

Partner Profile: Rural Municipalities of Alberta

Submitted by Tasha Blumenthal

Who is RMA?

Rural Municipalities of Alberta (RMA) is an independent association comprising Alberta's 69 counties and municipal districts. Since 1909, we have helped rural municipalities achieve strong and effective local government by providing our members with advocacy and aggregated business services, including RMA Trade, RMA Fuel, and RMA Insurance. RMA is committed to leading in a proactive, responsive, and collaborative manner; to operate with integrity and honesty; to be accountable and transparent in our actions; to be connected with and trusted by our members; and to be stewards of the environment. To learn more about RMA, check out our [Strategic Plan](#) and our most recent [Annual Report](#) on our website, rmalberta.com.

Rebranding Our Organization

For more than 100 years, we have made it our mission to ensure the interests of rural municipalities in Alberta are effectively represented. Over time, we've evolved with the changing needs of our members and associate members, both within Alberta and beyond, to remain relevant and valued to those we serve. As we continue to grow, we recognize the importance of having an identity that resonates with our members and partners, and unifies all divisions of our organization. In the spring of this year, we made the decision to retire the name Alberta Association of Municipal Districts and Counties (AAMDC). Rural municipalities in Alberta are diverse, forward thinking, and support rural Alberta as one of the key economic drivers in the province. Alberta's municipal districts and counties deserve a unified voice. The RMA is proud to serve in that role. We believe that our renewed brand makes it easier for people to comprehend who we are and what we represent. It also gives us greater flexibility to market ourselves to a wider audience, to grow our advocacy, and expand our business for the benefit of all members. Our organization continually seeks to be accountable and transparent in our actions, while operating with integrity on behalf of our members and with various levels of government and other stakeholders. We continue to provide the same proactive leadership and collaborative work ethic to address the needs of our members.

Mission Statement:

RMA empowers its members through proactive leadership, strategic partnership, effective advocacy, and collective business services.

Vision Statement:

Strong, vibrant, and resilient rural communities.

For more information contact:

Tasha Blumenthal
Director of External Relations and Advocacy
2510 Sparrow Drive, Nisku, AB
tasha@rmalberta.com





RMA
RURAL MUNICIPALITIES
of ALBERTA

MEMBER MAP

