

Connections

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August 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

Announcement

Thursday, August 17, was Warren Everson's last day with the Chamber. His ongoing work is being temporarily managed by Michael McMullen with the full engagement of the policy team.

We want to thank Warren for his services to the Chamber and wish him success in all his future endeavours.

Perrin Beatty
President & CEO

Michael McMullen
Chief Operating Officer

Heads up!

There is a teleconference call on August 21, 1:30PM EDT to talk about the tax changes that the government has announced relating to corporate taxes. You **do** need to [register for this call](#); call in details will be sent only to those that register.

Many of you have heard about these changes and your members are reaching out to you for clarity and intelligence. Let's talk about what the network can do as the fall parliamentary season approaches.

[AGM and Conference Updates](#)

Policy resos are ready! "Hot off the presses" — as they used to say — the proposed [resolutions book](#) is now available on our website. English book is available and French resos are going up as they are translated.

Chamber Competition: One week remains to send us your submission!

If you don't know, our [2017 Chamber Competition](#) is focused on video. We know a number of you are already using video to shape your stories — your policy work, your members' stories, your events.

Don't forget that if you considering submitting a video that the deadline is fast approaching! August 25 is the date that all submissions need to be in. We've got some great ones already but we don't have yours yet - so who knows??

This is your opportunity to engage in video. You can share a video you've already done or take this opportunity to shoot one during the next few days. This is your chance to set the best-laid plans into action—you've put video on your "to do" list—make it happen this summer.

Want to find out more? Visit the [rules and regs page](#) for the Competition. We look forward to seeing your submissions—and so do your peers!

Chambers of the 21st Century

As part of our convention (and stemming from our strategic plan) we are going to have a panel discussion focusing on chambers and their future,

Membership organizations are operating in challenging times. It's not your grandfather's chamber anymore. The "chamber of commerce" has a great brand but to carry that forward for the future, chambers need to be thinking how do we get better at what we do? How do we reach new generations of business owners? How do we continue our relevance in the 21st century when other membership associations are struggling around us? What is the secret sauce that will keep us viable?

Three seasoned chamber executives will share tactics they are using to disrupt the status quo and take advantage of opportunities within their own communities - perhaps their work will be something that will resonate with you and your chamber? Perhaps it will awaken the giant within?

Our panel will feature:

David Duplisea, Chief Executive Officer, Saint John Region Chamber of Commerce

Stuart Harrison, President & Chief Executive Officer, Greater Peterborough Chamber of Commerce

Deb McClelland, Executive Director, Kamloops Chamber of Commerce

As part of this session, details of the [chamber survey](#) conducted prior to AGM will also be released. This survey focused on trends of membership, finances and membership value perceptions.

Here's what one chamber exec had to say regarding our greatest challenge in the next two years:

"The 1960's chamber model in 2017 clothing is not sustainable. We, like many other chambers, need to get away from being a knife and fork event-focused organization. 20% of our membership make up 80% of the totality of attendees through the year."

There's some food for thought there - no pun intended. Bring your thoughts and your questions to the session at the conference. It'll be a conversation starter for sure!

If you have not yet contributed to the [survey](#), please do so now. August 25 is the deadline.

Still looking to book a flight to the AGM?

For those in the east, Porter begins servicing Fredericton in September and provides another option for your travels. Check [flyporter.com](#) for details and departure cities.

First Data is our (re)Newed Partner for Payment Processing

We are really pleased to be able to [share the news](#) that our partnership with First Data has been renewed for three years.

This partnership renews the relationship and the offer to support your chamber through one-time signing incentive and ongoing revenue through transactions. These monies are yours - free to support you and your chamber in your activities.

There's another new component to the chamber offer and that is a performance bonus that First Data is offering for 2017.

As a collective group, if we all pitch in and get 750* merchants to sign on with first data, there is a [bonus pool](#) that each chamber can have access to - the greater number of merchants you sign up, the greater number of chances you have of being entered into the bonus program. Here's a [video](#) to help explain it. And a [flyer](#) that you should pin up your bulletin board to incent you, each and every day, to get more merchants on the FD program.

(* Please note the 750/1000/1250 merchants on the program is retroactive to January 2017).

#EsoRoadTrip: Round 3

Round 3 of the #Roadtrip has begun. This contest is a great way to be raising awareness of the ESSO benefit with your members and your future members!

Share the contest with your members, your future members, your friends. Take a look at the [web page](#) we've created that has all the components you'll need to share this contest! Share with your members, your friends, your future members.

Don't forget that as an added bonus we are offering a prize of a 2017 AGM delegate registration for the chamber that has been most engaged with the contest; this is a [\\$700.00](#) value.

Questions? Contact [Angela Roy](#), 1.800.661.2930. x265.

Do your SME members struggle to keep staff?

Earlier this year, we collaborated with the Canadian Education and Research Institute for Counselling (CERIC) on a guide for SMEs to create the optimum opportunities for career development with employees. *Entitled Retain and Gain: Career Management for Small Business*, this useful guide is written in a travel guide format. There are 40+ tips, activities and actions that SME owners can take now to attract, engage and retain staff.

We held a webinar with the guide's author Lisa Taylor. It's an incredibly useful book (which you can buy or download a FREE PDF version) for SMEs which gives tips for creating development opportunities for staff in as little as 10 minute a day. There's something here for both the business and the employee.

Chambers — as small businesses yourselves — we're sure there are tips here that could help you with staff growth and retention.

Lisa Taylor is open to doing more webinars and could do one for your chamber members... She might even consider coming to your community and presenting to a member lunch and learn or other member event.

Lisa is very knowledgeable and the Playbook was mentioned recently in a [Globe and Mail article](#) focused on attracting and retaining talent, not to mention that the Ontario Chamber's recent [Talent in Transition](#) report also highlighted the employee growth strategies in our publication as a best practice.

If you missed the webinar earlier this year, here's the link to it: <https://vimeo.com/222744198>. And if you think you would like to know more about the Playbook, you can download or order via the CERIC website at this link: ceric.ca/sme.

Career Ready Program: Developing the Next Generation of Tech Talent

Employers are increasingly demanding graduates with workplace-ready skills, such as communication, teamwork and problem solving. They recognize the vital role these skills play in developing the workforce of the future by being part of their education experience.

The Information Technology Association of Canada (ITAC) has launched the [Career Ready Program](#), which offers quality work-integrated learning opportunities and better aligns work-ready skills development to meet employers' growing demands for specialized talent. It helps employers secure the tech talent they need and helps students obtain meaningful employment opportunities in their chosen fields of study.

The Career Ready Program provides wage subsidies to SMEs to provide work terms to students in business and technology programs. The program provides up to 50% of a work student's pay in wage subsidies. Employers that hire students from underrepresented groups may also qualify for additional funding of up to 70%. Click [here](#) for more information.

New chamber staff across the country

Ron Furlong, executive assistant, Amherst & Area Chamber of Commerce (NS), info@amherstchamberns.ca.

Sheri Somerville, president and CEO, Atlantic Chamber of Commerce Inc., sheri@atlanticchamber.ca.

Jennifer Aleman, administrative assistant Brooks & District Chamber of Commerce (AB), manager@brookschamber.com.

Carine Lauzon, executive director, Nouvelle Chambre de Commerce Clarence-Rockland Chamber of Commerce (ON), info@ccclarencrockland.com.

Linda Fredette, office manager, Elliot Lake & District Chamber of Commerce (ON), contactus@eldistrictchamber.com.

Tamara Dabels, executive director, Fort Saskatchewan Chamber of Commerce (AB), tdabels@fortsaskchamber.com

Stacey Poss, executive director, Humboldt & District Chamber of Commerce (SK), executivedirector@humboldtchamber.ca

Dan White, president, Meaford Chamber of Commerce (ON), dwhite123@sympatico.ca.

Patricia Russell, executive director of the Peace River Chamber (AB), manager@peacriverchamber.com,

Erika Ewacha, CEO, Prince George Chamber of Commerce (BC), erika.ewacha@pgchamber.bc.ca.

Patti Hall, Interim Executive Director, Stoney Creek Chamber of Commerce (ON), phall@chamberstoneycreek.com.

Joisa Tillack, executive assistant, Valleyview Chamber of Commerce (AB), info@valleyviewchamber.ca.

David Wade, OfficeManageroftheVulcanChamberof Commerce (AB), VDCCoffice@gmail.com.