



Our Mission

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



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- Camille Edwards



Trent Hills & District Chamber of Commerce

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Campbellford, ON K0L 1L0
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E-mail: info@trenthillschamber.ca
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President's message

We are very excited to hear that *Blommer Chocolate Company* has purchased the World's Finest Chocolate manufacturing facility and are continuing with many of the same excellent employees. It's still very important to spread the word that the Outlet Store will remain open—it's a favourite stop for our visitors with a sweet tooth.

As you gear up for the spring market, take an opportunity to grow your business by applying the principles you learned at the Capturing the Local Market seminars, or if you would like to build your leadership skills, we're hosting our second seminar in the *Business Excellence Series, Leadership As An Art*, facilitated by Dr. Doug Galt. This group session is limited to 15, all the details are on Pg. 4.

The annual *Economic Development Summit* is taking place on Wednesday, April 26, where you'll hear from the inventor of "Roll Up the Rim to Win". We all know how successful that campaign is! Let's find out his steps to success so we too can enjoy the results of a winning marketing campaign. The Chamber has also been asked to participate and we'll be presenting some results from our Shop Local Survey. Special thanks to all the businesses that distributed the surveys, and especially to The Independent, The Community Press and The Shield for their generous support of the \$1,000 Trent Hills shopping spree.

Congratulations to two of our members receiving industry recognition, Church-Key Brewing and Westben Arts Festival Theatre. Church-Key received a silver and bronze award at the Wine & Cheese Show, and Westben received a runners-up award at the Tourism Federation of Ontario Forum. Member News on page 2 is a new feature to share member milestones, ownership or address changes and more.

The *2006 Trent Hills Visitor Guide* premiered at the Toronto Wine & Cheese show last month to rave reviews! Thanks to the 112 businesses that supported this key marketing tool. We've increased copies printed from 25,000 to 30,000 to increase our regional distribution. Did you know that 40% of Northumberland County's tourism is visiting friends and relatives (VFR)? Call the office to get copies so that you can be up to date on all there is to do and see in Trent Hills. Each month we'll be featuring highlights of our activities in the tourism sector through Tourism News.

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

Member News



Westben Arts Festival Theatre—Congratulations to the volunteers and staff at Westben for their nomination as one of two finalists in the Tourism Federation of Ontario Business/Event of the Year Award. Westben was recognized as runners up at a gala dinner in Toronto on Tuesday, March 28. Concerts at the Barn offer world class music in the wide open countryside.

Church-Key Brewing continues their award-winning success, receiving medals at the Toronto Wine & Cheese Show held on March 24-26. Church-Key's unique Chocolate Porter received silver, and the popular Northumberland Ale received Bronze. Just last month, Church-Key marked a significant milestone, serving their one millionth pint.

Celebrating a milestone, business moving, new ownership? If so, Member News is a forum in which you can let your fellow chamber members know what is happening. Submit your information (maximum of 100 words) to info@trenthillschamber.ca. Information will be printed at the discretion of the Chamber.

Tourism News



2006 Visitor Guide is now out. Last year we made the claim that Trent Hills was The Perfect Destination—now we have to prove it and this year's guide does just that! 40% of Northumberland Tourism is from Visiting Friends and Relatives and our increased distribution this year to 30,000 will help reach that market. Call our office at 653-1551 for copies.

The Toronto Wine & Cheese Show visitors discovered a few of the flavours of Trent Hills—Chocolate, Cheese, Beer and Bison! Please help us track our results, ask your visiting customers how they heard about Trent Hills.

Need a break? Take the Trent Hills Flavour Break driving tour October 1—22, and savour the tastes of Trent Hills, visit the Northumberland Arts and Crafts show, pick your favourite scarecrow Horticultural Society contest, and ?????????? Help us fill in the blanks by planning an event.



Come for a visit. Stay for a lifestyle.

Economic Development Summit

Wednesday
April 26th

7:00 pm – 9:00
pm

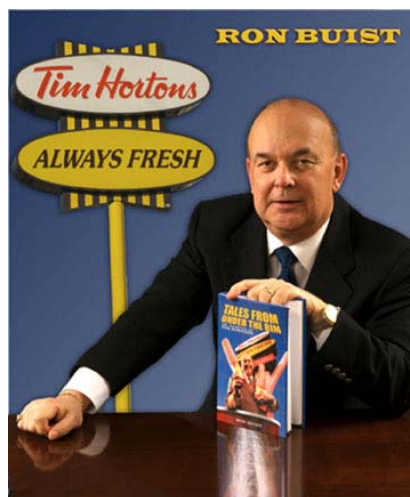
Island Park
Retirement Suites
18 Trent Drive,
Campbellford

Due to limited seating,
attendees should
register in advance by
contacting

Brenda Otto,
Community
Development Officer

(705) 653-1900 ext. 239

Inventor of "Roll Up the Rim to Win"



The Municipality of Trent Hills wishes to extend our appreciation to the following for their support in hosting this event:



CAMPBELLFORD/SEYMOUR
COMMUNITY FOUNDATION
a living legacy rooted in the community

The Twelve Steps to Retail Success

Drawing on his 24 years of marketing, Ron Buist provides 12 steps to success that are applicable to all businesses and services.

What are you doing to develop a stronger definitive business strategy?

How do your customers perceive your company's products and services?

Where do you see your business going in the next 10 years?

You won't want to miss this presentation!

EVENING HIGHLIGHTS INCLUDE:

2005 Economic Development Review

Trent Hills & District Chamber of Commerce:

Shop Local Survey

Market Feasibility Study:
Campbellford Business Park

Guest Speaker

Ron Buist:

"The Twelve Steps to Retail Success"



TRENT HILLS & DISTRICT
CHAMBER OF COMMERCE

Business Excellence Series: Leadership as an Art

Thursday, April 20
Island Park Retirement Suites
18 Trent Drive, Campbellford
5 p.m.—9 p.m.

MYTHS ABOUT LEADERSHIP

- ▶ Natural born leaders
- ▶ Rule by divine right
- ▶ The biggest will lead
- ▶ Education is required

DEFINING LEADERSHIP

- ▶ Developing oral communication skills
- ▶ Defining leadership
- ▶ Naming leaders and why
- ▶ The importance of Enthusiasm in leadership

**“Leadership as an Art—
you never develop
perfection,” Doug Galt.**

Facilitator Doug Galt will lead you through a 4-hour seminar to build and develop your leadership skills to achieve your business, community or personal objectives. Seminar outline listed below.

IMPORTANCE OF MOTIVATION

- ▶ Leadership vs. Management
- ▶ Leaders have the ability to inspire people
- ▶ Three styles of leadership and when to use what style
- ▶ What a leader is able to achieve

LEADERSHIP ATTRIBUTES

- ▶ Embracing responsibility
- ▶ Eliciting cooperation
- ▶ Visions
- ▶ Planning
- ▶ Oral communications

Raised on a dairy farm and trained as a veterinarian and veterinary pathologist, Dr. Galt knows the value of self-sufficiency, community effort, and hard work. He began his career in a private veterinary practice and went on to eventually head the Brighton Veterinary Services Lab., retiring in 1994. In the late 1980's Dr. Galt attended Queen's University in Kingston where he graduated with a Master's Degree in Public Administration in 1990.

Dr. Galt is a former warden of Northumberland County, reeve of Cramahe Township, and school board trustee. He has chaired the Northumberland United Way campaign, is a past district governor of Lions clubs International and recently joined the Lakeshore Shrine Club.

Dr. Galt, was elected to the Ontario Legislature in June 1995, and brought extensive experience in municipal politics, management and community service to the caucus at Queens Park. Doug chaired the following Task Force Committee's: Nutrient Management, Water Resource Management, the Premier's Task Force on Rural Economic Renewal and Ontario's Plastics Industry and Select Committee on Alternate Fuel Sources. In August 2002, Dr. Galt was appointed to Cabinet, as Chief Government Whip and Minister without Portfolio. He also served as Parliamentary Assistant to: Minister of Enterprise, Opportunity and Innovation in 2002; Minister of Agriculture, Food and Rural Affairs from 1999-2002; and Minister of the Environment and Energy from 1995 to 1999.

Limited space - 15 participants

Registration Fee: \$50 (plus GST) Members
\$60 (Plus GST) Non-members

There will be a Working Dinner at 6:30.

Contact the chamber to register at 653-1551 or

MEMBERSHIP BENEFITS

Did you know...

Here are 10 great reasons to take a closer look at the Chambers of Commerce Group Insurance Plan:

No Minimum Firm Size—Your company is eligible to apply even if it's a one-person operation.

No Industry Restrictions—All businesses are eligible to participate as long as they are members of a participating Chamber.

Guaranteed Approval—With 3 or more full-time people, you can choose options that guarantee coverage to you and your employees.

Guaranteed Renewable—The Chambers Plan guarantees your firm can renew coverage as long as you pay your premium each month.

Rate Stability—Claims are averaged over more than 20,000 companies just like yours. Higher than usual claims one year! You won't be singled out for a price increase.

Not-for-profit—The Chambers Plan operated under the direction of the not-for-profit Chamber Insurance Corporation of Canada, by Chamber people, for Chamber people.

Outstanding Service—The plan's service centre works in concert with your exclusive, local Chambers Plan agent to give you answers to all your questions.

Fast, Accurate Payments—Most health and dental claims turn around under 48 hours. You can also opt for pharmacy card and electronic dental claim submission, and even direct deposit to employee bank accounts.

You Choose the Coverage—Every firm participating in the Chambers Plan has a custom group benefit program, based on the coverage the owner selects.

Chamber Office & Visitor Information Centre
51 Grand Road, Box 376
Campbellford, ON K0L 1L0
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.

April 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2		4	5	6	7	8
9	10	11 <i>Business Excellence Series: Capturing the Local Market 5:30—9 pm Pine Ridge Golf</i>	12	13	14	15
16	17	18 8 am Tourism committee Warkworth Diner 5:30 pm Membership committee Chamber Office	19	20 <i>Leadership as an Art Guest Speaker: Doug Galt 5—9 pm Call 653-1551 to register</i>	21	22
23	24	25 <i>Rural Tourism Conference To register: 705-742-2201</i>	26 <i>Economic Development Summit Contact : Brenda Otto 653-1900 xt. 239</i>	27 Board Meeting 7 p.m. Chamber Office	28	29
30						

Smoke-Free Ontario Act

The provincial government has enacted the Smoke-Free Ontario Act and beginning May 31, 2006, smoking will be prohibited in all enclosed workplaces as well as all enclosed public places not used as a primary place of residence. The Act will also limit the sale, distribution and use of tobacco products and enact stricter measures so that underage youth cannot buy cigarettes. The Act will also ban the large displays of cigarettes currently seen in retail stores.

To learn more about the Smoke-Free Ontario Act, contact the Health Unit toll-free at 1-866-888-4577 or visit www.hkpr.on.ca. The Health Unit will be hosting an Information Session in June, next month's newsletter will have the complete details.