



Chambers of Commerce
Group Insurance Plan®



NEWSLETTER
January 2013



Chambers of Commerce Group Insurance Plan®

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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 (for mail-outs, new member packages and events)?

Yes!

Does your chamber **meet with your local Advisor at least once a year** to discuss joint and cooperative marketing opportunities for the Plan?

**APPLY
today**

APPLY FOR A BURSARY TO ATTEND YOUR PROVINCIAL CHAMBER'S ANNUAL MEETING

The **Saskatchewan Chamber** is hosting their 2013 Conference on Business **May 8-9** in **North Battleford**. Bursary applications are available with an entry deadline of **March 28**.

The **Alberta Chambers** is hosting their 2013 Provincial Conference and Policy Session in **Drumheller** **May 30-June 1**. The deadline for bursary applications is **February 22**.

Bursary applications can be downloaded at <http://resources.chamberplan.ca>

Welcome

NEW CHAMBER STAFF

A warm welcome to the following new chamber **staff**:

- **Deneen Everett** Peace River, AB
- **Leanne Doppler** Tisdale, SK
- **Jennifer Bittman** Valleyview, AB

NEW CHAMBER

Congratulations to the following new **chamber**:

- **Chestermere, AB**

**Marketing
Award**

2013 MARKETING AWARD

The Marketing Award will be presented at an applicable provincial event to an administrator who has:

- Demonstrated outstanding support;
- Utilized the Chambers Plan Partnership Checklist; and,
- Introduced unique and creative ways to promote and assist with marketing Chambers Plan.

If you or one of your peers deserves to be recognized for their outstanding efforts, fill out an application today - the deadline is June 15, 2013. <http://resources.chamberplan.ca>

Previous recipients (featured on the right):

- 2011 **Lisa Kowalchuk**, Medicine Hat
- 2012 **Pat Tenney**, Lloydminster



Lisa



Pat

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Blogs

BUSINESS BLOGS

Every Tuesday a new Blog dedicated to business issues is posted on our website (Business Tips) and Facebook page. These are written by the talented Carmen Morgan.

If you are looking for content for any of your local publication, you can copy and paste any of this information. Some of the articles from the recent past include:

- If your business could speak, what would its New Years' Resolution be?
- How to change perception of business failure and business rejection
- Personal brand vs. Corporate Brand: What can social media do?
- Growing your workforce: Benefits of Employees and contractors

res Benefit Facts Support Business Tips Request

Small Business Tips Blog

Personal brand vs. Corporate Brand: What can social media do?

The dialogue in a recent IBM commercial starts off "Meet the new customer." It shows a woman entering the manufacturing, shipping distribution process while shopping for a dress on a retail store race message highlights an existing shift in the way CMOs are marketing products and services. The use of data and analytics, social networks than traditional market research, is allowing companies to respond needs of individuals rather than demographics.

The customer's say in how their purchase is made, shipped and bought only a comment on tailoring items to specific customer needs, but evolving shift in the personal brand being more prominent than the corporate identity. What does that mean for SMEs?

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CCES Conference

CCES CONFERENCE NOVEMBER 7-8

The Chamber of Commerce Executives of Saskatoon held a successful conference in Nipawin. In spite of a wicked dump of snow, the attendance was great and everyone made it home safe.

Highlights included the finalizing details on the new organization and lively "Bear Pit" sessions. **John Hopkins** from Regina was the successful recipient of the Chambers Plan draw.

Bursary recipients:

Blair Sorenson	Blaine Lake
Cindy Murphy	Nipawin
Desseri Ackerman	Rosetown

Chambers Plan was pleased to be involved!!

Highlights

HIGHLIGHTS SINCE THE JANUARY NEWSLETTER

- **2013 Calendars** were sent to every chamber – contact Pam should you need extra.
- Melfort has a new Advisor - **Clint Mason**.
- Federal Budget 2012 changes were announced which will impact the taxation of AD&D and Critical Illness Benefits.
- 2013 renewal action will be **below 4% again!**
- We are transitioning to **ONE national Facebook page** and will keep you advised on the details.

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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