

## 10-20 Canadian Chamber Affinity Program

### *A Message from the President*

We are living in an age of momentum, of progress and innovation, where the keys to success lie with the ability to create new knowledge and to discover new ideas. Everything we know about today's economy, global competitiveness, health and social well-being tells us that investment in our human capital is one of the wisest and most prudent investments any company can make.

It is with great excitement, that we are presenting our Canadian Chamber of Commerce sponsored Affinity program. We are committed to working with the Chambers, and to assist them in meeting their Goals.

Our programs provide unparalleled member services and support that exceed expectations, and generate revenues to Chambers, to support and sustain the Canadian Chamber network, and maintain its status as the most influential business association in Canada.

It is my belief that **HOTLINE TO HR**, and its team of Industry Experienced HR Professionals, will meet and exceed in assisting the chamber meet its key initiatives.

### *Who We Are*

**HOTLINE TO HR** is accomplishing its' mission of **EMPOWERING EMPLOYERS EVERYWHERE** by providing an information gateway to manage complex risks and compliances. We deliver real time, up to date, current information.

Our **HOTLINE TO HR** system allows companies to reduce their financial and legal exposure. By implementing our system, companies have thousands of dollars of resources available to them to support them in the successful facilitation and management of all aspects of their human resources.

**HOTLINE TO HR** is proud to be a Canadian company offering 24/7 bilingual Human Resources support across North America to over 2,000 members. Each month, our service is welcoming on average 50 new members ranging from small businesses to large corporations.

### *What Services We Do Not Offer*

**HOTLINE TO HR** is a bilingual 24/7 Human Resources telephone and email support system for businesses.

We **DO NOT** offer any of the following services:

- Employment Recruiting or Staffing Services
- Payroll Services
- Group Health Benefit Plans

In our "Chamber Affinity Program Agreement", we stipulate that all other services requested by a chamber member via **HOTLINE TO HR** other than our service will be forwarded to the President of the according chamber.

**HOTLINE TO HR** will address any issues or concerns from Chamber members regarding our service. We enhance the chamber by referring inquiries for other services to Chamber members. *(Example: Recruiting, Training, Employment Law)*

## Benefits To The Chamber

As part of the Chamber Affinity Program, **HOTLINE TO HR** will benefit all chambers with the following:

- **HOTLINE TO HR** service for the chamber including one dedicated HR professional
- Specific monthly Human Resources related articles for chamber newsletters
- Free issue-specific round table series. **HOTLINE TO HR** will offer issue-specific round table seminars at no cost to the chamber; however the chamber is free to charge a nominal fee and/or receive sponsorship for the event. All fees will strictly belong to the chamber. In addition, these seminars can be put on in partnership with other members including Health Benefits Companies, Business Insurance Brokers/Agents, Payroll Companies, etc....
- Align with and promote the chamber network in effectively representing the interests of businesses across Canada
- Build a unique bilingual service offering which would clearly differentiate the Chamber network from other horizontal business associations

## How Do We Compare

VALUE ADDED SERVICES	GOVERNMENT	HOTLINE TO HR	LAW FIRMS
Advise on <b>ALL</b> legislation using only 1 <b>toll free #</b>	NO	YES	NO
Advise on how to apply <b>ALL</b> Legislation	NO	YES	NO
Do all the "LEGWORk" and <b>research</b> for employers to find the correct answer	NO	YES	NO
Advise how individual situations are effected by <b>ALL</b> Legislation	NO	YES	NO
Inform companies <b>directly</b> on new upcoming Legislation	NO	YES	NO
Advise on <b>Payroll</b> processes and practices	NO	YES	NO
Issue <b>Safety Alerts/Bulletins</b> directly to companies	NO	YES	NO
Advise on how to handle <b>employee issues</b> properly and effectively	NO	YES	NO
<b>24/7</b> access via toll free # and e-mail	NO	YES	NO
Publish Wage Surveys <b>automatically</b> and forward to employers on an annual basis	NO	YES	NO
Legal counsel on staff to help employers, specializing in <b>Labour Law and WSIB</b>	NO	YES	NO
Assist in the development and implementation of <b>Company Policies</b>	NO	YES	NO
Able to provide <b>Human Resources Templates</b> such as Job Descriptions, Task Analysis, Discipline Paperwork, manuals etc.	NO	YES	NO
Advise what <b>common practices</b> are used among employers	NO	YES	NO
Able to assist with employee situations <b>on-site</b> (same day)	NO	YES	NO
Allow employers to <b>concentrate on core business</b> by getting them the answer – <b>saving time and money</b>	NO	YES	NO
Have reps with experience in <b>union and non-Union</b> environments	NO	YES	NO
Minimize you legal and financial exposure	NO	YES	NO
Be your <b>FULL SERVICE off-site</b> Human Resources Rep	NO	YES	NO
Have HR reps <b>experienced in non-government work environments</b> , who understand how to run a business	NO	YES	NO

## Exclusive to Chamber Members Only

All new clients of **HOTLINE TO HR** affinity program will receive a free "Employee Hand Book" (Valued at \$500.00). This will be exclusive to the affinity program only.

## *The Program and How It Works*

The **HOTLINE TO HR** affinity program has been developed with a low administration structure.

Our program will generate revenues required to support and sustain the chamber network. We have stipulated in our agreement, if a subscriber to our service cancels their chamber membership, they will also forfeit their membership to **HOTLINE TO HR**.

### *Local Chambers*

By partnering with **HOTLINE TO HR**, chambers will have the benefit to offer their members a unique value added service addressing a Human Resources Support service as well as generating a recurring revenue stream.

Our service will provide unparalleled member services and support that exceeds expectations.

**HOTLINE TO HR** chamber revenue details:

- 10% of the monthly fee (\$5.00) for each member to sign up for the service
- 20% for all other services requested by member.

<b>Examples:</b>	Human Resources Audit	Our Fee: \$500	Chamber Payment: \$100.00
	Health & Safety Manual	Our Fee: \$750	Chamber Payment: \$150.00
	Work Share Application	Our Fee: \$500	Chamber Payment: \$50.00

- All fees will be paid quarterly of a fiscal calendar year including a detailed report break down of all accounts belonging to corresponding chamber. (**HOTLINE TO HR** will provide a payment schedule)
- Up to 5% of the yearly net sales will be dedicated towards marketing and/or advertising. **HOTLINE TO HR** will mandate the use of all marketing reimbursement monies within each chamber.

### **MARKETING & ADVERTISING REIMBURSTMENT CHART**

2%	Based on 25 to 49 Accounts
3%	Based on 50 to 99 Accounts
5%	Based on 100+ Accounts

- All Marketing & Advertising fees will be paid yearly including a detailed report break down of all accounts belonging to corresponding chamber. (**HOTLINE TO HR** will provide a payment schedule)

## *Program Governance*

The **HOTLINE TO HR** affinity program will be under the strict supervision of the following officers:

### Executives

**Domenic Richichi** ~ **President**

- Ensures that **HOTLINE TO HR** maintains its corporate philosophy and structure
- Handle all issues and concerns from chamber presidents regarding the program and services under the affinity program guidelines
- Manage and develop all resources required to ensure that the program is effective and maintains the **HOTLINE TO HR** service
- Service all calls and emails regarding **HOTLINE TO HR** service requests for each individual chamber

**Don Hearn** ~ **VP, Operations**

- Develop and implement new procedures to increase and improve the entire **HOTLINE TO HR** infrastructure and service
- Through the development and management of our professional human resources and legal team, they will create, maintain and implement all human resources documentation, legislative updates and procedures
- Assist the President in regard to handling calls and emails from chambers regarding **HOTLINE TO HR** service requests

**Enzo Logozzo** ~ **Director, Sales**

- Implement the affinity program across the chamber network
- Work with the chambers to promote **HOTLINE TO HR** affinity program to their members.
- Plan use of marketing/advertising reimbursement monies with chambers

### The Team

The **HOTLINE TO HR** team is comprised of real world management experienced professionals from multiple industries across North America.

The **HOTLINE TO HR** team has applied its extensive expertise to all areas of Human Resources including Health & Safety. Our team have engaged with hundreds of organizations, ranging from the world's largest retailers to small non-profit organizations. Whatever your Human Resources need, our team has the experience, resources, and passion to help you succeed.

## *Frequently Asked Question About Us*

Since our program was developed by Local Chambers for Local Chambers, we spent a great deal of time listening to the Chambers regarding concerns of our Affinity Program. The majority of the Chambers had the same questions and concerns therefore we put together a FAQ question to answer the most common questions and concerns.

### 1. Our Chamber has other HR Consulting Companies as Members. How does this affect them and our relationship?

We understand that current members will be concerned regarding our service however it is very important for them to understand what we offer and how we can help them! We strictly bring 24/7 support for daily questions regarding the entire Human Resource function. All other services requested outside our services get referred to the Chamber President so they may recommend other members therefore increasing the value behind their Chamber membership. Some services we would refer back to the Chamber include Payroll, Staffing & Recruiting, Training, etc...

If any member has any questions or concerns, please feel free to have them contact us directly and we will be more than happy to speak to them further regarding this program.

### 2. Our Chamber has many lawyers as members. How does your service affect them and our relationship?

Yes, we do have our own internal legal team however it is strictly used by our Human Resources team to handle complex questions and situations where there is high financial and legal exposure. Our members have no direct access to our legal team.

In our flat monthly rate, we will direct members how to handle certain situations and provide proper documentation in case a situation has to go to mediation or court therefore reducing their legal costs however once legal counsel is required, we will once again refer it to the according Chamber President so they may recommend other members.

Once again, if any member has any questions or concerns, please feel free to have them contact us directly and we will be more than happy to speak to them further regarding this program.

### 3. How will HOTLINE TO HR market the program to our members?

We will help all participating Chambers market the program to their members. Not all Chambers are a like so we will customize our marketing plan for every Chamber. Our plan consists of emailing all members an introduction email and introduction phone call making them aware of the program and benefits of our service plus we will provide the chamber with articles to put in newsletters. The introduction email and phone call will be strictly an introduction.

As our program is a "**partnership**", we do expect the Chamber to also market the program, including it in their newsletter or e-newsletter, utilizing articles provided by us, other HOTLINE TO HR material, etc..... We found Chambers to be one of the most innovative and creative organizations in North America so we welcome all your ideas.

Working together as "**partners**" the better we can market the program. As a result we will see many members receiving a value-added service supplied by their local chamber, and the Chamber will maximize its residual income and marketing funds potential!

### 4. How can HOTLINE TO HR handle so many clients across Canada?

We use an innovative system which allows calls and emails to be handled in large volume 24/7. Currently we have over 2,000 members across North America. Our clients are serviced by our large knowledgeable team and received their answers in a quick and timely manner. Our team addresses questions and concerns usually within the first call however there are times where we must consult with our legal team and/or our other resources to ensure that all avenues are covered. In more complex situations, our clients we have a solid answer within two business days.

## *What Our Clients Are Saying*

"HOTLINE TO HR is a cost effective human resource solution that can benefit all businesses small and large. This service can literally save you hours of your valuable time and ultimately protect your bottom line. I am so thankful I was introduced to HOTLINE TO HR. The service that they provide allows me to concentrate my efforts in areas which are most productive. When HR advice or guidance is requested, Hotline to HR is quick to respond with the information or solution that I need saving me not only time and money but just as important, if not more, peace of mind."

*Deborah Bonk Greenwood - President & CEO, Vaughan Chamber of Commerce*

"HOTLINE TO HR is like having my own human resources department. Support is available to me 24/7 by telephone or email. I found their services to be professional and invaluable as a small not for profit business association."

*Debra Scott - President & CEO, Newmarket Chamber of Commerce*

"I have been using HOTLINE TO HR service for 1 year now and I am pleased to say that I have always found the staff to be pleasant, professional and incredibly proficient. I find the emailed updates excellent in the fact they are clear and straight to the point on numerous HR topics. I would recommend your services in a heartbeat; you offer an impeccable service for an unbeatable price."

*Yvonne E. McCurbin - HR Manager, Samuel Steel*

"I would like to take this opportunity to express my appreciation to your company for the outstanding service that has been provided to our company. I must admit that your timely and accurate services and information have far exceeded my expectations."

*D.N Kobayashi - General Manager, Sun Valley Foods*

"HOTLINE TO HR has been a great compliment to our existing Human Resources Department."

*Mark Falbo - VP of Business Development, Mircom*

"Thank you very much for a copy the policy requested. I'm very happy with HOTLINE TO HR as "consultant" to our organization to date and to your responsiveness to my queries."

*Sandra Hansson, HR Manager – ESBAR a Eberspaecher group of companies*