

THE WINNIPEG CHAMBER OF COMMERCE

ANNUAL REPORT

2012 - 2013



 **The Chamber**
The Winnipeg Chamber of Commerce

MISSION VISION ROLE

Our Mission

To foster an environment in which Winnipeg business can prosper

Our Vision

Winnipeg, at the centre of North America...

- a cost-competitive, technologically innovative city with a skilled labour force and modern infrastructure to support existing and emerging industries
- a city where citizens take personal responsibility for and pride in community development
- a city with a bright economic future

Our Role

Public Policy Influence:

initiate and effect change in government policy and practices to support a growing and thriving business community

Member Business Support:

Provide programs and services that create a competitive advantage for individual business members

Community Leadership:

Serve as a catalyst for a healthy and prosperous community that offers a strong foundation for business location and expansion

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CHAIR'S REPORT



Twelve months ago, I stepped back from my business and took on the full-time responsibility of chairing the board of The Winnipeg Chamber of Commerce. Following in the footsteps of Brian Bowman meant carrying on the momentum of a BOLD campaign and building on the strengths of the chamber movement.

We are the voice of the business community. With almost 2,012 member companies and over 90,000 employees at that time, it was important that I bring value and a heightened profile to the organization. We had approximately 95 planned events and I was determined to attend them all.

Today, we have 2,050 strong members. We are focused on both retention and growth. There are over 125 events planned for 2014 and I look forward to all of them.

Touching as many members as possible was one of my goals. Listening, learning and growing The Chamber became my passion. Although I often found myself in "information overload," I pushed ahead and tried to never turn down an opportunity to network.

Being in year three of our Strategic Plan, there was no shortage of projects to work on. Bringing value to our members was and continues to be paramount.

The World Trade Centre, CentrePort, Leadership Winnipeg, Protunity, procurement and BOLD are just a few of the big projects that we played a part in.

We also got to hear from and rub shoulders with such high profile speakers as Virgin's Sir Richard Branson and CBC's Rick Mercer.

Our travel program took members to Ireland, China and Turkey.

Our Ambassador program has emerged into an opportunity for members to be engaged and instrumental in networking and retaining members. We have over 57 Ambassadors onboard today.

The Chamber's We Believe in Winnipeg Toastmasters Club is a shining star for leadership, confidence and personal growth.

Without question, we have elevated the game, with a commitment to excellence and quality programming. The Chamber has hit its stride!

Just check out our new website, user friendly and easy to navigate. The Chamber is committed to quality!

Communication is my major concern going forward. I am committed to building a vehicle to insure that we can be clear in our messaging. Our business community must deliver One Voice and One Message. With our new Chamber radio show on Saturdays at noon, we can continue to deliver transparent, quality discussions about our business community.

Nothing we do is a solo effort. Our high performance associates, led by Dave Angus, are committed to delivering quality programming and assets to our members.

It has been my privilege to participate and lead The Chamber through exciting times. This was and continues to be the highlight of my business career. I look forward to supporting Jodi Moskal and all the great work of our Chamber.

A handwritten signature in black ink, appearing to read 'Brian Scharfstein', written in a cursive style.

Brian Scharfstein
Chair

PRESIDENT'S REPORT



This past year, we celebrated our 140th anniversary ... and I tell you, I feel like I've lived through all 140 years. It's been a year of phenomenal change and growth. We hit a record high in membership – 2,050 companies – which builds our network and strengthens the voice of our Chamber.

On the operational side, we've been true to our BOLD initiative. We've revamped how we do business and introduced a new system that will make everything from registering for an event to processing payments easier. But it's also much more. It gives us the ability to manage our new website and our relations with you, our members – allowing us to profile your business, your interests and your involvement in The Chamber.

Just over a year ago, The Chamber and ANIM purchased a licence for a World Trade Centre in Winnipeg. We've spent the intervening months developing the bylaws, selecting a board with Raymond Lafond at the helm and evaluating potential building sites for a signature building in downtown Winnipeg. It will put Winnipeg and Manitoba on the map when it comes to doing business globally.

I personally have had the honour of chairing the Joint Public Advisory Committee (JPAC) of the Commission for Environmental Co-operation, which addresses

with our NAFTA partners environmental issues of continental concern. This opportunity has broadened the reach of our members, who through our BOLD Action Team on clean energy have provided valuable input to JPAC.

As well, there have been changes here at The Chamber. Chuck Davidson, our vice-president of policy, accepted a new position as president and CEO of the Manitoba Chambers of Commerce, a move we see as strengthening our ties with others in the Chamber movement across the province. Our Chamber family also has a few new faces and some familiar faces are back. Erin Stagg is returning as our membership development manager after a year away with her new daughter, while Christine Ens, our director of membership and marketing, will be away in the coming year on maternity leave. Alana Odegard has joined us as our policy and communications manager, as has Marissa Schluter, who's our receptionist and administrative assistant.

We have a great staff, but we're also very fortunate to have a fantastic board – energetic, innovative and committed. We could not have accomplished all that we did without their support and direction. My thanks goes out to them.

Dave Angus
President and CEO

BOARD OF DIRECTORS 2012-2013

Executive Committee



Brian Scharfstein
Canadian Footwear



Jodi Moskal
MOSKAL electric Ltd.



Don Boitson
Magellan Aerospace



Kevin Sie
The North West
Company



Brian Bowman
Pitblado LAW



Dave Angus
The Winnipeg
Chamber of Commerce

Board of Directors



Jan Belanger
Great-West Life
Assurance Company



Jim Bell
Winnipeg Blue
Bombers



Albert El Tassi
Peerless Garments
Ltd.



Richard Enright
Boston Pizza



Stephanie Forsyth
Red River College



Wadood Ibrahim
Protegra



Marina James
Economic Development
Winnipeg



Derek Johansson
Carlyle Printers,
Service & Supplies



Damon Johnston
Aboriginal Chamber
of Commerce



Michael Legary
Seccuris Inc.



Martin McGarry
DTZ Barnicke
Winnipeg



Priti Mehta Shah
49-97 Capital Partners



Judy Murphy
Safety Services
Manitoba



Jim Newton
CN



Paul Prenovault
Chambre de commerce
francophone de
Saint-Boniface



Pat Solman
MTS Allstream



Frank Sottana,
Manitoba Chambers
of Commerce



Kevin Zaharia
Lafarge Canada Inc.

CHAMBER STAFF 2012-2013

Dave Angus	President and CEO
Catherine Holder	Executive Assistant
Marissa Schluter	Receptionist and Administrative Assistant
Christine Ens	Director of Membership and Marketing
Art Alexander	Sales Manager
Erin Stagg	Membership Development Manager
Deborah Woodbeck	Membership Sales Representative
Derek Kuzina	Advertising and Sponsorship Representative
Tori Matichuk	Events Co-ordinator
Stacia Franz	Communications Co-ordinator
Chuck Davidson	Vice-President, Policy
Ellen Kornelsen	Creative Designer
Wendy Stephenson	Director of Strategic Initiatives
Karen Weiss	Vice President, Operations
Marion Wong	Operations Assistant, Conference Centre Co-ordinator
Maxine Kashton	Director of Finance
Nancy Geng	Accounting Technician



BOLD Winnipeg

2012-2013 ANNUAL REPORT

Overview

Here at The Chamber, we've taken it to heart to be BOLD ... thinking, acting and even dreaming BOLD.

BOLD is where the rubber hits the road. We put the pedal to the metal and gain traction.

We have a BOLD goal ... to help redefine our city and grow our Chamber. Our focus is on:

- Enhancing prosperity
- Being an international city
- Attracting, retaining and nurturing local talent
- Providing member value

For us, 2012-2013 was a very special year as we also celebrated our 140th anniversary and marked our highest membership in history - 2,050 companies, representing more than 90,000 employees.

Enhancing Prosperity

BOLD Winnipeg

Our BOLD Winnipeg Forum in February 2013 was the catalyst for many BOLD ideas for improving our city's future, including moving the rail yards out of Winnipeg and developing a plan to end homelessness. The 50 policy positions, which came out of the panel and roundtable discussions, will form The Chamber's "platform" for the 2014 municipal election.

BOLD Action Teams and Committees

Through our Manitoba BOLD initiative, we identified three key issues to pursue:

- Clean energy
- Venture capital
- Transportation

Our BOLD Action Team on clean energy developed a strategy and provided input on Manitoba's Green Plan. The action team is also making recommendations to the Joint Public Advisory Committee (JPAC) of the

Commission for Environmental Co-operation, chaired by Dave Angus. The CEC was established to support co-operation among the NAFTA partners (Canada, the U.S. and Mexico) in addressing environmental issues of continental concern.

The BOLD Action Team on venture capital developed a proposal for a start-up capital fund for Manitoba entrepreneurs, which it presented to the federal government and local government officials.

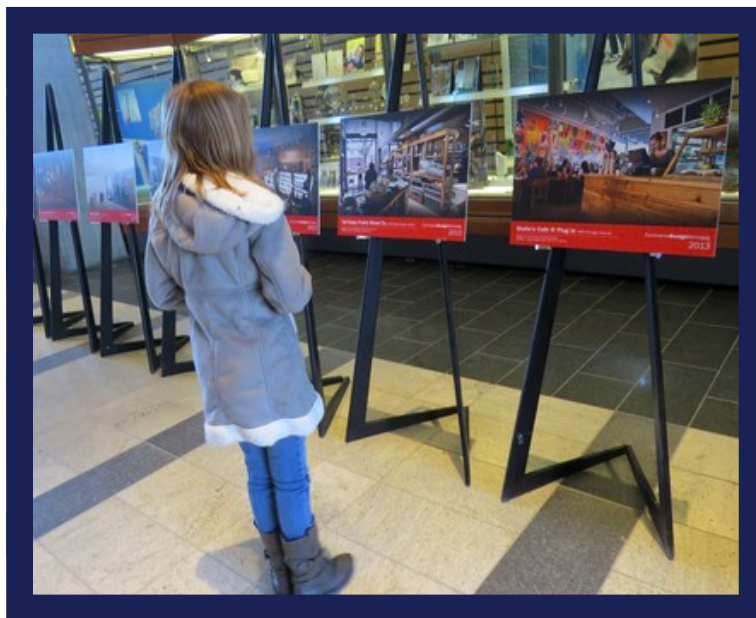
The BOLD Committee on transportation provided feedback on the City of Winnipeg's Master Transportation Plan and a Regional Transportation Authority. It also drafted a set of principles to facilitate agreement by government and key private-sector stakeholders on strategic and sustained investment in municipal infrastructure and transportation.

BOLD Winnipeg Business Leaders Survey

In partnership with Lazer Grant LLP, Legacy Bowes Group and Aikins Law, we conducted an online survey to help us have a clearer understanding of the issues and challenges facing the business community. More than 50 per cent of respondents stated they were confident that in the coming year they'd increase their workforce, capital investment and profits. However, more than one in three business leaders saw labour availability and skills shortages as the greatest challenge.

Manitoba BOLD Technology Pilot Project

As part of the Manitoba BOLD platform, we've set a goal of doubling the number of head offices in the province over the next decade. The Manitoba BOLD Technology Pilot Project, a partnership with the Business Development Bank of Canada, Canadian Manufacturers and Exporters and Quantus Technology, aims to provide local companies with outside expertise to help them adopt new



CommerceDesignWinnipeg

technologies, solutions and innovations to increase their productivity, grow their businesses and position themselves to be head offices.

Manitoba Prosperity Report

As a member of the Manitoba Employers Council, we jointly hired a consultant to determine how Manitoba is performing related to other provinces on key economic indicators. The findings were presented to government, which included discussions on how Manitoba can improve its standing.

CommerceDesignWinnipeg

To encourage local merchants to be more innovative and design-conscious in developing their space, we joined with StorefrontMB and Downtown Winnipeg BIZ in introducing a new contest. Each year, CommerceDesignWinnipeg will reward local merchants for exceptional interior and exterior building design and highlight the talents of Manitoba designers.



Protunity Launch

Chamber Way

In April, the City's Standing Policy Committee on Infrastructure Renewal and Public Works directed that we be consulted on plans for Chamber Way (Route 90 between St. Matthews and Ness avenues), and that a report be brought forward within 180 days, detailing design, landscaping and cost estimates, as well as potential funding sources.

One Voice One Message

An initiative of Chamber Chair Brian Scharfstein, One Voice One Message will showcase the most up-to-date information about city projects and provide an easy-to-use, mobile app to provide that information.

Being an International City

Centrallia 2012

Together with ANIM, Manitoba's bilingual trade agency, we brought the world to Winnipeg from Oct. 11-14, 2012. We attracted 712 business leaders and 500 companies/organizations from 30 countries. They came for what we called speed-dating for business – some 5,210 meetings that provided them an opportunity to do business. We also organized pre-meetings for participants from Iceland and Minnesota, which resulted in new and potential business opportunities.

World Trade Centre Winnipeg

At Centrallia 2012, we announced that Raymond Lafond will serve as chair of the newly appointed board of the World Trade Centre Winnipeg. We, together with ANIM, hold the licence for WTC Winnipeg and have been involved in drafting the bylaws and discussing a new signature building for WTC Winnipeg.

Protunity

Protegra, a local business technology solutions company, has been working with us and World Trade Centre Winnipeg to develop Protunity, an online platform to connect business. Protunity (www.protunity.com) allows users to generate solid, trusted leads; increase networking and sales effectiveness; locate pre-screened partners and suppliers; retain control of private information; and connect with a global network of business leaders.

Travel Program

In an attempt to foster a better global understanding, we have continued offering a travel program to our members and the public. This year, we organized escorted tours to Ireland, China and Turkey. Upcoming trips include South Africa (October 2013) and South America (March 2014).

Attracting, Retaining and Nurturing Local Talent

Chamber U

A new program, Chamber U featured a series of 35 noon-hour learning sessions that allowed us to share the wealth of knowledge and expertise found among our 2,000-plus members. Topics ranged from social media to financial statements and public speaking to growth strategies.

Leadership Winnipeg

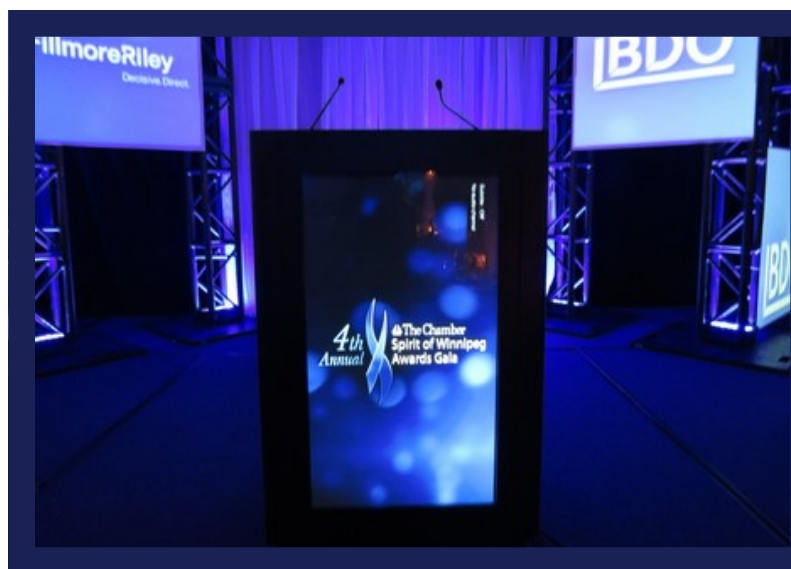
2012-2013 marked the fifth year that we have run the Leadership Winnipeg program with Volunteer Manitoba. A total of 27 participants took part in the 10-month program, aimed at helping participants develop their skills, knowledge and understanding of themselves, their community and their role in it. The class project, a book profiling 31 community leaders, was published through Blurb (<http://www.blurb.ca/b/4403806-words-to-lead-by>).

High School Program

More than 70 students participated in our high school program. From among that group, spokespeople were selected to share with the mayor and CJOB listeners their BOLD ideas for making Winnipeg a city in which they want to live. The students also attended the Mayor's State of the City Address and the Premier's State of the Province Address, following which they met privately with the mayor and premier.

We Believe Toastmasters

Through our We Believe Toastmasters, recognized as the best Toastmasters club in Winnipeg, we help develop the confidence, speaking ability and leadership skills of our members, so they become ambassadors for our city and our Chamber. This year, the club



Spirit of Winnipeg Awards Gala

won the Sunshine Award and several members won district and regional awards.

Community Involvement

We love our city. Our staff, together with our members, are quick to get involved, to help in the community – whether it's donating more than \$15,000 from the Mayor's State of the City luncheon to this year's charities of his choice, Beyond Borders and the Canadian Centre for Child Protection, or taking part in fundraising events such as the Canadian Cancer Society River City Dragon Boat Festival, Batting Against Breast Cancer and the United Way. We also hosted a block party for the Santa Claus Parade and helped in the spring downtown cleanup.



Ace Burpee and Sir Richard Branson

Providing Member Value

Lobbying and Advocacy

When the provincial government raised the Provincial Sales Tax to eight per cent without a referendum, we spoke out against the move at a legislative committee hearing. When CentrePort Canada faced major challenges because of water and sewer delays, we met with the mayor and talked about possible solutions. When the Canada Jobs Grant changed the funding format for training, we brought together local businesses and organizations to determine the impact. And when the federal government unilaterally decided to terminate its settlement services agreement with Manitoba, we expressed concern that the success of the Provincial Nominee Program might be impacted and recommended a third-party assessment of the quality of current settlement services in Manitoba.

Awards Recognition

From innovation to volunteerism, it's important to recognize excellence. We do so through our Spirit of Winnipeg and Volunteer of the Year awards.

The Spirit of Winnipeg Awards showcase companies, charities and not-for-profits that embrace change by taking a concept or idea and choosing to do things differently. This year's recipients were:

- Start-up Business
Po-motion Ltd.
- Small Business
La Liberté
- Medium Business
Number TEN Architectural Group
- Large Business
Emterra Environmental
- Charity
Variety, The Children's Charity
- Not-for-Profit
International Institute for Sustainable Development

The Volunteer of the Year Awards recognize members who lend their enthusiasm, time, talent and energy to making us a great organization. This year's recipients were:

- Rookie of the Year
Dave Leseey, First Data
- Ambassador of the Year
Dan Furlan, HR Strategies
- Director of the Year
Jim Newton, CN
- BOLD Leader of the Year
Gary Brownstone, The Eureka Project

Ambassadors

In the past year, our Ambassadors program has taken off. We now have almost 60 Ambassadors, who volunteer as our “feet on the street” and reinforce the value of Chamber membership. In an effort to build member commitment and increase member value, our Ambassadors, through a new committee structure, help us attract and retain members, increase member engagement and celebrate business openings, expansions and relocations.

Chamber Facilities

Membership has its benefits and one benefit we’re pleased to have been able to offer is free use of our Chamber Conference Centre and its three boardrooms. Our Signature Boardroom accommodates up to 30 people and is fully equipped with projector, whiteboard and teleconferencing capabilities. Our smaller boardrooms accommodate between 12 and 16 people.

Strategic Initiatives

At a BOLD We Believe Breakfast, we were challenged to help break down barriers with First Nation peoples by visiting one of their communities. We accepted the challenge and in June, we took a busload of 45 people to Swan Lake First Nation, near Carberry, where we met with the chief and council and toured the community. The experience was of such value that we will continue to arrange such excursions on an annual basis.

In May, we partnered with the Manitoba Institute of the Purchasing Management Association of Canada to host a half-day conference on procurement. The intent was to increase awareness of how government and business can use procurement as an economic driver, as well as to look at best practices and some of the issues facing procurement professionals. This launched what will be an ongoing joint initiative to make it easier for the Winnipeg business



Rick Mercer

community to tap into the billions of dollars purchased each year by the public sector.

Learning and Networking through Our Events

From Chapter meetings, After Business Mixers and New Member Orientations to membership luncheons and BOLD We Believe Breakfasts, we host more than 100 events a year where our members can network and learn from local, national and international speakers. This year, through our luncheon series, our members had the opportunity to hear from Sir Richard Branson, the Virgin Group; Arlene Wilgosh, WRHA; Scott Thompson, Manitoba Hydro; Ben Cameron, the Doris Duke Charitable Foundation; Diane Gray, CentrePort Canada; David Chartrand, Manitoba Metis Federation; Edward Kennedy, The North West Company; Jeffrey Simpson, The Globe and Mail; Mayor Sam Katz and Premier Greg Selinger.

We also had CBC’s Rick Mercer join us for a special luncheon to celebrate our 140th anniversary. But we didn’t leave it at that - we celebrated all year long. At every luncheon, we commemorated our anniversary by sharing Opening the Archives, a video series produced by Coelement to capture our history.



Golf Program

Golf Program

Golf has always been a great way to network – to hit the links on a nice sunny day and engage in some friendly rivalry.

This year, we hosted our 23rd Annual Chamber Golf Classic and introduced a new golf program, which ran from May to September and encouraged our members to spend an afternoon on some of Manitoba’s finest courses – Elmhurst, Bridges, Rossmere, Southwood and Breezy Bend.

Keeping in Touch

In addition to our weekly E-Wire, we reached out to our members through a new magazine, 'pegBIZ. We were also busy working behind the scenes, in preparation for this fall, on a new website and a new format for our weekly radio show on CJOB. Social media continued to be an important thrust.

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