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July 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}

Heads up!

Next week we will be sending a letter to the prime minister – signed by all all provincial and territorial chambers and cc'd to premiers - urging a pan-Canadian framework on climate change be considered and implemented. The thrust of the letter is that a pan-Canadian approach to addressing climate change must go hand-in-hand with a pan-Canadian approach to strengthening Canada's economic competitiveness.

Watch our [website](#) for the letter next week.

Infrastructure report releases this week

Last week, we sent you a heads-up and a toolkit for a major infrastructure report that we are launching this week. We hope you'll join us. It is entitled *Stuck in Traffic for 10,000 Years: Canadian Problems that Infrastructure Investment Can Solve (embargoed until July 19)*.

When we told you about the report last week, our toolkit was missing a couple of things: an infographic and a video and images for social posts – we were so eager to get it to you! Click [here](#) to download these additional items.

Canada-U.S. update

We are undertaking a campaign of B2B visits in selected states across the U.S. The purpose of these missions is to celebrate the fruitful trade and investment relationship between our two countries.

Many business and political leaders across the states are not aware of the success of our relationship. With the uncertainty of the current environment, we believe this is the perfect time to raise awareness of Canadian business and the strong links between ourselves and our most important ally.

Our first delegation travelled to Tennessee in early July. We are now preparing a mission to Texas from Aug. 27 to Sept. 1.

The goal of these campaigns is to raise awareness among state business leaders and legislators about how important the Canada-U.S. relationship is to businesses on both sides of the border.

These delegations will include our CEO, Perrin Beatty, and a mix of Canadian business people from different sectors. We hope you will make your membership aware of this effort and help us recruit participants. And, of course, we would be delighted if you would consider participating yourself on behalf of your chamber or if you have members that would be particularly interested in Texas as market. There's more than \$35 billion in bilateral trade between these two partners (2016 numbers). A [great short video](#) shares the details of this

relationship.

There is enormous uncertainty around NAFTA and other sweeping policy debates regarding the Canada-U.S. relationship. The best way to protect this remarkable partnership is an informed U.S. business community speaking out in their own defence and in ours. That's why the campaign will focus on states where the business ties with Canada are not as well known.

If you are not engaged in the discussion, here is a video that you can share with your members [Canada and the U.S.: One Hour of Trade in 21 seconds](#). Canada has much to gain/lose from a NAFTA revamp; you can read our submission to the government [here](#).

Please forward any comments, questions, or suggestions, as well as information about any events or visits you are undertaking, to Canada-USprogram@chamber.ca. Also, if you'd like to join the team in Texas or if you know of members in your area that would benefit from being a part of this mission, have them contact us. We'd love their participation!

We've also developed an [awesome infographic](#) on Canada-U.S. trade facts. Please feel free to share it with your members.

BCIP Challenges Initiative

On July 14, the federal government launched a new pilot program called the BCIP Challenges Initiative.

Building upon the Build in Canada Innovation Program (BCIP), this pilot sees departments identify needs that innovators are invited to solve with their products and technologies. Designed to increase the use of late stage innovative technologies by government departments, the program allows Canadian businesses to sell their innovations and contribute to Canada's economic growth.

The first phase of the pilot focuses on finding innovative ways to protect Canadian soldiers, civilians and infrastructure.

Details of these innovation challenges can be found on the web at Canada.ca/Sell-your-innovation.

New in-person tax support for small businesses

Since 2014, more than 16,000 small businesses have benefited from the Canada Revenue Agency's (CRA) Liaison Officer Initiative (LOI). Through the LOI, small businesses receive in-person support and education to help them meet their tax obligations. These visits are not audits, nor do they result in reassessments.

Until now, all LOI visits were initiated by the CRA and could

not be requested by businesses. Now, the CRA is piloting a "by request" option in the greater Toronto and Montreal areas, with plans to expand to other areas of the country in 2018.

If you are in the Toronto or Montreal area, your small business members could participate in this pilot. To do so, the business must be a sole proprietorship or partnership based in Toronto or Montreal, and the contact at the business must be available during normal business hours. Businesses that have had a previous LOI visit from the CRA are not eligible.

Please make this offer available to your members; if they wish to request in-person help with meeting their tax obligations, they should go to [Liaison Officer Assistance Requests - Pilot Project](#).

Chamber Competition: It's all about video!

Video is long past the status of an "up-and-coming" marketing tactic. It's here and it's an increasingly powerful way to tell your story, explain what you're all about and to tell new audiences why they need to be involved with you. It's also a great way to build relationships with your existing audiences — like members — and for them to share your content with their friends — and they may be your next new members!

The most recent statistics show that video content isn't just effective—the demand for it is growing at an impressively rapid pace.

- Did you know 43% of people want to see more video content from marketers?
- Or that 51.9% of marketing professionals worldwide name video as the type of content with the best ROI?
- For more insights on using video, including a great infographic, visit this page: <http://bit.ly/2tN7DBs>.

That's why 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.

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 weeks. 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!

#EsoRoadtrip: Did you see the cute puppy photo?

Scott Bridger, of the Cambridge Chamber of Commerce (ON) shared a photo that one of his Canada Day volunteers had taken of her granddaughter Kylie and her puppy Jax - it's AWESOME!! This is just one of the great photos that have been shared through our #EsoRoadTrip contest.

You can [vote](#) for this great capture or many other submissions - all sharing our great country's special attractions and moments during this special year.

But more importantly are you sharing this contest with your members and your community?

Together, with our partners at Esso, we are excited with this summer photo contest under the banner of #EsoRoadTrip; it's a great way to be raising awareness of the ESSO benefit with your members and your future members!

Please share the contest with your members, your future members, your friends. We want you to keep on sharing during the summer as we'll ask people to vote on their favourites photos during the summer.

What about the prizing? Well... that's all about you! The prizes for this contest are all about membership with your chamber. Perhaps the winner is one of your current members? Or maybe it's a future member? Our partner, ESSO, is going to contribute \$300 towards an existing or new membership in your chamber. Each month for June, July and August, we will be awarding **five winners**.

DON'T FORGET TO VOTE - Puppy or otherwise.

The winners will be determined by the online votes received. Don't forget to post and don't forget to vote!

And, as an added bonus? We want to further reward your hard work. As incentive for you to share and engage in this contest, which we think will raise the fun factor for your chamber over the summer months, 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.

And there's random prizing available too for some special photo captures. From June 1 to September 15, this contest is open and ready for your sharing, voting and viewing.

Without further delay, 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.

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

New chamber staff across the country

Tanya Oliver, executive director, Bonnyville & District Chamber of Commerce (AB). Welcome back from mat leave :); executivedirector@bonnyvillechamber.com.

Kendra Begg, executive director, Boundary Country Regional Chamber of Commerce (BC),

Ali Maki, chamber & visitor centre manager, Chase & District Chamber of Commerce (BC), admin@chasechamber.com.

Dan Rogers, executive director, Kelowna Chamber of Commerce (BC), dan@kelownachamber.org

Shelly Wadden, executive director, Kicking Horse Country Chamber of Commerce, Golden (BC)

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

Robin Bobocel, CEO, Red Deer & District Chamber of Commerce (AB), rbobocel@reddeerchamber.com.

Prab Lashar, executive director, Rocky Mountain House & District Chamber of Commerce (AB),

rmhcofc@rockychamber.org.

Gerard Gaudet, president, Chamber of commerce of Rogersville (NB), gaudefe@yahoo.com.

Dione Chambers, general manager, Greater Vernon Chamber of Commerce (BC), manager@vernonchamber.ca.