

# The VOICE of Business

## Canada Anti Spam Legislation (CASL) Affects *Your* Business

Canada's Anti Spam Legislation comes into effect July 1, 2014. All businesses must be compliant or face hefty fines. In January, the Yorkton Chamber staff participated in a webinar sponsored by the Canadian Chamber of Commerce and the Retail Council of Canada. You can hear that webinar by visiting the Canadian Chamber ([www.chamber.ca](http://www.chamber.ca)) Resources section. You will find the audio archive, the powerpoint presentation used by the presenters and a "What's Next?" document.

- CASL applies to everyone - individuals, incorporated and unincorporated businesses, not-for-profit organizations, etc. - who sends electronic messages for commercial purposes.
- Under CASL, electronic messages can include emails, SMS text messages, instant messages and messages sent through social networks.
- CASL defines a Commercial Electronic Message (CEM) as a message that encourages participation in a commercial activity. This includes advertisements and information about promotions, offers, business opportunities, events, etc.
- Under CASL, consent is required before sending a CEM. Yet, an electronic message that is sent to obtain consent to send a message for commercial purposes is also considered a CEM.

The Canadian Chamber suggests that you do the following to prepare for the July 1st deadline:

- 1) Review your process
  - To whom are you sending messages?
  - What is the content of these messages?
  - Do you have proper consent?
  - How are you going to prove proper consent?



*Director of Marketing & Administration, Sherry MacDonald is preparing for the Chamber to become compliant with the Anti-Spam Legislation which comes into effect July 1. She will be contacting all members, seeking permission to continue sending email blasts. To learn more about the Anti Spam Legislation, visit the Canadian Chamber of Commerce website, [www.chamber.ca](http://www.chamber.ca)*

- How will you manage requests to unsubscribe?
  - Are your staff properly trained?
- 2) What you can do now:
    - Get consent from your current email lists if you're not certain they are covered
    - Start keeping records of consent

Over the next couple of months, the Yorkton Chamber will be doing its own audit and gathering consent from its members to send CEMs about the Chamber's many events and activities. The Chamber anticipates that most members will provide quick responses to this request. Failure to respond will result in the deletion of your business from the Chamber's email lists.

## *Congratulations!*

- To **Yorkton Home Inn & Suites** on being named as an Employer of Choice in 2014 by the Sask Tourism Educational Council (STEC). They received the designation based on leadership and commitment to best practices in human resources.
- To **Marlor Enterprises** on their 10th Anniversary of owning the DQ Grill & Chill in Yorkton.
- To **all the nominees who submitted Nomination Packages** for consideration for the Celebrate Success Business Awards. Each package was read and reviewed by the Judging Panel. Yorkton is fortunate to have so many dynamic and progressive businesses serving the community!



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**Interested in becoming a Chamber Member? Call the Chamber office at 783-4368**

**YOUR MEMBER FIRST REFERRAL  
March 2014**

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Home Inn & Suites • Canadiana Agrimotive • Hitching Post • SecurTek • A Goode Upholstery • Good Earths Shop  
Yorkton Acupuncture • Greg Ottenbreit MLA • Gallagher Centre • Carpet One • Christ the Teacher • Redwood Motel  
Good Spirit School Division • Microage • Gardon Securities • Brendonn Holdings • Yorkton Coop • Wal Mart  
Hancock Plumbing • Great Canadian Oil Change • HJ Linnen & Associates • LNX Hosting • St. Mary's Cultural Centre  
North American Basement Systems • City Medical Centre • A & W Restaurants • Acklands Grainer • Auto Electric Service • Crystal Clear Imprints

*Just to mention a few . . .*



**Construction Begins**

The morning of March 12, the crew from Logan Stevens Construction arrived to begin repairs on the Chamber/Yorkton Visitor Information Centre.

Repairs will occur on some interior and exterior walls, a couple of windows will be replaced and some new linoleum will be installed. By the time tourism season is in full swing, the building will look pretty sharp!

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## "Countdown to Celebrate" Finalists' Lunch



2012 Business of the Year  
recipient, Linda Turta



Yorkton MLA Greg Ottenbreit, on  
behalf of SaskPower, announced  
the Finalists at the "Countdown to  
Celebrate" Finalists Lunch.  
SaskPower has been the Patron  
sponsor of the Celebrate Success  
Business Awards since their  
inception in 1998.

During the "Countdown to Celebrate"  
Finalists' Lunch, Linda Turta, President of  
Ram Industries spoke to the crowd about

what it meant for Ram Industries to receive the 2012 Business of the Year Award. She congratulated all the nominees and particularly those who took the time to complete the nomination packages for the various awards. Linda indicated that those businesses selected as Finalists are provided with a great deal of free publicity as their names appear in the media, on the Chamber's website and during the Awards evening. She said there also many other benefits to being selected as a Finalist:

- It's a great opportunity to educate the community about their business;
- Management and staff are proud of their business and that translates into a positive attitude;
- Stakeholders develop greater confidence in the businesses in which they have a vested interest';
- The long term recognition of being an Award recipient from such a respected organization as the Chamber.

Linda urged businesses to take opportunities such as the Celebrate Success Business Awards to share their accomplishments and achievements and accept those nominations when they come.



President Don Roe (left) presented  
Domenic Rampone with the 2013  
Director's Spirit Award.

## 2013 Director's Spirit Award

The 2013 Directors of the Chamber Board were all invited to vote for the Director who during the year embodies dedication and enthusiasm for the Yorkton Chamber of Commerce. The Award was first established by former President, Evan Ortynsky in 1997 in honour of Ruth Shaw, former Manager of the Chamber (1975- 1997) for her tireless energy, drive and commitment. Congratulations Domenic!



## Upcoming Dates to Remember

- April 2**  
Celebrate Success Business Awards  
at St. Mary's Cultural Centre
- April 4**  
Chamber Business Lunch with Darci Lang,  
Motivational Speaker "Focus on the 90%"
- April 29**  
Chamber AGM at the Parkland Room  
Painted Hand Casino. 5:30 Cocktails; 6:00  
Supper; 6:30 AGM; 6:50  
Guest Speaker - **John Gormley**
- May 14**  
Sask Chamber AGM in Regina
- May 15**  
Chamber Business Lunch Guest Speaker -  
Westcap Management re: Golden  
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## Exclusive to Chamber Members - New Payment Processing Partner

First Data Canada, a global leader in electronic commerce and payment processing, recently announced an agreement with The Canadian Chamber of Commerce in which First Data will offer Canadian Chamber members exclusive merchant processing services.

As part of this agreement, Yorkton Chamber of Commerce members will receive preferred rates on electronic payment processing services, including credit, debit, eCommerce, mCommerce, cheque guarantee and gift cards.

"Payment card acceptance is mission critical to most businesses," said Brian Green, President, First Data in Canada. "Selecting the right provider in this complex market is no easy task for time-starved business operators. First Data's program offers the value, functionality and respect that the Yorkton Chamber members demand."

### Discount Rate / Transaction Fees\*:

Visa 1.55%  
MasterCard 1.6%  
Discover 1.6%  
Card Brand 0.12%  
NQA 0.25%  
Interac® Debit \$0.05 / Transaction  
Monthly Account Fee \$5.00



\* additional processing fees may apply

Members of the Yorkton Chamber of Commerce can sign up for First Data's merchant processing services at:

Web: <https://www.firstdatacanada.ca/chambermembers/>  
Email: [chambermember@firstdata.com](mailto:chambermember@firstdata.com)  
Phone: 1-888-265-4117

## First Call - Your hotline to HR

There are over 192,000 Chamber Members in Canada, each with a different business and a different story....but all share one thing in common....the overwhelming drain of time and patience due to employee issues. The ideal solution is to hire an HR Manager to handle all those issues, but most of Canada's small business owners just don't have the budget for one. Until now...

As a Chamber Member, we are offering you the opportunity to contract a Human Resource Professional for just \$43/month\*. First Call is your Chamber's newest Affinity Partner, and they will provide our members with their own dedicated HR Manager who will do it all:

- **Recruitment & Hiring** - Interview prescreened and referenced candidates from their pool of over 10,000 people
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[www.firstcallhr.ca/chamber](http://www.firstcallhr.ca/chamber)

\* based on a company with five employees

**FIRSTCALL**  
...your hotline to HR

## Did you know?

That the Assiniboine Watershed Stewardship Association has received the Council of the Federation Excellence in Water Stewardship Award. The AWSA received the award for its innovation in reaching out to landowners and demonstrating the advantages of beneficial management practices and the impact on watersheds. The

Excellence in Water Stewardship Award was created by Canada's premiers at the Council of the Federation in recognition that water is critical to human and ecosystem health. This award is presented in each province and territory in Canada. Yorkton is located in the heart of the Assiniboine Watershed.

