

Perth and District Chamber of Commerce December 2010 Newsletter

Providing Our Members With Opportunities

The Chamber's Membership Committee works diligently to provide its members with opportunities. As we embark on 2011, we are excited to provide you with seminars and networking events!!

February 9, 2011

Perth Manor

What Is Social Media And How Can It Help You Promote Your Business?

This seminar will review social media and its potential place in your business' promotion strategy. Shelley will take a close look at a few of the most common social media portals (Facebook, Linked In, Myspace, Youtube) and explore their inherent business value.

Shelley Montreuil has been building websites for over ten years both in static and dynamic formats. Shelley's company, **OnCouRSS Web Solutions**, specializes in helping businesses to build websites which act as a tool rather than just an online brochure. As a professional musician, Shelley has been using social media to propel her online identity since the early days of myspace and email newsletters. Recently, Shelley has been retained by Algonquin College to teach special interest classes in both website development and social media.

Space is limited so please register early!!!!

Where: Perth Manor Boutique Hotel

When: February 9, 2011

Time: 6:00 p.m. – 9:00 p.m.

Cost: Members: \$10.00

Potential Members: \$15.00

February 24, 2011

“After 5”

The Chamber hosts several events throughout the year, providing its members with various opportunities to network. As we enter into 2011, we are thrilled to announce our newest event; **“After 5”!**

We will be offering these networking opportunities 3 times/year; February, spring and fall.

Members have an opportunity to showcase his/her business while hosting the **“After 5”**.

The first **“After 5”** is being hosted by **Catherine Ball, owner of Perth Physiotherapy** on February 24th, 2011.

We will have full details in January and will keep you posted.

If you are interested in opening your doors for the spring or fall event, please touch base with the Chamber.

Spring 2011

ACCESSIBILITY STANDARDS UPDATE (received from the Ontario Chamber of Commerce)

All businesses, including non-profit organizations, with at least 1 employee will have to comply with the customer service standard, a regulation under the Accessibility for Ontarians with Disabilities Act, 2005.

It is essential to learn about your obligations as soon as possible to ensure your organization is in compliance and all your applicable staff are trained. The customer service standard will affect as many as 360,000 organizations across the province. Don't wait till the last minute!

Visit www.accessibilityworks.ca to complete the compliance toolkit and self-assessment test.

For more information, contact:

Roya Alaei

Project Officer

(416) 482-5222 ext. 238

royaalaei@occ.on.ca

Due to the number of requests we have received from our members as well as this information received from the Ontario Chamber of Commerce, the Perth and District Chamber of Commerce will be hosting an Accessibility Standards Seminar in early 2011. We will keep you posted

Making The Chamber's Newsletter Work For You

The Chamber encourages its members to utilize the newsletter. It is your avenue for communication. Give us a call and we can work with you to make the newsletter work for you.

1. **Members' Corner**

You can put an event or advertising in the Members' Corner (minimal fee)

2. **Charity Event**

You can advertise a charity event/not for profit event **FREE** of charge

3. **Toot Your Horn!!**

Please let us know if your business has an accomplishment that the community should be aware of.

4. **Business Of The Month**

Let us know if you would like to be the **Business Of The Month**. With only 12 months in a year, there is limited opportunity to highlight everyone. So, if you would like to be included in the month of your choice, please give Madeline a call.

It's Worth Being A Member Of The Chamber

Last month we mentioned the Menu Binder initiative the Chamber was working on for its members who are restaurant owners. Well, we are excited to announce the binders are complete and distributed!!

One menu binder is located at each of the local accommodations, providing visitors the opportunity to view the various restaurants' menus. As well, we have placed a binder in Blair and Son Funeral Home as well as O'Dacre Funeral Home for those visitors to the town who need a place to eat.

The Chamber will continue to maintain the binders throughout the year, changing up menus (if necessary) every spring and fall.

We have received a suggestion to expand this initiative to encompass the real estate offices. What a great idea! This will be done in the new year.

If you are a restaurant owner and have not yet provided the Chamber with your menu, please give Madeline a call and we can get you added to the binder.

The Display at Barnabe's Your Independent Grocer Is Changing

For many years, the Chamber has had the opportunity to display its members' rack cards in the entrance of the Independent Grocer on Highway 7. As did Lynda and Tony Hendriks, Matthew Barnabe graciously donates this space at the front of the entrance. This display is not only beneficial to those inquiring about local services and interests it is also an added benefit of being a member of our Chamber as it is exclusive to members only.

The Chamber is very aware and understands that the front entrance to the store must accommodate the shopping carts as well as many other items. The Chamber also understands that there is no other option than to have these carts in front of the Chamber of Commerce display. This unavoidable situation does pose a problem for the Chamber as the rack cards are being obscured by the carts. As well, the carts make it very difficult for customers to easily retrieve the pamphlets. The Chamber has discussed this situation with Matthew Barnabe and we are looking at a solution that we hope to have in place by spring 2011.

Please contact the Chamber office if you have any questions regarding this matter.

Annual Night Before The Night Before Christmas fundraiser set for Dec. 18 Celebrate the season and support your local food bank!

(written and submitted by Shelley Montreuil)

The 19th annual *The Night Before The Night Before Christmas* fundraising dance will take place Saturday, December 18, 2010 at the Royal Canadian Legion Hall, 26 Beckwith Street in Perth, beginning at 7:30 p.m. This popular annual tradition features great local entertainment and is a must-attend holiday event for music lovers and supporters of the Perth and District Food Bank.

The holiday season can be a particularly difficult time for low-income families and individuals. Statistics show that the majority of Food Bank users are children and the elderly.

"The monies collected by the Perth and District Food Bank at Christmas time must sustain the facility for the entire year," says Food Bank Coordinator, Samantha Davidson. "In addition to donations of non-perishable items, cash is needed to purchase fresh food to supplement a family's weekly allotment."

Event host Tell Mama was named Festivals and Events Ontario Best Original Act for 2009, received an Honourable Mention in the Billboard Song Contest and was a runner-up in the International Songwriter's Competition' jazz category. Jeremiah Sutherland wrote in the March 7, 2009 Bullfrog Music Reviews that Tell Mama's debut album is, "Definitely Juno material with not a weak song on the CD. Buy this one while you can."

Joining Tell Mama onstage this year is local rock band The Commuters and possibly a few surprise guests. For updates on who is appearing, visit www.thenightbeforethenightbeforexmas.com.

Tickets, which are available at Shadowfax in Perth, are \$20 each plus a donation of food or cash to the Food Bank. Without a donation to the Food Bank, tickets are \$25 each. Pledge \$10 a month and get in for free plus a donation of food or \$5 at the door. Pledge \$15 a month and get in for free with no extra donation at the door. Pledges can be made online at the event and the Food Bank websites, in person at Shadowfax or in person at the door.

Sponsorships are also available, ranging from a one-star (\$125) performer sponsorship to a five-star (\$1200) event sponsorship.

If you can't attend the event but would like to help, tickets and other sponsorship opportunities can be arranged by contacting Shelley at shelley@oncours.com or at (613) 812-3187.

No Increase To The Base Membership Fees! Just Covering The HST

We will be sending out renewal packages in early January. You will notice a slight increase in your membership fees; However, there is no actual increase in the base fee. **We are just covering the HST.** Included in the package will be a registration form. We urge you to complete this information form, advising us of any changes to your business as it assists us with accurately promoting your business.

Now That Your Feet Are Wet.....

If you have been a member of the Chamber for a while now, OR you just joined the Chamber and would like to get more involved and/or learn more about what the Chamber does, why not join a Chamber committee? Joining a Chamber committee not only will provide you with the opportunity to get more involved in the Chamber and your community, it will enhance your networking. Working within the Chamber opens doors for you to meet other Chamber members and other businesses. The following committees are always looking for more members;

Membership Services and Recruitment

Responsible for ensuring needs of current membership are met, new members are recruited and retained. Maintaining & disseminating membership information; providing small networking events throughout the year. The committee is also responsible for membership and Board recruitment; acts as the Nominating Committee

Corporate Image

Properly maintains a unified and positive image of the Chamber. Responsible for providing input to a webmaster in maintaining the website.

Golf Tournament

Organizes the annual golf tournament. Responsible for obtaining silent auction prizes, hole sponsors and door prizes. Choosing golf course, meal & pricing. Required to attend the golf tournament and assist with the event

Festival of the Maples

Responsible for organizing the annual Festival of the Maples

Tourism

Responsible for decisions/coordinating regarding Chamber's tourism activities

Cycling

Involved in the cycling initiatives of the Chamber

Visitor Guide

Instrumental in the production of the Perth and District Visitor Guide

Advertising and Promotion

Coordinating the advertising and promotion of the Perth and District Chamber of Commerce

Would You Like To Sit On The Chamber's Board of Directors?

Positions are open on the Chamber's Board of Directors. If you are interested in putting your name forward for the 2011 election and would like further information, please contact the Chamber office and speak with Carol or Madeline, 613 267-3200. The new term commences in March 2011.

Doors Open Committee Is Looking For Volunteers

Throughout the province, there is a growing pride in our heritage. Communities boast of their commercial buildings, courthouses, residences, places of worship, gardens, natural heritage and other heritage sites. From April to October each year, communities open the doors to some of our most intriguing and charming heritage sites. The town of Perth's Heritage Management Committee spearheads this event every second year with 2011 being no exception. The Heritage Management Committee is looking for volunteers to sit on the 2011 committee. If you are interested in sitting on this committee, please contact Karen Rennie at 613 267-1947 or email her at krennie@perth.ca.

A Message From The Ontario Chamber of Commerce

The following are topics the Ontario Chamber of Commerce has forwarded to our Chamber. If any of the following items interest you, please let us know and we will send you the documentation.

- Jump Start Exports to Hong Kong & China
- Managing Your WSIB Claims
- New Travel Partner - Indus Travel
- Bell Mobility
- Current Listing of all OCC Events
- Free Guide to Starting and Financing a Business
- Website Links
- Job Postings
- Scam Alert
- Corporate Tax Deduction

Business Of The Month

Sarah Foster, RMT

(written and submitted by Sarah Foster)

Many people think of Massage Therapy as a luxury that they just don't have the time or money to bother with. Massage Therapy can absolutely help to bring about relaxation that feels like a luxury! However, there is so much more to it than just that.

People free of injury use Massage Therapy to maintain a sense of health and well being, and to enjoy their regular appointments as gifts of relaxation to themselves. Those with traumatic injuries, chronic conditions or who are recovering from surgery often find that Massage Therapy decreases pain, increases movement and speeds up overall healing time. Even if they are already using another kind of health care (Physiotherapy, Medical, Chiropractic, Naturopathic, etc...) people can enhance their progress by adding a Registered Massage Therapist to their health care team.

Since joining Perth Physiotherapy in June, I have been providing Massage Therapy on its own, as well as in conjunction with Physiotherapy. The two health care methods complement each other, and my clients who are in Physiotherapy have found it convenient to book their Massage and Physio appointments back-to-back or on alternate days as it suits their treatment needs and availability. I have appointments available day or evening during the week and on Saturdays.

Massage Therapy is covered in whole or in part by many employment benefits and other insurance plans. Contact your insurance company to find out how much Massage Therapy you are entitled to.

Massage Therapy also makes a great gift so buy a gift certificate for someone you care about, or treat yourself!

Registered Massage Therapist

Perth Physiotherapy

3 Beckwith St. E

613-267-6789

www.perthphysiotherapy.ca

info@perthphysiotherapy.ca

New Regional Tourism Organization: "Ontario Highlands"

(submitted by Marie White, Lanark County Tourism)

Ontario Highlands Tourism Organization (RTO-II) is set to receive 1.75 million dollars over the next two-years as part of a larger 40 million dollar province-wide investment in tourism divided proportionally among the province's 13 newly formed Regional Tourism Organizations.

An example of one of the first priorities for Ontario Highlands is the completion of a Premier Ranked Destination Framework exercise. This project aims to identify all of the tourism assets in the region and evaluate which assets are underdeveloped or underperforming and will provide a solid foundation for strategic planning.

Tourism stakeholders are encouraged to get involved by contacting RTO-II coordinator Nicole Whiting at 613-732-4364 ext 456 or nwhiting@countyofrenfrew.on.ca.

More information is available at:

http://www.ottawavalley.travel/Media_and_Communications/Regional_Tourism_Organization_II.html

Tourism Industry Liaison: Marie White 1-888-452-6275 or mariew@county.lanark.on.ca

Please note: This is a paid advertisement. This space is available to any member wishing to place an advertisement. Please contact Chamber office for details.

Phone: 613-264-1500  Website: www.baldersonfinefoods.ca

With Christmas upon us, **Balderson Fine Foods** would like to offer **Perth & District Chamber of Commerce members a special: 10 or more baskets and save the tax.** Choose one of our premade designs or have us make a custom basket to suit your needs and budget.



Highlands
\$29.99
Contains assorted cheeses, crackers, coffee, tea, jams, homemade cookies, and an assortment of toffee and mini chocolates, packaged in a wicker basket



Mississippi
\$49.99
Contains assorted cheeses, crackers, french mustard, hot chocolate, rich dark chocolate bar, maple candy, jam, homemade cookies and an assortment of toffee and mini chocolates in a dark wicker basket



Lanark County
\$99.99
Contains assorted cheddar cheeses, brie, crackers, hot chocolate, tea, napkins, rich dark chocolate bar, jam, homemade cookies, local maple syrup, honey, dark chocolate truffles, and red pepper jelly in a wicker basket



Tay Valley
\$39.99
Contains assorted cheeses, crackers, tea, hot chocolate, homemade cookies, and an assortment of toffee and mini chocolates in an Eco Friendly collapsible tote in a range of colours and patterns



Drummond
\$74.99
Contains 5 assorted cheeses(cheddar, brie and goat cheese), dip mix, tea, assorted crackers, cork back coasters, napkins, homemade cookies and assorted toffee and mini chocolates in a wicker basket



Custom
Looking for a corporate gift? Add your company's memorabilia to an existing design or; have us make a personalized basket with other items from our store. Baskets available for any price range from \$8.99 to \$100.00 plus!

We Welcome Our Newest Members

Perth Business Referral Network

30 North Street
Perth, Ontario
Contact: Lynn Dowdall
613 267-1119

Perth Business Helping Perth Business

Heather Irving, Sales Representative, Sutton Group-Masters Realty Inc. Brokerage

1650 Bath Road
Kingston, Ontario
Contact: Heather Irving
613 384-5500
1 800 808-4448

Realtor, homes, cottages, cottage rentals, land,
building

TayCare Children's Centre

P.O. Box 707
Perth, Ontario
Contact: Sandra MacGregor
613 267-6542

Child care

Debra Jackson, RMT

39 Drummond Street West
Perth, Ontario
Contact: Debra Jackson
613 264-2686

Registered massage therapy providing therapeutic
rehabilitative, sports, medical and stress
management massage

Langan Family Law

1021B Elizabeth Street,
Sharbot Lake, Ontario
Contact: Anne-Marie Langan
613 279-3122

Family law including separation, divorce, custody,
access, adoption, support, spousal support,
property division, separation agreements,
cohabitation agreements, collaborative law,
mediation

Gillian Scobie Associates

142 Trillium Drive, RR#3 Stn Main
Perth, Ontario
Contact: Gillian Scobie
613 264-5415

Editing, writing, copywriting, advertising, web
content, public relations, press releases, media,
brochure, on line

THANK YOU!!

As another year comes to an end, we would like to sincerely thank all of you for your continued support of the Perth and District Chamber of Commerce. Without your support, the Chamber office could not be open year round, providing both tourists and people choosing this area as a spot to relocate, the opportunity to speak one on one with Carol, Madeline or Jordan. We thoroughly enjoy working with everyone in a joint effort to make Perth and District a great place to work, play and live.

With appreciation, **Carol, Madeline and Jordan**