

THE CHAMBER NEWS

SPECIAL EDITION: *The Voice of Business*



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The Power of One

Some time ago, a friend of mine told me a story that I will share with you. He worked in sales for a very large bakery and they were looking for ways to increase sales. They had created what they felt was an exceptional product but were having a hard time getting their largest customer to start stocking it on their shelves. No matter how hard they tried, the customer did not want to list it.

They struggled for months knowing that if the product was picked up, it would represent a huge jump in sales and revenues for the company. A similar product was already being carried by the customer's competition and was quite successful.

Finally one day, when it seemed there was no chance of getting their product off the ground, someone in marketing came up with an idea. They sent out communications to all employees across Canada which totaled more than 2,000 people and asked the employees to go into the stores that they were trying to sell to and ask if this product was available. When the store replied no, they didn't carry it the "customer" then asked if it would ever be available.

They did this over a 2-month period and within 30 days after,

the product was listed as a test and eventually rolled out to all locations. To this day, the chain still carries the product.

As a single voice, whether it is the sales person I spoke about or a



single business owner, it can be difficult to affect change. But this story illustrates that as a group of "One" or a single voice made up of many, change can happen.

As the Voice of Business, it is within our mandate to provide a strong voice to civic, provincial and federal governments for business, industry and the professions through our local Chamber, the Ontario Chamber and the Canadian Chamber of Commerce.

We will continually work with you to understand your needs and concerns and will advocate on your behalf. Together as a united voice, we too can harness the *Power of One*. — **Jeff Hamilton, Chair of the Board**

Government Relations & Advocacy Committee update

Role of the committee

The Chamber's Government Relations and Advocacy Committee has had a very busy year keeping up-to-date on municipal, provincial and local issues that impact the business community of Trent Hills.

The committee identifies policies to advocate on behalf of the members. In the case of provincial or federal issues, this may entail co-branding with the Ontario Chamber of Commerce or the Canadian Chamber of Commerce.

Identifying areas to focus on is gleaned from membership surveys, Ontario Chamber of

Commerce surveys, conversations with business owners, or data collected in the Municipal Business Retention and Expansion Survey.

Your Government Relations & Advocacy Committee includes the board members Jeff Hamilton, Mario Guzman, Tom Kerr, Mike Metcalf and Executive Director Nancy Allanson.

New task force formed

New this year is the formation of an Annual Task Force that includes members that do not sit on the Board of Directors. The role of this committee is to identify and review policies in our efforts to prioritize the areas that

we will focus on in the coming months.

The Annual Task Force committee will meet the first of October. A special thank you to the following members that volunteered to sit on the committee:

Alan Appleby, Trent Valley Consulting;
Susan Fedorka, My Curated Garden;
Shane Joseph, Marlin Travel;
Neil Graham, metaphorhome;
Dale Bateman, Let's Get Social Canada;
Brooke Allan, Forgrave Financial;
Michael Gestetner, Hillside Haven Retirement Home.

Chamber actively engaged as the Voice of Business

Here is a recap of the Chamber's efforts to have the voice of the business community of Trent Hills heard.

Tourism investment—Made a presentation to council to continue to financially support tourism marketing and promotion activities.

Commercial re-zoning—Staff met with Municipal staff to establish a policy that the Chamber and relevant business organization are to be contacted when there are re-zoning changes made to commercial properties.

Provincial Advocacy

Co-branded with the OCC on the

following policies:

Request to Premier Wynne to commit dedicated provincial infrastructure funds to developing and expanding broadband internet access in remote and rural areas of the province.

Letter expressing the collective concern of the Chamber Network regarding the Ontario Energy Board's recent decision to include charges related to the recovery of cap and trade program costs in the delivery charge on utility customer's bills.

Launch of Small Business Too Big To Ignore Campaign, raising awareness about the challenges that small businesses face, the rising cost of doing business, in particular increasing electricity rates.

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HOW BUSINESSES GET SMARTER!

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High energy costs, red tape, attracting and retaining employees identified as challenges for businesses in Trent Hills

The Chamber hosted an information session to talk about how a Chamber can affect change from an advocacy perspective. Guest speaker Karl Baldauf, Vice President, Policy & Government Relations, OCC, provided an overview of the role that a Chamber can play, the actions and steps required, and how to become an effective voice for the business community.

The information session was followed by a Small Business Too Big To Ignore consultation to discuss “what is ailing small business”. Members of the business organizations were invited to attend as well as business-to-business members. Following the consultation a survey was conducted of the membership. Your feedback was provided to the OCC for a report they will release mid-October.

Here are a few highlights of what you had to say:

- Costs are rising to do business in Trent Hills
- Been a good year, sales have been up
- Population base is too small to allow for business expansion
- We lose the best and brightest to larger communities
- Build out broad-band internet connectivity across the County
- High cost of electricity
- Initiatives to support upgrades to business
- Increased regulation hurts small business

- Need engagement in a progressive and collaborative process to stimulate revitalization
- High property and business taxes, utilities, WSIB
- Assistance for training
- Lack of skilled labour, keeping trainees
- Start-up rules and regulations daunting
- Overall cost of doing business
- Work with complementary businesses, small businesses have to work together
- Creating festivals, forums, trade shows critical to long term success of entire community
- “Times are changing” businesses need to update and embrace new options
- Businesses undercapitalized
- Expertise in what you do, but can’t run a business
- Lack of information or mixed messages from different levels of government
- Small business doesn’t have guidance—government focusing on larger, corporate business
- Communication styles between generations a challenge
- Public transit an issue, limits workforce
- Traditional industries abandoning small towns and going to cities
- Programs to cover advertising costs to attract tourists
- Lobby province to become a growth community and promote that concept to community

There is still time to add your feedback, call the Chamber for a survey or survey link.



The poster features a red background with circular images of local scenes: a person on a horse, a lake with a boat, and a person snowed out. Text includes 'Warkworth • Hastings • Campbellford', 'Experience Trent Hills The Un4gettable Destination', '2016 TRAVELLER'S GUIDE', and 'www.VisitTrentHills.ca'.

2017 Trent Hills Visitor Guide Advertising Opportunities

- Business Listing \$55 +HST
- Business Card Size \$550 +HST
- Full Page \$1,000 +HST

Contact the Chamber today to reserve your space.
Email tourism@trenthillschamber.ca
or call 705-653-1551.

Deadline: October 21, 2016.

Making connections integral to Chamber advocacy efforts

CHAMBER NETWORK

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The Chamber met with MP Kim Rudd to identify the extreme challenges that the businesses of Hastings faced with the extended closure of the bridge, advocated for an early opening and that every effort is made to announce the opening date in advance. Encouraged MP Rudd to seek the assistance of her colleagues to mitigate the impacts to business.

Raised awareness about the plight of the Hastings businesses through a Trivia/Shopping Contest.

Chamber staff participated in the following consultations:

- Provincial Tourism Framework
- Northumberland County Integrated
- Economic Development Plan sessions: Business Immigration; Small Business and Entrepreneurship Development; and Tourism.

The Chamber also lobbied council to have representation on all three Municipal Revitalization Committees. Revitalization of the downtown communities is key to economic prosperity . The connection between the Chamber and revitalization committees and organizations is integral to our role as the Voice of Business.

Chamber board members and/or staff acted as representatives or liaisons on these committees:

- Campbellford BIA
- Campbellford Seymour Revitalization Committee
- Hastings Revitalization Committee
- Hastings Downtown Improvement & Waterfront Development Committee
- Warkworth Business Association
- Warkworth Percy Betterment Committee

Staff attended the Ontario Chamber of Commerce (OCC) Annual General Meeting as a delegate. Delegates vote on the policies to move forward in the coming year. These are the policies that the GR & A Committee review and determine the role we will play and the actions to be taken. This past year we also became members of the Canadian Chamber of Commerce (CCC) to strengthen our position at the Federal level.

Visit the Chamber Network websites to learn more about their advocacy efforts:

www.occ.ca

www.chamber.ca

Membership has a voice through survey participation

Responding to Chamber surveys is how you, a Member, can affect change. This past year we issued the following surveys to collect your feedback:

1. Ministry of Tourism Culture and Sport Consultation survey
2. OCC survey: *Changing Workplace Review, Tourism in Ontario, the Agri-Food industry and the Accessibility for Ontarians with Disabilities Act.*
3. Small Business Consultation—*What is ailing business.*

There are still more opportunities to share your feedback. In the coming weeks we will be asking for feedback from the tourism industry, seeking your questions for an upcoming meeting with MPP Lou Rinaldi, as well as your comments, ideas and opinions regarding the policies we have identified as priorities in the coming year.

Thank you to the many businesses that have participated in our surveys this past year. Your input is very much appreciated and a valuable resource for the Government Relations and Advocacy Committee.

MEMBER PROFILES: COMMUNICATIONS, MEDIA & TECHNOLOGY

Abivia is a Canadian web hosting company based in Campbellford. We offer fast, reliable, and secure hosting on servers located in Canada. Our hosting plans are designed to fit your business needs. Whether you have a basic site or are running a demanding high volume web application, we have a solution for you. Contact us today at 705-202-1383 to learn about the many advantages of hosting with Abivia.

Birds-i Digital Imagery — Are you a business or organization that needs high quality imagery right now? For real estate, tourism, construction, farming, rural properties, insurance... you name it. Visit www.birds-i.ca for examples of our work. Or call Ian @ 705-632-1057. (Birds-i has a Transport Canada SFOC.) Birds-i Digital Imagery - Aerial and ground commercial photography and videography.

Bradley Bay Consulting — System support to personal and business clients across the Central Ontario area. Call Denis Gale at 705-653-7491 for a quick response and an efficient resolution to all of your computer and technology related problems. bradleybay@nexicom.net.

Central Hastings Trent Hills News – Serving Trent Hills and Central Hastings, the eastern part of Northumberland County, with a distribution of 19,800 copies every week. Gavin Beer is the General manager. For more information, call 613-966-2034 ext 504. www.insidebelleville.com/trenthills-on

CKOL Radio 93.7 FM — A community radio station that has been on-air since 1992. CKOL is volunteer-based and always looking for more volunteers. Radio that dares to be different! A multi-format radio station which means that our music is not limited to one genre. You will hear many different artists (especially local ones) on our station. Everything from A to Z (Alternative Country to Zydeco). 15 Raglan St., Campbellford. 705-653-1089. www.ckol.webs.com

The Community Press — Media, newspapers and publishing. Newspaper publishing (print and online), covering: Campbellford, Hastings, Warkworth, Havelock, Norwood, Marmora, Madoc, Stirling, Tweed, Brighton, and Belleville in one edition. Established 1986. Contact Janet Richards 1-877-883-3030 Ext. 207. www.communitypress.ca.

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John Charlton Web Design — Need a website? Or a better website? Need quick updates? John Charlton can help. Services include fully responsive and mobile friendly website design and maintenance, web hosting and domain name registrations. Custom, self-editable websites that promote your brand are available for as little as \$750 + HST. Call John at 705-924-3111 for details or visit www.JohnCharlton.ca.

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MEMBER PROFILES: AGRICULTURE, FARM AND ANIMAL SERVICES

Century Game Park - A scenic homestead Bison Farm, owned by the 5th generation, Rod and Elaine Potter. Book a tour and see firsthand this splendid hump backed animal grazing as it did in prehistoric times. Century Game Park also sells Bison Meat, Elk meat & Bison products. Discover what makes Bison and Elk meat so unique - low in fat and yet flavourful. 705-924-3019 www.centurygamepark.com

Campbellford Farm Supply—Catering to both rural and urban dwellers, CFS manufactures animal feed on site and sells a complete line of Purina products for pets and farm animals. They also stock work boots, grass seed, pool supplies, bird seed, and much more. Located at 19 Industrial Dr. in Campbellford, the Farm Supply is open from 8 am to 5 pm, Mon. to Fri. and Sat. 8:00 am to 12:00 noon. 705-653-4884 campbellfordfarmsupply.com

Campbellford Veterinary Services "Where Service Is Our Practice". Dr. Gwen Robertson and her team provide a small animal practice with 24 Hour Emergency Service. They treat all types of small animals, providing routine preventative medicine, soft tissue and orthopedic surgeries, and dentistry. Dr. Gwen is one of a handful of vets in Ontario to be certified in physical rehabilitation and pain management. Rehabilitation Centre includes hydrotherapy in the underwater treadmill, laser therapy, acupuncture and much more. 176 Bridge St. W., Campbellford. 705-653-2750 campbellfordvet.ca

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Healey Falls Bison Farms—Grass fed naturally raised bison. Bison meat is a healthier choice for your diet as it is very lean, and is ideal for people who need to reduce their fat, cholesterol and increase their iron. Bison meat does not have a gamey flavor rather it is similar to fine beef with a slightly sweeter and richer taste. Please visit their Facebook page at Healey Falls Bison Farms for recipes and cooking tips! 7177 County Rd. 50, Campbellford. 705-243-9431

McCormick's Heritage Meats is focused on producing quality pastured pork and poultry the old fashioned way straight from our farm. No hormones, antibiotics, pesticides, herbicides are used on our animals or property. For the fall and winter we will have pork, whole and half chickens. Everything is available at our on-farm store two minutes from the cheese factory or visit us at the Campbellford Farmers Market on Saturdays. 1107 James Road, Campbellford. 705-653-5069. mccormicksheritage.com

Sandy Flat Sugar Bush is open weekends 10-2 for maple sales. The last 3 weeks in March the pancake house opens for pancake breakfasts daily from 9-4, and weekends in April. Spring activities include horse drawn sleigh/wagon rides and maple making demos. To book groups of less than 75 people (in March only) please email sandyflatsugarbush@gmail.com or call 705-924-2057. sandyflatsugarbush.com

Twoloom Alpacas and Boutique—Come and see why alpaca owners are so passionate about their animals and the luxurious products they produce. We welcome farm tours and do educational sessions. Alpaca is naturally antimicrobial, odor free, moisture wicking, warm and soft. We manufacture and distribute alpaca products and offer a variety of products for sale at the farm and at Peterborough GreenUp. 290 County Road 35, RR 2, Hastings. 705-927-2236 twoloomalpacas.ca

Warkworth Farm Supply is located at 9 Mill St. in Warkworth and can supply you with all your agricultural needs. Livestock feed, pet food, farm supplies, grass seed, pool supplies, bird seed, propane and a line of work clothes and boots. Open Mon.—Fri. 8:00 am-5:00 pm and 8:00 am-12:00 noon on Sat. 705-924-9498.

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COMMUNICATIONS, MEDIA & TECHNOLOGY

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Trent Hills Technical is a computer service organization located in Campbellford serving the greater Trent Hills area. They provide computer repairs and service, technical support and training to both individuals as well as small to medium sized businesses. Wayne has experience developing and supporting custom business software and has helped people to better understand and utilize current and emerging technologies such as social media, the web, mobility and the cloud. 705-947-2212 www.trenthillstechnical.ca