

## How We're Amplifying Your Voices



Colin Fast,  
Director of Policy

As both a member-centric organization and a leading community influencer, it's critical to The Winnipeg Chamber that we hear directly from our members what they

think about important public policy issues at the civic, provincial and federal levels.

During the peak of the pandemic, we launched a regular series of member surveys so we could get feedback from our members on how their organizations were coping with public health restrictions, labour market pressures and other business challenges.

Moving forward, we've rebranded these surveys as The Quarterly Check-In, and we'll be asking for your opinions on a broader range of policy issues that impact the business community.

Our first Quarterly Check-In went out in late-January and featured questions on several provincial and municipal issues, including whether National Day for Truth and Reconciliation should become a provincial holiday, pandemic business supports, the City's Transportation Master Plan, provincial carbon pricing plans, and general business and government performance. The next quarterly survey will focus on city issues as part of our preparation for this fall's civic election.

For those wanting to get even more involved in the Chamber policy and advocacy process, our Policy Pools provide an opportunity to engage in more in-depth conversation on specific issues and help us identify members who might want to serve on a working group or task force to prepare a submission for government. Issues that we're currently working on include reducing red tape and embracing more innovative practices in government, reforming the provincial tax system, and developing a provincial climate change plan.

## Bizzz Best Practices

I'm sure you know by now Bizzz is The Chamber's online business directory where you can list your business and search for businesses in the local community.

### Now that your business is listed on Bizzz, what's next?!



**Buzz**

Create some buzz around your business by spreading the word about your Bizzz page. Show the page to your family and friends next time you are sitting down at dinner, or to your friendly neighbour next door.



**Pollinate**

*To pollinate: moving pollen to one plant to another.*

Similar to the pollinating sense, you can share your Bizzz page on your social media platforms. This can be a tweet directing to your profile, an Instagram story with a direct link, or a LinkedIn post. Having a prominent social media presence is a huge key to success for any business. With a simple share, you can gain more clicks to your business, engage with the community, and let more people find out what you're all about!



**Collaborate & Grow**

Besides the benefit of attracting new customers, Bizzz also gives you access to finding other local businesses to collaborate with and/or to help grow your business. You can narrow down what you need by searching by category listings. Maybe you need assistance with finding new talent— connect with our employment agencies. Or maybe a graphic designer to revamp your website? Or how about an accountant to prepare for tax season?

These are just a few ways Bizzz can be used to grow your brand. Let Bizzz support your business today!



### MEMBER TESTIMONIAL

## Jason & Keisha Pinder

Owners, Diaspora Cafe

The Chamber helps to keep us up to date with networking opportunities and gives of support in so many ways! We received really great exposure with the Bizzz initiative. It really got our name out there!



## Membership Newsletter

Spring 2022



### Message from your Winnipeg Chamber Chair

Liz Choi  
CEO of Education  
Canada Group

Welcome to a New Year, WCC members! This newsletter is one month shy of marking my halfway point as Chair, and I can't believe how quickly our time together has gone.

Although we have had to take a break from in-person events at the beginning of the year to keep our communities safe, opportunities to gather, learn and connect will be gearing back up and it will be great to feel that energy from all of you again. I'm particularly looking forward to the Road to Reconciliation in May to have both Dr. Niigaanwewidam James Sinclair and The Honourable Murray Sinclair in one room to share their wisdom.

We've also entered the Year of the Tiger, which signifies bravery and strength. I think this theme aligns within my personal and the WCC's steadfast commitment to create deeper change towards diversity, equity, inclusion and reconciliation.

Throughout the year, we have been sharing and growing the CODE movement. At the end of March, there is an opportunity to join the CODE Coalition Forum with special guest Laurelle Harris. By becoming a Coalition member, you and your organization are moving towards continuous action and helping us create a more united, inclusive and equitable Winnipeg.

I want to close by saying bravery and strength can also come through the kindness we show ourselves and those in our lives during these especially trying times in our world. Thank you!



### Message from your Winnipeg Chamber President & CEO

Loren Remillard

Since the beginning of this pandemic, our team at The Winnipeg Chamber of Commerce has advocated for you and your business at all levels of government.

As we move forward, it is time for us to reconnect as a community with the resuming of our in-person event lineup this spring. Each upcoming Chamber event addresses short and long-term challenges facing business today.

Outside of events, all our programming is a direct ask from our membership. You told us you needed more custom one-on-one support, so we launched our newest program, The Chamber Sessions. You also told us you would benefit from a peer-learning group to grow your diversity, equity and inclusion workplace strategies, so this February, we launched our CODE Coalition— which already has over 50 local Winnipeg businesses as inaugural signatories. And coming up, we know the Civic election this October is top of mind for our city. To help you prepare, we will be creating resources and events to help ensure all candidates are informed of what matters to Winnipeg business.

Know we are always listening and our events and programs will continue to be a reflection of what you tell us.

The last two years have been some of the most difficult, but as expected, our business community and your Chamber have persevered. We are turning the page and The Chamber is here to help you start your next chapter.

Again, thank you for your continued support and I look forward to seeing you at our next in-person Chamber event.

# Upcoming Events

Spring means the final stretch of events before our 2021-22 season ends. Here are some upcoming events to add to your calendar.

## ■ Civic Leaders Dinner

**Thursday, April 7, 2022** | 6:00 p.m. - 9:00 p.m.  
Member Rate: \$125 +GST

Civic Leaders Dinner is an energetic, efficient networking evening with elected officials, including Mayor Brian Bowman, and the administration's c-suite will move between tables for direct conversation with attendees.

## ■ After Business Mixer

**Thursday, May 5, 2022** | 5:00 p.m. - 7:00 p.m.  
Free to Attend | Booths: \$175 +GST

After Business Mixers are fun and social mini-trade shows where you can grow your business, collect new leads and build valuable business relationships. All exhibitors and guests are treated to delicious appetizers and drinks while they visit the 50+ interactive booths.



## ■ CODE Conference

**Thursday, May 26, 2022** | 8:00 a.m. - 4:00 p.m.  
Member Rate: \$200 +GST | Regular Rate: \$400 +GST

This full one-day conference provides an introduction to Diversity, Equity and Inclusion in the workplace. Through facilitated workshops, we explore the benefits of having an inclusive, equitable and diverse workplace.

## ■ VIP Luncheon: State of the City with Mayor Brian Bowman

**Wednesday, June 8, 2022** | 11:00 a.m. - 1:30 p.m.  
Member Rate: \$100 +GST | Regular Rate: \$200 +GST

The State of the City Address is one of The Chamber's signature events, attracting a wide audience to network, connect with community leaders and witness the government's priorities. This year's State of the City will be Mayor Bowman's last as he closes out his term.

## ■ Spirit of Winnipeg Awards Gala

**Friday, June 17, 2022** | 6:00 p.m. - 8:30 p.m.  
Regular Rate: \$245 +GST

This past year has been a year of growth and innovation for our community. During our 13th Annual Spirit of Winnipeg Awards, we are highlighting and featuring some incredible businesses in Winnipeg.

SCAN FOR A FULL LIST OF CHAMBER EVENTS



# CODE Update

On February 24th, 2022, The Chamber launched the newest program within CODE; the CODE Coalition. The Coalition is a group of organizational leaders who share a commitment to furthering diversity, inclusion, and equity in the workplace. Signing Coalition Members carefully reviewed and signed on to three commitments:

- 1 Commitment to continuous learning
- 2 Developing and implementing diversity, equity, and inclusion strategy
- 3 Commitment to measuring progress

As an increasing number of organizations are responding to the call to be more inclusive and equitable, many are unsure of how to embed accountability measures into their strategies, measure progress, and use data to truly understand where they stand. Organizational leaders can use data effectively to ensure that their DEI work is meaningful, creates accountability, and measures progress while avoiding performative actions that are too often easily recognizable. Data can also provide deep insight into overlooked issues, biases, and missed opportunities, and provide organizations with the ability to take corrective action.

Want to learn more about data collection and evaluation from The Chamber's project evaluation leads?

Attend our CODE Conference on May 26th where Aynsle Hinds will be hosting a workshop on how to effectively embed data collection, monitoring, and evaluation into your organizational DEI strategy. Register now to take advantage of early bird ticket prices!

During the workshop at the CODE conference, attendees will be guided through the process of developing and implementing an evaluation plan for a DEI initiative, receive useful resources, and engage in Q&A with the speaker.

Sanjana Vijayann  
Manager, Diversity  
and Inclusion



We hope that these learning opportunities spark conversation, inquiry, better data collection practices and ultimately contribute to success in your endeavor to create inclusive and equitable organizations.

Please email me at [svijayann@winnipeg-chamber.com](mailto: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.



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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*