

# Connections

... get plugged into your network

May 2016

THE CANADIAN CHAMBER OF COMMERCE  
LA CHAMBRE DE COMMERCE DU CANADA



The Voice of Canadian Business™  
**connect! BRANCHÉ!**  
Le porte-parole des entreprises canadiennes<sup>MD</sup>

## Harmful Private Member's Bill goes to critical vote in early June

The latest in a series of Private Member's Bills that have been introduced over the past decade that propose to prohibit federally-regulated employers from using temporary replacement workers during a labour disruption goes to a critical vote in early June. The vote will determine whether the bill dies or lives on to be studied and voted on again by MPs.

If passed, Bill C-234, sponsored by NDP MP, Karine Trudel (Jonquière), would result in a near total prohibition on the use of temporary replacement workers by federally-regulated employers. Under this bill, workers could only be replaced (1) with managers, superintendents, etc. or (2) in the event employer property is at risk of destruction or serious damage. Under all other circumstances, an employer would find itself in a situation where it could not continue to operate in the event of a strike.

Federally-regulated businesses provide essential services to Canadians that touch their lives every day including telecommunications, transportation and broadcasting. Denying these companies the ability to use replacement workers to keep providing these services during a work stoppage would have ripple effects throughout the entire economy.

Proponents of a ban on the use of replacement workers argue that it would reduce strike activity. However, the vast majority of employers under federal jurisdiction have long-standing, mature relationships with their unions and work effectively under the *Canada Labour Code*. In the past three years, the federal sector has seen limited strike activity - three strikes in 2013, five in 2014 and 12 in 2015. **Bill C-234 is a solution to a problem that does not exist.**

If you or your colleagues are meeting with members of Parliament, we ask that you flag your concerns with this bill and the harm it could cause to all Canadians if passed. Remember: we have created a "leave behind" background document that you can take to your meetings.

For more details, contact [Susanna Cluff-Clyburne](#).

## Targeting youth: a Resource Champions initiative

Successfully engaging youth - an energetic, open-minded and innovative demographic - can multiply the impact of an outreach campaign. That's why outreach to youth was one of the new objectives added to the 2016 Resource Champions plan. Our strategy was to partner with established organizations and work with them to include Resource Champions messaging in their activities. To date, the Resource Champions' team has lined up three opportunities for youth engagement.

The first of these happened on May 6 through the generous contribution of Cenovus, the title sponsor of AIESEC Canada Youth to Business Forum. AIESEC, an entirely youth-led not-for-profit,

develops and connects the next generation of young leaders with meaningful professional and volunteer experiences. Katrina Marsh, our director of natural resources and environment policy, presented a keynote address on the crucial importance of natural resource trade to Canada's economy to a group of 380 students from 28 universities. This was followed by two workshops with 70 students looking into natural resource social license issues more closely. In each session, students were asked to develop and present their ideas for how resource industries could better engage with youth.

We will continue to look for opportunities to engage with youth in 2016. If you have an opportunity that you think would be a great fit for the Resource Champions in your region, let us know; we'd love to get more people engaged!

## New Immigration Committee invites members to join

Our committees play a valuable role in raising members' concerns and shaping the positions we communicate to the federal government.

Over the past two years, an informal immigration working group comprised of chambers and corporate members has convened for that purpose. Now it is time to formally establish a new Immigration Policy Committee. If you are interested in immigration, temporary entry or other global mobility issues, you may wish to consider joining this committee to shape our work and stay informed on our advocacy. Draft terms of reference are available upon request; [Sarah Anson-Cartwright](#) has more info.

## ESSO | saving your members money

Your members join for many reasons. Networking. Education. Supporting your advocacy work. Some of them simply want to save money.

For those who want to save money, one of the programs that you can offer them is the ESSO fuel discount program, which saves them money on gas -whether they are driving for work or pleasure. There are more than 1,800 Esso-branded stations in Canada and more than 10,000 Exxon and Mobil stations in the US.

Members may quiz you about seeing better discounts with other fuel companies but check the fine print... these are often limited time offers (3 months/6 months etc) after which the rate changes (and reverts to a higher rate). Or the offer is linked to sign ups or purchases on a branded credit card or other purchases. As you are talking to members (or future members), use our handy [infographic](#) to get your mind thinking about who could use this program to save money on operational costs. But there are lots of opportunities with just this program alone to sell/retain some memberships. Don't forget, ESSO sends us [quarterly lists](#) so you can monitor who is using the program. You can access these in the members' only section of our website.

In addition there is a no-cost Premier service for members that have numerous vehicles on the road. Through the [Premier](#) program, members receive the same discount with more reporting features such as tracking use and mileage.

## Chamber challenge from First Data

Are you getting all you could be from the First Data Chamber program? Here's a challenge we throw out to you! As you and your staff work to grow the profile of the First Data program, here are a couple of things you could be doing to grow your own rev share and your working knowledge of the program.

### Is your chamber using the program for your own payment processing needs?

If not, do you know that you're missing out on revenue opportunities?

- You will get a \$100 referral fee for signing up to process your own transactions - transactions that you are already processing. But even better, you will get 15% net recurring revenue on your own processing - this includes membership dues, event registration, sponsorship payments that you process.
- Using the program yourself is a great way to get to know it and be able to recommend it to your members.
- You can lead by example - you can tell your members that you examined the costs and determined that you went with FD.

### Are your board members using First Data as a provider?

Most board members run their own businesses - have you encouraged them to explore the First Data program?

By signing up, board members cannot only access great rates from the program but support your chamber through the \$100 referral fee and 15% recurring revenue that the chamber will receive on their processing.

Both of these efforts create champions for the First Data program, revenue for your chamber and a great story that you can tell to your members about the program. If you aren't using the FD program for your own needs, you are missing out in more ways than one!

**Also note:** FD has extended the [No Cancellation Fee/No Contract](#) offer until June 30. Take this opportunity to try it out yourself and share with your members.

### As of 05/13: MAJOR ANNOUNCEMENT - EFFECTIVE NOW

First Data has decided to change its chamber program offer by removing their current posted chamber rates and implementing a new "Meet or Beat" strategy.

First Data will confidently "[Meet or Beat](#)" any offer in the marketplace or they will pay the business a \$1000 pre-paid Master Card". With all the constant changes in the Merchant Services industry, this will allow First Data to not only remain flexible but also very competitive despite any offers in the marketplace.

As a Chamber Executive, not only does this equip you with a great "elevator pitch" that's simple to use, but allows you to approach all of your members with full confidence that First Data will either "[Meet or Beat](#)" your members' current offer or pay them \$1000 pre-paid Master Card.

What does this mean to your chamber? More opportunity to win new business for your chamber. More opportunity for your members to take advantage of their chamber membership, leading to greater retention of your members, as well as a stronger stream of non-dues revenue for your chamber.

In coming weeks, First Data will provide marketing material that we will share with the whole chamber network. For now, the FD sales team are ready to start selling this offer.

## Canada's Resource Champions

Nominated as an individual champion, [Richard Saillant](#) is the Director of Donald J. Savoie Institute (formerly the Canadian Institute for Research on Public Policy and Public Administration) at the Université de Moncton. Author of *Over the Cliff? Acting Now to Avoid New Brunswick's Bankruptcy* as well as editor of *Shale Gas in New Brunswick: Towards a Better Understanding*, Richard was nominated as a Resource Champion by Carole O'Reilly, CEO, Greater Moncton Chamber of Commerce. You can read more about Richard in his [nomination profile](#).

Our newest organization nominated as a *Resource Champion* is [Porcupine Gold Mines](#). Porcupine Gold Mines is a subsidiary of Goldcorp Canada Ltd. situated in Timmins, Ontario. Two mines in that community produced more than 16 million ounces of gold since production began in 1910. Porcupine Gold Mines was nominated by Keitha Robson, CAO, Timmins Chamber of Commerce. Read more about Porcupine Gold Mines [here](#).

These two profiles conclude our 2015-2016 Resource Champion award winners. A call for nominations for our Resource Champion Awards 2016-2017 will come over the summer. We look forward to reading the stories of Canada's natural resource champions.

## 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?

**Richard Burelle**, executive director, Antigonish Chamber of Commerce (NS), [richardburelle@gmail.com](mailto:richardburelle@gmail.com).

**Nicole Vandenberghe**, administrative assistant, Crossfield Chamber of Commerce (AB), [info@crossfieldchamber.org](mailto:info@crossfieldchamber.org).

**Mario De Divitiis**, executive director, Milton Chamber of Commerce (ON), [mario@miltonchamber.ca](mailto:mario@miltonchamber.ca).

**Penny Gould**, executive director, Stony Plain & District Chamber of Commerce (AB), [penny@stonyplainchamber.ca](mailto:penny@stonyplainchamber.ca).

## Fort McMurray Chamber assistance

If you are looking for a way to help out the community of Fort McMurray, don't forget that the Alberta Chambers has revived its Chamber Relief Trust. The people and businesses of Fort Mac will need help as they rebuild - where better to turn than the chamber office? Donations can be made by cheques payable to: Alberta Chambers of Commerce Chamber Relief Trust; cheques can be sent to: 1808, 10025 - 102A Avenue Edmonton, AB T5J 2Z2. For more information contact [Ken Kobly](#) at ACC.

## Upcoming events

**June 20, Canada-Ukraine Business Forum, Toronto.** This is an opportunity to learn about the business environment and opportunities in Ukraine and to foster partnerships with Ukrainian businesses. The forum will focus on emerging technologies; food technology, processing and agriculture; energy efficiency and renewables; infrastructure and logistics; and opportunities presented by the upcoming *Canada-Ukraine Free Trade Agreement*.

### August 23-25, World Indigenous Business Forum, Saskatoon.

WIBF is platform that engages Indigenous people in global economic discussions with four main sectors that focus on global Indigenous economic issues: community, industry, academic and government. Take the opportunity to attend this year when the forum is in Canada.