

April 22, 2008

Dear Chamber Colleague,

The BC Chamber of Commerce has prided itself on being “The Voice of BC Business” for more than 50 years. In my view, this reputation is now at risk. In large part, I believe this is because the BC Chamber has not been as effective as it needs to be in communicating with its members. To that end, I am asking your assistance to ensure you are receiving the information and support you need and expect from the Chamber.

Three months ago, the Board of the BC Chamber of Commerce struck a Communications Task Force to make detailed recommendations aimed at significantly improving two-way communication with our members. This task force has reached out to more than three dozen member chambers of all sizes around the province with a request to participate in a detailed Communications Audit to determine specific areas for improvement. These chambers, the names of which are attached, have identified a number of gaps in our communications. Their feedback, along with a description of the actions the BC Chamber is proposing in response, is contained in the attached draft document entitled, “BC Chamber Member Feedback and Action Plan”.

I am now asking for your help to ensure this document fully and accurately identifies the shortcomings in our current communications and that the proposed solutions will effectively address your communications needs.

Please take a few minutes to review the attached document and let me know – either by email (daren.hancott@phoenix.edu) or by phone call (604-205-6999, ext 3104) – what you think.

- Have we accurately captured and summarized the most pressing gaps in our current communications?
- Do you believe the initiatives we are proposing to address these gaps will be effective?
- Is there anything we’ve missed?

We would appreciate receiving your thoughts and suggestions **before May 6th**. This will allow us time to finalize our Action Plan prior to the upcoming Annual General Meeting (May 22 – 25), when I will report back to you on the initiatives the BC Chamber will undertake to improve communications. These initiatives will be incorporated into our 2008-2009 Strategic Plan: progress will be tracked throughout the year and reported back to you during the 2009 AGM.



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I cannot stress enough how important it is to hear your views on this subject. If we do not hear from you by May 6th, we will be following up with a personal phone call.

Thank you for taking the time to review the attachments. Thanks too to those chambers who so generously gave of their time to help prepare it. With your participation, I am confident the final document will lay the foundation for a BC Chamber that is more responsive to its members' needs and delivers the value you want and deserve from your membership.

Yours truly,

A handwritten signature in black ink, appearing to read "Daren Hancott". The signature is fluid and cursive.

Daren Hancott
Chair, Board of Directors
BRITISH COLUMBIA CHAMBER OF COMMERCE