



CHAMBER*insider*
THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION

DURHAM REGION

BUSINESS SUMMIT

Inform. Inspire.
Hosted by the Whitby Chamber of Commerce

One impactful day to discover
how data drives your business!



**Keynote
Speaker**

Janet Bannister

General Partner,
Real Ventures

October 18, 2017
Ajax Convention Centre



One of the Whitby Chamber of Commerce's four signature events, the Durham Region Business Summit (DRBS) brings the community together during Small Business Week to get informed and inspired.

This year's event welcomes keynote speaker, Janet Bannister, General Partner at Real Ventures

and Founder of Kijiji.ca.

With a focus on discovering how data drives business, DRBS's jam-packed agenda also features two Soundbyte Speakers, two panels and additional guest speakers.

Throughout the day, guests will also have time to explore a

dynamic tradeshow of more than 20 local businesses.

Proudly sponsored by Digital Ink Technologies, this full-day conference guarantees to give guests the tools and knowledge they need to start leveraging data at their fingertips.

[**RESERVE YOUR SPOT TODAY!**](#)

MESSAGE FROM THE CEO

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128 Brock Street South
Whitby, ON L1N 4J8
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Greg Frankson
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Samantha Wallace
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Rylie Wilton
Event Management Coordinator

Autumn is off to a great start as new events, initiatives and committees continue to evolve. I'm so glad to see new folks joining the Chamber, and some returning that we haven't seen in quite a while! Those same businesses are coming out to our events and engaging in various planning and strategic committees. Your ongoing support and commitment to a Chamber that will be celebrating 90 years in 2018, is outstanding! Thank you.

What are we up to these days?

- Our evaluating committees for both Peter Perry and the Business Achievement Awards will be evaluating packages submitted by nominees. Attend this special evening to celebrate our local businesses and people, [tickets are already going fast!](#)
- Over the next few months, you will start to notice some new branding for the Chamber, including a new design for our newsletters, presentations and a 90th anniversary logo – coming soon!
- Final preparation is taking place with our amazing line-up of speakers and panelists for the [Durham Region Business Summit](#).

- The Advocacy Committee now has a full compliment with an additional four new members! Welcome! Watch for more news from this very active committee.
- And I've just returned from Fredericton attending both the Canadian Chamber Executives Conference and AGM and the Canadian Chamber of Commerce AGM – read more about the details in an upcoming story on our website.

We've developed strategic partnerships with so many wonderful resources within Durham Region. I'm excited to be working closely with these organizations to plan events, resources and opportunities for our membership. Exciting things to come for 2018.

September was an outstanding month in terms of weather, and personally, autumn is my favourite time of year. Get out there, enjoy the colours and plan on attending our [Haunted Halloween at Hops House](#) too!



Natalie Prychitko,
Chief Executive Officer
Whitby Chamber of Commerce

UPCOMING EVENTS

BELL LET'S TALK MENTAL HEALTH BREAKFAST

Ontario Shores Centre for Mental Health Sciences

Tuesday, October 3

7:45 to 9 a.m.

LUNCHEON LEARN SERIES: MEMBER 101

Whitby Chamber of Commerce

Tuesday, October 3

12 to 1 p.m.

DURHAM REGION BUSINESS SUMMIT | 80% SOLD OUT!

Ajax Convention Centre

Wednesday, October 18

8 a.m. to 4 p.m.

CONNECT AFTER HOURS: HAUNTED HALLOWEEN AT HOPS HOUSE

Hops House Pub & grill

Wednesday, October 25

6 to 8 p.m.

PETER PERRY & BUSINESS ACHIEVEMENT AWARDS

Deer Creek Golf & Banquet Facility

Thursday, November 16

6 p.m.

MEDIA PARTNERS

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THANK YOU





MEMBERS TEST THEIR LUCK AT CONNECT AFTER HOURS EVENT

On September 14, members of the Whitby Chamber of Commerce (WCC) tried their luck in a slot tournament at OLG Slots at Ajax Downs.

Players began their evening networking over cocktails in the VIP section of the casino's Getaway Restaurant. While enjoying a buffet dinner, Ron Horwitz, Slot Shift Manager at OLG, taught players about the different kinds of slot machines offered at OLG Slots and Casinos and how to make their playing experience more rewarding. Before hitting the gaming floor, players were split

into small groups and were challenged to practice introducing their company and its benefits in less than five minutes.

After practicing their pitch and getting to know one another, players headed to the slot machines for a slot tournament courtesy of OLG. The tournament consisted of three two-minute rounds. During each round, six to eight players took a seat at their designated slot machine and tried their best to rack up as many points as possible.

Jadie Wright and Erika Andrusiak from Durham First Aid had their

game faces on, taking home first and third place and Dean Cantwell from The Village of Taunton Mills got lucky with second place.

"The evening really presented the opportunity to build relationships," said Corette Miller, owner, new initiatives hr. "It was relaxed and fun – a refreshing way to network!"

Following the tournament, guests were welcome to explore the casino and start gambling.

Presented by our Connect Partners



WELCOME NEW MEMBERS

BLUELINE REAL ESTATE GROUP

905-430-2320

bluelinerealestategroup.com

Stephen Jones is a life-long resident of Durham Region with many years of experience within the real estate industry. Since Stephen became licensed in 2012 he has helped many people find the perfect family home, recreational or investment property.

THE FOOD AND ART CAFÉ

905-666-3278

thefartcafe.com

At the Food and Art Café the staff wants to nourish, encourage and support dreamers and free spirits to pick up and dust off their wonderfully mad ideas, and to send them out to conquer the world full and bursting with delicious inspiration.

GREEN VALLEY WELLNESS

905-571-0420

gvwellness.ca

Green Valley Wellness is dedicated to assisting patients in obtaining their legal authorization through the Access To Cannabis for Medical Purposes Regulations (ACMPR), and to be able to improve their quality of life by consulting about different holistic medicines and making healthier life choices.

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iflytoronto.com

iFLY gives people the thrill of skydiving in a safe, supervised setting. Large indoor wind tunnels simulate the feeling skydivers experience during free fall. iFLY hosts a wide range of events from birthday parties to corporate team

building and is the leading training facility for Ontario's military personnel.

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THE R.E.S.T. CENTRE

289-240-3048

therestcentre.com

The R.E.S.T. Centre is available to anyone and everyone who is looking to explore the benefits of floatation therapy. Sensory deprivation has been shown to provide countless mental and physical health benefits.

SHOELESS JOE'S SPORTS GRILL – WHITBY

905-665-8880

shoelessjoes.ca

Shoeless Joe's Sports Grill is all about celebrating sports with family and friends. Whether you're celebrating your favourite team's victory, your league game with teammates or your child's big win, they're here to serve you!

THE VILLAGE TAVERNA

905-493-3521

facebook.com/thevillagetavernawhitby


Whitby's newest Greek and Mediterranean restaurant recently opened for business in the historic downtown. Serves lunch, dinner, drinks and coffee, takes reservations, delivers and caters, and has an outdoor patio.

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WOUNDED WARRIORS CANADA

1-800-706-4808

woundedwarriors.ca

Wounded Warriors Canada is a national charity supporting our ill & injured Canadian Armed Forces members, veterans, first responders and their families, headquartered in Whitby.

IN THE TOWN

What does Whitby mean to you? That's the question the Town of Whitby is asking the community to help answer as it kicks off its corporate rebrand project.

The corporate rebrand is a multi-year project that will consist of three phases: research and brand assessment, development, and implementation. Phase one is focused on engagement and analysis, which includes a review of the Town's logo, crest, seal, colours, images and supporting messaging.

"As our town continues to experience new and exciting growth, it is important that the Town's brand identity evolves to help tell our unique story – both locally and abroad," said Whitby Mayor Don Mitchell. "The goal of this project is to create an effective, impactful and modern corporate brand that will align the perception of our Town with the reality of who we are today and who we want to be."

Now through September 30, residents are invited to complete a [short online survey](#), the results

of which will help to inform the future design of a new brand for the Town.

"Whitby's brand must be rooted in research and engagement to ensure the outcome is authentic and accurately reflects our Town," Mayor Mitchell added.

The corporate rebrand will refresh and consolidate the Town's brands in order to better reflect the community and support the entire corporation.

Improve Health & Safety For Your Small Business

Health and safety doesn't have to be complicated. The WSPS Small Business Advisory Service matches small businesses with a health and safety expert. This expert will help you improve health and safety in your business using simple, easy to implement solutions.

BENEFITS:

- **COST** The program is free for all participants who are selected!
- **SUPPORT** An expert health and safety advisor will help guide you through the short program
- **ON-SITE ADVICE** Professional assistance from advisors at times that work for you
- **RESOURCES** Program handbook with practical tools and information included



Apply for the free
WSPS Small Business
Advisory Service!

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: ROCKET CLOUD

RocketCloud is offering the Whitby Chamber of Commerce membership 30 per cent off all web hosting packages.

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CHAMBER HELPS COMMUNITY RAISE 3,845 POUNDS FOR FEED THE NEED



For the entire month of August, the Whitby Chamber of Commerce (WCC) teamed up with Feed the Need in Durham for the third annual Food Drive Challenge to help meet the growing demand of emergency food providers and client needs at Feed the Need during the summer months.

This year's member drop off locations included Bryson Insurance, D.I.S. Financial Group, Dive Source, Eggsmart

Whitby Shores, Great Canadian Meat Company Inc., Kake Kreations and Lotus Home Interiors.

Looking to broaden the program, Feed the Need increased the number of drop off locations and turned to neighbouring Chambers and Boards of Trade to join in on the challenge, including the Greater Oshawa Chamber of Commerce, Ajax Pickering Board of Trade and Clarington Board of Trade.

"So much of business networking is about getting to know other businesses on a surface level," said Kyle Paterson, Director of Operational Analytics at Bryson Insurance and Vice-President of the WCC Board of Directors. "When we can do something together as a community that makes a difference, it shifts the

conversation."

With the help of the seven member drop off locations and fellow Chambers and Boards of Trade, the initiative surpassed the 3,000 pound goal doubling the amount from previous years.

"Seeing what is possible when we work together is beautiful," said Paterson. "I look forward to continuing to expand the results we can generate as a business community."

In June of 2014, Feed the Need moved into their 10,000-square-foot distribution centre in Oshawa. With the help of 50 regular community volunteers and more than 200 corporate and special occasion volunteers, they provide over 130,000 pounds of food per month to emergency food providers such as food

banks, soup kitchens, shelters and community service centres.

“The need is there all year round and we can’t do it without our partners,” said Ben Earle, Executive Director of Feed the Need in Durham.



MEMBERSHIP COMMITTEE UPDATE

The Membership Committee has been working to coordinate and streamline our member recruitment, retention and education activities, while improving our discount and cost savings program offerings. There are exciting developments coming to the membership, so be sure to check the [Whitby Chamber of Commerce \(WCC\) website](#) regularly as we make our updates!

The Luncheon Learn Series has become a hit, with full houses, fantastic presenters and delicious food on the first Tuesday of each month. Our next event on

October 3 is geared towards new members, with a mini Networking 101 session facilitated by the Business Advisory Centre Durham (BACD). Boston Pizza will generously provide food. Spots for this event are already filled! Keep an eye on the WCC website for the next one!

We are also pleased to roll out new cost savings programs with Indus Travel and Purolator, courtesy of the Canadian Chamber of Commerce and Ontario Chamber of Commerce, respectively. Watch the website over the next few weeks as information about these

programs are added. If you're interested in international travel or need to transfer your current shipping account, then these offerings may be for you. Find them under the [Save Money](#) section of the website.

For more information about the Membership Committee, contact [Greg Frankson](#), Engagement & Outreach Manager at the WCC.

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ONTARIO CHAMBER OF COMMERCE

KEEP ONTARIO WORKING COALITION RELEASES CANCEA'S FINAL ECONOMIC IMPACT ANALYSIS ON BILL 148



The Ontario Chamber of Commerce (OCC) and the Keep Ontario Working (KOW) Coalition released two major reports that broadly capture the challenges associated with Bill 148 and the concerns of the employer community. The first report is the [final economic impact analysis of Bill 148 by the Canadian Centre for Economic Analysis' \(CANCEA\)](#), which was peer-reviewed by Professor Morley

Gunderson of the University of Toronto.

CANCEA's analysis reveals that if Government were to do nothing other than implement the minimum wage increase over five years instead of in the next 15 months, jobs at risk would decrease by 74 per cent in the first two years.

The analysis also indicates that while the proposed changes will see \$11 billion in wage stimulus flow into the economy in the next two years, a remaining \$12 billion problem exists which will lead to jobs lost, added costs, and general damage to the Ontario economy.

"Today's final report by CANCEA

is clear, while the Government is correct to say that there will be a stimulus from Bill 148, it does not cover the \$23 billion cost challenge for business in the first two years – a substantial amount that poses great risk to our economy and cannot be resolved through offsets alone," said Karl Baldauf, Vice President of Policy and Government Relations at the Ontario Chamber of Commerce. "More must be done. The Ontario Government must resolve the economic challenges presented in Bill 148 through a combination of slowing down the implementation period, amending the legislation, and offsets. Business and Government must work together to avoid unintended consequences and protect our most vulnerable."

CANADIAN CHAMBER OF COMMERCE

WHITBY CHAMBER CEO AND VICE-PRESIDENT VISIT FREDERICTON



In September, Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce (WCC), had the privilege of travelling to Fredericton in September to participate in two conferences. The Canadian Chamber Executives, and the Canadian Chamber of Commerce

Conference and AGMs present an opportunity for significant policy work, connection making and learning.

Look for a detailed story on the WCC website soon!

YOUNG ENTREPRENEURS & PROFESSIONALS COMMITTEE UPDATE

After summer fun in the sand at the Chamber's first-ever volleyball tournament, the Young Entrepreneurs & Professionals (YEP) Committee is ready to get back to business this October. Each year, the YEP Committee organizes a welcome reception for the Spark Centre's Ignite Pitch Competition hosted at The Centennial Building in Whitby.

Ignite is an exciting entrepreneurial journey organized by Spark Centre and many local community partners. Ignite begins with a pitch school open to all technology, innovative

or inventive applicants and will end with an extraordinary finale celebrating two startups.

This year, the welcome reception will get participants and guests fired up with two guest speakers, including Peter LeBel, Commissioner, Community and Marketing Services of Whitby Economic Development who will be giving an update of Whitby's new WiHub, expected to open in 2018.

After listening to guest speakers, networking, and munching on snacks - [stay for the pitching!](#)



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CHAMBER WELCOMES CFIB FOR BILL 148 DISCUSSION

Concerned businesspeople gathered at The Centennial Building on September 26 to discuss the Ontario government's proposed Bill 148. The Chamber hosted the event in association with the Canadian Federation of Independent Business (CFIB).

According to Julie Kwiecinski, CFIB's Director of Provincial Affairs, Ontario, the Fair Workplaces, Better Jobs Act as currently drafted will have far-reaching impacts on Ontario businesses that have much deeper implications than just minimum wage.

The Whitby Chamber of Commerce (WCC) have found

that objections from their members stem from changes to paid leave, dealing with contract workers and labour law enforcement, among other issues. While employers are not philosophically opposed to workers earning more, a proposed minimum wage increase of 32 per cent over 15 months is problematic due to the speed of implementation.

Bill 148 will result in the loss of up to 185,000 jobs, according to reports recently released by the Ontario Chamber of Commerce (OCC), the provincial Financial Accountability Office and TD Bank. Spreading out the implementation timeline over five

years could reduce the risk by up to 74 per cent, according to the OCC's peer-reviewed analysis.

Natalie Prychitko, CEO, WCC, made the case for people to learn more about the impending changes. "I am concerned that the combination of the speed of implementation and the sizable depth and breadth of the legislation, leaves many businesses unaware of the consequences."

To learn more, read the final peer-reviewed [CANCEA Report from the OCC](#) and the Keep Ontario Working coalition's [Flip Side of "Fair" report](#).

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