



CHAMBER *insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION



30TH ANNUAL GOLF TOURNAMENT

We're in the short game now! Just one week until the Whitby Chamber of Commerce (WCC) celebrates the 30th anniversary of its annual golf tournament.

Hosted on the picturesque greens of Royal Ashburn Golf Club, golfers will enjoy a wide range of on-course activities organized by local businesses, including the

opportunity to win big at one of the three hole in ones.

After enjoying a barbeque lunch sponsored by North American Steel, golfers will participate in a warm up led by Pursuit Training and the Rotary Club of Whitby Sunrise's very own Riblet the pig.

Further to the many opportunities

to win on the course, the WCC will also be giving away 30 great prizes to celebrate 30 great years!

This year's three-course dinner is brought to you by Flanagan Food Services and will once again be emceed by CKDO's Terry Johnston.

Only a handful of tickets left!



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WHITBY CHAMBER OF COMMERCE

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MESSAGE FROM THE CEO

What an exciting month it's been! Our transformation continues and includes developing strategic partnerships, developing new opportunities for our membership to learn, and increasing membership engagement at our events.

I'm particularly excited about some of the activities that have taken place since our last newsletter, including breakfast with Patient Ombudsman Christine Elliott at the Abilities Centre and learning about corporate culture from 360insight's Culture Curator, Travis Dutka, at our last Connect Breakfast. I'd also like to extend my sincere thanks to Mayor Mitchell and the many participants at our Annual Mayor's Luncheon.

In addition, we've been working closely with the Town of Whitby, determining business opportunities related to Whitby's Age Friendly strategy and the Active Transportation Strategy. Have you registered your business for the Ontario Bike

Program? Look for more details in upcoming communications.

Lots of action in the downtown, including the kickoff of the Farmer's Market. I was first in line this year! Watch for news from the newly formed BIA.

Last, but certainly not least: as you know, the offices of the Whitby Chamber of Commerce are moving. The Town of Whitby will be redeveloping this location, which fits perfectly into the downtown strategy. I'm thankful the Town has been transparent with their plans, engaging us in conversation and keeping us updated. These and other exciting developments including the tech-hub strategy at the Land Registry Office, will support the future vibrancy and success of our community.

Enjoy the beautiful summer days and sunshine,

Natalie Prychitko,
Chief Executive Officer
Whitby Chamber of Commerce

MEDIA PARTNERS



UPCOMING EVENTS

30TH ANNUAL GOLF TOURNAMENT

Royal Ashburn Golf Club
Tuesday, June 6
10 a.m. to 8:30 p.m.

LYNDE CREEK CLEANUP | NEW THIS YEAR

Kinsmen Park Pavilion
Friday, June 16
1 p.m. to 3 p.m.

YEP CHAMBER SMASH & BEACH BASH | NEW THIS YEAR

Canlan Ice Sports
Thursday, June 29
11 a.m. to 3 p.m.

DIALOGUE ON BUSINESS ISSUES WITH PATRICK BROWN

Ajax Convention Centre
Tuesday, June 20
7:30 a.m. to 9 a.m.

LUNCHEON LEARN SERIES - MEMBER 101 | NEW THIS YEAR

Whitby Chamber of Commerce
Tuesday, July 4
12 p.m. to 1 p.m.

SAVE THE DATE

Prepare to be inspired and informed! The fourth annual **Durham Region Business Summit** will take place at the Ajax Convention Centre on Wednesday, October 18.

The Whitby Chamber of Commerce's biggest night of the year, the **Peter Perry & Business Achievement Awards gala**, will be hosted at Deer Creek Golf & Banquet Facility on November 16. The opportunity to nominate a friend or colleague for these prestigious awards will be opening soon - stay tuned!

THANK YOU



ADVOCACY COMMITTEE UPDATE



May 4 to 7 marked the Ontario Chamber of Commerce (OCC) Annual General Meeting (AGM) and Convention in Sarnia, Ont. which was hosted by the Sarnia Lambton Chamber of Commerce. Advocacy and policy were core themes of the weekend as Chambers of Commerce and Boards of Trade gathered to set the priorities for the OCC for the year ahead and share best practices.

While there was time allotted for networking, it was very much a working weekend with a packed and highly productive agenda. Natalie Prychitko, Chief Executive Officer, and Matthew Mackenzie, President, represented the Whitby Chamber of Commerce (WCC) at the AGM. Some highlights included:

- A panel on best practices for advocacy during an election

period.

- A session on cross-border trade in the 'Trump Era' with a panel comprised of American policy experts.
- Having Premier Kathleen Wynne, Patrick Brown and Andrea Horwath all come to meet with the group, answer questions and discuss how to create an environment that helps business thrive.
- A session on electricity prices featuring the Ontario Energy Board and Bruce Power.
- Discussion and reporting on the advocacy work the OCC had done during the previous year further to member Chamber direction.
- A thoughtful session on workforce innovation with the Ontario Centre for Workforce Innovation.
- Close to five hours of policy debate on the AGM floor to produce the directives for the

OCC to focus on for the year ahead.

One of the many policies being debated on the floor was the resolution spearheaded by the Ajax-Pickering Board of Trade and supported by all Durham Region Chambers and Boards of Trade relating to the Pickering Airport. Further to feedback from WCC members, the Chamber was supportive of this resolution. The WCC moved a motion to amend the resolution on the floor to incorporate some changes that were agreed to by our partners, but the amendment and resolutions were defeated on the floor. There was strong opposition to the resolution by Chambers who had existing airports in their communities or who felt the scope of the resolution was too regional in nature. Despite this setback, the WCC will continue to advocate for the development of the airport and support the resolution at the Canadian Chamber of Commerce should it be put forward there.

In other exciting news, the WCC is pleased to introduce Kyle Paterson of Bryson Insurance and Vice-President of the WCC Board of Directors as the new Chair of the Advocacy Committee. There are big things ahead for advocacy at the WCC as we work to promote a climate that is supportive to business growth and show greater value from membership!



This year's Annual Mayor's Luncheon on May 11 brought together more than 200 local businesspeople and community members at the beautiful Royal Ashburn Golf Club in northern Whitby.

Guests had the opportunity to engage in discussion with each other over lunch, generously sponsored by Sorbara Group of Companies, while awaiting the Mayor's address.

Mayor Don Mitchell's address, at the two-thirds mark of the town council he currently leads, was an illuminating commentary on the kind of Whitby that is possible with participation and buy-in from all corners of the community.

The Mayor spoke engagingly to a packed room about the impact of

making things safer, easier and happier in our town. This novel approach to town development is rooted in the global results of the United Nations World Happiness Report 2017, an uplifting and inspiring video he shared with guests of the luncheon.

"We are building a lot of new neighbourhoods and investing a lot of time and energy in our downtowns and our waterfront," said Mayor Mitchell. "We need to get it right."

The Mayor's Luncheon is a major event on the Whitby Chamber of Commerce's (WCC) annual calendar, which would not be possible without the continued support of its annual Corporate Sponsors.

"What an effective combination of

up-to-date information combined with an inspirational tone," said Natalie Prychitko, Chief Executive Officer, WCC. "We are proud to foster this opportunity for members to hear directly from Mayor Mitchell and have received lots of positive feedback, including the appreciation of the detailed handout provided by the Mayor's office."

Each attendee received a publication, which outlined the town's key accomplishments and successes, priorities for 2017, as well as the Council's goals for 2014 to 2018.

IN THE TOWN



In 2005, the Town of Whitby established the Façade Grant Program to encourage commercial building owners and business owners in both Community Improvement Areas within Downtown Brooklin and Downtown Whitby to improve, restore and beautify the exterior appearance and/or the structural condition of their buildings.

Under the program, the Town of Whitby provides approved applicants with a grant of up to 50 per cent of the cost, to a maximum of \$5,000. The grant is eligible for street-oriented exterior work and is focused on helping to cover construction costs. A Design Assistance Grant of up to \$1,500 can also be applied for in conjunction with a Façade Improvement Grant.



Plank + Barn received a Façade Grant from the Town of Whitby in 2016. Since their business opened in 2017, Plank + Barn has enjoyed great success.

The photo on the top left shows the façade of 115 Brock Street South prior to its face lift, while the photo on the bottom depicts the results of the grant program.

For more information on the Facade Grant Program, please contact the Town of Whitby's Planning and Development Department:

905-430-4306
downtown@whitby.ca

MEMBER 2 MEMBER DISCOUNT PROGRAM

The Member 2 Member (M2M) Discount Program is designed to encourage local shopping and networking by giving members exclusive discounts when doing business with their fellow members.

Every Whitby Chamber of Commerce (WCC) member and their staff have the opportunity to be a part of, or take advantage of this program.

By offering a M2M discount on products or services, businesses receive exposure to the entire WCC membership. Members

can also cut costs by taking advantage of the growing list of M2M deals.

Interested in promoting products and services through the M2M Discount Program?

Contact:
Greg Frankson,
Engagement & Outreach
Manager
greg@whitbychamber.org



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M2M DEAL OF THE MONTH: THE ALTERNATIVE BOARD

The Alternative Board would like to offer a free hour of business consulting to the Whitby Chamber of Commerce membership.

For more information:
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Sherry Corbitt has been an entrepreneur for 16 years, but found her real calling six years ago as a Durham Region mortgage agent. She loves helping people find the right lender to suit their situation.

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DURHAM REGION

JOIN THE WALK FOR ALZHEIMER'S
REGISTER TODAY

Sunday May 7, 2017
Registration: 10am
Walk Starts: 11:30am
Location: Oshawa Civic Field 1 - Terry Kelly Field
Address: 99 Thornton Road South, Oshawa

It's easy to register and start fundraising. Visit walkforalzheimers.ca

Register a team for the Durham Region walk with friends, family or colleagues!
Become a Sponsor!

FEATURED NEW MEMBER ABI SINGAM LAW PROFESSIONAL CORPORATION

(905) 228-5898

The Whitby Chamber of Commerce (WCC) is happy to welcome Abi Singam Law Professional Corporation to its ever-evolving membership.

Abi Singam Law Professional Corporation provides legal representation in the areas of real estate, business and family law. Their team of lawyers are competent, professional and accessible to their clients with the expertise to serve their unique needs and provide personal attention and skillful solutions. Through their commitment to providing legal services built on trust, confidentiality and strong advocacy, they establish lasting relationships with clients. Their focus on community building enables them to realize that their clients' growth translates into the success and development of our community.

FEATURED VOLUNTEER TREVOR BARDENS

Trevor Bardens has sat on many boards and committees spanning at the federal, provincial and municipal levels. For 39 years Trevor worked for Miracle Foodmart and A&P, and for the last 20 years he managed and operated stores throughout Durham Region in Ajax, Whitby, Oshawa and Bowmanville. Trevor and his wife Dorothy live in Oshawa, where for the past 33 years, they worked and raised a family.

With a lifetime of dedication to the Town of Whitby, Trevor has a lengthy list of accomplishments, including serving on the Board of Directors for the Durham Family Court Clinic from 2007 to 2016 and helping small businesses with banking through the Whitby Mayor's Committee in 1992. Of all of Trevor's contributions in the community, perhaps the most impressive accomplishment was chairing the Whitby County Town Carnival for 10 years. This annual event blocked off downtown to traffic, bringing the community together every July.

An active member of the Whitby Chamber of Commerce (WCC) since 1987, serving as President of the Whitby Chamber of Commerce's Board of Directors from 1991 to 1992. Trevor is currently the Chair of the WCC's Golf Tournament Planning Committee, where he is helping the Chamber team prepare for the 30th anniversary of this historical signature event.



EVERY EXPERIENCE MATTERS BREAKFAST CONFERENCE

A diverse and attentive gathering of 80 local community members came together at the Abilities Centre on May 16 for the Every Experience Matters Breakfast Conference. The second of four events in a series, the breakfast conference attendees welcomed Ontario's Patient Ombudsman, Christine Elliott, as the keynote speaker.

A longtime Whitby resident, former provincial politician and dedicated community volunteer, Elliott expanded upon the challenges and opportunities of her role within the health care

system. With many longtime acquaintances and community partners in the audience, she spoke at length about how to bridge the gap between the system and the patients it treats.

"An Ombudsman in the truest sense is an advocate for fairness," said Elliott.

Elliott was also candid about how much she has learned since making the transition from active politics to Patient Ombudsman, and about her office's dedication to making the experience of Ontario's healthcare recipients as

positive as possible.

The breakfast conference series is the result of a collaboration between the Whitby Chamber of Commerce and the Abilities Centre. Special thanks to the event's sponsors Sky Zone Whitby, Tim Hortons, Durham College and Collins Barrow Durham for making this informative and educational event possible.

YEP COMMITTEE UPDATE

This month, the Young Entrepreneurs & Professionals (YEP) committee has been busy planning the Whitby Chamber of Commerce's first-ever volleyball tournament.

On Thursday, June 29, get ready for a fun-filled day in the sun at Canlan Ice Sports in Oshawa for the YEP Chamber Smash & Beach Bash.

Members of all skill levels are invited to play in the sand and enjoy a barbecue lunch on the patio. Between volleyball matches and the YEP committee's notoriously wild mini-games, there are numerous opportunities to win! Guests can register solo or as a team.

Each team will be assigned a colour upon registration - guests are encouraged to represent their team and prepare for a colour throw down!

In addition to planning their summer event, the YEP committee is also steps away from launching the WCC Mentorship Program.

The WCC is looking for a handful of mentees to participate in the pilot phase of this program. Interested individuals who have been in their current business venture for less than five years should contact Heather Bulman, Marketing & Communications Manager at the WCC.


MEMBERSHIP COMMITTEE UPDATE

The Membership Committee serves a vital, central role in the life of the Whitby Chamber of Commerce (WCC). The committee is chaired by Dave Paterson of Royal Ashburn Golf Club and member of the Board of Directors. Under his leadership, the committee is tasked with directing the WCC's activities with respect to member recruitment and retention, new member onboarding, non-dues revenue generation, discount and cost-savings program partnerships, and other tasks related to member relations.

The group has been a key voice in advising the staff about issues that have been raised within the membership, as well as feedback and suggestions on how we can do a better job serving WCC members, our partners and the broader community. The committee is reviewing the way we communicate with our current members and how we promote and sell ourselves to prospective members. They are also working on new ways to reach out, to bring people together and to recognize excellence and long-term dedication to the Chamber.

The people who make up the committee are service-oriented, energetic, committed volunteers who are fired up about the future of the Chamber and work closely with Chamber Ambassadors and staff. If you have ideas or suggestions, feedback or kudos, or just want to be heard on an issue that affects your business, let a member of the committee know. They are working to be as responsive as possible to the needs, desires and ideas of our membership.

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ONTARIO CHAMBER OF COMMERCE

CHANGES WILL HURT JOB CREATION, CONSUMER COSTS AND ECONOMIC GROWTH



The Keep Ontario Working coalition, in partnership with the Ontario Chamber of Commerce (OCC), today expressed concern that the Government of Ontario's Fair Workplaces and Better Jobs Plan, commits to unproven sweeping reforms without ensuring protection against unintended consequences, including job losses, rising consumer costs and

economic hardship.

The Keep Ontario Working Coalition (KOW) is a broad-spectrum group of business sector representatives concerned with sound public policy to help produce jobs and grow Ontario.

As noted in the Business Prosperity Index of the Ontario Chamber of Commerce's 2017 Ontario Economic Report, despite projections that Ontario will lead Canada in economic growth in the coming years, diminished profitability, lower labour market participation, and sluggish market activity; along with other key factors have resulted in a risk-averse atmosphere that businesses are disinclined to grow production.

Businesses are questioning if they should grow in Ontario or expand offshore.

Despite that, Ontario's private sector is still doing its part to support workers. As the Government pointed out in Budget 2017, 98 per cent of all new jobs since the recession in Ontario have been full time, and 78 per cent in above-average wage industries. This positive economic activity by Ontario's private sector demonstrates a clear commitment to good jobs throughout our province.

To read the full blog, visit the Ontario Chamber of Commerce website.

FEATURED RENEWING MEMBER DURHAM WORKFORCE AUTHORITY

Durham Workforce Authority (DWA) was incorporated in 1997 as one of twenty-five Local Boards in Ontario. Local boards were formed to be the voice of communities and their constituencies to government. They facilitate labour market development at the community level. In 2015 the DWA became a pilot site for the Local Employment Planning Council, intended to improve local labour market conditions through the provision of research and labour market information to drive innovation in employer service delivery based on solid, local evidence.

Durham Workforce Authority became a member in 2003 and has since been a great supporter of the Whitby Chamber of Commerce through both sponsorship and participation in events and initiatives such as the Durham Region Business Summit.

CANADIAN CHAMBER OF COMMERCE

BRING IT ON: CANADIAN CHAMBER WELCOMES OPPORTUNITY TO IMPROVE NAFTA FOR CANADIAN BUSINESSES



"We've been waiting for this and we're ready. NAFTA has been a positive agreement for all three countries involved but it is over 22 years old. A number of improvements can be made, and we look forward to working with the Canadian government to get a better, modern deal for Canadian businesses," said the Honourable Perrin Beatty, President of the Canadian Chamber of Commerce (CCC), reacting to the U.S. Administration's triggering renegotiation of the North American free-trade agreement (NAFTA).

The CCC intends to focus on digital trade, e-commerce, worker mobility and regulatory cooperation as the main areas of improvement for a new NAFTA.

"This agreement was negotiated nearly 25 years ago, and the economies of all three countries have changed considerably in

that time. Many of the changes that we want to see in this document will also benefit businesses in the U.S. and Mexico, which is why we think we can end up with a better agreement for Canadians," said Beatty.

"By updating sections on digital trade and e-commerce, for instance, we ensure Canadian start-ups in app design have access to the huge potential of the U.S. market, or that online banking security standards will be the same across the continent," he said. "President Trump and his administration are talking tough, but we have to remember that when the Americans entered into this agreement 22 years ago, it wasn't charity. It's because it was a positive agreement for their economy. And when they sit down at the table and start looking at this deal section by section, region by region, they will soon see that that is still the case."

By informing Congress that President Trump intends to renegotiate NAFTA, United States Trade Representative Robert Lighthizer has kicked off a 90-day preparatory process that will lead to official talks starting in

mid-August.

"We will continue to use the time we have before official talks start to raise awareness among U.S. lawmakers of just how intertwined our economies are. Properly done, this negotiation will create the most modern, inclusive and strong economic block in the world, one that will benefit the economies of all three countries involved. If it is poorly done, everybody loses," said Beatty.

For more information, contact:

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