

Perth and District Chamber of Commerce January 2011 Newsletter

February 9, 2011

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! 613 267-3200

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

Note: **A cash bar will be available during the recess**

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”**.

When: February 24, 2011

Time: 5:00 – 7:00 p.m.

Where: Perth Physiotherapy, Catherine Ball

Cost: \$5.00

Catherine will be graciously providing beverages and finger food to those attending

The Chamber will be donating all proceeds from the event to a local charity

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

Please register with the Chamber prior to the event.

Spring 2011

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

All businesses, including non-profit organizations, with at least one 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

Big Brothers Big Sisters of Lanark County Bowl For Kids 2011

Register a team today!

You hear about **Bowl for Kids** every year, and maybe you participate or think about participating – but this year Big Brothers Big Sisters REALLY NEED YOU!

BBBS has a hefty fundraising goal of \$60,000 for this event in 2011. BBBS DOES NOT get government funding, so this event is critical to help them keep their programs going.

With such a big goal, it's all hands on deck. Please call the office to register your team today – you don't need a big crowd, a lot of money, and you certainly don't need to know how to bowl. Just get involved – every penny counts!

Check out this link to enter a team, or donate <http://lanarkcounty.kintera.org/bfks>. Have questions? Call Big Brothers Big Sisters at 613-283-0570!

Thank you!

Would You Like To Be A Vendor At The Festival of the Maples?

If you would like to participate as a vendor at the Festival, there is still plenty of space available. You can display and sell your product on the main street of Perth! With thousands of people attending this Festival, it is a great opportunity to get your name out there.

For complete details on being a vendor at the Festival, please contact Madeline at the Chamber office (613 267-3200.)

35th Annual Festival of the Maples Saturday, April 30th, 2011

The excitement of the holidays has passed and here at the Perth & District Chamber of Commerce, our thoughts are turning to spring and The Festival of the Maples. This year marks the **35th Annual**, and the committee is hoping to make it the best one yet!

Although you will soon be receiving phone calls and letters requesting your support through sponsorship and initiatives, we would like to let you know about some of the new things we are hoping to do this year so that everyone has a chance to be a part of this fantastic day.

Sponsorship Packages:

This year, we are looking at finding new ways to provide our generous sponsors with even more value for their sponsorship dollars.

Our new sponsorship categories are:

Grade AA - \$800.00 + hst

Grade A - \$500 + hst

Grade B - \$300 + hst

Grade C - \$100 + hst

Increasing our sponsorship dollars means that we are more able to promote our local businesses as well as our fabulous location to a broader audience, and it also allows us to make a great festival even better!

There are only limited numbers of our Grade AA sponsorship packages available and these packages are the **only ones that will include radio advertising** both in Perth and Ottawa, along with all of the other benefits of sponsorship. All other sponsorship levels will include your logo and/or business name in local print media as well as in the entertainment flyer distributed throughout the Ottawa valley, stage announcements throughout the day, and signage depending on sponsorship level at the Festival itself.

The Chamber Is Providing A Sweet and Sticky Stay and Dine Package To Our Thousands of Visitors

Thousands of people spend an entire day in Perth during the Festival of the Maples. Why not provide these visitors with the opportunity to stay the weekend, experience the delicious food and the warm hospitality that Perth has to offer, as well as have a chance to check out some of our local downtown merchants in a more relaxed atmosphere the next day? We are hoping that local restaurants and accommodation providers will be as excited as the Chamber is to showcase our local flavours and our fine Inns, B&Bs and Motels.

If you are interested in becoming a sponsor, or would like to be included in the "Sweet and Sticky" promotion, don't wait for us to call you! Call Jordan at the Perth & District Chamber of Commerce (613)267-3200. Look for our sponsorship packages to come out in the New Year. We hope to hear from many of you before the sap starts to run!

This Just In!

The Chamber of Commerce has been given the opportunity for a feature length article about the Festival of the Maples in Due West and 55 Plus Magazines with distribution in Ottawa and the Ottawa Valley. The more advertising we are able to sell, the longer the article will be.

Please contact Jordan ASAP to discuss options for a ¼ or ½ page adds in either or both of these publications! (613) 267- 0034 or welcome@perthchamber.com

Business of the Month

COUNTRY TOLE CREATIONS GIFT SHOP

60 Gore Street East, Perth, Ont

613-267-5858

countrytolecreations1@bellnet.ca

(written and submitted by Country Tole Creations Gift Shop)

In the spring of 2003, sisters Donna Catchpaw, Betty Wynn and Judy King along with a friend, Phillis Ashton, decided to venture into a business partnership. Within a few weeks, "Country Tole Creations" was formed.

Now, nearly eight years later, the business and partnership is thriving. There have been some changes over the years....most notably, due to the decline in the popularity of tole painting, classes are no longer available and the shop carries only a minimal selection of tole supplies and paints. However, this change in direction has allowed much more time and space for an expanded country themed gift section.

Upon opening the front door at 60 Gore Street East, visitors to the shop are welcomed by the wonderful aroma of the many scents of Country Affair candles, Soy candles, WoodWick and Crossroads diffusers. For anyone looking to add some décor to their country home or cottage, they will always find affordably priced decorative plates, berry garlands and wreaths, Treenware, lanterns, mats, windchimes and so much more. Customers remark about the extensive selection of flags that are available year round. Special orders for country signboards and mosaic glass on glass windows can be arranged.

As the seasons change, so does the merchandise....spring and summer brings exciting lawn and garden art, butterflies, dragonflies, birds, planters and trellises; the vivid fall wreaths and garlands move on as the snowmen, trees and ornaments appear for the Christmas season.

The partners pride themselves on offering excellent customer service with that special friendly touch that only an involved store owner can give. Whether assisting one of their regular customers find that perfect addition for their home, or chatting with an out of country visitor who just happened to drop in, the girls at Country Tole Creations Gift Shop are happy to help. The friendly smiles are always free.

We Welcome Our Newest Members

Bobs Lake Cottages

75 Burns Lane North

Godfrey, Ontario

Contact: Marla

215 546 2379

Several Cottage rentals on Bobs Lake

The Café Hideaway

55 Foster Street

Perth, Ontario

Contact: Cindy Lou Paul

613 267-0202

Homestyle cooking. Breakfast served all day.
Lunch

All The Best In 2011! Madeline, Carol and Jordan