

Report of the CEO

2011 Annual General Meeting

the Future is Local

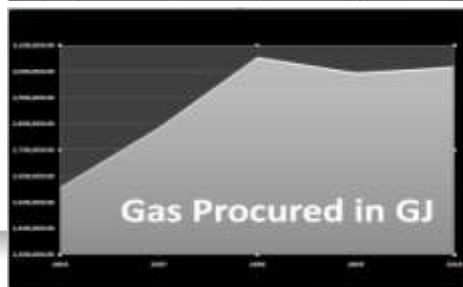
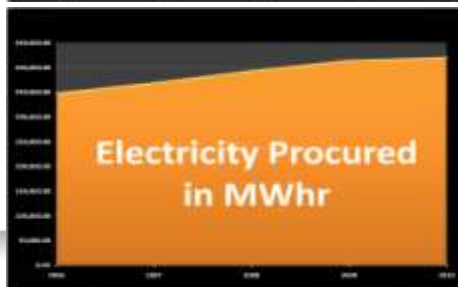


Year of Growth, Expansion

- Political success in 2010-11 has been built on the stable financial foundation afforded by AMSC
- Geographic Expansion
- Service Line Improvements



Core Lines of Service Performance



Energy Retailing

- AMSC now a licensed retailer of electricity and natural gas
- More control – better customer service
- Less bureaucracy – more efficiency
- Improvements have begun; complete by 2014





AUMA Strategic Planning

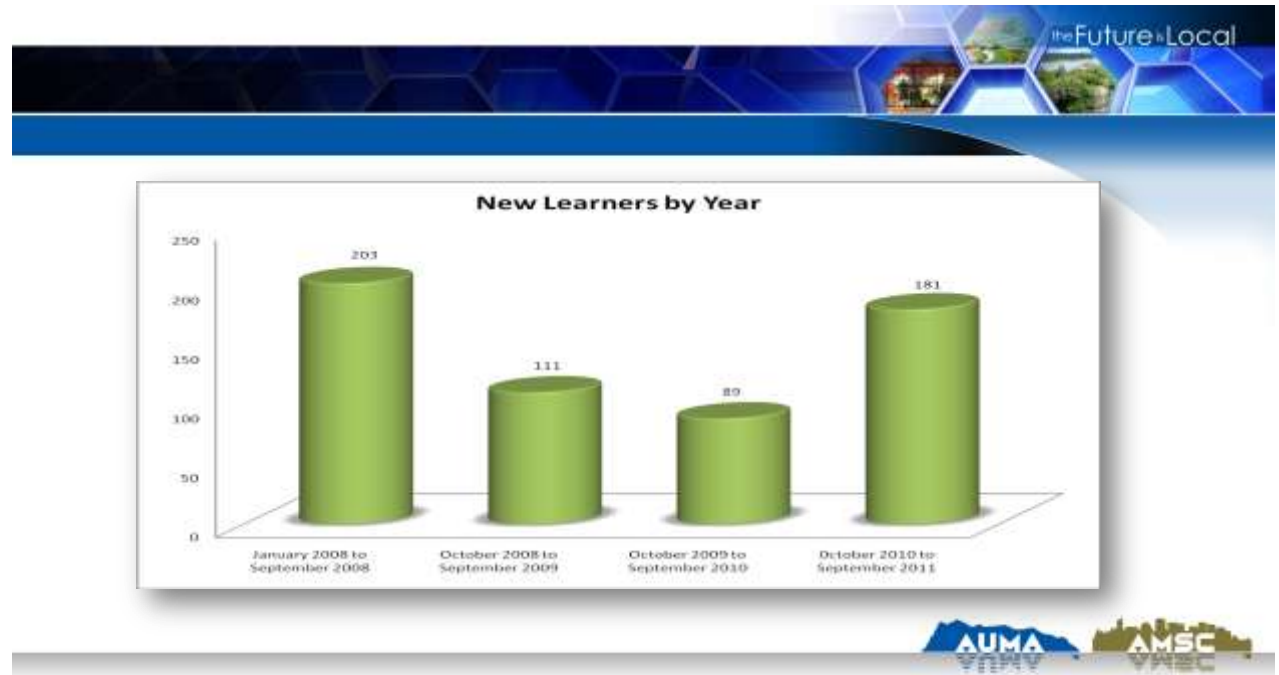
- Empowered with the capacity to meet future needs
 - Financial viable
 - Culturally vibrant
 - Respected and empowered
 - Safe, healthy and caring
 - Environmental stewards
 - Well Governed



Elected Officials Education Program

- Education program designed for Alberta elected officials
- Courses available through classroom instruction and *eLearning*
- Register at Convention and Save!





AMSC Strategic Planning

- AMSC Vision

AMSC is the leader in providing innovative community and business solutions

AUMA AMSC



Evolution of Communications

- Current communications are solid
 - Website www.auma.ca
 - Weekly Digest
 - MLA and MP Newsletters
 - Mainstream Media Relations
 - Working with Provincial Parties
 - Ministers and MLAs
 - Key Provincial and Federal Departments



Introducing the AUMA iPhone and iPad APP

- Available today
- Call AUMA or drop by the Registration desk for help
- Expansion to AMSC in 2012



