



TRENT HILLS & DISTRICT  
CHAMBER OF COMMERCE

*The Voice of Business*

# MEMBERSHIP NEWS

Fall 2007

## President's Message

### 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*

#### *Directors:*

Donna Bennett

Vann Gouweleew

Denise Glover

Elaine Tweedie

### Trent Hills & District Chamber of Commerce

51 Grand Rd., PO Box 376  
Campbellford, ON K0L 1L0  
Phone: (705) 653-1551  
Fax: (705) 653-1629  
info@trenthillschamber.ca  
www.trenthillschamber.ca

Your Chamber has benefited from a very industrious summer and we are anticipating an even busier fall! All three Chamber committees: Tourism, Government Relations and Membership Development are working hard to fulfill our mandate.

On the Tourism front, visitors to the information center are up 38% over the same period last year, the Trent Hills Flavour Break fall driving tour has been featured in the travel section of the Toronto Star, we have had a very successful partnership with tourism events and we are entering discussions with the municipality to develop a multi-year tourism agreement.

We're thrilled to announce another "Partners in Action Workshop": Staging Successful Small Town Events, by Jan Bonhomme, an award-winning event organizer. I had an opportunity to listen to Jan's excellent presentation when we were both guest speakers at Ottawa's Beyond the City Lights Conference earlier this year. Jan has helped numerous communities identify and create incredibly successful events that capitalized on what a specific community has to offer - and has been a huge benefit to those community's businesses. I encourage you to take the time to listen to this highly inspired woman! There is no cost to attend this workshop taking place on November 7th, see page 3 for details.

Your Government Relations Committee is continuing to meet with municipal representatives regarding the sign bylaw to advocate on your behalf. Thank you to all the survey and focus group participants for providing valuable feedback.

All four candidates participated in the All Candidates Night held Sept. 19 at CDHS, with about 85 in attendance. Special thanks to Bruce Robertson for his excellent moderating skills - providing an opportunity for a variety of questions, informative answers, and even a touch of humour!

The Membership Committee has already started planning the Celebration of Excellence Business Awards to take place on Saturday, February 23<sup>rd</sup>. Watch for nomination information next month. Have you signed up for the Chambers Northumberland Shop Local program? Call the Chamber office at 653-1551; you won't want to miss this great opportunity to introduce your business to all of Northumberland County.

Last but not least, it is with great regret that we have accepted board member Neil Graham's resignation. We thank Neil for his contributions and dedication to the Board and Membership; we will miss his input. If you are interested in joining the board, please send a letter of interest to my attention c/o PO Box 376, Campbellford, K0L 1L0.

Wishing you continued business success, *Karen Gainor, President*

### ***More chamber events....***

Back by popular demand, Service Excellence Training session, page 2.

Tourism Keys Internet Marketing Workshop, page 3

Breakfast Meeting with Mayor Hector Macmillan, page 4.

Ontario Chamber of Commerce online survey request, page 4



To register for the events listed below  
 contact:  
 Bev Godwin  
 (705) 749-3250, ext. 10  
 E-mail: bgodwin@wdb.ca  
 www.solutionsatwork.info

## Community Consultation on Workforce Development

Northumberland County  
 Keeler Centre, 80 Division St. Colborne

**Monday, October 22**

12 noon to 4 p.m. Lunch provided

Are you aware of recent labour market trends in our area?

Do you know how population growth and movement  
 may impact your workforce?

Are the skills your workplace needs lacking in  
 available candidates?

Are you concerned about a skills shortage in your business?

**Registration deadline is October 15**

## Dispelling the Myths:

**Employing Persons with Disabilities**

**Expand your Labour Pool with  
 Pre-Screened Candidates**

**Keynote Speaker:**

**Patti Bregman, Labour Lawyer**

**Two Separate Offerings**

**Thursday, Nov. 8th**

**Dinner Meeting**

**5 pm to 8 p.m.**

\$10 per person

Keeler Centre, Colborne

**Friday, Nov. 9th**

**Breakfast Meeting,**

**7:30 am–10:30 am**

\$5 per person

Port Hope Recreation Centre

### Who will benefit?

- Employers experiencing labour shortages
- Employers experiencing difficulty finding the right candidate
- Employers who would like assistance with the recruitment and retention of staff
- Employers unfamiliar with the support systems within the community
- Employers who are hesitant about hiring a person with a disability

### Come and learn:

- How job accommodations, usually at very nominal or no cost, enable people with disabilities to fully contribute to the workplace.
- How to tap into community resources when a new employee requires assistance
- How to recognize the potential of people with disabilities
- More about your rights as employers

A panel discussion will take place to answer questions and concerns.

**Registration deadline is October 25**



## Training Session

**Tuesday, October 23**

9:30 am to 4:00 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 certificate and 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

Registration fee: \$60.00

Meal costs: \$5.00

GST: \$3.90

Total cost: \$68.90

Includes lunch, refreshment breaks, resource manual, lapel pin and certificate.

**Call the Chamber at 653-1551 to reserve or complete the convenient Event Registration Form attached**  
**Pre-registration required.**

*Businesses that train 60% of their staff and 100% of their management are eligible for a special organization designation.*



Partners in Action Workshop

## STAGING SUCCESSFUL SMALL TOWN EVENTS

Guest Speaker: Jan Bonhomme  
Alliance Advantage,

Community Development & Event Consulting

*Jan has 30 years experience organizing such events as Port Elgin's Pumpkinfest—winner of 29 provincial awards including People's Choice Award for the Most Popular Event in Ontario!*

*Does increasing attendance from 200 to 20,000 peak your interest?*

### **Come to Learn:**

- How to Plan a Winner! Success Tips
- How the Economic Impact of Events is Major
- Paying your Bills and then Some: Innovative Revenue Generators
- How to Work with Volunteers, Sponsors & Site
- How to Market Your Gem & Develop Your Theme
- Are you on the Right Track? Evaluations & Surveys

## Wednesday, November 7

6:30 pm—8:30 pm

Warkworth Town Hall Centre for the Arts  
40 Main Street, Warkworth

Workshop is Free but you must register—  
space is limited.

If you belong to one of these groups,  
you won't want to miss this session:

- Chamber of Commerce
- Business Associations
- Municipal Council
- Sport or Recreation Groups
- Not-for Profit Groups
- Service Clubs
- Tourism Attractions
- Festival and Event Organizers

To register use the convenient  
Event Registration Form attached  
or call the Chamber of Commerce at 653-1551.

## Join us for a Tourism Keys Internet Marketing Workshop

***Tourism Keys is back!  
This year, it's better than ever with  
Dozens of NEW Tips and Tools, tried  
and proven by other tourism  
businesses to help you grow your  
business on the Internet.***

### **Workshop session will include:**

- Identifying who your key customers are
- Features of a compelling website to attract and maintain those key customers
- Understanding Keywords and Search Engine Optimization
- Going beyond the basics & much more!

*For further details on the session  
visit [www.tourismkeys.ca](http://www.tourismkeys.ca)*

***Instructor: Todd Lucier of Tourism Clicks &  
founder of Northern Edge Algonquin Inc.***

## Tuesday, October 30th

9:00 am - 3:30 pm

Campbellford Resource Centre  
65 Bridge St., Campbellford

Lunch and all materials provided  
Cost per person \$26.50 (includes GST)  
Registration is limited to 30 participants

Register online at  
[www.tourismkeys.ca/campbellford](http://www.tourismkeys.ca/campbellford)  
or call the Chamber of Commerce at 653-1551

Presented in partnership with:



Come for a visit. Stay for a lifestyle.

**Chamber Office & Visitor  
Information Centre**

51 Grand Road, Box 376  
Campbellford, ON K0L 1L0  
Phone: 653-1551 Fax: 653-1629

*Chamber Office Hours:*

Monday to Friday—9 to 5

*Visitor Information Centre Hours:*

Monday to Friday 9 to 5  
Saturday and Sunday 10 to 3

**Vehicle & Driver Licensing Office**

51 Grand Road, Campbellford  
653-1579

Monday to Friday—9 am to 5 pm  
Saturday—9 am to 1 pm

**Chamber Meetings and  
Special Events**

Thursday, Oct. 11, 8 am  
Government Relations Committee

Tuesday, Oct. 16, 8 am  
Tourism Committee

Tuesday, October 23, 9:30—4:00  
Service Excellence Training Session

Thursday, October 25, 7:30 am  
Mayor's Breakfast

Thursday, October 25, 5:30 pm  
Membership Committee

Thursday, October 25, 6:30 pm  
Board of Directors Meeting

Tuesday, Oct. 30, 9:00 am—3:30 pm  
Tourism Keys Workshop

Wednesday, Nov. 7 6:30—9:00  
Staging Successful Small Town Events



*Partners in Action Breakfast Meeting  
with*

*Mayor Hector Macmillan*

**Thursday, October 25th, 7:30 am  
at Pine Ridge Golf Course**

**Pre-registration required,  
fee includes Buffet Breakfast.**

Chamber members: \$15.90 Non-members: \$21.20  
Call the Chamber at 653-1551 to reserve or use the  
convenient Event Registration Form attached.

Presented by your *Government Relations Committee*.

As the Voice of Business, it is important to create  
opportunities for the business community to  
communicate with local government.

Partners in Action is a theme that the chamber has  
adopted for this year in recognition of the power of the  
partnership to achieve success.



**County-Wide  
Shop Local Campaign  
to start soon!**

*Have you registered?*

**Don't miss this opportunity to introduce your  
business to all of Northumberland County.  
Call Nancy at 653-1551 to register.**