



Perth & District Chamber of Commerce “Bridges” February 2012 Newsletter

Volume 2 – 2012

“Building Bridges in Business”

February 6, 2012

The Perth & District Chamber of Commerce
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Building Bridges Online:

Perth & District Chamber of Commerce Launches Member Profile Webpage Initiative

The Perth & District Chamber of Commerce is excited to announce the launch of a website initiative that gives its 300 members a bigger voice and better market coverage within the online community.

With support from the Valley Heartland Community Futures Development Corporation, the Chamber launched its member profile page this week, allowing its members to set up their very own web profile through the Perth & District Chamber of Commerce website.

The member profile page gives members the opportunity to promote their products and services to the Chamber network as well as the Chamber website’s 25,000 annual visitors.

The Chamber website welcomes visitors, giving them an online preview of Perth and District and its business community. From construction and spa services to maple syrup and beef producers, Perth and District has a varied membership that complements a rural lifestyle with all the urban amenities. These new member profiles will provide website visitors with a better picture of all the region has to offer.

“Our online visitors can better discover our business network before they make their way to Perth and District,” says Chamber General Manager Pauline Fitchett, adding that this latest website initiative just adds to the membership benefits. “We’ve given our members yet another avenue to promote their business.” ...

Please see email attachment for the whole press release!

Perth & District Chamber of Commerce



It's Maple Time!

36th Annual Festival of the Maples

Saturday, April 28th, 2012

Sponsorship Opportunities

Platinum ---\$800 + hst (\$904)

- Premium radio advertising on local and Ottawa Radio Stations
- Booth space
- Logo in all print advertising prior to the event as well as in Thank you ads
- Logo on Entertainment flyer for distribution throughout the Ottawa Valley prior to the event
- 2x3 sign on the entertainment stage (provided by your company)
- Stage mentions throughout the day
- Mentions during the day of by local on-site radio personalities
- Special recognition during any additional appearances by Festival Committee Members (CBC, A Channel etc) as a Major Sponsor
- Logo in Perth & District Chamber of Commerce monthly newsletter for March and April

Gold -- \$500 + hst (\$565)

- Logo in all print advertising prior to the event as well as in Thank you ads
- Logo on Entertainment flyer for distribution throughout the Ottawa Valley prior to the event
- 2x3 sign on the entertainment stage (provided by your company)
- Stage mentions throughout the day
- Mentions during the day of by local on-site radio personalities
- Special recognition during any additional appearances by Festival Committee Members (CBC, A Channel etc) as a Major Sponsor
- Logo in Perth & District Chamber of Commerce monthly newsletter for March and April

Silver -- \$300 + hst (\$339)

- Logo in all print advertising prior to the event as well as in Thank you ads
- Logo on Entertainment flyer for distribution throughout the Ottawa Valley prior to the event
- 2x3 sign on the entertainment stage (provided by your company)
- Name in Perth & District Chamber of Commerce monthly newsletter for March and April

Bronze-- \$200 + hst (\$226)

- Name appearing on “patron” sign at Entertainment Stage
- Name included in “Thank You” ads in local papers
- Name appearing in Perth & District Chamber of Commerce newsletter for March and April

New this year!

We are pleased to present the “**Children’s Palace**”, in the lovely Crystal Palace in the Tay Basin

The Children’s Palace will provide visitors with children, an opportunity to participate in crafts, games, and Entertainment organized and supervised by local child care providers and educators. Sponsorship for the Children’s Palace is limited to 4 at \$300 + HST (\$339) with the following:

- Logo on all print advertising and Thank you ads
- Logo on Entertainment Flyer for Distribution throughout the Ottawa Valley prior to the event.
- Name in Perth & District Chamber of Commerce newsletter for March and April
- Logo on Banner on the “Children’s Palace”.

If you are interested in becoming a sponsor don’t wait for us to call you! Call Dorothy Linden at 613-264-2761 or at Dorothy@lindenfinancialplanning.ca. We hope to hear from many of you before the sap starts to run!

Would You Like To Be A Vendor At The Festival?

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 Sheri at 613 812-1215 or sherisells@hotmail.com as soon as possible.

Be a part of the Spring- time Celebration at the Festival!

Volunteers Needed for Festival of the Maples on April 28th

With the Perth Festival of the Maples quickly approaching, the organization of the event is well underway and details are starting to fall into place. In its 36th year, The Festival of the Maples would not be as successful as it is without the assistance of

VOLUNTEERS. Each year, the Festival committee is appreciative of anyone who is interested in helping on the day of the event. You don’t need to give up your entire day; only a couple of hours to help make this year’s Festival as fantastic as years past. This year the Festival is on Saturday, April 28th. Greg Hallam is organizing the volunteers for the Festival this year and would be grateful to anyone offering a couple of hours of his/her day. Please give Greg a call at 613-267-7029 or email Greg at greg@summitsecurity.ca

Membership Renewals - 2012

Membership renewals have gone out. Thank you to those who have submitted their payment. The Chamber has requested that payment be made by February 15, 2012. We appreciate all of our member's support and look forward to working with you throughout 2012. Plans are in place to make the coming year an exciting one for the Chamber!

Annual General Meeting Of the Perth & District Chamber of Commerce

The Chamber's Annual General Meeting is set for:
Thursday March 22, 2012 starting at 11:30 am
Stone Cellar, 71 Gore Street East, Perth, ON
Lunch will be served.
RSVP time will be March 13, 2012
Please contact the Chamber Office for more details.

Chamber Board of Directors

The Perth & District Chamber of Commerce is requesting **applications for its Board of Directors**. If you are a Chamber Member and are interested in sitting on the Chamber Board of Directors please contact Pauline at the office for more information. We look forward to hearing from you!

Your Chamber in the Community

- On January 16th I had the privilege of speaking at the Canadian Federation of University Women's Annual General Meeting. I thank them for giving me the opportunity to do so. I was happy to let them know about the Chamber and our initiatives as well as to encourage them to shop at our member's businesses!
- The Perth & District Chamber of Commerce is partnering with The Perth and District Community Foundation to develop a Volunteer Fair for Perth & District in mid-April. **We would like to invite organizations to participate.** The purpose of the fair is to connect prospective volunteers and organizations. At this time we are looking for an expression of interest from organizations in Perth & District. If your organization would be interested in participating in the Volunteer Fair, or if you should have any questions, please contact The Perth & District Community Foundation office at 613-326-0295 or email at pdcf@bellnet.ca. We look forward to hearing from you! This is a great opportunity for our members and for Perth.

- “The Perth Civitan will be hosting the Winter Convention for Canadian District East from February 17 -19th 2012. Civitans from Almonte, Aylmer, (Quebec), Brockville, Carleton Place, Chateauguay (Quebec), Cobden, Kingston, Lakeshore (Quebec) , Lanark, Pakenham, Pembroke, Petawawa, Smiths Falls, and of course Perth will be meeting for Fellowship, sharing knowledge, and education. Please welcome them as they shop etc. in our town. We can all show them that we truly are AGED TO PERFECTION!” The Chamber was pleased to supply the Perth Civitan Club with Visitor Guides, maps of downtown as well information about your members.

Members' Corner (1)

*(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)
(Submitted by Tara Hodges)*

Sweet Pea's Fresh Flowers ~Vintage Chic~Country Decor

21 Gore St W, Perth ON 613-267-2141

It needs no explanation Flowers and Hearts go naturally together, Let flowers be your Valentine!!! Come in and see what we have for that special someone... We have a great selection of fresh flowers, unique locally made gifts, candles, flowering plants and much more....

February 1st to February 14th 2012 we are donating 50 cents from each ROSE that we sell to the Heart & Stroke Foundation, as they have helped our families and others around the community.

Hope to see you at our Li'll shop!

Members' Corner (2)

(Submitted by Christy Cochrane)



CODE'S MILL ON THE PARK
INN & SPA

Code's Mill on the Park Inn & Spa
Would like to offer their,

Chocolate Decadence Package.

- a one night stay for two
- continental breakfast
- choice of a chocolate truffle couples massage or a couples pedicure with chocolate paraffin

Only \$199.99, plus taxes, per couple based on availability. Offer ends March 31, 2012.

Classic Theatre Gearing Up For 2012 Season

(Submitted by The Classic Theatre)

"The Classic Theatre Festival is launching its annual Valentine's Day Special, an opportunity for those with warm thoughts and hot intentions to enjoy significant savings on the purchase of vouchers that can be redeemed later this year during the summer theatre season, when the Ottawa Valley's only professional summer company stages two long-running romantic comedies from the golden age of Broadway and the London Stage.

Individuals who purchase tickets for either show before February 14 will receive a 15% discount, and can choose their dates when the sun is warm and shirt sleeves are the fashion. In addition, their names will be entered in a draw to win free tickets to one of the shows at this summer's St. Lawrence Shakespeare Festival in Prescott (A Midsummer Night's Dream and Othello).

The shows for 2012 are a unique mix that call to mind an era that is currently popular with television audiences enjoying shows such as Mad Men and Pan Am, both of which offer realistic depictions of life and relationships at the end of the 1950s and the early 1960s. Fans of the music, fashion, and social dynamics of that era are certain to enjoy Two for the Seesaw and Mary Mary, both of which are regarded as among the top shows of the era.

Member Profile of the Month

(Written and submitted by Dawn King – Blackwood Originals)



Blackwood Originals is a family owned business, offering handcrafted, 100% Canadian furnishings & home décor in Lanark Village.

We feature one-of-a-kind Mennonite "barn board" furniture, high-quality local "artifacts", and tomorrow's antiques – today!

"Watch for exciting changes as we are expanding the business to include collectible and rare books, and vintage decor."

From our home to yours ...

...it's worth the drive to Lanark!

If you would like to be considered for Member Profile of the Month, please contact the office.

We Welcome Our Newest Members

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| <p>Quilters' Passion Donna Munroe 1068 Rideau Ferry Road Rideau Ferry, ON K0G 1N0 613-264-5099 quilterspassion.ca</p> | <p>Quilters' Passion, owned by Donna Munroe is located in Rideau Ferry (next to Sew Crafty), 9km south of Perth, Ontario. Quilters' Passion provides services such as longarm quilting, quilt design and quilt making and classes. A custom cutting table and quilts are available for sale. Call 613-264-5099 or visit the website quilterspassion.ca for more information.</p> |
| <p>4 Women's Passion Molly King President 613-284-8000 4WomensPassion.com</p> | <p>We are an internet based Sales & Marketing company designed to specifically promote Women's businesses and services throughout Ontario and soon to be across Canada and the United States.</p> |
| <p>Sweet Peas Fresh Flowers 21 Gore Street West Perth, ON K7H 2L7 613-267-2141 sweetpeasfreshflowers.com</p> | <p>Sweet Pea's Fresh Flowers is a sweet Li'll Shop located right in Historic Perth on Gore St West! I am a very rustic country Chic style Gal with lost of great new fresh ideas for all your floral needs! In our shop I try to only sell locally made gifts, such as quilts, candles, soaps, antiques & jewelry... We always have new stuff coming in so please stop by, have a complimentary coffee and say Hi! Hope to see you soon.</p> |
| <p>Dignity House Hospice P.O. Box # 20062 Perth, ON K7H 3M6 613-430-4211 Dignityhousehospice.ca</p> | <p>Dignity House Hospice became a registered, incorporated charity in May 2008. Our mission is to establish hospice palliative care options in Lanark County generally, but more specifically the communities served by the Perth and Smiths Falls District Hospital, for individuals living with a terminal illness, and to provide support to their families and friends. Our ultimate goal is to establish a three-bed Residential Hospice in Lanark County.</p> |

Perth & District Chamber of Commerce Membership Decal now Available



Decals are available at the Chamber Office. Ask for yours today!

Chamber Benefit – Member Profile Page

This month I would like to inform all of our members about our exciting launch of the Member Profile Page! You should have received emails last week letting you know how to go about creating your own Member Profile Page. Once you have created the profile page then you are able to post information pertaining to your business on to the Chamber Website. This can be a great marketing tool for your organization or business.

The Chamber, with a grant from Valley Heartland Community Futures Development Corporation is able to offer a seminar on how to create your page and how to use it to your benefit. The same course is available on February 13th and February 28th. For more information see the seminar section below or contact the Chamber Office. It's a great way to Build Bridges in Business. Be sure to check out the Press Release attached to this email.

*Please visit our Chamber Website Benefits Page at
<http://perthchamber.com/become-a-member/benefits-of-membership/>
to view other benefits available to you.*

Please remember to restock your brochures at Barnabe's. We are trying really hard to keep it looking good and having a full display always helps. Thanks.

Upcoming Seminars

➤ **“Chamber Member Profile Page Training Sessions”**

Learn how to create your Member Profile Page as well as how to use it to market your business or organization. These seminars are possible through a grant from Valley Heartland Futures Development Program.

Date: February 13th & February 28th (two separate sessions)

Place: Algonquin College Computer Lab

Contact: Pauline at the Chamber Office for more details
613-267-3200 or welcome@perthchamber.com

➤ **How to Sell to Government:** Hosted by The Ministry of Economic Development and Innovation on March 1, 2012 in Ottawa – Must be registered and is a first come, first served basis. Please contact Chamber Office for more details.

Upcoming Seminars in February, sponsored by Lanark North Leeds Enterprise Centre (LNLEC).

Contact Cindy or Shannon at
613-283-7002 or cjames@LNLEC.ca for more information.

➤ **Importing & Exporting Commercial Goods – February 16, 2012**

➤ **Creative Marketing - February 24, 2012**

➤ **Preparing Financial Documents – February 28, 2012**

Business Info:

January 23, 2012

“The Federal Economic Development Agency for Southern Ontario (FedDev Ontario), announced today an investment of up to \$5 million that will allow manufacturing workers in southern Ontario (this includes Eastern Ontario) to benefit from advanced skills training, thanks to a Government of Canada contribution to the Yves Landry Foundation.”

This information came to the Chamber through an email from Jeff Keays, Economic Development Assistant, Corporation of the Town of Perth. If you would like more information on this announcement please contact Jeff at 613-267-1947 or at jkeays@perth.ca For more information view: http://www.yveslandryfoundation.com/m/content/article.php?content_id=166

At The Chamber

Well, January and February have been an exciting time at the Chamber. On January 31, 2012 members got the year off to a great start at the Ultimate Networking Session held at Code's Mill on the Park Inn & Spa. The evening was full of networking and getting to know other members from the diverse membership at the Chamber. Little birds have told me that there was some great connections and business opportunities created. I would like to thank everyone who participated in the evening. A lot of positive comments came back so I am thrilled with how the session turned out.



The Perth & District Chamber Decals have arrived. If you didn't check the box on your membership renewal form and would still like to have a decal just let us know at the Chamber Office and we will make sure you receive one.

OnCourSS Web Solutions and the Chamber Office have been busy launching your Member Profile Pages. Last week, you should have received the first of a few emails explaining how to set up your Member Profile Page. If you have not received them please let us know at the Chamber Office. With any new initiative there will be a period of defining how things will work. Please bear with us during this time. We would like to thank Valley Heartland Community Futures Development Corporation for the grant allowing us to educate you on the Profile Page. Please consider registering for one of our two workshops on creating and using your new Members Profile Page.

For our business members please note that there will be 16 first year medical students doing a placement with doctors located in the area. They will be in Perth in May. If you would like to offer any type of promotion to them please let the Chamber Office know. It may be a way to attract business into your location.

The Perth 200th Advisory Panel is in the process of collecting recipes for their fundraiser project. This project will raise funds to support activities in Perth during our 2016 anniversary year. They are inviting members of the community to participate in this

project by submitting recipes to be included in the cookbook. They are particularly looking for recipes that have been handed down through the family, in keeping with the heritage theme. If you would like to submit a recipe please contact Beth Peterkin, Councillor, Town of Perth at: bpeterkin@perth.ca .

Please note that I will be away from the office from February 17, 2012 until February 27, 2012. The office will be open from 9 am – 1pm each day except Monday February 20, 2012. February 20th is Family Day and the office will be closed for the day. If you should need anything Kirsten will be at the office to assist you.

Have a great February!

Pauline

Quote of the Month

“Sooner or later, those who win are those who think they can.” -- Paul Tournier

Visit the Perth & District Chamber Website: www.perthchamber.com for links to Canadian Chamber Member Benefits.



Join us on Facebook and Twitter



Let the Chamber keep you up to date on what's happening in Perth & District