

Are you getting the most out of your membership?

Most months we use the Chair's Business News column as an opportunity to discuss issues important to the business community and to update members on the advocacy work we do on your behalf each and every day. In this issue of Business News I would like to highlight some of the programs and services we offer our 900 members to help grow your business.

The St. John's Board of Trade is committed to helping all businesses succeed – not just the large corporations. In fact over 80 per cent of our members have fewer than 10 employees. Board of Trade membership gives you, the small business owner, opportunities to promote your business, network and save money.

Our long-term members know the value of networking. Throughout the year the Board of Trade provides numerous networking and learning opportunities through luncheons and business mixers. Whether it is Clint Davis, chair of the Nunatsiavut Group of Companies and vice-president of Aboriginal Banking for TD, or Governor General David Johnston, we regularly bring in speakers who have knowledge or a perspective that will benefit the business community. Board of Trade mixers are quite popular and are a free benefit of membership. We have hosted more than 2,800 events since 1970 and there is a busy fall ahead. If you can't attend one of our upcoming events, why not send one of your employees, as some great contacts can be made at Board of Trade functions.

While networking is huge benefit of Board of Trade membership, we also recognize that our members are always looking for ways to save money. Are you aware of the different Affinity programs that you can access as a member of the St. John's Board of Trade?

Group Insurance/RRSP Programs

Through our affiliation with the Canadian Chamber of Commerce we are able to provide members with group insurance and RRSP programs, important benefits that many smaller businesses find it difficult to offer to their employees. These programs are designed for the small business owner with low rates. We have members who have joined the Board of Trade simply so they can have access to these programs, and provide important services to their employees. We have about 80 members taking advantage of these programs. Are you one of them?

Esso Business Card

The Canadian Chamber of Commerce and Imperial Oil offer Board of Trade members the Esso Business Card, which can save businesses 3.5 cents per litre in a fuel discount. If you have a fleet of vehicles, it may be something to consider.

UPS Member Benefit Program

For businesses who ship products outside the city, province or country, they can save 30 per cent on shipping on small packages and up to 75 per cent on heavy weight freight through an exclusive member benefit program with UPS.

Johnson Preferred

We all need home and auto insurance. Johnson Preferred offers competitive rates for members of the Board of Trade.



Chair, Kim Keating

First Call

First Call can provide a full scale of HR solutions for pennies per employee each month to members who may not have a dedicated human resources department.

First Data

All businesses need to collect payments, and today we have to do that electronically. First Data is one of the newer programs offered to Board of Trade members and their rates are so competitive that we have had members switch providers.

Board of Trade members can also promote their business by advertising in Business News magazine, or highlight a topic of interest in a feature guest editorial, which is a free benefit of membership.

If you feel you may not be getting the most out of your membership, consider attending a BOT 101 session, held the first Friday of every month, contact any of our great staff or Ambassadors, or check out our website <http://stjohnsbot.ca/> for information on all of Affinity programs. We also have an online suggestion box where you can post comments or questions. We look forward to hearing from you.