

Penticton, BC – Media Release

For Immediate Release: March 7, 2025
Penticton & Wine Country Chamber of Commerce

NEWLY ACCLAIMED DIRECTORS JOIN CHAMBER'S BOARD

The Penticton & Wine Country Chamber of Commerce will have two new faces on this year's Board of Directors. Kerry Patrick of the Okanagan Wine Club and Priya Sachdeva of Sales Scalability will bring their experiences and perspectives to the Board, whose job it is to govern and set the strategic priorities of the organization.

"We are excited to have Kerry's and Priya's voice at the table," says Jordan Knox, Chamber President. "Their backgrounds really compliment the group we have, and given the challenges we are seeing in the business and political environment, we are determined to do everything we can to help Penticton's business community and local economy."

In addition to Knox, a number of Directors have also signed on for another term, including Vice Presidents' Marlene Trenholm and Harpreet Sidhu, and Past President Nicole Clark. The other half of the Board now enters the second of their two-year term, and include Dan Arbeau, Cherry Fernandez, Tanya Behardien, Janine Cumberland, Kori Iceton, Ian Lindsay, Pius Omene, and Shane Squires.

The Chamber would like to thank outgoing Director Sarah Tucker for her service, and Dale Cory who completed the maximum six consecutive years on the Board.

All of the incoming Directors will be sworn in by Mayor Julius Bloomfield during the Chamber's Annual General Meeting being held on Tuesday, March 11th at The Hub on Martin beginning at 11:30am.

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The Penticton & Wine Country Chamber of Commerce is a dynamic, trusted and respected business authority representing approximately 500 local business and non-profit members that drive economic and social growth and improvement on behalf of, and in support of our members and the community.