

# Connections

... get plugged into your network

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>

September 2016

## AGM and conference wrap up

As always, the policy debates are a highlight of the AGM. The energy chambers put behind the resolution process is unparalleled.

At the end of two engaging policy sessions, 64 policy resolutions were passed. Now the real work begins as we seek to make changes for the betterment of Canadian communities and their businesses.

We are also happy to welcome our new volunteer Chair as of the meeting in Regina. Duncan Wilson, was elected into the role at the AGM. Duncan's day-to-day role is Vice President, Corporate Social Responsibility at the Port of Vancouver. In his day job, Duncan's responsibilities include leading the Port of Vancouver's environmental programs, Aboriginal relations, communications and community engagement functions.

While Duncan already has a full agenda, he will make time for a number of chamber events throughout his tenure. If you are interested in hosting Duncan as part of an event in your community, please get in touch [with us](#); we will ask you to complete a speaker request form. Following completion and submission of this form, we will consider the requests and make as much time and availability as he/we can.

Duncan is well-versed in "chamber" as he has been on our board for eight years and has chaired the Network Committee, which discusses issues of relevancy to chambers.

**Reminder:** for those who did attend our AGM in Regina, we'd love to get your feedback on the event. A survey was sent to you last week; if you did not receive it or do not have that survey link handy, please be [in touch](#).

## Chamber of Commerce Executives of Canada (CCEC) Conference

Prior to our conference, the Chamber of Commerce Executives of Canada always hold its annual conference with sessions geared to the professional development of chamber staff and executives.

Sessions this year included: relevant value propositions for chambers, advocacy from local to national levels - featuring chamber execs who have made the transition from one side to the other; and also a strong session on recruitment and retention.

Deb McClelland, president of the Kamloops Chamber, presided over her last meeting as the president of CCEC and welcomed incoming president Nancy Healey, Chief Executive Officer of the St. John's Board of Trade. Nancy, in her role, as president, will sit on our board as the voice of the chamber of commerce professionals for the next year. We look forward to her insight.

One of the highlights of this conference is always the awards evening where excellence in chamber management is recognized.

CCEC was excited to present its annual executive awards at the Hotel Saskatchewan in Regina. Congratulations to the chamber staff who were this year's award recipients:

- Dave Angus, Vice President of Chamber Relations with Johnston Group, Council of Excellence recipient; Dave was the CEO of the Winnipeg Chamber of Commerce prior to his role with Johnston;
- Lynda Moffat, President & CEO of the St. Albert & District Chamber of Commerce (AB) - Executive of the Year in the 500-999 member category;
- Valerie Roy, CEO of the Atlantic Chamber of Commerce - Executive of the Year in the less than 500 member category; and
- Sandra Dueck, Policy Analyst/Communications Specialist with the Greater Peterborough Chamber of Commerce (ON), Staff Person of the Year.

## Membership in the Age of Google

Every year, a popular segment of our event is the Chambers Competition. Established to promote and share best practices among peers, every year the competition focuses on a particular aspect of chamber operations and showcases the excellent work that chambers of commerce/boards of trade are doing as part of the national chamber network.

This year, our Chambers Competition focused on membership in the digital age - what that has meant to the way chambers do business as chambers and how it has changed the way they interact with their members and potential members.

Three finalists were chosen to present to our delegates in Regina, and we are happy to share the standings:

**Gold:** The Calgary Chamber of Commerce  
**Silver:** Greater Peterborough Chamber of Commerce  
**Bronze:** Burnaby Board of Trade

These three chambers are thinking outside the proverbial box and are reaching new audiences by reshaping what the chamber is all about in their communities. We encourage you to check out [the submissions](#) these chambers made for the competition. You'll probably be able to do a little chamber R & D (*rob and duplicate*) with some of the ideas shared.

## Music Cities | The Toolkit

An exciting new opportunity launched at the conference and was presented by Music Canada CEO Graham Henderson.

Entitled *Music Cities*, this is an opportunity to build on the awareness of the music community within your region and build relationships that could lead to increased visitation, economic development and an opportunity to break into a new area of opportunity both in terms of activity and membership for your

chamber.

Earlier this year, we invited Graham to speak to our board members about the concept of Music Cities – which is a multi-faceted approach to growing the local music economy. Music Cities is a concept that has already grabbed the attention of a number of communities and chambers of commerce across the country.

What community doesn't have an event focused on music? Or isn't home to local artists and musicians, and music entrepreneurs? Large and small centres have jamborees, choral festivals, jazz festivals, blues festivals and more! Music venues and recording studios dot the landscape. And artist entrepreneurs live among us, coming out to play whenever stages are provided. One only has to look to the recent example of the Tragically Hip's final tour to get a sense of the impact, influence and importance that music plays in our lives and our communities.

We are so pleased that Music Canada has shared its excellent work in this space with the chamber network as a tried and tested economic development tool. It is our hope that you will be able to take content from [this toolkit](#) and use the ideas within to reach new segments of business in your community as you reach out to potential members and partners for the chamber; to create economic platforms within your community that strengthen its profile and growth and to bring even greater value through your chamber as the connector of people and innovative solutions.

Find out more about Music Cities by downloading [the toolkit](#) now!

### Affinity partner update part of conference agenda

This year at the AGM, we hosted an update/information session with our benefit partners.

Chambers heard the most recent news from our friends at 1-800-Members, Competitactics (*Mystery Shopping*), Esso and First Data. All of these partners, and more, provide benefits that are presented to you as benefits to you and your members. Programs can be used as recruitment and retention tools, and you should also consider how these programs can save you and your members money daily.

When we look at benefit programs, we also look at opportunities for your chamber to make some non-dues revenue. The non-dues revenue should be considered as compensation for any admin/marketing work that you do with the program but also as an opportunity to generate revenue that you can use to achieve other things in your office. Maybe you need a new desk? A new computer? A new event? Your wish list is, no doubt, endless.

One of the first pieces of advice that all partners provided was to make sure your websites and sales kits have up-to-date marketing materials.

For instance, did you know that Esso has created a new sales flyer for the program? You can download it on our [website](#).

Did you know that First Data is currently promoting a “meet or beat” offer? Websites that are displaying rates for VISA and MasterCard are outdated. You should start promoting this new offer as your members have the opportunity to either save money or receive a \$1,000 MasterCard for their trouble.

All of our program collateral is available electronically for download on our website. Doesn't it make sense to ensure you are using the most up-to-date materials? You can find all of the most

recent program information on our website in the members' only section. If you have any trouble downloading program information, please be in touch with [Angela Roy](#).

### 1-800-MEMBERS | Webinar access

Last month, we were able to announce to you that we have partnered with 1-800-MEMBERS on two additional chamber affinity programs. Based on the success to date of our UPS program with 1-800-MEMBERS, we were happy to partner up with them to further the success of chambers and their members. Following our launch, we hosted a [webinar](#) with Jose Pun our partnership's marketing manager. Jose spoke about the three programs and the ways that you can use these benefit programs as recruitment and retention opportunities and to increase your non-dues revenue.

Luckily, for those unable to participate in the webinar, it was archived and you can still access the webinar; it will take about 30 minutes of your time but open you up to the possibilities of these programs.

1-800-MEMBERS has a highly trained sales team that will provide unmatched support for you as you seek to better engage and retain your members.

Take a listen to the [webinar](#) and then sign up and start saving and promoting savings to your members. Jose Pun, [jpun@1800members.com](mailto:jpun@1800members.com) looks forward to working with you.

You can also call 1-800-MEMBERS (Monday-Friday, 8 AM-6 PM, Eastern).

### 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?

**Val Litwin**, president & CEO, BC Chamber of Commerce (BC), [vlitwin@bcchamber.org](mailto:vlitwin@bcchamber.org).

**Lorraine Norgard**, secretary-treasurer, Claresholm & District Chamber of Commerce (AB), [chambersec@shaw.ca](mailto:chambersec@shaw.ca).

**Sandy Lockhart**, executive director, Gravenhurst Chamber of Commerce (ON), [manager@gravenhurstchamber.com](mailto:manager@gravenhurstchamber.com).

**Jake Wink**, manager, Greater Innisfil Chamber of Commerce (ON), [jwink@innisfilchamber.com](mailto:jwink@innisfilchamber.com).

**Kan Kuzmiski**, president, Oyen & District Chamber of Commerce (AB), [stitchworx@telus.net](mailto:stitchworx@telus.net).

**Hélène Bergeron**, codirectrice générale, la Chambre de commerce et d'industrie de la Rive-Sud (QC), [hbergeron@ccirs.qc.ca](mailto:hbergeron@ccirs.qc.ca).

**Dwayne Hill**, chair, Vulcan & District Chamber of Commerce (AB) [dwaynehill@icloud.com](mailto:dwaynehill@icloud.com).

**Danny Tuff**, CEO, Whistler Chamber of Commerce (BC), [dtuff@whistlerchamber.com](mailto:dtuff@whistlerchamber.com)

**Jessica Berg**, office manager, Warton & District Chamber of Commerce (ON), [info@wartonchamber.ca](mailto:info@wartonchamber.ca).

### Small Business Week, October 16-22

We recognize the importance of small businesses in communities across Canada. As Small Business Week arrives soon, we will be involved in an activity celebrating small business.

We know a lot of you organize activities around Small Business Week and would love to hear about them. We've asked for your feedback in the Chamber Discussion Forum; you can also send an [email](#) describing what you are doing.

Watch for an announcement shortly on our small business celebration!