



## Our Mission

*To NURTURE,  
SUPPORT and  
SUSTAIN  
the business  
community of  
TRENT HILLS.*



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- Karen Gainor, *President*
- Neil Graham—*Vice-president*
- Charlie Thompson, *Treasurer*
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- Donna Bennett
- George Gordon
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- Tanya Orr
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#### *Municipal Representatives:*

- Rosemary Kelleher-MacLennan
- Camille Edwards



### Trent Hills & District Chamber of Commerce

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## President's message

Congratulations are in order to one of our Chamber members, Community Living Campbellford/Brighton, celebrating a Canadian 'first', upon learning that The Council on Quality and Leadership Canada recommends that the agency receive a four-year accreditation. Staff and volunteers are to be commended for this wonderful achievement.

The government relations committee has been very busy this past couple of months, first hosting a very successful Candidate Training Workshop and then an All Candidates Night last week. Hosting all candidates nights during elections, whether it be provincial, federal or municipal, is a key role that the chamber continues to play bringing all the candidates together providing an opportunity for the public to become informed and better educated.

New this year, Partners in Action—Tourism Marketing Focus Meeting, will bring together tourism stakeholders on November 7 to gather and share information on marketing plans for the future. A fine example of "partners in action" is the CHEX TV commercial project, mentioned in the tourism update on pg. 2.

Over the past year the Trent Hills Economic Development Committee has been working on the Business Retention and Expansion Survey and a report and action plan was presented at a public meeting last month. If you are interested in receiving a copy of the report, please let us know.

I am sad to announce that Mimi Silk has resigned from the board, as she has taken a transfer to Blind River. Her expertise, enthusiasm and dedication will be greatly missed. If you have an interest in joining the board, please let me know.

Here's to continued success,  
Karen Gainor—*President*

## Tourism Committee Update

This fall has seen a lot of activity from the Tourism Committee here at your Chamber. The CHEX TV campaign was successfully launched to a packed house at the Westben Arts Festival Theatre in late September and received great reviews! Better than that, however, is the response the commercial spot is generating for our [visittrenthills.ca](http://visittrenthills.ca) tourism portal which gives web users a quick peak into the great things happening in Trent Hills and provides links to the Trent Hills website for details. While the [visittrenthills.ca](http://visittrenthills.ca) web address is now being used extensively in our advertising it was launched with the television campaign and gave us a great indication of how effective the commercial is. Watch for an updated version of the ad to take us through the holiday season. Thanks to the partners who helped to make this television campaign a reality; the Municipality of Trent Hills, Campbellford BIA, Hastings BA, Warkworth BA and your Trent Hills & District Chamber.

Next up on the Tourism schedule is a Tourism Focus meeting called **'PARTNERS IN ACTION'**. This event is taking place on November 7<sup>th</sup> and promises to be a great opportunity for stakeholders in the Tourism business to work together in promoting Trent Hills as the perfect destination! For more information contact the Chamber.

Your Tourism Committee at the Chamber is always looking for new and innovative ideas so if you have anything you'd like to share please let us know! As we say at the Chamber, 'Together we can make it happen.' — *Neil Graham, Tourism Committee Chair*

### Television campaign launched with support of NCFDC

Last month, Northumberland Community Futures Development Corporation (CFDC) along with the Hastings Business Association, Warkworth Business Association, Campbellford Business Improvement Area, Trent Hills & District Chamber of Commerce and Municipality of Trent Hills were pleased to announce a new fall television marketing campaign for Trent Hills. A launch was hosted at Westben Arts Festival Theatre, one of Trent Hills many unique tourism facilities, to provide area businesses and residents with the opportunity have a first look at the campaign.

The campaign is a 60 second day tripping vignette that will feature a variety of destinations throughout Trent Hills and will air on the CBC affiliate CHEX Television from October to December. The project has been lead by the 5 local partners

mentioned above and has been funded by the Northumberland CFDC through the Eastern Ontario Development Program. "There has been a tremendous effort to cooperatively market Trent Hills", notes Trent Hills Mayor Hector Macmillan. "And as a result we are now able to develop a television campaign. The Municipality greatly appreciates the support of our local partners and the Northumberland CFDC to help make Trent Hills a recognized tourism destination."

"I am very supportive of the initiative put forward by the community of Trent Hills," noted Rick Norlock, Member of Parliament for Northumberland-Quinte West. "Also, I am very pleased that the Municipality could access the Eastern Ontario Development Program, a program that I and my Eastern Ontario colleagues were able to maintain."

"This is a superb project to support through the Government of Canada Eastern Ontario Development Program. The many partnerships forged to increase awareness of the area as an exciting destination in new and innovative ways is bang on. Hat's off to the Trent Hills community for their continued leadership strides." said Wendy Curtis, Assistant General Manager of Northumberland CFDC.

The Eastern Ontario Development Program (EODP) is a \$10-million Government of Canada initiative which promotes socio-economic development in rural Eastern Ontario, encourages a competitive and diversified regional economy, and contributes to the successful development of business and job opportunities and sustainable, self-reliant communities.

## **Business Retention and Expansion Survey final report presented**

The Business Retention and Expansion Survey was conducted by the Municipality of Trent Hills, in partnership with the Trent Hills Economic Development Committee (EDC), between April 2005 and January 2006. 57 businesses, out of 70, participated in the project representing a cross section of the business community.

The municipality presented a final report and action plan to members of the public in September and key findings of the study indicate that action plans should be focused on the following areas: Human resources; improved technology infrastructure; transportation; medical services; business development; business taxes; serviced land; cooperative marketing; signage; parking; façade/building improvement; retail recruitment; improved recreation and cultural infrastructure.

Several partners have been recommended to act upon the issues identified and the chamber's role will be involved in Customer Service Training; Financial Planning and Business Seminars; and Cooperative Marketing. The Nov. 7 tourism marketing focus group is the first example of our partnership in this action plan. Look forward to receiving more information as the programs develop in the coming months.

The EDC is to be congratulated on the completion of this report and the steps they are taking to produce results.



### **MEMBERSHIP BENEFITS**



### ***Did you know...***

The Trent Hills & District Chamber of Commerce in conjunction with the Ontario Chamber of Commerce (OCC), is providing our members with a special group discount to access BidNavigator.com's business lead service.

BidNavigator.com gives you easy access to a \$100 billion dollar industry that many businesses don't tap into — government contracts. The federal, provincial and municipal governments, along with other government organizations such as school boards, hospitals and academic institutions purchase virtually everything imaginable.

These organizations require management consulting services, legal counsel, food and beverage service, special events planning, uniforms, office supplies, automobiles, computers, cleaning services, security, translation...and the list goes on. Contrary to popular belief, construction is only one small part of what the government purchases. These contracts are available for you to bid on, and can be extremely lucrative.

BidNavigator.com offers an email notification service that informs you of bids matching your company profile. These opportunities would be very time-consuming for each company to source on their own, but you can get all the information you need and leave the searching to BidNavigator.com.

When you sign up, you will also be making your company accessible to government purchasing managers (and soon private companies) to invite you to bid on contracts.

The Trent Hills & District Chamber of Commerce and the OCC encourage you to consider this service as a viable, cost-effective way to expand your business. You can try it free for 30 days before subscribing, with no obligation. Use the link at [www.trenthillschamber.ca](http://www.trenthillschamber.ca) for more information or to sign up.

**Chamber Office & Visitor Information Centre**  
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Monday to Friday—9 a.m. to 5 p.m.  
 Saturday and Sunday—11 a.m. to 3 p.m.

**Vehicle and Driver Licensing Office**  
**653-1579**

Monday to Friday—9 a.m. to 5 p.m.  
 Saturday—9 a.m. to 1 p.m.

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 FOR HOLIDAY DELIVERY***

<b>November 2006</b>						
<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
			1	2	3	4
5	6	7 <b>Tourism Marketing Focus Group</b> 7 pm Island Park Retirement Suites	8	9 <b>Government Relations</b> 8 am Chamber office	10	11
12	13	14 <b>Tourism Committee</b> 8 am Main St. Diner	15	16	17	18
19	20	21	22	23 <b>Membership Committee</b> 5:30 pm  <b>Board Meeting</b> 7 pm Chamber office	24	25
26	27	28	29	30		



***Together, We Can Make It Happen***