



Connections

... get plugged into your network

August 2011

Policy updates

Your members can participate in an online survey on Effective Commercialization of Innovations in Canada

Developed by the Chamber, in collaboration with several other major industry associations, federal and provincial agencies and not-for-profit organizations involved in business acceleration, this survey is to acquire a meaningful understanding of what works and what does not for Canadian companies in matters of commercialization. More information about this program can be found at the [Commercialization Portal](#).

The survey will take approximately 15 minutes to provide critical information that will help Canadian executives – in industry as well as in government – to benchmark their organizations' success in the commercialization of innovation and to develop better practices and support programs for ensuring competitiveness on the global scale.

The survey is available in both official languages at: [Canadian Survey on Effective Commercialization](#).

In recognition of participation, participants will be provided with a summary of the survey results and will receive an invitation to participate in a webinar on proposals for achieving a more effective commercialization environment in Canada.

New money will help businesses spot bogus bills

Small business owners have a lot on their plates from managing supplier contracts to ensuring compliance with a variety of legal obligations. They shouldn't also have to worry about being caught with a bank note that's not legit. At least, that's what the Bank of Canada thought in developing Canada's new polymer bank note series.

Polymer notes are printed on a continuous piece of smooth, durable film. They feel different from paper notes but are just as easy to handle.

Ted Garanzotis, lead scientist for research and development at

the Bank of Canada, says that "Our design philosophy behind these notes was to create large and bold security features that could be quickly and discreetly verified within the narrow window of time it takes to accept payment." A new \$100 polymer note will begin circulating this November followed by a \$50 and \$20 note in 2012. The \$10 and \$5 notes will be released by the end of 2013.

The new bills offer businesses greater protection from counterfeiters as the combination of transparency and holography on the notes is unique, making them easier to verify and harder to counterfeit.

Polymer notes are more durable so they won't tear or grow limp as easily. In fact, the Bank expects them to last at least 2.5 times longer than paper money.

These notes are a significant change so your members will want to prepare for them. Go to www.bankofcanada.ca/banknotes to watch an informative video on the new notes and access free training materials like posters, handbooks and leaflets. Businesses can also book a Bank of Canada representative to deliver free onsite training – in various parts of the country, and, depending on the size of the group.

Canada's new polymer notes are an innovative currency solution that will give business an upper hand on fraudsters. The Bank of Canada will be working with financial institutions to replace paper notes with the more secure polymer notes over the next few years.

The Bank of Canada provides a great [resource centre](#) for merchants featuring videos and training materials to assist in learning about Canadian bank notes and know-how to deal with suspected counterfeit notes.

*Proposed resos for AGM 2011
are now online*

Competition Bureau sues to shut down business directory scam

The Competition Bureau recently announced that it has taken action against five companies and three individuals to ban a deceptive marketing scheme targeting businesses across Canada.

The Bureau is seeking an injunction to put an immediate end to the deceptive marketing representations, freeze corporate assets for future restitution to victims and stop the deceptive conduct.

The Bureau's action comes after an international investigation uncovered a business directory scheme targeting Canadian and international businesses, in violation of the false or misleading and deceptive practices provisions of the *Competition Act*. The U.S. Federal Trade Commission (FTC) is undertaking a simultaneous court action against U.S. targets involved in this case.

The investigation found that the individuals and companies sent faxed forms to targets displaying symbols that closely resemble the well-known trademark of the Yellow Pages Group (YPG), thus deceiving businesses into believing the forms came from the YPG. Businesses were led to believe that the forms were intended only to update contact information for an online business directory listing but, buried in the fine print, was a stipulation that by returning the form, the businesses were committing to a two-year contract for the listing, at an annual cost of \$1,428.

The Bureau's action filed in the Ontario Superior Court of Justice seeks, among other things, that the targets:

- pay administrative monetary penalties totalling \$11,550,000;
- publish corrective notices; and
- pay restitution to the victims of this scam.

The Bureau has been working closely with the FTC throughout this investigation.

For additional information regarding the Bureau's investigation, see the [backgrounder](#).

Seeking nominations for the Prime Minister's Volunteer Awards

Communities rely on strong support from a number of sources, including volunteers, businesses and not-for-profit organizations. That support could include activities like raising funds for community projects, giving employees time to volunteer or creating a new after-school program for at-risk youth, to list only a few examples.

Every day, local businesses, not-for-profit organizations and thousands of individuals volunteer their time, energy and skills to improve the well-being of families and communities across the country. They help make Canada

stronger by creating change and inspiring hope.

The *Prime Minister's Volunteer Awards* is a new program that has been created to celebrate these Canadians who make a difference. A total of 17 awards will be given at both the regional and national levels. Recipients will be eligible to identify a not-for-profit organization to receive a grant for \$5,000 (regional award) or \$10,000 (national award).

Those chosen for the awards must be nominated. The first call for nominations opened on July 12 and will close on September 9, 2011. Award recipients will be recognized at an award ceremony to be held in early 2012.

Do you know an individual or group, a business or not-for-profit organization that is making a difference in your community? Recognize their contributions and show your appreciation by submitting a nomination.

To learn more about the *Prime Minister's Volunteer Awards*, visit <http://www.pm.gc.ca/awards> or call 1-877-825-0434.

New chamber member

Sydney & Area Chamber of Commerce (NS), Sean Coyle, executive director, sean@sydneyareachamber.ca.

New chamber managers

You've got some new colleagues to welcome to the chamber network; here's a list of some of the changes:

Steve Shiels, interim chief executive officer, Brampton Board of Trade (ON), sshiels@bramptonbot.com.

Caroline Grover, chief executive officer, Kelowna Chamber of Commerce (BC), caroline@kelownachamber.org.

Julie Lobb, executive director, Lunenburg Board of Trade (NS), lbt@aliantzinc.ca.

Perry Trusty, chief executive officer, Prince Albert & District Chamber of Commerce (SK), admin.pachamber@sasktel.net.

If you are a new manager or have changes that you would like the network to know about, send an email to jhagen@chamber.ca.

Congratulations on a chamber milestone!

John Thrasher, director of sales with the Windsor-Essex Regional Chamber of Commerce recently celebrated his 20 year anniversary with the chamber. Since his arrival he has doubled its membership, increased non-dues revenue over 600% - yes, that's right - 600% and won countless awards from chamber and membership organizations on both sides of the Canada-U.S. border.

Well done John - here's to another 20!

Remember to complete our online business competitiveness survey.