



CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION



in this issue...

**SPECIAL EDITION:
EVERYTHING YOU NEED TO
KNOW TO MAKE THE MOST OUT
OF YOUR MEMBERSHIP IN THE
NEW YEAR!**

MEET THE TEAM

Chief Executive Officer
Office Manager
Marketing & Communications Manager
Marketing & Content Coordinator
Event Management Coordinator

Natalie Prychitko
Brenda Bemis
Heather Bulman
Carol Allan
Rylie Wilton

BOARD OF DIRECTORS



Whitby
Chamber
of Commerce

209 DUNDAS ST. E., LL5
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**INTERESTED
IN ADVERTISING
YOUR EVENT
TO THE
MEMBERSHIP?**

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OUR CORPORATE PARTNERS

AECOM

**DURHAM
COLLEGE**
SUCCESS MATTERS

GO GERDAU

hma
The BENEFITS People

**ONTARIOPOWER
GENERATION**

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TRENT UNIVERSITY | **DURHAM**

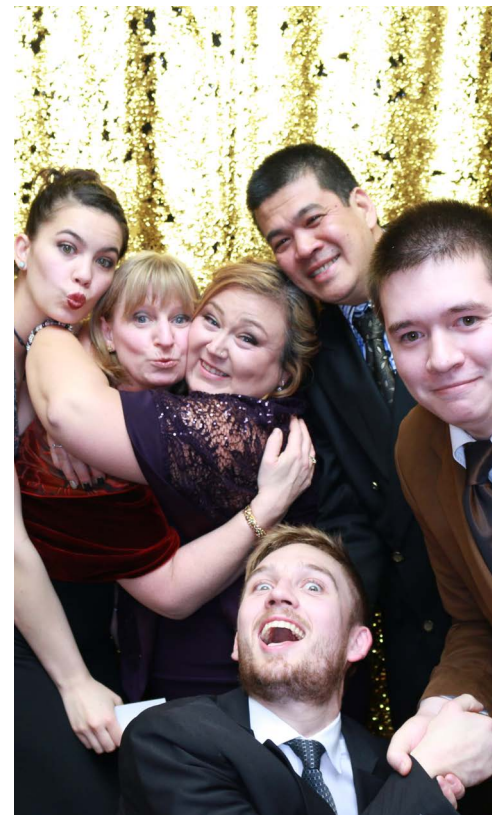
**UNIVERSITY
OF ONTARIO**
INSTITUTE OF TECHNOLOGY

OUR FAVOURITE 2018 MEMBER MOMENTS









MESSAGE FROM THE CEO

Celebrating our 90th anniversary has come to a close. Thank you all for pausing and recognizing the amazing contribution of our membership over the last ninety years, to each other's businesses and economic fabric of Durham Region. We're anticipating another 90 years of strong membership, that is a collective voice of business throughout all levels of

government; while ensuring we still come together to Connect, Learn and Lead!

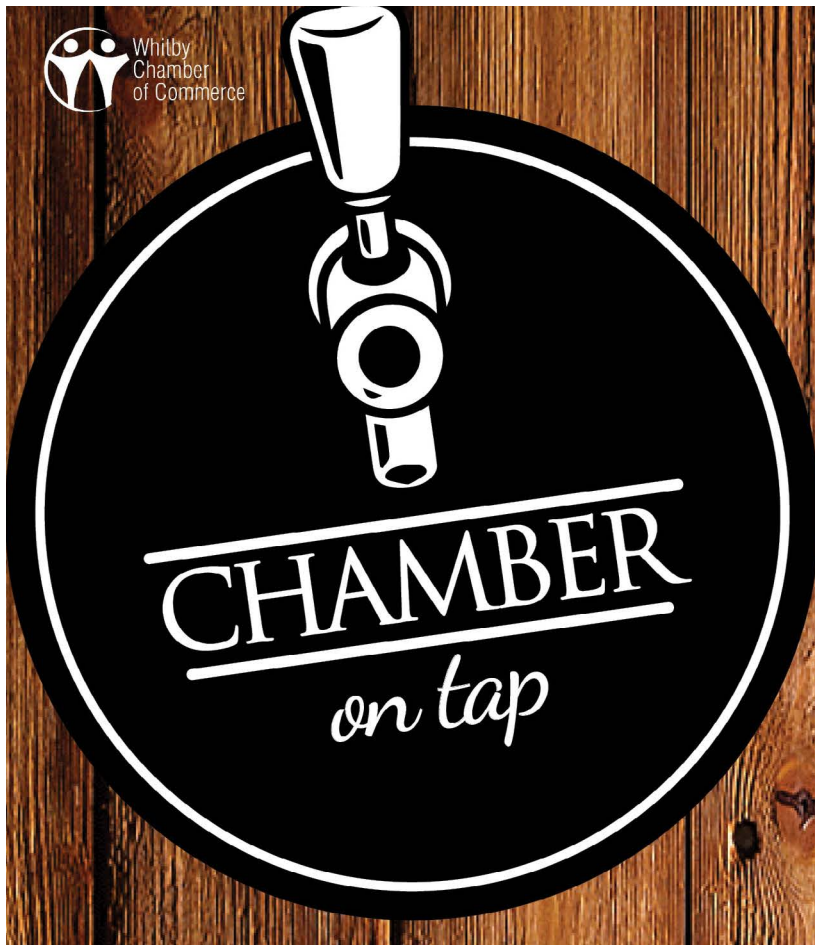


So many great opportunities for us to see each other in the New Year. Enjoy this holiday edition of Chamber Insider and look for information about our events, opportunities to lead, and our 2019 communications strategy in the coming days/weeks.

I wish your businesses much prosperity in the New Year, and for each of you personally a vibrant, healthy and happy 2019.

May your days be merry and bright,

Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of Commerce



**Grab a drink after work,
test out local restaurants
and make connections!**

Hosted by Yvonne Brady and Peter Laba, this bi-monthly Chamber event brings together members and non-members alike for networking activities in a casual atmosphere...
all for just \$5!

JANUARY 8, 2019 AT HARVEST IN BROOKLIN | 5 TO 7 P.M.

MARCH 19, 2019 AT BELLA NOTTE IN WHITBY | 5 TO 7 P.M.

MAY 7, 2019 THE VAULT IN WHITBY | 5 TO 7 P.M.



UPCOMING EVENTS

TUESDAY, JANUARY 8
5 TO 7 P.M.

CHAMBER ON TAP
HARVEST RESTAURANT

WEDNESDAY, JANUARY 23
5 TO 7 P.M.

SPEAKER SERIES: BRENT LESSARD, DURHAM COLLEGE ALUM
THE CENTENNIAL BUILDING

THURSDAY, FEBRUARY 7
11:30 A.M. TO 2 P.M.

REGIONAL CHAIR LUNCHEON
TOSCA BANQUET HALL

WEDNESDAY, FEBRUARY 20
10 A.M. TO 4 P.M.

YEP FUNSPIEL: CLASH OF THE CURLERS
WHITBY CURLING CLUB

TUESDAY, MARCH 5
10 A.M. TO 4 P.M.

CONNECT WOMEN: LEADING THE WAY
AJAX CONVENTION CENTRE

TUESDAY, MARCH 19
5 TO 7 P.M.

CHAMBER ON TAP
BELLA NOTTE

TUESDAY, MARCH 26
5 TO 8 P.M.

ANNUAL GENERAL MEETING | [SAVE THE DATE](#)
THE VILLAGE TAVERNA

HOW WE'RE CONNECTING

WEEKLY UPCOMING EVENTS

This is the same weekly email you've always gotten to ensure you don't miss out on any sweet networking opportunities. This campaign includes one exclusive advertising opportunity sold monthly.

MONTHLY CHAMBER UPDATE

A handy monthly update to keep you in the loop, including advocacy updates, neighbourhood news and information from the Canadian and Ontario Chambers of Commerce.

QUARTERLY CHAMBER INSIDER

The enewsletter you've come to know and love has transformed to a quarterly publication, providing you with the best Chamber stories to keep you informed and entertained. This publication offers a wide variety of advertising opportunities.

**TO TAKE ADVANTAGE OF ANY OF THE ADVERTISING OPPORTUNITIES,
CONTACT HEATHER, MARKETING & COMMUNICATIONS MANAGER, AT HEATHER@CHAMBEROF**

ING WITH YOU IN 2019

BI-ANNUAL CHAMBER DIRECT

Twice a year we'll send a high-level report about Chamber news and accomplishments through the old fashioned snail mail, directly to the member organization's primary contact. This mail out will include a limited number of flyers from our members and partners.

ANNUAL MEMBER DIRECTORY

This is your annual printed guide to help you connect with fellow members and shop local. This publication has a year-long shelf life and includes a number of advertising opportunities.

ALL DAY, EVERYDAY SOCIAL MEDIA

You can check in at anytime online to see the latest news, events, photos and more on Facebook, Twitter, Instagram, LinkedIn and YouTube.

ORTUNITIES LISTED ABOVE, CONTACT HEATHER BULMAN,
R@WHITBYCHAMBER.ORG OR 905-668-4506 EXT. 230.

2019 MEMBER DIRECTORY

MAKE SURE YOUR INFORMATION APPEARS CORRECTLY

**DEADLINE
FOR UPDATING
YOUR DIRECTORY
INFORMATION:**

**JANUARY 2 AT
5 P.M.**

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 is correct so fellow members can find you! Need help updating your profile or signing in? Contact Brenda Bemis, Office Manager, she'd be happy to help you out!

Have you had any staff changes in 2018?

Review your active reps to ensure

the right people in your organization are getting Chamber 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 the 2019 ad rates! Questions about advertising? Contact Marketing & Communications Manager, Heather Bulman.



2019

Speaker Series

BRENT LESSARD



JANUARY 23 | 5 P.M. | THE CENTENNIAL BUILDING

ABOUT Brent Lessard

A mechanical engineer with experience in intelligent building monitoring and management systems, Brent Lessard is co-founder and Project Manager at rLoop; a SpaceX award winning, globally distributed and crowd sourced engineering organization. Brent successfully established the vision, strategy, platform, and processes to facilitate the virtual and physical collaboration of this amorphous community to create one of the most advanced Hyperloop prototype vehicles to date. rLoop is now established as a decentralized research and development organization engineering solutions to some of the world's greatest challenges.

- NETWORK WITH BUSINESS LEADERS AND STUDENT COMMUNITY
- CELEBRATE A LOCAL STUDENT SUCCESS STORY
- DELICIOUS FOOD AND DRINK COURTESY OF THE TAP AND TANKARD AND TOWN BREWERY
- EMCEED BY JASON KING OF 360INSIGHTS

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EMPLOYMENT CLASSES & BENEFIT PACKAGES

CAN YOU VARY YOUR BENEFIT OFFERINGS BASED ON EMPLOYMENT STATUS?

BY WENDY MATTON, HMA THE BENEFITS PEOPLE



When it comes to employee benefit plans there isn't a one size fits all approach. Plan designs can differ greatly from client to client, what they deem to be of value to their organization or what is feasible within their budget, etc. But did you know that you can implement variations of a benefits plan within your company to meet the needs of your diverse employment classifications?

What is an Employment Class?

Employment class is a term that is used to describe different employment statuses within a workplace. For example, employment statuses might be broken down into temporary or contract, part-time, full-time, management or executive classifications. Most common classifications are based on hours worked, contract status or different levels of compensation. On a more important note, these different classes cannot be based on age, gender, sexual orientation or any other identifier that may be deemed as discriminatory.

Defining Employment Classifications

When it comes to items like health and dental benefits, health spending accounts, life insurance, etc. we highly recommend that you have clearly defined parameters around each classification. By having defined buckets, it will allow you to identify who will fit into each unique group. These parameters can include, but are not limited to:

- Contract status (i.e. contract, permanent, etc.)
- Employment status (i.e. full-time, part-time, management, executive)
- Weekly hours worked (i.e. under 30 hours or over 30 hours)
- Compensation package (i.e. are they a salaried individual or in a commission-based position)

Differing Coverage Based on Classification

As you can imagine, someone on the executive leadership team that collects a salary might have a drastically different compensation package than a part-time who is paid hourly. You can achieve the same thing with a benefits package. In fact, you can get pretty creative. For example, you might opt to only offer benefits to those with a full-time



designation. Alternatively, you could offer different levels of coverage by having 50% co-insurance for part-time employees and 80% co-insurance for full-time employees. The possibilities are endless and it's really up to you and your benefits specialist to determine what best fits the needs of your diverse employment classifications.

For more information contact:

Wendy Matton,
Group Benefits Consultant
905-668-3518
wmatton@hmabenefits.ca

LETTER FROM THE PRESIDENT

CALL FOR BOARD NOMINATIONS



Members of the Whitby Chamber of Commerce Board of Directors gather for a photo after being sworn in at the 2018 Annual General Meeting in March.

It's my pleasure to announce that we are opening the call for nominations for the Whitby Chamber of Commerce (WCC) Board of Directors.

Get this, our CEO is only entering her third year at the Chamber. It may feel like Natalie has been the CEO for a lot longer than this and that is a testament to her success in sustaining and furthering the brand of the WCC. Natalie specializes in change management. Developing and executing on that takes time. In her first year, Natalie laid the groundwork of her vision. In this past year much effort was focused on strengthening the core – including connecting the team around core values, solidifying strength in advocacy, and engaging segments of future membership while re-building relationships with long-time Chamber Champions. This next year is

often the most significant in a change management cycle. It is an exciting time to be a Board member.

As a Board, last year we started the process towards a Carver Governance Model. It is a stimulating transition that has seen considerable effort completed with still much to do. The work being completed today by the Policy & Governance Committee is legacy generating and will be utilized as a guide for future Board cycles. Our Audit & Finance Committee has also engaged in important work providing our CEO with guidance and support.

It is important for me to share that having the opportunity to serve our membership, while deeply rewarding, is a commitment. It is a commitment beyond the monthly 90-minute Board

meeting. We are empowered with the responsibility to shepherd the Chamber on behalf of each and every member.

I believe that the individual contribution made by each and every Chamber member is what creates our collective Chamber experience. This is your opportunity to elevate your Chamber experience and the experience of the entire membership. You have that power.

In terms of the nomination process, this is what you can expect:

Thursday, January 10 at 5 p.m.

- Deadline for [nominations](#) to be submitted to Brion Hendry, Chair of the Policy & Governance Committee. Please submit completed forms via email to bhendry@bdo.ca.

Tuesday, January 22 from 9 a.m. to 12 p.m.

- Mandatory candidate briefing in WCC boardroom, which will include an introduction to the WCC Board structure and process, overview of the role of Director at the organization and opportunity for candidates to ask questions. At the end of this meeting, candidates will be asked to sign a letter of commitment indicating they understand the role and can fulfill their obligations to serve if elected.

Monday, January 28 at 11 a.m.

- The online voting opens listing the names, pictures and bios of all candidates who have signed the letters of commitment.

Monday, February 25 at 5 p.m.

- Online voting closes.

Monday, February 25 to Friday, February 28

- Successful and unsuccessful candidates are called and advised of the results.

Wednesday, March 19 from 8:30 to 10 a.m.

- Slate of candidates, as voted by the membership, invited to attend board meeting as observers.

Last week of March

- AGM and candidate slate presented to membership.

The WCC recognizes and embraces the benefits of diversity in Board

members. If you have the time and the passion to support the Chamber as a Director, I sincerely encourage you to seek a nomination. As well, if you know of a member who you think would be a great addition to the Board, please nominate them. I've thoroughly enjoyed being a part of this team and would encourage you to take this opportunity and help steward the Chamber through 2019!

Best regards,



Kyle Paterson
President, WCC Board of Directors



REGIONAL CHAIR *Luncheon*

THURSDAY, FEBRUARY 7, 2019 | 11:30 a.m. to 2 p.m. | TOSCA BANQUET HALL

The Whitby Chamber of Commerce is pleased to welcome newly elected Regional Chair and CEO, John Henry, to address the membership at this year's Regional Chair Luncheon.

Attend this insightful annual session and get an update on regional initiatives and priorities.

Presenting Sponsor
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\$60 Member Discount
\$75 Regular Price
\$450 Table of eight

Reception Sponsor
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This new series of events gives members the opportunity to share their knowledge. This will be a **free** monthly event running from 8:30 to 10 a.m. in the Whitby Chamber of Commerce (WCC) boardroom.

Have something you'd like to teach (not sell) fellow members?
[Let us know!](#)

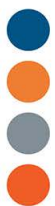
This series of events brings new and existing members together in the WCC boardroom to learn more about Chamber programming and partners while practicing their networking skills, facilitated by either the WCC CEO or Engagement & Outreach Manager. These free events will take place monthly, alternating mornings and afternoons:

[Monday, January 14 from 11 a.m. to 12 p.m.](#)

[Wednesday, January 30 from 12 to 1 p.m.](#)



MORE FREE EVENTS (BI-WEEKLY)!



Java Tolt

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marketingknights.com

Marketing Knights has worked with some of the largest brands in the world that, together with local businesses, are the lifeblood of our communities. They identify the unique marketing needs of every client business and build powerful, profitable brands.

ONTARIO TRAFFIC COUNCIL

905-449-5762

otc.org

The Ontario Traffic Council (OTC) was formed in 1950 by a small group of municipal officials, who saw the need for a co-ordinated effort to improve traffic management in Ontario, by drawing together the knowledge and expertise of those in the field of Enforcement, Engineering and Education. OTC is the voice for enhancing the engineering, education and enforcement sectors of the traffic management sector in Ontario.

SIMCOE HALL SETTLEMENT HOUSE

905-728-7525

simcoehall.com

Simcoe Hall Settlement House is a not-for-profit community resource centre dedicated, since 1935, to assisting less advantaged children, families and vulnerable adults whose lives are affected by poverty.

WEDDCAM TRAVEL

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Enjoy more affordable and exciting travel with help from our travel experts based in Whitby. WeddCam Travel are your travel and lodging experts that take you away from the "ordinary" and put you in the middle of the "extraordinary." Contact them for fantastic travel packages at prices that won't break your budget.

CANADIAN CHAMBER OF COMMERCE

SMARTER CLIMATE POLICY CAN HELP CANADA LEAD THE WAY TO A LOW CARBON ECONOMY



In the face of social, economic, and political change, some reports quickly decline in their relevance. This is not one of them. As the reader will discover, this report underscores the importance of

meaningful climate change action guided by public policy committed to reducing greenhouse gas emissions in Canada at the lowest cost to our economy and way of life.

The report advocates for a climate change policy where emission intensive and trade exposed industries are not punished by one-size fits all carbon pricing. A policy where innovation is guided by effective policy, and businesses and consumers benefit from a holistic approach to carbon pricing that

is not blind to cost-benefit analyses for specific regions and economic segments. Though policy makers have made efforts on these fronts, it is clear they have yet to answer the report's clarion call about the loss of competitiveness from the pancaking of carbon pricing regulations. The impacts of climate change regulations are becoming clear.

[Read more.](#)

ONTARIO CHAMBER OF COMMERCE

REDUCING RED TAPE FUNDAMENTAL TO A STRONGER ONTARIO



On December 6, Rocco Rossi, President and CEO of the Ontario Chamber of Commerce (OCC) released the following statement in response to the Government of Ontario's newly proposed legislation, Restoring Ontario's Competitiveness Act, 2018, announced by the Honourable Todd Smith, Minister of Economic Development, Job Creation and Trade.

"Today's proposed legislation is a fundamental step toward easing the strain on businesses and creating a more efficient, flexible, and easy to navigate regulatory regime. As the voice of our 60,000 members in 135 communities across Ontario, we applaud the government for holding to its commitment to cut unproductive red tape.

With over 380,000 regulations, Ontario is currently the most regulated province in Canada — a burden which continues to limit Ontario's competitiveness and economic prosperity every single day. As our economy evolves, so too must the regulatory environment.

"The OCC is pleased to see the Government of Ontario's decision to allow for fair and open tendering. For too long, municipalities and public entities were burdened by a procurement process which hindered economic development and innovation. By permitting open tendering, the government is allowing for a system that operates more efficiently, fosters economic growth through greater competition among suppliers and allows municipalities the ability to maximize their infrastructure investments."

[Read more.](#)

ADVOCACY UPDATE

TAX-FREE SAVINGS ACCOUNTS MAY NOT BE WHAT YOU THINK THEY ARE

BY DAN WHITE, TAX AUDIT SOLUTIONS

As the owner of a company dedicated to helping clients solve tax problems and as an active member of the Whitby Chamber of Commerce, I often find myself dealing with people who have unexpectedly found themselves in need of help. At a recent meeting of the Chamber's Advocacy Committee, which serves as an active voice in advancing issues of importance to members, the discussion turned to a largely unknown side of Tax-Free Savings Accounts (TFSA).

Canadians jumped on board when TFSAs were launched in 2009 without learning the pitfalls – the fines and penalties side. After all, who wouldn't be interested in an investment that allowed after-tax dollars to be deposited to a tax-free account where they could grow tax-free?

One needs to see clearly though that the TFSA is not for aggressive tax planning or avoiding tax on large profits. It is a long-term savings plan. I have come across a number of businesses of late that are dealing with large penalties related to over-contributions.

An over-contribution is just one of the follies of a TFSA. The monthly fines for over-contributions keep piling up until

they are removed and at times can be significant, if not crippling to a business.



Businesses (and individuals) have to be aware that they cannot treat their TFSA as a piggy bank where they withdraw and redeposit. They will lose contribution room and end up being fined for over-contributions.

A TFSA should be part of estate planning and that includes naming beneficiaries in case you die – otherwise there will be tax complications.

If you have a TFSA, I strongly recommend doing some serious research on the pitfalls and getting some expert advice so that you know your risks.

SURVEY ON CANNABIS RETAIL STORES

FEEDBACK TO HELP INFORM COUNCIL DECISION ON WHETHER TO OPT-OUT BY JANUARY 22

On October 17, 2018, recreational cannabis was legalized by the federal government. Currently in Ontario, the only way to legally purchase recreational cannabis is online through the Ontario Cannabis Store. Beginning in April 2019, the provincial government will allow cannabis to be sold through private retail stores.

The province has given municipalities a one-time option to opt-out of having private cannabis retail stores within their municipal boundaries by Tuesday, January 22, 2019.

From now to December 28, residents and businesses are invited to have their

say by completing a short, online survey. In addition, public-opinion firm Forum Research will conduct a randomized telephone survey of residents. Those not selected to participate by telephone are invited to complete an online version of the survey at whitby.ca/cannabis.

"The decision on whether or not to allow private cannabis retail stores within Whitby is an important one which is why we need to hear from our residents," said Mayor Don Mitchell. "It is critical that the regulations surrounding both the sale of cannabis, and its use in public places, fully respect our community standards and protect our youth."

Feedback collected will be provided to Town Council at a future public meeting in January 2019, to help inform their decision to opt-in or opt-out of having private cannabis retail stores in Whitby.

For more information or to complete the survey, visit whitby.ca/cannabis.

GET YOUR TICKETS TODAY! HURRY HARRRRDD!!

CLASH

OF THE CURLERS

SUPER HERO EDITION

JOIN US
FEBRUARY 20, 2019
10 A.M. - 4 P.M. AT THE
WHITBY CURLING CLUB
FOR A DAY OF FUN,
SOCIALIZING AND CURLING!!
COME DRESSED AS YOUR
FAVOURITE SUPER HERO!!

WHITBYCHAMBER.ORG

\$40/PERSON
\$150/TEAM OF 4



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YOUNG
ENTREPRENEURS
PROFESSIONALS

Title Sponsor
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IN THE TOWN

Did you know we now have a 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 out what's happening in your community!



What our members are saying...

“IF YOU’RE LOOKING TO TAKE YOUR CAREER TO THE NEXT LEVEL OR TO GET YOUR NEW COMPANY OR BRAND RECOGNIZED, THERE IS NO BETTER WAY THAN JOINING YOUR LOCAL CHAMBER AND STARTING TO ATTEND EVENTS.”

SHAWN WALSH, STEP BY STEP PRO DJ

We want to hear from you! Had a pleasant experience as a result of your membership? Let us know!
info@whitbychamber.org

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...thank you!