



# CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION

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**WHITBY CHAMBER OF  
COMMERCE CELEBRATES  
NEW OFFICE SPACE**

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# MEET THE TEAM

Chief Executive Officer  
Engagement & Outreach Manager  
Office Manager  
Marketing & Communications Manager  
Event Management Coordinator

Natalie Prychitko  
Sam Abbas  
Brenda Bemis  
Heather Bulman  
Rylie Wilton

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## OUR CORPORATE PARTNERS

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# MEMBER MOMENTS





# MESSAGE FROM THE CEO

It's the most wonderful time of the year! I still like that song as it relates to back to school, for me it signals the beginning of Autumn weather, more routine and two major events approaching at the Chamber: The Business Summit and our Peter Perry & Business Achievement Awards!

August was a milestone month for the Chamber team as we officially celebrated the move to our new office space. Thank you to our generous sponsors, partners, special guests and to all of you for attending! Welcoming our neighbours and membership to party with us on a hot sunny day was the perfect way to break in our new space. This place belongs to the membership, so its only fitting to make sure it launches with a tremendous bang!

In addition to the two signature events mentioned above, there are many things to be looking forward to this fall. With back to school comes our Learn Series event: HR Business Basics. We've got an amazing panel ready to provide you with tools to protect your business and develop your people and culture! Folks like Travis Dutka, Culture Curator at 360insights; Mitch LePage, Managing Principal at Predictive Success Corporation; Wendy Swinden, owner of urHRteam and Diane White, principal of Diane White & Associates.

September also brings us a new

Chamber adventure – travel! We're offering an all-inclusive trip to China for \$2,229 for members and non-members! To learn more, please register to join us on Monday, September 24 for a no-obligation info session about this 11-day vacation including flights, hotel and meals. Your trip begins on April 1, 2019!



I'm looking forward to seeing all of you this month as well as at The Business Summit in October. This year's theme is Brand Boot Camp – an opportunity for all of us to stop and reflect on our personal and business brands. With amazing speakers and local brand panelists, it'll be worth your while to attend. The expo booths have been sold out since July!

See you soon,

Natalie Prychitko,  
Chief Executive Officer,  
Whitby Chamber of Commerce

## UPCOMING EVENTS

**WEDNESDAY, SEPTEMBER 12**  
**7 TO 9 P.M.**

**JOINT CHAMBERS REGIONAL CHAIR CANDIDATES'  
BUSINESS ISSUES FORUM  
ONTARIO SHORES CENTRE FOR MENTAL HEALTH SCIENCES**

**TUESDAY, SEPTEMBER 11**  
**12 TO 1 P.M.**

**LUNCHEON LEARN: EMPLOYEE BENEFITS - HOT TOPICS  
WHITBY CHAMBER OF COMMERCE**

**WEDNESDAY, SEPTEMBER 19**  
**8 TO 10 A.M.**

**LEARN SERIES: HR BUSINESS BASICS  
UOIT, UB MEZZANINE**

**MONDAY, SEPTEMBER 24**  
**5:30 TO 7:30 P.M.**

**TRAVEL TO CHINA: INFORMATION SESSION  
DURHAM CORPORATE CENTRE**

**WEDNESDAY, SEPTEMBER 26**  
**5:30 TO 8:30 P.M.**

**MAYORAL DEBATE & CANDIDATE EXPO  
DURHAM COLLEGE, CENTRE FOR FOOD**

**WEDNESDAY, OCTOBER 10**  
**5 TO 7 P.M.**

**SPEAKER SERIES: ISAAC WANZAMA  
THE CENTENNIAL BUILDING**

**WEDNESDAY, OCTOBER 17**  
**8 A.M. TO 4 P.M.**

**THE BUSINESS SUMMIT: BRAND BOOT CAMP  
AJAX CONVENTION CENTRE**

**THURSDAY, NOVEMBER 22**  
**6 TO 9:30 P.M.**

**CONNECT AFTER HOURS: BEECH STREET THEATRE  
ABILITIES CENTRE, THEATRE**

**THURSDAY, NOVEMBER 15**  
**6 TO 10 P.M.**

**PETER PERRY & BUSINESS ACHIEVEMENT AWARDS  
DEER CREEK GOLF & BANQUET FACILITY**

# ADVOCACY UPDATE

## ONE CHAMBER MEMBER CAN MAKE A DIFFERENCE FOR ALL

BY TONY DOYLE, DURHAM COLLEGE

CRA staff receive better training in their service to taxpayers. The key, though, is that businesses/taxpayers would also have true recourse to challenge the CRA when they believe they are not being treated fairly.

Chambers and Boards of Trade from across the country will vote on the resolution in September and Dan will speak to its importance at the conference.

If successful, it will become a policy position for the CCC and it will then be part of discussions and advocacy with the federal government moving forward.

There are so many benefits to Chamber membership and so much work going on behind the scenes to foster a strong, vibrant business climate and economy in Whitby and beyond. Dan's story reminds us that one member can make a difference when they step up and tap into the power of the chamber/board network.

**W**e've written plenty over the past few months in this space about some of the initiatives and outreach that have been done by the Advocacy Committee on behalf of Whitby Chamber of Commerce members. This month, I'd like to narrow the focus a bit and share an outstanding example of how one Chamber member can make a difference for all.

Meet Dan White, President of Tax Audit Solutions, and Vice-Chair of the Advocacy Committee. About a year ago, Dan tabled a concern about the existing Canadian Taxpayer Bill of Rights. What Dan shared was a troubling story of how Canadian businesses are too often being treated unjustly by the Canada Revenue Agency (CRA). As a result, it is truly hampering the competitiveness of too many businesses.

From that initial conversation, Dan worked with others in the tax field and Chambers and Boards of Trade across the province and country on a resolution that will be tabled at this year's Canadian Chamber of Commerce (CCC) Annual General Meeting. The resolution has implications for every business in Canada as it proposes to introduce a federal Taxpayer Charter of Rights that would see the CRA fine-tune its audit and service protocols and ensure



BY DEAN NICKERSON,  
WHITBY PUBLIC LIBRARY

**501 Ways to Roll Out the Red Carpet for your Customers: Easy-to-implement Ideas to Inspire Loyalty, Get New Customers, and Leave A Lasting Impression (658.812)**



**Donna Cutting**

**C**ustomer service is the best way to stand out in a crowded marketplace. Companies that can deliver one-of-a-kind experiences for their customers create loyal fans that return and refer their friends. Written with a movie theme with chapters like "Standing Ovation For Your Staff" and "Step Over The Velvet Rope," author Cutting provides all sorts of straightforward, proven, ready-to-implement ideas from a variety of different fields to enhance your customers' experience. There's even a chapter called "Cut! Take Two!" that discusses recovering from mistakes and unhappy customers.

[Find this book and much more at your library!](#)

# THE CHAMBER WANTS TO SEND YOU ON VACATION

11-day  
all inclusive trip only  
**\$2,299\***

The Chamber is thrilled to offer an 11-day trip to China at an incredible price to members and non-members alike through Ontario Chamber of Commerce travel partner, Citslinc.

For just \$2,299 (\*not including required travel visa) members can travel together and see the many breathtaking sights China has to offer, including stops in Beijing, Shanghai, Suzhou and Hangzhou.

Members can learn more about this opportunity by attending a no-obligation information session on Monday, September 24 at the Durham Corporate Centre.

In attendance will be trip advisors, our local travel agent and representatives from the Durham Canada China Business Council.



Don't miss out on this fantastic price! To learn more, register for the [free information session](#) or contact local travel agent, Andrea Bacho, at 905-655-6366 ext. 26.

## *Your trip departs on April 1, 2019!*

roundtrip international airfare and Chinese domestic airfare and tax  
4- and 5-star hotel accommodations | three meals each day  
deluxe bus tours | fluent English-speaking tour guides | entrance fees for attractions

# BENEFITS 101: INTRO TO GROUP INSURANCE PLAN

## BIG BENEFITS FOR SMALL BUSINESS



**T**he Chambers Group Insurance Plan has been protecting Canadian firms for more than 40 years. Over 30,000 small to medium-sized businesses use the Chambers Group Insurance Plan to protect their employees with comprehensive group benefits including dental and health insurance – making it Canada's #1 employee benefits plan for small business.

If you've shied away from benefits because you think they are too complex and time consuming, we've got a

surprise for you. The Chamber Plan comes with an exclusive advisor who will act as an extension of your business, walking through all of your options and next steps so that you can feel confident in your decision to offer benefits to your employees. But, their job doesn't stop there, your exclusive advisor will continue to be your point of contact even after you've joined the plan. Plus, once on the plan, you will have access to customer service at both the local and national level. AND, did we mention that claim submission is easier than ever? With the my-benefits mobile app there is no need for paper forms which means less worry for you and easier, more expedient reimbursement of claims for your employees

Worried about rate hikes? With pooled options, drastic increases are a thing of the past as rates are based on

the average of claims from thousands of similar firms. This aids in keeping premiums manageable and predictable and providing stability year after year.

Think that your business is too small to be covered? For-profit businesses as small as one life are eligible for guaranteed coverage.

This smart, simple and stable choice is perfect for small businesses and is one of the reasons that tens of thousands of Chamber of Commerce members from coast to coast are taking advantage of this offering!

### For more information contact:

Wendy Matton,  
Group Benefits Consultant  
905-668-3518  
[wmatton@hmabenefits.ca](mailto:wmatton@hmabenefits.ca)

DOWNTOWN WHITBY

# BIA

*Proud host of*



## SEPTEMBER 8, 2018


Celebration Square- Whitby Public Library

*Celebrate Community. Celebrate Beer.*

**SESSION PRICING:**

2-5 pm \$25

6-11 pm \$35

 [Whitbybeerfest](#)



**GET YOUR  
TICKETS**

[www.whitbybia.org](http://www.whitbybia.org)

# OPEN HOUSE & BLOCK PARTY

## WHITBY CHAMBER OF COMMERCE CELEBRATES NEW OFFICE SPACE



*Members flooded the entranceway to the Whitby Chamber of Commerce's new offices for the official ribbon cutting ceremony.*

**T**he celebrations spilled out on to the street during the Whitby Chamber of Commerce's (WCC) Open House & Block Party on August 15. To celebrate the non-profit organization's new office, located at 209 Dundas Street East in downtown Whitby, the WCC team invited neighbours, members and dignitaries to tour the new space, participate in the corporate art project, and mingle with each other over drinks provided by Brock Street Brewing Co. and Winexpert.

Among the more than 100 guests, many local politicians were in attendance

to deliver remarks on this special occasion including, MP Celina Caesar-Chavannes, MPP Lorne Coe, Mayor Don Mitchell and Center Ward Councillor Michael Emm. Before the official ribbon cutting, WCC Board President, Kyle Paterson, also had some words to share with those in attendance.

"I always say the strength of the Chamber is the membership," explained Paterson. "There are a lot of faces here that I've known for a number of years that contribute so much to this organization – as well as many new members! The old office was such

a staple in downtown Whitby. It was a place that many members had an emotional connection to, but the work Natalie and the team have done in here is incredible. There is a lot of love in here and I'm so happy to call this our new home."

Prior to the move, the WCC had operated out of 128 Brock Street South, which originally served as the Public Works building. The move to the new location is positioned in the middle of the WCC's 90th anniversary year and marks the beginning of an exciting new chapter.

"It's no secret the Whitby Chamber of Commerce has faced a great deal of change over the past couple of years," said Natalie Prychitko, Chief Executive Officer of the WCC. "The energy and enthusiasm at our open

**THERE IS A LOT OF  
LOVE IN HERE AND I'M SO  
HAPPY TO CALL THIS OUR  
NEW HOME**

house were testament to the strength of our membership and the business community. Thank you to all that helped us collectively celebrate this new space and the beginning of the Chamber's next 90 years!"

In addition to the traditional grand opening ceremonies, guests were welcome to grab a bite to eat from the Gangster Cheese food truck and enjoy the party atmosphere provided by the Step by Step Pro DJ team. This event was generously sponsored by Johnson Insurance, MacAskill Chiropractic and Wellness Centre, and snapd Whitby. The WCC will wrap up its 90th anniversary celebrations at the Peter Perry & Business Achievement Awards gala celebrating business excellence and community contributions on Thursday, November 15. For more information about this annual event, visit [whitbychamber.org/peterperry](http://whitbychamber.org/peterperry).



*Chamber CEO, Natalie Prychitko, accepts congratulatory certificate from Karey Large and Alison Galvan, Executive Director and Vice-Chair of the Downtown Whitby Business Improvement Area.*



*Members mixed and mingled throughout the offices and boardroom during the Chamber Open House & Block Party.*

# MEMBER Spotlight

**STEVEN MURPHY, PRESIDENT, UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY (UOIT)**

## **Describe the business in 140 characters. Feel free to include some hashtags!**

UOIT has a bold, ambitious vision: to become Canada's strongest technological university and solve society's grand challenges.

## **Share the history behind the business!**

May 9, 2001 was an historic day for Durham Region and Northumberland County when the Government of Ontario announced plans for the first brand new university in the province in 40 years. The university officially came into being on June 27, 2002, with the legislature's passage of Bill 109, Schedule O, the University of Ontario Institute of Technology Act, 2002. The university welcomed its first class of 947 students on September 4, 2003, ushering in a new era of post-secondary education in Durham Region and in Ontario. By September 2014, the university's enrolment had grown to more than 10,000 undergraduate and graduate students. Through Convocation 2018, the university had conferred more than 18,700 degrees – bachelor's, master's and PhDs.

## **Anything new and exciting for the**

## **2018-19 school year?**



Everything is exciting about the 2018 – 2019 school year! I could literally fill this whole magazine if I tried to capture everything – but I will focus on athletics. The upcoming year will be very exciting for UOIT Ridgeback varsity athletics, which I encourage the Whitby community to come and enjoy. One highlight is that we are adding women's and men's basketball to our varsity program, starting in 2019. We've also made a big investment in our soccer pitch, converting from natural grass to a FIFA-certified artificial-turf sport's field. The facility will include FIFA approved artificial infill turf by AstroTurf Inc., which will make Vaso's Field the first in Canada to have the new state-of-the-art product. Not only will this be great for our athletes and students, but it will allow us to host new major sporting events in Durham Region.

## **What's your favourite place on campus?**

My favorite place on campus is the Dixon-Alger Fireside Reading Room in the Library because it is a warm and welcoming space on campus for students, faculty and staff to gather,

socialize and share ideas while looking out into our magnificent quad.

## **Why the Chamber?**

Chambers of Commerce and Boards of Trade are critical partners to us at the University of Ontario Institute of Technology. Not only are they important linkages to the communities we serve, but being integrated with the businesses in the Region is crucial to fulfilling our mandate. Specifically, we work in partnership with businesses on so many levels but one of the most important is through experiential learning for our students. We have many avenues to facilitate this, but through placements with local businesses, our graduates gain the hands-on experience they need to be employed in their field of study after graduation. Our grads get jobs and they get them fast – and it's by gaining valuable, practical experience right here in Durham Region.

# WELCOME NEW MEMBERS

## ABHINAYAM DANCE NETWORK

905-244-3270

[abhinayamdancenetwork.com](http://abhinayamdancenetwork.com)

Abhinayam Dance Network is a South Asian Dance Network that strives to connect dancers that practice South Asian Dance styles across Canada and the USA.

## BATHE & MCLELLAN BUILDING MATERIALS

905-725-4761

[batheandmclellan.com](http://batheandmclellan.com)

Bathe and McLellan Building Materials has been providing customers with the quality building materials required to do the job right for over 80 years. Family run and owned for four generations, they have the experienced staff that can assist professional tradesmen and first time 'do-it yourselves' alike.

## ENGAUGE DIGITAL MARKETING INC.

416-993-1949

[engaugedigital.com](http://engaugedigital.com)

Engauge is a team of passionate and creative problem solvers. Their passion for digital radiates from everything they create.

## GLOBAL LEADERSHIP INITIATIVES, INC.

647-629-5749

[globalleader.ca](http://globalleader.ca)

Global Leadership Initiatives, Inc. exists to develop excellence in leadership globally. They leverage the world's top leadership and organizational development practitioners to offer tailored solutions for clients.

## MATHNASIUM OF CENTRAL WHITBY

289-830-5031

[mathnasium.ca/centralwhitby](http://mathnasium.ca/centralwhitby)

When math makes sense, kids leap way ahead – whether they started out far behind or already ahead in math. The Mathnasium Method™ has transformed the way kids learn math for over a decade across 800+ centres in the US and Canada

## MEADOWGLEN PHARMACY AND MEDICAL CENTRE

905-665-3921

[meadowglenmedical.ca](http://meadowglenmedical.ca)

Meadowglen Medical Centre proudly serves the Whitby community in a coordinated multidisciplinary team approach to health care. With an emphasis on friendly patient-centered care, their doctors and therapists draw upon the various knowledge and strengths of each of their disciplines, working together to help patients reach their peak health potential.

## RISK MANAGEMENT GROUP

416-895-6448

[riskmanagementgroup.ca](http://riskmanagementgroup.ca)

As your cybersecurity and compliance firm, Risk Management Group (RMG) specializes in helping you navigate the scope and complexity of your specific security needs. RMG offers comprehensive expertise and consulting for every set of compliance objectives and makes your specific path our priority.

## VOICE SHARE

416-732-3625

[voiceshareinc.com](http://voiceshareinc.com)

Voice Share is a company focused on developing personal human capacity through education, coaching and conference services.

# CANADIAN CHAMBER OF COMMERCE

## CANADA IS CRITICALLY OVERDUE FOR A COMPREHENSIVE REVIEW OF ITS TAX SYSTEM



**T**he last time Canada undertook a comprehensive review of its tax system, humankind still hadn't set foot on the moon. In the five decades since, a cut-and-paste approach has made Canada's tax system more cumbersome and inefficient.

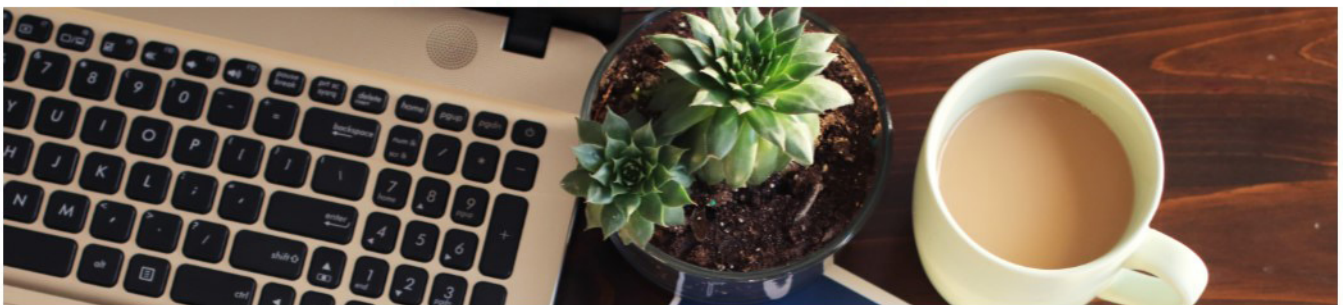
As the voice of more than 200,000 businesses, the Canadian Chamber of Commerce is launching a project that will build the case for a comprehensive review of Canada's tax system.

"Our complex and burdensome tax system is driving away investment and eroding Canada's competitiveness," said The Hon. Perrin Beatty, President and CEO of the Canadian Chamber of Commerce. "Canadian companies face serious competitive pressures from other jurisdictions that are aggressively acting to help their businesses grow and

compete globally. To ensure Canadian businesses are not completely out of the game, our government needs to launch a comprehensive review of our taxation system to make it simpler and more modern, and to reduce compliance costs for business of all sizes."

[Read more.](#)

## ARE YOU STILL GROWING?



Professional development is closer and easier than you think.  
Develop your skills and earn a university certificate, in as little as three days.

[mdc.uoit.ca](http://mdc.uoit.ca)

management  
development  
centre



UNIVERSITY  
OF ONTARIO  
INSTITUTE OF TECHNOLOGY

# ONTARIO CHAMBER OF COMMERCE

## OCC STATEMENT IN RESPONSE TO THE NEW CANNABIS RETAIL MODEL



**O**n August 13, Rocco Rossi, President and CEO of the Ontario Chamber of Commerce (OCC) released the a statement in response to the new Cannabis Retail Model announced by the Ontario Ministry of Finance.

“The OCC supports the Government of Ontario’s commitment to developing a private retail model for the responsible sale of cannabis in licensed retailers,” said Rossi. “The OCC has advocated for a private-sector, licensing-based, and locally-oriented approach for the distribution of recreational cannabis since commitments for legalization were made by the federal government in 2016. We would like to stress that safety and social responsibility must be the first and overwhelming priorities of any distribution system, taking into account larger concerns about the underground economy, health and safety, and the administrative impact on municipalities. We look forward to continuing to work with the government during their consultation process with all stakeholders to ensure this approach is carefully designed to grow Ontario’s economy and build shared prosperity for all.”

In July, the OCC wrote to each provincial Cabinet minister, outlining a blueprint to execute over the next four years that will help make Ontario open for business. In these letters, the OCC asked that the current plan for distribution be re-evaluated prior to the October 17 legalization date, and consider the following principles in the process of policy design:

- Eliminate the underground economy;
- Limit points of access;
- Empower communities;
- Invest in addiction prevention and treatment; and
- Ensure products are subject to best-practice health regulation.

To read the letters to the Cabinet Ministers review the full [Blueprint for making Ontario open for business](#) document.

# NEIGHBOURHOOD NEWS

## NEW COMMUNITY IMPROVEMENT PLAN TO SPUR INVESTMENT IN DOWNTOWN WHITBY

**T**he Town has developed a new Community Improvement Plan (CIP) for Downtown Whitby aimed at supporting local businesses and stimulating new investment in the area. Business and property owners located within the expanded CIP area boundaries are now invited to apply for funding under six new CIP financial incentives programs.

“The new plan is designed to have a significant and positive impact on development and investment in Downtown Whitby,” said Mayor Don Mitchell. “Through the CIP, we look forward to continuing to deliver on our commitment to create a more vibrant and dynamic Downtown Whitby for all to enjoy.”

CIPs allow municipalities to establish grants, loans, incentives and other programs to encourage private

sector investment in development and renovation efforts that seek to improve and revitalize areas or achieve local goals and priorities. Under the Town’s new CIP, applications are now being accepted at [whitby.ca/cip](http://whitby.ca/cip) for the following new financial incentive programs:

- Development Charge (DC) Full or Partial Exemption;
- Cash-in-Lieu (CIL) of Parking;
- Tax Increment Equivalent Grant (TIEG);
- Façade Improvement Grant / Design Grant Program;
- Sign Grant; and,
- Interior Heritage Building Grant.

The programs aim to assist business and property owners at every stage of a

building’s lifecycle - from planning and development to building maintenance and improvements. Each program has a maximum funding amount, specific and general eligibility criteria and an application review process to determine appropriateness.

The creation of the new Downtown Whitby CIP was one of the key action items identified in the Downtown Whitby Action Plan. The Action Plan is now more than 88 per cent initiated or completed.

To apply for funding or for more information, visit [whitby.ca/cip](http://whitby.ca/cip)

## THE BUSINESS SUMMIT

# 2018

*Inform. Inspire.*

Hosted by the Whitby Chamber of Commerce

Wednesday, October 17 | 8 a.m. to 4 p.m. | Ajax Convention Centre

*Examine successful brands on a global, national and local level.*

Title sponsor  
**COLLINS  
BARROW**

Member discount

**\$125**

Regular price

**\$155**

# IN THE TOWN

Did you know we now have a community calendar?

Check out what's happening in the Chamber community with our new membership community calendar! Interested in advertising your event to the membership? All you have to do is log in to your account and fill out the form.

[Check it out!](#)



*What our members are saying...*

**“WE HAVE BEEN PARTNERING WITH THE WHITBY CHAMBER FOR TWO YEARS ON DIFFERENT INITIATIVES TO SUPPORT BUSINESS. THEIR TEAM ARE PROFESSIONAL, PROACTIVE AND UNDERSTAND THE NEEDS OF BOTH SMALL AND LARGE ORGANIZATIONS.”**

**CHRISTINE BALL, ECOBUSINESS NETWORK**

**We want to hear from you! Had a pleasant experience as a result of your membership? Let us know!**  
**[info@whitbychamber.org](mailto:info@whitbychamber.org)**

# Speaker Series

Emceed by Jason King, 360insights



Discover how a downtown Whitby bar became a tech and content building powerhouse.

Isaac Wanzama, Founder and Senior Strategist, geekspeak commerce

Wednesday, October 10 from 5 to 7 p.m.

Visit [whitbychamber.org/events](http://whitbychamber.org/events) to register

Sponsored by:



ALL WHITBY CHAMBER OF COMMERCE INITIATIVES ARE MADE POSSIBLE WITH THE SUPPORT OF OUR PARTNERS AND VOLUNTEERS.

...thank you!