

February 3, 2012

Mr. Perrin Beatty, President & Board of Directors
Canadian Chamber of Commerce
360 Albert Street, Suite 420
Ottawa, ON
K1R 7X7

Dear Perrin

With the new Canada Not-for-Profit Corporation Act (CNPCA) coming into effect and the imminent passage of the Ontario Not-for-Profit Corporation Act (ONPCA) the Board of Directors of the Greater Oshawa Chamber of Commerce (GOCC) feels the Canadian Chamber of Commerce (CCC) has an opportunity and an obligation to act and put in place proper Bylaws to protect the Chamber network in Canada.

The letter dated November 1, 2011 from the Honourable Christian Paradis, P.C., M.P. Minister of Industry and Minister of State (Agriculture) to you, Perrin, as President and CEO of the CCC, referencing the new Not-For-Profit Act (CNPCA) and its application to the Boards of Trade Act, gives the CCC a unique opportunity to protect the "Network Brand".

The Minister of Industry, in his letter, stated that chambers of commerce incorporated under the Boards of Trade Act (BoFTA) will not be governed by the provisions of the CNCPA. The Minister also recognized that an organization can only be incorporated under, and be governed by the provisions of one corporate statute. *"Consequently, a chamber of commerce incorporated under the Boards of Trade Act will not be governed by the provisions of the Canada not-for profit Corporations Act"*.

The CCC, however, incorporated under Part II of the CNPCA needs to confirm to its members incorporated under the Board of Trade Act and to its provincial Chamber partners that the CCC is current with their annual filings and that they are or will be compliant with the new CNCPA.

The Chamber Network and Brand is being openly challenged "by the rise of non-geographic, so called Chambers or Boards of Trade...those that may serve a niche target group but want to operate more as a business association and less as a true Chamber or Board", noted in the keynote address by Len Crispino, President of the Ontario Chamber of Commerce (OCC) this past May (2011) at the OCC AGM. Adding, *"we must do all we can to protect and promote our network. That means putting forward the most professional, polished image of ourselves that we can. That strengthens our brand. And a strong brand helps us promote, maintain and build on everything else we do. It attracts members; it gains us access to political leaders – locally, provincially, nationally and even internationally. And a strong brand builds upon itself. It gives us a sense of momentum – a force that drives us forward by building on our past victories"*.

The GOCC couldn't agree more.

It is the opinion of the (GOCC) that the opportunity exists with the passage of the new Act for the Chamber of Commerce network to formally request the Minister of Industry and Minister of State (Agriculture) to restrict the use of the name Chamber of Commerce or Board of Trade thus protecting the public from organizations that are misrepresenting the well respected Canadian Brand "*Chamber of Commerce*" protected under the Board of Trade Act.

As stated by you in the "Power of the Network" video the CCC has a diverse membership of over 175,000 enterprises from coast to coast to coast and is a respected voice of business with government and when the CCC speaks the government listens.

The CCC needs to work with its member Chambers incorporated under the BofTA, and Provincial Chambers of Commerce to lobby the Canadian government, during the transition time of the new CNCPA, to recognize only the Chambers of Commerce and Boards of Trade registered under the Board of Trade Act as the only ones that can use the moniker Chambers of Commerce & Boards of Trade. All others unable to be incorporated under the BofTA would need to transition to another name.

Also the GOCC is of the opinion that foreign chambers of commerce (i.e. Canadian Australian Chamber of Commerce) could continue using the name chamber of commerce, under the new the CNPCA or a provincial Act, so long as they are registered in their country of origin first all others would need to transition to another name.

Further, The GOCC is of the opinion that corporate members of the Ontario Chamber of Commerce or Canadian Chamber of Commerce must first be members of its local Chamber of Commerce where it has its Head Office and/or a physical presence in the community. As Fred Ball a 40 year member and past President of the Greater Oshawa Chamber and recipient of the OCC Gillespie Award stated "if you're doing business in Oshawa you must be a member of the Chamber of Commerce".

The end result of such actions will be that there will be one and only one standard of business excellence that will be acceptable and that is the BEST.

The GOCC Board of Directors respectfully request that the above items be placed on the Agenda at the upcoming AGM so the membership can debate the issue.

We await your reply.

Sincerely,
Greater Oshawa Chamber of Commerce



K. R. (Bob) Malcolmson, CEO & General Manager

Copy: Provincial Chamber of Commerce Associations
Chambers of Commerce & Boards of Trade

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