

# Connections

... get plugged in to your network

June 2010

## Policy Updates

### *Copyright Bill: chamber advocacy efforts required!*

Bill C-32, the *Copyright Modernization Act*, was tabled in the House of Commons on June 2.

The *Copyright Act* has not been reformed significantly in the past 10 years. New rights and protections are required if rights holders are to better reach new markets, adapt their business models and combat infringement in a digital environment. While the new bill has been introduced, we still need your assistance in ensuring that this bill is passed by the government. We need to protect the jobs in Canada that are dependent on a strong intellectual property (IP) rights system.

### *What does this mean for Canadian business?*

Many companies, big and small, rely on the protection of intellectual property rights to thrive in Canada. Updated copyright legislation will bring Canada up to date with all major industrial economies and clarify copyright laws in light of the new Internet economy in the 21st century.

A strong IP system is important for your community as all companies have IP—company names, logos, client listings or research papers all qualify.

### *What can you and your members do?*

Last week all chambers received the information to conduct an advocacy campaign within your community on the importance of passing this bill for the ongoing competitiveness of Canadian businesses.

Local chambers and boards of trade across Canada need to reach out to their MPs and send letters of support for the new copyright legislation so we can get this passed once and for all. It would also be great if you could send this information to local business members that rely on proper protection of IP rights for success and ask them to write to MPs too.

The Canadian Chamber has provided a [resource area](#) which includes draft letters and other background info for you to tailor to your needs for this advocacy efforts.

The push for copyright reform is all about keeping Canadian jobs in the knowledge-based economy, identifying IP assets and being able to properly exploit them for a competitive advantage. It's a message that we know your business community will support; help us get this bill passed for the benefit of businesses across the country.

For more information on the IP file, contact Chris Gray, [cgray@chamber.ca](mailto:cgray@chamber.ca).

### *More advocacy action needed: Bill C-311, Climate Change Accountability Act*

Bill C-311 passed third reading in the House of Commons on May 5 and was introduced in the Senate on May 6.

### *What does this mean for Canadian business?*

If Bill C-311 passes, the federal government would be required to develop emission reduction plans and regulations for 2015 and 2020 targets immediately.

The gap between the U.S. target of 17% and a Canadian target of 40% (from 2005 levels) would have a fundamental impact on Canada's competitiveness.

### *What can you and your members do?*

Bill C-311 must die in the Senate. This will require significant lobbying by Canadian business. Personalize the [template letter](#) that we have prepared for our chamber/board of trade members and send it to the senators from your region to ensure that they plan to vote against this bill. A [current listing](#) of senators is available.

For more info on this bill, contact Scott Campbell, [scampbell@chamber.ca](mailto:scampbell@chamber.ca).

### *How are you engaging young entrepreneurs?*

Do you have a great project that reaches out to young entrepreneurs in your community? The latest edition of the *Canadian Chambers Competition* is out! Members have been

asked to submit programs and practices that speak to this year's theme - *Engaging Young Entrepreneurs*.

For more information on this year's competition, visit the **AGM section** of our website. There you will find information on the competition, the program; accommodation and more.

If you've got a success story in reaching young entrepreneurs your chamber peers across the country would like to know about it! Consider submitting your program to the *Chambers Competition* - you've still got time, the deadline for submissions is August 6.

#### *New chamber members*

We welcome three new links in the cross-Canada chamber network this month:

**Airdrie Chamber of Commerce** (AB), Lorna Hunt, executive director, [info@airdriechamber.ab.ca](mailto:info@airdriechamber.ab.ca).

**Gibsons & District Chamber of Commerce** (BC) Chris Nicholls, executive director, [exec@gibsonschamber.com](mailto:exec@gibsonschamber.com).

**Thetford Mines Chamber of Commerce** (QC), Louis Thivierge, executive director, [dg.ccitm@bellnet.ca](mailto:dg.ccitm@bellnet.ca).

*If you are a new manager or have changes that you would like the network to know about let Stacey Roy know, [sroy@chamber.ca](mailto:sroy@chamber.ca).*

#### *TD Canada Trust Payment Processing Plan*

The Canadian Chamber, with its partner TD Merchant Services, offers chamber of commerce/board of trade members a preferential pricing program for electronic payments. You and your members who are processing electronic payments should take a look at the program if you haven't already.

Current program rates are 1.69% for VISA, 1.78% for MasterCard and .09 cents per debit transaction.

Businesses are bombarded by competitors' programs almost weekly - it's a very competitive environment. If your members are asking you about these offers, refer them to the TD Merchant Services (TDMS) sales rep for your area, who can walk your members through their individual business savings. Your members need to know their own business needs so that they can compare apples and apples - not apples and watermelons - when looking at competing programs.

*Here are a few of the things that your members may want to think about:*

- Do they do mostly card-present transactions?
- Or e-commerce?
- Swiped transactions?
- Mail or telephone orders?

This is the starting point in knowing the types of transactions that are most common in their own business - every one will be different.

Some of the other things that a merchant needs to know when considering multiple offers on payment solutions:

- Are there per transaction fees charged?
- What is the fee for batch processing? I.e. what is the charge for each batch processed for deposit?
- Are there set up or installation fees for merchant account set up and Point of Sales (POS) terminal installation?
- POS service fees - this can include upgrades to compliant equipment (PCI, EMV), regular maintenance, service calls, on-site training
- Is there a statement fee - for the issuance of monthly account details.
- Minimum monthly discount fee?
- Return transaction fee?
- Monthly fee - account maintenance fee?
- Annual fee - account maintenance fee?
- Non achievement fee? This could be based on pre-determined processing volumes
- Deposit times to bank account?

These are a few of the considerations... there are more.

Using the paper flyer to sell the program by "flash rate" (1.69/1.79/.09) undervalues the TDMS program and overestimates the savings of competitive offerings.

One of the most advantageous features of our program is the TDMS sales team in place across the country; use them to your advantage. These are the experts - let them explain the program to your members and help save your members money. If you don't know who your rep is, contact Jennifer Hagen, [jhagen@chamber.ca](mailto:jhagen@chamber.ca).

#### *G20 - Get engaged in the discussion*

The Canadian Chamber has become engaged in a trial online community surrounding the G20 summit being held in Toronto. G20net represents an opportunity for local chambers to virtually participate in the Toronto summit. As a participant you will get the benefits of being at the summit without the traffic congestion. Here's what participating in this group means:

- interaction with Canada's top research chairs
- promotion of your business members to the 3500 global reporters
- interaction with major Canadian think tanks such as the Centre for International Governance Innovation (CIGI) and CD Howe
- engagement of hundreds of young entrepreneurs from Canada and abroad.

Registration and use is simple. **More information** on this site is available; please take the opportunity to plug in.

If you or your members want to become part of this online community (which organizers want to continue for future G20s such as the event in Korea in November), send an email with the subject line **G20net** to Angela Roy, [aroy@chamber.ca](mailto:aroy@chamber.ca) at the Canadian Chamber.