



connections

get plugged into your network

July 2019

Chamber sends letter to premiers in advance of Council of the Federation meeting

The challenges Canadians face require bold, visionary leadership from the private sector and governments at all levels, which is why we issued an open letter to premiers ahead of last week's Council of the Federation meetings. To read the full letter, click [here](#).

National Cannabis Working Group launched to support sector's global aspirations

As the first G20 economy to legalize recreational cannabis for adult use, Canada must do more to take advantage of its first-mover status and realize the full economic potential of the country's burgeoning industry.

To support these global ambitions, we have established the National Cannabis Working Group to develop and advocate public policies that will improve the growth and competitiveness of the Canadian cannabis sector, and help governments achieve their health and safety objectives.

The Working Group is co-chaired by our staffer Ryan Greer, Senior Director and Cannabis Policy Lead and Nathan Mison, Vice President of Government and Stakeholder Relations for Fire & Flower Cannabis co, one of Canada's leading adult use cannabis retailers.

If you refer members from your community that you think would benefit from joining this group and they are not already a current Canadian Chamber member, we will pay you 30% of the membership fee.

To do this:

- If you have members you want to refer, please contact one of our local VP's (Jean-Jacques Hermans, Quebec and East; Kimberly Gale (Western Canada), John Maus (Ontario) to discuss the list and coordinate joint calls to discuss the group and benefits with prospect companies.
- We will lead the Cannabis Working Group, and it will be open to business members only.
- If the company agrees to join, we will bill the company directly for 100% of the fee and the chamber will invoice the Canadian Chamber the 30%.
- The policy team will then contact the company to brief them on how they can get involved and share details of the working group and opportunities.
- As we move forward, we keep the network updated on the progress of this working group through our current channels.

You can access the National Cannabis Working group mandate [here](#) and the National Cannabis Working Group News Release [here](#).

If you have further questions on this initiative, reach out to [Sebastien Dignard](#), EVP Member Relations and Services.

Canada Training Benefit Consultations

The federal government is currently undertaking a series of consultations for the Canada Training Benefit and would like to hear back from business to better understand the current training landscape. Deadline to submit feedback is July 31. To share this consultation with your member businesses, click [here](#).

Save the date!

We're hosting a webinar on labour shortages and the US TPM Model - Monday, August 19, 1:00 – 2:00 PM E.D.T.

Year after year (after year after year), the chamber network identifies labour issues among their top, if not the most pressing, issue. A proven model that builds pipelines of talent aligned to dynamic business needs is the U.S. Chamber of Commerce Foundation (USCCF) *Talent Pipeline Management* (TPM).

TPM is a demand-driven, employer-led approach to close the skills gap that builds talent supply chains aligned to dynamic business needs. The approach:

- Prioritizes alignment between education and workforce systems
- Creates shared value for students and workers, education and training providers, and employers
- Shifts employers into the driver's seat to proactively lead partnerships with talent providers
- Equips business with the practical tools necessary to build an effective talent supply chain
- Provides a systematic framework flexible enough to be pursued as its own initiative or to enhance the employer role in an existing initiative

We have invited the USCCF, along with chambers that have used TPM, to present during this webinar. We have also invited the Canada West Foundation, as one of their fellows is the only Canadian participant undertaking the program and the foundation is interested in working with us to develop a Canadian pilot.

If you would like to [register for this webinar](#), you can do so now. A reminder email will also remind you to register.

Recent publications

Always consider that if you need content for your publications or your sales kits and don't have the capacity to create your own that any of the reports and content on our website (such as *Five Minutes for Business*) is available.

These publications are well-written and thought-provoking pieces and are a benefit of your membership with us. All we ask is that you give us credit for anything you share!

Following, is a list of products that have been created lately. Link through to soft copies of these documents by clicking on the title.

Recent reports:

Automation Not Domination: AI and Inclusion (June 2019)

Automation Not Domination: Legal and Regulatory Framework for AI (June 2019)

Automation Not Domination: AI and the Workforce (June 2019)

Lessons in Reconciliation: What we Heard in Saskatoon (June 2019)

For more report published in 2019 (and the archives), go to our publications website page: <http://www.chamber.ca/publications/>.

Recent issues of our popular (and short) *Five Minutes for Business* include:

Trustworthy AI: Why the OECD's Recommendation on Artificial Intelligence Matters (July 2019)

Back to the Future: Alcohol and Interprovincial Trade Barriers (June 2019)

AccessAbility - The \$16.8-billion GDP Boost Canadians Need (May 2019)

Sales tools for sectors

Do you and your staff ever struggle to make a membership sale based on advocacy wins? Have we got a tool for you!

We have developed infographics that speak to sector-specific issues that you should feel free to use as you pitch your value prop to existing or future members. They contain important industry and chamber related information that illustrate how we are working in the interest of Canadian business. Don't hesitate to implement these tools in your recruitment strategies.

What follows is a list of the infographics developed so far.

- Agriculture
- Construction
- Finance
- Information Technology
- Manufacturing
- Natural Resources
- Retail
- SME
- Transportation
- Utilities

You can find all of them [here](#).

Chamber receives accreditation for international certificates of origin

We are happy to announce that our certificates of origin (COs) will now bear the accreditation seal from the International Chamber of Commerce World Chambers Federation.

Adding the internationally recognized ICC CO label to our certificates of origin will confirm to foreign authorities that we are a trusted and reliable third party, compliant with international harmonized certification standards.

This benefit will be extended to all chambers who are partners on our online certificate of origin referral program. For chambers that process their own COs, we will be launching a national accreditation program later this year.

To find out more, contact [Anick de Sousa](#), Director, Services. To learn more about our ICC WCF accreditation, click [here](#).

Social Media 101: the webinar

Members of our enthusiastic team here at the Chamber volunteered to lead a webinar on social media basics for chambers that are limited in resources but want to think about ways to engage in social media.

If you couldn't make the webinar or just want to refresh your social media skills, we did record the webinar. You can access it [here](#).

Where we've been on your behalf

Take a look at where our team has been on your chamber's behalf over the last month. This document lists the engagements with our staff and government and other stakeholders so that you can see that we are hard at work on your behalf. Please see June-July activities [here](#).

A new chamber adds to the "Power of the Network"

We are pleased to welcome the **Elkford Chamber of Commerce** (BC) to the national network of chambers. Shawna Bryant, executive director, elkfordchamber@gmail.com.

New colleagues fueling the energy of chambers across Canada

Lauren Nevin, acting executive director, Baffin Regional Chamber of Commerce (NU), execdir@baffinchamber.ca.
Dana Burdenuk, general manager, Centre Wellington Chamber of Commerce (ON), chamber@cwchamber.ca.
Debbie Rye, Drayton Valley & District Chamber of Commerce (AB), draytonvalleychamber@outlook.com.
Roberta Pawluk, general manager, Morinville & District Chamber of Commerce (AB), accounting@morinvillechamber.com.
Janet Fluet, administrator, Onoway & District Chamber of Commerce (AB), info@onowaychamber.ca.
Tammy Carmichael, administrator, Pincher Creek & District Chamber of Commerce (AB), info@pincherchamber.ca.

Upcoming

The coming weeks are going to have some exciting announcements coming from Ottawa - no, not the election - though that will be exciting!

We are going to be launching **Chamber XChanges** shortly. This is a new way of working more closely with you, our most valued asset. A new way of communicating with you, based on your chamber's size. A new way of hearing from you in ways that can feed into our planning and strategies whether on policy, programs or best practices. You will be in the driver's seat; we will facilitate. Watch for terms of reference and initial meeting dates coming your way! The four groups are **Foundation** chambers (1-99 members); **Base** chambers (100-499); **Supporting** chambers (500-999) and **Metro Council** chambers (1000+ members).

In mid-August, our **Business Protection Program** will launch phase 2. In 2018, we launched Phase 1 of the Business Protection Program - an insurance program for your chamber's operations and activities (event, cyber, D & O, +++); phase 2 will provide an insurance program for your members' business needs.

Watch for details on both of these initiatives arriving in your mailbox soon.