

# Connections ... get plugged into your network



Chamber executives from all over Alberta met recently at the ACE Summit in Innisfail, Alberta.

July 2018

## Focus on Keep Trade Free | Chamber Launches NAFTA campaign

As part of our outreach, we want to know what you have been able to achieve at your chamber -

**NAFTA Update:** With the Mexican elections having occurred on July 1, we are now waiting for the NAFTA discussions to formally recommence over the summer. Despite the progress made earlier this year, a number of the most contentious issues are yet to be resolved. Since the pause in the NAFTA talks, the decision by the U.S. administration to impose tariffs on Canadian steel and aluminum exports looms large, as does the risk of additional American tariffs on autos and auto parts.

Despite the ongoing trade uncertainty, we will be increasing its outreach to the U.S. business community to ensure the importance of North American trade and supply chains is fully understood south of the border.

In coming days, we will launch our Keep Trade Free campaign that will focus on advocating for freer trade within North America and around the world to support businesses operating across borders and building the case for a modernized *North American Free Trade Agreement* that will grow our economies and make us globally competitive

As part of this campaign, we'd like to know what you and your chamber have done in terms of tariff and trade advocacy. Fill out our [short survey](#) and let us know what you activities you have already been engaged in and/or are planning to engage in the coming months.

We'd also like to hear from you in terms of what you would like to see in the toolkit we are building. To complete the survey, visit: <https://www.surveymonkey.com/r/NetworkNAFTA>.

Our latest [5 Minutes for Business](#) released last week focused on Canada/U.S. Tariffs. Looking back six months ago, it was inconceivable the United States would deem Canadian steel and aluminum exports a threat to American national security. However, on June 1—and in the absence of any cogent justification—Canadian steel was hit with a 25% tariff and aluminum with a 10% tariff.

Unfortunately, these actions have necessitated a proportionate response to attempt to encourage the U.S. administration to reverse these unwarranted tariffs on Canadian exports. As we

all know, Canada's retaliatory tariffs came into effect on July 1. With this volley and counter-volley, it's worth us taking stock on what could come next and how it would impact Canadian businesses. [Click here to read 5 Minutes for Business.](#)

## Regulatory Reform: How you can get engaged

In May we released [Death by 130,000 Cuts: Improving Canada's Regulatory Competitiveness](#), the beginning of our extended campaign to raise awareness of challenges with Canada's regulatory systems and how governments can work with business to fix them. You and your members can follow the campaign at [www.RegulateSmarter.ca](http://www.RegulateSmarter.ca)

In the coming weeks and months we will be looking for chambers that would like to discuss their members' regulatory challenges or the importance of competitive regulatory systems through video conference interviews that will be posted on the website. The objective will be to highlight regulatory barriers to doing business at all levels of government in all areas of the country.

[Let us know](#) if you would like to participate in a discussion about making Canada a better place to invest and do business and stay tuned for more details.

## First Mover Advantage Workshop: Agri-Food Sector Readiness -

**Mississauga, August 29, 8:30-12:30**

The *Comprehensive and Progressive Agreement for Trans-Pacific Partnership* (CPTPP) is one of the largest free trade agreements in the world. Canada has started to ratify the CPTPP, which will provide Canadian businesses with unprecedented market access to the more than 495 million consumers in the Asia-Pacific region.

Each of the agreement's 11 countries are now in the process of implementing the agreement, a process that could be completed as early as the end of 2018. Canadian businesses must use this time now to prepare themselves to enter these lucrative new markets. To help, we, along with partners at Export Action Global and the Mississauga Board of Trade, and with the support of our sponsor, Export Development Canada, are running a workshop on August 29 in Mississauga.

Participants will benefit from expert's insights to guide them through the market assessment process and help them understand how to enter this important and growing trade region. If you have members in the agri-food sector, you may

wish to let them know of this valuable event - a bargain at \$45 + applicable tax. [Registration](#) is now open.

## Mental health at work makes good business sense

Every year, one in five Canadians will suffer from a mental health problem or illness. That's about 7 million of us. Despite how common it is, mental illness continues to be met with widespread stigma.

With more than 500,000 Canadians missing work each week due to a mental health problem or illness, and costing the economy more than \$51 billion per year, no workplace is immune from these risks, and we cannot afford to limit our definition of occupational health and safety to only the physical.

Business plays a key role in fostering a positive work environment that emphasizes the importance of work-life balance that is why we have partnered with the [Mental Health Commission of Canada](#) (MHCC) to engage the chamber network in a public awareness campaign to educate employers on the importance of mentally healthy workplaces and to encourage them to adopt the National Standards for Psychological Health and Safety in the Workplace.

In October, as part of this campaign, we will initiate 338 Conversations on Mental Health in the Workplace. 338 Conversations will launch in late October on Parliament Hill. All MPs will be provided with toolkits for engaging their local chambers and their member businesses in conversations on the issue.

Click [here](#) for more information on how your business can create a mentally healthy workplace. Click here to view the [Standard](#).

## Staff changes at the CCC

The CCC's senior director of public affairs Guillaume ("Will") Dubreuil is leaving returning home to Montreal and to a tremendous professional opportunity in the private sector. Guillaume is leaving us to join the CSL Group, where he will assume the newly created position of senior manager, government relations. Best wishes as you "ship" out!

We have identified Will's replacement and Phil Taylor will be joining us as senior director, strategic communications and public affairs. Phil joins us having worked in a variety of communications roles at the Royal Canadian Mint and Export Development Canada. He brings to the role a full range of communications skills and expertise. His media relations experience, network of media contacts, issues management and strategic planning skills, as well as his social and digital media experience and knowledge of the latest media monitoring and measurement tools will help take our communications efforts to the next level. Phil will join us the last week of July. Guillaume will be with us until August 2.

In addition, Aaron Henry will be joining us as our new natural resources and environmental policy director. Aaron joins us from the federal government where he held joint positions as an advisor for the Audit and Evaluation Branch at Natural Resources Canada, and as a researcher on the Future of Debt and Asset Formation for the Privy Council Office and Policy Horizons. He has a deep knowledge of the energy sector, climate and environmental policy as well as an expertise in resource extraction and market development. He holds a PhD from Carleton University and, in addition to his work in the natural resources and energy sectors he has done policy work in the areas of autonomous vehicles, AI and the sharing

economy. His knowledge, entrepreneurial spirit and stakeholder management experience will make him a valuable addition to our team. His first day in the office will be August 7.

## Upcoming Webinars:

**July 24, 11:30 AM ET** *Changes to the CCC's bylaws* - find out what they're all about! Register [here](#).

**August 15, 1:30 PM ET** - *Policy 101*. If you are attending the AGM and are a newbie policy debater, we'll let you in on some trade secrets. Join us for a webinar on making the most of your time in Thunder Bay! Save the date - registration to come.

**August 29, 1:30 ET** - *Data, Privacy and Your Chamber* Changes to legislation have occurred and you need to know about them. Join us for an update on the changes and your obligations regarding the information you keep and must safeguard. Save the date - registration to come.

## Member programming

### *The Value of Collaborating with the Esso Business Card Program*

In late June, we invited chambers to participate in a webinar speaking to the value of the Esso Business Card program as a member value-add program - valuable in both the recruitment and retention of members.

If you are not sure of the initial offer, businesses that sign up, receive 3.5 cents off a litre at all Esso stations across Canada. On our webinar we heard from Esso reps who shared tips on how to use this program as a recruitment and engagement tool with your members and how to gain a better understanding of the opportunities that Esso brings to your chamber to reach into your community for member businesses.

We also included some local chamber staff that are actively using the program to attract and retain members with the Esso program. If you were unable to join us for the webinar, we did record it and you can [download it](#) now.

## New chamber leaders across the country

**Aniela Hannaford**, general manager, Atikokan Chamber of Commerce (ON), [info@atikokanchamber.com](mailto:info@atikokanchamber.com).

**Serina Parsons**, executive director, Bonnyville & District Chamber of Commerce (AB), [executivedirector@bonnyvillechamber.com](mailto:executivedirector@bonnyvillechamber.com).

**Elise Hildebrandt**, Chief Executive Officer, Prince Albert & District Chamber of Commerce (SK)

[ehildebrandt@princealbertchamber.com](mailto:ehildebrandt@princealbertchamber.com).

**Yves Chabot**, general manager, Chambre de commerce de Drummond (QC), [direction@ccid.qc.ca](mailto:direction@ccid.qc.ca).

**Tanya Oliver**, CEO, Grande Prairie Chamber of Commerce (AB), [tanya@gpchamber.com](mailto:tanya@gpchamber.com).

**Rebecca Shelley**, office manager, Grimsby & District Chamber of Commerce (ON), [rebecca@grimsbychamber.com](mailto:rebecca@grimsbychamber.com).

**Ramona Thoma**, executive director, Peace River and District Chamber of Commerce (AB), [manager@peacriverchamber.com](mailto:manager@peacriverchamber.com).

**Kelsey Robinson**, executive director, Wainwright & District Chamber of Commerce (AB), [exec@wdchamber.com](mailto:exec@wdchamber.com).

## New Home

We've been in our new home for about 6 weeks now and the dust is settling and we are now able to navigate the space without bread crumbs.

A few of you are still sending mail to our old address, which, of course, delays our receipt of these items.

Please make sure to update your database with our new address: 1700 – 275 Slater Street, Ottawa, ON K1P 5H9.