



CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION



MEET THE TEAM

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

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OUR CORPORATE PARTNERS



OUR MEMBERS THIS MONTH



MESSAGE FROM THE CEO

April showers bring May flowers? Thank you to our members that came by to welcome us into our new home. We took a few minutes to celebrate and then it was back to business! We've got some painting to do on a weekend in May, but for the most part we've settled in quite nicely. Look for Open House/Block Party information soon!

Welcome to our 2018/19 Board of Directors, ratified at our AGM last month. Apart from providing an overview of the previous year and plans for this fiscal, we recognized our amazing volunteers – including Jim Lavelle Award winner and avid Chamber member, Karey Anne Large!

Speaking of volunteers, thank you to an incredible Connect Women Committee! Feedback from this event has been amazing and events like this could not have been possible without our membership, committee and a great WCC staff! The committee has already started planning for 2019.

What else has been going on?

- The results are in! The Advocacy Survey closed at the end of March– the team is pouring through the results that will influence questions for our candidates in the provincial and municipal elections, as well as determine focus areas for the next year of advocacy efforts.
- Spring is finally here and so is golf season. We're ramping up for

our Annual Golf Tournament on Tuesday, June 5. Highlights this year include Golf With Attitude's Todd Keirstead on Hole #1, sponsored by new initiatives hr consulting inc., and our new Learn-to-Play event sponsored by Vickery Electric.

- Beach Volleyball anyone? Save the date: Thursday, June 21!



I'd also like to thank Mayor Mitchell for addressing the membership at the Annual Mayor's Luncheon last week and the Town of Whitby staff for supporting our Municipal Matters campaign – kicking us off with Municipal 101 earlier in April. This program continues as we focus our efforts on keeping membership informed and understanding the issues. Keep an eye out for more information about our Mayoral Debate and Candidate Expo later in the year.

See you soon,

Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of Commerce

UPCOMING EVENTS

THURSDAY, MAY 3
8 TO 9 A.M.

MORNING MIST: SMALL BUSINESS COMPLIANCE
WHITBY CHAMBER OF COMMERCE

WEDNESDAY, MAY 16
5:30 TO 7:30 P.M.

PROVINCIAL ELECTION FORUM
WHITBY PUBLIC LIBRARY, CENTRAL BRANCH

WEDNESDAY, MAY 23
7:30 TO 9 A.M.

FAIR WORKPLACE LEGISLATION:
RESTAURANTS & HOSPITALITY IMPACTS
THE CENTENNIAL BUILDING, REGAL ROOM

FRIDAY, JUNE 1
1 TO 3 P.M.

LYNDE CREEK SPRING CLEANUP
BROOKLIN KINSMEN PARK

TUESDAY, JUNE 5
8 A.M. TO 5:30 P.M.

 **31ST ANNUAL GOLF TOURNAMENT AND**
LEARN-TO-PLAY
ROYAL ASHBURN GOLF CLUB

THURSDAY, JUNE 21
11 A.M. TO 3 P.M.

 **CHAMBER SMASH & BEACH BASH**
CANLAN ICE SPORTS
SAVE THE DATE!

WEDNESDAY, JULY 18
5 TO 7 P.M.

SPEAKER SERIES: PATRICK LYVER
THE CENTENNIAL BUILDING, THEATRE

ANNUAL MAYOR'S LUNCHEON



Mayor Don Mitchell addresses guests of the Whitby Chamber of Commerce's Annual Mayor's Luncheon generously sponsored by Sorbara Group and Mikala Inc.

On April 25, members of the Whitby Chamber of Commerce and the community gathered for the Annual Mayor's Luncheon at Royal Ashburn Golf Club.

Each year, the Mayor of Whitby addresses the crowd, giving a highlight of the year past and what to expect for the future of Whitby.

After a three-course plated lunch, guests enjoyed Mayor Don Mitchell's address, during which he spoke about some of the major

developments underway in the Town, how tech and innovation are driving the economy, and the importance for both residents and business owners of a walkable downtown.

**WE LIVE IN A
WONDERFUL TOWN
AND OUR ASPIRATION,
AS A COUNCIL AND A
CORPORATION, IS
GREATNESS.**

"A universal perception, not supported by data, is that the key to a business' success is cars and parking spaces," explained Mayor Mitchell. "A truly pedestrian downtown is more prosperous than one dominated by cars - both in terms of more sales and

fewer vacancies."

As the current council comes to the end of its term, Mayor Mitchell also expressed his gratitude to his council members for their dedication and commitment to the priorities they collectively laid out at the beginning of their term.

"We live in a wonderful town and our aspiration, as a council and a corporation, is greatness," said Mayor Mitchell. "Whether it is in core service delivery, or communications or customer experience - being the very best we can be is the reason we exist."

ADVOCACY UPDATE

BY TONY DOYLE, DURHAM COLLEGE

Everything we do as an Advocacy Committee is done from a perspective of what is best for Chamber members. Big or small in nature, the issues we deal with run a gamut of topics.

In selecting issues for advocacy and research we turn to you, the members, which is what we did earlier this year with an electronic survey available online at Chamber events. We had a fantastic response and I want to thank everyone for taking time to contribute.



What I can tell you right now from a high level is that almost 60 per cent of members told us they rate their financial/economic health at a strong or very strong level. While there's plenty of reason to celebrate that confidence, we are also conscious that it's down slightly from 18 months earlier when we asked members the same question.

In the weeks ahead we will begin to share additional results through different mediums and use the feedback to further refine our focus and service to you. Keep

an eye and ear out for additional survey results. Thank you for your continued support.

YOUNG ENTREPRENEURS & PROFESSIONALS UPDATE



Save the date! The Young Entrepreneurs & Professionals (YEP) committee is bringing the bash back to the beach this summer with the return of the YEP Chamber Smash & Beach Bash.

The Chamber's second-ever volleyball tournament challenges members to put together a team for a day of fun in the sun on Thursday, June 21 from 11 a.m. to 3 p.m. at Canlan Ice Sports.

No need to be a volleyball pro, this event is filled with plenty of other opportunities to rack up points for your team. See you on the sand!



2017-18 CHAMBER INSIDER ADVERTISING RATES

FULL PAGE

FULL PAGE

8" W x 10" H
\$600 (quarterly)
\$1,000 (semi-annually)

1/6 PAGE

2.5" W x 5" H
\$225 (quarterly)
\$375 (semi-annually)

HALF PAGE

8" W x 5" H
\$500 (quarterly)
\$850 (semi-annually)

BACK COVER

1/3 WIDE

1/3 TALL

1/3 TALL

2.5" W x 10" H
\$300 (quarterly)
\$525 (semi-annually)

SPRING SALE! CONTACT INFO@WHITBYCHAMBER.ORG FOR MORE DETAILS!

CONTACT HEATHER BULMAN, MARKETING & COMMUNICATIONS MANAGER, FOR MORE INFORMATION.

WELCOME NEW MEMBERS

PENINSULA CANADA

647-988-1468

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Peninsula Canada are a dedicated team of HR advisors, offering employer resources to thousands of small-to medium-sized businesses. At Peninsula, they provide comprehensive around-the-clock HR support that's custom-tailored to your business – an affordable alternative solution to an in-house human resources team.

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Promotional Products Fulfillment & Distribution Ltd. (PPFD) is located in the Greater Toronto Area, central to all ground and air hubs. The 150,000-square-foot state-of-the-art warehouse facility was custom designed and built in 2001 and is continually being enhanced with the latest equipment and storage systems. PPFD's core marketing support services encompass the full spectrum of fulfillment, distribution and call center management.

YOUR BEST LIFE WITH JULIE

905-903-8175

Whether it's health, relationships or any other life struggle, Julie Brar works one on one with clients to help them push past their blocks and keep them accountable to their goals. Packages range from 30-90 days depending on the client and their goals. Group sessions are also available for those who want a coach at a more streamlined cost.

Speaker Series
Emceed by Jason King, 360insights

Patrick Lyver, President, Kleurvision Inc.

As an entrepreneurship advocate, Patrick lets ideas flow constantly and with a consistent desire to take risks in pursuit of grander rewards. He has been at the helm of Kleurvision Inc. for 14 years and continues to drive it into new areas of creative exploration. In 2013 Patrick joined the ranks of Startup Canada, assisting in delivering a digital platform that will connect like-minded entrepreneurs to an ecosystem that is next to impossible to navigate. Most recently he co-founded Startup Durham, a community of entrepreneurs for entrepreneurs that are focused on curating a culture of success and inclusivity.

Wednesday, July 18 from 5 to 7 p.m.

Visit whitbychamber.org/events to register

Sponsored by:
WHITBY
ONTARIO - CANADA
ECONOMIC DEVELOPMENT
Motorcity Mitsubishi

Golf Tournament

90th Whitby
Chamber
of Commerce
anniversary

Reserve your foursome for this annual sell-out event!

TUESDAY · JUNE 5 · 8:30 AM
Royal Ashburn Golf Club
995 Myrtle Rd, Ashburn

\$22.50
savings
from 2017!

\$130
savings
from 2017!

\$260 all in
per golfer

\$1,000 all in
per foursome

LEARN-TO-PLAY EVENT

A new event this year will allow aspiring golfers to enjoy a networking breakfast with all attendees of the tournament, followed by a golf workshop and a chance to win a prize at the putting contest!

Sponsored by:



New!

\$50 all in
per person

Each year, the Whitby Chamber of Commerce (WCC) welcomes its membership and community to enjoy a day on the green at the annual Golf Tournament. Help the WCC celebrate its 31st year of this time-honoured tradition in Whitby by being a part of it through sponsorship.

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M2M DEAL OF THE MONTH

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 [Samantha Wallace](#), Marketing & Communications Coordinator.

BEECH STREET STORAGE

Beech Street Storage is offering the Whitby Chamber of Commerce membership a one month free rental with 11 pre-paid months.

E: info@beechstreetstorage.com
P: 905-665-7474
beechstreetstorage.com

BEECH STREET
STORAGE

MEMBER SPOTLIGHT: DURHAM ESCAPE ROOMS



Owners of Durham Escape Rooms, Benito Suppa (left) and Keith Charabaruk (right), accept their 2017 Business Achievement Award from 2016 award winner, and friend, Karey Anne Large.

A 45-second phone call was all it took for Benito Suppa and Keith Charabaruk to become business partners. Having both thoroughly enjoyed their experiences in escape rooms and knowing the Durham Region was a relatively untapped market for them, plans to create Durham Escape Rooms came to fruition.

The facility opened in 2015 and quickly became one of Durham Region's premium escape experiences. Escape rooms are physical adventure games where escapees are locked in a room for a set period of time and must work together to find clues and solve puzzles in order to escape. Durham Escape Rooms has nine rooms, each designed and created by Suppa and Charabaruk.

"I work diligently to ensure no room is alike," explained Suppa. "I put the vision on paper and Keith brings it to life."

Durham Escape Rooms became a member of the Whitby Chamber of Commerce (WCC) in the summer of 2017. A great activity for team building, the WCC hosted their first Connect After Hours networking event of 2018 at the facility. Attendees were given the opportunity to take on one of Durham Escape Rooms challenging puzzles, while making connections with other local business people.

Their rapid success and continuous effort to provide a unique and

entertaining experience for the residents of Durham Region is what made them a deserving recipient of the New Business of the Year award at the 2017 Peter Perry & Business Achievement Awards.

"Being nominated was a great honour," explained Suppa. "It really gave reassurance to what we are doing. Putting our business under a microscope to be judged and then getting that tap on the shoulder was a great feeling. I guess we are doing something right!"

“PUTTING OUR BUSINESS UNDER A MICROSCOPE TO BE JUDGED AND THEN GETTING THAT TAP ON THE SHOULDER WAS A GREAT FEELING. I GUESS WE ARE DOING SOMETHING RIGHT!”



BY DEAN NICKERSON,
WHITBY PUBLIC LIBRARY

The Stay Interview:
A Manager's
Guide to Keeping
the Best and
Brightest

Richard P.
Finnegan

(658.314)



One of the biggest challenges facing any business is employees. The focus is often on how to hire the best, but it can be equally challenging to hold on to your brightest stars after they've started work. This short book outlines a strategy that may help.

"Stay Interviews" are periodic meetings with key staff designed to learn about potential problems before they cause employees to quit. The book shows you how to prepare and conduct Stay Interviews, create plans to retain individuals, assess engagement and predict departures. It includes sample questions and scripts for different situations.

[Find The Stay Interview and much more at your library!](#)

ANNUAL GOLF TOURNAMENT



Durham College's Tom Lynch takes a swing at the Whitby Chamber of Commerce's 2017 Annual Golf Tournament.

Spring is finally here! It's time to [book your spot](#) in the Whitby Chamber of Commerce's Annual Golf Tournament.

Taking place on Tuesday, June 5, this year's tournament has an earlier tee off time than previous years. Golfers are invited to register and network over breakfast at 8:30 a.m. before the 10 a.m. shotgun start. This agenda allows for an earlier dinner and ultimately, an earlier start to your weekend!

As per usual, the Chamber's

tournament will be packed with prizes and on-course activities! New this year is the Learn to Play portion of the event, sponsored by Vickery Electric, which welcomes newbies to enjoy breakfast with the golfers before taking part in a two-hour golf lesson - for just \$50!

Also joining the tournament this year is [Golf With Attitude's Todd Keirstead](#) entertaining golfers on Hole #1, sponsored by new initiatives hr consulting inc. See you on the green!

CANADIAN CHAMBER OF COMMERCE

SOMETIMES SUSTAINABILITY IS JUST ANOTHER WORD FOR COMMON SENSE



A few years ago, BC Comfort Air Conditioning, a B.C.-based company with over 45 years experience in mechanical HVAC services, noted employees were leaving the doors wide open in the chilly season for convenience.

One simple change—asking workers to keep that bay door closed—helped cut natural gas use by 65 per cent, saving the company \$7,000 a year and reducing carbon emissions by the same amount as planting 500 trees.

The company appears as one of 12 case studies in a new report, [200 Million Tonnes of Opportunity: How small and medium-sized businesses are driving Canadian clean growth](#), a report from Climate Smart Businesses. 200 Million Tonnes features stories from 800 SMEs in 13 sectors Climate Smart has worked with, offering real-world examples on how to cut costs by reducing emissions through actions like route optimization, paperless operations, heat recovery, employee engagement and more.

In another example, a company saved \$65,000 in hauling costs by diverting

35 per cent of its waste from the local landfill, reducing emissions by an amount equivalent to three tanker trucks of gasoline. A hotel chain in the Yukon was able to save \$180,000 a year by upgrading its incandescent light bulbs to LEDs. Sometimes the company's return on investment was not in savings but in happier employees or improved reputation.

Many small businesses, however, are short on resources but long on to-dos. When it comes to considering the sustainability of business operations, it can be intimidating to figure out that first step.

Luckily, there are tools to help. The World Wildlife Fund's Living Planet @ Work program provides a list of activities and programs people can use to start the conversation in their workplaces. The WWF's Smart Office Challenge focuses on IT, which as a part of almost every business and a significant energy consumer, is a natural starting point for sustainability newbies. The tool offers a check list of simple actions that can have a big impact. For example, cutting energy consumption from PCs by half can be as simple as getting employees to turn them off at night. More information is available in [this interview](#) with the Canadian Chamber.

The Canadian Chamber is also partnering with Climate Smart to help share its training program across the chamber network. The Victoria Chamber of Commerce and the Mississauga

and St. John's boards of trade will pilot the outreach program, offering their members a \$1,000 discount. SMEs that belong to other member chamber of commerce are also able to access the discount on a first come-first served basis. Contact [Christine VanDerwill](#) to learn more.

Flashy new innovations or clean technology start ups are exciting stories that make headlines and it can sometimes seem that is what sustainability is all about, but much of the time, going green can simply mean finding ways to use resources more efficiently.

When a business reduces its environmental impact by making better choices about how it uses energy and materials, some call it sustainability, but the practice has an older name: common sense.

ONTARIO CHAMBER OF COMMERCE

WCC'S LYNDE CREEK CLEANUP FEATURED IN OCC'S NETWORK NEWS



Participants from the 2017 Lynde Creek Spring Cleanup pose for a group photo after a hot and muddy day in the creek.



In January 2017, the Whitby Chamber of Commerce (WCC) was approached by Andrew Valyear, Vice President at Skyview Electronics. Both a member of the WCC and an avid hiker, Valyear identified a problem.

"I work in Brooklin and often hike along Lynde Creek with my nephew," explained Valyear. "A lot of people are unaware of the historical significance of this creek to the development of

the Whitby business community. Unfortunately, the creek, which runs through the length of Brooklin and into Whitby, has become a landing place for garbage."

The WCC engaged another member, EcoBusiness Network, a non-profit organization leading the environmental sustainability efforts in Durham, and together the Lynde Creek Spring Cleanup was founded. In its first year, the cleanup resulted in the removal of more than 2,000 lbs of garbage from the creek. Sponsored once again by Skyview Electronics and in partnership with Eco Business Network, the 2018 Lynde Creek Cleanup welcomes members of the community to come out and help beat last year's goal.

In addition, members of the community

are encouraged to bring e-waste, such as broken laptops, cellphones and batteries, from their homes and offices to ensure they are disposed of correctly.

Originally scheduled for April 27, the 2018 event was rescheduled due to late-season snowfall and melting. This year's Lynde Creek Cleanup will take place on June 1st from 1 to 3 p.m. Participants will be treated to a lunch provided by Pita Pit Whitby and have a chance to win great prizes donated by local businesses. Help clean up our community by [registering today](#).

NEIGHBOURHOOD NEWS

ONTARIO AGE-FRIENDLY COMMUNITY RECOGNITION AWARD



Bonnie and George Spall, members of Whitby Seniors' Committee of Council and Age-Friendly Whitby Network, accept the *Ontario Age-Friendly Community Recognition Award*.

On March 26, in recognition of the development and launch of the Age-Friendly Whitby Action Plan, the Town was presented with an Ontario Age-Friendly Community Recognition Award.

The newly created award recognizes communities across Ontario that have both developed and made public a formal age-friendly community action plan, with input from the community. The award also celebrates the work of Ontario communities that are striving to become Age-Friendly and showcases promising practices and age-friendly initiatives across the province.

Bonnie and George Spall, members of Whitby Seniors' Committee of Council and Age-Friendly Whitby Network, accepted the award, which was presented by Ontario Minister of Senior Affairs Dipika Damerla. The inaugural awards ceremony took place in Toronto at the Age-Friendly Communities (AFC) Symposium: Aging with Confidence.

In June 2017, the Town launched its new Age-Friendly Whitby Action Plan, which contained more than 70 action items, based on data collected through broad community consultation. The creation of the Network and Age-Friendly Whitby Action Plan were key items contained in the 2014-2018 Recreation and Leisure Services Seniors Strategy. A new strategy is being developed in consultation with the community and will launch in 2019.

For more information, visit whitby.ca/seniors.

IN THE TOWN

SUNDAY, MAY 6
11 A.M. TO 1 P.M.

BRYSON BLOOMS
10 ROEBUCK STREET, BROOKLIN

TUESDAY, MAY 8

DURHAM FAMILY COURT CLINIC
BOARD OF GOVERNERS APPLICATION DEADLINE

SATURDAY, MAY 12
10 A.M. TO 2:30 P.M.

SCIENCE RENDEZVOUS
DURHAM COLLEGE AND UOIT

MAY 26 & 27

FOOD TRUCK FRENZY WHITBY
IROQUOIS PARK GROUNDS

THURSDAY, MAY 31
9 A.M. TO 6:30 P.M.

22ND ANNUAL GOLF FORE GRANDVIEW KIDS
CHARITY GOLF CLASSIC
DEER CREEK GOLF AND BANQUET FACILITY

MAY 31 TO JUNE 3

BROOKLIN SPRING FAIR

SATURDAY, JUNE 2

RACE FOR KIDS SUPPORTING
BOYS AND GIRLS CLUB OF DURHAM

TUESDAY, JUNE 19
12:30 TO 5:15 P.M.

THE RCMP MUSICAL RIDE
WINDREACH FARM

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.

Place your
ad here!
Tell your story!

CLICK FOR DETAILS



Sponsorship opportunities at Whitby's largest family event!



The organizing committee for the 2018 Whitby Ribfest appreciates the outstanding support of our community sponsors:

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The

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CHEVROLET • CADILLAC

Campkin's
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largest family focused event
in Whitby, please contact:
mark.wittgen@gmail.com.

Rotary
Club of Whitby Sunrise



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...thank you!