



CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION



in this issue...

Music Hall

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Engagement & Outreach Manager	Greg Frankson
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OUR CORPORATE PARTNERS



OUR MEMBERS THIS MONTH



MESSAGE FROM THE CEO

Happy New Year! I hope this note finds you all happy, healthy and looking forward to a prosperous 2018. We're rounding out the first month of our 90th anniversary year and as our AGM approaches, I'm struck by the fact that I will have been with the Whitby Chamber of Commerce family for a full year by the end of February. I'm looking forward to seeing all of you at our AGM on Tuesday, March 27, where we will be presenting the highlights from a very busy and exciting year and our plans for the future – there are so many exciting things on the horizon!

In just the first few weeks of the year, we've:

- Continued testing our new outside-of-the-boardroom approach to networking – kicking off the year at Durham Escape Rooms!
- Launched our Speaker Series where our first guest, Jason Atkins, shared his story, advice and opinions.
- Launched our \$30 post-secondary student membership; and membership for retirees

And don't forget our Chamber on Tap program that started late 2017 – watch social media for these no registration pop up events!



One of the ways we will be celebrating our 90th anniversary is with a special edition of the Membership Directory, which will be distributed at our AGM. Thank you to those who updated their profiles and chose to advertise in this commemorative book.

We've kicked off the year with some great new committees, such as our 90th Anniversary Committee and the Mentorship Program Committee. But I'd be remiss not to recognize the many hard-working volunteers in our existing annual committees, including Advocacy, Membership, Young Entrepreneurs & Professionals, as well as our Ambassadors and event planning teams. These are dedicated business people in our network of members who work to create an amazing and effective business community. Without them, a Chamber would be hard pressed to deliver this level of programming. Kudos to each and every one of you! Interested in volunteering? Let me know!

Natalie

UPCOMING EVENTS

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

WEDNESDAY, FEBRUARY 21
10 A.M. TO 4 P.M.



SWEEPIN' SLUMBER CURLING FUNSPIEL
WHITBY CURLING CLUB

TUESDAY, FEBRUARY 27
8 TO 10 A.M.



LEARN SERIES: SUCCESSION PLANNING
UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY

TUESDAY, MARCH 15
8:30 TO 11 A.M.

DISCOVER ABILITY
ABILITIES CENTRE

TUESDAY, MARCH 20
8 A.M. TO 4:30 P.M.



CONNECT WOMEN
AJAX CONVENTION CENTRE

TUESDAY, MARCH 27
5 TO 8 P.M.

ANNUAL GENERAL MEETING
DELLAGIO'S BANQUET HALL AND RESTAURANT

90TH ANNIVERSARY

It's finally here! The Whitby Chamber of Commerce (WCC) is celebrating its 90th anniversary in 2018!

We'll be kicking off the celebrations at the [Annual General Meeting](#) (AGM) on Tuesday, March 27 at Dellagio's Banquet Hall and Restaurant. Join the Chamber team to discuss the 2017 fiscal, distribute the commemorative Member Directory and get a preview of what's to come for the rest of 2018.

In addition to the AGM, WCC events throughout the year will highlight Chamber memories, finishing the year with an extra special Peter Perry & Business Achievement Awards.

Furthermore, the Chamber is giving you a chance to save money and win with the **90th Chamber Challenge**.

Here's how it works:

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.

DID YOU KNOW?

**IN ITS EARLY DAYS,
THE WCC WORKED OUT OF
TOWN HALL.**

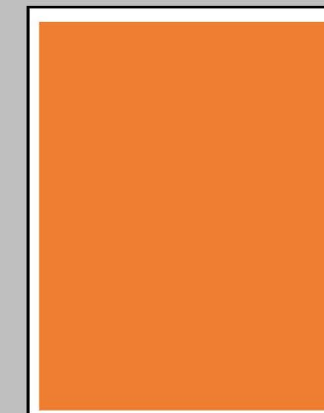
The end-of-contest draw winner must attend the 2018 Peter Perry & Business Achievement Awards event to redeem their free tickets. Good luck!

*Place your
ad here!
Tell your story!*

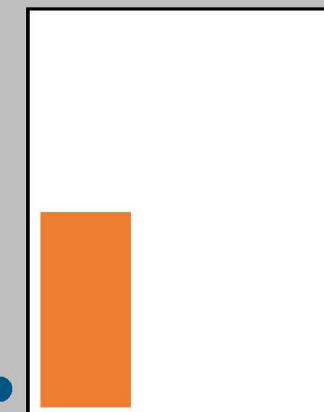
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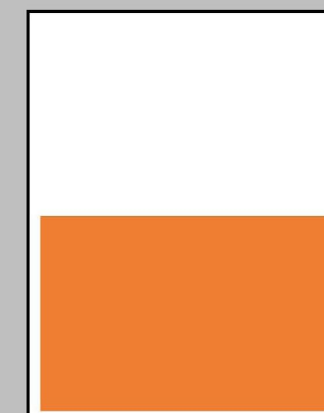
2017-18 CHAMBER INSIDER ADVERTISING RATES



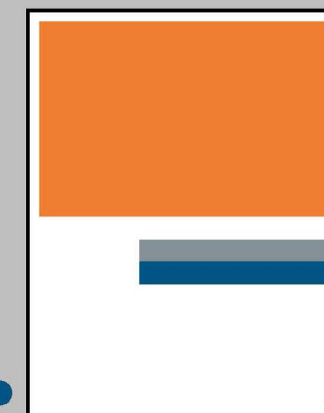
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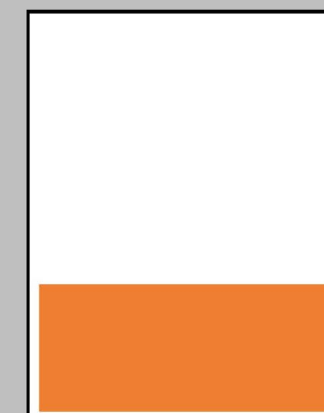
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● HALF PAGE



BACK COVER ●



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1/3 TALL ●

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\$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
\$450 (quarterly)
\$750 (semi-annually)

BACK COVER

8" W x 5" H
\$475 (quarterly)
\$815 (semi-annually)

1/3 WIDE

8" W x 3.5" H
\$375 (quarterly)
\$625 (semi-annually)

1/3 TALL

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

CONTACT GREG FRANKSON, ENGAGEMENT & OUTREACH MANAGER, FOR MORE INFORMATION.

ADVOCACY UPDATE

BY KIM COPETTI, COPETTI & CO.

The Whitby Chamber of Commerce (WCC) advocates at all levels of government to ensure that your business operates in a thriving business environment.

The Canadian Chamber of Commerce (CCC), the WCC's partner at the federal level, represents more than 200,000 businesses throughout Canada. Its views are sought after and respected by the federal government, business leaders and the media thanks to their well-researched reports, analyses, position papers and policy



resolutions that reflect a broad business perspective.

The Ontario Chamber of Commerce (OCC), WCC's ally at Queen's Park, represents more than 60,000 businesses throughout the province. Its mission is to support economic growth in Ontario by defending business priorities at the provincial level.

The WCC advocates for you, the member, in your own community. You may not know that this is included in your membership to the WCC.

With the upcoming elections, Chambers at all three levels of government will no doubt be hard at work advocating on your behalf.

The WCC's Advocacy Committee, tasked with representing businesses here in Whitby, will be surveying members at events over the coming months. Please take the time to participate so the committee can ensure that it is advocating in a manner reflective of your priorities.

I encourage you to check out the CCC and OCC websites to see what issues they are working on. You would be amazed at the wealth of information and resources they have available for small businesses.

YOUNG ENTREPRENEURS & PROFESSIONALS UPDATE

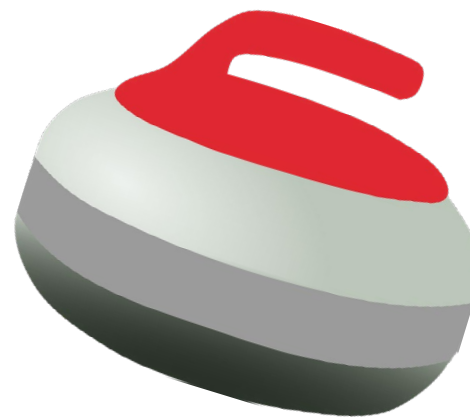


Hurry hard! It's time to save your spot in the fourth annual curling funspiel organized by the Young Entrepreneurs & Professionals (YEP) Committee. This year you don't even need to get dressed! Just roll out of bed

in your coziest pyjamas, make your way down to the Whitby Curling Club and enjoy a hot pancake brunch.

In addition to a day filled with pyjamas, pints and pancakes, this event will feature fun-filled mini games, including the return of "Name That Tune!" and, new for this year, the teddy bear toss!

The WCC's most outrageous event on the calendar, the Sweepin' Slumber Curling Funspiel welcomes curlers of all skill sets for a rockin' good time.



HOW-TO IN 10



The award-winning [How-To in 10 Festival](#) returns this May! The Whitby Public Library (WPL) is currently seeking vendors to showcase

their skills at this year's festival. Last year the WPL had more than 2,000 people visit the Central Library, making it a great event to promote your organization or business.

If you've got a skill and can teach it in 10 minutes or less, How-To in 10 is for you.

To become a vendor, [apply online](#) by Friday, March 9. Successful applicants will receive a response within three days confirming their participation in the

festival and receive additional details.

Questions about the festival?

Contact [Jaclyn Derlatka](#), Community Engagement Librarian.

Festival details:

Saturday, May 12, 2018
12 to 4 p.m.
Whitby Public Library, Central Library
405 Dundas Street West, Whitby

February 19th, 2018 | 9:00am-2:00pm

FAMILY DAY FUN

@Abilities Centre

FREE DAY OF FUN FOR THE COMMUNITY

9:00-9:55am	Strong	Court 3
9:00-11:00am	Child/Preschool Sports and Games	Court 1A/1B
10:00-10:45am	Spin	Studio 1
10:00-11:00am	Family Variety Sports	Court 1
10:00-12:00pm	Family Dance Fit	Court 3
12:00-12:55pm	Family Ninja Warrior	MoveStrong
12:00-2:00pm	Family Wheelchair Basketball	Court 1
12:00-2:00pm	Family Sledge Hockey	Court 2
1:00-2:00pm	Family Zumba	Court 3

YOU COULD WIN!

- One Month Family Membership
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- AC Sweatshirt and more!

55 Gordon Street, Whitby ON L1N 0J2 | www.abilitiescentre.org | 905.665.8500



MEMBER SPOTLIGHT: BROCK STREET BREWING CO.



Brock Street Brewing Co. owners Victor Leone, Scott Pepin, Chris VanClief and Mark Woitzik, in their Hopkins Street location.

What started out as four best friends brewing beer in their backyard, quickly turned into an award-winning brewery. During their youth, the four owners of Brock Street Brewing Co. spent a lot of time visiting local bars and restaurants on Brock Street, “the street of Whitby,” as described by Chris VanClief. This was the inspiration behind the name.

Bringing their home-brewed beer to family events and their children’s lacrosse parties, VanClief, along with fellow owners Victor Leone, Scott Pepin

and Mark Woitzik, realized everyone was really enjoying what they were making. Noticing a trend that was taking off in the United States, where people were turning old firehalls into breweries, started their initial dream to create the old Whitby firehall into their brewery location.

Unable to secure the firehall, the four friends opened their first brewery on Hopkins Street in 2015. During this time, they have won several awards including Newcomer of the Year at the 2016 Ontario Brewing Awards.

In the spring of 2018, Brock Street Brewing Co. will open the doors of its new 17,000-square-foot facility on the corner of Brock and Dunlop.

“This location is one of first things you see when entering downtown, the gateway to Whitby,” explained VanClief.

While it’s been a tougher and longer road than they expected, they are excited to finally be on Brock Street and have a larger space where they can provide an environment for people to enjoy some good company, some real food and a great beer.

Brock Street Brewing Co. has been a member of the Whitby Chamber of Commerce (WCC) since 2015 and has been a great supporter of Chamber events. While their lives have been the busiest they have ever been, they continue to be involved in the community by sponsoring local teams, charities and events.

Their success and community involvement are what made them a deserving recipient of a Business Achievement Award in the 1-15 employees category at the WCC 2017 Peter Perry & Business Achievement Awards.

“We are honoured to have been recognized and thankful for all the support from the community and the people who have stood by us over the years,” said VanClief.

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Botshka & Associates delivers strategic planning, salesforce development and coaching services (one-on-one or group) to help you succeed in your personal and business goals.

CHAMPION HOME CARE AGENCY

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championhomecaretoronto.ca

Champion Home Care Agency takes the time to listen and work with you to determine the best course of action to support your needs and help you achieve your best health and wellness.

DIVERSE CANADIAN ENTREPRENEURS

diversecanadianentrepreneurs.ca

The vision for Diverse Canadian Entrepreneurs events is to bring different cultures together by breaking stereotypes, building bridges, forming lasting relationships and collaborations to grow together.

GEEKSPEAK

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geeksspeakcommerce.com

Founded in 2003, geeksspeak is an ecommerce services company focused on helping their clients sell more and develop a following of loyal buyers.

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predictivesuccess.com

Predictive Success is a consulting firm that provides analytics support for talent acquisition, talent development, change management and productivity strategy.

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905-205-0422

williamshrconsulting.ca

Services provided by Williams HR Consulting are designed to help organizations build highly-engaged workplaces, boost their bottom line and defuse workplace issues before they escalate.

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Ministry of Labour

Employment Standards in Ontario

The *Employment Standards Act, 2000* (ESA) protects employees and sets minimum standards for most workplaces in Ontario.

Employers are prohibited from penalizing employees in any way for exercising their ESA rights.

FAIR AT WORK ONTARIO

What you need to know

Minimum wage

Most employees are entitled to be paid at least the minimum wage. For current rates visit: Ontario.ca/minimumwage.

Hours of work and overtime

There are daily and weekly limits on hours of work, and rules around meal breaks, rest periods and overtime.

Public holidays

Ontario has a number of public holidays each year. Most employees are entitled to take these days off work and be paid public holiday pay.

Vacation time and pay

Most employees earn vacation time after every 12 months of work. There are rules around the amount of vacation an employee is entitled to.

Termination

In most cases, employers must give employees notice of termination.

Other employment rights, exemptions and protections

ONTARIO WORKPLACE MANDATORY POSTING:

TO ENSURE YOU'RE COMPLIANT, PLACE THIS POSTER ON
YOUR EMPLOYEE BULLETIN BOARD
AND DISTRIBUTE A COPY TO EACH EMPLOYEE.

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Learn more about your rights at:

Ontario.ca/employmentstandards
1-800-531-5551 or TTY 1-866-567-8888

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Sponsorship opportunities
available! Contact Greg Frankson,
greg@whitbychamber.org.



Tuesday, March 20
Ajax Convention Centre

\$90 Member discount
\$110 Regular price

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 [Greg Frankson](mailto:Greg.Frankson@whitbychamber.org), Engagement & Outreach Manager.

ANGELA'S ESTHETICS

Angela's Esthetics is offering the Whitby Chamber of Commerce membership a 10 per cent discount.

P: 905-666-5401
E: angelasesthetics@bellnet.ca
angelasesthetics.ca



SPEAKER SERIES: JASON ATKINS



Jason Atkins (left) shares his story with host, Jason King (right) at the first edition of the Speaker Series.

On January 17, more than 70 guests gathered at the Centennial Building for the Whitby Chamber of Commerce's (WCC) first instalment of its newest Speaker Series where host, Jason King, Employee & Channel Engagement Manager at 360insights, gets the story behind some of the region's most familiar faces.

Before King put his first guest in the hot seat, attendees were able to network in the lobby while enjoying a delicious spread of hors d'oeuvres provided by The Tap & Tankard as well as sample beer from Port Whitby's newest addition, Town Brewery.

Kicking off the series was King's boss, Jason Atkins, founder and CEO at 360insights. In 2008 Atkins founded the company, the world's first Channel Success Platform™, but his story as a technology entrepreneur began long before that. At the young age of 17, he

founded his first tech company. Soon after, he sold it and became president and CEO at TMR, a marketing services company in the United States. Realizing there was a gap in the incentives industry and wanting to be closer to his family, he resigned and began plotting out what would soon become 360insights.

Atkins' business philosophy is grounded in workplace happiness and having a strong commitment to clients and the community. Since its inception, 360insights has grown to over 250 employees, quickly filling the 800-square-foot space it began in. Inspired by the idea of life long learning and eager to be

HE CALLED ME ONE DAY SAYING HE HAD FOUND THE PERFECT SPACE, A BEAT UP 100-YEAR-OLD BUILDING. BUT THE VISION WAS LIFE-LONG LEARNING, WHERE COULD BE BETTER FOR THE COMPANY THAN THE PLACE IN LIFE WHERE YOU START LEARNING?

"I knew I had a knack for technology," said Atkins. "So, I leased a commercial space in my name, put up a whiteboard and brought my skills together."

a part of Whitby, Atkins renovated the historical R.A. Sennett Public School into 360insights' new global headquarters.

"The idea actually came from Todd Skinner back in the day," explained Atkins. "When he was Chief of Staff we started talking about where we could grow in Whitby. He called me one day saying he had found the perfect space, a beat up 100-year-old building. But the vision was life-long learning, where could be better for the company than the place in life where you start learning?"

Atkins continues to make an impact to the fabric of Whitby and the Durham Region. Recently, he became founder and principle investor in the City Flow Project, a localized Durham Region venture capital and tech incubator.

Before wrapping up, WCC's CEO Natalie Prychitko asked Atkins why he thought participating in Chambers and Boards of Trade was important to him. He replied, "Chambers bring together businesses. Tonight, I talked a lot about learning from other people and their experiences. When you think about Chambers, Boards of Trade and

Rotary, they're all about connections and bringing together like-minded people."

This event was the first of four in the Speaker Series, hosted at the Centennial Building and sponsored by Motorcity Mitsubishi and Whitby Economic Development. Up next, King will get to know Spark Centre's President and CEO, Sherry Colbourne, on Tuesday, May 1.

Golf Tournament

90th Whitby Chamber of Commerce anniversary

Reserve your foursome early for this annual sell-out event!

\$50 all in
per person

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!

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CANADIAN CHAMBER OF COMMERCE

CANADA'S ECONOMY IS BOOMING, BUT WILL IT LAST??



The Canadian Chamber of Commerce announced today the appointment of Mark Agnew as Director, International Affairs.

Agnew comes to the Chamber from the British High Commission, where he was employed as a locally-engaged staff

member. Most recently he was head of the High Commission's economics and trade team, responsible for trade, agriculture, financial services and Brexit policy issues.

[Read more.](#)

ONTARIO CHAMBER OF COMMERCE

PRIVATE SECTOR NOT PREPARED FOR POST-NAFTA WORLD



With North American Free Trade Agreement (NAFTA) discussions currently taking place in Montreal, the Ontario Chamber of Commerce (OCC) released concerning survey results from its membership. Results show that Ontario businesses are not well-prepared for the impact of these renegotiations and want their governments and industry associations to more aggressively advocate on their behalf.

Key sectors that are the most susceptible to the impact of NAFTA

renegotiations include the manufacturing, agricultural, and the professional services industries. Cross-border trade in services and customs procedures are by far the most important issues for Ontario businesses followed by the impacts on tariffs, equipment price and availability, cost of healthcare goods, temporary entry for businesses persons, and the impact of renegotiation on software purchases.

"With only 15 percent of respondents having contingency planning started, Ontario companies are not prepared for how NAFTA renegotiations may impact their organization," said Rocco Rossi, President and CEO of the Ontario Chamber of Commerce. "Our members have made it clear—governments and industry organizations must work together to ensure their concerns are being represented in the negotiations."

The OCC conducted a voluntary survey of its members from December 15, 2017, to January 15, 2018. On behalf of its Ontario Chamber Network and corporate members, the OCC is presently providing these details in a series of briefings with senior government officials to help shape their approach and ensure the concerns of Ontario business are being represented at the negotiation table.

"While these renegotiations must consider the impact on business, governments have an opportunity for modernization to address vulnerabilities in the current North American Free Trade Agreement and ensure the agreement reflects current realities and trends," said Rossi.

NEIGHBOURHOOD NEWS

DURHAM COLLEGE IS LOOKING FOR GREAT LEADERS



The Durham College (DC) Board of Governors is seeking members of the public who are ready to cultivate a legacy of leadership by serving in one of three available positions on the board for a three-year term beginning September 2018.

Lend your expertise and leadership

to make a direct, positive impact on our students, employees, business and community.

If you have executive, senior-level or entrepreneurial experience, as well as governance leadership experience at a committee or board level, DC invites you to learn more about this opportunity

and apply at durhamcollege.ca/bog/vacancies.

Successful candidates will be genuinely interested in post-secondary excellence and the wellbeing of our students. Applications may be sent by mail or email and must be received by 4:30 p.m. on Friday, February 23.

IN THE TOWN

FRIDAY, FEBRUARY 9

**WINTER BIKE TO WORK DAY
COMMIT TO RIDE!**

**TUESDAY, FEBRUARY 13
6 P.M.**

**STARTUP GRIND DURHAM REGION
ROBERT MCLAUGHLIN GALLERY**

**MONDAY, FEBRUARY 19
9 A.M. TO 2 P.M.**

**FAMILY DAY FUN
ABILITIES CENTRE**

**SATURDAY, APRIL 14
7 TO 11 P.M.**

**A NOVEL EVENING
MAYOR'S COMMUNITY FUNDRAISER**

Place your
ad here!
Tell your story!

CLICK FOR DETAILS

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.

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

...thank you!