everything we do at AEG. We work every day to ensure Alberta's business community has a strong, respected, and effective voice at every level of government.

A thriving business environment depends on access to markets, support for trade, and policies that strengthen competitiveness. When these foundations are challenged, AEG takes action. This year, that included leading and supporting advocacy efforts on major national issues such as Bill C-59, federal emissions policies, and trade barriers that threaten Alberta's growth and investment potential.

Through principled advocacy, collaboration with partners, and a consistent presence in policy and media discussions, AEG helps drive real outcomes for Alberta businesses. Our focus remains unwavering: advancing the interests of our members and contributing to a stronger, more prosperous Alberta.

# ADVOCACY MILESTONES 2024/2025



## BILL C-59

In conjunction with ICBA, jointly filed a constitutional challenge against the federal government opposing Sections 236 and 239 of Bill C-59



## CSSB

Provided strong opposition to the outcome of the CSSB Sustainability and Disclosure Standards. AEG will continue to stand up for the rights of our members during the consultation process in the coming year.



## FEDERAL GOVERNMENT COLLABORATION

Open letter to Prime Minister Mark Carney encouraging him to work collaboratively with Alberta's business community, to strengthen the economy and support the well-being of all Canadians



## WEST COAST PIPELINE

Endorsed Alberta's decision to lead a new West Coast pipeline, highlighting its importance for market access, investment confidence, and a stronger Canadian economy.



## THOUGHT LEADERS

AEG in Action: Why Membership Matters Now More Than Ever



## Bill C-59 – Current Update

Over the past year, AEG, in partnership with the Independent Contractors and Businesses Association (ICBA), led a targeted advocacy effort challenging provisions of Bill C-59 that posed a serious risk to freedom of expression and open public discourse for Alberta businesses.

With the support of legal counsel and direct financial contributions from AEG members and stakeholders, a constitutional challenge was launched to address these concerns. Throughout the process, AEG and ICBA worked closely with key stakeholders and government partners to underscore the importance of this issue to Alberta's business community and economy.

This effort delivered a clear and meaningful result. The federal government amended Bill C-59 by removing the provisions that were challenged. The lawsuit brought forward by AEG and ICBA was a catalyst for these changes, directly influencing the government's decision to revise the legislation and eliminating the need for further legal action.

This outcome is a significant advocacy win. It reflects the power of collaboration, member and stakeholder leadership, and principled action. AEG is proud to have stood alongside ICBA and our members to protect fundamental freedoms and ensure Alberta businesses continue to have a strong and credible voice in shaping public policy.

## Events & Engagement



AEG events are where Alberta's business community comes together to connect, collaborate, and influence the conversations that shape our province's future. From exclusive luncheons with government leaders to high energy forums and virtual meetups, our events offer members exceptional access to the people and ideas that drive Alberta forward.

Every AEG event is designed to spark meaningful dialogue between business and government, build lasting relationships, and open doors to new opportunities. Members consistently tell us that these gatherings are among the most valuable parts of their membership, where insights are shared, partnerships are built, and real influence takes shape.

This past year, AEG hosted a full calendar of impactful events including Premier and Ministerial luncheons, member roundtables, and virtual sessions featuring experts on emerging issues such as energy, trade, and innovation. Each event reinforced what makes AEG unique: direct access, open conversation, and a powerful community united by a shared vision for Alberta's success.

AEG events invite Alberta's business leaders into a community where ideas matter, voices are heard, and the future of the province is shaped together.



# AEG EVENTS 2024/2025



23 DECEMBER 2024

Sr. Representative to the US, James Rajotte



9 JANUARY 2025

Minister Demetrios Nicolaides, The Future of Education



21 JANUARY 2025

Minister Pete Guthrie, The Future of Construction



26 FEBRUARY 2025

MLA Shane Getson, Free Trade Zone &amp; the Pathway Forward



12 MARCH 2025

Minister Nate Horner, Alberta's Fiscal Future, Budget Presentation



5 MAY 2025

Minister Brian Jean, The Future of Energy



22 MAY 2025

Minister Dale Nally, Red Tape Reduction Roundtable, Calgary



23 MAY 2025

Minister Myles McDougal &amp; Dr. Jack Mintz, Update on Alberta's Post Secondary Sector



12 JUNE 2025

Minister Dale Nally, Red Tape Reduction Roundtable, Edmonton



25 JUNE 2025

Dimitri Pantazopoulos of Maple Leaf Strategies, What's Next for Alberta?



18 SEPTEMBER 2025

DM Dale McFee, Annual Deputy Ministers Luncheon &amp; Roundtable



30 OCTOBER 2025

DM Larry Kaumeyer, Energy Luncheon



15 DECEMBER 2025

MLA Chantelle de Jonge, Alberta's Energy Future - Nuclear Energy



17 DECEMBER 2025

Premier Danielle Smith, Keynote Presentation, Holiday Reception

# Communications



Communication is one of AEG's most powerful tools for influence and connection. This year, we expanded our reach, elevated the voices of our members, and shared Alberta's business story with audiences across the province and the country. A key part of this growth has been our weekly blogs from thought leaders who bring fresh insight and perspective on issues that matter to Alberta's economy. Through clear and consistent communication, we helped shape important conversations, strengthened relationships, and supported the success of Alberta's business community.



Through its valued media partnerships with *Business in Calgary* and *Business in Edmonton*, AEG extends its advocacy and thought leadership through monthly contributions to these influential publications. AEG Member Shane Wenzel and AEG President Catherine Brownlee author insightful articles that address critical issues affecting Alberta's business community and citizens.



AEG is excited about our new collaboration with The Hub, a partnership that fosters an open exchange of ideas between our two organizations. Through shared perspectives and support for thoughtful content, this relationship strengthens public conversations about Alberta's economic opportunities and brings greater insight to audiences across the country.



Alberta Enterprise Group

Weekly E-News

AEG's weekly newsletter has become an important source of insight for our members. Each edition highlights our advocacy work, shares updates on upcoming events, and features original articles from thought leaders across Alberta's business community. The newsletter continues to strengthen awareness, deepen understanding of key issues, and keep our members connected to the conversations shaping Alberta's economic landscape.



AEG members are leaders who believe that strong relationships, informed advocacy, and collaboration create lasting success. Together, we form a community that is shaping Alberta's business future.

Membership in AEG provides direct access to influential decision makers, opportunities to connect with industry leaders, and a platform to share ideas that drive meaningful change. Our members gain valuable insight through exclusive events, trade missions, and policy discussions that impact Alberta's economy.

This year, AEG strengthened member engagement with new sponsorship levels, milestone recognition programs, and tools that help members share the value of AEG with others. Each new connection builds momentum, helping our network grow stronger and more influential every day.

At AEG, membership is more than belonging to an organization. It is joining a movement dedicated to building prosperity for all in Alberta.



Our 2025 Industry Partners



## ***Member Testimonials***

**Genics** has been an Industry Partner with AEG for the past 2 years. AEG gives us an opportunity to interact with the government on a level that is beneficial for us and our industry but, 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 in Alberta, AEG speaks on our behalf. We will continue to be strong supporters of AEG

*Cam Milliken, Public Affairs, Genics*

**NorQuest College** is proud to be a member of the Alberta Enterprise Group. AEG has proven to deliver incredible value for members, particularly in fostering meaningful connections with industry and government stakeholders. AEG excels in facilitating impactful relationships and translating them into tangible successes. The opportunities and networking provided by AEG have been invaluable to us, and we look forward to continuing our engagement with AEG and its membership

*Jackie Nelson, VP External Relations, NorQuest College*

# Membership Benefits

| Government Relations   | Standard | Industry Partner |
|--|----------|------------------|
| Invitation to participate in Member Only meetings with key government officials in conjunction with scheduled Premier & Minister events.           | ✓        | ✓                |
| Exclusive private meeting with a government official prior to the member-only portion of events  |          | ✓                |
| Private meeting with AEG Government Relations Lead upon request  |          | ✓                |
| Events & Trade Missions  | Standard | Industry Partner |
| Member prices for all events   | ✓        |                  |
| Complementary table of 8 for all AEG events, valued at over \$12,000 per year  |          | ✓                |
| Sponsorship opportunities for events and activities  | ✓        |                  |
| Complementary Platinum Sponsorship of every event, an average annual value of \$20,000   |          | ✓                |
| Participation in trade missions (fees apply)   | ✓        |                  |
| Guaranteed seat on trade missions, including the opportunity to present during the trade mission. No admin fees for Industry Partner participants. |          | ✓                |
| Marketing Opportunities  | Standard | Industry Partner |
| Company produced profile shared across platforms   |          | ✓                |
| Featured contribution in AEG's Annual Report (e.g., State of the Industry, Economic Outlook)   |          | ✓                |
| Opportunity to present your organization with a Member Spotlight at a AEG event  | ✓        | ✓                |
| Listing in Member tab of AEG website with logo and link to member website  | ✓        | ✓                |
| Prominent logo placement and promotional recognition across all AEG communications and events  |          | ✓                |
| Advertising in monthly newsletter (fees apply)   | ✓        | Included         |
| Opportunity to contribute editorial content to AEG's monthly <i>Business in Edmonton</i> feature   |          | ✓                |
| Advertising opportunities in AEG articles in business related publications (fees apply)  | ✓        | ✓                |
| Additional Benefits  | Standard | Industry Partner |
| Personalized introductions to members and partner organizations, with full AEG concierge support   |          | ✓                |
| One-on-one business development strategy session tailored to the organizations' goals  |          | ✓                |
| Access to AEG Group Health Benefit Plan  | ✓        | ✓                |
| Access to savings on purchases with the BOOM! Employee Rewards Program   | ✓        | ✓                |
| Invitation to participate in periodic Member Surveys   | ✓        | ✓                |
| Participation in the AEG Executive Peer Mentoring Program  | ✓        | ✓                |
| Voting rights at the AEG Annual General Meeting  | ✓        | ✓                |

# Membership Benefits

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This year, AEG strengthened the value we offer to our members with new benefits that deepen connections and support business growth. We added enhanced sponsorship options, milestone recognition for our valued members and improved systems that make it easier to access events, communications, and member opportunities.

Our commitment is simple. We provide our members with the relationships, resources, and influence they need to succeed in Alberta's changing business environment.

## AEG / ICBA Group Health Insurance



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

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## AEG Executive Development Programs



AEG's Executive Development Programs help Alberta's business leaders grow through valuable peer-to-peer connections. Members receive free access to Stan Peake's Peer Mastermind Group and one-on-one mentorship from experienced AEG board members, respectively. Both programs embody AEG's commitment to providing the insight, support, and trusted networks needed to scale companies, manage change, and advance as a leader.

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## AEG BOOM Rewards Program

The word "boom" is written in a large, bold, dark grey sans-serif font. It is positioned on a bright yellow rectangular background that has a subtle pattern of small, semi-transparent green dots. The word is centered and occupies most of the yellow area.

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

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**JOHN LISTON**  
Interim Chair



**CAM MILLIKEN**  
Board Member



**HERVE FAUCHER**  
Past Chair



**BRUNO MULLER**  
Board Member



**TIM SHIPTON**  
Board Vice Chair



**TERRIS CHORNEY**  
Board Member



**STEVEN KIM**  
Board Executive  
Committee



**CHRIS HEUBNER**  
Board Member



**BRANKO CULO**  
Board Member



**TERRY O'FLYNN**  
Board Member



**PETER KISS**  
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**  
Operations  
Manager



**NATALIE ROBERTSON**  
Graphic Designer



**VASU AGGARWALL**  
Volunteer &  
Support



**KRISTA EDMUND**  
Marketing and  
Content Lead



**CATHIE SAROKA**  
Marketing  
Communications

# CONTACT US

## Connect with Alberta's Business Leaders

Join a community of leaders driving Alberta's growth. AEG members gain access to decision makers, advocacy, and opportunities that help their businesses thrive.

Learn more at <https://albertaenterprisegroup.com/home/become-a-member/>

Together, we are building Prosperity for All in Alberta.

### Phone

→ 403-861-2001

### Email

→ catherine@albertaenterprisegroup.com

### Website

→ albertaenterprisegroup.com

### Social Media

