

# Perth and District Chamber of Commerce May 2011 Newsletter

## **Festival of the Maples Celebrates its 35<sup>th</sup> Anniversary!**

Once again, the Festival of the Maples has proven to be a huge success! The spring rains knew to stay away and the streets of Downtown Perth were packed with festival goers enjoying the entertainment, the vendors, and of course, the delicious maple syrup products from our local maple producers.

We would like to send a huge thank you to our generous sponsors, those who donated prizes and of course our amazing volunteers who make this day possible.

We would also like to thank the festival committee who meets, beginning in November and continues through to April to bring all the details together and make this event such a success.

## **Many Thanks to our Corporate Sponsors**

### **AAA Sponsors**

EMC Performance Printing	Scotiabank	Perth Courier/Metroland Media
A & B Ford Sales Limited	Mike Fair Chevrolet Buick GMC Cadillac Ltd	Rivington Rally Honda
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### **A Sponsors**

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### **B Sponsors**

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### **C Sponsors**

Brown Shoe Company of Canada Inc.	Don McAdoo Construction Ltd.	Tackaberry Sand & Stone Ltd
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## **We Couldn't Do It Without You!**

The Festival of the Maples would not exist without the dedication and long hours put in by our volunteers! We have an amazing committee that meets from November through April to plan out the details of the day and impressive arrays of volunteers who give of their time to make all of those details come to life!

The Festival would specifically like to acknowledge the Lanark Leeds Home Builders Association (LLHBA) for the work they do at the festival before anyone arrives, and after the crowds are gone. The group from the LLHBA arrives at 5:30 am to set up the main entertainment stage as well as to hook up the electricity and hang all of our sponsorship signs and move the bleachers into place. They then return at the end of the day and take it all down!

We thank Darwin Code of Code Construction for taking the lead on this and making everything come together! The Festival of the Maples thanks you and your team!

## **Sweet and Sticky Weekend a Sweet Success!**

This year marked the first that the Chamber of Commerce paired with local Bed and Breakfasts, businesses and restaurants in town to extend the Festival of the Maples for visitors and locals alike. We would like to take this opportunity to thank all who donated to our beautiful welcome packages, to our Innkeepers who provided the hospitality, and to Jaime, Peter and Darlene, along with Chef Martin Faucher at the Stone Cellar for the incredible 5 course meal on Saturday night! There are many today who are still raving about the food, wine and desserts!

## **Happy Tourists Return To the Festival, Year After Year**

(email received from a Toronto, Festival of the Maples attendee)

I still think we must be your lucky charm in terms of the weather; each of the past four years the weather has been just perfect on the Saturday (okay, once, it was our first year, we got a downpour but that was in the evening after everything had wrapped up so no big deal).

**Stone Cellar** was excellent as usual. Peter is a terrific host. It'll be a regular for us.

Was suitably impressed with **Fall River** for lunch on Friday, and **Michael's Table** is a good addition, was very impressed with it. This year we missed **Maximilian's** for the first time. . . their schnitzels are great!! And I do really enjoy those buffalo burgers on the street. One of the highlights was finding out that the hat guy (I bought one from him last year, Vilma bought one from him this year) is a neighbour of ours. . .talk about a small world.

Funny thing is, between **Shaw's**, **Conway**, and **Mill Outlet**, I buy more clothing for myself in Perth than I do in a whole year in Toronto.

And thanks for the tip about **Balderson**; That was a bonus!!

## **Promotional Material Exchange**

(submitted by Jude Pearson)

Are you a business in Lanark County that provides goods, services, or accomodation to tourists - including day trippers - who are visiting Lanark County?

Do you have a display rack or bulletin board on your premises for cards, brochures, or posters promoting complementary businesses and activities in the area?

If you would be interested in cross-promoting your business with ours via the exchange of promotional materials (in our case, a 5x7 full colour postcard), please let us know.

Call Jude or Charlee at Ground Waves, 17 Wilson St. E., Code's Mill, in Perth by phone @ 613-267-3322 or email [info@groundwaves.ca](mailto:info@groundwaves.ca)

## **A New Chapter for Manor Owners Join the Stone Cellar In A Farewell Party For Michael and David May 6<sup>th</sup>**

(Originally published in the Private I Column, by Cathy James, Perth Courier, April 28, 2011 edition)

Nine years ago this month, David Marshall and Michael Dwyer arrived in Perth after purchasing the Perth Manor Boutique Hotel on Drummond Street. They worked hard to bring the Manor back to its original purpose – a gorgeous mansion with beautiful gardens, making it a favourite weekend escape for visitors and wedding bliss for newlyweds.

Nearly four years ago, friends of ours got married in Perth and hosted their dinner and reception at the Manor. They couldn't rave enough about David and Michael's exceptional attention to detail, ensuring their big day was flawless. And that it was. If you've driven by the Manor over the winter months, you would have spotted the sold signs posted on each corner of the property. David and Michael plan to move out West this spring, and before they leave the Perth community wants the chance to say goodbye.

The Stone Cellar will host a Farewell Party for the Manor Men on May 6. An open reception from 5-7 p.m. will allow anyone from the community to drop in and wish them well. Stay a little longer and enjoy a four-course dinner with David and Michael at the restaurant. To find out more details about the event and to make dinner reservations, you can contact the Stone Cellar at 613-267-0200.

## **A New Display At Barnabe's Your Independent Grocer Will Soon Be Ready To Go!**

Jeff Collver, owner of Whistlewood Custom Woodworking & Design has been busy this past month, creating and constructing the new display at Barnabe's. In preparation for the upcoming tourist season, the display should be ready sometime in the next two weeks. Once the display is completed, it will stand in the walkway, leading from the cashiers to the exit.

## **Town Of Perth's 200<sup>th</sup> Anniversary Committee Looking For Chamber Volunteer**

The Town of Perth has started planning for the 200<sup>th</sup> Anniversary of Perth which will occur in 2016. To date, the logo has been developed, a website has been secured, and a mandate has been established. The organizing panel is now ready to embark on 5 specific projects including a Legacy Project, 200 Events, Marketing and Advertising, Community Engagement and Fundraising. Much work is yet to be done and the town needs support from its community partners.

The town is requesting that someone from the Chamber be an active working volunteer on this committee. If you are interested in becoming part of this committee, please contact the Chamber office; 613 267-3200 or email at [welcome@perthchamber.com](mailto:welcome@perthchamber.com).

## **Local Residents Become Tourism Experts Vote For Perth And Enter To Win An iPad2!**

(Submitted by Laurel Smith)

The Ontario's Highlands Tourism Organization (OHTO) is spearheading a grassroots effort to increase tourism to this region – which right now has the lowest numbers of visitors to anywhere in Ontario, with only 2.5% of the provincial total. Recognizing that most people who live in the area may not consider it as a tourist destination, the OHTO has created a campaign to change this attitude and to inform the local population that Tourism Starts with You. People are encouraged to share the attractions and experiences that they love about the region at [www.tourismstartswithyou.com](http://www.tourismstartswithyou.com) with an added incentive that each submission counts as an entry to win an iPad 2.

“This region has a lot to offer and it can become one of the premier destinations in the province,” explains Leah Piltz, Marketing and Communications Coordinator at the OHTO. “Additionally, tourism can become a significant contributor to the local economy, helping to create jobs and to sustain the community. But to encourage tourism to this area, people have to start thinking about the broader picture.” Visitors to the [www.tourismstartswithyou.com](http://www.tourismstartswithyou.com) website are able to take some time to browse entries and discover the wide variety of things there are to see and do right in their own backyard.

From a luge track in Bancroft, to a skate park in Madoc, whitewater rafting in the Ottawa River, and more, visitors to the site will realise this region has much to offer. It is hoped that by familiarizing the public with these attractions, local residents are better able to inform visitors of what there is to do in the area. This could be something as simple as a suggestion to a visitor of what to do by a gas station attendant or local walking down the street. According to the latest data from Statistics Canada, most tourists to the region are people visiting their friends and family – who by default become tourism experts. Adds Piltz, “they are the primary source of destination information, which is why meaningful growth in the tourism sector must begin with awareness among the local population.”

The Tourism Starts with You campaign is scheduled to run until June 30, 2011.

The OHTO is a not-for-profit organization mandated by the Province of Ontario to increase tourism within the counties of Haliburton, Lanark, and Renfrew and portions of Frontenac, Hastings, and Lennox and Addington. The OHTO works in collaboration with eight DMOs, tourism agencies and authorities including: Algonquin Nation, Bancroft & District Chamber of Commerce, ComfortCountry.ca, Haliburton Highlands, Lanark County Tourism, Land O' Lakes Tourist Association, Ottawa Valley Tourist Association, and the Rideau Heritage Route Tourism Association. Find out more about the OHTO at <http://www.ohto.ca>

For more information, please contact Leah Piltz, Marketing and Communications Coordinator, at 613-629-6486 or [leah.piltz@ohto.ca](mailto:leah.piltz@ohto.ca)

## **Interactive Tourist Information Kiosks**

The Corporate Image Committee along with the BIA and the Town of Perth has been busy on your behalf with the final installation of the new interactive tourist information kiosks at two locations in downtown Perth. The first is located in the window of Fortin Consulting, 94 Gore Street East and is accessible from the outside at all times. The second unit is located inside at Shadowfax, 67 Foster Street and is accessible during their normal business hours. These units have been installed for your benefit and will provide quick and easy online access to your business complete with Google maps and links to your own web site for Perth visitors and residents.

Our challenge to the membership is to review the information on file with the Chamber office and especially on your own web site. Does your web site convey to the public the information you think will draw them to your doorstep? If you are a restaurant, does it have a copy of your menu? If you are a retail business, does it provide details of the products you sell or specials you may be promoting? If you are a service provider, does it detail the type of services you provide? Is the information current and fresh?

This information is key to your success, so we are asking all to take an objective look at their web sites and make improvements where needed. Keep in mind that this same information is also accessible from the Chamber web site for online visitors.

If you don't have a web site or are not sure how to update the information, then the Chamber office can help. While we don't provide this service, we can recommend Chamber members that specialize in web design on a fee for service basis. Please call the Chamber office if you need help.

## **Calling All Felines!**

(written and submitted by Classic Theatre)

The Perth-based Classic Theatre Festival, Ottawa Valley's professional summer theatre, is auditioning black cats for a key role in its first production of the summer season, "Bell, Book and Candle." One or more cats are required for a combined six-week rehearsal and production period, beginning mid June and running to July 31. Cats will not be required to work Mondays and Tuesdays and not every day in rehearsal. Cat owners who can lend their kitty will receive a season pass for two to the Festival.

In the meantime, the Festival is looking for volunteers to help with set painting and construction, props, ushering, and community outreach. In addition, visiting artistic crew will require places to stay, and the Festival is seeking homes that can offer a free spare bedroom, and access to a bathroom and kitchen. Anyone who can host this year's team members will also receive a pass for two for the summer season.

Tickets are now on sale for both summer season shows, and anyone who purchases them before May 31 will receive a 10% Early Bird discount. For more information contact the Classic Theatre Festival at 877-283-1283 ext. 3.

## **Weekly Cycling Up And Running In Perth!**

(submitted by SportX)

If you like to cycle and want to get together once/week with others and cycle as a group, the following may be for you;

The original **Monday Night** ride started the week of April 4.

For the first time there is a **Ladies Ride** starting from the Perth pool every Tuesday evening (6pm). You can email Sasha ([sashataylor@hotmail.com](mailto:sashataylor@hotmail.com)) for complete details. There are no insurance requirements and therefore everyone is responsible for themselves.

**Perth Rides** will be starting up on Wednesday (April 6) at 6:00pm at the Perth pool. Like the Ladies ride this isn't a Sport X club ride so you can email Shawn ([shawnwar@gmail.com](mailto:shawnwar@gmail.com)) or Darren ([darrencope@gmail.com](mailto:darrencope@gmail.com)) for more information. There are no insurance requirements and therefore everyone is responsible for their themselves. In the past the Perth ride has been known as a 'fast' ride. This year there will be two groups at all times - a 'fast' group and a 'slow' group. If there is only one person in the 'slow' group, someone will stay back and ride with him/her so that no one is left alone. If you've come in the past and been turned off by the speed, please give it another try.

## **TD Merchant Services NEW Promotional Piece**

The rates for processing *Visa*, *MasterCard* credit electronic transactions and *Interac* Direct Payment transactions have *decreased* to:

- **1.59% Visa Credit Rate**
- **1.64% MasterCard Credit Rate**
- **\$0.069 Interac Direct Payment Transaction Fee**

For more information, please contact Ian Hunter at [ian.Hunter@td.com](mailto:ian.Hunter@td.com) or call at 613 769-2439.

## **Chamber Hires Marketing Coordinator To Focus On Tourism For The Next Six Months**

The Perth and District Chamber of Commerce is pleased to announce that we've secured a six month grant for a Marketing Coordinator to focus on Tourism. The Coordinator will focus on a short term strategy to help increase tourist traffic and spend in the town during the summer months and complete a longer term strategy looking to the future. We welcome Melonie Sibbitt in the role. Melonie has volunteered with the Tourism Coalition since relocating here in October and brings with her over 12 years of Marketing Communications experience. She will be calling on members as programs develop and to solicit your feedback and ideas. In the meantime please feel free to reach out to her at [perthchamber@gmail.com](mailto:perthchamber@gmail.com)

# Members' Corner

*(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.)*

## Legacy Art Show

at

## Gallery Perth

at

## Code's Mill

53 Herriott Street, Perth

with

## Vernissage

The show runs from April 22<sup>nd</sup> to May 30<sup>th</sup>

**Legacy Art: A Retrospective of Significant Paintings by Canadian Watercolorist Garnet Hazard and Important New Works by Contemporary Artists - Bryce Bell, Larry Bracegirdle, Marc Brzustowski and Gordon Harrison.**

Gallery Perth at Code's Mill will stage "Legacy Art" on May 1<sup>st</sup> - a retrospective of Garnet Hazard and new works by Bryce Bell, Gordon Harrison, Larry Bracegirdle and Marc Brzustowski. Masterly paintings from the past juxtapose with impressive new creations in a show inspired by the awareness of artistic merit. In small towns such as Perth, changing economic values have awakened creative resources, a trend that is being recognized and championed. Supporting artists and investing in art reaps rewards for us now and creates a legacy for the future.

## The Beach House

### Massage & Body Work, Mothers Day Specials

#### **60 Minute Maple Syrup Wrap**

Maple syrup scrub, wrapped in warm linens, with a 15 minute scalp massage, shower, finish with a hydrating massage: \$75.00 Add a pedicure: \$95.00

Maple syrup has healing vitamins & minerals which will be absorbed by the skin while wrapped.

#### **90 Minute Chocolate Wrap**

Orange body scrub, shower, wrap in chocolate for 20 minutes, shower, finish with a hydrating orange massage: \$125.00 Add a pedicure: \$145.00

A mineral rich sea clay infused with the essence of cocoa, the combined benefits detoxify, tone and soften the skin while wrapped.

#### **Beach Ready**

45 minute massage, 60 min reflexology and pedicure: \$120.00

#### **Mini Bliss**

30 minute massage, 20 minute Indian Head Massage, 40 minute reflexology: \$85.00

**Contact:** 613 466-0205 email: [info@thebeachhouse-perth.com](mailto:info@thebeachhouse-perth.com)

**MELODIES IN THE BREEZE with Martine Buissart**  
**Sunday, June 5, 11:00am to 1:00pm**

You are invited to an outdoor recital at the Nomads Rest located at 28078 Highway 7. This free event will feature mezzo-soprano Martine Buissart. She will be offering us a romantic and melodramatic repertory of classical and popular songs in French, English, and Italian; accompany by Pat Ross at the piano. Let the last signs of spring come flirt with you on that Sunday morning at the Nomads Rest' gardens and come enjoy great entertainment while relaxing with friends and family. Light pastries, desserts, and beverages will be offered at the entr'acte. Donations for Land O'Lakes Public School Departments of Music, Linguistics, and Technology are welcome. For more information on this event, visit [www.nomadsrestcottage.com](http://www.nomadsrestcottage.com) .

**FOODSMITHS 9th Annual LAWS Charity Dog Wash takes on a new twist with the "Foodsmiths Fido Fun Fair"**

(submitted by Foodsmiths)

This year, Foodsmiths will again host their Annual Charity Dog wash in support of the LAWS (Lanark County Animal Welfare), with a focus on raising funds for their "Emergency Services" program. To add some fun to the day, Foodsmiths staff and LAWS volunteers will be including the "Fido Fun Fair" along side the dog wash. Event takes place Saturday, June 18th from 9am to 2pm at Foodsmiths, 106 Wilson Street. The Fido Fun Fair begins at 11am.

The day will feature the successful pooch pampering, a draw for a 30lb bag of Precise Holistic Dog Food and several fun dog events. Categories include: Longest Tail, Shortest Tail, Curliest Tail, Smallest and Biggest Dog, Biggest Belly, Best Trick, Doggie Look-a-Like, Craziest Hair and of course the finale "Best Costume". Entrants will have the opportunity to enter as many categories as they wish for a small donation per category. Local judges will be on hand to select the winners of each event and prizes will be given to all the four legged and two legged entrants, compliments of Foodsmiths and their valued suppliers. Our local volunteer Judges: Judy Meyers, President, LAWS Board of Directors, Jessica O'Neil, Animal Behaviour Consultant and Judy Stewart, True Companion Dog Obedience School.

Fido Fun Fair Entry Forms are available at Foodsmiths or online at [www.foodsmiths.com](http://www.foodsmiths.com), the LAWS Animal Shelter, 235 Glenview Road, Smiths Falls, online at [www.lanarkanimals.ca](http://www.lanarkanimals.ca) and select locations throughout the region displaying the Charity Dog Wash Fido Fun Fair signs and LAWS donation boxes.

## **Business Of The Month (1)**

### **Blue Heron Golf Club**

Joan and Dennis Sobil are the new owners of the Blue Heron Golf Club. Their beautiful nine-hole golf course is a “hidden gem” in the heart of Lanark County with 2011 being their 2<sup>nd</sup> year in business.

Owning a golf course has always been a priority for Joan and Dennis. Their search took them from Nova Scotia to Northern Ontario and all areas in between. They fell in love with the Blue Heron Golf Club the moment they saw it.

The Golf Course is cut out of Lanark County’s famous maple sugar bush with tree lined fairways and elevation changes that are a challenge to all levels of golfers. Over the winter they have been busy making changes to 2 tee decks that will offer increase length to those golfers who wish to. The construction will continue throughout this season and will hopefully be in play next season.

New this year is the addition of a Senior Ladies League on Monday’s at 9:00 to run weekly starting May 9<sup>th</sup>. Other leagues are Senior Men’s on Tuesday’s; Ladies Night (better known as the “Yak and Wak”) on Thursdays; Men’s Night on Friday’s. There’s always time for nine! Call 613-264-1062 [www.blueherongolfing.com](http://www.blueherongolfing.com)

## **Business Of The Month (2)**

### **Kiwi Gardens**

What did Paul Loiselle see, over twenty five years ago, when he looked past the abandoned landscape with its old log cabin on Harper Road? With a view to the future, did he see a landscape he could sculpt and fill with perennials? Yes, as an energetic young horticulturalist, he saw a place he could build his home, raise a family in a good community, and gradually create a nursery for growing and selling perennial flowers. Kiwi Gardens began, slowly and creatively, to take shape into the bustling nursery it is today.

Keen gardeners look forward to their summer visits to Kiwi Gardens; they come to see the new varieties of plants, they come for inspiration in landscaping, and for the artistic integration of sculpture, raw landforms, and stunning perennial beds. Others come to simply soak in the atmosphere and enjoy the pleasures of a day out in a beautiful place. Novices find lots of good advice at Kiwi; the knowledgeable staff happily share their suggestions and help to make gardening less of a daunting mystery and more fun. Finding the right plants for light conditions, soil quality, drainage, and maintenance is a challenge that the staff at Kiwi are familiar with.

Plants are grown on site, and part of the excursion to Kiwi is seeing the gardens progress through the seasons, and knowing that the plants you take home are from a healthy, local environment. They have a much better chance of thriving that way, and you leave knowing that you have contributed to your local economy. You are also about to make your community a bit more beautiful too!

Kiwi Gardens is 3 km north of highway 7 on Harper Road. Opens May 1