

# Connections

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June 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<sup>MD</sup>*

## Chamber trade promotion in the U.S.

The national chambers of commerce of the U.S., Canada, and Mexico are launching the North American Economic Alliance, a platform for the three private sector organizations to speak with one voice to the U.S., Canadian, and Mexican governments about the most effective way to enhance the *North American Free Trade Agreement* (NAFTA).

Last week in Washington, our president and Thomas J. Donohue, President and CEO, U.S. Chamber of Commerce, and Juan Pablo Castañón, Chairman, Consejo Coordinador Empresarial of Mexico, stood together to announce the Alliance, surrounded by business and political leaders from all three countries.

In a joint statement, the leaders expressed the basic principles that need to guide NAFTA discussions, if they are to lead to increased competitiveness and a stronger capacity to create jobs in North America:

- All agreed that any one effort to update NAFTA must not undermine the strong foundation that already exists. There should be no disruption of the \$1.3 trillion in annual trade that crosses our borders.
- An updated deal must remain trilateral. For more than two decades, companies have relied on the existing trilateral NAFTA framework as a baseline for our cooperation. Creating divergent rules would undermine our competitiveness by raising costs for businesses and disrupting existing trade flows—as well as the jobs that depend on them.
- The three countries' leaders must understand that modernization should mean updating NAFTA while retaining the current benefits.
- Action needs to be swift. Business thrives when the future is clear and apparent risks can be addressed, so lingering uncertainty about the future of North American trade will only suppress economic growth in all three countries.
- It is vital that all three governments keep consulting with the private sector during the negotiation process. With input and involvement from the business communities in the U.S., Canada, and Mexico, the process will be more predictable, and it will be easier to build broad support across North America.

## Canada-U.S. update

Late last week, we held a teleconference call with chambers regarding initiatives around Canada-U.S. trade and other items. If you were not available to join us, the call was [recorded](#).

During the call, we spoke about the Canada-U.S. Business Campaign

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 next delegation will travel to Tennessee from July 5 to 7. We are currently preparing a mission to Texas in August and a subsequent mission in the fall.

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

For many states, Canada is the top customer. Millions of U.S. jobs are dependent on trade and investment with Canada. So we want to talk about the prosperity we've built together and ensure Americans are on guard to protect that partnership.

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.

There is enormous uncertainty around NAFTA and other sweeping policy debates regarding the Canada-US 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.

We are determined to ensure we continue to enjoy a positive trade relationship that will ensure the future prosperity of both Canada and the United States.

Please forward any comments, questions, or suggestions, as well as information about any events or visits you are undertaking to [Canada-USprogram@chamber.ca](mailto:Canada-USprogram@chamber.ca).

We also currently have a survey in the field on NAFTA. If you and/or your members would like to comment on this important trade agreement, please do so by June 23. The link to the survey is <https://www.surveymonkey.com/r/NAFTAfdbk>

## Chamber partners with CIRA | Protecting your IT infrastructure from attack

With the world on tenterhooks over cyber attacks (the most recent ransomware attack "WannaCry"), our announcement in May on a new partnership program with the Canadian Internet Registration Authority (CIRA) is timely.

Cyber security is the business challenge of our time. High-profile attacks are simple to execute and can take your chamber and your members business offline and turn your customers away.

We held a webinar for members on this new offering at the end of May and another will be forthcoming. In the meantime, there's more information on the CIRA program in our [members' only section](#).

## Don't forget your business award nominees - could they be the next #PBGA award winner!?

Nominations close July 14, and you just might make a member's day by thinking of them as a potential winner.

*What's more?* If you nominate someone and he/she is chosen as a finalist, you (or your designate) will attend the gala in Toronto courtesy of our partners at Grant Thornton. Wouldn't it be great to be cheering on your member from your seat at this event?

For more information, visit the Private Growth Award website at: [http://events.grantthornton.ca/growth\\_award/](http://events.grantthornton.ca/growth_award/).

Finalists from 2016 are happy to share their positive experiences about the whole program. Here's what one finalist shared with us:



"Being recognized as a PBGA Finalist has been a powerful opportunity to acknowledge not only how our business has been successful thus far, but how we can be even better in the future."

- Jason Castellan, Co-Founder & CEO, Skyline Group of Companies



The Canadian Chamber of Commerce and Grant Thornton LLP  
**PRIVATE BUSINESS  
Growth Award**

**Nominations due July 14.**  
[PrivateBusinessGrowthAward.com](http://PrivateBusinessGrowthAward.com)

## Indus Travels program launches!

We recently launched a chamber travel program with Indus Travels. A number of you have used Indus Travels for some chamber trips. Based on your feedback, we wanted to extend the reach of Indus.

In 2018, we are offering four destinations to chambers across Canada. Chamber trips will go to: Thailand, Bali, South Africa and Iceland.

A number of smaller chambers have been unable to commit to offering chamber travel programs. We're happy our Indus program will offer guaranteed departures. Your chamber can pool your passenger numbers with others across the country and ensure your passengers get off the ground. No disappointments!

You can offer one or all four programs - that's up to you and there is also a heavy revenue share for those passengers that come on board from your chamber.

## #EsoRoadtrip - Summer 2017

From the highways and byways of Canada, from [Cape Spear](#) in the east to [Vancouver Island](#) in the west, from [Point Pelee](#) in the south to [Yellowknife](#) in the north, Canadian destinations all have something on order to celebrate Canada's big year - #Canada150.

That's why, together, with our partners at Esso, we are excited to announce that we are hosting a summer photo contest under the banner of #EsoRoadTrip.

What better year than during Canada's sesquicentennial to get out and explore Canada's backyard. But wait... you're saying what's in it for me? For starters, we're hoping you and your members will be excited about sharing your pride in your community and in Canada with your photos - events, attractions and more! We want your members to share their photos of your community but we also want them to share their pix when they hitch up the trailer for their trip through the [Badlands](#) and on to B.C. or as they paddle down the [Saguenay](#) or when they do a road trip to see the latest play at [Stratford](#) or shoot a selfie at a concert at the [Indian River Festival](#). It'll be fun to see what people share!

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. Yes, 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. 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 [webpage](#) we've created that has all the components you'll need to get sharing this contest! Share with your members, your friends, your future members.

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

## Our AGM bursary winners

We're thrilled to tell you that our Johnson bursary will allow two chamber execs to attend this fall's annual meeting in Fredericton. Nancy Allanson, executive director, Trent Hills Chamber (ON), and Stephanie Sexsmith, manager, Lumby & District Chamber (BC), will be joining us to soak up all they can and take it home to their members. We're also really pleased because these chambers are new-ish members of ours (in the last 2 years) - so a great opportunity for them!

Thanks for being an amazing partner [Johnson Inc!](#)