

Think Global ...  
Buy Local

# Pontiac Chamber of Commerce

## Anti-Spam Legislation (CASL)

Volume 7 Issue 2

May 2014

### Annual General Meeting

Wednesday, June 4 — 6:30 pm  
Auberge Northfork  
252 Ancien Chemin de Nichabeau  
(Old Nichabeau Road), Chichester

Report on chamber business;  
information on upcoming events

Election of executive & board  
members

Full meal: 6:30 pm — Price – \$25  
(Reservation required)  
AGM – 7:00 pm

Thank you to our Sponsor!



**Desjardins**  
Caisse populaire  
de Fort Coulonge

### Guest speakers:

Brian Hugli, President  
& General Manager,  
Hugli's Blueberry Ranch &  
Country Gift Store  
[www.blueberryranch.ca](http://www.blueberryranch.ca)



Mathieu Ravignat – Member  
of Parliament, Pontiac, Official  
Opposition Critic for the Treasury  
Board

**Topic:** Issues affecting Pontiac  
Businesses

**Full Meal:** turkey dinner, mashed  
potatoes, stuffing, veggies,  
coleslaw, pie for dessert...  
everything homemade plus tea or  
coffee. This is a chance to network  
with other Pontiac business  
owners. Price \$25

RSVP required by May 30 to:  
819-647-2312

[bizdev@pontiacchamberofcommerce.ca](mailto:bizdev@pontiacchamberofcommerce.ca)

### Special

Busing available from Shawville  
to Chichester with stops in

### Chamber Events

#### Annual General Meeting

June 4, 2014

6:30 pm

Auberge Northfork, Chichester



#### Business Achievement Awards Gala

Friday, Oct 24, 2014



#### Christmas Shopping in the Pontiac

Saturday, November 22, 2014



#### Holiday Party

Saturday, November 29, 2014

### Useful Links of Interest to Business Owners

#### Quebec Voluntary Retirement Savings Plan for Employers

<http://www.revenuquebec.ca/en/salle-de-presse/nouvelles-fiscales/2013/2013-12-18.aspx>

#### Canada's Anti-Spam Legislation

<http://fightspam.gc.ca/eic/site/030.nsf/eng/home>

#### Competition Bureau

<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/frm-eng/GH%C3%89T-7TDNA5>

If you have a business or Pontiac event  
you would like advertised, please  
contact the Chamber.

Campbell's Bay and Fort-Coulonge. Autobus Lasalle has generously donated the driver. Costs to take the bus are for fuel compensation only. From Shawville: \$10 per person; From Campbell's Bay: \$8 per person; From Fort-Coulonge: \$5 per person

For those wishing to travel by bus, reservations must be made before May 28. Limited seating.

[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)  
[info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)  
[bizdev@pontiacchamberofcommerce.ca](mailto:bizdev@pontiacchamberofcommerce.ca)  
819-647-2312 or 1-855-647-2312

## Got consent? Canada's Anti-Spam Legislation (CASL)

### Canada's Anti-Spam Legislation takes effect July 1st. Be ready.

Canada's Anti-Spam Legislation (CASL) establishes rules for the sending of commercial electronic messages (CEMs) and the installation of computer programs. CASL also prohibits the unauthorized alteration of transmission data. The rules that apply to CEMs come into force on July 1, 2014 while the rules governing computer programs take effect Jan. 15, 2015, followed by the private right of action on July 1, 2017.

### What You Need to Know About Sending Commercial Electronic Messages

- 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 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.

- Consent can either be express or implied.
  - Express consent means someone actively gave you permission to send him/her a CEM.
  - Implied consent means it would be reasonable to conclude you have someone's permission to send him/her a CEM based on prior relationships. Implied consent could also apply to someone who has conspicuously published his/her email address, say on a website.
- To obtain express consent, you must:
  - Clearly describe the purposes for requesting consent;
  - Provide the name of the person seeking consent and identify on whose behalf consent is sought, if different;
  - Provide contact information (mailing address and either a phone number or an email address) of those parties seeking consent; and,
  - Indicate the recipient can unsubscribe.
- Under CASL, you must be able to prove you have consent.

- You must include the following in every CEM:
  - The name of the person sending the message, and identify on whose behalf the message is sent, if different;
  - Contact information (mailing addressing and either a phone number or an email address) of the senders; and,
  - A mechanism that allows the recipient to easily unsubscribe at no cost.
- There are a number of excluded CEMs under CASL.

For more information, see the Canadian Chamber of Commerce web site:

<http://www.chamber.ca/resources/casl/>

Members are encouraged to fill out the following survey:

[https://www.surveymonkey.com/s/CASL\\_input\\_survey\\_April2014](https://www.surveymonkey.com/s/CASL_input_survey_April2014).

### Competition Bureau

To notify the Competition Bureau if you believe that a company or individual has contravened the Competition Act, the Consumer Packaging and Labelling Act, the Textile Labelling Act, or the Precious Metals Marking Act.

<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/frm-eng/GH%C3%89T-7TDNA5>

**Think Global ... Buy Local  
Support Those Who Support You  
Small Businesses Make Small Towns Work!**

**Consider this when you're buying ...  
As business operators, our actions shape our communities.**

## Yellow Pages Group

Yellow Pages Group is one of the leading companies in digital media and marketing solutions in Canada. The Company serves more than 300,000 local businesses through its team of media advisers present at the national level. Yellow Pages network reaches more than 8.5 million unique visitors each month.

Yellow Pages Group in partnership with the Federation of Chambers of Commerce of Quebec is proud to offer members a business profile for free and 10 % discount on digital products Yellow Pages 360 ° Solution \* online. A gift worth \$ 600 per year!

Your company profile includes:

- Your information detailed business
- Link to your website
- Ability to add HD video
- Ratings & Reviews
- Map and directions
- Up to 10 photos
- Increased visibility in Google , Yahoo ! and Bing
- Detailed Reports

Contact Yellow Pages Group today at 1-877-553-6883 to take advantage of this promotion available exclusively to member companies FCCQ .

For more information, please download the information sheet.

## FCC AgriSpirit Fund applications now accepted

Rural community groups across Canada are invited to apply to the FCC AgriSpirit Fund. Through this initiative, Farm Credit Canada (FCC) will give a total of \$1 million in funding to rural community groups across Canada for capital projects. Registered charities and non-profit organizations interested in funding this year are encouraged to visit [www.fccagrispiritfund.ca](http://www.fccagrispiritfund.ca) for eligibility requirements and to apply online.

Projects considered for funding must meet specific criteria and be completed before December 31, 2016. This year's application period runs from May 1 to June 14, 2014. FCC will announce the selected projects in September 2014. A list of previously funded projects can be found at [www.fccagrispiritfund.ca](http://www.fccagrispiritfund.ca).

Every year, the FCC AgriSpirit Fund awards rural community groups between \$5,000 and \$25,000 for community enhancement initiatives. From purchasing equipment for emergency services

and recreation centres to building care homes and playgrounds, funding supports key projects that enhance the community. All projects are based in communities with populations less than 150,000.

FCC is Canada's leading agriculture lender, with a healthy portfolio of more than \$26 billion and 20 consecutive years of portfolio growth. FCC is strong and stable – committed to serving the industry through all cycles, and to being socially and environmentally responsible. FCC provides financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations. Employees understand agriculture and are committed to the success of customers and the industry. With FCC in the market, producers benefit, agriculture benefits, rural Canada benefits and so do all Canadians. For more information, visit [www.fcc.ca](http://www.fcc.ca).

## Welcome to the Chamber!

Businesses who have joined the chamber since the last newsletter.

Escapade Eskimo

*Check the chamber web site for links to all Chamber businesses.*

**Support your local businesses!**

## Would Like to Join the Chamber?

Membership fee of \$125 (plus taxes) entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:

Pontiac Chamber of Commerce  
PO Box 119

Campbell's Bay, Quebec, J0X 1K0

1-866-861-0509 or 819-647-2312

[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)

[info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)

*If you received this newsletter via regular mail and would like to receive it via email, please let us know a valid email address. We do not share our lists.*

*News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community.*

## Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) — [www.chamber.ca](http://www.chamber.ca) and the Quebec Chamber of Commerce (FCCQ) — [www.fccq.ca](http://www.fccq.ca)

You and your business can take advantage of benefits listed on their web sites.

connected!  
branché!

member of the Canadian Chamber of Commerce network  
membres du réseau de la chambre de commerce du Canada

Fédération des chambres  
de commerce du Québec



## Group Insurance Benefits

Visit the new web site / view the video!

<http://www.chambers.ca>

# Chamber Funding Partnerships



Centre local de développement



# Chamber Business Partnerships

**Demandez une soumission**  
**Ask for a quote**

SHAWVILLE  
**819 647-2953**

FORT-COULONGE  
**819 683-2227**

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Shawville: 819-647-6996

**Info@famillelafleur.com**

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mike.derouin@sympatico.ca

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**Langford's**  
Grocery

819-647-2933

104 Victoria Street, Shawville, QC

**Exposure for your Business**

Support the Chamber through an enhanced membership and receive benefits for your business.

If you are interested in taking advantage of these enhanced memberships, contact the Chamber for more information.

**Pontiac Chiropractic Clinic**  
Dr. Isabelle Gagnon, Chiropractor  
www.chiropontiac.ca  
chiropontiac@gmail.com



224 Route 148  
Mansfield, QC  
819-683-3690

379 Route 148  
Shawville, QC  
819-647-5155

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