

Lois Gibson breaks barrier

# Board of Trade 'queen pin' heads Canadian Chamber of Commerce

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The Mississauga City Board of Trade has won a coveted high-profile appointment.

Board of Trade executive director Lois Gibson has been elected to head the Chamber of Commerce Executives of Canada (CCEC), a national organization representing some 800 local, regional and provincial chamber management teams.

The announcement was made at the Canadian Chamber of Commerce's annual meeting in Vancouver.

"I'm really very elated," said Gibson, the first woman ever elected president of the CCEC since its inception in 1951. "It's good for our board; it gives us a high profile across Canada."

The CCEC is closely affiliated with the Cana-

dian Chamber of Commerce and works to promote professional standards and efficiency in chamber management through the exchange of ideas and information about improved services.

Gibson said her objective in the one-year term will be to use her office to help chambers across the country form networks, especially with smaller communities.

Gibson is touting the Canadian Institute of Organizational Management's four-year educational series of seminars as a beneficial course for emerging chamber managers. She hopes to "generate more activity there."

As the director of one of the fastest-growing boards in the country, Gibson is also sensitive to the computer needs of many boards with grow-

ing membership lists and information overload. She said the technological makeover is essential to board members' information needs and vital to the success of many chambers.

In addition, Gibson said she wants to create a Canadian Organization of Membership Directors, patterned after a similar forum she attended in Lexington, Kentucky, last year. The organization is a breeding ground for ideas on how to increase and keep new members.

"An organization like this is nothing without members," says Gibson.

While the national group beckons, she knows how much work there is still to be done in Mississauga, a city bursting with new business.

"If I manage to do all that in one year, I'll be very happy," she said.



Mississauga Board of Trade executive director Lois Gibson became the first woman to be chosen head of the executive board of the Canadian Chamber of Commerce.