



CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION



in this issue...

MEET THE TEAM

Chief Executive Officer	Natalie Prychitko
Office Manager	Brenda Bemis
Marketing & Communications Manager	Heather Bulman
Engagement & Outreach Manager	Greg Frankson
Marketing & Communications Coordinator	Sam Wallace
Event Management Coordinator	Rylie Wilton

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OUR MEMBERS THIS MONTH



MESSAGE FROM THE PRESIDENT

As 2017 winds down I want to take a moment to thank you for your membership at the Whitby Chamber of Commerce. I appreciate that it's a business investment and I'm confident that Natalie and the team are doing more each day to show you an increased return on that investment.

This has been a busy and exciting year at the Chamber specifically and for the business climate, with significant legislation being introduced by both the provincial and federal governments that will have sweeping effects. I've been proud to watch our strong Advocacy Committee and Chamber team analyzing these developments, sharing information and in many cases intervening on behalf of our members and all Ontario businesses.

I recently had the absolute privilege to spend several hours with this year's Peter Perry winner, Trevor Bardens, during the Santa Claus Parade. During my tenure volunteering with the Chamber as I've learned more about the Peter Perry Awards, I've grown incredibly proud of what they represent and that our Chamber is a part of it. Recognizing these incredible individuals we have in our community is so important and the number and caliber of outstanding people in Whitby is awe inspiring. Getting to know Trevor and learn more about his journey and his contributions to the community impressed me to no end – Whitby is fortunate to have people like

Trevor Bardens.

I'd also like to thank Mary Nurse (another Peter Perry winner!) for providing us with a beautiful Chevrolet pickup for the parade and our outstanding driver, Bob Hartley.

Bob was a pleasure to spend the day with as well and took exceptional care of Trevor and I.

Looking forward to 2018, it is going to be a tremendous year for the Chamber. Not only is it our 90th anniversary, but because of some

very exciting new programs and services which will be rolling out. It's been a great experience watching Natalie and her team this year as she did her deep-dive into Chamber operations and evaluated how we've been doing what we've been doing. She has laid the groundwork for some real positive change in the coming year always with a focus on increasing member value – you won't be disappointed!

Finally, leading up to our AGM next year, in early January we'll be sending out a call for Director nominations – be sure to watch for it. If you or anyone you know are interested in volunteering on the Chamber Board, we'd love for you to put yourself forward to serve. It's a commitment that takes a lot of time beyond just the Board meetings, but I can honestly say that personally the volunteering I've done with the Chamber and Board is incredibly fulfilling and I love it.



Thank you for your membership. I know that there are many competing priorities for your hard earned dollars and that belonging to the Chamber is indeed an investment. We appreciate that investment and are committed to continually improving the value that you receive from it and I am confident that our CEO can, and will, execute on that commitment.

Happy holidays to you, your families and your employees,

Matthew Mackenzie

UPCOMING EVENTS

**TUESDAY, JANUARY 9
12 TO 1 P.M.**

**LUNCHEON LEARN SERIES: MEMBER 101
WHITBY CHAMBER OF COMMERCE**

**WEDNESDAY, JANUARY 17
5 TO 7 P.M.**

**SPEAKER SERIES: JASON ATKINS, 360INSIGHTS
CENTENNIAL BUILDING**

**TUESDAY, JANUARY 23
6 TO 8 P.M.**

**CONNECT AFTER HOURS: DURHAM ESCAPE ROOMS
DURHAM ESCAPE ROOMS**

**TUESDAY, FEBRUARY 6
12 TO 1 P.M.**

**LUNCHEON LEARN SERIES: BACD
WHITBY CHAMBER OF COMMERCE**

**TUESDAY, FEBRUARY 13
11:30 A.M. TO 2 P.M.**

**REGIONAL CHAIR LUNCHEON
TOSCA BANQUET HALL**

**TUESDAY, FEBRUARY 27
8 TO 10 A.M.**

**LEARN SERIES: SUCCESSION PLANNING
UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY**

2018 sponsorships available!



Contact Greg Frankson, Engagement & Outreach Manager, for information on some exciting new opportunities!

“IT’S COMPLIANCE WEEK!”



(Left) Guests gather for breakfast at Copper Branch to learn about AODA requirements. (Right) Karl Baldauf, Vice-President of Policy & Government Relations at the Ontario Chamber of Commerce, addresses the crowd as part of a panel at Fair Workplaces, Better Jobs Act Summit Part 2: Are you ready?



The last week of November was compliance week at the Whitby Chamber of Commerce (WCC) with two breakfast panel events positioned to keep membership informed.

Fair Workplaces, Better Jobs Act Summit Part 2: Are you ready?

More than 50 local professionals came together over breakfast to ensure they are aware of the implications of this legislation and can begin building strategies to run their business within its confines. Providing the WCC's guests with valuable information was a dynamic panel of experts, including Karl Baldauf, Vice-President of Policy & Government Relations at the Ontario Chamber of Commerce (OCC); Corette Miller, Owner of new initiatives HR consulting inc.; and Ian Johncox and Stephanie Miner, lawyers from Mason Bennett Johncox.

Panellists shared information about the legislation and some mitigation strategies. Baldauf also highlighted [Steering Through Change](#), a handbook created by the OCC to help businesses.

“We will remain vigilant, but we rely on you for feedback and ideas,” said Baldauf. “It’s about building successful ecosystems for businesses and communities. That’s why it’s important for us to have this discussion today, to create opportunities despite the challenges that exist.”

Connect Breakfast: AODA compliance for 2018

On November 29, members gathered in Brooklin at Copper Branch for the last Connect Breakfast of the year to discuss the Accessibility for Ontarians with Disabilities Act (AODA). Panellists included Louie DiPalma, Director,

SME Programs & Global Growth Fund Contact, OCC; Michele Cotton, Accessibility Coordinator, Town of Whitby; and Denise Laframboise, Mortgage Agent, TheRedPin Mortgage Brokerage – The Mortgage Architects. With the deadline of December 31, 2017 for businesses with more than 20 employees to file an Accessibility Compliance Report, panellists shared numerous resources for business owners:

- ontario.ca/page/accessibility
- discoverability.network
- accessforward.ca

“You are required to file a report. You are not required to file a report with 100 per cent compliance,” reminded Cotton. “It’s better to file and explain your current efforts towards compliance than to not file at all.”

MEMBERSHIP UPDATE

90TH ANNIVERSARY CHAMBER CHALLENGE!



Did you know that if you refer a business to the Whitby Chamber of Commerce and they become a member, you receive a \$25 credit on your account? Well, for our 90th anniversary, we’re going to sweeten the deal with the WCC’s 90th Anniversary Chamber Challenge!

Until October 31, 2018, the person who refers the largest number of new members during the contest period will win a great prize: a feature article about their business in the Chamber Insider e-newsletter and a free half-page advertisement in the 2019 Member Directory. And of course, each referral adds a \$25 credit to your account. There’s no limit to the number of credits you can receive. But wait, there’s more!

Every time a business you refer invests in a Chamber membership, you will earn a chance to win a pair of tickets to the 2018 Peter Perry & Business Achievement Awards in an end-of-contest draw. The more members you refer, the better your chances of winning the draw.

Rules of Engagement:

1. The 90th Anniversary Chamber Challenge runs from January 1, 2018 to October 31, 2018. Only referrals made during the contest period will be counted towards prize and draw eligibility. The \$25 credits accrued by members can be earned and used at any time.
2. A new member must indicate the name of the referring member on the member referral line of the registration form for the referral to count in the challenge.
3. Referrals for student and retiree memberships are not included in the challenge. Verbal referrals for any new member are also not included.

The end-of-contest draw winner must attend the 2018 Peter Perry & Business Achievement Awards event to redeem their free tickets. Good luck!

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ADVOCACY UPDATE

BY KIM COPETTI, COPETTI & CO.

As this is the final newsletter for the year I feel it is only appropriate that we reflect on the advocacy of the past year that has been keeping the committee busy.

Thanks to the power of the network, the Canadian Chamber of the Commerce and Ontario Chamber of Commerce (OCC), we have seen the federal government water down their initial tax proposals announced this summer. The Finance Minister rightfully



deserved to be named Canada's 2017 Business Newsmaker of the year by the Canadian Press. I'm sure it is not something he is happy to have on his resume.

During the same period, the Liberals in Ontario were focused on Bill 148. Most of the changes come into effect on January 1, 2018. Again, the OCC was involved, lobbying for you and other members across Ontario. As a result, there were some minor concessions.

As we close the year, we should bear in mind that through a simple Chamber membership, you have these powerful organizations working on your behalf at the federal and provincial levels and your advocacy committee at the municipal level.

On behalf of the Advocacy Committee I want to wish you happy holidays and a prosperous new year!

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YOUNG ENTREPRENEURS & PROFESSIONALS UPDATE

CRAZY COZY UGLY HOLIDAY SWEATER SOCIAL



Ryan De Kuyper, Brandon McBride and Natalie Prychitko pose for the camera at the 2017 Crazy Cozy Ugly Holiday Sweater Social, organized by the Whitby Chamber of Commerce's Young Entrepreneurs & Professionals Committee, at The Village Taverna.



On December 12, more than 50 Whitby Chamber of Commerce (WCC) members jingled their way down to The Village Taverna, a stunning Greek pub in the heart of downtown Whitby, for the 2017 Crazy Cozy Ugly Holiday Sweater Social.

This annual shindig is one of the four events organized each year by the WCC's Young Entrepreneurs & Professionals (YEP) Committee. In

addition to getting WCC members together for one last networking opportunity in 2017, the event welcomed guests to don their ugliest holiday sweater and participate in a little friendly competition.

To break the ice with a healthy dose of chaos, guests were given a piece of a holiday card and asked to find the matching pieces to complete their card. Next up was the return of the minute-to-win-it games. These outlandish challenges included, Movin' on up the Christmas Tree, Snowball Shovel, Holiday Cliffhanger and Jingle Bell Toss.

Winner of the minute-to-win-it tournament and the individual with the ugliest sweater, determined by popular vote, both went home with Absolute 4 Flight Packages donated by iFly

Toronto - Whitby, a new entertainment destination scheduled to open in Whitby in early 2018!

Congratulations to our winners:

Minute-to-win-it champion, Phoebe Galvan, The Food and Art Cafe

Ugliest sweater, Dr. Sonam Chahal, MacAskill Chiropractic and Wellness Centre

A special thank you to [DIT Web Solutions](#) for generously sponsoring 2017 YEP events.



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odenetwork.com

ODEN works with business and employment service agencies to ensure people who have a disability gain meaningful employment.

M2M DEAL OF THE MONTH

ALLSTATE INSURANCE COMPANY OF CANADA

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. Visit the WCC website for a full list of deals!

Interested in offering an M2M discount on your services or products? Contact [Greg Frankson](#), Engagement & Outreach Manager.

Allstate Insurance Company of Canada is offering the Whitby Chamber of Commerce membership 10 per cent off home and auto insurance and payment plan fees are waived.

P: 905-432-1717 ext. 5001

E: cdersken@allstate.ca

whitby-allstate.ca



THANK YOU TO OUR 2017 CONNECT PARTNERS

In 2017, the Whitby Chamber of Commerce (WCC) hosted seven events positioned to bring members together to network, learn and unwind. This series was generously sponsored by the 2017 Connect Partners: canaPHEM, MacAskill Chiropractic and Wellness Centre, Mikala Inc., Roughly Insurance Brokers Ltd., and The Village of Taunton Mills.

These events welcomed guests to participate in fun and informative events

such as cooking at Durham College's W. Galen Centre for Food, competing in a slot tournament at OLG Slots at Ajax Downs, and learning about corporate culture from 360insights at Sky Zone Whitby!

For 2018, the WCC is splitting this series into two distinct opportunities: Connect After Hours and the Learn Series.

Connect After Hours is all about making connections through fun

activities, from drinks after 5 p.m. at a local pub, to experiencing one of Whitby's many entertainment options.

The Learn Series puts the focus back on providing the WCC membership with opportunities for professional development, including inspiring presentations by industry experts, to hands-on workshops exploring new skills.

There are only a few [2018 sponsorships](#) left for both opportunities!

MIKALA INC.



Albert Mikalajunas is a Canadian telecom industry veteran who, back in 1996, saw first hand the incredible rush of affordable collaborative technologies heading towards small and medium size business.

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customers. With that vision clear in his mind, Mikalajunas built Mikala Telecom & Network Solutions into a reputable provider of best-in-class hardware supported by some of the biggest names in the industry and a team of highly trained, skilled and knowledgeable technicians.

For more information, visit mikala.com.

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equipment to save someones life, reduce suffering and promote recovery.

Learn more about how to make your team confident, competent and ready to respond by visiting canaphem.ca.

ROUGHLEY INSURANCE



A local brokerage offering auto, home, commercial, recreational and group insurance, Roughley Insurance is represented in the Whitby Chamber of Commerce (WCC) by Shane Terry.

Day to day, Terry's priority is to serve the needs of Roughley clients, with a special interest in nurturing new relationships with potential new clients. As Roughley continues to grow and evolve to best serve the needs of

its clients, present and future, Shane remains current with industry trends and changes. He is actively pursuing his CAIB designation.

As a WCC member, you could save up to 15 per cent on home and auto insurance premiums!

Contact [Shane Terry](#) to see if you qualify or visit roughleyinsurance.com.

MACASKILL CHIROPRACTIC AND WELLNESS CENTRE



Working with pride and commitment in their community, for over 26 years, husband and wife team, Dr. Dave and Cathy MacAskill, are passionate about providing you with the best wellness services in Durham Region. In their beautifully renovated building, the warm and inviting atmosphere at MacAskill Chiropractic and Wellness Centre makes for a positive and welcoming patient experience.

Dr. Dave MacAskill is passionate about healing his patients through the power of natural chiropractic care. Other services provided include, massage therapy, weight loss, orthotics, compression hosiery, yoga and pilates.

To book an appointment or for more information, visit durhamchirowellness.com.

THE VILLAGE OF TAUNTON MILLS



The Village of Taunton Mills is honoured to serve the residents of Durham Region, offering a village neighbourhood design with accommodations and amenities. Accommodation options range from fully independent apartments to assisted living, with services that can be added along the way to meet residents' needs.

A third phase is now under construction and, once completed, will

include another eight-story building with a full selection of retirement options including memory care. The new building will feature The Riverstone Spa, the Ruby Dining Room, a demonstration kitchen, pet centre and a satellite location of the Whitby Senior's Centre and more. Occupancy for the third phase will be in Spring of 2019.

For more information, visit schlegelvillages.com.

90TH ANNIVERSARY MEMBER DIRECTORY

SAVE YOUR SPOT IN THIS SPECIAL COMMEMORATIVE EDITION OF THE MEMBER DIRECTORY



With 2017 coming to an end, the Whitby Chamber of Commerce (WCC) team is working away on 2018 programming and publications, including our 2018 Member Directory!

Ensure your information appears correctly!

There is nothing worse than having outdated information inaccurately representing your business. Make sure your business description and contact information are correct so fellow members can find you! Need help updating your profile? Contact [Brenda Bemis](#), Office Manager, she'd be happy to help you out!

Have you had any staff changes in 2017?

Review your active reps to ensure the right people in your organization are

getting WCC communications. Did you know that all of the employees in your organization are members? That means everyone can benefit from [Member to Member \(M2M\) discounts](#) and [attend events](#)!

Advertising opportunities!

The WCC's Member Directory is an annual publication, which means your ad will be visible to fellow members all year long! [Check out this year's ad rates](#)! Want to congratulate the Chamber on this milestone? There are special advertising opportunities for just \$90 - act quickly!

It's our anniversary!

The WCC is celebrating its 90th anniversary in 2018! We will be celebrating throughout the year, but are documenting this milestone by creating a

special edition of the Member Directory - more content, new layout and plenty of opportunities to make your business stand out from the crowd. Ask [Greg Frankson](#), Engagement & Outreach Manager, about super affordable advertising opportunities exclusive to the 90th anniversary directory.

Deadline for updating your directory information is Friday, January 5 at 5 p.m. **Any changes made to member profiles, or members joined, after this time will not appear in the 2018 Member Directory.**

ONTARIO CHAMBER OF COMMERCE

2017 POLICY REPORT CARD



The Ontario Chamber of Commerce's (OCC) powerful advocacy, backed by the strength of its Chamber Network and corporate partners, achieves impactful policy wins for Ontario businesses. The OCC has shaped its policy direction through consultation with members, the

Chamber Network resolution process, consideration of government priorities and by building on the work of the previous year.

Read more in the [OCC's 2017 Policy Report Card](#).

CANADIAN CHAMBER OF COMMERCE

IN PRAISE OF PROFIT



It may be politically incorrect to say this today. But, that doesn't make it any less true. It's good when businesses make money. Profits are important to the Canadian economy. They're what generate jobs. They're the mainstay of prosperity for the middle class—and for all Canadians.

It's a fact all too often forgotten in today's policy environment. Governments at all levels seem more intent on raising taxes on business rather than lowering them. Regulatory compliance costs are rapidly increasing. Governments are getting ready to unleash a flood of new

charges and user fees for regulatory approvals. And, minimum wage rates and payroll contributions are being raised more rapidly than the cost of inflation. Whether it's with respect to improving environmental performance, workplace health and safety or product standards, the first reflex of government is to regulate and penalize, rarely to provide positive incentives for business to make the investments they need to be able to modernize and comply.

Clearly, these are measures put in place by people who know nothing about business finance, who all too often think that higher business profits come at the expense of jobs and social policy goals. Just the opposite is true. It's when businesses are profitable that they're able to grow, create jobs and invest in the new products, processes and technologies required in order for them to meet more stringent stakeholder expectations while remaining

competitive.

The record of the last 30 years speaks for itself. First, look at the relationship between business profits and jobs. The more profitable Canadian companies are, the lower Canada's rate of unemployment is. Changes in profitability (measured in terms of after-tax profits as a per cent of GDP) are followed immediately by changes in the unemployment rate. Canada's unemployment rate goes up only when profit margins come under pressure.

[Read more.](#)

NEIGHBOURHOOD NEWS

LYNDE HOUSE MUSEUM RECEIVES \$55,500 GRANT TO CONNECT 'SENIORS TO STUDENTS'



The historical Lynde House Museum and Warren General Store, located at 900 Brock Street South, provide a rich educational opportunity right in the heart of downtown Whitby.

Local students can now learn more about the area's rich heritage from seniors through a unique educational project at the Lynde House Museum.

The 'Seniors to Students' project will yield cross-generational benefits as senior volunteers present living history to students through grade-appropriate enactments, story-telling and immersive tours. The Whitby Historical Society, which operates the museum, was awarded the \$55,500 grant by the Ontario Trillium Foundation.

The project aims to increase student awareness of Southern Ontario's rich heritage, including the area's First

Nations, early settlers, farmers, artisans, and Industrial Revolution innovators and entrepreneurs. The project will also teach students about how previous generations used ingenuity to create sustainable living practices still used today.

Funding for the project was announced at a special event attended by Mayor Don Mitchell, Whitby Historical Society President David Chambers, Kathy Beattie from MPP Lorne Coe's office, museum board, staff and other members of the community.

In addition to offering educational programming, the Lynde House Museum houses a collection of approximately

4,000 artifacts and photographs dating back to the early 1800s. The museum also hosts a number of live performances such as 'Circa', a performance put on by recent Governor General History Award for Excellence in Community Programming nominee Live History.

In 2013, the Town of Whitby moved Lynde House from its previous location at Cullen Central Park to its new home on the southwest corner of Brock and Burns streets.

IN THE TOWN

WEDNESDAY, DECEMBER 27
6:30 P.M.

BENEFIT CELEBRITY HOCKEY GAME
IROQUOIS PARK SPORTS CENTRE

SUNDAY, JANUARY 31
6 TO 9 P.M.

ANNUAL NEW YEAR'S EVE SKATE
IROQUOIS PARK SPORTS CENTRE

JANUARY 10 TO 14

SCOTTIES TOURNAMENT OF HEARTS:
PROVINCIAL FINALS
WHITBY CURLING CLUB

THURSDAY, JANUARY 18
9 A.M. TO 12 P.M.

CANADA-ONTARIO EXPORT FORUM
CENTENNIAL BUILDING, REGAL ROOM

Interested in sharing your event with our membership through our many media channels? Please [fill out the form](#) and email to info@whitbychamber.org. Events included are at the discretion of the Whitby Chamber of Commerce staff and dependent on timing and available space.

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