



**WINDSOR-ESSEX REGIONAL**  

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**Chamber of Commerce**

**ANNUAL REPORT**  
**2013-2014**



## LEADER'S MESSAGE

Our valued Chamber volunteers are also an integral and vital part of our organization. Your tireless work, support, and efforts are greatly appreciated.

We are working hard, and are committed to continually improving the quality of our services to exceed your expectations. As well, we continue to make unique and significant contributions in shaping our regional economy and improving the quality of life, in our community of Windsor and Essex County.

The 2013-2014 year was one of big accomplishments for our Chamber. We won two more Ontario Chamber of Commerce awards for Community Leadership and Advocacy, bringing our total to four awards since 2012. As far as we can tell, this has never been done before by any Chamber.

We are proud of the attention our advocacy efforts received this past year, and the positive impact we have made in influencing decisions that help your businesses and organizations succeed and thrive.

We continued advocating our support for Bill C-290 Single Sports Betting, as well as for Auto Policy, Ring of Fire, Immigrant Investor Programs, and more.

This year also saw the first Agri-Food paper from our Agriculture Committee. Depending on how you measure it, Agriculture is the number one or number two economic driver of our region and of Ontario. The Chamber is now more prepared than ever on the policy front.

The Auto Policy is an issue that stemmed from our First-Ever Policy and Solutions Forum that took place in May 2014. This innovative event brought together business, academia, and labour to find solutions for our community and beyond.

Recently, we implemented a Small Business Committee as we recognize that 80% of new jobs are created by expanding SMEs. The Chamber's goal is to create an unprecedented support program for Windsor-Essex SMEs.

We are continuing to forge ahead with our work on these issues that are important to our members and to our community.

Our affinity rewards programs continue to offer a compelling value proposition. Membership fees continue to be fully competitive, whereby the many benefits of your Chamber membership exceed fees.

We continued to serve and to speak on your behalf. As we look forward, we will continue to find more ways to ensure that Windsor-Essex continues to prosper. We thank you for your support.

Matt Marchand  
President & CEO

Carolyn Brown  
Chair, Board of Directors

## BOARD OF DIRECTORS

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Mr. Bill Sivell  
Chair, Membership Services Committee  
Owner/Broker, Liberty Business Brokers of Ontario

\*\* Denotes member of Executive Committee

## STAFF

Matt Marchand  
President & CEO

Holly Connelly  
Executive Assistant to President & CEO

Lindsey Rivait  
Communications Coordinator

Marianne Burke  
Director of Events

Igor Siljanoski  
Policy Manager

Barbara Malmberg  
Event Coordinator

Sherri Dulcamaro  
Director of Sales and Marketing

Caitlin Hildenbrand  
Assistant to Director of Sales &  
Marketing

Concetta DiCesare-Cafueri  
Finance and Office Administration

## POLICY AND ADVOCACY REPORT

2013-2014 was a stellar year by any measure for the Windsor-Essex Regional Chamber. Here are some highlights of our achievements.

### AWARDS

The Chamber won two prestigious Ontario Chamber awards in 2014 for its advocacy and community leadership. The Ontario Chamber of Commerce recognized the Windsor-Essex Regional Chamber for its role in advocating for Bill C-290 also known as the single sports betting bill “to let the provinces decide”. The Windsor Essex chamber nationalized a key local issue by getting local and provincial chamber in Canada to support it. The bill currently sits in the Senate.

### CAMPAIGNS

The Chamber successfully completed or significantly advanced several advocacy campaigns, among them are the following:

Agri-Food is one of the top two industries in Ontario as well a big contributor here in Windsor- Essex, and the Chamber’s paper received strong praise from the Canadian Chamber of Commerce and good media coverage for our first Agri-Food research paper. The paper was the foundation advocacy document for three successful Ontario Chamber resolutions laying the foundation for more economic activity and jobs.

Auto Strategy continues to be the most important sectors for the Windsor-Essex region and is a strong contributor to our economic growth and prosperity. Beginning with business, labour and academia coming together at our highly successful non-partisan Policy and Solutions forum in May, the Chamber built its provincial and national campaign for a national automotive strategy.

Workforce development is a critical need for industry as is training and education to develop industry specific skills. The Chamber advanced the skills portfolio by advocating for workforce development in the agri-food sector and by addressing the issue of immigration as a significant source of skills for our business community. Key partners include Workforce Essex Windsor, St. Clair College and OCC.

Canada-U.S. Border continues to be one of the most important policy and advocacy areas for the Windsor-Essex region. The Chamber authored two Canadian Chamber policy resolutions related to the Canada-U.S. Border advancing the issues related to our competitiveness and the increasing costs of crossing the border. The Chamber also advanced the issues related to great lakes marine shipping.

Costs of Power was a key chamber member and the Windsor Essex Chamber led the way in Ontario by being the first chamber to release its policy paper as the foundation advocacy document and is now used by many across Ontario. It was used successfully to help push for lower costs and year round Greenhouse operations.

## POLICY COMMITTEE REPORT

### ELECTIONS

The Chamber continued to fulfill its leadership role in the community influencing the government by its award winning election strategy to shape key issues in every election. The Chamber identified the most important business and community issues by surveying its members and then hosting a debate.

Based on its own award winning strategy the Chamber held two all candidate debates.

- July 2013 - Provincial By-Election all candidate debate for Windsor-Tecumseh
- June 2014 – Provincial Election all candidate debate for Windsor-Tecumseh, Windsor West and Essex

### POLICY COMMITTEES

The Transportation Committee received national chamber support for its opposition to the Maritime Goods Movement Act. This tax was ultimately scrapped by the US Government.

### RESEARCH

On April 17, 2014, the Chamber released its first Regional Agri-Food Paper (AFP), its fourth comprehensive research paper since February 2013.

The Chamber positioned the agri-food sector is the number one or number two industry in Ontario, depending on how it is measured. In the Windsor-Essex region, it is a \$1 billion industry and it is well positioned to grow.

The Chamber's Finance and Taxation Committee provided research, expertise and coordination for the Chamber's first ever Policy and Solutions Forum.

The Transportation and Environment and Energy Committee contributed to research needed to create a first-rate advocacy platform. The two committees supported numerous position statements and policy resolutions at the Ontario and Canadian Chamber of Commerce Annual General Meetings needed for the Chamber to be a more effective voice of business on the provincial and the national stage.

### FORUMS

The first ever Policy and Solutions Forum was the most significant achievement for the Chamber in 2013-2014 and one of its most valuable contributions to the Windsor-Essex search for economic prosperity.

The non partisan forum was created by the Chamber to advance the debate and to provide a stepping stone for the development of future policies and roadmaps for economic growth and development.

The key message from the forum presentations was the need for collaboration between industry, labour and governments in addressing the economic development of our region.

## MEMBERSHIP SERVICES & DEVELOPMENT COMMITTEE

As a team of driven individuals, our efforts have been focused on generating value for our membership to achieve membership retention.

Focusing on key networking opportunities and providing relevant educational presentations to assist our members in the growth and success of their business / organization, the committee executed the following successful events in 2013-2014:

### Lunch & Learn

A lunch presentation, designed to provide members with business tips and advice from local Chamber members who are experts in their field. After receiving a significant response from interested speakers, the committee selected three topics that were relevant and important to the local business leader. Lunch & Learn events were held in September, November and June and were all very well received.

### SOCIAL MEDIA LUNCH & LEARN September 18, 2013

Hosted by Hampton Inn & Suites in partnership with Capri Pizzeria



### MAXIMIZING PROFITS AND CUSTOMER VALUE LUNCH & LEARN November 13, 2013

Sponsored by Yellow Pages Group



MAXIMIZE PROFITS AND CUSTOMER VALUE  
Windsor-Essex Regional Chamber of Commerce

### CANADIAN ANTI-SPAM LEGISLATION LUNCH & LEARN June 19, 2014

Sponsored by St. Clair Centre for the Arts



## MEMBERSHIP SERVICES & DEVELOPMENT COMMITTEE

### Wake-up Windsor- Essex

A breakfast networking event, Wake-up Windsor Essex gives attendees an opportunity to present their business to a captive audience as well as a chance for open networking. These events were held in October and March.

#### WAKE UP WINDSOR ESSEX – October 8, 2013

Hosted by Windsor Club



#### WAKE UP WINDSOR ESSEX – March 6, 2014

Hosted by United Way Windsor Essex County



### Maximize Your Membership

This information session allows new members the opportunity to receive additional information and assistance from the Chamber staff in order to maximize their membership. Members are also given the opportunity and encouraged to meet the Chamber President & CEO face to face. This event was held for new members prior to our December After Business Networking and Mini Tradeshow event.

#### MAXIMIZE YOUR MEMBERSHIP

##### New Member Welcome – December 12, 2013

Hosted by Caesars Windsor



Finally, the committee utilized the Exit Survey they had previously developed and requested feedback from lapsed and non-renewing members. The feedback received is being utilized by the Chamber and Membership Committee to generate value for membership investment and achieve membership retention and growth.

– Committee Chair, Bill Sivell

## EVENTS SUMMARY

### July 2013

#### By-Election Debate Windsor Tecumseh – July 18, 2013

Sponsored by



THE WINDSOR STAR  
windsorstar.com

### September 2013

#### Work Fit Life Luncheon Featuring Dr. Deborah Kane - September 11, 2013

Sponsored by



#### September After Business – September 12, 2013

Hosted and Sponsored by



#### Distinguished Speaker Luncheon Featuring Andrea Horwath – September 25, 2013

Sponsored by





## EVENTS SUMMARY

**October 2013**

### **ATHENA Luncheon featuring Mary Spencer – October 3, 2013**

Sponsored by



THE WINDSOR STAR  
windsorstar.com

### **Detroit/Windsor Seaway Breakfast @ Detroit Regional Chamber – October 11, 2013**

Sponsored by



### **Distinguished Speaker Luncheon Featuring Gary McNamara – October 17, 2013**

Sponsored by



### **Small Business Week October After Business – October 24, 2013**

Hosted & Sponsored by



Essex Golf and Country Club



# EVENTS SUMMARY

## October 2013

### Windsor-Essex Tech Show – October 29, 2013

Sponsored by



## November 2013

### Municipal Ward 7 Debates – November 19, 2013

### 137<sup>th</sup> Annual General Meeting & Luncheon Featuring Richard Peddie – November 21, 2013

Sponsored by



### Distinguished Speaker Luncheon Featuring Premier Wynne – November 22, 2013

Presented by

Sponsored by



## EVENTS SUMMARY

### December 2013

#### Holiday Party 2013 – December 6, 2013

Hosted and sponsored by



#### December After Business – December 12, 2013

Hosted and sponsored by



### January 2014

#### Business Excellence Awards News Conference – January 8, 2014

Sponsored by



### February 2014

#### February After Business – February 5, 2014

Hosted and Sponsored by



## EVENTS SUMMARY

### February 2014

#### Understanding the 2014 Federal Budget Breakfast – February 12, 2014

Sponsored by



#### Distinguished Speaker Luncheon Featuring Teresa Piruzza – February 28, 2014

Sponsored by



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### March 2014

#### 7<sup>th</sup> Annual Warden's Luncheon Featuring Warden Tom Bain – March 28, 2014

Sponsored by



#### Distinguished Speaker Luncheon Featuring Eric Hoskins – March 31, 2014

Sponsored by



# EVENTS SUMMARY

April 2014

## Regional April After Business – April 2, 2014

Sponsored by



## Economic Outlook Luncheon Featuring Craig Alexander – April 15, 2014

Sponsored by



## Business Excellence Awards – April 23, 2014



# EVENTS SUMMARY

## May 2014

### May After Business – May 8, 2014

Hosted and Sponsored by



### Policy & Solutions Forum – May 15, 2014

Sponsored by

Presented by



### Provincial Election Debate – May 29, 2014

Sponsored by



## EVENTS SUMMARY

### June 2014

#### 78<sup>th</sup> Annual Golf Tournament @ Beach Grove Golf and Country Club – June 9, 2014



#### June After Business – June 11, 2014

Hosted and Sponsored by



Thank you to the volunteer members of our 2013-2014 events committees, without your help we could not host our first class business events.

**After Business Committee:** Jennifer Charron, Jamie Fryer, Cara Kennedy, Gordon Orr, Raquel Rankin, Paul Schlosser, Kelly McWhinnie-St. Denis

**Business Excellence Awards Committee:** Beverly Becker, Kelly Blais, Sharon Coburn, Marlene Corey, Adam Davis, Kate Dunlop, Natalie Henderson, Yvonne Pilon, Shelby Warwaruk, Sue Zanin

**Golf Committee:** Blake Vandenham, Wally McNeilly, Cara Kennedy

**Windsor Essex Tech Show Committee:** Frank Abbruzzese, Ann Marie Athavale, Adam Davis, Melissa Munger, Yvonne Pilon