February 2017

Chamber News

Advocacy ~ Connections ~ Growth ~ Value

Business After Hours 2017

Mark your calendar!

THURSDAY, February 23, 2017

4:30 pm to 7:00 pm

hosted by

The Grande Event Centre

& co-hosted by

New Beginnings matchmaking

We are fully booked for 2017

Thursday, March 23, 2017
Asian Art Academy & 4MMM

Thursday, April 27, 2017
Mini-Trade Show

Thursday, May 25, 2017
Ontario Northland

Thursday, June 22, 2017
Tranquility Spa Salon

INSIDE THIS ISSUE

- Congratulations Natalie Charette, our YP of the Month!
- First Data, Purolator, Esso, UPS and Evolve Member benefits
- Upcoming seminars & events
- New members & Member updates

Notes from the February Board Meeting

Bev Hillier, Manager of Planning Services for the City of North Bay and Rick Miller, Miller Urso Surveying Inc. attended the board meeting in consultation for potential changes to the Planning Advisory Committee (PAC).

The current PAC is a committee comprised of council members and community members. PAC functions as a first step in the planning process by advising City Council on a wide variety of land use issues related to specific development proposals. PAC weighs comments received from abutting property owners, residents, and local agencies concerned when preparing recommendation for Council's consideration.

PAC has no legislative powers, but is appointed by Council to listen to the concerns of citizens and developers, evaluate recommendations made by the planning staff and make recommendations to Council.

Currently the Planning Department is looking at the pros and cons of not having a PAC. Pros for developers would be the reduction of a few months for approval of proposals to move forward, if they do not have any issues or concerns from the public or other entities. It was noted that 75-80% of proposals are simple and without concerns, yet sometimes takes six to seven months for approvals. Cons expressed was the perception of transparency being removed from the process and no where for the public to express concerns. The two opportunities for any proposal still remain in effect, however not having committee members from the community at large was a concern.

From a developers standpoint, Mr. Miller felt that approvals needed to be more efficient, yet recognizing some applications could still take the six or seven months or maybe longer if there were concerns from the public.

Mr. Miller is also the co-chair of the 2018 Women's World Curling Championship event, March 17 to 25, 2018, that was recently awarded to North Bay. Mr. Miller noted the committee is now moving forward with seat selection and final payments for those that put a deposit on seats, during the bid process to secure the event. He also noted that there will be a need for over 400 volunteers for the event. Sponsorship packages will be available shortly and he noted the great coverage by TSN will also be very beneficial during the event. The direct benefit of the event is estimated at $8 million. This will be the largest event ever to be hosted in Northern Ontario.

Dean Decaire, BDO Canada LLP attended the February board meeting to provide the audited statements to the directors for approval. A modest surplus of $6,675 was realized for 2016.

Chair Brad Gavan offered congratulations to two board members: Elizabeth Evans who has taken on a Regional Manager's position with Chartwell, and Marc Rancourt on his new position with Stroma Consulting.

Chair Brad Gavan listed recent meetings he attended on behalf of the Chamber. Minister Glenn Thibeault, Ministry of Energy addressed a number of concerns from directors and committee members regarding energy rates, cap and trade, energy saving programs and other northern Ontario issues for business. We also met with MPP Vic Fedeli who outlined detailed information from the Auditor General. The Chair and Executive Director have monthly meetings scheduled with the Mayor and CAO for the City of North Bay. This past week was our first meeting with the new CAO, Keith Robicheau during his first week in his new position.

Chair Brad Gavan also offered his congratulations on two big announcements this past month: IION received FedNor funding for the Step Forward Entrepreneurs Program and Canadore College received NOHFC and FedNor funding for their post-production facility for the film industry.

2017 Board of Directors

Executive:

Chair Brad Gavan
1st Vice Chair Charles Elliott
2nd Vice Chair Tanya Bédard
Past Chair John Strang
Treasurer Jake Lacourse
Executive Director Patti Carr

Directors:

Thomas Brown
Paul Daigle
Rob Deleo
Elizabeth Evans
Marc Rancourt
Peter Rooney
Andrea Silveri
Ed Valenti

Staff:

Sue Adams
Executive Assistant

Carol Porter
Get Trained Workers - Nipissing Coordinator

North Bay & District Chamber of Commerce
205 Main Street East
North Bay, ON P1B 1B2
Tel: 705-472-8480
Fax: 705-472-8027
Website: www.nbdcc.ca
Twitter: @nbdcc
Facebook: /NBDCC

CHAMBER NEWS is a publication of the North Bay and District Chamber of Commerce. Advertisements and the views expressed herein are not necessarily endorsed by the Chamber, its Board of Directors, staff or its membership.

Tweet with us!
Any sales?
Upcoming Events?
Add @nbdcc to your "tweet" and we will "re-tweet" to all of our followers.

Shop Local!

Chat & mingle with old and "new" friends after work over a beverage in a relaxed atmosphere!

The Young Professionals Committee of the North Bay & District Chamber of Commerce has organized an after work Mix & Mingle for all Chamber members at The Station, on Wednesday, February 15, 2017 (starting at 4:30 to 5ish). RSVP, so we can let The Station know how many to expect.

You're invited to participate in artsVest North Bay!

artsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. These components are thoughtfully created to build sustainable partnerships between arts and businesses and to spark sponsorship opportunities. As an added incentive, artsVest participants can apply for matching grants - for every one dollar raised in sponsorship, Business for the Arts will match it with another dollar - doubling their sponsorship opportunity.

The program provides local arts organizations with:

- Free live sponsorship training workshop
- Individualized mentorship sessions with Canada's top sponsorship and board governance experts
- Peer-to-peer training workshops
- Webinars, marketing and branding tutorials
- Access to our 6-module e-Learning sponsorship course
- A resource bank of sponsorship tools and templates

A total of $30,000 in matching incentive grants is available to selected participants in North Bay who secure sponsorship from businesses throughout the 10-month program. Combined with those sponsorship dollars, this will translate to an investment impact of at least $60,000 into North Bay's cultural economy over the period of one program year.

For more information on the program and to view past results, visit www.artsvest.com.

The artsVest program in North Bay is made possible with funding from the Ontario Trillium Foundation & the Government of Canada, as well as municipal support from The City of North Bay.

Thursday, February 23, 2017

Capitol Centre - Galaxy Lounge
150 Main Street East
North Bay, ON

artsVest Information Session & Workshop
1:00 - 5:00pm

An information session which will provide important insight about how to successfully apply to artsVest 2017-2018. This event is only open to local arts, culture and heritage organizations with an annual budget of under $1.5M.

Sponsorship experience level: beginner to moderate

Please note that your attendance at the workshop and the Information Session is required if you intend to apply for artsVest!

artsVest North Bay Launch Celebration
5:00 - 6:00pm

All members of the community including local municipal leaders, business professionals and cultural organizations are invited to join Business for the Arts for a launch reception celebrating North Bay's success in securing the program!

Registration is Required

All attendees must register at
https://artsvestnorthbay.eventbrite.ca

Send us your upcoming events, so we can post them on the Calendar of Events!

To view the calendar, CLICK HERE!

A warm welcome to our NewMembers

DEN INTERACTIVE
Voting Member: Michael Mersereau
North Bay, ON
Phone: 705-978-0510
Website: www.deninteractive.com
* Digital marketing studio focusing on search engine optimization and user experience for both local and foreign businesses.

EXPRESS PARCEL
Voting Member: Davis Connelly
P.O. Box 271 Stn Main
North Bay, ON P1B 2H2
Phone: 705-478-7727
Fax: 866-463-7596
Website: www.expressparcel.ca
* Courier/Logistic Service

NIPISSING PROPANE & APPLIANCES
Voting Member: Scott Humphrey
1366 Main St. West
North Bay, ON P1B 2W6
Phone: 705-494-6000
Fax: 705-494-6005
Website: www.nipissingpropane.com
Facebook: www.facebook.com/nipissingpropanenb
* Natural Gas and Propane Appliance sales and service. Cylinder, RV and Vehicle propane refilling centre.

FACTION GAMES
Voting Member: Joe Lambert
103 Lakeshore Dr.
North Bay, ON P1A 2A5
Phone: 249-358-3858
Website: www.factiongames.ca
Facebook: www.facebook.com/FactionGamesNorthBay/
* A gaming store in North Bay, Ontario. We specialize in card games such as Pokemon, Yu-Gi-Oh, and Magic the Gathering, while also stocking related supplies like card sleeves, deck boxes, binders, storage boxes, playmats and more. We also carry a small selection of hobby, miniature, and board games. We hold weekly gameday, leagues and tournaments.

WAGGY TAILS RESORT
Voting Member: Pauline Dobert
1133 Hwy 17 West
North Bay, ON P1B 8G5
Phone: 705-845-1121
Website: www.waggytailsresort.com
* We are North Bay's first dog boarding resort. We provide boarding and daycare opportunities with acreage to run and play. We have four acres fenced in dog park. We offer constant canine stimulation with custom built jungle gym, play equipment etc.

HOUSE OF BLU/UHAUL
Voting Member: Bryan MacMillan
140 Pinewood Park Dr.
North Bay, ON P1A 8Z4
Phone: 705-358-6785
Facebook: www.facebook/House-of-blu
* Automotive repairs, Uhaul rentals & repairs, computer repairs, small engine repairs.

L'AMIS GARDEN CENTRE
Voting Member: Case L'Ami
1322 Lakeshore Dr.
North Bay, ON P1B 8Z4
Phone: 705-472-6370
Fax: 705-472-1520
Website: www.lamisgardencentre.com
* Garden Centre, flowers, fruits and veggies.

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LA CHAMBRE DE COMMERCE DU CANADA

The Esso Business Card programs give you exceptional fuel savings, powerful yet easy-to-use fuel management tools. Plus North Bay & District Chamber of Commerce members receive 3.5 cents per litre discount regardless of volume. Pick the degree of control and reporting that's right for your business.

CLICK HERE for the online registration
or call 1-888-330-2419
to request more information

Share your employment opportunities with us…just one more way to find potential employees. Visit our Facebook page at North Bay and District Ontario Jobs or CLICK HERE

Purolator Savings Program
Delivering savings of 25% or more on shipping. We are proud to offer you volume discounts starting at 25% on Purolator services. Learn more at purolator.com/occ and start saving today.

evolve COLLABORATION

In the changing business landscape virtual collaboration tools are becoming more and more important. The Canadian Chamber of Commerce has partnered with Evolve Collaboration, Canada's leading provider of conferencing and collaboration services in an effort to make these tools available to you.
For more information CLICK HERE

SELECT SWEEPSTAKES

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SAVING ON INSURANCE IS GREAT. WINNING IS BETTER.

Mercedes-Benz CLA draw date is April 7, 2017. Prizes may not be exactly as shown.

JUNE 2016 Ford Fusion
AUGUST 2016 Jeep Wrangler
OCTOBER 2016 MINI Cooper 3 Door
DECEMBER 2016 Buick Verano
FEBRUARY 2017 Toyota Tacoma
APRIL 2017 Mercedes-Benz CLA

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The Economical brand includes the following property and casualty insurance companies: Economical Mutual Insurance Company, Perth Insurance Company, Waterloo Insurance Company, The Missisquoi Insurance Company. Economical Select® is underwritten by Waterloo Insurance Company. Due to government insurance plans, Economical Select does not offer auto insurance in British Columbia, Saskatchewan or Manitoba. Economical Select does not offer insurance in Newfoundland and Labrador, Northwest Territories, Nunavut or Yukon. The agreement between Economical Select and your group sponsor may be terminated in accordance with its terms. Upon such termination, Economical Select will continue to provide the program to existing policyholders until their respective renewal dates. Discount rating is based on a standard auto and home insurance policy underwritten by Waterloo Insurance Company with no previous discounts applied and does not take into consideration other insurance provider policy rates. No purchase required. Contest closes March 31, 2017 at 11:59 p.m. ET (earlier closing dates for some prizes). 298 prizes available to be won: 292 $250 gas card prizes; and 6 vehicle prizes: Ford[2] Fusion (ARV $22,499); Jeep[2] Wrangler Sport S (ARV $30,290); MINI[2] Cooper 3 Door (ARV $24,056); Buick[4] Verano Base 4 Door Sedan FWD 1SB (ARV $25,590); Toyota[5] Tacoma 4X4 access cab sr+ (ARV $30,290); and Mercedes-Benz[6] CLA (ARV $35,300). Regional allocation of gas card prizes. Prizes will decrease as awarded. Skill testing question required. Odds of winning depend on number of eligible entries before Contest closing dates. Limit 1 entry / 1 vehicle prize per person. Entrants' information may be used for marketing. For Sponsor's privacy policy see: economicalselect.com/privacy. For full rules visit: selectsweepstakes.com/rules. [1]Ford has no affiliation with the contest, prizing, allocation or promotion. [2]FCA Canada Inc. is not a sponsor of this contest. [3]BMW Canada Inc., including its parent company, subsidiaries, divisions and other operating entities, has neither authorized, sponsored, nor endorsed this contest. [4]General Motors Canada has neither authorized, sponsored, nor endorsed this contest. [5]Trademark of Toyota. Toyota is not a sponsor or co-sponsor of this promotion. [6]Mercedes-Benz Canada is not a sponsor of this contest. ©2016 Economical Insurance. All rights reserved. All Economical intellectual property, including but not limited to Economical® and related trademarks, names and logos are the property of Economical Mutual Insurance Company and/or its subsidiaries and/or affiliates and are registered and/or used in Canada. All other intellectual property is the property of their respective owners.

Member Updates

HARDY NIEMI LAW PROFESSIONAL CORPORATION
Michael A. Hardy
105 Main Street East; P.O. Box 1060
Sundridge, P0A 1Z0
Phone: 705-384-5770
Fax: 705-384-5771
Website: www.michaelhardylaw.com
Description: Law Office - Real Estate Specialists
Change Note: New Company Name

NORTH BAY NUGGET
Mark Sandford
259 Worthington Street West; P.O. Box 570
North Bay, P1B 8J6
Phone: 705-472-3200
Fax: 705-472-1438
Website: www.Nugget.ca
Description: Daily Newspaper a division of Post Media
Change Note: New Voting Member

STROMA SERVICE CONSULTING INC.
Marc Rancourt
19 Legault Street; P.O. Box 23040
North Bay, P1A 4K6
Phone: 705-840-6000
Fax: 705-840-6001
Website: www.stroma.ca
Description: Large scale information technology consulting - related to IT infrastructure
Change Note: New Voting Member

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- Doctor and nurse on campus
- Customized supports
- Highest grad rate

Specialized Support

- Entrance awards and supplies
- Subsidized housing
- Health benefits
- Personalized coaching
- Forgivable grants
- Technology grant
- Graduation awards
- Post-grad support
- Help finding a job

Eligibility

- Ontario Works recipient
- Interest in pursuing a college education that can lead to a job in the local region

For more information please contact:

Kristen Hutchison, Project lead
kristen.hutchison@canadorecollege.ca
705.474.7600 ext.5826

Office C202c
100 College Drive
North Bay, Ontario

canadorecollege.ca

Business, Government Services and You

Wednesday, February 22, 2017

Join us for a business information and networking event with representatives from various federal, provincial and municipal government organizations.

- Find resources for starting or growing your business;
- Learn how to finance your business;
- Get information on Intellectual Property.

Program

8:30 a.m. - 9:00 a.m.	Registration & Opening Remarks
9:15 a.m. - 10:15 a.m.	Presentations from Exhibitors
10:30 a.m. - 12:00 p.m.	Tradeshow and Networking

Details

Wednesday, February 22, 2017
8:30 a.m. - 12:00 p.m.

The Grande Event Centre
300 Wyld Street
North Bay, Ontario
P1B 8K3

Complimentary Event
Free parking available

To register:
visit www.cbo-eco.ca
or call 1-877-553-5507

Presented by:
Canada Business Ontario
Your Business Information Connection

In partnership with:
The Business Centre
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Federal Economic Development Agency for Southern Ontario | Agence fédérale de développement économique pour le Sud de l'Ontario

Canada

The Business Centre
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turning ideas into enterprises

LUNCH & LEARN

Position Your Business for Growth

presented by

Paul Daigle & Kathy Boissonneault from RBC

Wednesday, March 1st, 2017
12:00 p.m. to 1:00 p.m.

RBC Royal Bank

Session Includes Information on:

- ⇒ Keep the cash flowing
- ⇒ Financing growth—the right way
- ⇒ Expanding outside Canada
- ⇒ Leveraging electronic capabilities
- ⇒ Protecting your business

All Lunch & Learn sessions are held at North Bay City Hall

200 McIntyre Street East
6th floor boardroom

Please register in advance by contacting The Business Centre

E: michelle.hong@thebusinesscentre-nps.com
T: 705-474-0400 x2528

Sessions are "brown bag" style, please bring your own lunch.

Ontario | ONE | North Bay | RBC Royal Bank | Grant Thornton | RIVET | x-height Graphics Inc. | STAPLES | CANADORE College | NIPISSING University | Parry Sound | North Bay & District Chamber of Commerce | Canada | FedNor

YEPP Youth Entrepreneurship Placement Program

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We're seeking innovative companies to share their expertise with the next generation of workers and entrepreneurs.

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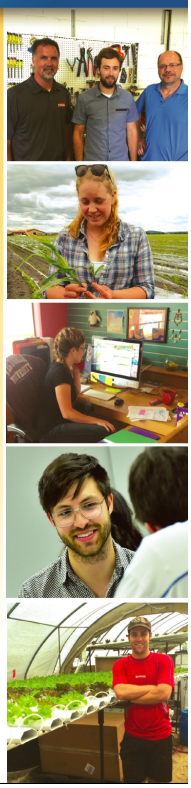
IION-YEPP is a 16-week paid placement program (May to August) that provides you with a well-matched, qualified employee. Your company must be located within one of these districts:

- Nipissing
- Parry Sound
- Timiskaming
- Muskoka

For more details call 705-474-7600 at ext. 5660 or email emily@iion.ca



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Member of North Bay & District Chamber of Commerce

Increase your exposure to like-minded professionals, gain referrals and sharpen your networking skills.

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Guest Speaker - VS Group

Join us for a lunch hour of networking and learn about Digital Marketing and Funding Opportunities.

To RSVP or for more information please visit our website or call us at
www.professionalnetworkers.ca | 705-475-0323

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Farina Ristorante,
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*To take advantage of this offer, simply book and host your next meeting between January 4th and March 20th, 2017. Minimum of 20 people.

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Best Western

Focus On...

The Young Professionals

Check out our Young Professional of the month, Natalie Charette!

Natalie Charette, Northern Credit Union

Natalie Charette was born and raised in the little local community of Callander. She studied Business Administration at Canadore and then decided to pursue her education further by completing her Business Administration degree at Nipissing University.

Natalie is very devoted to growing her career within North Bay. This is why once she found Northern Credit Union it was a sure fit. Natalie has been with Northern Credit Union for almost 3 years now. Last summer she was promoted to the Small Business Account Manager role. This new position allows for Natalie to work with Small Businesses within the community and keep rural Ontario strong, viable and successful. Natalie's approachable and lighthearted attitude makes her a pleasure to work with.

In her free time Natalie enjoys spending time with family, friends and her puppy Remington. She loves to attend Zumba and Crossfit and can always find her either hiking or snowshoeing depending on the weather.

April is Daffodil Month

We are in need of **VOLUNTEERS** for:

Door-to-door canvassing during April &

Pin selling — April 6, 7 & 8, 2017

RELAY FOR LIFE
Canadian Cancer Society

Relay For Life

June 23, 2017

Looking for **PARTICIPANTS & VOLUNTEERS** (perfect way to get student hours)

Looking for **SURVIVORS** to register and join us at Relay For Life

Let us know if you'd like to participate or volunteer to help —

dmarson@ontario.cancer.ca 705-472-9072x3737

Introducing Damian MacSeáin

Nipissing University graduate **Damian MacSeáin** and his family have recently moved to North Bay.

Damian's career has consistently targeted his passion for the fields of education, sustainability, indigenous issues, and the arts. His credentials include education degrees (B.Ed Nipissing U, M.Ed U of Toronto), as well as a degree in Communication and Fine Arts (B.F.A. York U).

Over the period of a dozen years, Damian developed and delivered award-winning environmental education programs for both schools and the public sector, while a municipal employee in the GTA. He is a certified teacher (O.C.T.) with six years classroom experience in both urban and First Nations contexts. Most recently he has coordinated community development projects in James Bay, relating to outdoor education and youth arts, as well as supervising a food security garden in a his wife's First Nation community. He is a learner of the Cree language, et aussi, il parle français.

Now in North Bay, Damian volunteers with several local initiatives, including a School Advisory Council, North Bay's Urban Aboriginal Strategy, The Gathering Place, and Greening Nipissing's Board of Directors. He is currently looking for local opportunities that will employ his many transferable skills.

To get in contact with Damian about potential employment opportunities, please reach him at dmacseain@gmail.com or at 705 845 6332.

Implement a Winning CRM Strategy for Success!

Drive Sales, Improve Customer Relationships and Maximize Your Export Growth

Two New Dates | One Outstanding Workshop

Thunder Bay - March 30th, 2017 | North Bay - April 6th, 2017

Dear Colleagues,

As a small or medium-sized business owner, sales and marketing manager, and/or other executive responsible for growing your firm, no doubt you have heard a little about customer relationship management (CRM). In fact, chances are many Northern Ontario firms like you have an interest in CRM but are concerned about, among other things, implementation challenges, how to gain buy-in and train staff, how to adapt CRM to larger sales teams or more complex organizations (e.g. with agents and representatives), or perhaps you simply do not think that the return will justify your investment. It is time to address these concerns head-on!

As part of the Northern Ontario Exports Program, we are proud to offer **two additional** full-day comprehensive workshops for Northern Ontario firms on how to implement a winning CRM strategy. Designed as a non-technical session for business professionals, it includes a step by step game plan on how to successfully implement CRM strategies, technologies and processes into your business.

Upon completion of this fast paced workshop, participants will be able to:

- Clearly understand the benefits and importance of CRM in achieving your business goals and strategic initiatives
- More accurately estimate budgets, timelines and tasks for your CRM implementation
- Learn processes and strategies that will help you define and manage customer, prospect and partner touch-points
- Improve the measurement of customer interactions, sales productivity and opportunity management
- Increase profitability by identifying and eliminating or reassigning non-productive tasks
- Put into action proven techniques to plan, implement and support successful CRM initiatives in your business

This workshop will be led by *Rick McCutcheon, a Certified Sales Professional (CSP) and CRM MVP* - as in 'most valuable player'! Rick is an expert in Sales Productivity, Social Selling and CRM with considerable personal and professional experience in implementing CRM and Sales Force Automation solutions.

Upon completing this workshop, you will appreciate CRM not as a tool, but as a business philosophy that lets you know your customers better, share information more thoroughly, and interact more completely. On behalf of the workshop leader, I hope that you can join us in Thunder Bay on Thursday, March 30th 2017, or North Bay on Thursday, April 6th,2017. This will be an extremely valuable and informative learning experience for business owners, management teams, and business development, sales, and marketing staff. Looking forward to seeing everyone.

Scott Rennie
Project Manager
Northern Ontario Exports Program

NORTHERN ONTARIO EXPORTS
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ABOUT Your Workshop Leader

Rick McCutcheon,
CRM MVP,
CSP - Certified Sales Professional

Rick currently leads a CRM and Sales Process Coaching Practice. He is an expert in Sales Productivity, Social Selling and CRM. Rick has been involved with the CRM Industry since 1991 as a Company Founder, Senior Executive, Reseller, Board Member, Educator, Consultant and Professional Speaker. He holds the Certified Sales Professional Designation and is the creator of the Full Contact Selling (FCS) Methodology.

Rick is a much sought after speaker and workshop leader drawing on his personal experience working with CRM and Sales Force Automation initiates. He has delivered his practical yet innovative messages on Improved Sales Performance to thousands of business professionals ranging from the SMB Marketplace to Major International Corporations.

Rick also served on the Board of Directors for the Canadian Professional Sales Association www.cpsa.com (24,000 members). He served as the Association's Advisor on Technology and as the Vice-Chairman of the Sales Institute, the governing committee for the Certified Sales Professional (CSP) Designation in Canada

Please contact Rick at
rickm@fullcontactselling.com or
416-230-0853

The following organizations have participated in Rick's CRM and Sales Productivity Educational Sessions:

- American Society of Association Executives
- Ameritech
- American Gem Society
- Association of Microsoft Certified Partners
- BCTel
- Bell Mobility
- Canadian Society of Association Executives
- Centennial College
- Canadian Marketing Association
- Canadian Professional Sales Association
- Channelnext
- Computer Reseller News
- Communitech Technology Association
- Credit Union Managers Association
- CRM Evolution New York
- CRM Extreme
- Dale Carnegie Training
- Dynamics User Group Community
- Dynamics Partner Connections
- Dynamics World
- Electro-Federation
- Federation of Independent Deposit Brokers
- Forging Industry Association
- International Customer Service Association
- Innovation Factory at McMaster University
- Humber College
- Lasertech Dealers
- Microsoft Corporation
- Microsoft Dynamics User Group Communities
- MS Dynamics World
- Netsuite
- Nokia
- Sanitation Suppliers Association
- Project World
- Rogers Wireless
- Sage Software
- Selling Magazine
- Sir Wilfred Laurier University
- Symantec Corporation
- The Partner Channel
- Toronto Venture Group
- University of Toronto School of Continuing Studies
- University of Toronto Rotman Centre for CRM Excellence
- University of Waterloo Accelerator Centre
- York University Schulich School of Business

PLANNING For CRM Success !

MORNING

08:00 Continental Breakfast / Meet and Greet

08:30 Workshop Starts

Part One - Introduction to Customer Relationship Management

- The 3 Pillars of CRM Success - People, Process and Technology
- Understanding CRM Applications:
  - Sales Force Automation
  - Marketing Automation
  - Customer Service
  - Partner Relationship Management
  - XRM Applications
- The real ROI of CRM - How to Position the ROI on CRM for
  - C Level Executives
  - Customer Experience Managers
  - Marketing Teams
  - Sales Management
  - IT Management
  - XRM Developers

Part Two - Planning & Designing Your CRM Project

- Overview of Steps to CRM Success
  - Planning your CRM project
  - Designing your CRM system
  - Planning your CRM Technology
  - Building a Successful User Adoption Program

12:00 Buffet Lunch and Networking

AFTERNOON

1:00 Workshop Continues

Part Two - Planning & Designing Your CRM Project Cont'd

- Avoiding CRM project failures and pitfalls
- Assemble your CRM project team
- Creating a successful CRM project plan
- Setting budgets, time requirements, priorities, and project objectives
- Mapping your CRM business processes for
  - New Business Development
  - Account Management
  - Marketing
  - Customer Service
- Best practices in customization
  - Leveraging pull downs, pick lists and workflows
  - Template requirements and design
  - Integration with email
  - Data management

Part Three - Building a Successful User Adoption Program

- Winning with People & Managing Change
- Best Practices for Training
  - Train the Trainer
  - Classroom Training
  - Web Training
  - Coaching
  - Recorded Sessions
- Strategies for User Adoption Success
- Creating a Culture of CRM
- Planning for the future

4:30 Workshop Adjourns

WHO SHOULD ATTEND

- Sales, Marketing & Customer Service Leaders responsible for implementing company-wide CRM solutions
- Business Owners, Presidents, Vice Presidents and Regional Managers responsible for sales force, marketing or customer service management and automation
- IT and Project Management Professionals responsible for CRM solutions

WHEN/WHERE

THUNDER BAY
Thursday, March 30th, 2017
Italian Cultural Centre
132 S. Algoma Street
Thunder Bay, ON P7B 3B8

NORTH BAY
Thursday, April 6th, 2017
The Grand Event Centre
300 Wyld Street
North Bay, ON P1B 8K3

INVESTMENT
$150 +HST per attendee (max. 30 attendees)
Cost includes participant workbook, buffet lunch, and morning/ afternoon refreshments

REGISTRATION
Seating is limited and registration is mandatory.
Please contact Scott Rennie at 705-674-4455 X4403 or scott.rennie@sudbury.ca to reserve your space.

First come first serve and a minimum of 48 hours notice is required for cancellations with refund.

NORTHERN ONTARIO EXPORTS
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NORTH BAY & DISTRICT Chamber of Commerce

TOP BANNER: 600 X 115px
$150 / year

Website Advertising

Special Offer for Chamber Members

WHAT WILL A WEBSITE AD DO FOR YOU?

Helps you with your *marketing*:

- The website ads feature a private tracking area that will allow your company access to information on the number of times the website advertisement was viewed, and how many times it was clicked on.

Helps you with your *sales*:

- The banner ad can be linked to the company's own web site if desired, helping to increase your sales.

Helps you with your *image*:

- The professional creative team will assist you in creating your ad, for an additional charge.

For more information contact the North Bay & District Chamber of Commerce

205 Main Street East
North Bay, ON P1B 1B2
Phone: 705-472-8480

SIDE BANNER: 225 X 450px

$140 / year

BOTTOM AD: 225 X 225px

$100 / year

Order your banner ad now!

Company	
Contact Name	
Address	
Phone	
Fax	
Email	

Fill out this form and fax it to the North Bay & District Chamber of Commerce at 705.472.8027 or email sue@nbdcc.ca with your attached banner ad/side ad

NORTH BAY & DISTRICT Chamber of Commerce

Looking for ways to promote your business or event, in an inexpensive way? Try placing an ad in our monthly newsletter, or weekly e-news, sent out to all members & employees!

Newsletter Advertising

Affordable Offers for Chamber Members

Price List for Newsletter Inserts

Ad Size (height x width)	Price for Members	Price for Non-Members
2 pages (2@ 10" x 7 3/4")	$150.00 + HST	$300.00 + HST
1 page (10" x 7 3/4")	$100.00 + HST	$200.00 + HST
1/2 page (4 7/8" x 7 3/4" OR 10" x 3 3/4")	$50.00 + HST	$100.00 + HST
1/4 page (4 7/8" x 3 3/4")	$30.00 + HST	N/A
Business Card (2" x 3 1/2")	$20.00 + HST	N/A

Deadline for advertising: 2nd Thursday of each month

Price List for Weekly E-News Inserts

(Limited space is available)

Ad Size (height x width)	Price for Members
1/2 page (4 7/8" x 7 3/4" OR 10" x 3 3/4"	$50.00 + HST
1/4 page (4 7/8" x 3 3/4")	$30.00 + HST
Business Card (2" x 3 1/2")	$20.00 + HST

Deadline for advertising: Monday of each week*

*Excludes third week of each month, when newsletter is published

New members get 50% off their 1st newsletter insert!
(within 6 months of joining date)

Discounts apply for multiple insertions

Limited space is available in Weekly E-News

Preferred formats:

High quality pdf;

jpeg; tiff; gif; png;

Word or Publisher documents accepted as well.

For more information, or to reserve your space in our next Newsletter or Weekly E-News, contact the

North Bay & District Chamber of Commerce

705-472-8480

patricia@nbdcc.ca