

May 19, 2004



THE CANADIAN CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU CANADA

news@chamber.ca

Policy Resolution Deadline Nears

The Canadian Chamber of Commerce policy process culminates in the debate and approval of positions on national and international policy issues at our 75th Annual General Meeting to be held from September 18-20 in Calgary, Alberta.

Note that the deadline for submitting policy resolutions is June 3, 2004. All resolutions received by June 3 will be part of the full process of review and discussion prior to the AGM. The appropriate national policy committees and task forces of the Canadian Chamber will discuss resolutions received by this date and the sponsoring (and co-sponsoring) chambers/boards of trade for each resolution will be invited to participate in the committee discussions of these resolutions.

If you have not have received an invitation to participate in the resolution process or would like more information on the policy process, contact Claire Van Allen, cvanallen@chamber.ca.

Election Issue Awareness

The Canadian Chamber of Commerce has been busily working on documents that will be of assistance to our members during an election campaign – whether quizzing an individual candidate or hosting an all-candidates meeting, the Chamber has been at work preparing background documents that will assist our members in understanding what are destined to be key issues for Canadian business during this campaign.

At this point, the Chamber urges its members to use two position papers, developed in conjunction with member task forces, which have been posted recently on our Web site at www.chamber.ca. These two papers focus on the key issues of health care <http://www.chamber.ca/cmslib/general/health0405.pdf> and the municipalities' agenda <http://www.chamber.ca/cmslib/general/cities0405.pdf>. More documentation will be available in the coming weeks, including a “report card” style document which will assess the policy platforms of the major three national political parties vis-à-vis health care, municipalities, Canada-U.S. relations and their fiscal agendas.

Local chamber members are encouraged to share these position papers and upcoming documents with their membership and make use of the papers' recommendations in their activities during the election campaign.

Canadian Chamber Speaks out on EI Measures

Last week's announcement by the federal government regarding Employment Insurance (EI), prompted the Canadian Chamber of Commerce to respond that the measures are a disincentive for seasonal workers to find full employment. The Chamber stated that the EI program should be reformed to encourage skills training, worker mobility and enable greater workforce participation of seasonal workers.

501-350, rue Sparks St., Ottawa, Ontario K1R 7S8
Tel/Tél: (613) 238-4000 Fax/Télé: (613) 238-7643 www.chamber.ca info@chamber.ca
The Voice of Canadian Business – Le porte-parole des entreprises canadiennes

These measures will not create greater opportunities for full-time year-round work. By extending benefits and extending the regions qualifying for greater benefits, the government is not supporting the development of advanced skills and prevents certain regions and industries from restructuring.

The Canadian Chamber believes that the federal government must implement policies that discourage the frequent use of EI. Reinstating the intensity rule, increasing the hours to qualify for EI, and reducing the benefit period in high unemployment regions would enhance labour flexibility, productivity, and accelerate industrial and regional adjustments in high unemployment regions of the country.

In addition, labour mobility barriers must be removed to facilitate the movement of labour. Implementing these recommendations would improve the economic prospects of seasonal workers and seasonal work dependent communities.

Members can access more information on the Canadian Chamber of Commerce EI position on our Web Site at www.chamber.ca under Policy & Advocacy.

Government Announces Initiative to Fight Spam

Last week the federal Minister of Industry Lucienne Robillard announced a plan to combat spam. This plan will:

- use existing laws such as the *Personal Information Protection and Electronic Documents Act* (PIPEDA), the *Criminal Code* and the *Competition Act* to combat spam
- launch a review of existing laws to identify any gaps
- improve network management practices and industry codes of practice
- use technology to validate legitimate commercial communications
- enhance consumer education
- promote an international framework to fight spam.

In addition, the government has created a *Spam Task Force*, which will meet with stakeholders, and advise the government on how to address this issue. A roundtable will be organized in the fall for interested parties and the task force will issue a report to the minister of industry in spring of 2005.

The Potential Impact of the Plan

The plan announces very positive steps to fight spam. While some of what is considered spam may come from businesses engaged in prospecting or aggressive marketing, the most annoying and damaging spam is that which is either pornographic in nature or offering vast sums of money in exchange for help getting money out a given country – not to mention spam that contains viruses. What differentiates this spam from commercial e-mail is that these messages contain no legitimate means for the recipient to indicate they do not wish to receive the e-mail (opt-out). This type of spam is covered as either fraud under the *Criminal Code*, by the *Competition Act*, under the misleading advertising provisions, or, as no means to opt-out are allowed and addresses of recipients are obtained without their knowledge, this type of spam is covered under PIPEDA or relevant privacy legislation.

Hence success of the initiative is conditional on ensuring the relevant legislation is administered. In part, this depends on the bodies that administer existing legislation having adequate resources to enforce the legislation and crack down on spammers.

The full text of the spam action plan may be found at: www.e-com.ic.gc.ca.

Chamber Appears on Bill C-249

Earlier this month, the Canadian Chamber appeared before the *Senate Committee on Banking Trade and Commerce* on Bill C-249, *An Act to Amend the Competition Act*. This private members' bill proposes to

eliminate the efficiencies defence out of the *Competition Act*, and is the result of a case lost by the Competition Commissioner last year.

The Chamber voiced its concern not only over the content of the bill but over the lack of public consultation and consideration of this bill. The Chamber also had concerns over its genesis. This was the second time the Senate committee has been instructed to consider this bill. While the committee decision is not yet known, the Chamber's submission was well received.

For more information on this item, contact Kasia Majewski, Policy Analyst, (613) 238-4000, x251, kmajewski@chamber.ca.

Invitation to All Talented Young Entrepreneurs!

The Business Development Bank of Canada is proud to launch the 17th BDC *Young Entrepreneur Awards*.

Entrepreneurs between 19 and 35 years of age, who have been running a business for at least two years, are invited to nominate or be nominated for these awards. *For full details and to get a nomination form, visit www.bdc.ca/yea go to the nearest BDC branch or call 1 888 INFO-BDC (463-6232). The deadline for nominations is May 28, 2004.*

Winners from each province or territory will be represented at the 2004 *Young Entrepreneur Awards* ceremony, which will be held in London, Ontario on October 19, 2004 as one of the highlights of the 25th anniversary of *Small Business Week*.

Chamber Managers Recognized by Peers

The Ontario Chamber of Commerce recognized several well-deserving individuals at their recent convention in Thunder Bay. Here is a list of the OCC award winners:

- ***Burnie Gillespie Memorial Award*** - Gail Logan, President of the Greater Ottawa Chamber of Commerce. The Gillespie Award recognizes exceptional community service and dedication to chamber of commerce or board of trade management by an association executive.
- ***Chair's Award*** – these awards are given out in various areas of chamber or board activity and recognize new & innovative initiatives that contribute to the chamber's success over the past year. This year a Chair's award was received by the Brampton Board of Trade
- ***Membership Awards*** – this award recognizes a chamber's outstanding efforts in the areas of membership retention and development. This year the Greater Kitchener-Waterloo Chamber of Commerce, Sarnia Lambton Chamber of Commerce and the Greater Dufferin Chamber of Commerce received awards.
- ***James Carnegie Memorial Award*** – This award goes to someone who has shown guidance and mentorship to other chamber executives and this year's winner was Ruth Burkholder of the Markham Board of Trade.

Congratulations to all of these chambers and boards of trade and the dedicated volunteers and chamber executives who make them the successes that they are.

E-commerce: Tips for an informative Web site

Information on a company's Web site providing something of true value will keep existing customers coming back, generate more Web site traffic and raises general awareness of the company. Here are just a few examples of what a Web site could provide to make it more effective:

- Time saving answers to FAQs (Frequently Asked Questions)
- Downloadable manuals, instruction sheets, or assembly directions

- Additional product uses, recipes, consumer supplied ideas
- A discussion forum or feedback form
- Information about the industry
- A history of the evolution of the company's products/services
- Interesting facts and statistics
- Links to useful Web sites that will be of interest to Web site visitors

Imagination and creativity are necessary. If the site contains true information, it becomes a research resource as well as a sales tool.

*For more tips on how businesses can add value to their Web sites, take advantage of the Web Site Planning and Web Site Evaluation services offered by **Student Connections** (SC). Visit SC on-line at www.studentconnections.ca or call toll free 1 888 807-7777.*

***Student Connections** provides small and medium-sized businesses with a wide range of practical, customized Internet training and e-commerce solutions. An Industry Canada initiative under the federal government's *Youth Employment Strategy*, **Student Connections** allows businesses to benefit from the expertise and assistance of bright young future business leaders while providing them with valuable work experience.*

Calendar of Events

June 2, Toronto, "Election 2004: Choosing Policies that Promote Prosperity"

Canadian Chamber of Commerce President & CEO Nancy Hughes Anthony will address the Economic Club of Toronto. Ms. Hughes Anthony's speech will present the Chamber's analysis of the election platforms of the top three national political parties. Analysis will cover such critical issues as international trade, Canada-US relations, health care reform, municipal infrastructure and fiscal policies. The Canadian Chamber of Commerce expresses its thanks to event sponsor, American Express.

Members are invited to attend this event and can access a registration form at www.chamber.ca.

June 12 –14, Ottawa, Russian Commerce and Industry Trade Show and Forum

This event is an opportunity to meet key contacts, see the most recent new products, and find out all the latest in international trade and business development from some of Russia's leading organizations and officials including the Minister of Agriculture of the Russian Federation, the Chairman of the Council of Federation Committee, the President of the Russian Agency for Business Support and the Deputy Chairman of the Sport Committee of the Russian Federation.

There will be more than 50 high-profile commercial exhibits from the most important Russian companies in strategic industrial sectors including aerospace, agriculture, chemicals, energy, defense, forestry, heavy equipment and information technology. *For complete program details and online registration, visit the Forum web site at www.rciexpo.com.*