

Celebrating 141 Years

WINDSOR-ESSEX REGIONAL

Chamber of Commerce

ANNUAL REPORT
2016-2017

windsorsexchamber.org

519-966-3696

OUR VISION – As the recognized champion of business the Windsor-Essex Regional Chamber of Commerce influences the course of economic events in the region.

OUR MESSAGE – MAKING A DIFFERENCE

In continuing our advocacy efforts and success over the past year, the Windsor-Essex Regional Chamber of Commerce (WERCC) has worked to make unique and significant contributions in shaping our regional economy and improving the quality of life in the business community of Windsor and Essex County.

Thanks to our members' continued support, 2016-2017 saw big accomplishments for our Chamber and the region. Our advocacy on issues impacting the region was wide-ranging and we are proud of the positive influence we have made regarding decisions that help your businesses and organizations succeed and thrive.

We began our work with members on Bill 148: *Fair Workplaces, Better Jobs Act* in June 2017, something we continue to go forward with to this day. Assisting our members in learning about and adapting to these challenging set of changes is a priority for the WERCC.

As we are the Windsor-Essex Regional Chamber, our advocacy efforts extend to the County as well. This year we partnered with the Ontario Chamber of Commerce (OCC) to write a letter to Premier Kathleen Wynne, urging the province to commit dedicated infrastructure funds to developing and expanding broadband access in remote and rural areas of the province. We also supported a one-time \$30 million funding for the Connecting Links Road Program to help municipalities pay for provincial highways travelling through communities.

We continued advocating on behalf of businesses on the Cost of Doing Business in Ontario. This includes asking the Ontario Energy Board (OEB) for transparency on the cost of cap & trade charges on utility bills and calling for the deferral and the suspension of the cap & trade program, which was adopted as OCC policy.

In March, the WERCC attended the OCC's second annual Queen's Park Advocacy Day in Toronto, participating in a series of meetings with politicians and government officials advocating on several key Windsor-Essex region issues, such as electricity rates, the energy system, cap & trade, and international trade.

We are forging ahead with these issues and are committed to improving the quality of our services to exceed our current and future members' expectations.

Our valued staff, committees, and volunteers are also integral and vital parts of the WERCC. Your tireless work, support, and efforts are greatly appreciated.

Thank you to our sponsors. Your ongoing support is something we never take for granted and allows us to continue as the award-winning Windsor-Essex Regional Chamber of Commerce.

Sincerely,



Matt Marchand
President & CEO



Jeffrey MacKinnon
Chair, Board of Directors

MEET OUR 2016/2017 BOARD OF DIRECTORS

<p>Mr. Jeffrey MacKinnon Chair* Partner, McTague Law Firm LLP</p>	<p>Mr. John Clark Chair-Elect* Partner, Clarks LLP</p>
<p>Ms. Beverly Becker Director Director, Local Marketing & Special Projects, Windsor Star</p>	<p>Ms. Marie Campagna Director Chief Financial Officer and Vice President Corporate Services & New Business Development, Hotel-Dieu Grace Hospital</p>
<p>Mr. Irfan Daya Director Vice President, Commercial Financial Services & Agriculture, Royal Bank of Canada</p>	<p>Mr. Steve Deneau Director Vice President – Business Development, WFCU Credit Union</p>
<p>Dr. Janice Forsyth Past Chair* President, Foresight Management Consulting</p>	<p>Mr. Romeo Girardi Director Executive Vice President, Russell A. Farrow Limited</p>
<p>Mr. Carl Hooper, CPA, CA Director Assurance and Advisory Partner, Collins Barrow Windsor LLP</p>	<p>Mr. Benjamin Iannetta Director, Emerging Leaders Representative Business & Technical Services, ProSoft XP</p>
<p>Mr. Jason Ilijanic Treasurer* Director, Commercial Services, WFCU Credit Union</p>	<p>Mr. Scott Jenkins Director Director of Advertising, Caesars Windsor</p>
<p>Ms. Maureen Lucas Vice-Chair* President, LucasWorks! (Windsor) Inc.</p>	<p>Mr. Rocco Lucente P Eng Director Owner, R. Lucente Engineering Inc.</p>
<p>Dr. Francine Schlosser Director Professor, Odette School of Business Executive Director, EPICentre, University of Windsor</p>	<p>Ms. Andrea Seguin Director District Manager, Union Gas Limited</p>
<p>Mr. Owen Stibbard Director Scientific Specialist, Jamieson Natural Sources Vitamins</p>	<p>Dr. Alfie Morgan Director Emeritus Non-Voting Professor Emeritus of Business Administration, University of Windsor</p>
<p>Ms. Lee Anne Doyle Director Non-Voting 1999 ATHENA Leadership Award Recipient</p>	

* Denotes member of Executive Committee

YEAR IN REVIEW – POLICY AND ADVOCACY

2016-2017 was a stellar year by any objective measure for the Windsor-Essex Regional Chamber of Commerce in Policy and Advocacy.

CAMPAIGNS

Agriculture Issues

- In July 2016, the WERCC and Ontario Chamber of Commerce (OCC) Policy Analyst Kathryn Sullivan met with key agriculture businesses from Essex County to gather information for the OCC report, *Fertile Ground: Growing the Competitiveness of Ontario's Agri-food Sector*, which presented a series of recommendations designed to address barriers to the competitiveness of the agri-food sector in the province. The report was released in October 2016.

Bill 148: Changing Workplaces Review

- In June 2017, the WERCC hosted an information session on Bill 148: *Fair Workplaces, Better Jobs Act*, marking the first in a series of updates and information sent to the membership. You can learn more about this at www.windsorsexchamber.org.

Broadband Access

- In July 2016, the WERCC partnered with the OCC network calling on Premier Kathleen Wynne to commit dedicated provincial infrastructure funds to developing and expanding broadband Internet access in remote and rural areas of the province.

Cannabis Industry

- In September 2016, due to the advocacy efforts of the WERCC and the Greater Niagara Chamber of Commerce on recreational cannabis, the OCC network wrote a letter to Premier Kathleen Wynne calling on the Province to immediately begin a robust consultative process aimed at developing a regulatory framework for the distribution of recreational cannabis.
- Later that month, the WERCC secured national support for our policy resolution to safely regulate and maximize the economic benefit of the cannabis industry at the Canadian Chamber of Commerce (CCC) AGM.

Cost of Doing Business: Cap & Trade

- In September 2016, the WERCC along with Chambers across Ontario asked the Ontario Energy Board (OEB) for Transparency of the cost of Cap & Trade charges on utility bills as they do in other jurisdictions.
- In December 2016, the WERCC and Leamington District Chamber of Commerce held a news conference calling for a deferral of the Provincial Government's Cap & Trade program. We requested, along with Ontario's greenhouse farmers, that the Ontario government delay the implementation of the cap & trade program for at least one year until the full impacts of the U.S. election could be assessed. Later that month, the WERCC led 20 Chambers across Ontario to call for a deferral of the program, citing the high costs of the cap & trade program layered on top of skyrocketing electricity prices, lack of sector by sector economic impact, and a change in policy direction in the U.S.

- The WERCC's resolution on suspending the cap & trade program was passed at the OCC AGM in May 2017. The WERCC has been one of the most aggressive Chambers in Ontario calling for the deferral and the suspension of cap & trade due to its costly impact on agri-food, greenhouses, and business in general.

Health Care

- The WERCC, in partnership with the OCC, released the report: *Health Transformation: An Action Plan for Ontario* in January 2017. The report included new and exclusive survey data from two of Ontario's top research firms. The guiding principle of this work is that the health care sector should be considered an economic driver for the Windsor-Essex region and province.

Labour Community

- For the first time, a WERCC President & CEO was a keynote speaker at the Labour Appreciation Night, featuring the presentation of the Charles E. Brooks Labour Community Service Award in November 2016.

Participation Rate

- The WERCC and the OCC released the inaugural *Ontario Economic Report (OER)* in February 2017. The OER is a landmark agenda aimed at shaping and informing future public policy. One of the key findings of this report was the falling participation rate combined with a falling unemployment rate. The proportion of the working age population that is not a part of the labour force sits at a 15-year high of 35% despite the unemployment rate falling. The participation rate includes the long-term unemployed who may not be counted on unemployment surveys.

Pre-Budget Submission

- The WERCC and the OCC released its 2017 pre-budget submission in February 2017. Some of the key recommendations for the Windsor-Essex region were to eliminate the deficit in 2017/2018, expand Broadband access, and institute a one-time \$30 million funding for the Connecting Links Road Program to help municipalities pay for provincial highways travelling through communities.

Skills Mismatch

- In partnership with the OCC, the WERCC released a comprehensive report in June 2017 titled *Talent in Transition: Addressing the Skills Mismatch in Ontario*. This identified 10 recommendations that will better align the skills acquired by Ontarians with those required by employers.

Small Business

- The WERCC and network partners secured national support to grow small business, enabling more Canadian firms to scale up as part of the WERCC's ongoing campaign to focus attention on the needs of small business, at the CCC AGM in September 2016.
- To mark Small Business Week in October 2016, the OCC in partnership with the WERCC released the report *Obstacles and Opportunities for Small Business in Ontario*. The report highlighted the contributions of small businesses to the provincial economy, while also identifying and offering solutions to the most pressing challenges that small business owners face.

Steel Industry

- In August 2016, the WERCC teamed up with the Hamilton and Sault Ste. Marie Chambers of Commerce to write a letter to Prime Minister Justin Trudeau, requesting that the Government of Canada address the issue of China dumping steel into Canada.
- The following month, the WERCC secured national support to focus policy efforts for a Canadian steel industry strategy at the CCC AGM. This was an important victory for Canadian jobs and for the Canadian steel industry, sending a message to the Federal Government that we want fair trade and that bad actors in the steel sector need to be called out.
- The WERCC, along with the Hamilton and Sault Ste. Marie Chambers of Commerce, appeared before the House of Commons' Standing Committee on International Trade in Ottawa in view of its study of the Canadian Steel Industry's Ability to Compete Internationally in March 2017.
- The WERCC and the Hamilton and Sault Ste. Marie Chambers of Commerce participated in the All-Party Parliamentary Steel Caucus in Ottawa in advance of its meetings between Canada and the U.S. on steel in May 2017. The Chambers discussed the steel industry, local communities and their importance to Ontario's economy, and trade relationships between Canada and the U.S. in respect to steel. Also raised were the issues of China's steel dumping and displacing jobs from Ontario's middle class.

Tourism Gap

- The WERCC in partnership with the OCC released new data in November 2016 that revealed a significant tourism gap when compared to international growth rates in its report: *Closing the Tourism Gap: Creating a Long-Term Advantage for Ontario*. The report identified a number of challenges faced by tourism operators and the broader tourism community in Ontario, while presenting a series of action items to address them. The WERCC was encouraged that the government is moving ahead with an action plan for the province's tourism industry, a key consideration highlighted by its membership.

Trans-Pacific Partnership (TPP)

- In August 2016, WERCC President & CEO Matt Marchand was featured as a guest speaker in a Town Hall Meeting on the Trans-Pacific Partnership (TPP) held by Essex MP Tracey Ramsey. The Town Hall focused on discussing the realities and problems with the TPP trade agreement.

Trade

- In Jan 2017, the OCC network wrote a letter to the Hon. Chrystia Freeland, Minister of Foreign Affairs to emphasize the importance of the Canada-U.S. relationship moving into 2017 and beyond, as a strong Canada-U.S. trading relationship is essential to our shared economic prosperity.
- The WERCC, along with other Chambers across Ontario, attended the OCC Network's second annual Advocacy Day at Queen's Park in Toronto in March 2017. Marchand participated in a series of meetings throughout the day with politicians and government officials, advocating on several key issues such as electricity rates, the energy system, and cap & trade. Marchand also participated in a breakout policy meeting on the Changing Landscape of International Trade with Cameron Sinclair, Assistant Deputy Minister, International Trade Program Division, Ministry of International Trade.

YEAR IN REVIEW – POLICY AND ADVOCACY

EVENTS

POLICY SERIES – DISTINGUISHED SPEAKER LUNCHEON FEATURING MINISTER OF TRANSPORTATION, HONOURABLE STEVEN DEL DUCA

- On November 9, 2016, the WERCC hosted Minister of Transportation the Hon. Steven Del Duca with exclusive event sponsor Atlas Tube. In 2015, Minister Del Duca oversaw the completion of the Rt. Hon. Herb Gray Parkway, the largest highway infrastructure project in Ontario's history, which will help improve access and mobility along the Detroit River.

ECONOMIC OUTLOOK BREAKFAST

- On March 8, 2017, the WERCC hosted our Economic Outlook Breakfast, featuring Helmut Pastrick, Chief Economist at Central 1 Credit Union. The event kicked off our release of the Ontario Economic Report (in partnership with the OCC).

DISTINGUISHED SPEAKER LUNCHEON FEATURING HYDRO ONE

- On May 31, 2017, the WERCC held a Distinguished Speaker Luncheon with Mayo Schmidt, President & CEO, Hydro One Limited & Hydro One Inc. Schmidt covered a host of topics from transforming the organization to pricing and future challenges.

During the 2016-2017 fiscal year, the Windsor-Essex Regional Chamber of Commerce worked hard to be the hub of business connectivity and top shelf advocacy for the region and will continue to strive to create an environment where Windsor-Essex County business can succeed.

For further details please visit: www.windsor-essexchamber.org.

WINDSOR-ESSEX REGIONAL CHAMBER OF COMMERCE STAFF

Matt Marchand President & CEO	Marianne Burke Director of Events	Sherri Gowman Director of Sales and Marketing
Lindsey Rivait Communications Coordinator	Barbara Malmberg Event Coordinator	Caitlin Hildenbrand Assistant to Director of Sales & Marketing
Concetta DiCesare-Cafueri Finance and Office Administration	Igor Siljanoski Policy Manager	

YEAR IN REVIEW – MEMBERSHIP SERVICES AND DEVELOPMENT COMMITTEE

Mandate: The Membership Services & Development Committee makes recommendations and implements upon approval services that add value to the Chamber's membership in order to contribute to the economic success of member businesses/organizations. The committee works in partnership with Chamber staff and other committees to attract new members and increase retention.

In 2016/2017, the Membership Services & Development Committee executed FIVE events for the Chamber's membership. Working in partnership with Chamber members, the committee provided event attendees informational lunch and learn sessions on topics such as Successfully Working with the Media which exceeded 100 attendees. Several signature Breakfast networking events were also held for members to present their business or organization to a captive audience. All events were well-received, with over 300 registrants attending.

Thank you to our event hosts and sponsors this year, for making our events a great success!



WINDSOR-ESSEX REGIONAL Chamber of Commerce

COMMUNICATING EFFECTIVELY WITH THE NEWS MEDIA

Featuring Guest Panelists:



Roseann Danese
*Metro & Business Editor,
Windsor Star*



Veronique Mandal
*Director, MediaPlex
St. Clair College of Applied Arts &
Technology*



Manny Palva
*News Director,
CTV Windsor*

Meet industry experts that can help you leverage earned media coverage to raise the profile of your business, or provide insight on working effectively with the media when they contact you.

SPONSORED BY:



Wednesday, February 1, 2017

11:30am - 1:00pm

Fogolar Furlan Club— Canada Hall
1800 E.C. Row North Service Rd. Windsor N8W 1Y3

WINDSOR-ESSEX REGIONAL
Chamber of Commerce

**Wake Up
Windsor-Essex!**

Wednesday, May 24th
7:30AM – 9:30AM

The Shoreview at Riverside
245 Drouillard Road
Windsor, ON N8Y 4Y1



Thursday, May 11
4:15pm - 4:30pm
Canadian Historical Aircraft
Association Hanger

*Includes complimentary admission
to the Regional After Business
Tradeshow 4:30pm - 7:30pm*

2017 New Member Welcome

Chamber Staff, Volunteers and Service Providers will be on hand to answer questions about the Chamber's programs, services and how to maximize your membership.

Join us afterwards for our Regional After Business Tradeshow - Essex County's largest business networking tradeshow. Enjoy complimentary appetizers, win door prizes and meet your fellow Chamber members.

RSVP to Caitlin at (519) 966-3696 ext. 230 or by email at childrenbrand@windsorsexchamber.org



The committee utilizes the Event Satisfaction and Exit Survey previously developed. Feedback received is used to monitor value for membership investment in order to achieve maximum membership retention and growth.

Thank you to our valued 2016/2017 committee members who volunteered their time to coordinate and provide these educational presentations and networking opportunities to our members.

2016-2017 Membership Services & Development Committee Volunteers: CHAIR: Shannon Rickwood, Karen Gill-Gore, Karen Brady, Jacqueline Regan, Scott Defoe, Bill Sivell

WERCC Affinity Programs: Providing members with exclusive value and savings, resulting in member retention and growth.



Value Add Programs / Events

Detroit Tigers Suite with Detroit Regional Chamber

September 9, 2016

- Invited Gold Circle and Pillar members to enjoy the Detroit Tigers baseball game with representatives from the DRC
- 10 attendees from Windsor-Essex



Board of Directors Breakfast

December 14, 2016

- Invited Gold Circle, Pillar and Community Builder members to breakfast with the WERCC Board of Directors at Caesars Windsor
- Draw for Windsor Express tickets
- 26 attendees+ Chamber Staff
- \$363 event revenue



Windsor Spitfires Suite

February 9, 2017

- Invited Gold Circle, Pillar, Community Builder and Emerging Leaders Rep to enjoy the Spitfires game and network in the Molson Canadian suite
- 40 attendees+ Chamber Staff



Windsor Express Partnership

- \$4000 in complimentary tickets offered to members, used for giveaways etc.
- Buy One, Get One Free offer to membership
- In-arena acknowledgement at home games with Chamber logo on jumbotron
- Online acknowledgement on www.windsorexpress.ca "Partners" page



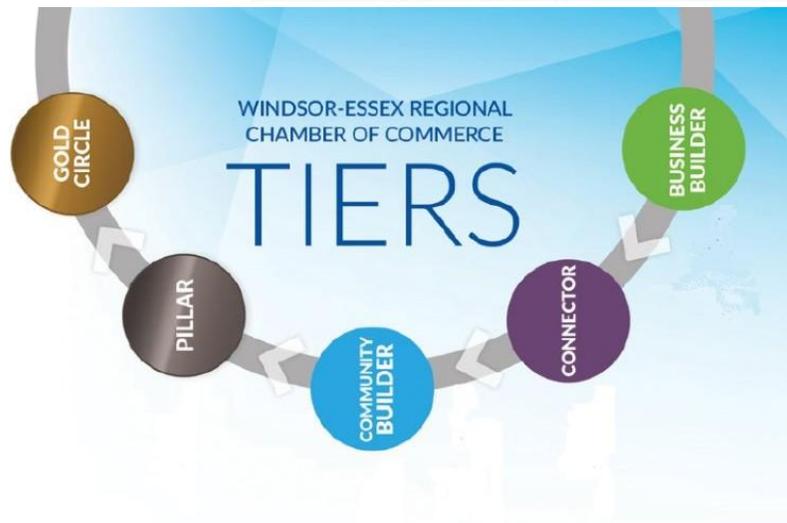


You Belong Here.



Social Media

- Announcing new members on Twitter with link to their website
- Retweeting / Sharing special news and information from our members
- Tweeting information on upcoming WERCC events – including member sponsors, hosts and speakers



Staff Contacts: Sherri Gowman, Caitlin Hildenbrand

YEAR IN REVIEW - EVENTS



September 2016

September After Business Networking Evening @ Fourteen Restaurant & Sky Lounge – September 22, 2016

Sponsored by



October 2016

October After Business Networking Evening @ ARIIUS Night Club – October 21, 2016

Sponsored by



17th Annual ATHENA Scholarship Luncheon @ Caboto Club – October 28, 2016

Featuring Guest Speaker, Janice Kaffer, President & CEO of Hotel Dieu Grace Healthcare

Sponsors



Anne & Clare E. Winterbottom
Loris Macor

ROTHMOSEY
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November 2016

Windsor-Essex Tech Show @ Caboto Club – November 8, 2016

Sponsored by

CLOUD LOUNGE SPONSOR



SESSION SPONSORS



EVENT SPONSOR



Policy Series Distinguished Speaker Luncheon @ Caboto Club – November 9, 2016

Featuring Steven Del Duca, Minister of Transportation

Exclusively Sponsored by



140th Annual General Meeting & Luncheon @ Caboto Club – November 30, 2016

Featuring Keynote Speaker Dwight Duncan, WDBA Chair

Sponsored by





December 2016

December After Business Networking Evening @ Hiram Walker & Sons – December 15, 2016

Sponsored by



January 2017

27th Annual BEA Finalists News Conference & Reception @ The Windsor Star News Café – January 10, 2017



February 2017

February After Business Networking Evening presented by Johnson Insurance @ The City Grill – February 16, 2017

Sponsored by





February 2017

Mayor Gary McNamara Luncheon @ Ciociaro Club – February 22, 2017

Sponsored by



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A Spectra Energy Company



March 2017

Economic Report Breakfast with Ontario Chamber of Commerce @ Caboto Club – March 8, 2017

Featuring Catherine Ludgate, Manager of Community Investment Vancity Community Credit Union

Sponsored by



Google Breakfast @ Caesars Windsor – March 28, 2017

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STAR**

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Chamber of Commerce

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March 2017

10th Annual Warden's Luncheon @ Cociaro Club – March 31, 2017

Sponsored by



April 2017

April After Business Networking Evening presented by Johnson Insurance @ The Devonshire Keg – April 6, 2017

Sponsored by



**To our volunteers, you make us successful.
Register online to become a Chamber Volunteer.**



April 2017

27th Annual Business Excellence Awards presented by Windsor Star @ Caesars Windsor – April 19, 2017

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<div style="background-color: #008000; color: white; padding: 2px; font-weight: bold;">RECEPTION SPONSOR</div>  <p style="text-align: center; font-weight: bold;">CYPHER SYSTEMS GROUP</p>		
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<div style="background-color: #008000; color: white; padding: 2px; font-weight: bold;">WINE SPONSORS</div>		<div style="background-color: #008000; color: white; padding: 2px; font-weight: bold;">EVENT SPONSORS</div>
		
		



May 2017

May Regional After Business Tradeshaw and Networking Evening presented by Johnson Insurance @ Canadian Historical Aircraft Association – May 11, 2017

Sponsored by



Distinguished Speaker Luncheon featuring Mayo Schmidt, President & CEO Hydro One Ltd. & Hydro One Inc. @ Caboto Club – May 30, 2017

Sponsored by



Thank You

To our event sponsors, without your help we could not host our first-class business events.



June 2017

81st Annual Golf Tournament presented by WFCU Credit Union @ Pointe West Golf Club – June 5, 2017

Sponsored by



June After Business Networking Evening presented by Johnson Insurance @ Wolfhead Distillery – June 14, 2017

Sponsored by



Changing Workplace Review @ Caboto Club – June 22, 2017

Presented by



Peter Hrastovec
Shibley Righton LLP



Nancy Jammu-Taylor
McTague Law Firm LLP



David M. Amyot
McTague Law Firm LLP

Sponsored by





June 2017

Chamber 141 @ Caesars Windsor Augustus 27 – June 22, 2017

Lifetime Achievement Award to Marty Beneteau

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SEAN WHITE, SENIOR WEALTH ADVISOR



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WE JUST WANT TO SAY... **THANK YOU!**

After Business Committee: Cara Kennedy (Chair), Paul Schlosser (Vice Chair), Michelle Benvegna, Angela Kharboutli, Kelly McWhinnie-St. Denis, Lauren Nantau, Gordon Orr, Raquel Rankin, Rosita Blackman Smith

Business Excellence Awards Committee: Jonathan Rounq (Chair), Bryce Chandler, Keith Chinnery, Shelby Colarossi, Marlene Corey, Elizabeth Elias-Hernandez, Natalie Henderson, Mike Lesperance, Gisele Levasseur, Amanda Reid, Chase Stoyshin, Jason Toner

Golf Committee: Lauren Brummell, Cara Kennedy, Gail Robertson, Kim Sinasac, Blake Vandenharn

Windsor Essex Tech Show Committee: Duane Acorn, Adam Castle, Hassan Farhat, Brandon Stanley, Yvonne Pilon