



**Trent Hills**  
Chamber of Commerce



June 21, 2019

# THE CHAMBER NEWS

## Welcoming visitors to Trent Hills



**Lori Schuett**  
Chamber Chair

As we head into summer I encourage you to think about your role as a Trent Hills Ambassador. Every business (and resident) has the opportunity to play a role in welcoming visitors to our area. It could be the excellent customer service you provide, the visitor experiences you offer, or the promotion of things to do and places to see. We recently piloted a Trent Hills Tourism Ambassador Workshop, a combination of customer service basics and expanding your knowledge about what there is to do and see in the area. Did you know there are 19 food places in Trent

Hills where you can sit outside and enjoy a meal or treat? Who knew! Check out Page 2 of the newsletter to find out how to enhance your role as a tourism ambassador or become an official ambassador by joining one of our workshops.

We have also included an update on the Trent Severn Trail Town to learn how businesses along the waterway could participate in this initiative. We recently learned that we will have landing pages on the [visittrenthills.ca](http://visittrenthills.ca) website from the regional Kawarthas Northumberland page. This is significant – it means that visitors interested in learning more about Trail Town will see everything there is to do in Trent Hills – a great way an initiative like this can benefit the entire community.



This summer we will be hosting a “Rise and Shine” workshop series led by Chamber Staff to learn about social media, membership benefits and the support and resources available for businesses. The first one is Tuesday, July 9, 8 am to 8:45, Facebook Business for Beginners. Go to page 3 for more information.

All the best for a fantastic summer season!

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## The Role of a Tourism Ambassador

Tourism depends on each and everyone one of us, from those who work in the industry daily to those who live here and tell others about it. It is important to be welcoming, have a friendly demeanor and to be passionate and knowledgeable about the information you share.

Many of us, including your employees, are tourism ambassadors without knowing it. A customer asks for direction to their next stop, or what it is you do for fun. This gives you the opportunity to tell a story about our area and what makes it special.

By increasing your knowledge of the area, you can surpass guest, client, or customer expectations by being more approachable and eager to share your genuine excitement about the experiences available within the region. As a tourism ambassador, you can go above and beyond to assist guests and share the best of what our region has to offer.

Trent Hills has a variety of resources to assist you in learning about the area, or finding information when you receive an

inquiry. The worst answer you can give is “I don’t know”. You can visit tourism websites: ([Trent Hills Tourism](#), [Northumberland Tourism](#) and [Kawarthas Northumberland](#)); event calendars, and social media pages. You can contact the [Visitor Information Centre](#) at 705-653-1551 or 1-888-653-1556 or refer to the Trent Hills Visitor Guide (also online at [www.visittrenthills.ca](http://www.visittrenthills.ca)). And don’t forget, brochures and people! Word of mouth is a valuable tool when you connect with businesses, residents and volunteers.

Once you have the knowledge about the area, the next step is knowing your customer and what might interest them. Do they enjoy the outdoors? Would they like to learn about locally produced food? Is heritage important to them? This

can build the foundation for your conversation. Your personal knowledge and stories about living in the community is key – it’s what makes that ‘local’ connection that turns an experience into a memorable one!

The Trent Hills Chamber of Commerce is offering workshops to train front line staff in our businesses on how to be a Tourism Ambassador. If you have a group of 9 – 12 people, Chamber staff can facilitate a workshop to teach you and your staff about what our area has to offer, and how to best promote it to our visitors. Contact the Chamber to schedule a workshop 705-653-1551.



Tourism Ambassador Grads

## Partner with the Trent Severn Trail Town program

Kawarthas Northumberland invites local businesses to be involved in Canada’s first ever waterway “Trail Town” program, featuring the Trent-Severn Waterway National Historic Site of Canada as the trail. Similar programs elsewhere have created trail-friendly towns that successfully entice trail tourists into local business districts, generating millions of dollars in sustainable economic growth for small businesses.

“Benefits for participating businesses include the opportunity to increase revenue by engaging relatively low- impact trail visitors,” said Brenda Wood, Executive Director for Kawarthas Northumberland. “Participating

businesses receive guidance on how to better serve paddlers, boaters, and land-trail users who seek to enjoy areas within two kilometers of the Trent-Severn Waterway. We provide a kit that includes trail information and history as well as a decal for their window, and an opportunity to participate in related retail promotions and tourism marketing as a Trail-Friendly business.”

Thus far, the communities of Campbellford, Hastings, Lakefield, Buckhorn, Lindsay, Bobcaygeon, Fenelon Falls, Coboconk, Rosedale and Kirkfield have confirmed interest in becoming designated as Trent-Severn Trail Towns. Businesses within these

communities can apply for “Trent-Severn Trail Friendly” designation. The program is voluntary and has criteria, including that staff be familiar with the waterway, provide friendly customer service, be knowledgeable of other businesses along the waterway, and maintain trail-friendly information. The program is intended to help local businesses serve trail users and to encourage trail users to patronize the businesses that participate. There is no cost for businesses to participate.

Interested businesses can contact [partner@rto8.com](mailto:partner@rto8.com) for an application.

# Rise and Shine

## SUMMER WORKSHOP SERIES

Join Chamber staff Tuesday mornings throughout the summer at the Chamber Office to learn about social media, membership and business information. Each session will be one hour in a small group format. Pre-registration is required. Contact the Chamber to register or for more information 705-653-1551.



**Tuesday, July 9 at 8 am**

### *Facebook Business for beginners*

Are you new to Facebook? Are you unsure how to make your new page successful? Join Chamber Staff for tips and tricks on setting up your Facebook Page, creating your first post, and strategies for building a successful marketing tool on Facebook. Trent Hills Chamber Members Only.



**Tuesday, July 16 at 8 am**

### *What is a Chamber Membership*

Are you unsure of what a Chamber is, or how being a member of the Trent Hills Chamber can help your business grow? Join Chamber Staff to learn how you can increase your customer base, improve your bottom line, and gain access to professional development and skills based training.



**Tuesday, July 23 at 8 am**

### *Thinking about starting a business*

Having a great idea is a good first step in starting a business but have you considered your competition, or who your customers will be? Join Chamber Staff for an informative discussion on the things you need to consider before starting up a business.



**Tuesday, July 30 at 8 am**

### *Getting started with Google My Business*

Ensuring you have claimed your Google Listing and are managing the information is a great way to foster a first impression. Join Chamber Staff to learn how to manage your listing after it has been claimed. If you have not already claimed your Google Listing, Chamber Staff can assist but it must be a minimum of 2 weeks prior to the workshop. Members Only.



**Tuesday, August 13 at 8 am**

### *Advanced techniques on Facebook*

You have started using Facebook for your business, and have had some success but you need some extra training to make the most of this free marketing tool. Join Chamber Staff to learn more about Facebook Insights, advertising and consistency to make the time you spend marketing your business on Facebook worth it. Trent Hills Chamber Members Only.



**Tuesday, August 20 at 8 am**

### *Making the most of your membership*

A Chamber Membership can help your business grow, but knowing all of the benefits is key to success. Join Chamber Staff to learn about the benefits and services the Chamber provides to members and how this can benefit your bottom line. Trent Hills Chamber Members Only.

## MEMBER PROFILES: NEW CHAMBER MEMBERS

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**Althouse Landscape Construction** is a family owned and operated company, creating stunning outdoor spaces since 1995. The business has been built on referrals, trusted reputation and exceptional workmanship. Specializing in interlock, armour stone, stone steps, wall construction and excavating. They also take pride in drainage, grading, power raking, on-site top soil screening and new lawn establishment. They also offer snowplowing and sanding contracts. 705-202-6009

**Christine Althouse Videographer and Strategist Coach**—Video Marketing for your Social Media. Christine helps entrepreneurs and small businesses get seen on social media with video. She creates

Done-For-You videos and also coaches individuals on how to create their own with her Get Seen...Get Clients Video Bootcamp: 21 Days To More Visibility (and more money). Contact Christine for half day workshops, or speaking engagement about the importance of video in your social media marketing. 705-768-4150 christinealthouse.com

**Downing Antiques & Vintage** - A time-honored array of country "up" meets fine furniture. An interesting selection of tchotchkes and fun stuff offered with value and integrity. 10 Front St. E., Hastings. 705-696-2929

## MEMBER PROFILES: FOOD

**Beverage • Convenience • Grocery • Catering • Fast Food • Restaurant**

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**Antonia's Bistro** — Sumptuous breakfast and lunch, featuring home-style comfort food including eggs benedict, Belgian waffle, classic onion soup, home-made vegetarian burger, lobster and shrimp mac and cheese. A fine dining experience, the dinner menu offers elegant dishes such as lobster and blue crab bisque, butternut squash agnolotti, ossobuco, roasted lemon chicken, Atlantic salmon, Chef's Special baby back ribs, and grilled lamb chops. Vegetarian and gluten free items available. Offering take out and catering. 705-632-0505.

**Banjo's Grill** - New owners Jackie and Travis welcome you to Banjo's Grill, a casual dining restaurant open 7 days a week for breakfast, lunch and dinner. The riverside patio and cozy dining room serves daily homemade soup with lunch and dinner features plus homemade desserts to top it off! 3 Bridge St. S. Hastings, 705-696-9898. Hit LIKE at facebook.com/BanjosGrill for more details and giveaways.

**B & C Variety** — Located downtown beside Old Mill Park, B & C is best known for their ice cream bar, fresh food to go, and supplier of over 60 varieties of Keurig K-cups. Home to B & C Trophies and an authorized Cuban cigar dealer. Other services include music accessories, key cutting, ATM Machine and UPS access point. 15 Bridge St. W., Campbellford. 705-653-0546.

**Caper's Tap House** — Where food is passionate. Featuring a variety of cuisine styles set in an intimate and relaxed atmosphere of a century home. Dine indoors or, weather permitting, sit in the fresh air on the verandah or the patio. Refined casual dining to entice your taste buds! Licensed. 28 Bridge St. W., Campbellford. 705-653-5262. capersrestaurant.ca

**Fisher's No Frills** — A full-service, family ran grocery business that has built its reputation on everyday low food prices, product quality and friendly service. Offering a wide variety of fresh fruits and vegetables, fresh meat, deli items and well known President's Choice and No Name products. They are looking forward to serving you with a smile! 15 Canrobert St., Campbellford. nofrills.ca

**Friesen's Smokehaus** is a southern BBQ catering company serving Warkworth and the surrounding area. With strong German roots and family recipes passed down from generations, they provide authentic smoked meats and side dishes for any event. Friesen's Smokehaus possesses a fully mobile kitchen and various smokers. They specialize in pig roasts, festivals, backyard events and everything in between. 705-559-7669 thesmokehaus.ca

**Jeannine's Back Talk Café** — Where townfolk meet to hear the latest town news while enjoying good old-fashioned home cooking at great prices. For the best burgers in town or the Friday night dinner special, come down to 9 Main St., Warkworth. 705-924-2166.

## MEMBER PROFILES: FOOD (CONT'D)

Beverage • Convenience • Grocery • Catering • Fast Food • Restaurant

**McGillicafey's Pub & Eatery** (or Gillies for short) located in the Hub of the Trent at Lock 18. Come for a drink with friends, a great meal and live music! 13 Bridge St. N., Hastings. 705-696-3600.

**Master Sub** (1992-2019)— Freshness and tradition at its best. Fresh cut ingredients. Fresh made subs, wraps and salads. Try one of more than twenty different varieties of subs, served hot or cold. 47 Bridge St. E., Campbellford. 705-653-5975.

**On The Side Gourmet Food** — Providing gourmet catering services to Trent Hills and surrounding areas. Every single menu and event they plan is unique to your needs, budget and taste. Not only preparing the most exquisite foods, but also serving them and taking care of the clean up afterwards. 647-920-4325. onthesidegourmet.com

**Our Lucky Stars Café & Coffee Roasters** serving fair-trade, organic coffee and espresso, roasted on the premises. House-made blends of chai and iced teas. Delicious, wholesome food, made-from-scratch with lots of local ingredients. Breakfast, lunch, treats: homemade granola, soups, salads, sandwiches, quiche, chili, plus vegan and gluten-free options. A charming warm and friendly atmosphere, family-owned and operated. Open 7 days a week including holiday Mondays. Ask about our accommodation at Mustard Hill! 16 Main St, Warkworth. 705-924-1212. ourluckystars.ca

**Riverview Restaurant** — Nestled between the beautiful Trent River and the picturesque town bridge in Campbellford. Known for their excellent home-cooking and good service, they offer daily lunch/dinner specials and can accommodate large groups up to 150 people or bus tours. Bar and grill, LLBO licensed. "Like us on Facebook". 6 Front St. N., Campbellford. 705-653-4444. riverviewfamilyrestaurant.com

**Sharpe's Food Market** — This family run grocery business has an exceptionally courteous staff who are there to help you. Celebrating 54 years! Fresh produce, on-site butcher, bake shop and deli department. Delivery is available upon request. Their service is second to none. 85 Front St. N., Campbellford. 705-653-2326. sharpesfoodmarket.com

**Serendipitous Old Stuff (SOS) Lounge**, where we'll rescue you from the mundane of ordinary establishments. A unique experience for our patrons

combining food amidst the backdrop of antiques that can be purchased. A fully licensed establishment that serves beer on tap and cocktails. As well, they have fabulous food, great charcuterie platters, and awesome tortes. Come meet and mingle with friends. 161 Old Hastings Rd. Warkworth. 705-924-3333.

**Sideways Bar and Grill** is your dining destination for Greek flavours and classic bar favourites! Something for every palate. Selections include Saganaki Opa! (pan fried cheese flambeed at your table), gyros on a pita, souvlaki, Philly steak, jumbo bar style chicken wings, the megabite burger (12 oz) and large hot dog served Greek style with feta cheese and tzatziki, plus much more. Daily lunch pasta bar. 18 Bridge St. W., Campbellford. 705-947-2333.

**Tim Horton's** — More than just a place to have a cup of premium coffee with a freshly baked donut or bagel, bowl of soup or a deli style sandwich. This is where to come when you want to relax and chat. Free access WIFI is available at this location. 148 Grand Rd., Campbellford. 705-653-2028. timhortons.ca

**Todd's Valu-Mart** — As a member of the National Grocers' network of supermarket retailers, Valu-Mart shares a proud heritage in the Canadian marketplace. Our store offers the best in quality and convenience in rural communities. 52 Bridge St. N., Hastings.

The **Ultramar** in Campbellford offers gas, diesel and the propane exchange program, along with the convenience store, 24/7 pay at the pump features. pay per use vacuum cleaner. AIR-serv tire inflation services and some fishing supplies. Saint Jimmys coffee available at this location. 68 Front Street North, Campbellford. 705-653-3977.

**Villa Conti Oak Heights Estate Winery** is a 100-acre property which includes 35 acres of vines and a natural pond. It is a unique and stunning setting for an Ontario winery. Visit the on site restaurant for Italian inspired dishes 7 days a week from 12 noon-10 pm, reservations preferred. Interested in booking a special event or celebration? Contact Villa Conti. 337 Covert Hill Rd., Warkworth. 705-924-1829. villaconti.co

June 2019



# Trent Hills

Chamber of Commerce



## MEMBERSHIP MARKETPLACE FLYER

**Todd's**  
**valu-mart**  
52 Bridge Street N., Hastings  
705-696-3504

Get started with the PC Optimum program

Store Hours  
Monday to Sunday 8:00 am to 7:00 pm  
Open late Friday until 8:00 pm

*Sideways*  
Bar & Grill

**All About Great Food & Atmosphere**

- Tasty Greek Cuisine & Bar Style Favourites
- Daily Build Your Own Pasta Bar Lunch
- Friday & Saturday Night Dance Party
- Big Screen T.V.'s & Awesome Cocktails

Drop in or Call for Reservations  
705.947.2333 • [sidewaysbargrill.com](http://sidewaysbargrill.com)  
18 Bridge St. West, Campbellford

Celebrate with US

**CANADA**  
**DAY** 

July 1<sup>st</sup> Noon-Dusk

**McGillicafey's**  
PUB & EATERY  
13 Bridge Street North, Hastings

**Beverage Pavillion**  
**Live Music**  
**Fireworks!**



Note to self: Contact the Chamber to place an ad in the next Marketplace Flyer to promote by business.