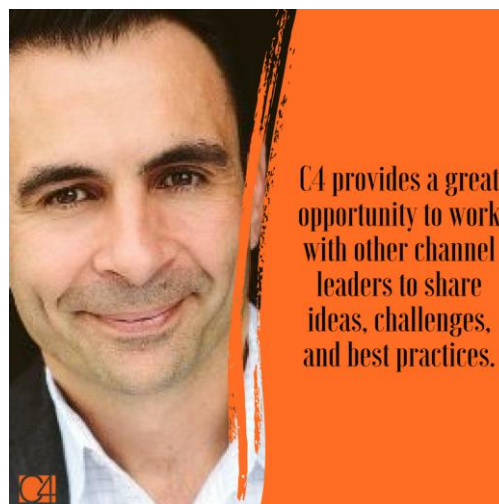




### Looking for a Channel Mentor? C4 has some new options for you!

Channel business managers and leaders are tasked with making strategic, critical decisions. Moreover, in this fast-paced, constantly evolving industry, they have to do so with little, or at best imperfect, information. Facing these and other challenges can be difficult without the benefit of experience and the support of a mentor. To accelerate the growth of the next generation of channel leaders, the unique C4 Mentorship Program was created. [Learn More.](#)



### Open source pioneer joins the Canadian Channel Chiefs Council

One of the pioneers of the open source movement has joined the Canadian Channel Chiefs Council (C4) as a corporate member.

After successfully building the C4 Board of Directors, the council has been welcoming new corporate members, and SUSE... [Read more.](#)



Calling all C4 members...

***YOU'RE INVITED TO OUR  
AGM IN TORONTO***

May 23, 2018.

The AGM takes place May 23 at 1:30 pm at the Verity Club. The first 90 minutes is exclusively for the Board. The following 90 minutes- all other members and guests are permitted. During this time, participants will be divided into groups to discuss the challenges and opportunities in Channel Marketing and Channel Finance. Networking begins at the conclusion of the discussion. See all the details [here](#).

### **Channel Stories from the Trenches**

You've got to know how to delete stuff. It's not a profound insight, but it was a poignant one that brought nodding heads and laughter to a roundtable discussion on social media held recently with technology marketers in the Channel. [Read more](#)

### **Luc Villeneuve Featured on the 'President to President' Series**

Luc Villeneuve, Red Hat's General Manager for Canada, and valued member of the C4 Board was featured in a recent episode of ITWC's President to President interview series. [WATCH NOW](#) and learn a little more about Luc.

### **Don't miss the 'Attracting Women to Sales' Workshop at the Top 100 Solution Providers Gala, April 25, 2018.**

Do you look around your organization and wonder why there aren't more women on your team? Women have the characteristics and skills that make them natural fits for sales: the ability to build trust; nurture relationships; and listen and provide recommendations, but they represent only 39% of the workforce in sales generally and less in the technology sector. [Learn more.](#)

### **The presentation is sponsored by the Canadian Channel Chiefs Council.**

[Register Now](#)

### **Looking for education material on Channel issues?**

Don't forget to check out the [resources link](#) on the C4 website. You will find:

- Three years of Channel Benchmark studies,
- The 2017 IDC study on the Channel and the cloud
- Links to our on-demand webinars on channel incentives and the five things it takes to be a channel chief.

### **CDN is looking for recommendations**

CDN is looking for recommendations of people in the Channel that deserve special recognition. This year, Greg Myers will be recognized with a Lifetime Achievement Award at the Top 100 Solution Providers Gala, but CDN has numerous award programs throughout the

year that offer the opportunity to acknowledge individuals who are making a difference in the Channel.

We are open to nominations of any kind, but right now CDN is looking for nominations for [Mentor of the Year](#) and a female [Rising Star of the Year](#). We invite you to nominate today or share a name with [Steve Proctor](#).

---



[Share](#)



[Tweet](#)



[Forward](#)