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MEDIA RELEASE

Chamber Welcomes New President & CEO

Kitchener, ON – The Board of Directors of the Greater Kitchener Waterloo Chamber of Commerce is pleased to announce the appointment of Joan Fisk as President and CEO of the Chamber.

As a lifelong resident of Waterloo Region, and former President of Tiger Brand Knitting Company, Joan brings a wealth of experience to her new role which will enable the Chamber to build upon its reputation as a leader in enterprise development and regional prosperity. With her knowledge of the Region and her business and personal relationships within the business and broader community, Ms. Fisk will work with Chamber volunteers and staff to build a stronger organization, enhancing the opportunities for our members' business success.

“Years of service on many public boards in our community, coupled with experience as an executive in industry makes Joan’s appointment an exciting opportunity for the Chamber,” said Chamber Chair, Ross Wells. *“We look forward to Joan’s tenure as President and CEO. We believe she will relate to and communicate well with our members, enhancing the role of the Chamber as a partner for prosperity.”*

Appointed President of Tiger Brand Knitting Company in 1988, Ms. Fisk led the company into new business opportunities using innovative marketing strategies and technology. In 1993, Tiger Brand was awarded the Apparel Industry’s Magazine’s *“All Star Award”* for technological leadership, a first for a Canadian company.

Ms. Fisk currently serves on the Board of Canada’s Technology Triangle (CTT), the Board of Governors of Wilfrid Laurier University, as a member of the Dean’s Advisory Council for the Laurier School of Business and Economics, and as a Director of the Gore Mutual Insurance Company.

A graduate of the University of Guelph, Ms. Fisk formerly served on the Board of Governors of Conestoga College Institute of Technology and Advanced Learning, and has served on fundraising committees including Conestoga College’s “Investing in Skills and Tomorrow” campaign and Wilfrid Laurier’s Century Plan. She has been recognized for her contributions to her industry and her community as a Recipient of

the “125th Confederation of Canada Anniversary Medal” and through awards including The Outstanding Business Leader Award, Wilfrid Laurier University (1996), YWCA Women of Distinction Award (1997), and the Conestoga Governors Award (1998).

“The Chamber has a respected and well deserved reputation in this community,” said Joan Fisk. “I look forward to working with the Chamber team including employees and volunteers to ensure that our Chamber members get the highest value return for their membership, and in ensuring that the Chamber continues to grow and play a leading role advancing the interests of business and prosperity of the community in general.”

The Chamber Board and employees look forward to Joan assuming her responsibilities on September 29, 2008.

With 1,900 members, the Greater Kitchener Waterloo Chamber of Commerce is the largest accredited chamber of commerce in Ontario. The Chamber is dedicated to enterprise productivity and regional prosperity. Since 1886, it has been the voice of business in greater Kitchener Waterloo.

For further information contact:

Ross Wells, Chair
Greater Kitchener Waterloo Chamber of Commerce
ross.wells@gowlings.com
519-575-7513