

Connections

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February 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}

#10Ways: Launch of *The Ten Ways to Build a Canada that Wins*

Last Thursday, we shared our [toolkit](#) with you as we launched what we used to call our *Top 10 Barriers to Canadian Competitiveness*. That document listed some of the self-inflicted wounds that have prevented Canada's economy from achieving its full potential and set out our recommendations for change.

Yesterday, we released a different document. Instead of focusing on barriers, we outlined 10 ways to improve our economic success, along with our specific recommendations to advocate throughout the year. And so we have a new title - *Ten Ways to Build a Canada that Wins*.

Our toolkit contains the whole report, break-out mini papers, a press release, a video and even possible social media posts. Over the coming days and weeks, we hope you'll join us as we launch into our advocacy work on these *10 Ways* and help us get the message out to Canadians. Read through the report and adopt one of the 10 or all 10 - your choice.

The [toolkit](#) can be found online; thanks to the numerous chambers who launched with us this week. Making noise together, we can #BuildACanadaThatWins #10Ways.

Canadian businesses' use of technology

Earlier this week, we launched a report entitled *Canadian Business Speaks Up: An Analysis of the Adoption of Internet-based Technology* that benchmarks Canadian businesses' use of technology, compares technology adoption rates to other countries and makes policy recommendations to the government of Canada.

In December, chambers participated in an online survey (which they shared with their members) to determine how companies were using Internet-based technology; survey data provided the baseline data for this report. The report builds on *Powering Up the Network: A Report on Small Business Use of E-business Technology Solutions in Canada* our report released in February 2010.

Highlights from *Canadian Business Speaks Up: An Analysis of the Adoption of Internet-based Technology*:

- Ninety-one per cent of respondents to the survey use the Internet for a variety of business purposes. Forty-eight per cent of businesses use the Internet for e-commerce, and the use of social media platforms is on the rise.
- Positive impacts of being online for businesses include the ability to acquire new customers, enhanced customer service, time savings and improved efficiency.
- Among the obstacles preventing Canadian businesses from adopting technology are technical barriers, the costs related to software and hardware and *Canada's Anti-Spam Legislation*.
- Cyber security threats are underestimated by survey respondents with 64% indicating they have no intention of investing in cyber security measures at this time.

- When compared internationally, Canada remains a world leader in broadband subscriptions, access and use, with most Canadian businesses conducting business online through a website. Canada can learn from initiatives in Japan and Australia on broadband use and adoption.

The report on our [website](#) - shareable with your members.

Health benefit programs | A policy win!

Over the last few weeks, we were all engaged in an advocacy effort that was rooted in an indication that the federal government (in its upcoming budget) might implement a tax measure that would see group health benefits taxed. Last week in the House of Commons, the Prime Minister said the government will not be moving forward with the tax.

Our message got through ... that this was a bad idea that would harm middle class Canadians. We will continue to monitor developments, but this was very positive news. Thank you for being part of this initiative.

An effort like this is an indication of just how strong the chamber network's voice can be when we all work together. Together we are stronger!

Shock and Opportunity: Adapting to a Volatile World

In mid February, our senior director, economics and finance Hendrik Brakel presented his Economic and Political Outlook 2017-2018 for Canada and the global economy via webinar.

We realize you are all busy people and that Hendrik talks fast - so we are providing you with a copy of the webinar for download. Please feel free to share this webinar with your colleagues; here is the link: <http://chamber.adobeconnect.com/p6bzhaewotk/>.

We are working on putting together another policy content webinar in the coming weeks. Stay tuned for details on these value-added sessions on policy items.

Looking ahead: policy dates to remember

So it hardly seems possible, but we're ramping up for another policy debate at our AGM and some key dates are available for you:

March 15: mid-year teleconference call to hear about advocacy efforts since our last AGM. Details to follow in a registration email.

June 2: chamber resos due

August 25: reso books posted online

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

Interested in associations of the future?

CSAE is holding its *Associations 2025: High Performance Associations of Tomorrow* conference in Richmond/Vancouver on April 3.

CSAE has extended an offer for any CCC member chamber's staff or executive that attends, regardless of whether they're a CSAE member or not, to do so at the CSAE member rate (\$100 off).

This offer applies to all of our chamber members but may be more appealing to chambers in the west due to travel and accommodation costs. You can find out more at CSAE's [website](#).

CSAE non-members need to send their registration by email to Rachel Lyon at CSAE (rachel@csae.com) to ensure processing at the correct rate.

Outstand | a new benefit program preview

For the past seven years, Outstand has been the premier tool to use in everyday customer and prospect communication.

We're pleased to be launching our new affinity program with Outstand. Outstand can help your chamber *wow* your current and prospective members alike with beautifully designed, trackable and memorable messaging that will make a powerful connection in their in box.

We first came in contact with Outstand at our AGM in Regina. Some of you may have met them on site? We were impressed with what we saw and are now launching a program with you!

Your chamber's free Outstand account is packed with pre-written content and beautiful graphics that are ready to use for everyday situations. Things like: setting appointments, after-meeting follow ups, conveying chamber benefits, staying in touch with members, congratulatory messages, event invitations, renewal notices and more!

Outstand makes what you send fully trackable, so you don't have to guess if your recipient opened your message or clicked on your video link, empowering you to follow up on time and on point.

Essentially it's all the fun email marketing tools meant for your weekly/monthly newsletters, redesigned and simplified to use everyday for your daily one-to-one communications. Now, emails, texting and printed cards will work together like never before to help your chamber stand out from the communication clutter.

Your members will be able to use Outstand as well! They'll even receive referred pricing by using your chamber's special promo code. Our program will officially launch next week, but we wanted you to have a sneak peak. For more info, visit chamberprogram.com.

Quick reminder | Survey on intellectual property

How much do you think your members know about intellectual property? It's a key issue for business and yet most businesses don't have a deep understanding of it. We've got a [live survey](#) that seeks input on a future series of IP workshops; we'd like to know your members' level of understanding about IP so that we can shape the content to meet business needs. Please share the [survey](#) with your members in your communications (*thanks to those that have already done so!*). Survey link is: <https://www.surveymonkey.com/r/IPWorkshops>.

And, if your chamber is interested in hosting an IP workshop, please be in touch with [Scott Smith](#).

Retirements and jobs...

This seems to be an increasingly frequent item in the newsletter. The chamber network is losing some really valuable people this year and it's only just February... *sigh*.

Bill Saunders, CEO of the Belleville Chamber, is retiring and will be gone by the beginning of March; Bill has been with the chamber for 6 1/2 years. His replacement is **Jill Dennis-Raycroft**.

Kathy McKay, executive director of the Ajax-Pickering Board of Trade, will also take her leave in March; Kathy has been the ED at APBOT for over 13 years. Her successor has also been named; **Christine Langille**, B. Comm, MBA, PCC, starts on February 27.

John Sawyer, CEO of the Oakville Chamber, has also recently announced his retirement - taking effect in June 2017. A search will begin shortly for John's successor.

And then there is CCEC Council of Excellence award-winning **Kent Smith Windsor**. Kent retires after 21 amazing years on the job. A search is underway.

We wish all of these people the best as they begin their "*troisième age*" (English should have as eloquent a term...).

The **Kelowna Chamber of Commerce** has just posted its executive director's position; if you are interested, you'll find the job requirements [here](#).

Canada is 150 years old!!

... and there are parties and events all over the country. We're sure that you're probably aware of (and are even participating in) some of these celebrations. In 1867, there were already a number of chambers already formed in their growing communities. That's an amazing history to celebrate. Some of those chambers include: Brantford-Brant (1866); Kingston (1841); Montreal (1842); Ottawa (1857); Saint John (1819); Toronto (1845); and Victoria (1863). Are there more of you?

As part of the nation-wide chamber network and its history, we have created a special sesquicentennial logo for your use. Please feel free to adopt this logo as yours - use it on your member certificates, your website - wherever you want to show your pride. You can download the [logo here](#).



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?

Lisa Galanor, administrative assistant, Barriere & District Chamber of Commerce (AB), bcoc@telus.net.

Verna Carr, administrator, Georgina Chamber of Commerce (ON), admin@georginachamber.com.

Annette Piche, co-president, High Level & District Chamber of Commerce (AB), info@highlevelchamber.com.

Nicole Mountain, membership and events coordinator, Kensington & Area Chamber of Commerce (PE), info@kensingtonchamber.ca.

Robin Corsiatto, executive director, Olds & District Chamber of Commerce (AB), chamber@oldsnet.ca.

Erika Florence, Peace River & District Chamber of Commerce (AB), manager@peacriverchamber.com.

Angela Thompson-Trussell, coordinator, South Grenville Chamber of Commerce (ON), secretary@southgrenvillechamber.com.

Brad Henderson, president, St. Andrews Chamber of Commerce (NB), stachamb@nbnet.nb.ca.

Michelle Taylor, executive director, Terrace & District Chamber of Commerce (BC), executivedirector@terracechamber.com.

Justin Jasper, president, Valleyview & District Chamber of Commerce (AB), info@valleyviewchamber.ca.

Michelle Feist, office manager, Vermilion & District Chamber of Commerce (AB), vermilionchamber@gmail.com.