The Flamborough Chamber of Commerce BOTTOMILINE

VOLUME 9, ISSUE 11 DECMEBER, 2012

The President Reports:

REFLECTIONS ON 'CHANGE' 'When you're through changing, you're through.'

Another year is coming to a close. It feels like just yesterday I was toasting in 2012. As I think ahead to 2013, I'm sure good days are ahead for Flamborough.

2012 has been marked by outstanding growth in our community. Even though 2012 has been a good year, it is always important to turn over the page and start a fresh adventure. When the calendar flips over and the fresh canvas of a New Year greets us, we need to go beyond our New Year's resolutions and look at the year that lies ahead of us with a new passion to move forward.

A big part of moving forward involves the dreaded word 'change.' Bruce Barton once said: "When you're through changing, you're through."



JASON SMALL President, FCC

One of the most limiting statements to any organization, business, family or person is "But we have never done it that way before." We can choose to be a victim of change or become the master of it.

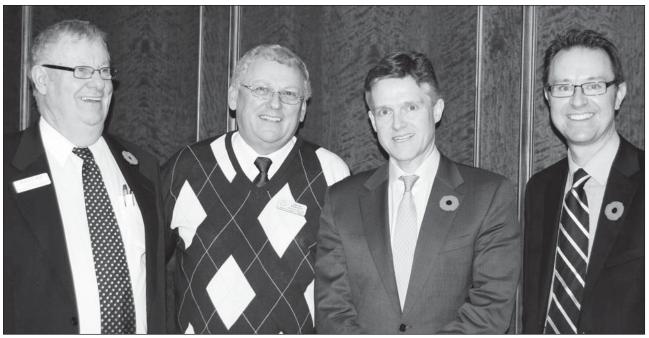
This year why not envision some change for your organization? Look with fresh eyes and embrace a culture of growth and change.

I am a person who loves to see things through the lens of change. One of the statements I

say often in our office is: "If you want something you've never had, you've got to do something you've never done." I admit change is not easy. Any fresh start can be daunting. As we move into 2013, Flamborough is moving forward and changing rapidly.

The choice is simple. You can either be a positive part of that change – or become victim to it.

In Flamborough, new business is booming. Our relationship with the larger city of Hamilton is improving and residential housing is increasing. Change is happening. This year step out on a limb, try something you haven't and see if success will follow.



Representatives from the three local Chambers of Commerce met recently with Rod Phillips – President and CEO of the Ontario Lottery and Gaming Commission (OLG) – at a luncheon at LIUNA Station in Hamilton. Pictured with Mr. Phillips (second from right) are (from left) Executive Director Dave Cage (Stoney Creek Chamber of Commerce), Executive Director Arend Kersten (Flamborough Chamber of Commerce) and President & CEO David Adames (Hamilton Chamber of Commerce).

CHAMBERS MEET WITH OLG PREZ

FCC concerned about potential 'double whammy' to local economy

At his invitation, representatives from the Flamborough, Hamilton and Stoney Creek Chambers of Commerce met over lunch recently with Rod Phillips – the President and CEO of the Ontario Lottery and Gaming Corporation (OLG). Also attending the meeting at Liuna Station in Hamilton were Mayor Bob Bratina, his Chief-of-Staff Peggy Chapman and senior officials from the city's Economic Planning and Development Department (including General Manager Tim McCabe and Economic Development Director Neil Everson).

The luncheon was sandwiched between meetings with the Editorial Board of the *Hamilton Spectator* and a sub-committee of Hamilton Council mandated to address the possibility of an expanded 'casino' somewhere within the city boundaries. The OLG is undergoing a massive province-wide restructuring that will see Ontario gaming facilities run by private operators under OLG oversight.

Under its plan, the OLG has established 29

'zones' throughout Ontario. Each zone will be allotted a single gaming facility provided the host municipality says it is welcome and has the support of its residents. The local zone includes all of the 'new' City of Hamilton (which includes Flamborough) as well as the Aldershot portion of Burlington. The zone boundaries are not set in stone and could be 'tweaked' before final decisions are made.

Burlington Council has already gone on record as opposed to any gaming facility within its boundaries. The Hamilton sub-committee – which includes Mayor Bratina as well as Ward 14 Councillor Robert Pasuta (West Flamborough) and Ward 15 Councillor Judi Partridge (East Flamborough) – will be making a recommendation to the entire Council on whether the 'new' city should be a willing host.

During his presentation to the Council subcommittee, CEO Phillips said that the OLG has extended the deadline for a Hamilton decision from

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Arend Kersten

Executive Director, Flamborough Chamber of Commerce

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FIGHTING FOR FLAMBOROUGH JOBS

Continued from page 1

December 31 to March 1, 2013. That will give the city more time to determine what its residents think and decide whether it wants to be a willing host. While details need to be confirmed, the new OLG deadline means it will allow for a January public meeting in Flamborough which will be moderated by Flamborough Chamber of Commerce (FCC) Executive Director Arend Kersten.

The OLG restructuring plan has enormous implications for Flamborough's economy as it could result in the closing of the OLG Slots at Flamboro Downs (and a new, expanded 'casino' possibly located in downtown Hamilton).

According to a recent article in the Hamilton Spectator, here are some 'facts and figures' related to Flamboro Downs:

- The current owner the Great Canadian Gaming Company - has \$100 million in capital invested in Flamboro Downs.
- The 800 slot machines at Flamboro Downs generated \$123 million last year.



OLG President and CEO Rod Phillips (left) and Hamilton Mayor Bob Bratina at the Luina Station luncheon with representatives from the Flamborough, Hamilton andf Stoney Creek Chambers of Commerce.

tracks (SART) program – which sees a portion of slot revenues provided to Ontario's horse racing industry for purses – will exacerbate the impact on the local economy. Flamborough is home to a large and vibrant horse racing community and there are predictions that the end of the SART program will have dire economic consequences.

"If both the slots and the trots at

"If both the slots and the trots at Flamboro Downs are shut down, the potential economic impact for Flamborough will be devastating. We may as well turn off the lights, lock the doors and throw away the keys."

- The City of Hamilton got \$4.6 million in slot machine royalties last year.
- Currently, Flamboro Downs pays \$800,000 in property taxes annually.
- More than 600 people are employed at Flamboro Downs 'slots and trots.
- Flamboro Downs purchases \$5 million worth of local goods and services a year.
- The Flamboro Downs 'slots and trots' payroll is \$16 million annually
- 72 percent of 'slots and trots' employees live in the 'new' Hamilton.

DOUBLE WHAMMY

What's more, the March 31, 2013 end of the province's Slots at RaceFlamboro Downs are shut down, the potential economic impact for Flamborough will be devastating," FCC Executive Director Arend Kersten told Phillips at the Liuna Station luncheon. "We may as well turn off the lights, lock the doors and throw away the keys."

Kersten also said the OLG should not assume its current clientele at Flamboro Downs will naturally patronize an expanded casino "somewhere in downtown Hamilton."

FCC BOARD MEETS

After the visit of CEO Phillips to Hamilton, the FCC Board of Directors (BOD) met in special session to discuss the 'slots and trots' developments and consider whether to develop a formal position.

Thanks to Councillor Partridge, Council has already declared that its preferred location of an expanded casino in Hamilton is at Flamboro Downs. Furthermore, some members of Council - most notably East Hamilton Councillor Sam Merulla are vehemently opposed to locating a casino in the urban core.

At the meeting, there was a sense of inevitability and resignation that the OLG and Council control the destiny of a casino in Hamilton. It was felt that a "Flamborough only" position would be an unacceptable restriction for the OLG which could result in Hamilton losing any chance to host an expanded casino - and its significant economic benefits (jobs, property taxes, royalties, etc.) - to a "willing host" neighbouring municipality. The loss of slot royalties alone would result in an across-the-board property tax increase of one percent.

In light of the harsh realities detailed above, the FCC BOD decided that its "clear preference" is that any OLG casino should be located at Flamboro Downs. The FCC BOD position will be shared with both the OLG and Hamilton Council.

SART IMPLICATIONS

At its meeting, it became clear that the FCC BOD is very concerned about the end of the SART program. It will meet with Bruce Barbour of the Great Canadian Company to discuss this issue further and consider any possible action.

Flamborough Chamber of Commerce

EVENT CALENDAR



MPP REPORT

ADFW MPP Ted McMeekin

January 16, 2013 Contact the FCC office to register

BUSINESS AFTER FIVE

Rescued and Restored Supporting Drummond House

Wednesday, January 30, 2013 5 p.m. to 7 p.m. 248 Freelton Road, Freelton Complimentary Munchies/Beverage Pre-registration Not Required – Free

BUSINESS AFTER FIVE

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JOINT BA5 AT JURAVINSKI HOSPITAL

The Flamborough, Grimsby and Stoney Creek Chambers of Commerce co-hosted a joint Business After Five (BA5) at the Juravinski Hospital on Hamilton Mountain recently. LEFT: Flamborough Chamber of Commerce (FCC) Executive Director Arend Kersten (right) was welcomed by President Dr. Bill Evans (left) and Vice President Roger Ali. ABOVE: Attendees were divided into small groups and given guided tours of some of the amazing new facilities at Juravinski Hospital. RIGHT: FCC Executive Director Arend Kersten and Doris Woodleigh in front of a 'larger than life' statue of Margaret and Charles Juravinski, recipients of the FCC Lifetime Achievement Award. The former owners of Flamboro Downs, the Juravinskis have donated tens of millions of dollars to a variety of local causes, mostly in health-related fields. In appreciation, the hospital was renamed in their honour.



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TOWN OF FLAMBOROUGH AWARD

2006 - Sylvia Wray Flamborough Archives 2007 - flamboro downs 2008 - Cpl. Chris Klodt 2009 - Gail Bosma Flamborough Food Bank 2010 - Ryan Ellis Mark Visentin **Canadian Junior Hockey Team** 2011 - OH Canada Ribfest Rotary Club of Flamborough AM **Rotary Club of Waterdown**

SANDRA GRAY/ WEEKS HOME HARDWARE AWARD

Community Service by an Individual Award 2006 - Deb Tigchelaar **Drummond House** 2007- Tom Jacques **Hickory Dickory Decks** 2008 - Heather Johnston and Ted Lindsay Flamborough Review 2009 - Peter Barnes Waterdown Youth Centre 2010 - Marti Van Hoeve Van Hoeve Homes 2011 - Dante DiFelice **Waterdown Collision** 2011- Norm Read **Beckett Lowden Read**

YOUNG ENTREPRENEUR **OF THE YEAR AWARD**

2009 - Haley Luckanuck **Spoiled Rotten Pet Services** 2011 - Nicole Martin **Talent Search Summer Camp**

COMMUNITY SERVICE BY A COMPANY AWARD

2006 - Flamboro Speedway 2007 - Jay's Auto

2008 - Terra Greenhouses 2010 - Waterdown Dairy Queen 2011 - Lafarge Canada

CHAMBER OF COMMERCE GREEN AWARD

2008 - Waterdown Collision 2009 - Nathan Helder **Gelderman Landscaping** 2010- Sensible Life Products

FCC AWARD

2006 - Arend Kersten Flamborough **Chamber of Commerce** 2007 - Lafarge (Dundas) 2008 - COGECO 2009 - Robert Pasuta Councillor - Ward 14 2010 - Fred Eisenberger Mayor - City of Hamilton 2011 - Dutch Mill Country Market

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2011 - Flamborough Women's Resource Centre 2011 - Soroptimists International Dundas-Ancaster-Flamborough

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ROOKIE DELEGATE REFLECTS ON CCC AGM AND CONVENTION

By Lori Raudnask Vice President Stoney Creek Chamber of Commerce

The Canadian Chamber of Commerce (CCC) Annual General Meeting (AGM) started on September 22 with a lunch and learn with success stories in the recruitment and retention of underrepresented workers.

Canada's economic growth is being held back by a shortage of skilled work-

ers. Available Canadian talent can be found by tapping underused segments of the population, such as Aboriginal peoples, youth and older workers. The panel of three consisted of Andrea Metrick, *RBC*; Shaun Scott, *Linamar Corporation*; and, Chuck Farrell, *Walmart Canada*.

Andrea Metrick indicated that *RBC* has been targeting Aboriginal peoples for several years using programs of cultural awareness, internships leading to full-time jobs, mentoring and community grants to attract employees.

Linamar Corporation's Shaun Scott

said a special focus has been on drawing women into skilled trade jobs through skills competitions, mentoring and continued upgrading for current employees.

Chuck Farrell said that *Walmart Canada* has always supported diversity because it is the right thing to do. Walmart has been particularly successful in drawing seniors into many jobs. He added 25 percent of Walmart's workers are over the age of 50.

After the luncheon we went into provincial and territorial caucus meetings which at first seemed overwhelming being my first time there. I quickly met up with President and CEO *David Adames* of the Hamilton Chamber of Commerce and Executive Director *Arend Kersten* of the Flamborough Chamber of Commerce who walked me through the process. There were 58 policies to review. Typically the provinces stick together and decide how they are going to vote which makes the voting process much easier.

That evening there was a networking reception which started with a networking game about the War of 1812 thereby honouring this piece of our local history.

Sunday's breakfast opening remarks were presented by *Mayor Bob Bratina* followed by a keynote by the

Hon. Jason Kenney, Minister of Citizenship, Immigration and Multiculturalism. In his speech he stated that a third of Canada's workforce will retire over the next five years, leaving businesses scrambling to fill vacant jobs and Canada scrambling to admit more immigrants. Minister Kenney added that more than 1 million people a year will be needed in coming years just to maintain Canada's current average age.

He also spoke of other needs across

force is needed and there are no easy solutions. Canada has the best immigration strategies in the world. We need to educate colleges and universities about local chambers. It was suggested that Chamber boards go out and meet international students and ask ourselves what we can do as leaders of the Chamber to act as an outreach program to students. Chambers need to improve relations in the business community and also with guidance councillors.



President & CEO Perrin Beatty (front row, right) of the Canadian Chamber of Commerce (CCC) is joined by the 2012-2013 Executive Committee of the Board of Directors (BOD). Immediate Past BOD Chair Robert Youden is pictured front row, second from left while BOD Chair Pat Horgan on IBM Canada is front row, second from right. The 2013 CCC AGM will be held in Kelowna, B.C.

the country. He noted that unemployment among immigrants with a university degree is four times that of Canadians with similar qualifications. Action is also needed to further tighten employment insurance. We have a growing skills problem that is well on its way to becoming a crisis. By 2020 Canada will have unfilled jobs for 219,000 construction workers, 106,000 information technology staff, 114,000 tourism industry employees and as many as 200,000 truck drivers.

Douglas Porter, Deputy Chief Economist and Managing Director of *BMO Capital Markets*, took us through an economic outlook saying Canada is not heading for a collapse in housing prices. However, he said, the country's most over-heated markets such as Vancouver and Toronto may see a correction. The average home price in Vancouver is \$737,000 and in Toronto \$500,000. He stated that for every dollar of income there is \$1.50 of debt and for every \$1 in the US there is \$3.00 of debt.

During lunch there was a presentation on helping to solve Canada's skills crisis through immigration. There is a need for upgrading skills by employers. Schools need to train on communication, team-building and essential skills. Up-skilling the abilities of our work-

Francis Fong, Economist, Macro & Special Studies, *TD Economics* talked about the baby boomers and that immigration is needed to replace retired baby boomers. Retired workers get other jobs which take away the opportunity for our younger generation. Canada has skilled immigration training and Canada is not alone in looking for talent in other countries.

After lunch, we headed to the policy resolutions debate where the following policy portfolios were debated: social policy, transportation/infrastructure and industry.

The Sunday evening social was at the Canadian Warplane Heritage Museum where we had a nice tour, dinner and entertainment by John Ellison who wrote the song *Some Kind of Wonderful*.

Monday's breakfast speaker was Troy Wright, Executive Vice-President, Retail Distribution, Canadian Banking, *Scotiabank*.

The rest of the morning was back to the policy resolutions debate followed by the annual report to delegates.

At lunch there was recognition of Chambers of Commerce Executives of Canada (CCEC) award winners, accreditations for chambers of commerce/boards of trade and the announcement that next year's AGM will be held in Kelowna, BC on September 28-30, 2013.

After lunch a wonderful keynote was presented by Frank O'Dea who founded *Second Cup*.

The final session was about using technology to make Canada competitive. Canada must take back its proper place as a world leader in innovation. To do so, Canada needs to develop and implement a robust digital economy strategy that includes comprehensive support programs and policies that will provide a sufficient supply of techno-

logically literate workers. Improving Canada's education system to increase information and communications technology literacy among students is a priority as is encouraging business to invest in information and communications technology.

The closing AGM gala was at LIUNA Station with key note speaker Hon. *Diane Finley*, Minister of Human Resources and Skills Development. There were presentations recognizing the outgoing Chair Robert Youden and swearing in of the new Chair-elect Pat

Horgan. At the post-gala reception I asked Pat Horgan if he would consider coming to speak to the Stoney Creek Chamber and he said yes. I have since sent him an email to see when this would be possible and I would recommend inviting our neighbouring Chambers of Commerce to this event.

In closing this report I want to share what the Hon. Perrin Beatty, President & CEO of the CCC stated. He said that the CCC is at the core of competitiveness and success of Canadian businesses and the broadest business association in Canada. We represent all businesses, all sizes, all sectors and the success of Stoney Creek or any other chamber is critical to national success. Chambers represent jobs, prosperity, opportunity, power of networking, pulling ors in the same direction. Every time we win in Ottawa, it is a victory for all chambers of comerce/boards of trade across the entire country.

We then become stronger as the CCC works closely with the federal government. What we do at the community level makes all the difference. We have to ask: are our member's problems and challenges getting resolved or getting worse? The challenge in the next year is that each of us be in a position to report back what we have done in our communities to make a difference.

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2013 FLAMBOROUGH OPEN - WEDNESDAY, MAY 29

ABOVE: Rotary Club of Waterdown Past President Rick Ludwig (right) of Kitching Steepe & Ludwig Funeral Home was joined at the 2012 Flamborough Open at the Carlisle Golf and Country Club by (from left) Paul Vanderveen (PVV Insurance), Ken Post (Flamborough Construction) and Albert Kasper (Eastway Bakery). BELOW: General Manager Ted Lindsay (second from right) of the Flamborough Review golfed with (from left) Greg Parker, Jim Swierzewski and Dean Morrissey.



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Industrial Minerals	Opta Minerals, 407 Parkside Dr	
Industrial Printers	Coding Products of Canada, 7 Innovation Dr	
Insurance	Davis Insurance, 323 Dundas St. E., Box 500	
	Mainway Hunter Creighton, 1-3305 Harvester Rd., Bu Merit Insurance Brokers, 20 Main St. N	
	Skyway Life Insurance, 309 Main St. W., Hamilton	905-525-7247
	TEN STAR Financial Services, 95 Hamilton. St. N	905-689-7911
Investment Brokers	Edward Jones, 1470 Centre Rd., Carlisle	
	Edward Jones, Todd Hayman, 4-331 Dundas St. E	905-690-0564
Jewellery	Vicky Harrison Designs, 10 Culotta	280-431-6026
jewenery	Waterdown Goldsmith, 9 Mill St. S	
Landscaping	Beaudry Group, 4031 Fairview St., Burlington	905-639-6502
Lanuscaping	FloraTech Landscaping & Main., 1425 Alderson Rd	
	Gelderman Landscaping, 831 Centre Rd	
	New Style Gardening, RR 2 Hamilton	
	Shademaster Landscaping, 764 Robson Rd	
Lawn & Garden Equipment	Briggs & Stratton Yard Tools, 1 Trillium Way, Brantfo	
Lawyers	Agro Zaffiro LLP, 4-1 James St, N., Hamilton	
	Christopher C. Breen, 3400 Fairview St., Burlington . K. Cowan Law, 34-35 Main St. N	
	Lazier Hickey LLP, 25 Main St. W., Hamilton	
Legal Services	Miller Thomson LLP, 301-100 Stone Rd. W., Guelph	
Locksmiths	Dundas Lock & Key, 178 King St. W., Dundas	
	The Lock Hut, 12 Glaceport Dr.	
	М	
Manufacturing		005 650 0404
Manufacturing	Flamboro Machine Shop, 952 Brock Rd Heron Instruments, 447 Moxley Rd	905-628-4000
	R&R Manufacturing, Millgrove	
Marketing	Serve Media, 998 Courtland Dr., Ancaster	
Marketing/Web Design	Market Mechanics, 50 Karsh Cres	
Meat	Millgrove Packers, 549 Conc. 5 W	
Metal Fabricators	Flamboro Technical Services, 383 Conc. 6 E	
Mill Equipment	Bev Brown Enterprises, 30 Maple Ave	
Millwrights Mobile Home Parks	Industrious Solutions, 540 Hwy. #8	
Modile Home Parks	Beverly Hills Estates, Box 52146 Oakville	319-023-2043
Mortgage Financing	Dominion Lending Centres, 9 Franklin St.,	905-690-6834
Movers	TWO MEN AND A TRUCK, 50 Dundas St. E	
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N		005 000 0000
Newspapers Nursing Home	Flamborough Review, 30 Main St. NAlexander Place, 329 Parkside Dr	905_699-2003
Nuts-Edible	Picard Food Partnership, 447 Dundas St. E	
	Ο	
Ontomotrists		005 650 2027
Optometrists	Dr. Janice Van Wyngaarden, 835 Hwy #97, Freelton Family Eye Care, 66 Mall Rd., Hamilton	
	Waterdown Optometric Clinic, 301 Dundas St. E	
Office Supplies	Staples, 88 Dundas St. E	
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Pet Care	Spoiled Rotten Pet Services, 796 Millgrove Side Road.	
Pest Control	OHN Pest Management, Con. 12 E., Freelton	
Pipewelders Photography	Industrious Solutions, 540 Hwy. #8Sarah Grace Photography, 872 Con. 6 W	
Plumbing Contractors	Taylor's Plumbing, 300 Dundas St. E	905-689-4777
Produce-Fresh	Brenn-B Farms Ltd., 1252 Conc. 5 W	
	Earth Fresh, 131 Browns Line, Toronto	
	Ubbelea Mushroom Farm, 1160 Edgewood Rd	905-689-8610
Property Management Pumps	The Enfield Group, 1 Hamilton St. SFlamborough Pumps, 793 8th Conc. W,. Puslinch	905-689-7341
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	Q	
Quarries	Dufferin Aggregates, 685 Brock Rd	905-627-7711
	Lafarge Canada, 628 Hwy. #5	905-527-2744
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Flamboro Downs, 967 Hwy. #5 W905-627-3561
Dean Martin, Re/Max Garden City, 720 Guelph Line905-633-4614
R. Denninger, Re/Max Garden City, 427 Dundas St. E905-689-1717
Re/Max Condos Plus, 45 Harbour Sq., Toronto416-203-6636
Wendy Martin, Sutton Group About Town905-681-7900
Rothsay, P.O. Box 8270, Dundas905-628-9303
Boston Pizza, Flamborough Power Centre905-690-1500
Dairy Queen, 233 Dundas St. E905,689-8514
Lord Byron Restaurant, 10 Main St. S905-689-6648
Tim Hortons Donuts, 255 Dundas St. E905-689-3131
The Royal Coachman, 1 Main St. N905-689-5952
Turtle Jack's Muskoka Bar & Grill, 255 Dundas St. E905-690-1787
Walmart Canada, 90 Dundas St. E., R.R.#2905-689-9273
Village Manor Retirement Home, 57 John St. W905-689-5440
Pacific Cedar Shake & Shingle, 2099 Hwy #6 N905-659-1655

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	Connectall Communications, 7 Commerce Ct., SC905-383-2	282
Septic Tank Cleaning	Rankin's Septic Tank Pumping, Box 12, Waterdown905-689-5	585
Service Clubs	DAF Soroptimists, 861 Centre Rd905-689-7	237
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Software Development	Medtel Software, 7 Innovation Dr905-389-2	
Surveyors	A.T. McLaren Ltd., 69 John St. S., S. Hamilton905-527-8	559

Testing Equipment	M & L Testing Equipment, 31 Dundas St. E905-689-7327
Toilets-Portable	Room To Go Inc., Box 76, Millgrove905-689-6389
Tools	Flamborough Technical Mgnt., Box 1282, Waterdown 905-690-6094
Topsoil	Millgrove Garden Supplies, 682 Concession 5 W905-689-5527
Tourism	City of Hamilton Tourism, 34 James St. S., Hamilton905-546-2424
Traffic Tickets	Geoff Ellis, The Ticket D.O.C.T.O.R., 1294 Hwy. #6905-659-1844
Trailers	J.D.J. Trailer Manufacturers, 1056 Hwy. #6905-689-7100
	Wheeling World, 140 King St. E., Hamilton905-522-1368
Trans/Freight Forwarding	(ABH) Oversize Direct, 1 Waterwheel Cr905-690-3193
9	L.P. Services, 100 Mead Ave., Hamilton905-312-9073
Trucking	Jimmy D Coverdale, 955 Highway #97, Freelton905-659-2253

Weighing Systems Welding	Trouble-Shooting Services, Box 185, Carlisle905-659-1323 Parsons Welding Service, 25 Dundas St. E905-689-5144
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Flamborough Chamber of Commerce MISSION STATEMENT

The Flamborough Chamber of Commerce is dedicated to leadership in recognizing and encouraging good corporate citizenship, defending and promoting private enterprise, contributing toward the growth of a healthy local economy and continual improvement to the quality of life in Flamborough.

TIME TO STRENGTHEN MEXICO-CANADA RELATIONS

The time is right for Canada and Mexico to upgrade their bilateral relationship to strengthen both countries' economies and security, according to a special report issued by The Centre for International Governance Innovation (CIGI) and The Canadian Chamber of Commerce (CCC).

The report was issued on the eve of a visit to Canada by Mexico's new president, Enrique Peña Nieto, who was inaugurated on December 1, 2012. Nieto visited Ottawa for a meeting on November 28 with Prime Minister Stephen Harper. The two leaders discussed ways in which the two countries can strengthen trade and investment, security, people-to-people ties and North American competitiveness, as well as cooperate in the hemisphere and internationally.

In Forging a New Strategic Partnership between Canada and Mexico, CCC President and CEO Perrin Beatty and Andrés Rozental argue that Nieto's election offers an ideal opportunity for Canada and Mexico to "recalibrate bilateral relations and look for ways to upgrade and change those relations to a strategic partnership."

Beatty – a former MP and federal Cabinet minister – is President and CEO of the CCC. Rozental was Mexico's ambassador to the United Kingdom from 1995 to 1997. He was a career diplomat for more than 35 years, having served his country as deputy foreign minister (1988–1994), ambassador to Sweden (1983–1988) and permanent representative of Mexico to the United Nations in Geneva (1982–1983).

Historically, Canada and Mexico have failed to capitalize on their potential to reach joint accomplishments, the report states. Moreover, in spite their

"Most Canadians and Mexicans still hold largely stereotypical images of each other."

ongoing economic cooperation including foreign direct investment, trade, labour mobility and tourism, "most Canadians and Mexicans still hold largely stereotypical images of each other."

Beatty and Rozental offer shortand long-term recommendations in order for Canada and Mexico to benefit from each others' shared values and similar position in North America.

It may be in both states' interests "to coordinate their planning for a carbon-pricing scheme that will eventually involve the United States," the report argues. "Given the gross inequality in power between the United States and Canada or Mexico alone, Mexican-Canadian coordination on some continental issues could help even the playing field. This applies, for example, in pursuing greater alignment in their regulatory regimes."

Such deepening of cooperation on regional and international issues should cause Canada and Mexico to realign their bilateral relationship as a strategic partnership. "A concerted effort by both parties to build and improve upon the existing relationship could multiply existing benefits several-fold," the report says.

Recommendations for Canada and Mexico, offered in *Forging a New Strategic Partnership between Canada and Mexico*, include:

- Work on deepening the direct, bilateral relationship between Canada and Mexico where there are real gains to be made by strengthening trade, investment and people-to-people linkages.
- Work together to maximize benefits from participation in the Trans-Pacific Partnership.
- Pursue further economic cooperation with the United Stateson a prag-

matic basis.

- Institutionalize the North American Leaders' Summit and establish a complementary North American Business Council.
- Launch a public awareness campaign about the mutual economic opportunities for Canada and Mexico.
- Remove the visa requirement for Mexican visitors to Canada and encourage student exchanges between Canada and Mexico.
- Increase funding to the Anti-Crime Capacity Building Program.

To access a free, online copy of Forging a New Strategic Partnership between Canada and Mexico, please go to the CCC website at www.chamber.ca.



SEASON'S GREETINGS

On behalf of its members and staff, the Board of Directors of the Flamborough Chamber of Commerce extends its best wishes to the entire 'community of communities' that we know and love as Flamborough for a Blessed Christmas and a healthy and prosperous New Year.

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