

April 29, 2024 AGM Keynote Speakers

CCIL is pleased to announce Michael Kirwin and Marvin Cruz as keynote speakers for the 30th AGM to be held on April 29, 2024.

Michael Kirwin is the Senior Vice President of Business Development for the Canadian Federation of Independent Business (CFIB). CFIB is the largest independent business association in Canada with over 99,000 member businesses. Mike has been with CFIB for over 30 years and has held a number of positions including General Manager for Southwestern Ontario and then Senior VP Sales, supervising about 200 CFIB salespeople across Canada. More recently, Mike has been working to promote the benefits of CFIB membership to franchise groups and associations.

Michael will provide a brief overview of the benefits of CFIB membership. As a member of CCIL, your organization has automatic membership in CFIB and has access to its various programs, including advice and information on HR and other business-related topics, on-line learning tools and savings programs.

Marvin Cruz is Director of Research for the Canadian Federation of Independent Business (CFIB) in Toronto, where he is responsible for producing surveys for member feedback and direction, as well as research reports on issues relating to small and mid-sized business. Since joining CFIB in 2000, he has prepared various reports on a wide range of topics including taxation, workers' compensation, red tape, public sector pensions, and the payments industry. He is a graduate of the University of Toronto with a bachelor's degree—majoring in Economics.

Marvin will provide insight into the current business climate and outlook, with emphasis on the construction industry.

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