



February 19, 2016

To Our Valued Chamber Members

Recently we agreed to participate in a video program with the City of Brockville. This program was designed to showcase the many great attributes of the City of Brockville and, in addition, to profile the Chamber of Commerce and some of the benefits of being a member. Our participation was at no cost to us and actually offered us a way to help us increase our membership.

The company that is producing the video, CGI Communications, sought a letter from the Chamber to explain this initiative and we provided that to them as well as placing a copy of this letter on our website. Concerns were brought forward from some of our members that this letter went further than originally intended and that it was seen as an endorsement from the Chamber for this company. It was also implied that they could then to use the Chamber's endorsement to secure sponsorships.

We should never be seen to endorse any vendor, either directly or implied. This is the case for both members of the Chamber or non-Members.

We have removed the original letter from our website and we have instructed CGI that they are not permitted to use the letter to secure sponsorships or to use any implied endorsement from, or partnership with the Chamber in their discussions with potential sponsors and they have agreed to comply.

We sincerely apologize to all parties concerned for this oversight on our part and we appreciate the fact that members have brought this to our attention.

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