

Celebrating 142 Years

WINDSOR-ESSEX REGIONAL

Chamber of Commerce

ANNUAL REPORT

2017-2018

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 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, 2017-2018 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.

The issues addressed include: Bill 148 - The Fair Workplaces, Better Jobs Act; PACA - the U.S. Perishable Agriculture Commodities Act; and calling on the Federal Government to keep the De Minimus Threshold low.

In September 2017, WERCC's policy resolutions on Canada's Trade Policy and Securing North American Steel Production were both successfully passed at the Canadian Chamber of Commerce's AGM in Fredericton, NB.

The Chamber also gave recommendations to the Federal and Provincial Governments concerning the steel industry, the tax system, electricity transparency, and the provincial budget.

In March 2018, WERCC teamed up with the Ontario Chamber Network releasing a policy report, 'Principles for an Effective Pharmacare Program', providing guidelines for the Federal and Ontario Governments to follow when considering reforms to pharmaceutical coverage.

The WERCC finished the fiscal year by advocating on key local and provincial issues such as asking the province to reinvest in our communities and improve workforce competitiveness.

We want to recognize our valued staff, committees, and volunteers as integral parts of the Windsor-Essex Regional Chamber of Commerce. 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,



Janice Forsyth, PhD
Acting President & CEO



Jason Ilijanic
Chair, Board of Directors

2017-2018 BOARD OF DIRECTORS

Mr. John Clark Chair* Partner Clarks LLP	Mr. Jason Ilijanic Vice-Chair* Director- Commercial Services, WFCU
Ms. Beverly Becker Director Director, Local Marketing & Special Projects, Windsor Star	Ms. Ann Marie Belanger ATHENA Committee VP of Sales Empire Communications Inc.
Ms. Marie Campagna Vice-Chair* CFO & VP Corporate Services & New Business Development, Hotel-Dieu Grace Hospital	Mr. Sean Collier Director District Manager, Windsor/Essex – Chatham/Kent – Union Gas Ltd.
Ms. Shelley Fellows Director VP Operations, Radix Inc.	Mr. Romeo Girardi Director Executive Vice President, Russell A. Farrow Limited
Mr. Carl Hooper, CPA, CA Director Assurance and Advisory Partner, Collins Barrow Windsor LLP	Mr. Benjamin Iannetta Director, Emerging Leaders Representative Business & Technical Services ProSoft XP
Mr. Scott Jenkins Vice-Chair* Director of Advertising, Caesars Windsor	Mr. Paul LeFave Chair – Transportation Committee Business Development Cornerstone Courier
Ms. Maureen Lucas Treasurer* President LucasWorks!	Ms. Mila Lucio Vice-Chair* VP Human Resources, Green Shield Canada
Jeffrey MacKinnon Past-Chair* Partner, McTague Law Firm LLP	Ms. Shannon Rickwood Chair – Membership Services Committee Financial Advisor Rickwood Financial Group/Manulife Securities Inc.
Dr. Francine Schlosser Director Professor, Odette School of Business Executive Director EPICentre, University of Windsor	

* Denotes member of Executive Committee

2017/2018 YEAR IN REVIEW – POLICY AND ADVOCACY

2017-2018 Policy and Advocacy for the Windsor-Essex Regional Chamber of Commerce

CAMPAIGNS

Agriculture Issues

- In August 2017, WERCC, along with local MP Tracey Ramsey and agri-business, called on the government to restore Canada's competitive advantage for agri-business under the U.S. Perishable Agriculture Commodities Act (PACA).

Bill 148: Changing Workplaces Review

- In July 2017, the WERCC President & CEO appeared before the Standing Committee on Finance and Economic Affairs and then again in front of Premier Kathleen Wynne along with community representatives later that month to voice concerns about Bill 148, the Fair Workplaces, Better Jobs Act.
- In September 2017, the OCC and the Canadian Centre for Economic Analysis (CANCEA) released their final report on Bill 148, Fair Workplaces, Better Jobs Act. CANCEA's analysis revealed that if Government were to do nothing other than implement the minimum wage increase over five years instead of the next 15 months, jobs at risk would decrease by 74% in the first two years. The full report is available at www.windsorsexchamber.org.

Cost of Doing Business

- In December 2017, PricewaterhouseCoopers LLP released the Retail Council of Canada-commissioned study: Rise in Canada's De Minimis Threshold: Economic Impact Assessment, concluding that raising the DMT would drastically impact on retailers in Canada, their employees and other overall economy. Raising the DMT to \$800 U.S. would result in a loss of up to 300,000 jobs by 2020 and a loss of labour income of up to \$9.2 billion.
- In February 2018, WERCC partnered with the Sarnia Lambton, Greater Niagara, Sault Ste. Marie, and Thunder Bay Chambers of Commerce to call for the Federal Government to keep the De Minimis Threshold (DMT) low to ensure retailers in Canada and U.S. have a level playing field.

Electricity

- In November 2017, WERCC teamed up with the Ontario Electricity Stakeholders Alliance, a group of energy consumers, businesses, producers, and distributors from across Ontario, to develop a Power Framework. With eight recommendations, the Power Framework provides the roadmap Ontario needs for smart electricity decisions through transparency, competition, objectivity, and independence.

Local Business

- On September 2017, WERCC President & CEO along with Chair John Clark, took part in the Canadian Chamber Annual General Meeting in Fredericton, NB, where they presented three resolutions to help local businesses. These resolutions focus on letting each of the provinces decide on its own transition to a low-carbon economy (e.g. cap & trade vs. carbon tax), protecting Canadian business by keeping the De Minimis threshold (for shipments that are allowed to enter Canada duty and tax-free) low and reducing Canada's trade deficit.

Pharmacare

- In the beginning of March 2018, WERCC teamed up with the Ontario Chamber Network to release a policy report, 'Principles for an Effective Pharmacare Program', providing guidelines for the federal and provincial governments to follow when considering reforms to pharmaceutical coverage, which has implications for both governments. The report highlights five principles against which new pharmacare proposals can be tested to ensure an effective and sustainable program.

Provincial Budget

- At the beginning of the 2018 calendar year, WERCC in partnership with the Ontario Chamber of Commerce (OCC) provided the Ontario government with 11 recommendations for the upcoming provincial budget that will help businesses manage costs, offer smart spending ideas, and help secure the province's competitive advantage.

Public Safety

- In March 2018, WERCC sent a letter to the Hon. Ralph Goodale, MP, Minister of Public Safety and Emergency Preparedness, urging the government to respond to the long traffic backups from Canada across the Ambassador Bridge, all the way to U.S. freeways. While the Ambassador Bridge is the economic lifeline between Canada and the U.S., there continues to be ongoing, lengthy and costly backups emanating from the Canadian side of the border at the Ambassador Bridge. This proposal was followed up the same day with letters of support from three local MPs: Brian Masse, Cheryl Hardcastle, and Tracey Ramsey.

Skills Mismatch

- WERCC also spoke at the Workforce WindsorEssex Skills Summit, addressing the issue of the region's skills shortage. WERCC released a report with the OCC on skills gap, Talent in Transition: Addressing the Skills Mismatch in Ontario, available at www.windsor-essexchamber.org.
- WERCC in partnership with the OCC to release the second annual Ontario Economic Report, which reveals that 77% of Ontario businesses say access to talent remains the largest impact on their competitiveness. The OER also illustrates that Ontario's historically low unemployment rate is a red herring, as more individuals remove themselves from the workforce or simply give up the search.

Steel Industry

- In March 2018, WERCC teamed up with the Sault Ste. Marie and Hamilton Chambers of Commerce to write a letter to Prime Minister Trudeau, offering eight recommendations to help the steel industry keep high-paying manufacturing jobs.

Tax Reforms

- In September 2017, WERCC attended the Canadian Chamber of Commerce Annual General Meeting in Fredericton, NB. WERCC supported a resolution to Benefit All Canadians by Reforming Taxing Statutes through a Royal Commission. Additionally, WERCC's policy resolutions on Canada's Trade Policy and Securing North American Steel Production were both successfully passed.
- In October 2017, WERCC along with the Canadian Chamber of Commerce wrote a letter to the Hon. Percy Mockler, Chair and the Hon. Anne C. Cools, Deputy, Senate Standing Committee on

2017/2018 YEAR IN REVIEW – POLICY AND ADVOCACY

National Finance in October, urging them to continue to hear from businesses on the government's proposed tax reforms at upcoming hearings.

- In October 2017, WERCC President & CEO appeared before the House of Commons Standing Committee on Finance calling for a complete overhaul of the entire tax system to make it simpler and more competitive.

Workforce Competitiveness

- At the end of April 2018, WERCC attended the Ontario Chamber of Commerce's Annual General Meeting to advocate on key local and provincial issues, such as asking the province to reinvest in our communities with a plan similar to the Michigan Community Fund and to improve workforce competitiveness.

Proud Member of the



**THE CANADIAN
CHAMBER
OF COMMERCE**

**LA CHAMBRE
DE COMMERCE
DU CANADA**

2017/2018 YEAR IN REVIEW – MEMBERSHIP SERVICES & 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.

Thank you to our valued 2017/2018 **committee members** who volunteered their time to co-ordinate and provide these opportunities to our members.

Shannon Rickwood Chair Director of Operations, Unique Impressions	Karen Brady Marketing & Communications Manager, UnitedWay/Centraid Windsor-Essex County	Scott Defoe Manager, Commercial Services TD Commercial Banking
Mike Fisher Development Coordinator - Corporations, Foundations & Grants, University of Windsor	Karen Gill-Gore Associate Vice President, Employment & Training Services, St. Clair College	Jacqueline Regan Strategic Results Partner, Dale Carnegie Training of Southwestern Ontario
Peter Wares President, DevMark Consulting Inc.		
Sherri Gowman Director of Sales & Marketing Windsor-Essex Regional Chamber of Commerce	Caitlin Hildenbrand Assistant to the Director of Sales & Marketing (July-December 2017) Windsor-Essex Regional Chamber of Commerce	Marina Poljak Assistant to the Director of Sales & Marketing (December 2017 - June 2018) Windsor-Essex Regional Chamber of Commerce

Membership Services & Development Committee, in partnership with the Director of Sales and Marketing and staff, executed the following initiatives with the goal of providing additional value to the Chamber’s membership.

Key Initiatives

- Signature Breakfast Networking Events were held for members to present their business or organization to a captive audience.
- The New Member Welcome Event was organized in conjunction with the April After Business to welcome new members and provide them with an opportunity to connect with other business professionals at this signature networking event.
- Strategized and reviewed potential topics and roles for Lunch and Learn events, focusing on twelve relevant and timely topics that would be valuable to our membership.

2017/2018 YEAR IN REVIEW – MEMBERSHIP SERVICES & DEVELOPMENT COMMITTEE

- Utilized the Event Satisfaction and Exit Survey to collect feedback which is used to monitor value for membership investment in order to achieve maximum membership retention and growth.

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

WAKE UP WINDSOR-ESSEX NETWORKING EVENT

October 27, 2017 - Host Sponsor: Beach Grove Golf & Country Club

WAKE UP WINDSOR-ESSEX NETWORKING EVENT

March 25, 2018 - Host Sponsor: Other Place Catering

NEW MEMBER WELCOME - MAY AFTER BUSINESS WITH MINI-TRADESHOW

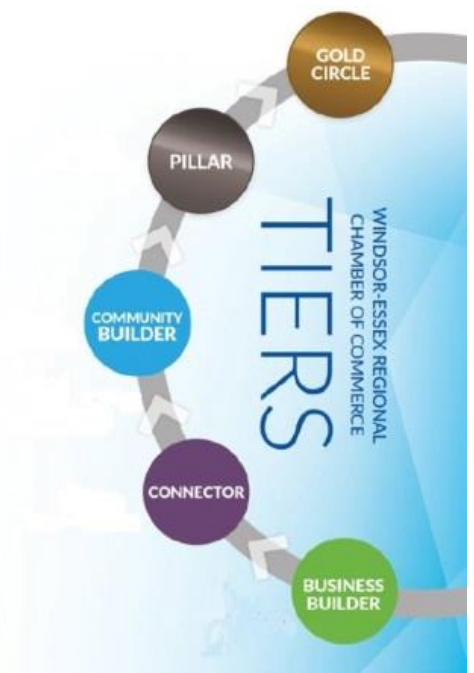
May 10, 2018 – Host Sponsor: St. Clair College Centre for the Arts
Sponsors: COOL 100.7, St. Clair College Centre for the Arts

WINDSOR-ESSEX REGIONAL CHAMBER OF COMMERCE – YOU BELONG HERE



Key Features of Membership

- ✓ Listing in the Chamber Business Directory
- ✓ Recognition as a trusted partner and resource
- ✓ Trusted referrals
- ✓ Multi-platform social media exposure
- ✓ Exclusive members-only events
- ✓ Preferred event admission pricing
- ✓ Membership support services



2017/2018 AFFINITY PROGRAMS/VALUE ADD FEATURES



Our Affinity Programs provide members with exclusive value and savings, resulting in member retention and revenue growth for the Chamber.

Key Partners:

Petro & Esso – Fuel program for Chamber members

Windsor Express Basketball – Chamber ticket discount program

Choice Hotels – Booking discounts to Chamber members

Comerica Park and Windsor Spitfires – Suite discounts

Detroit Regional Chamber of Commerce – Membership discount

2017/2018 YEAR IN REVIEW - EVENTS

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

BOARD OF DIRECTORS BREAKFAST

September 20, 2017 – Caesars Windsor
Sponsor: Libro Credit Union



SEPTEMBER AFTER BUSINESS

September 20, 2017 – Host Sponsor: Zingara Fine Trattoria
Sponsor: Mix 96.7

KNOW YOUR POWER BREAKFAST

October 18, 2017 – Giovanni Caboto Club
Sponsors: Enwin, Essex Power Corporation

WAKE UP WINDSOR ESSEX

October 25, 2017 – Beach Grove Golf & Country Club

18TH ATHENA SCHOLARSHIP LUNCHEON

November 3, 2017 - Giovanni Caboto Club
“Learning to be Ourselves” with Keynote Speaker,
Bethany Toldo, President, MAHLE Filtration & Engine Peripherals North
America
Sponsors: University of Windsor, St. Clair College, WFCU Credit Union,
Rotary, Generator, Anne & Clare E. Winterbottom
Loris Macor, Roth Mosey, AM800, YourTV, Windsor Star



WINDSOR ESSEX TECH SHOW 2017

November 14, 2017 - Giovanni Caboto Club
Sponsors: University of Windsor, St. Clair College,
Cogeco, Empire Communications,
Ontario Chamber of Commerce, WindsorEssex Economic
Development, WEtech Alliance, Kelcom



NOVEMBER AFTER BUSINESS

November 15, 2017 – Host Sponsor: The Riverside Keg
Sponsors: Windsor’s Country 95.9/92.7,
The Keg Steakhouse & Bar

15TH ANNUAL MULTIPLE BUSINESS HOLIDAY PARTY

December 1, 2017 – Caesars Windsor
Sponsors: Libro Credit Union, Johnson Insurance,
COOL 100.7, Mix 96.7, Windsor’s Country 95.9/92.7



141ST ANNUAL GENERAL MEETING & LUNCHEON

Featuring Distinguished Speaker, Patrick Brown, Ontario PC Leader
December 7, 2017 – Giovanni Caboto Club
Sponsors: Union Gas, Ford, Red Sun Farms

2017/2018 YEAR IN REVIEW - EVENTS

DECEMBER AFTER BUSINESS WITH MINI-TRADESHOW

December 12, 2017 – Host Sponsor: Beach Grove Golf & Country Club
Sponsors: COOL 100.7, Beach Grove Golf & Country Club



PRIVATE COMPANY TAX CHANGES BREAKFAST PRESENTED BY KPMG

December 14, 2017 – Giovanni Caboto Club
Sponsor: KPMG

2018 BEA NEWS CONFERENCE ANNOUNCING FINALISTS & RECEPTION

January 10, 2018 – Caesars Windsor Augustus 27
Sponsor: Media Street

US TAX REFORM SEMINAR PRESENTED BY KPMG

February 9, 2018 – Giovanni Caboto Club
Sponsor: KPMG



FEBRUARY AFTER BUSINESS PRESENTED BY DEVINE PERSONNEL

February 21, 2018 – Host Sponsor: Windsor Express at WFCU Centre
Sponsors: Devine Personnel, Mix 96.7, Windsor Express

WAKE UP WINDSOR ESSEX

March 21, 2018 – Other Place Catering

11TH ANNUAL WARDEN'S LUNCHEON

March 29, 2018 – Ciociaro Club of Windsor
Sponsor: Libro Credit Union



APRIL AFTER BUSINESS WITH MINI-TRADESHOW PRESENTED BY THE DRIVE MAGAZINE

April 5, 2018 – Host Sponsor: The Windsor Club
Sponsors: The Drive Magazine, Windsor's Country 95.9/92.7, The Windsor Club

28TH ANNUAL BUSINESS EXCELLENCE AWARDS PRESENTED BY WINDSOR STAR

April 5, 2018 – St. Clair College Centre for the Arts
Sponsors: Cypher Systems Group, YourTV, AM800, Bell, BMO Financial Group, Caesars Windsor, OLG, Families First, Libro Credit Union, University of Windsor – EPI Centre, Motor City Community Credit Union, RBC Royal Bank of Canada, St. Clair College of Applied Arts & Technology, TD, Union Gas, WFCU Credit Union, Grant Thornton, Business Development Bank of Canada, WindsorEssex Economic Development Corporation, VistaPrint North America Services, Cooper's Hawk Vineyards



2017/2018 YEAR IN REVIEW - EVENTS

MAYOR GARY MCNAMARA LUNCHEON

May 1, 2018 – Ciociaro Club of Windsor

Sponsors: Union Gas, WFCU Credit Union, Essex Power Corporation, Bonduelle



MAY AFTER BUSINESS WITH MINI-TRADESHOW

May 10, 2018 – Host Sponsor: St. Clair College Centre for the Arts

Sponsors: COOL 100.7, St. Clair College Centre for the Arts

TMT PREDICTIONS BREAKFAST PRESENTED BY DELOITTE

May 10, 2018 – Fogolar Furlan Club

Sponsors: Deloitte, WEtech Alliance

2018 PROVINCIAL ELECTION DEBATES

Three Ridings, Three Debates, Four Parties

May 17, 2018 – Ciociaro Club of Windsor

Sponsor: YourTV



82ND ANNUAL GOLF TOURNAMENT PRESENTED BY WFCU CREDIT UNION

June 4, 2018 – Beach Grove Gold & Country Club

Sponsors: WFCU Credit Union, Cintas, AM800, Cogeco, Johnson Insurance, Jose's Bar & Grill, RBC, Devine Personnel, RBC Insurance, Windsor Chapel, Performance Ford, Freeds,

JUNE AFTER BUSINESS PRESENTED BY TOURISM WINDSOR ESSEX PELEE ISLAND

June 12, 2018 – Host Sponsor: North 42 Degrees Estate Winery

Sponsors: Tourism Windsor Essex Pelee Island, Mix 96.7, Bistro 42



CHAMBER GALA FEATURING LIFETIME ACHIEVEMENT AWARD - DR. ALAN WILDEMAN

June 22, 2018 – The Windsor Club

Sponsors: Toldo Corporation Services, Windsor Star, McTague Law Firm LLP, Green Shield Canada



THANK YOU

To our 2017/2018 volunteers, you make us successful.

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

28th Annual Business Excellence Awards Committee: Jonathan Rount (Chair), Lauren Brummell, Shelby Colarossi, Marlene Corey, Natalie Henderson, Keith Chinnery, Katie Dicks, Elizabeth Elias-Hernandez, Laura Kay, Gisele Levasseur, Amanda Reid, Chase Stoyshin, Jason Toner

82nd Annual Golf Committee: Sue Hancock, Sheylen Jagajodhy, Kelly MacWhinnie-St. Dennis, Gail Robertson, Kim Sinasac, Blake Vandenham

Windsor Essex Tech Show 2017 Committee: Duane Acorn, Adam Castle, Hassan Farhat, Brandon Stanley, Yvonne Pilon

2017/2018 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 and Executive Assistant	Barbara Malmberg Event Coordinator	Caitlin Hildenbrand Assistant to the Director of Sales & Marketing (July-December 2017) Windsor-Essex Regional Chamber of Commerce (Maternity Leave)
Concetta DiCesare-Cafueri Finance and Office Administration		Marina Poljak Assistant to Director of Sales & Marketing (Maternity Leave Coverage)