

Connections

... get plugged into your network

March 2017

THE CANADIAN CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU CANADA



The Voice of Canadian Business™
connect! BRANCHÉ!
Le porte-parole des entreprises canadiennes^{MD}

Win for Business | Canadian Business Growth Fund

On March 9, Finance Minister Bill Morneau and the CEOs of Canada's leading banks and insurance companies announced the creation of a fund aimed at helping small- and medium-sized businesses access capital to help them grow.

The Canadian Business Growth Fund will make investments in small- and medium-sized Canadian companies seeking long-term, minority capital to finance continued growth and to allow the scaling up of existing operations. The fund is expected to have initial capital commitments of over \$500 million, with the possibility for future contributions of up to \$1 billion in future years, depending upon both demand for investment and the fund's performance.

This is an important win for business. We have been calling on the government to support Canadian entrepreneurs as they pave the way to a new, fluid and innovative economy.

For more information, please contact [Hendrik Brakel](#), senior director, economic, financial and tax policy.

Chamber to chamber - action that we can all take on Energy East

The Saint John Region Chamber of Commerce, together with the Alberta Chambers of Commerce, has launched a national letter writing campaign to Members of Parliament in support of the proposed Energy East Pipeline project. This collaborative initiative by chambers of commerce will provide an efficient and effective way for citizens across the nation to express their support for Energy East. Dave Duplisea, chamber CEO, says he would be "ecstatic" to have chambers from across Canada participating and sending info to their members. For more info, you can reach out to Dylan Folkins at the chamber dfolkins@TheChamberSJ.com.

Supporters will find a pre-scripted letter and email links to their local Members of Parliament on a dedicated website page at www.TheChamberSJ.com. With just a few clicks, citizens can send a tangible message of support for Energy East to the federal government.

Recognizing that government has identified "social license" as important criteria for approval of the Energy East project, this letter writing campaign is an opportunity for members in communities across Canada to voice their support and demonstrate social license for the proposed pipeline.

It's not about us, it's about *you*!

It's 2017! Canada's sesquicentennial! 150 years of Canada.

What is unique about us? It's *you*. And as a special project for Canada's 150 we want to collect your stories.

We'll be reaching out to you shortly with more details but we

want you to think about how have you and your chamber worked with your community to shape a better life for all citizens? Tell us stories of your chamber - were you around in 1867? Tell us stories of collaboration related to civic pride. Maybe you've got a long-standing chamber event to which you invite the community - like *Griz Days* in Fernie (recently featured on the *Rick Mercer Report*). Maybe, like Peterborough, you are housed in an historic building that places you at the ♥ of the city?

Your tales can be of past glories, current successes or future plans. We want pictures and we want the stories. Your stories can't be long but whatever you share must illustrate how you and your community are connected and how your chamber plays a role in creating a better Canada - starting with your own community.

The goal is to connect these stories in a hard cover commemorative book that celebrates the chamber network in Canada's 150th year. Our history intersects with Canada's - let's share in telling *our* story. Watch for details coming soon! In the meantime, be thinking what story you will share.

New SME resource for retaining employees

"Often, within their daily operations, there is not time for business owners and managers to accomplish all that is necessary for success - including the time to think about critical human resource planning. That is why we are so pleased to be part of the Career Management for Small Business Playbook; this resource provides realistic tools to assist small- and medium-sized businesses in attracting and retaining employees who will become an important part of their future success strategy."

- Perrin Beatty, President and CEO, Canadian Chamber of Commerce

The *Retain and Gain: Career Management for Small Business Playbook* identifies low-cost tips, activities and actions that SME owners can take right now (some in only 10 minutes a day) to attract, engage and keep staff. Career management offers a strategic lever for stronger company performance.

The Playbook includes:

- An exploration of top career management issues based on best practices, research and interviews with SMEs across Canada
- A focus on developing skills, knowledge and abilities of employees to retain talent and contribute more to the business
- Connections between career management and the biggest barriers for small business (e.g., cash flow, time management, desire for growth) and addresses prime concerns (e.g., perceived lack of scope for career progression in flat organizations)

Written in an innovative "travel guide" format, author Lisa Taylor of Challenge Factory, includes special sections on new graduates, the aging workforce and family enterprises and provides planning templates and links to unique resources.

The Playbook is published by CERIC in both English and French

and is available for sale in hard copy or download it for free at www.ceric.ca/sme.

We will be holding a webinar with Lisa in the weeks to come - stay tuned for this SME-focused session. The Playbook is a really valuable tool for your members that you will want to highlight in future communiqués.

It's budget night in Ottawa - Saskatchewan too!

March 22 is a busy day for chambers in multiple areas as we determine what measures respective governments will be putting in place for their fiscal agendas.

Federally, we will have several of our staff in budget lockups on our members' behalf. A press release will be sent to chambers shortly after the budget is tabled in the House of Commons. Our annual budget call will take place at 5:30 Eastern (check your local time zones - *Curtis*) and a more detailed analysis from Hendrik Brakel will be sent out to members following the budget call. Members should [register for this call](#) if they have not already done so.

Looking ahead: policy dates to remember

With the mid-year policy call over, chambers are now in a position to begin thinking about policy resolutions and those that they might like to pursue on their members' behalf. Keep in mind the following dates as you work through the reso process.

June 2: chamber resos due

August 25: reso books posted online

September 24/25: policy debates at our policy conference in Fredericton.

If you have questions about existing resos or would like some information on what's going on federally with policy, touch base with the appropriate policy team member. A list of these people and their areas of expertise appears on [our website](#).

You can also find existing resolutions, activity grids and a guide to submitting a resolution under our website [advocacy](#) section.

Save the date - April 5 - for a Climate Change 101 webinar

Hosted by Katrina Marsh our director, natural resources and environmental policy, this one-hour session will provide you with what you need to know to understand one of Canada's most important policy issues.

You need to register for this webinar and can do so [here](#).

Recently accredited chambers

We are really pleased to congratulate the latest group of chambers of commerce to achieve their accreditations or reaccreditations.

Newly accredited chambers of commerce

Chamber of Commerce of Brantford-Brant (Accredited 2017-2019)
Halton Hills Chamber of Commerce (Accredited with Distinction 2017-2019)

Northumberland Central Chamber of Commerce (Accredited with Distinction 2017-2019)

Newly reaccredited chambers

Abbotsford Chamber of Commerce (Accredited with Distinction 2017-2019)

Brockville & District Chamber of Commerce (Accredited with Distinction 2017-2019)

Cambridge Chamber of Commerce (Accredited with Distinction 2017-2019)

Greater Langley Chamber of Commerce (Accredited with Distinction 2017-2019)

Saskatchewan Chamber of Commerce (Accredited with Distinction 2017-2019).

Congratulations to all of these chambers both newly-accredited and reaccredited chambers; we're really proud of you!

For more information about accreditation, speak with your provincial CEO.

Policy interns: a learning opportunity that is resonating

We look forward to welcoming our first policy intern next week. Sandra Dueck, policy and communications dynamo from the Greater Peterborough Chamber of Commerce settles in during budget week and looks forward to a session with Hendrik Brakel in the federal budget lock-up! Other interns will arrive through the spring and into the fall. In weeks to come, we look forward to welcoming **Peter Casurella**, Lethbridge Chamber; **Sherry Martell**, executive director from the Truro & Colchester Chamber; **Nick Lumia**, Dufferin Board of Trade; **Curtis Hemming**, Saskatchewan Chamber and **Huzaifa Saeed**, Hamilton Chamber.

Watch for Sandra next week as she takes to social media to talk about her experiences on the road!

Welcome two new member chambers to the network!

Bow Valley Chamber of Commerce (AB), this is a brand new champion for businesses from Lake Louise to Kananaskis East; Rachel Ludwig, executive assistant and membership manager, AskUs@BowValleyChamber.com. Like them on Facebook!

Gwillumbury Chamber of Commerce (ON) has joined as of February. Kathy Scammell is their administrator, kathys@egcoc.org. They are on Facebook and Twitter @EGChamber; send them a shout out and/or a follow!

New leaders in the network

Join us in welcoming the following new chamber execs to the chamber network; if they're in your region of the country, why not personally welcome them to the network?

Chrystine Langille, executive director. Ajax-Pickering Board of Trade (ON), clangille@apboardoftrade.com.

Debbie Cook, membership consultant, Wasaga Beach Chamber of Commerce (ON), wbchamber@rogers.com.

Sharon Lemke, treasurer, Eckville Chamber of Commerce (AB), dslemke@pentnet.net.

Stéphanie Brodeur, general manager, Chamber of Commerce and Industry de la Rive-Sud (QC), SBrodeur@ccirs.qc.ca.

Dustin Backus, treasurer, Sexsmith & District Chamber of Commerce (AB), sexsmithchamber@gmail.com.

Deb Masters, interim general manager, Woodstock District Chamber of Commerce (ON), gm@woodstockchamber.ca.

Mississauga Board of Trade is looking for a director of government relations to join their team. If interested, a posting is on our [website](#).



Our Johnson Insurance Affinity Program brought

over **\$100,000** in revenue share to our local chamber members.

Did you know??

... in 2016, we shared revenue with chambers on our Johnson Insurance offering.

If you're not part of it, you are missing out!