



Membership Newsletter

Winter 2021/22



Message from your Winnipeg Chamber Chair

Liz Choi
CEO of Education
Canada Group

Well members, I'm not sure about you, but this fall has been immensely energizing and enlightening. After doing our part to keep everyone safe, I have been honoured to share these first few in-person events with you as Chair. Being back in a room to connect, learn together and feel that energy serves as a powerful reminder of our community and what we can do together.

As we look forward to the next few months, we will dive into many topics that are important to Winnipeg's business community, and many that are so close to my heart and touch on the human element of integral business and leadership – mental health, equity, diversity, climate change and reconciliation, to name a few.

These opportunities for expansion for the Winnipeg business community is complimented by the addition of CODE, Commitment to Opportunity, Diversity and Equity, which will now work alongside the Truth and Reconciliation Road Map available to members.

I hope this holiday season brings you many opportunities to share your own traditions with others and rejoice in celebrations all around you. Wonderful things happen when we can #CelebrateEverything! I also want to say thank you to The Winnipeg Chamber team for making my first few months as Chair so welcoming and supportive.



Message from your Winnipeg Chamber President & CEO

Loren Remillard

The Chamber has three main roles – public policy influence, member business support, and community leadership. During COVID, our Chamber team has fulfilled these roles, most notably our work to advocate and influence on your behalf.

Sometimes these activities are quite visible, such as our appearance before the House of Commons Standing Committee on Finance or engagement opportunities with federal and provincial leaders.

Sometimes that work is done behind the scenes or as part of a collective effort with our partners, such as with the creation of the province's \$50-million business recovery fund and associated initiatives.

And sometimes the results appear in the form of what you don't see, like preventing policy proposals or budget decisions that would have a negative impact on the business climate and prosperity in our community.

However, our focus is always on the results our members need. Some recent successes include:

- Canada Emergency Wage Subsidy
- Canada Regional Relief and Recovery Fund
- Manitoba Business Grant Program
- Manitoba COVID Rapid Test Kit Program

As 2022 nears, The Chamber is gearing up to push forward on red tape reduction and tax reform, two policy priorities which figured prominently in our 2021 Probe Research membership survey.

On behalf of the entire Chamber team, I wish you a happy holidays and a prosperous new year.

How We're Amplifying Your Voices

Colin Fast, Director of Policy



In many ways, the Chamber's advocacy efforts in 2021 continued to be guided by the ongoing response to the global pandemic. From extensions of the Manitoba Bridge Grant earlier in the year, to relaxing public health restrictions in the summer when case numbers were reduced, we have been in constant contact with government officials to voice the concerns, frustrations and needs of our members.

More recently, we have partnered with the Province of Manitoba to provide members with access to rapid testing kits so they can ensure their workplaces remain safe for employees and customers. And we have been part of an effort by chambers across the country to press the federal government to extend some of its pandemic business supports, which was approved by Parliament in mid-December.

As new variants of COVID-19 bring the threat of additional public health restrictions, we will continue to work closely with public health and economic development officials at the provincial government to ensure decisions are based on science and with a

goal of minimizing the disruption to business owners and employees.

But we also look forward to engaging in new priorities in the year ahead that will help position Winnipeg as a better place to invest and grow a business.

We have joined with The Business Council of Manitoba and KPMG to develop a comprehensive set of recommendations that will feed into the province's planned tax competitiveness review.

We will also be engaging members in identifying simple fixes to processes and policies at both the municipal and provincial level that will allow governments to move more quickly in response to requests from business.

And we'll be working with the International Institute for Sustainable Development to form a task force to review The Chamber's current policies regarding climate change and energy to ensure we are providing governments with the best advice we can as to how to address these critical issues.



Regardless of your company's size, your team deserves to feel secure that their insurance needs are taken care of. For over 40 years, the Chambers of Commerce Group Insurance Plan has been protecting businesses and their employees.

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MEMBER TESTIMONIAL

ALEX VANDERHOOF
Valley Apparel + Display

The Winnipeg Chamber has done an exceptional job throughout the pandemic. I felt connected to other businesses reading weekly emails, ReImagine articles and participating in networking during the online events. It was great to attend in-person at the Small Business Forum. I met with existing and potential customers and appreciated the stickers indicating each participant's level of contact.

What is CODE?

At The Chamber AGM in October, we launched our newest program and movement called CODE, which stands for **Commitment to Opportunity, Diversity, and Equity**. After numerous community consultations with our Chamber members, people with lived experiences, and community organizations, a common theme was evident: more needs to be done to advance equity and reconciliation.

As employers and colleagues, we have a profound responsibility to create an inclusive environment where everyone can thrive. Improving organizational diversity, equity and inclusion is also great for business. It is well researched to improve organizational resilience, innovation and financial returns. A survey by Glassdoor also shows that 76% of job seekers consider an organization's commitment to DEI an important factor when evaluating companies to engage with.

As you look to improve and transform, CODE is here to help.

CODE supports businesses and organizations in implementing impactful diversity, equity, and inclusion strategies in their workplaces through workshops, conferences, and a dedicated online resource hub.

Get Involved

Attend our CODE Workshops to hear from experts, and engage in peer learning around topics related to DEI.

Access our Resource Hub to find credible resources, tools, templates, contacts to local DEI practitioners and local organizations, all of which will assist you in creating impactful DEI strategies.

Please email me at svijayann@winnipeg-chamber.com with any questions you have about DEI. As a part of CODE, we also want to build custom resources in collaboration with experts and local organizations that fill identified gaps by our members.



Sanjana Vijayann
Manager, Diversity and Inclusion



The Winnipeg Chamber of Commerce Healthy Workplaces



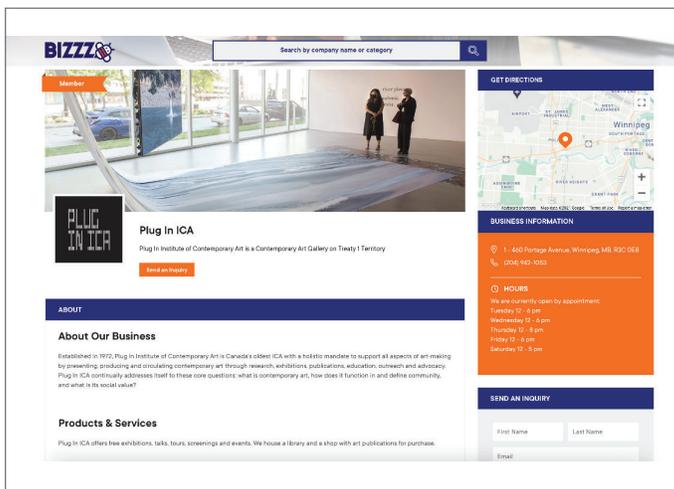
Nearly 1/3 of young workers would not refuse to do work that they considered unsafe. Be sure to provide safety and health training and an orientation for young workers before they start a new job or new tasks.

*Healthy Workplace Tip
Provided by Johnston Group*

Bizzz Best Practices

Have you checked out Bizzz.ca? Bizzz is our new Winnipeg Chamber online business directory for our business community to list and find local and credible professional services and goods worth buzzing about (see what we did there?).

If you are familiar with our traditional Winnipeg Chamber membership directory, this is it. We just got a new name, sleeker look and a more user-friendly profile for you.



Ready to set up your Bizzz Profile? Here are our top 4 best practices for having your account stand out:

1. Imagery is so important: It's the first thing that catches someone's eye as they scroll through. That's why we suggest using consistent and high-quality images on your profile.
2. Use your Google reviews and testimonials: share those customer experiences to help create a buzz and build your organization's credibility.
3. Share on social media: Share your profile on your website and link it on your social media platforms.
4. Keep it simple: Short and to the point is always best. When describing your products and services we suggest using the bullet point system to ensure your customers are getting the information they need quickly and efficiently.

Take Advantage of our Cost-Saving Programs

As a Chamber member, you can get exclusive access to a number of member benefits for you and your business.

Some benefits include:

- Affordable group insurance for your team
- Lower fees on credit card transactions
- Low-cost office supplies
- Discount shipping rates
- AND MORE



See the full list of cost-savings programs by visiting winnipeg-chamber.com/member-discounts or by scanning the QR CODE.