



Our Mission

*To nurture, support
and sustain
the business
community of
Trent Hills.*



BOARD OF DIRECTORS

Doreen Sharpe, *President*
653-0551

Karen Gainor, *Vice-President*
632-1435

Charlie Thompson, *Treasurer*
653-3194

Directors:

Eric Dickinson

Neil Graham

George Gordon

Sue Locke

Tanya Orr

Brian Redden

Mimi Silk

Sarah Wellman

Municipal Representatives:

Rosemary Kelleher-MacLennan

Camille Edwards



Trent Hills & District Chamber of Commerce

51 Grand Rd., PO Box 376
Campbellford, ON K0L 1L0

Phone: (705) 653-1551

Fax: (705) 653-1629

E-mail: info@trenthillschamber.ca

www.trenthillschamber.ca

President's message

It is a very busy time at the Chamber with lots of exciting news! First, our appreciation goes to Ontario Tourism for recognizing our marketing efforts with a Bronze Award in the Best Tourism Marketing Campaign Under \$100,000. Congratulations to the Warkworth Business Association for their campaign "Take Home a Piece of Warkworth" earning them a spot in the top five finalists in the same category.

We have received approval for a \$16,000 grant from Trenval Business Development Corporation for the Eastern Ontario Development Fund Community Capacity Building Program, partnering with the Campbellford Business Improvement Area, Warkworth Business Association and Hastings Business Association to launch a "Shop Local" media campaign, develop and deliver a consumer survey, host a workshop, fund marketing campaigns for the individual partners, and recognize the businesses in an awards ceremony. (See page 3 for the award categories.)

We have also partnered with Chambers Northumberland and have received a grant to host three more county-wide events. The first is a business card exchange being held on Nov. 30 at Pine Ridge Golf Club (see attached flyer for all the details). The other two events will be held early next year and include a funding fair, featuring organizations that provide financial services for business, and a guest speaker that will focus on marketing your business. Watch upcoming newsletters for details.

Congratulations to management and staff at Dart Cup on their 20th Anniversary in Campbellford. Dart plays a key role in the community as an employer and supporter of community events, and we wish them continued success—*Doreen Sharpe, President*



Campbellford Santa Claus Parade

Theme: My Favourite Christmas Movie

Saturday, Nov. 26—3 p.m.

Showcase of Lights—5 p.m.

Get in the holiday spirit with the official lighting of Old Mill Park and enjoy the music of the season. Santa will be there with treats for the children. CSCF Youth Action Committee will be offering refreshments.

**Mark the beginning of the Holiday Season by joining in the festivities.
Decorate your window or call the Chamber at 653-1551 to enter a float.**

Warkworth Parade, Fri., Dec. 2 at 7 pm~~~ Hastings Parade, Sun. Dec. 4 at 1 pm

The Perfect Destination marketing campaign earns Chamber award

The Trent Hills & District Chamber of Commerce was honoured recently by Ontario Tourism in recognition of their marketing campaign The Perfect Destination. The Chamber was awarded Bronze in the Best Tourism Marketing Campaign under \$100,000.

“We take our role in tourism seriously and it is very exciting to be recognized by our partners in the tourism industry,” said Doreen Sharpe, president of the chamber. “Marketing Trent Hills as a destination can prove challenging, as it is a relatively new municipality, which is why we needed to develop a creative and memorable campaign. This award not only recognizes our efforts, it has elevated the awareness of Trent Hills with our peers in the industry.”

“We are very lucky to have local creative talent such as Dale Clark of Orangecap Design working with the chamber to create campaigns that get the

word out that Trent Hills is a special place to visit,” continued Doreen. “We are very proud to partner with the municipality to promote tourism in Trent Hills and appreciate the support of the many businesses that participated in this campaign to make it a success.” More than 80 businesses and business organizations participated in the campaign that included a unique approach to “The Perfect Destination” visitor guide creating a scrapbook look with first person experiences, Polaroid-style photos, ticket stubs and most importantly, advertising in keeping with the theme. A consumer show booth was created in the same style, as were marketing campaigns in Ontario based publications – Toronto Life and Ottawa Life magazines, Northumberland County Experience Guide, and In Ontario to name a few – all pitching the perfect destination of the Trent Hills communities.

“The Municipality is extremely proud of the creativity and commitment the Trent Hills & District Chamber of Commerce and the Warkworth Business Association have demonstrated in marketing our communities to potential visitors. It is very encouraging to receive this recognition from Ontario Tourism,” said Brenda Otto, Community Development Officer for the Municipality of Trent Hills. Brenda nominated both the Chamber and the Warkworth Business Association for the Best Marketing Campaign under \$100,000. A top-five honour was given to the Warkworth Business Association for their marketing campaign “Take Home a Piece of Warkworth” that appeared in magazines and newspapers locally, regionally and in the GTA. The association has also created a shopping bag available at local retailers and is working on a brochure. The other finalist was Sault Ste. Marie, Silver was awarded to Prince Edward County and Gold went to Scenic Caves Nature Adventures in Collingwood.

The first-ever awards included Best Marketing Campaign over \$100,000, Tourism Marketing Partnership of the Year, Travel Journalist Award and Travel Photography Award. More than 100 nominations were received.



Chamber announces award categories, nominations open Nov. 21

On Saturday, February 4, 2006 the Chamber will be hosting a Celebration of Business Excellence recognizing the outstanding achievement of businesses and individuals in the categories listed below. *Nominations will open on November 21.* You can download an application form and the guidelines from the website www.trenthillschamber.ca, pick one up at the Chamber office at 51 Grand Road, Campbellford, or a copy will be available in the December newsletter. *The deadline for nominations is Dec. 30 at 12 noon.*

Presidents Award: Recognizes an organization or individual that has achieved excellence in business, leadership, reputation, product quality and customer service, contributions to community and involvement in the Chamber of Commerce or other business associations. This award is presented to an exceptional nominee chosen by the Awards committee from any of the categories. *Sponsored by Trent Hills & District Chamber of Commerce*

Tony Edwards Memorial Award: Recognizes a business owner who makes an exceptional effort going above and beyond the call of duty to demonstrate involvement and leadership in the community. This is a person who is an outstanding volunteer and visionary leader. *Sponsored by Trent Hills & District Chamber of Commerce*

Entrepreneurial Spirit Award— in operation 3 years or less: Awarded to the business that has demonstrated excellence in one or more of the following categories: customer service, job creation, workplace environment, growth in business, product quality, new and innovative products, service or manufacturing techniques. *Sponsored by Business Advisory Centre—Northumberland*

Entrepreneurial Spirit Award – in operation more than 3 years: Same criteria as above. *Sponsored by Luzzi's Valu-Mart*

Customer First: Awarded to a business or organization that is dedicated to customer satisfaction and is willing to go the extra mile, demonstrating excellence in customer service, employee training, and innovative ideas. *Sponsored by Stone House Gardens*

Commercial Restoration/Renovation: Awarded to a business or organization that has distinguished itself in the overall visual impact or distinctiveness, innovative design, or commitment to heritage of the exterior and/or interior of their business. *Sponsored by the Municipality of Trent Hills Community Development Office*

Green Award: Awarded to a business or organization that displays a responsibility to the environment and promotes sustainability through renewable resources, and/or the protection of environmentally sensitive areas. *Sponsored by ZAZU Boutique*

Micro-business: Awarded to a small office or home office (3 employees or less) that has achieved a high level of business success, a consistent level of exceptional customer service, a commitment to community involvement and sustainable financial performance. *Sponsored by Welch & Company LLP*

Business Communications: Awarded to a business or organization that has achieved success in raising brand awareness and/or increasing business for its clients or itself, by implementing an outstanding and innovative multi-media, marketing or design communication initiative. *Sponsored by Orangecap Design*

Hospitality/Tourism: Awarded to a business or organization that has demonstrated a commitment to excellence in the hospitality or tourism industry by consistently offering exceptional customer service and could include consideration of staff knowledge, quality of products and/or services offered, signage, marketing/promotion, features of facility, parking or accessibility. *Sponsored by The Windswept Group*

Retail: Awarded to a business or organization that has demonstrated a commitment to excellence in retail by consistently offering exceptional customer service and could include consideration of staff knowledge, store design, merchandising, marketing/promotion and creativity.

Health and Wellness: Awarded to a business or organization that has demonstrated a commitment to promoting health and well being in the workplace and community promoting proactive lifestyle choices through educational programs and/or services offered. This business demonstrates the importance of inspiring individuals to achieve optimal health. *Sponsored by Therapacc Physiotherapy and Rehabilitation*

Manufacturing: Awarded to an industry or manufacturing firm that consistently offers exceptional customer service and could include consideration of community involvement, safety in the workplace, environmental awareness, introduction of a new product or innovation, expansion or exportation of goods, employee training/programs, an increase in productivity and sales growth. *Sponsored by RBC Royal Bank*

Chamber Office & Visitor Information Centre
51 Grand Road, Box 376
Campbellford, ON K0L 1L0
Phone: 653-1551
Fax: 653-1629

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

All members are welcome to attend Chamber
 Committee and Board Meetings.

Chambers Northumberland Business Card Exchange

Wednesday, Nov. 30

At Pine Ridge Golf & Country Club

4 p.m.—8 p.m.

*Fax-Back the Event Registration Form attached or
 contact the Chamber at 653-1551 to reserve your space.
 Don't miss this county-wide networking opportunity.*

Tickets: \$5 for Members, \$10 for Non-members and guests.
 Includes light lunch—co-sponsored by Pine Ridge Golf &
 Country Club.

November 2005						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11 <i>Remembrance Day</i>	12
13	14 Membership & Business Awards Committees 6:30 pm at the Chamber	15	16	17	18	19
20	21 Business Awards Nominations Open	22	23	24	25	26 Santa Claus Parade— Campbellford 3 p.m. Showcase of Lights 5 p.m.
27	28	29	30 Chambers Northumberland Business Card Exchange 4—8 pm At Pine Ridge Golf			



Together We Can Make It Happen