



Our Mission

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



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Trent Hills & District Chamber of Commerce

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President's message

The Power of the Chamber was evident at last month's Chambers Northumberland event hosting the President of the Canadian Chamber of Commerce, Nancy Hughes Anthony. Ms. Hughes Anthony praised the alliance as an innovative and positive step in strengthening the chamber network and in giving more power to business to influence government - here and at Queen's Park in Toronto and on Parliament Hill in Ottawa. We have included a brief overview of Ms. Hughes Anthony's presentation on Pg. 2.

Another Chambers Northumberland event, the funding fair, was well attended and several businesses from Trent Hills took the opportunity to explore the funding alternatives available. Questions were answered, information shared, and plenty of printed materials were distributed to assist both the brand new entrepreneur and the seasoned business owner.

We're excited about the premiere of our new seminar series—Business Excellence Series: Capturing the Local Market that we are hosting on April 11th. This workshop is the culmination of the Shop Local Shop Smart project. The survey responses clearly indicated that customer service is a priority—it is key to keeping your customers and developing new customer relationships. Our keynote speaker, Ron Downey, will inspire you to create a customer service excellence environment with his presentation "Get your Team on the Ball". In addition to the keynote speaker there will be breakout sessions covering marketing, visual merchandising, funding, and developing a business plan. You will have a choice of attending 2 of the breakout sessions, and the smaller group size will enable interaction between the facilitator and participants. Cost is only \$15 for chamber members, includes a light dinner and we have an exclusive offer on pg. 3 for ticket orders of 2 or more. Attached is a flyer with all the details of this exciting Business Excellence Series. Be sure to register early, you won't want to miss your preferred breakout session.

A thank you to municipal council for listening to the interested parties that provided input on the proposed reconstruction of the watermain and sanitary sewers in downtown Campbellford. The chamber urged the delay stating this would give businesses a year to recoup from lost business due to bridge reconstruction and Campbellford would be presented in its best form for the momentous occasion of their Centennial. A public meeting was held on March 1, with board members from the Chamber, the BIA, business owners, and residents in attendance.

Karen Gainor—*President*

MEMBERSHIP BENEFITS

EXCLUSIVE OFFERS

One of the benefits of membership is an opportunity to receive exclusive offers. Through our membership with the Ontario Chamber of Commerce we are able to provide you with discounted merchant rates, access to a group insurance plan and Bell Mobility corporate rates.

New this month is a special discount for Chamber members only that we are offering for the April 11th seminar. Don't forget to clip the coupon when you register.

We would also like to develop a Member to Member Discount Club. If you are interested in providing an exclusive offer or discount for Chamber members, please let us know. Businesses that are participating in the Member to Member Discount Club will be announced in the newsletter, posted on the website, and identified in the 2006 Membership Directory. Information packages distributed to new members will also contain Club information. What a great way to introduce your service or product to your fellow Trent Hills businesses!

**BUSINESS
EXCELLENCE
SERIES:
Capturing the
local market**

**Tuesday
April 11**

15% Exclusive Membership Offer

Present this coupon to the chamber for a 15% discount on April 11 ticket orders of 2 or more. Discount offer is available to chamber members only and must be prepaid.

Business Name: _____

Qty. of Tickets: _____ X \$15 = _____

Less 15% discount _____

Plus 7% GST _____

TOTAL: _____

Tourism Demand Generator Workshop

Provide stakeholders and tourism operators with tips, tools and techniques to identify and strengthen their key tourism motivators; and to support attractions with the objective of increasing tourism visitation and expenditures. The workshop presented by Northumberland Tourism is being held Monday, April 3, 9:30 am to 3 p.m., Keeler Centre, 80 Division St., Colborne. No cost to attend but **space is limited**.

RSVP by March 24 to Patricia Yardy at 1-800-354-7050 ext. 234 or info@northumberlandtourism.com. Lunch will be provided.

Beyond the City Lights Rural Tourism Conference *Community Assets at Work*

Tuesday, April 25

Baker's Hill Banquet Hall
555 Parkhill Road E., Peterborough
9 am—4 pm

Registration \$53.50, includes lunch
and refreshments.
Deadline to register is April 18.

Keynote Speaker

What is Your Niche?

Todd Lucier, Corporate Quest

Key Motivators in

Choosing a Destination

D'Arcy McKittrick, The Tourism
Company

Marketing Your Community

Assets Panel Discussion:

*Developing Your Market
in a Small Community*

Paul Portelli, Paul Portelli Gallery

Staging a Successful Event

Aengus Finnan, Musician & Shelter
Valley Folk Festival

*Using Local Culture and Heritage
to Your Benefit*

Ken Doherty, Director of Community
Services City of Peterborough

To register contact Peterborough and
the Kawarthas Tourism
(705) 742-2201 or 1-800-461-6424

Chamber Office & Visitor Information Centre
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Phone: 653-1551 Fax: 653-1629

Vehicle and Driver Licensing Office
653-1579

Monday to Friday—9 a.m. to 5 p.m.
 Saturday—9 a.m. to 2 p.m.

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

March 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
12	13	14	15	16	17	18
19	20	21 Tourism Comm. 8 am Warkworth Diner Membership Comm. 5:30 pm Chamber office	22	23	24	25
26	27	28	29	30 Board Meeting 7 p.m. Chamber office	31	

April 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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2	3 <i>Tourism Demand Generator Workshop</i> 9 am—3 pm Keeler Centre, Colborne To register: 1-800-354-7050	4	5	6	7	8
9	10	11 <i>Business Excellence Series: Capturing the Local Market</i> 5:30—9 pm Pine Ridge Golf	12	13	14	15
16	17	18	19	20	21	22
23	24	25 <i>Rural Tourism Conference</i> To register: 705-742-2201	26 <i>Economic Development Summit</i> Contact : Brenda Otto 653-1900 xt. 239	27 Board Meeting 7 p.m. Chamber Office	28	29
30						