

Congratulations to 2008 CUSTOMER FIRST Award Recipient

CURVES FOR WOMEN

A commitment to customer service is evident in the retention of 35% of the members that joined in the first year. Member rewards are important to sustain a membership-based business. Curves provides prizes and draws for birthday of the month; an elite member program; and complimentary t-shirts recognizing workout milestones. Incorporating community support for events and fundraising has also been key to building customer relationships. Dorothy Noronha's commitment to excellence in customer service is evident through her staff training programs.

Congratulations to 2008 CUSTOMER FIRST Award Nominee

Fudge's Family Restaurant: Customer Service is front and center at Fudge's in Campbellford. Robert and Glenda Fudge have trained their servers with a Customer First attitude. Their commitment to service provides special menu options for children and seniors; student lunch specials; portion control options, and convenient take out – all with a friendly smile and a willingness to please. They now offer musical entertainment on a regular basis and have combined the entertainment evenings with a charitable organization supporting the community.

Thank you to Award Sponsor Stone House Gardens

Congratulations to 2008 MANUFACTURING AWARD Recipient

BLOMMER CHOCOLATE

A third-generation, family-owned business, is the largest cocoa bean processor and chocolate manufacturer in North America, serving customers around the world. Blommer has plants in Chicago, IL, East Greenville, PA, Union City, CA and in 2006, expanded to include Campbellford. Today, the business is still family run and has grown to become one of the largest chocolate manufacturers in North America. With four generations of chocolate makers behind them, Blommer offers continuity in this climate of competition and consolidation.

Thank you to Award Sponsor RBC Royal Bank

Congratulations to 2008 COMMERCIAL RESTORATION/RENOVATION Award Recipient

THE WATER'S EDGE INN

The advantage of purchasing the former "Trent House Motel" was the fact that it was completely derelict and therefore provided a blank canvas to work with and to transform into a vision now known as The Water's Edge Inn. In 2006 five units were completely renovated and the first two priorities were to take advantage of the undeveloped waterfront view and to upgrade bathrooms. Flooring was upgraded, beds and bedding were changed to a more modern level of luxury and motel industrial type furniture was discarded for a more eclectic blend of antique and new furniture. New electrical, plumbing and air conditioning were required. In 2007 five more units were transformed to the same standard of luxury.

Congratulations to

2008 Commercial Restoration/Renovation Award Nominees

In Season: Owners Don and Nancy McCarten designed In Season to create a modern atmosphere that co-exists with the heritage of the building. A complete exterior renovation brought new life to North Front Street, along with a warm and welcoming façade on the Trent Waterway. The interior space was completely renovated to showcase their retail products and provide an inviting atmosphere.

The Poppy Market: Markus and Carey Dinkel purchased the former Salvation Army Building in Campbellford and spent several months renovating from top to bottom starting with a 3-bedroom apartment. The storefront was tackled next, with gleaming refinished hardwood floors and a bright new wall colour. Lastly, Markus' catering kitchen was completely renovated with new appliances, floor and wall tiles and clean white paint. The exterior received a face-lift with a warm and inviting colour change and the installation of large new windows.

Storey Homes: Hugh McClure launched extensive renovations at the Bridge Street location in Campbellford, refurbishing 3 buildings with exterior brick and woodwork, replacing windows and doors. A heritage look was accomplished with paint, covers for gas fittings, and a wooden overhang with cedar shake shingles. Interior renovations were also completed increasing space for reception and board room areas.

Terri & Co. Salon and Spa: Maintaining the building's natural heritage was a priority for Terri Dunk. This amazing commercial renovation turned business and residential space into a 2-floor commercial space. Renovations included replacing windows, refurbishing brick, and the installation of a canopy. The interior was transformed into a full service salon and spa with ample space for the busy salon, and a calm, relaxing oasis for the spa customer.

Thank you to Award Sponsor Municipality of Trent Hills Community Development Office

HELP WANTED

The Trent Hills and District Chamber of Commerce is inviting applications for a full-time Administrative and Tourism Assistant. Responsibilities include: administrative support and clerical duties for Chamber of Commerce services; visitor information services for tourism office and boat docking facility; preparing and submitting accounts payable; ordering, distribution and inventory of supplies; daily cash; reception; and assisting with the coordination of special events.

The successful candidate must demonstrate above average customer service skills, an outgoing personality and a positive attitude. The position requires computer skills, accurate record keeping, a demonstrated knowledge of office procedures and working with the public.

Qualified applicants should submit their resume and cover letter by Friday, May 2 at 12 noon to the attention of: Nancy Allanson, Executive Director, Trent Hills and District Chamber of Commerce, 51 Grand Road, PO Box 376, Campbellford, K0L 1L0 or fax to (705) 653-1629. Only those selected for an interview will be contacted.



The Voice of Business

MEMBERSHIP NEWS

May 2008

Our Mission

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

Board of Directors

Karen Gainor, *Past-President*
Brian Redden—*President*
Dorothy Noronha—*Vice-President*
Neil Graham, *Treasurer*

Directors:

Donna Bennett
Elaine Tweedie

Chamber Staff

Nancy Allanson
Executive Director
Carolyn Stocker
Administrative/Tourism Assistant
Sandra Campbell, Diane Matheson
Driver & Vehicle Licensing Clerks
Sarah Smith
Tourism Student

Trent Hills & District Chamber of Commerce

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Campbellford, ON K0L 1L0
Phone: (705) 653-1551
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President's Message

This past weekend we honoured 27 businesses, organizations and individuals for achieving success at the 2008 Celebration of Business Excellence. This month's newsletter is dedicated to the Celebration of Business Excellence—to not only recognize the recipients and nominees but to also recognize how every business in Trent Hills deserves a pat on the back.

A thriving community depends on local business and the products and services that are available. The time and energy that you devote to your business is to be commended and appreciated. In addition, you continue to support the community through sponsorships and fundraising events that benefit countless organizations.

On Thursday, May 1st, there will be an opportunity for you to hear from other successful entrepreneurs in Trent Hills. The Trent Hills Economic Development Summit is taking place at Pine Ridge Golf Course. See enclosed flyer for complete details.

Regretfully, we will be saying good-bye to one of our employees. Carolyn Stocker is leaving the Chamber to pursue other career interests. We wish her well and appreciate the hard work that she has given to the Chamber over the past three years.

— *Brian Redden, President*

Congratulations to 2008 PRESIDENT'S AWARD Recipient

SUE LOCKE

The recipient of the President's Award is chosen for their contributions to the community and a demonstrated excellence in business, leadership, reputation, product quality and customer service. Sue Locke has set a fine example of what it is to be a leader in the business community. In addition to providing sponsorships and donations to local organizations, countless volunteer hours have been given to the Campbellford BIA and the Trent Hills and District Chamber of Commerce. This year's recipient also represents several generations of family members whose businesses have contributed to the growth and development of this community since its inception.

**Congratulations to
2008 ENVIRONMENTAL AWARD Recipient**

OUTPOST PACKAGING PRODUCTS

Patrick and Olga Mucci operating Outpost Packaging Products in Hastings, has instituted a revolution in garbage disposal – new environment friendly bags for household use, an industrial size bag for larger businesses and municipalities. Exhaustive research went into the production of the bags and Outpost Packaging is considered a leader in Ontario for introducing the first OXO biodegradable bag. Plans also include bringing in a range of other biodegradable products including plates, cutlery, cups and foam meat trays.

Congratulations to 2008 Environmental Award Nominee

Campbellford-Seymour Community Foundation: Since inception, the Campbellford Seymour Community Foundation has identified the environment as one of their granting priorities. Their commitment to the environment has led them to a process involving an Environmental Scan and development of a Strategic Plan for an Environmental Program. The major recommendations for the environmental strategy include a theme “Building on our Natural Legacy” and the goal to become a facilitator of increased environmental awareness, education and information in the community and will enable projects that create education, action and change towards a sustainable environmental future.

Thank you to Award Sponsor ZAZU Boutique

Congratulations to 2008 RETAIL AWARD Recipient

BEES KNEES

Carolyn McAlpine has been operating The Bee’s Knees in Warkworth for just over a year and has recently expanded to a larger store creating a warm and inviting atmosphere. Weekly knitting workshops fosters knowledge and creativity, monthly promotions generate business and keep the customers interested. Charity-driven promotions are also offered as a way to connect clients to the community. Guest speakers are also featured during the workshops, further enhancing the education component of this business.

Congratulations to 2008 Retail Award Nominee:

ZAZU Boutique: Karen Gainor envisioned ZAZU as an icon in the community, being one of the first stores to identify and cater to a niche market and offer a new level of shopping experience by bringing a bit of “Bloor Street Boutique” to Front Street, Campbellford. Featuring an exceptionally elegant environment, relaxed atmosphere, spacious and neatly displayed merchandise, upbeat music and approachable staff that know how to give each customer exactly what they need has resulted in ZAZU Customers agreeing that “Every woman needs a little ZAZU in her life!”

**Thank you to Award Sponsor Island Park Retirement
Community**

**Congratulations to
2008 SMALL OFFICE HOME OFFICE AWARD Recipient**

BRADLEY BAY CONSULTING

Denis Gale has transformed his retail business to concentrate on service and support to the local business community through a home-based operation in Campbellford. This has not only improved customer service, but has also expanded his client base to include customers from Belleville to Peterborough.

**Congratulations to 2008 Small Office Home Office
Award Nominee**

Payday Anyday: Bev Collins attributes her success to superior customer service and performance. Her customer base has more than doubled in the past year and the addition of Colcom a telephone reconnection company has expanded the services provided. She anticipates the need for an employee in the near future to help keep up with the demand of this busy Hastings operation.

Thank you to Award Sponsor Welch & Co. LLP

**Congratulations to 2008 ENTREPRENEURIAL SPIRIT,
3 years or less Award Recipient**

THE WATER’S EDGE INN

Keith Davis and Keith Thompson recognized a need for an upscale waterfront motel in Campbellford, offering higher end guest services and amenities complete with access and view to the waterfront. Their vision was realized in The Water’s Edge Inn, offering unique guest rooms, a tiered pricing policy that offers guests multiple levels of complimentary service including fruit baskets, fresh flowers, bottled water and juice, and slippers during the winter.

**Congratulations to 2008 Entrepreneurial Spirit,
3 years or less Award Nominees**

Crosmaz & Brown Emporium: Gayle Crosmaz-Brown continues to reinvent her business in Campbellford. From renovating the family home to accommodating beautiful artistic vintage and retro apparel, designer jewellery and accessories, custom costuming, signs and murals, commercial art and custom fine art. This year, a new online site is being developed for customers to shop and purchase, worldwide, next day delivery for all her retail, vintage clothing, costuming and artwork.

Lionheart Baking Studio: Since its start Lionheart has strived to provide their customers with products that constantly exceed their expectations. They use the freshest ingredients and carefully tailored recipes to surprise customers with every bite. Both Corinne Patterson and Howard Herscovici work the front of their Warkworth bakery allowing them to engage their customers to gather valuable feedback.

**Thank you to Award Sponsor Business Advisory Centre—
Northumberland**

**Congratulations to 2008 ENTREPRENEURIAL SPIRIT,
more than 3 years Award Recipient**

FROG’S WHISKERS INK

Looking beyond the retail store, Tom and Rose-Marie Kerr now create their own line of artistic rubber stamps, totaling more than 600 designs. The stamps are sold at retailers across North America and in Great Britain, as well as a world market through an online ordering system. Continuing to evolve, the industry standard woodblock mounted stamps has been taken a step further to provide an un-mounted format called a “Cling-Mount”, and is proving to be a very popular addition to this Campbellford business.

**Congratulations to 2008 Entrepreneurial Spirit,
more than 3 years Award Nominees**

Althouse Landscaping and Supplies: In operation since 1995 when Mark’s enjoyment for the outdoors steered him towards the landscaping business, beginning with the basics of grass cutting, tree removal and painting. The Campbellford business has now expanded to include his wife Christine and two part-time employees. As a member of Landscape Ontario they are continually learning about new products and processes to provide their customers with a complete landscaping experience from start to finish.

Campbellford Farm Supply: Operating for 11 ½ years and recognizing an opportunity for expansion, Jeff Van Noy opened the Warkworth Farm Supply last year. The addition of this operation has resulted in 4 full-time and 2 part-time staff. Customer loyalty is important as proven by the sustainable sales volume achieved in a relatively short period of time.

Curves for Women: Curves has been operating for 5 years in Campbellford. In 2006, new owner Dorothy Noronha made a commitment to not only maintain the current level of service, but to enhance the services provided. That commitment translated to staff development programs, maintaining current hours, investing in merchandise, enhancing member rewards, and the latest CurveSmart technology. A turnaround in members resulted in a 60% increase in membership last year.

Thank you to Award Sponsor Luzzi’s Valu-Mart

**Congratulations to
2008 BUSINESS COMMUNICATIONS Award Recipient**

**WARKWORTH BUSINESS ASSOCIATION
ADVERTISING COMMITTEE**

Warkworth Business Association Advertising Committee: For the past several years, this partnership of businesses has been building the “brand” of Warkworth and marketing it as a destination for daytrippers, those with an appreciation for the arts and those looking for a little something different in their shopping experience. Using the umbrella of “Take Home a Piece of

Warkworth” this group manages to capture the varied and unique offering that make up the community of Warkworth. Each advertising vehicle is different but the message remains the same. Businesses select their participation level based on how well the publication fits their marketing goals.

**Congratulations to 2008 Business Communications
Award Nominee**

Campbellford Seymour Community Foundation: The CSCF has recognized the value of a marketing and communications strategy and have implemented several campaigns to raise awareness of the Foundation. The cornerstone of the strategy is the extensive use of the Acorn logo to reflect community growth, combined with the tag line “A living legacy rooted in the community.” Strategies that have been developed include a newsletter, a visual tool titled “Map of Grants”; hosting awareness events, and visibility was improved dramatically by relocating the office to the downtown core of Campbellford.

Thank you to Award Sponsor Curves for Women

**Congratulations to
2008 HOSPITALITY/TOURISM Award Recipient**

OAK HEIGHTS ESTATE WINERY

The Winery’s team approach is “An experience worth sharing”. From spectacular views, knowledgeable staff and a state of the art building located in the Warkworth countryside, Oak Heights is proud to join the ranks of Northumberland County’s premier destinations. A standard of excellence is maintained in all departments offering quality wines, excellent food and a high level customer service. Ian Fraser, Mike Traynor and the Oak Heights team offer tours and educational seminars in cooperation with local businesses and groups that show interest in viticulture and winemaking.

Congratulations to 2008 Hospitality/Tourism Award Nominees

Rubb’s Barbeque Bistro: Mark and Cheryl Andrade have provided a necessary service in the village of Warkworth, opening Rubb’s. The restaurant has blossomed quickly to one of the top eateries in the area. They are committed to serving quality products, local where possible, on a consistent basis day in and day out. Serving staff has been key in forging excellent customer relationships and in providing feedback to further their goal that Rubb’s is the best BBQ restaurant in Canada.

The Water’s Edge Inn: The revitalized Inn has filled a significant void in Campbellford. The Inn offers accommodations and amenities that one would expect in a more urban area. Each room is individually decorated using furnishings that give a feeling of coming home rather than that of stepping into a hotel room. The “Keiths” exude warmth and friendliness and go above and beyond to meet their customer’s needs.

Thank you to Award Sponsor B & C Variety and Trophies