



Chambers of Commerce
Group Insurance Plan®



NEWSLETTER
January 2014



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QUICK CHECKS

Yes!

Does your chamber **review** Chambers Plan **"Order Form"** every six months to ensure you have **current marketing resources on hand** to promoting Chambers Plan – your program?

Yes!

Does your chamber meet **annually** with your local **advisor** to discuss joint and cooperative marketing opportunities for Chambers Plan?

Marketing Award

GREATER SASKATOON CHAMBER ED WINS 2013 Chambers Plan Marketing Award

November 19 Chambers Plan was delighted to present **Kent Smith-Windsor** with our prestigious **Marketing Award** and an **iPad Air** at the Chamber of Commerce Executives of Saskatchewan (CCES) Fall Conference in Saskatoon.

Kent and his staff were recognized for their Chambers Plan marketing efforts which included:

- Co-sponsoring "New Member Breakfasts" twice/year.
- Chamber on Tap program (interview with local business leaders).
- Presentation from Chambers Plan representatives in Board Member Orientation.
- "Faces of Business" campaign featuring 5 local members who participate in Chambers Plan.

As a result of their efforts, the Greater Saskatoon Chamber **increased** their Chambers Plan administration fees by **\$19,000 or 21%** last year. This is an increase of 94% from four years prior! **Congratulations Kent!!**



Ken Willoughby, RMD presenting the award to Kent Smith-Windsor, Executive Director

NEW Incentive Program!

2014 INCENTIVE PROGRAM

Today we launch the biennial Incentive Program!

Each year our statistics show the referrals from local chamber websites are the BEST internet leads we receive!

Once again we have updated our website graphics and offer an incentive for chambers to **update or add our banners and/or text** on their websites.

We ask your chamber to add our specifically researched and UPDATED "text" and "hot links" to the front page of your chamber's website.

This exciting marketing initiative will generate new Chambers Plan inquiries resulting in more memberships and more administration fees for your chamber – **don't delay** – add the information or send it to your website provider to add today! (File attached.)

Deadline: June 30, 2014

www.chambers.ca

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Welcome

NEW CHAMBER STAFF

The Chambers Plan Team extends a warm welcome to the following new chamber **staff**:

Tracy Acorn , Manager, Chamber Services & Admin	ACC, AB
Darlene Tock , Administrative Assistant	Chestermere, AB
Arif Khan , Executive Director	Hinton, AB
Paul Myer , Executive Director	Lacombe, AB
Kelly Kotulak , General Manager	Peace River, AB
Nadean Yates , Executive Assistant	Valleyview, AB
Deneen Everett , Executive Director	Yellowknife, NT

CCES Bursary Recipients

CCES BURSARY RECIPIENTS

November 19-20, 2013 Saskatoon, SK

The Chambers Plan Team was pleased to send four delegates to the CCES Annual Conference:

Donna Ritco	Meadow Lake	Joanne Kirwan	Melville
Darla Lindbjerg	Swift Current	Leanne Doppler	Tisdale

Jeff Richards won the \$500 door prize. **Jeff Richards** (Weyburn), **Steve McLellan** (SCC) and **John Hopkins** (Regina) each won a calculator and \$50.

Steve, always the gentleman, gave newly engaged Jenna Nemish (Rosetown) his prize.



L-R Donna, Leanne, Darla, and Joanne

New Chambers

NEW SPONSORING CHAMBERS

The Chambers Plan Team is pleased to announce we have two new sponsoring chambers:

Beaumont, AB
Warman, SK

Highlights

HIGHLIGHTS SINCE THE OCTOBER NEWSLETTER

- After a couple of years of sub 4% renewal actions, we are very pleased to announce our lowest renewal action since 2005. The **national bottom line renewal** for all benefits (April 1) is **1.53%**, which produces an average renewal action of 2.67% over the last three years.
- In December, heading into our last quarter, we posted \$7.2 million of new sales in the first three quarters - **26% ahead of the year prior!**
- Chambers Plan launched a new Group Retirement Solution.
- May 15 Prairie Region, for the first time, will be hosting a joint conference of advisors and their support staff for Alberta and Saskatchewan in Lloydminster.

Marketing and Promotion **RESOURCES** - available on line at www.chambers.ca
Chambers & Boards > Resources Login: chamber Password: chamber

More **RESOURCES** – available on line at <http://resources.chamberplan.ca>
No login or password necessary



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