



## NEWSLETTER January 2016



### QUICK CHECKS

**Yes!**

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

**Yes!**

Does your chamber **review your Chambers Plan brochure inventory** to ensure you have current marketing resources on hand?

### 2016 Incentive Program

#### 2016 INCENTIVE PROGRAM

Our statistics prove the referrals from local chamber websites are the BEST internet leads we receive! This year we are offering another incentive to continue to develop and enhance Chambers Plan's online presence.

We have changed the incentive structure. Participating chambers will be entered in a draw:

- **\$2000** Major Draw (one each for AB and SK)
- **\$1000** Secondary Draw (one each for AB and SK)

The following is how the draw entries work:

Text or banner on website:	1 entry
Text AND banner on website:	2 entries
Text or banner revolving on HOMEPAGE:	3 entries
Text or banner on HOMEPAGE:	4 entries
Text AND banner on HOMEPAGE:	5 entries

In addition, any extra exposure (i.e. logo in footer, header or any other creative idea) will get **1 additional entry** per exposure.

Chambers UPDATING their existing banners to the new banners and/or text are eligible.

**ON BEHALF OF THE PRAIRIE REGION TEAM, THANK YOU  
FOR YOUR ONGOING SUPPORT!**

### 2016 Bursaries

#### 2016 BURSARIES

Chambers Plan has allotted **\$23,000** in bursaries for 2016. Bursary forms are now available for the following provincial events:

Saskatchewan Chamber's Annual Conference  
**May 11-12 in Saskatoon, SK**

Alberta Chambers' Provincial Conference and Policy Session  
**May 12-14 in Red Deer, AB**

Alberta Chamber Executives (ACE) Professional Development Summit  
**July 13-15 in Lacombe, AB**

Chamber of Commerce Executives of Saskatchewan (CCES) Conference - when details are released



Sample Ad from  
<http://resources.chamberplan.ca/links/>

Standard sizes are available at the link above.  
Should you need a different size please send Pam the height and width and we will create a banner specifically for you.

**Bursary Applications at:**  
<http://resources.chamberplan.ca>

[www.chambers.ca](http://www.chambers.ca)

[www.chamberplan.ca](http://www.chamberplan.ca)

[www.my-benefits.ca](http://www.my-benefits.ca)

**2016  
CCEC  
Conference**

### 2016 CCEC CONFERENCE

The Chamber of Commerce Executives of Canada (CCEC) Conference will be held in Regina, SK this year at the Delta Regina. This event is a must-attend and it is too close in proximity to miss!

Although the official date of the CCEC conference has not been released, the date is typically two days prior to the Canadian Chamber's AGM and Convention slated for September 17-19.

Chambers Plan is proud to sponsor two (2) **\$1000** bursaries to attend the CCEC Conference. This will help cover conference registrations fees, hotel nights and travel expenses. Forms will be available as soon as the official notice is received from Shelley Morris, Executive Director.



Start to chat it up with your Board!

**New  
Staff**

### NEW CHAMBER STAFF

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

**George Brothers**, General Manager      Peace River, AB  
**Kelsey Robinson**, ED                              Wainwright, AB

*Please let us know should you hear of a new staff member at a neighbouring chamber.*

**Lost  
Chambers**

### SPONSORING CHAMBERS DISSOLVE

The Chambers Plan Leadership Team acknowledges the loss of the following sponsoring chambers who have dissolved as at December 31, 2015:

**Canora**, SK    **Esterhazy**, SK

Hopefully, as history has demonstrated, we will see a new group of volunteers revive the chambers in 2-3 years.

**Highlights**

### HIGHLIGHTS SINCE THE OCTOBER E-NEWSLETTER

- The Alberta Budget on October 27, 2015, announced a tax increase that impacts the premium tax rate applicable to our group benefit premiums. Effective April 1, 2016, the Alberta Tax rate will increase from 2.0% to 3.0%, and our renewal actions in Alberta have been adjusted to incorporate this change.
- April 1 renewal is just around the corner. A national bottom-line renewal for all benefits is 5.91%. Though this renewal action is higher than those from the last number of years, it is consistent with renewal actions over the past ten years. Over the last five years, the Chambers Plan average renewal action has been 3.5%, and only 4.4% over the last decade.
- As we do every January, Annual Firm Updates have been mailed to firms requesting confirmation of salaries of all employees covered under the Chambers Plan.

Marketing and Promotion RESOURCES - available on line at [www.chambers.ca](http://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

[www.facebook.com/chamberplan](http://www.facebook.com/chamberplan)