

Connections

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March 2010

Policy Updates

Budget 2010

Prime Minister Harper prorogued Parliament for five weeks to recalibrate the government's strategy in order to complete Canada's transition through economic recovery and into long-term competitiveness. The results were delivered in the 2010 speech from the throne and federal budget at the beginning of March.

The Canadian Chamber of Commerce and its members called on the government to deliver concrete measures in three areas. The government heard the voice of Canadian business and both the throne speech and the budget aligned with the Chamber's call for action:

- Stay the course on the recovery plan.
- Lay out a strategy to return to balanced budgets over the medium term without raising taxes.
- Focus on how to make Canada more competitive in the international marketplace.

The Chamber held a teleconference call with chamber members the night of the budget and has since produced a document on "wins" contained in the budget. This document is available for your use and can be found [here](#).

Mid-Year Policy Update

Members are encouraged to join the mid-year policy call on March 22nd at 1:30PM EDT.

If you have not yet registered for this call, please do so by contacting Jennifer Hagen at jhagen@chamber.ca.

Policy Task Force

Following last year's AGM, some details needed to be refined for the annual policy process. A task force was struck and they met early in 2010. A document outlining the tweaks to the reso process has been sent to chambers and these will be reviewed on the mid-year call as well. The resolution invitation will be issued the last week in March with a reso deadline of June 3rd.

Our thanks to the policy task force for their efficient work

on behalf of the network; the task force was chaired by Gerry Macartney, London Chamber of Commerce and included:

Ken Kobly, AB Chambers, Bill Denyar, APCC; Mike Watson, BC Chamber; Viviana Iturriaga-Espinoza, FCCQ; Nancy Conrad, Halifax Chamber; Leonard Loboda, MB Chambers; Tim Creedon, Red Deer Chamber; Kent Smith-Windsor, Saskatoon Chamber; Nancy Healey, St. John's Board of Trade; Bruce Carter, Greater Victoria Chamber; Ann-Marie Tout, Enbridge; Cliff Sosnow, Blake, Cassels and Graydon; and Robert Redhead, Newalta Corp.

Copyright: a call to action

The *Copyright Act* has not been reformed significantly for 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.

The Canadian Chamber has been advocating for an updated bill on copyright for a long time – but we'll need our network to help us in taking that message to government.

To help chambers and chamber member businesses understand the importance of the copyright issue for businesses in Canada, the Chamber has prepared an "At-a-Glance" document which we would encourage you to review and possibly share with your members.

If you need further information on copyright, you should contact Chris Gray, cgray@chamber.ca, 1-800-661-2930, x251.

We need to protect jobs in Canada that are dependent on a strong intellectual property rights system.



Canadian Chamber's annual report available now

Chamber members will receive a hard copy shortly in the mail of our annual report - a document which looks back over the network's achievements of 2009 and what we can hope to achieve together this year.

The **report** is also available on our Web site now - if you've like to preview it. Please feel free to share this version with your members as a testament of the strength of the network on our collective advocacy efforts for business in Canada.

Rank higher in search engines

VISA Canada is a great source of information for business - especially small businesses. If you put together your own newsletters, you may wish to take a look at their offerings for small business for content or reference with your SME members in mind.

A recent article focuses on search engine optimization (SEO). This article features basic information on knowing how search engines work; a step-by-step approach to utilizing SEO technology, and working with the right developer to get the most out of the technology available. You may find useful information in this article to optimize your chamber's Web site as well. Check out the article [here](#).

Exhibit challenges visitors to distinguish between authentic/forged artifacts, specimens and brands

Can you tell the true artifact from the fake? The Royal Ontario Museum (ROM) invites visitors to test their skills in *Fakes & Forgeries: Yesterday and Today*, an exhibit now on at the ROM in Toronto until April 4, 2010.

The Chamber brings this exhibit to your attention in light of its ongoing work with the Canadian Intellectual Property Council (CIPC). The CIPC is a Canadian business coalition - supported by the Canadian Chamber of Commerce - designed to provide a central voice to press for stronger intellectual property protection both in Canada and worldwide.

The interactive exhibit at the ROM presents 115 real and fake objects that run the gamut from historical specimens and cultural artifacts, to household items and designer name brands. Visitors learn how to tell authentic pieces from forgeries and discover the fascinating lengths forgers take. The exhibition will travel to museums across Canada, including the Currency Museum in Ottawa.

The display entitled *Counterfeits Equal Theft* explores trademark infringement and warns of the dangers of unwittingly buying knock-off brands. Counterfeiting consumer goods is the world's fastest growing crime wave, robbing billions of dollars and thousands of jobs from legitimate companies and retail stores. In Canada, the cost of counterfeiting and piracy in lost tax revenue, investment and innovation is estimated to be in the billions annually.

Ultimately, the consumer also suffers as the counterfeit goods are often of substandard quality materials and workmanship. Exhibit visitors will also see a variety of knock-off goods bearing the registered intellectual properties of the brand owners. Every household item in the case labeled "*Really Good Deal?*" is counterfeit. The products, ranging from black market DVDs, toothpaste, electrical cords and even hockey equipment, are often of poor quality and can cause injury or, in extreme cases, death.

For more information on the exhibit, visit www.rom.on.ca.

New chamber member

We welcome another new link in the cross-Canada network this month:

Meaford & District Chamber of Commerce (ON), Jamie Pettit, General Manager, business@mdcc.ca.

New chamber managers

Michele Snyder, General Manager, Peace River & District Chamber of Commerce (AB), michelle@peacriverchamber.com.

Alana Bolton, Executive Director, Portage la Prairie & District Chamber of Commerce (MB), info@portagechamber.com

Manon P. Poirier, General Manager, Chambre de Commerce de St-Quentin Inc. (NB), n6chcomm@nb.aibn.com.

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.

Looking ahead...

April 26 - World Intellectual Property Day

April 28-29 - The Canadian Chamber of Commerce will host business leaders for the G8/20 Summit in Gatineau, Qc.

For a look at the working agenda of the summit, click [here](#).

September 23-25 - Chamber of Commerce Executives of Canada (CCEC) annual conference in Gatineau. Save the dates - the meeting happens just before the CCC AGM.

September 25-27 Canadian Chamber AGM takes place at the Hilton Lac Leamy.

September 28 - The Chamber's national business summit, **the economic edge**, will take place in Gatineau.

Chamber executives and volunteers are encouraged to extend their stay to attend this thought-provoking conference with Canadian business leaders. Details for 2010 to come. Last year's **thought leaders' series** is still available for download on the Chamber's Web site.