



TRENT HILLS & DISTRICT
CHAMBER OF COMMERCE

MEMBERSHIP NEWS

The Voice of Business

June 2007

Our Mission

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

Board of Directors

Karen Gainor, *President*

Brian Redden—*Vice-President*

Dorothy Noronha, *Treasurer*

Doreen Sharpe, *Past-President*

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President's Message

Your Chamber Board committees have been very busy lately. As prescribed in our mission to “nurture, support and sustain the business community” we are providing a very diverse group of events and activities over the coming months.

The government relations committee held a very successful breakfast meeting with Mayor and County Warden, Hector Macmillan, MPP Lou Rinaldi, and MP Rick Norlock. With 40 in attendance and lots of questions it was a very informative meeting, providing answers as to what direction the government and the local council is heading in regard to business interests and issues. We look forward to hosting more forums like this.

The membership committee is announcing an exciting new program, Chamber e-Learning Centre at the Skills Development Fair taking place on Thursday, June 7, 4:30 to 6:30 at Campbellford Community Resource Centre. E-Learning provides employee training anywhere, is low cost and most effective! All the other training opportunities in Trent Hills will be showcased at the Fair as well. All the details are on the enclosed flyer – a special offer is available only to those attending the Fair – you won't want to miss out!

The tourism committee is holding a workshop on June 21st, 5:30 to 7:30. Hollee Kew and Rita Byvelds from the Ministry of Agriculture Food and Rural Affairs will be presenting “How to Turn Community Events into Business Sales”. Turn to page 3 for details.

Don't miss out on the Service Excellence Training scheduled for Wednesday, June 6. So far this year 50 employees and business owners have been trained in Trent Hills! We will be recognizing businesses that have achieved a special Organization Designation at the Skills Development Fair.

The new Trent Hills Visitor Guide is now out. The new design looks fabulous! This is the fourth year for a visitor guide and we're constantly looking for ways to ensure that Trent Hills stands out as The Perfect Destination!

Wishing you continued success,
Karen Williams Gainor, President

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Source Training Opportunities Available in Trent Hills

The Trent Hills and District Chamber of Commerce is joining together with local organizations to host a Skills Development Fair and Business Card Exchange on Thursday, June 7, 4:30 to 6:30, at Community Resource Centre, 65 Bridge St. E., Campbellford. "The Business Retention and Expansion Survey Report prepared by the Municipality of Trent Hills, identifies employee skills training as a priority," said Karen Gainor, President of the Chamber of Commerce. "Showcasing all the available skills development programs provides an excellent opportunity to explore learning new skills, enhancing or upgrading existing skills, or to create personal learning opportunities that will meet your needs."

Representatives and information will be on display from Campbellford Community Resource Centre, CDHS Off-Site Phoenix

Program, Chamber e-Learning Centre, Workforce Development Board, and the Chamber Service Excellence program. *SEE ENCLOSED FLYER FOR COMPLETE DETAILS.*

"We're excited to launch a brand new program, The Chamber e-Learning Centre, that will enhance existing programs already being offered," said Doreen Sharpe, Chair of the Membership Committee. "The successful Service Excellence program launched this past January reinforces the importance of cost-effective and convenient programs available right here in Trent Hills."

The Fair is open to everyone interested in learning about training opportunities and services available in Trent Hills. This is also an opportunity to meet fellow business owners and make new contacts through a business card exchange. There is no fee to attend, please RSVP to the Chamber at 653-1551.

Member Benefits

Did you know...

At the chamber office we have a display rack just for chamber members — drop off your cards today!

Who do you call when you need a service or product? The Chamber! Help us promote your business—let us know if you have changes in store hours, new product lines or services, and special events.



Do you have an event, new products, or special offer?

Tell your fellow chamber members!

Insert your flyer in our newsletter distributed to

240 members in Trent Hills and area.

Cost is only \$50—advance booking required call 653-1551



Turning Community Events into Sales for Business

Tools and tips to turn the crowd into customers...

Presented by **Hollie Kew** and **Rita Byvelds**

Economic Development Division, Ministry of Agriculture Food and Rural Affairs

Thursday, June 21

Hastings Civic Centre, 6 Albert Street East

Workshop Overview

1. Types of community events
2. What has been your experience, focusing on the business perspective of success
3. How to turn the crowd into customers—SALES
4. Buyer Behaviour
5. Understanding if your target market will be at the community event
6. Table top exercise...group work!
7. Examples of successful communities and tools used to reach your target market

Registration 5:00 pm Workshop 5:30 pm to 7:30 pm

Cost: \$9.43 + .57 GST = \$10.00 Includes meal and refreshments

Pre-registration required. Call the Chamber at 653-1551

or complete the form below and Fax Back to 653-1629.

FAX-BACK EVENT REGISTRATION—Fax 653-1629

Turning Community Events into Sales June 21

\$10 (includes GST)

Please register _____participants for this event @\$10.00 TOTAL: _____

Name: _____ Business: _____

Tel: _____ Fax: _____

E-mail: _____

Card # _____ Exp. _____ Date _____ Total \$: _____

Chamber Office & Visitor Information Centre
51 Grand Road, Box 376
Campbellford, ON K0L 1L0
Phone: 653-1551 Fax: 653-1629
Monday to Thursday—9 a.m. to 5 p.m.
Friday to Sunday—9 a.m. to 7 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.

Visa and Mastercard Rate Update
Last month's newsletter incorrectly stated 1.75% as the rate for Mastercard transactions. It should have read 1.89%. We have been advised there is a new contact for the program:

Harold Mann (705) 731-7917
harold.mann@firstdata.com

VISITOR INFORMATION SURVEYS

At the visitor information centre we informally survey our visitors about where they are from, why they are visiting and how they heard about us.

If you are interested in the data we collect, or would like to share the data that you collect, please contact:

Nancy Allanson, Executive Director

(705) 653-1551 or
info@trenthillschamber.ca



Together We Can Make It Happen



SERVICE EXCELLENCE

Training Session Wednesday, June 6

9 am to 3:30 pm

Island Park Retirement Suites, Campbellford

This program provides the basics of excellent and consistent customer service and focuses on the important role of the individual in building client loyalty and creating a positive impression of the operation. Recognition includes a lapel pin.

BENEFITS TO BUSINESS

- Helps create a consistent service standard within the company
- Provides employees with tools and techniques to build customer loyalty

TOPICS COVERED

- Customer Loyalty
- Service Commitments
- Teamwork
- Communication
- Connections
- Challenges
- WOW Them

Chamber Member Fee:

Chamber Member Course Fee: \$58.30 per participant
Includes lunch, refreshment breaks, resource manual, lapel pin and certificate.

Call the Chamber at 653-1551 to reserve.

Pre-registration required.