



2024-2025



The **West Island** of Montreal  
Chamber of Commerce

# Annual Report

[www.ccoim.ca](http://www.ccoim.ca)

# Message from the President

This past year has been a time of remarkable momentum for the West Island Chamber of Commerce. (WIMCC) We've experienced steady growth, built meaningful relationships, and formed new partnerships that directly support our mission.

These achievements have allowed us to expand our membership base and offer greater visibility to the businesses we proudly represent.

As we look ahead to the coming year, the Chamber remains committed to fostering a dynamic, supportive, and collaborative business environment—one that strengthens our community and drives economic prosperity across the West Island.

I'm proud of the innovative events we've launched, the stronger ties we've built with our municipal and government partners, and the enhanced Accolades program, which provided increased visibility to all finalists.

**Laurie McCullagh**

President



**“These accomplishments reflect our commitment to a thriving business community.”**

# Message from the Executive Director

Dear members and partners,

It is with pride that I present this annual report, which reflects a year of remarkable transformation for the West-Island of Montreal Chamber of Commerce (WIMCC). My first year as Executive Director has been marked by our organizational renewal (“version 4.0”) and by forward-looking projects that have strengthened our role as a regional economic leader.

Our team has made it a mission to truly listen to our members and deliver programming that responds directly to your needs. In an economic climate that calls for both agility and solidarity, we’ve focused our efforts on providing concrete support for your growth.

I would like to extend my heartfelt thanks to our members, partners, and board of directors for their trust. Together, we are building a thriving business ecosystem for the West Island.

**Sophia Lavergne**

Executive Director

**“This year celebrates not only the excellence and innovation of our local businesses, but also the spirit of collaboration and pride that drives our business community.”**





# About Us

As the representative of the interests of over 300 members, the West Island of Montreal Chamber of Commerce (WIMCC) is the voice of the business community in West Island. Our mission is to encourage and promote the development of a vibrant and prosperous business ecosystem.



*Top row, from left: Nishant Sharma, Sophia Lavergne, Jean-René Paquette, Ibrahim Abou-Haidar, Julie Leduc, Guy Landry, Michael Iannetti, Laurie McCullagh, Stephen J. Hall.*

*Bottom row, from left: Marco Della Rocca, Benoit Guillemette, Marie-Claude Durand, Vanessa Mueggler (absent de la photo : Roger Morin).*

“Bringing together businesspeople from West Island of Montreal and surrounding areas to contribute to the industrial, commercial, and economic growth of the region.”



# Our Role

Over the past year, our Chamber of Commerce has fully embraced its role as a leader and catalyst for regional economic development in the West-Island.

Our actions have been guided by a strong commitment to supporting local businesses, strengthening our entrepreneurial ecosystem, and actively contributing to the economic vitality of our territory.

We launched several initiatives aimed at promoting entrepreneurship and business development, through tailored support programs designed to meet the needs of local entrepreneurs. Our rich and diverse event calendar created valuable networking opportunities, connecting our members through strategic moments of exchange and collaboration.

We continued our mission to represent the interests of the business community to government

bodies at the local, regional, and national levels - ensuring that the concerns of businesses are heard and considered.

In a constantly evolving economic landscape, we offered conferences and workshops on current topics and acted as a bridge between businesses and government organizations.

Finally, we strengthened our ties with local communities by working together on structuring projects, helping to create a favorable business environment and energize the economic development of our region.



# Vision

**Becoming a driver of economic transformation, a catalyst for business growth, and a space for positive leadership at the heart of the West-Island of Montreal.**



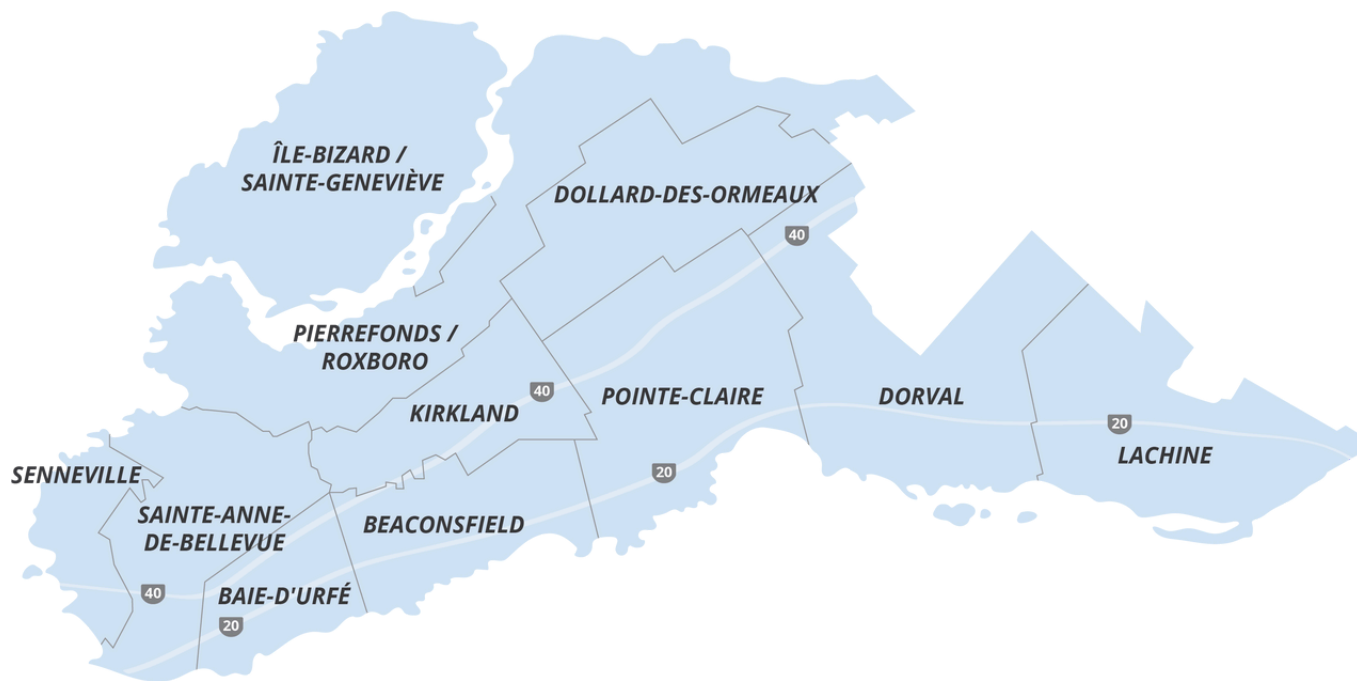
# Mission

**1 SUPPORT**

**2 INFORM**

**3 CONNECT**

## TERRITORY SERVED



## At a glance:

**11**

Cities in our territory

**318**

Active members

**20**

Events organized

**600**

Delegates

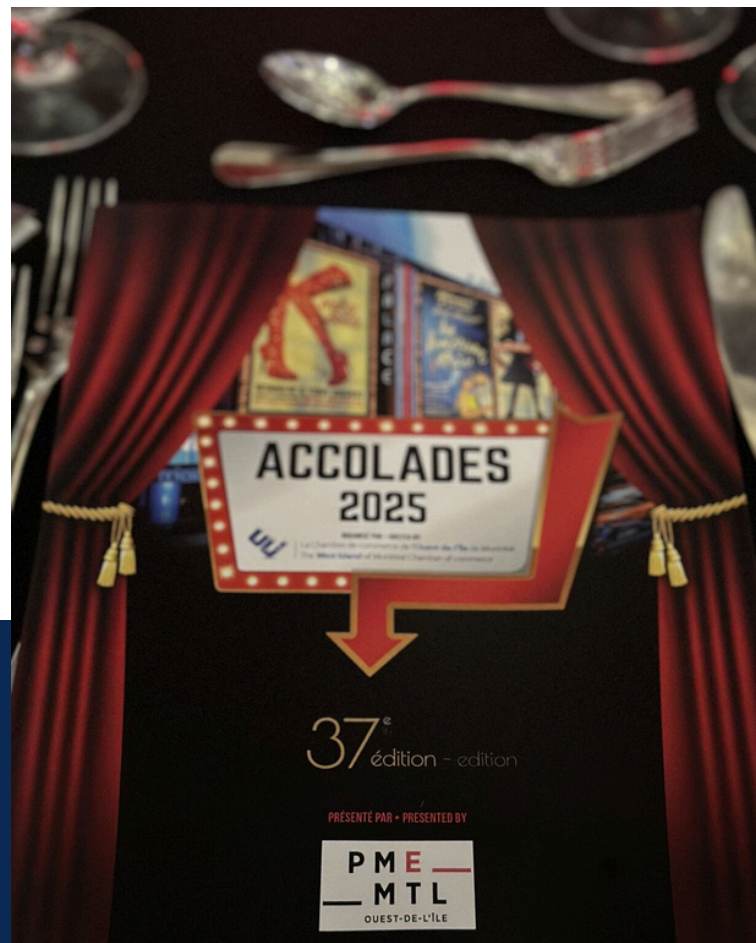


# Key Objectives

- Provide opportunities for local businesses to collaborate and contribute to the industrial, commercial, and economic development of the region.
- Represent the interests of Chamber members to government and public institutions.
- Encourage training and cooperation among leaders in our sectors.
- Promote networking opportunities for our members.
- Raise awareness of the West-Island through active participation in regional and provincial activities, as well as on regional committees and boards.
- Recognize excellence among local businesses.
- Build a member-to-member business benefits program.

## OUR VALUES

- **Commitment**
- **Collaboration**
- **Kindness**
- **Resilience**



# Services Offered

Beyond networking and business opportunities, the WIMCC offers its members a full range of exclusive benefits and practical services designed to support their growth and optimize their profitability.

At the heart of our offering are exclusive member-to-member discounts, allowing businesses to benefit from preferential rates on a wide range of goods and services provided by fellow members.

Our members also enjoy special pricing on all our events, as well as privileged access to advantageous group insurance plans.

We offer visibility opportunities through various partnership and sponsorship packages, document certification and attestation services, and access to a dynamic business network that fosters commercial partnerships and business development.

*"My involvement with the Chamber has been a truly enriching experience. I've really appreciated meeting other entrepreneurs from the region, exchanging ideas, and sharing experiences in such a welcoming environment.*

*It's inspiring to see the energy and creativity that flows through this community. Thanks to the Chamber, I've expanded my network, created new collaborations, and feel even more connected to local initiatives."*

**- Chantal Lambert, President, Clinique santé Lambert & Lévesque**



# Events

The 2024–2025 season was marked by a dynamic event program, welcoming nearly 1,500 participants. Each event was thoughtfully designed to foster networking, strengthen connections between entrepreneurs, and contribute to the development of our regional economic ecosystem.

**1,500**  
participants



Crédits Studio Cookie

*"The WIMCC delivers exceptional events that seamlessly blend meaningful networking with a true sense of community. From the Gala to the Tournée Gastronomique, I have had the privilege of meeting inspiring leaders and businesses from a variety of industries while sharing memorable experiences. These events not only create genuine connections but also provide a valuable platform for corporate visibility, community building, and ongoing collaboration."*

**- Justin Orleans, Assistant Vice-president, Robert Half**





### **ANNUAL GENERAL MEETING & SEASON LAUNCH COCKTAIL**

*October 2nd* – Official launch of the new season at the prestigious Royal Saint-Lawrence Yacht Club.



### **LUNCHTIME LIGHTNING NETWORKING**

*October 23rd* – Successful first edition of this express networking format held at Restaurant Milestones.



### **NEW MEMBERS BREAKFAST**

*October 29th* – The first edition of this event was dedicated to welcoming new members, featuring a presentation of member benefits and expert networking tips.



### **BALL OF ILLUMINATED STARS**

*November 21th* – An exceptional evening in a sparkling setting at the prestigious Marriott Hotel Terminal Aéroport de Montréal.



### **NEW MEMBERS BREAKFAST**

*December 3rd* - The second edition of this welcome breakfast was held at Metspace, with members of the Board of Directors in attendance.



#### **TD 5 À 7 NETWORKING COCKTAIL**

*December 5th* - First edition of this cocktail event presented by TD was held at the 4 Origines Microbrasserie in Dorval.



#### **LUNCHTIME LIGHTNING NETWORKING & CONFERENCE**

*December 11th* - The second edition of this express networking lunch was held at Restaurant 40 Westt enriched by a conference from Scotiabank on the state of financial markets.



#### **PRESIDENT'S COCKTAIL**

*January 30th* - 200 guests gathered for a very special event under the *après-ski* theme.



#### **STRATEGIC RETREAT**

*February 12th* - An inspiring gathering of all board members to collaboratively shape the organisation's strategic vision and direction for 2025–2028.



#### **SPECIAL EDITION DINNER CONFERENCE**

*February 19th* - Featuring Pierre Cléroux from BDC, offering valuable insights into the economic outlook for 2025.



### **TD 5 À 7 NETWORKING COCKTAIL**

*February 20th* – The second edition of this cocktail event presented by TD was held at the Bistro Nolah in Dollard-des-Ormeaux.



### **BUSINESS DINNER**

*February 27th* - Networking event held at Bistro Nolah in Dollard-des-Ormeaux.



### **WOMEN IN BUSINESS LUNCHEON CONFERENCE**

*March 12th* - Held in celebration of International Women's Rights Day, this event brings together inspiring women leaders and entrepreneurs.



### **MAYORS' FORUM**

*March 13th* - Twelve mayors coming together to discuss shared challenges and opportunities, in collaboration with key partner PME MTL Ouest-de-l'Île.



### **GASTRONOMIC TOUR**

*April 9th* – Also known as Rotating Dinner, this unique culinary experience gives participants the chance to change tables after each course, encouraging new connections and lively conversations.





#### **NEW MEMBERS BREAKFAST**

*April 15th* - The third edition of this welcome breakfast was held at Metspace, with members of the Board of Directors in attendance.



#### **FINALISTS' COCKTAIL – ACCOLADES AWARDS**

*April 24th* – A festive evening of celebration at Salle Pauline Julien, honoring the finalists of the Accolades 2025 competition. A vibrant moment to connect and recognize excellence.



#### **LUNCHTIME LIGHTNING NETWORKING**

*May 14th* – Year end edition of this express networking format held at the Embassy Suites Hotel in Pointe-Claire.



#### **GALA ACCOLADES 2025**

*June 5th* – This annual event celebrates the excellence of West Island businesses and nonprofits. A prestigious evening dedicated to recognizing innovation, impact, and leadership within our community.



#### **NEW MEMBERS BREAKFAST**

*June 10th* - The fourth edition of this welcome breakfast was held at Metspace, with members of the Board of Directors in attendance.

# Representation Activities

As a key player in the regional economic ecosystem, the WIMCC has been actively involved in numerous community initiatives, strategic collaborations, and representation events—further solidifying its role as a leader and voice of the business community in West-Island.

## AUGUST

- Meeting with Member of the National Assembly of Quebec Francis Scarpaleggia
- Meeting with the mayors of Dorval, Kirkland, Dollard-des-Ormeaux and Baie d'Urfé
- Participation in the Midsummer nights hosted by West Island Community Shares (August 27th)

## SEPTEMBER

- Participation in the community breakfast hosted by West Island Community Shares (September 13th)
- Attendance at the presentation of the Écoquartier de Lachine-Est project with the mayor of Lachine, Maja Vodanović (September 18th)



## **OCTOBER**

- Attendance at the cocktail dinner celebrating the 25th anniversary of Cégep Gérald-Godin (October 10th)

## **NOVEMBER**

- Participation in the partners' roundtable organized by PME MTL Ouest-de-l'Île (November 27th)

## **DECEMBER**

- Appointment and participation in the Community Advisory Committee of Montreal Airports (December 11th)
- Meeting with Dimitrios Jim Beis, Mayor of Pierrefonds-Roxboro (December 18th)

## **FEBRUARY**

- Meeting with Julie Brisebois, Mayor of Senneville (February 3rd)
- Participation in the fundraising evening for Rouge et Blanc, hosted by West Island Community Shares (February 24th)
- Meeting with Monsef Derraji, Member of the National Assembly of Quebec for Nelligan (February 28th)

## **MARCH**

- Participation in the Business Cocktail with Gino Chouinard organized by Cégep Gérald-Godin (April 3rd)

## **MAY**

- Attendance at the official opening of *Les Talentueuses* Gala, hosted by Association des femmes en finance du Québec (May 8th)



# Looking Ahead

The 2024–2025 season marked the beginning of our organizational transformation, reflecting our commitment to reinvent ourselves to better serve our members in a rapidly evolving economic landscape.

This 4.0 vision of our 2025–2028 strategic plan is built around three key pillars. First, the creation of strategic hubs, including the launch of an industrial cohort and a dedicated group for young professionals under 40; designed to meet the specific needs of these segments. Second, the restructuring of our funding model to ensure sustainable and scalable financial growth, securing the long-term viability of our organization.

In parallel, we are undertaking a complete brand refresh, including the rollout of a new visual identity, a redesigned member portal, and an updated communications strategy. These initiatives aim to modernize our presence and strengthen our positioning as a key catalyst for regional economic development.

This transformation is part of a deep strategic reflection that will guide us through 2025 and beyond. Our goal is clear: to become a driving force for economic transformation, a catalyst for business growth, and a hub for positive leadership at the heart of the West Island region.

Version 4.0 of the WIMCC represents our commitment to embody the entrepreneurial spirit and the joy of mutual support—always putting people first.



# Permanent Team

The strength of the WIMCC lies in its dedicated and passionate permanent team, who work every day in service of our members and the business community.

This dynamic team combines expertise, approachability, and agility to support businesses in their growth and bring our organization's mission to life.



**Sophia Lavergne**

Executive Director



**Chantal Richard**

Manager, Member  
Relations

*"Beyond the vibrant events, the team makes sure we feel truly welcomed and experience moments that are out of the ordinary. What sets the WIMCC apart are the people behind it. In fact, it feels a bit like a family within the business world."*

**- Isabelle Desrochers, President, ID Recruitment**

# Board of Directors

The governance of the WIMCC is ensured by an engaged Board of Directors, composed of business leaders who reflect the diversity of our business community.

Their strategic insight and commitment help guide our organization toward impactful and inclusive growth.

## EXECUTIVE MEMBERS

**Laurie McCullagh**

President (WSI Digital Marketing)

**Julie S. Leduc**

Vice-president (Whitrod-Leduc CPA Inc.)

**Benoît Guillemette**

PME MTL Ouest-de-l'Île

**Sophia Lavergne**

Executive Director

**M. Nishjant Sharma**

Outgoing president

## HONORARY MEMBERS

**Roger Morin**

Roger Morin, CPA

**Me Jean-René Paquette**

Vice-president, Legal affairs  
(Paquette & Associé)

## BOARD MEMBERS

**Ibrahim Abou-Haidar**

RBC Banque Royale du Canada

**Vanessa Mueggler**

Cadillac Fairview

**Marie-Claude Durand**

Hydro-Québec

**Stephen J. Hall**

Intention Financial Group Inc

**Guy Landry**

Aéroports de Montréal

**Michael Iannetti**

BDC

**Marco Della Rocca**

Groupe Sutton Expert



# Organizing Committees

The success of our flagship events is made possible thanks to the remarkable commitment of dedicated volunteers who generously give their time to help bring each initiative to life.

These specialized committees work closely with our team to design and orchestrate events that leave a lasting impression on our business community.

## ROTATING DINNER



## GOLF TOURNAMENT



# Our Partners

The success of our mission relies on the trust and unwavering support of our partners, who share our vision for regional economic development.

We extend our heartfelt gratitude to these organizations that believe in our mission and actively contribute to the vibrancy of the entrepreneurial ecosystem of the West-Island.

## DIAMOND PARTNER



## ELITE PARTNERS



## SERVICE PARTNERS





# Join Us

The strength of the WIMCC lies in the commitment of its members and partners who believe in our shared mission. Together, we continue to build a dynamic and prosperous business ecosystem for the West Island, where every enterprise can thrive and contribute to the economic development of our beautiful region.

Photo credits:  
Studio Cookie Photo



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