



# Perth & District Chamber of Commerce “Bridges” March 2013 Newsletter

Volume 3 – 2013

*“Building Bridges in Business”*

---

## 2013 Annual General Meeting Tuesday March 26, 2013

at

The Stone Cellar Restaurant, Upstairs

Registration 11:30, Buffet Lunch at Noon,

Meeting 12:30 – 2:30

\$25.00

Registration is mandatory & prepayment is preferred

### AGENDA

- Election of 2013 Board of Directors
- Chamber Committee Reports
- 2012 Financial Report

Please register by Thursday, March 15, 2013

Tel: (613) 267-3200, 1888-319-3204

Email: [welcome@perthchamber.com](mailto:welcome@perthchamber.com)

---

## 2013 Visitor Guides Are In

The 2013 Visitor Guides are in and can be picked up at the Chamber Office. Drop by the Chamber Office to pick up a couple of bundles for your place of business. We suggest that you give a quick call ahead of time to ensure that we are in the office and not out at a meeting. 613-267-3200.

---

## Perth & District Volunteer Opportunities Fair

The Perth & District Chamber of Commerce is proud to partner with the Perth & District Community Foundation and the Town of Perth to bring the 2<sup>nd</sup> annual Perth and District Volunteer Fair to the area! The Volunteer Fair Committee is hard at work organizing this Fair for April 23/13 at the Perth Civitan Hall. If you are a member of a charity or a not-for profit organization that is interested in a booth at the Fair please contact Elaine Turner at

The Perth and District Community Foundation office ( 613-326-0295 or by email at [pdcf@bellnet.ca](mailto:pdcf@bellnet.ca)). If you think you may know someone that would like to learn more about volunteering in Perth & District, be sure to have them mark their calendar for Tuesday April 23, 2013. It will be a great opportunity for organizations and volunteers to meet. Last year was an overwhelming success.




## It's Maple Time!

### 37<sup>th</sup> Annual Festival of the Maples

### Saturday, April 27<sup>th</sup>, 2013

## Thank you to our Festival of the Maples Sponsors!

### Platinum

<p><b>Scotiabank</b></p> 	
<p><b>Jim Noble, RBC Dominion Securities</b></p> 	<p><b>Cogeco Cable Canada LP</b></p> 
<p><b>Hinton Dodge Chrysler</b></p> 	<p><b>EMC Your Community Newspaper</b></p> 
<p><b>Lake 88.1</b></p> 	<p><b>Jack FM Y101 Rogers Media</b></p> 
<p><b>Perth KIA</b></p> 	<p><b>Rivington Rally Honda</b></p> 

## Gold

<p><b>Canadian Tire Perth</b></p> 	<p><b>Crain &amp; Schooley Insurance Brokers Ltd. &amp; Financial Corporation</b></p> 
<p><b>3M Canada Inc.</b></p> 	<p><b>Carolina Court Retirement Home Limited Partnership</b></p> 
<p><b>Jade Transportation</b></p>  <p>Transportation</p>	<p><b>Lanark Leeds Home Builders Association</b></p> 

## Silver

<p><b>Crain's Construction Limited</b></p>	<p><b>Perth &amp; District Portable Toilet Rentals</b></p>
<p><b>Sheri Mahon Fournier - Coldwell Banker</b></p>	<p><b>Old Fashioned Fudge INC.</b></p>

## Bronze

<p><b>Perth-Upon-Tay Royal Canadian Legion</b></p>	<p><b>Tackaberry Sand &amp; Stone Ltd.</b></p>
--	--

## Children's Palace

<p><b>Dorothy Linden DLC The Mortgage Source</b></p>	
--	--

**If you are interested in becoming a sponsor for the Festival don't wait for us to call you! Please contact Dorothy Linden at 613-264-2761 or [Dorothy@lindenfinancialplanning.ca](mailto:Dorothy@lindenfinancialplanning.ca).**

## **Sponsorship Opportunities Include:**

### **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 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

## **Second 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 four sponsors 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”
- 

## **Volunteers Needed for Festival of the Maples on April 27<sup>th</sup>**

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 37th 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 27<sup>th</sup>. Jo Bali 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 call the Chamber Office at 613-267-3200.

---

## **Member Profile of the Month – Crummy Media Solutions**

*(Written and submitted by Crummy Media Solutions)*



Centrally located in Lanark County, Crummy Media Solutions offers excellence in graphic/web design and visual communications services. We help small businesses build and maintain their corporate image with the creation of promotional and advertising products. Sherry Crummy, owner and founder, has gained over 20 years’ experience in the advertising and web industry. With her creative flair, thorough understanding of target audiences, and strong pulse on the latest online marketing trends, Sherry will propose the best options for your business with diverse web, print and branding tools, resulting in cohesive marketing solutions for your local business.

Social media is growing at an overwhelming rate. This online dialogue with clients presents an unprecedented way of doing business, and it is important to be strategic to maximize its full potential. Crummy Media Solutions will bring clarity and direction to your social media marketing plans. We will get your business up and running, train you

how to use the tools, and provide management and maintenance services for those who prefer not doing it themselves.

Contact us to learn more about our services, we offer a no-obligation consultation at your convenience and look forward to meeting you!

Phone: 613-880-1806 [www.crummymedia.com](http://www.crummymedia.com) [Visit us on Facebook](#) [Follow us on Twitter](#)

---

## We Welcome Our Newest Members

<p><b>Corrective Justice Legal Service</b> Jenna Schroeder 27 Herriott Street Perth, ON, K7H 1T3 Phone: 613-264-8551 email: <a href="mailto:jcshroeder@correctivejustice.ca">jcshroeder@correctivejustice.ca</a> <a href="http://www.correctivejustice.ca">www.correctivejustice.ca</a></p>	<p>Corrective Justice Legal Service is a company that provides the community and surrounding areas with paralegal services recognized by the Law Society of Upper Canada. A paralegal is a legal professional who is considered legal representation with the ability to independently represent on legal matters on behalf of a client. Corrective Justice Legal Service represents clients in the following areas of law: all Provincial Offences matters such as Highway Traffic Act infractions, in the area of Provincial Tribunals and Boards specifically Landlord and Tenant Board, and any criminal charges classified as summary convictions.</p>
<p><b>conex design</b> Catherine Orfald 1848 Old Brooke Rd Maberly, ON K0H 2B0 613-268-2370 <a href="mailto:catherine@conexdesign.com">catherine@conexdesign.com</a> <a href="http://www.conexdesign.com">www.conexdesign.com</a></p>	<p>Creative courses for positive change: Learning solutions including instructional design, user guides, support material, presentations, video tutorials, and eLearning courses.</p>
<p><b>Lanark Emphorium</b> Jack McTavish 46 George Street Lanark, ON K0G 1K0 613-812-3244 <a href="mailto:jack@valleymoving.ca">jack@valleymoving.ca</a></p>	<p>Lanark Emphorium is Located in Lanark Village. Jack McTavish re-opened his business after coming out of retirement. The store is opened Thursday – Sunday.</p>
<p><b>J.A. Brown Consulting</b> Allan Brown 613-781-5061 <a href="mailto:allan.brown01@gmail.com">allan.brown01@gmail.com</a></p>	<p>J.A. Brown Consulting provides precision-targeted marketing solutions based on customer insight and analysis; solutions to enable cost-effective lead generation, conversion and retention. Consulting solutions include email marketing, marketing analytics, customer segmentation, loyalty programs, eCommerce and consumer privacy compliance. Areas of practice include subscription-based publishing, retail/apparel (multi-channel), energy, loyalty marketing and professional services marketing.</p>

---

## “After 5 Networking Mixer” – Ground Waves



**JOIN US ON**

**MARCH 13, 2013**

**The Perth & District Chamber of Commerce and the Perth BIA along with new owner Barb Woods and Manager Bobbi Lynn Fornwald would like to invite you to an evening of networking at Ground Waves.**

**Come meet and network with fellow Chamber and BIA Members. It's an opportunity to spread the word about your business or organization and to welcome Barb and Bobbi Lynn to the Perth & District Business Community!**

**When:** Wednesday March 13, 2013

**Where:** Ground Waves  
Wilson Street

**Time:** 5 – 7:30pm - No Charge



**Come enjoy the fun, have a chance to win a GREAT DOOR PRIZE and take advantage of the “save on the tax” incentive on purchases that evening!! Snacks will be available during the evening.**



---

## Upcoming Events

### “After 5 Networking Mixer”

**When:** Wednesday March 13, 2013 – Information above

### Perth & District Chamber of Commerce Annual General Meeting

**When:** Tuesday March 26, 2013 – Information above

### Tools for Addressing Workforce Shortage and Hiring Skilled Immigrants Employers Workshop

Please see Business Info Below for more information

### Perth & District Volunteer Opportunities Fair

**When:** Tuesday, April 23, 2013

**Where:** Perth Civitan Hall

**Time:** 3pm – 7pm

For information on reserving a table contact Elaine Turner at [pdcf@bellnet.ca](mailto:pdcf@bellnet.ca) or contact the Chamber Office and I would be happy to tell you all about the fair.

## Small Business Advisory Centre Workshops

**Facebook Marketing: Advanced** - March 19, 2013, cost \$10.00

**GST/HST Basics for Business Seminar** – March 21, 2013 – Free

**Where:** Small Business Advisory Centre, 91 Cornelia Street, West, Smiths Falls

**Please contact the Small Business Advisory Centre for more information to register**  
[smallbusiness@smallbizcentre.ca](mailto:smallbusiness@smallbizcentre.ca)

## Business Info:

---

### Update from your Ontario Chamber of Commerce (OCC)



#### **OCC HOSTS PREMIER FOR JOBS ROUNDTABLE.**

The OCC hosted newly appointed Premier Kathleen Wynne for her first *Jobs Roundtable*. They were joined at the table by leaders from business and education, and young entrepreneurs.

Finance Minister Charles Sousa and Minister of Economic Development, Trade and Employment Eric Hoskins were also on hand.

Framed by the OCC's [Emerging Stronger 2013](#) agenda, the discussion focused on how all sectors in Ontario can work together to create jobs and strengthen our economy.

Premier Wynne stressed the importance of creating the framework conditions to facilitate job creation. Participants discussed the need for business-government partnership in bridging the gap between supply and demand in the labour force; introducing entrepreneurship in schools; creating an adult education and training system; and creating more employment opportunities for youth.

Premier Wynne, Minister Sousa, and Minister Hoskins commended [Emerging Stronger 2013](#).

---



## **Tools for Addressing Workforce Shortage and Hiring Skilled Immigrants Employers Workshop**

This workshop is designed to introduce employers who are considering hiring skilled immigrants to resources and tools available to them. This workshop would be beneficial for anyone who hires and manages staff, HR professionals and business owners.

**Date:** March 27th 2013

**Time:** 8:30am - 12:00pm (breakfast provided)

**Location:** Valley Heartland Boardroom

91 Cornelia Street West, Entrance B,

Smiths Falls, ON

FREE Workshop

**Please RSVP to Dianne Pinder-Moss at**

**dpindermoss@smithsfalls.ca or 613.283.4124 x 1184**

**by Noon on March 22, 2013**

---

### **The 2nd Annual Smiths Falls Home Show will be held May 3-5 this year, at the new Community Centre.**

There are 70+ spaces available, but are expected to sell out quickly. Display booths start at \$250 for a 10x10 space.

Contact Dave Pringle for more information at [dpringle1@cogeco.ca](mailto:dpringle1@cogeco.ca)

---

### **Shutterbugs: Show your love for Lanark County!**

If you love Lanark County and want a way to show it, here's your chance!

The Lanark County Tourism Department has launched an I Love Lanark County Tourism Photo Contest! Submit your best shots to [tourism@lanarkcounty.ca](mailto:tourism@lanarkcounty.ca) by 4:30 p.m. on May 1<sup>st</sup>, 2013.

If you are interested in participating please contact Lanark Tourism at:

[www.lanarkcountytourism.ca/photocontest](http://www.lanarkcountytourism.ca/photocontest)

---

### **Become an Eastern Ontario Trails Marketing Partner**

Eastern Ontario Trails Alliance's (EOTA) trail network extends North from Bay of Quinte up to Algonquin Park, linking outdoor recreation and adventure to the natural environment and rural communities along the way. The trail network offers access for hiking, cycling, horseback riding, canoeing, ATVing and snowmobiling through maintained trail systems that are opened all year round.

For information about advertising on their networks contact the Eastern Ontario Trails Alliance directly at 1-877-889-8810 or at [info@thetrail.ca](mailto:info@thetrail.ca). Website: [www.thetrail.ca](http://www.thetrail.ca)

Perth Tourism is working with them on a workshop which will be announced at a later date. The Chamber also has further information in email form if you would like to receive more information about becoming a Trails Marketing Partner.

---

## At The Chamber

I must say a big thank you to all of the members that participated in our Ultimate Networking Session 2. The evening was a big success with members meeting each other and making those important connections. I have had a number of positive comments. I would also like to thank **Terry Lee, owner of Farrell Hall and Jameson's Catering Services for the space and the wonderful appetizers. They were delicious!**



I would ask that you consider attending the Chamber's Annual General Meeting on March 26<sup>th</sup>. It is a great opportunity to meet your Board of Directors and learn about what the Chamber has accomplished in 2012 as well as what we will be focused on in 2013.

I'm hoping also to see everyone at our "After 5 Mixer" on March 13<sup>th</sup> at Ground Waves. The Chamber is partnering with the Perth BIA for this event. We are hoping that it will be a great opportunity for you to mingle with fellow Chamber and BIA members.

Have a wonderful month.  
*Pauline*

---

**Visit the Perth & District Chamber Website: [www.perthchamber.com](http://www.perthchamber.com) for links to Canadian Chamber Member Benefits.**



Join us on Facebook and Twitter



Recognized for Service Excellence  
in Ontario's Highlands

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