



Membership Update – February 2019

We hope this update finds all our members in good health and surviving the winter. In January and February, CRE undertook a reorganization of the staff to ensure we had a strong foundation to face our current reality as well as the future challenges. We have now completed that process and wanted to share our new organization chart with you. You will notice that General Manager and Assistant General Manager positions have been eliminated. We are pleased to announce the Chuck Erman has accepted the newly created position of Facilities & Operations Manager. He will assume accountability for all the CRE grounds, buildings and operations staff.

The very hard decision to downsize our Operations team was also made and during this time and we completed the laying off of two Operation team members this month. This is never an easy decision and yet we felt that we were left with little choice if we want to improve our fiscal responsibility.

We will now turn our focus into Sales and Marketing of the CRE. We believe these actions were missing and vital to our continued survival. We must return to our position of being a community leader by working with our partners such as the City of Camrose, Camrose County and Tourism Camrose to attract the best events to Camrose. We will also strive to produce unique and affordable events with our in-house team of experts realizing that financial loss is no longer acceptable.

I look forward to updating you on our progress monthly. In the meantime, if you have any questions, please do not hesitate to contact me directly via phone 780-672-3640 or via email at dkohler@cre.ab.ca. Thank you for being part of the CRE Membership!

