

MEMBER GUIDE

CAPE BRETON REGIONAL
CHAMBER
OF COMMERCE





YOUR CHAMBER. YOUR VOICE.

You are part of the Cape Breton Regional Municipality's (CBRM) largest business network. The Cape Breton Regional Chamber of Commerce is proud to represent you and to work on behalf of businesses across our community and region.

As a member of our business community, you play a vital role in our economy and in the growth and prosperity of our region. Your engagement strengthens our network and helps shape a more connected, competitive, and resilient business environment.

Our role is to represent, advocate for, and support businesses across the CBRM. Our door is always open, and we encourage you to reach out, share your ideas, and keep us informed about the successes and challenges you are facing. We are here to support you, advocate on your behalf, and help you identify opportunities to become more involved and make the most of your membership.

Thank you for being part of our strong and growing Chamber network. We value your continued involvement and look forward to working with you.

Sincerely,

The Cape Breton Regional Chamber of Commerce Team
& Board of Directors

OUR TEAM



Megan Penney
Chief Executive Officer (CEO)



Jacob MacDonald
Communications & Policy
Coordinator



Dylan McSween
Membership & Events
Coordinator

OUR BOARD OF DIRECTORS

Natasha Morris

TD Canada Trust
(Chair)

Mike Dwyer

Union of Nova Scotia Mi'kmaq
(Treasurer)

Carol Myers

Empowering The Potential Within

Dr. John Nadeau

Shannon School of Business, CBU

Micaela MacKenzie

Scotiabank

Mike Pearson

Frameworks Inc.

Douglas MacLennan

Tier Too Properties
(Vice-Chair)

Shelley Bennett-Trifos

Trifos Design Consultants
(Past-Chair)

Colin Hooper

McInnes Cooper

Jody MacArthur

Destination Cape Breton

Michaela Epifano

Cape Breton Partnership

Robert MacNeil

Hampton Inn by Hilton Sydney



ABOUT YOUR CHAMBER

BACKGROUND

The Cape Breton Regional Chamber of Commerce is a private-sector led, not-for-profit, non-partisan organization. The Chamber is 100% funded through membership dues and event sponsorship, along with other revenue generating initiatives throughout the year.

HISTORY

The Chamber's origins date back to 1911, when it was incorporated as the Sydney Board of Trade with a membership of 38. The unified communities of Glace Bay, New Waterford, Dominion, Sydney, North Sydney, Sydney Mines, and Louisbourg, provided a strong voice for Cape Breton professionals going forward.

In 2002, the Cape Breton Industrial Board of Trade became the Sydney and Area Chamber of Commerce in order to modernize our image and bring the organization in line with other business organizations in North America.

In 2018, the Chamber renamed itself the Cape Breton Regional Chamber of Commerce to encompass the region in its entirety. You will find the Cape Breton Regional Chamber of Commerce office at 50 Dorchester Street in Downtown Sydney, but the organization represents all areas of the Cape Breton Regional Municipality (CBRM).



OUR GOALS

MISSION

To represent, advocate for, and support businesses in the Cape Breton Regional Municipality through strong leadership, meaningful connections, and effective advocacy.

VISION

A strong and confident CBRM where businesses are heard, supported, and positioned to succeed.

VALUES

- We act in the best interests of our members and remain responsive to the needs of businesses across the Cape Breton Regional Municipality.
- We are a strong, non-partisan voice for business and work to influence public policy and decision-making to support a competitive and sustainable business environment.
- We lead with transparency, responsibility, and objectivity, earning trust through consistent and principled leadership.
- We believe collaboration strengthens our community and create opportunities for businesses, partners, and stakeholders to connect and work together.
- We value the people, cultures, and perspectives that shape our region and are committed to inclusive economic participation.
- We embrace change, encourage innovation, and pursue proactive ideas that support long-term business resilience.
- We proudly champion and celebrate local businesses and the people behind them.



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HOW WE ADVOCATE FOR YOU

VOICE OF BUSINESS & POLICY INFLUENCE

- Representing member perspectives to municipal, provincial, and federal decision-makers through ongoing dialogue and formal advocacy.
- Providing letters of support, submissions, and direct input on issues that affect the business community.

CBRM BUSINESS-FRIENDLY REPORT CARD

- Collecting direct feedback from local businesses through the Business Friendly-Report Card survey.
- Educating members on major projects, policy changes, and initiatives that impact the region.

BUSINESS ENGAGEMENT & DIALOGUE

- Hosting business roundtables and events to surface real-time issues, share information, and shape advocacy priorities.
- Creating opportunities for businesses to engage directly with leaders and decision-makers on key issues.

DEMOCRATIC & POLICY LEADERSHIP

- Hosting a Mayoral Forum during the municipal election to ensure businesses could hear from candidates and understand their priorities.
- Preparing and submitting pre-budget recommendations and policy input on behalf of local businesses.

BUSINESS CONDITIONS & GROWTH

- Advocating for fair taxation, streamlined permitting, clearer regulations, and reduced cost pressures.
- Supporting infrastructure, workforce, and development conditions that enable business growth and long-term confidence.



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OUR EVENTS

EXCELLENCE IN BUSINESS AWARDS

Hosted annually, the Excellence in Business Awards recognize outstanding success, quality, innovation, and professionalism among local businesses in the CBRM.

ADVANTAGE

Hosted annually, Advantage is a women's empowerment conference featuring panels and lightning-round sessions with women entrepreneurs and community leaders, a women-owned vendor market, networking opportunities, and a keynote speaker.

CAPE BRETON BUSINESS AND PHILANTHROPY HALL OF FAME

Honouring distinguished business and philanthropic leaders whose achievements have made a lasting impact on our business community and inspired future generations.

BUSINESS AFTER HOURS

Held regularly from 4:00–6:00 p.m. in rotating communities at member-owned locations across the CBRM, Business After Hours offer casual networking opportunities for members and non-members.

BREAKFAST OR LUNCH & LEARNS

Hosted regularly by the Chamber, these sessions feature presentations from local politicians, entrepreneurs, and business leaders, with a focus on education, information-sharing, and networking opportunities.

ANNUAL GENERAL MEETING

An annual update on your Chamber, the local business community, and key issues influencing our economy, including policy, development, and economic trends.

WANT TO HOST AN EVENT WITH THE CHAMBER?

We welcome partnerships with Chamber members interested in hosting events. If you have an idea, we'd love to hear from you.

Canada's #1 employee benefits plan.

Chambers Plan

Employee Benefits



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CHAMBERS PLAN

The Chambers of Commerce Group Insurance Plan has been protecting Canadian firms for over 40 years. More than 30,000 small to midsize businesses choose the Chambers Plan to protect their employees with comprehensive group benefits, including Health and Dental insurance, making it Canada's #1 employee benefits plan for small business.



Chambers Plan

Employee Benefits



SIMPLE

Get set up in days with support from a local advisor. Plan management and claims are simple thanks to the easy-to-use my-benefits® platform.



STABLE

Join a not-for-profit, pooled plan that keeps your rates stable. Chambers Plan's average renewal over the last decade has been under 5%.



SMART

Get more value with HR, legal and financial guidance; telemedicine and mental health supports help your team and your business.

MEMBERSHIP TIERS

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Membership Benefits	Student \$40	Solopreneur \$150	Classic \$275
Opportunity to serve the board and committees	✓	✓	✓
M2M Benefits	✓	✓	✓
Member pricing on select events	✓	✓	✓
First chance access to event tickets	✓	✓	✓
Introduction in weekly newsletter	✓	✓	✓
Complimentary newsletter e-blasts per year		2	4
50% off additional newsletter e-blasts		✓	✓
Advocacy support		✓	✓
Courtesy meeting room space		✓	✓
Member directory listing on website		✓	✓
Opportunity to submit blog content		✓	✓
Access to Chambers Plan Group Insurance			✓
Opportunity to host Business After Hours			✓

MEMBERSHIP TIERS

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Membership Benefits	Advantage \$750	Partnership \$2000
All benefits included in Classic	✓	✓
Complimentary newsletter e-blasts per year	8	12
Logo on Chamber Website	✓	✓
Priority seating at Chamber events	✓	✓
Social media advertisement	2	6
Opportunity to receive invitation to roundtables	✓	✓
Free tickets to Annual General Meeting	2	4
Free tickets to Excellence in Business Awards		4
Priority invitation to roundtables		✓
Annual radio ad mention		✓
Video feature on Chamber website and social media		✓



CHAMBER FACTS

Our Chamber is a member-funded, non-profit organization guided by the needs and priorities of its members.

Our Chamber is a founding member of the Canadian Chamber of Commerce, connecting local businesses to a national network.

The majority of our members are small businesses owned and operated within the CBRM.

Our Chamber is independent from government, allowing us to advocate in a non-partisan way on behalf of our members.

Businesses of all sizes and sectors are welcome to join our Chamber.

Through advocacy, connection, and support, our Chamber helps strengthen the local business environment and support long-term business sustainability.



300+

Members supported

4000+

Engaged individuals

100+

Years of local support



THANK YOU

With your support, our Chamber serves as a strong voice and catalyst for business by listening to, supporting, and advocating for our members' needs. We work to strengthen the business community through collaboration, connection, and effective advocacy. Together, we help shape a more confident business environment in the CBRM by challenging the status quo, encouraging innovation, and advancing the interests of local business.



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