



MEET THE TEAM

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

Natalie Prychitko Brenda Bemis Heather Bulman Sam Wallace **Rylie Wilton**

BOARD OF DIRECTORS



209 DUNDAS ST. E., LL5 WHITBY, ON | L1N 7H8 905-668-4506

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OUR MEMBERS THIS MONTH















MESSAGE FROM THE CEO

Instagram

n Friday, March 9 we packed the final boxes and made our way to our new home, 209 Dundas St. E. The move was a breeze, carefully managed by Hills Moving, and we were open for

business as usual on the following Monday. With our signs now installed, thanks to Calibre Signs, and a team painting party on the books – we're pretty much settled into our new home.

In addition to an incredible year of learning the business, learning about each other and ensuring to deliver valuable programming to the membership, we managed to move just in time to kick off our 90th anniversary celebrations. Thank you to all of those who helped along the way, donating time, services and products for our new space. But most of all thank you to an amazing staff that has been packing, purging, cleaning and organizing for the last nine months in preparation for this day. Specifically, our Office Manager, Brenda Bemis, who was the steward of all things related to this move - and for that I am eternally grateful.

What else has been going on? Well thanks to generous volunteers and sponsors:

 The Advocacy Committee launched its 2018 Advocacy Survey to help drive focus for the coming year. Thank you to all that participated.

At the seventh annual Connect

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Women event we made connections and enjoyed a full day of supporting and inspiring business women of all shapes and sizes - our speakers and panelists received rave

reviews!

 Members attended our 90th anniversary kickoff AGM, which included networking and learning more about where we've come and where we're qoing!

• We partnered with the Abilities Centre and the Ontario Chamber of Commerce to host Discover Ability. Keynote speaker Mark Wafer made an excellent case for hiring people with disabilities.

 Morning Mist was launched to talk about all kinds of compliance, including Fair Workplace Legislation. Come join us and the CFIB for a cup of coffee!

Looking ahead, join us on April 11 at Municipal 101. If you haven't seen us wearing these buttons or heard me on my soap box, ask! From January through October our focus will be on increasing awareness and participation in the municipal and regional elections. Municipal government impacts business significantly - come and learn how! Because municipal matters.

Also in April, if it ever stops snowing, is the second annual Lynde Creek Spring Cleanup! Last year we spent a very hot day in the creek bettering our community together. We pulled out more than 2,000 lbs of garbage! This year you can also drop by the event to drop of your e-waste, so come by with your broken laptops, cell phones and batteries!

See you soon,

Netel

Natalie

WEDNESDAY, APRIL 11 **MUNICIPAL 101** THE CENTENNIAL BUILDING 6 TO 8 P.M. WEDNESDAY, APRIL 25 ANNUAL MAYOR'S LUNCHEON 11 A.M. TO 1:30 P.M. **ROYAL ASHBURN GOLF CLUB**

- FRIDAY, APRIL 27 1 TO 3 P.M.
- **TUESDAY, MAY 1** TARGET CUSTOMER 12 TO 1 P.M.
- TUESDAY, MAY 1 5 TO 7 P.M.

THURSDAY, MAY 3 8 TO 9 A.M.

MORNING MIST: COMPLIANCE THE WHITBY CHAMBER OF COMMERCE

WEDNESDAY, MAY 9 8 TO 10 A.M.



WEDNESDAY, MAY 16 5:30 TO 7:30 P.M. **PROVINCIAL ELECTION FORUM** WHITBY PUBLIC LIBRARY, CENTRAL BRANCH

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



UPCOMING EVENTS

LYNDE CREEK SPRING CLEANUP **BROOKLIN KINSMEN PARK**

LUNCHEON LEARN: REFINING YOUR WHITBY CHAMBER OF COMMERCE

SPEAKER SERIES: SHERRY COLBOURNE THE CENTENNIAL BUILDING

> LEARN SERIES: SUSTAINABLE SAVINGS **UOIT, UB MEZZANINE**

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

FINDING BALANCE AT CONNECT WOMEN 2018



On March 20, members of the community gathered for a day of empowerment at the seventh annual Connect Women event. Positioned to celebrate women in business, this year's event, presented by Nurse Chevrolet Cadillac, put the focus on finding balance.

THE KEY TO KEEPING YOUR The first two speakers of the **BALANCE IS KNOWING WHEN** day kicked off the **YOU'VE LOST IT** agenda by providing quests with some tools to help assess their priorities and manage their time. Life coach and founder of the Better Life Project, Natasha Nesrine, introduced guests to their take-home conference

notebook, sponsored by Minuteman Press Whitby, and also helped them take a look at the different spokes on their wheel of life to determine which areas needed some attention.

> "The key to keeping your balance is knowing when you've lost it," explained Nesrine.

> > Next up was local mortgage agent Sherry Corbitt, who shared her top-five apps for saving and managing time.

During the breaks, guests were encouraged to explore the vibrant Marketplace of local businesses around the room, including:

- BDO Canada LLP
- Core Cleaning Inc.
- Deer Creek Golf & Banguet Facility
- Durham First Aid Inc.
- Frantastic Events & Cafe
- iFly Toronto Whitby
- Lice Squad Canada Durham Region
- MacAskill Chiropractic & Wellness Centre
- Mason Bennett Johncox
- Minuteman Press Inc.
- Nurse Chevrolet Cadillac Ltd.
- RBC Royal Bank

- Ritchie Shortt & Tully LLP
- Sarah Shaw
- Sherry Corbitt, Mortgage Agent
- Sky Zone Whitby
- Stacy L. Howell, Collaborative Family Lawyer
- TD Bank Group
- Trinity College School
- Watters Marketing Inc.

After a three-course plated lunch, the Powerhouse Panel took the stage. This panel was comprised of three inspiring women with experience in politics at the municipal, regional and provincial levels: Jennifer French, MPP Oshawa; Elizabeth Roy, Regional Councillor and Rhonda Mulcahy, North Ward Councillor. The conversation that ensued wasn't about the politics or the parties, it was about inspiring women who have considered running for public office but were hesitant to make the jump.

"I just wanted to get in the room where the decisions were made, because they wouldn't listen to me out here," said MPP French. "If I had known the details of what I was in for. I wouldn't have done it and I would have missed out."

Rounding out the day was Marlie Morrison, Managing Director, Marketing & Sales, Parks & Resorts at the Walt Disney Company Canada.

In addition to a little pixie dust, Morrison brought some inspiring marketing ideas and explained that you don't need a Disney-sized budget to solve a problem and prove you're listening to your audiences.

The first signature event of the Chamber's 90th year was a great success, thanks to the incredible planning committee and many generous sponsors:

- Taafe Law
- **BDO Canada LLP**
- TD Bank Group

 - Branton Law

Nurse Chevrolet Cadillac

Durham Workforce Authority

Trafalgar Castle School

Mason Bennett Johncox

Ritchie Shortt & Tully LLP

Collins Barrow Durham

M & R Cakes and Café

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ADVOCACY UPDATE

BY TONY DOYLE. DURHAM COLLEGE

I am so pleased to be the new chair of the WCC's Advocacy Committee. It's a big role to take on, given the committee's impressive track record of success over the past few years. In everything we do, we start with a local focus on our members in Whitby, but make sure our influence extends all across the province. That's a pretty powerful tool for chamber members.

It's been a busy month, including advocating on topics such as:

- Steel and aluminum tariffs
 - SuperLinx

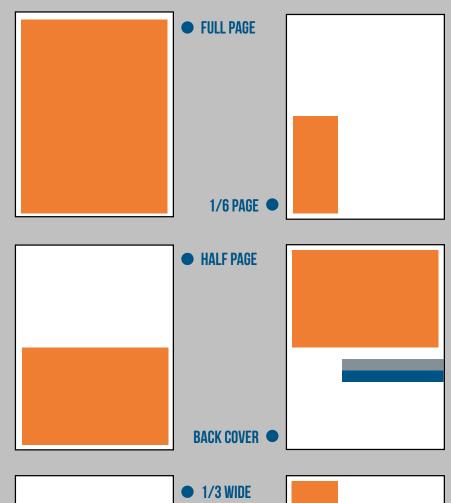
OPG / Pickering Nuclear Generating Station

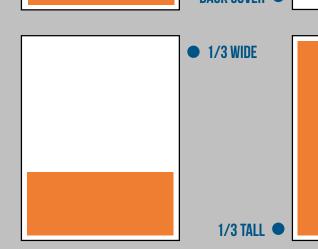
> Policy development for the Canadian Chamber of Commerce

I'd like to extend my thanks to members who participated in our Advocacy Survey! Your feedback will continue to guide the positions and advocacy we do in the coming years on vour behalf.

I'm looking forward to working with all members in the coming months on issues that make all the difference for vour business!







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

hile the Whitby Chamber of Commerce (WCC) team has been busy evolving Chamber activities in 2017, they've also been eager to celebrate the past and embrace tradition.

As such, the team was thrilled to announce Karey Anne Large as the most recent recipient of the Jim Lavelle Award, recognizing her commitment and contributions to the Chamber.

Chosen unanimously by the WCC staff and awarded at the Annual General Meeting, the Jim Lavelle

Award is presented to an individual who demonstrates the ideals and values of

Jim Lavelle and the gualities he most admired in a chamber member: commitment. determination, innovation and compassion.

> "Although we have many dedicated volunteers in our

membership, when the staff gathered to put forward names

for this award, the 2017 recipient was obvious," said Natalie Prychitko, Chief Executive Officer, WCC. "I can say quite honestly that the dedication, passion and efforts of this individual have positively

contributed to almost every initiative taken on by the Chamber in 2017."

JIM LAVELLE AWARD

Sitting on four of the Chamber's eight committees, Large has brought numerous new businesses to the membership and has supported Chamber events through volunteerism, sponsorship and attendance. She is also the winner of the WCC's 2016 New Business of the Year award.

"Receiving this award is a moment I'll never forget," said Large. "To be recognized by my colleagues and peers as a volunteer in our wonderful community is a privilege. To know they see the values Jim embodied in me is a great honour."



2017-18 CHAMBER INSIDER ADVERTISING RATES

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 \$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)

WELCOME NEW MEMBERS

THE BUSINESS & PROFESSIONAL WOMEN OF DURHAM

bpwdurham.com BPW Durham aims to provide opportunities for business and professional women to network together, promote their businesses, professions and special interests in the community.

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Roots, Folk, Jazz, comedy and a splash

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100 clients and expanded its services to

include web design and media training.

company has flourished to serve over

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Organize That can show you ways to conquer the clutter, provide you with time management tools, and develop systems for staying organized.

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n-design.business.site Norm Jolin RGD, company principal, has over 20 years of industry experience and his work has won multiple industry awards. n. design is a member company of the Association of Registered Graphic Designers of Ontario.

PILAR'S CATERING

905-556-0087 pilarscatering.ca

From the kitchen to the client's table, Pilar's Catering thrives on the excitement that comes from creating a great event. Using only the freshest, high-quality

ANNUAL GENERAL MEETING



The Whitby Chamber of Commerce 2018/19 Board Executives, Kyle Paterson, President, Cathy MacAskill, Vice-President, Brandon McBride, Secretary and Kevin Bathe, Treasurer, get sworn in by His Worship Mayor Don Mitchell.

n March 27, members of the Whitby Chamber of Commerce (WCC) were invited to kick off the organization's 90th anniversary celebrations at its 2018 Annual General Meeting.

Hosted at Dellagio's Banguet Hall in Whitby, the evening included a look at the WCC's last 12 months, including financials, organizational changes and a revamping of its programming and sponsorship opportunities.

After a recap on the Chamber's 2017 activities, the 2018/19 Board of Directors was announced and the Honourable Mayor Don Mitchell swore in the Chamber's new executives.

After a tallying the results from the electronic election held by the WCC from January 8 to March 15, the AGM participants ratified the 2018/19 Board of Directors:

- President, Kyle Paterson, Bryson Insurance
- Vice-President, Cathy MacAskill, MacAskill Chiropractic and Wellness Centre
- Secretary, Brandon McBride, Mason Bennett Johncox
- Treasurer, Kevin Bathe, Ritchie Shortt & Tully LLP
- Tara Brodie, Durham College
- Matt Douglas, CRCS DKI
- Brion Hendry, BDO Canada LLP
- Matthew Mackenzie, UOIT
- Corette Miller. new initiatives hr inc.
- David Paterson, Royal Ashburn Golf Club

Heather St. Amand, Abilities . Centre

Before wrapping up the meeting, WCC Chief Executive Officer, Natalie Prychitko, gave a sneak peak of some of the initiatives on the horizon for 2018, including transitioning to a new Client Relationship Management system, launching a series of events to ensure membership stays informed during the election year and what to expect for 90th celebrations.

She also expressed her sincerest thanks to outgoing Board President, Matthew Mackenzie. "I cancelled things, created new things and made massive operational changes," explained Prychitko. "And all the while Matthew was even keel, always had my back, and consistently provided sage advice, a good laugh or a pat on our backs."

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ingredients, their experienced chefs create one-of-a-kind menu items with perfectly balanced flavours that you won't find anywhere else.

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Town Brewery's vision is, and always has been, to make an impact. They strive to create a business that they are proud of, one that operates with the same values and beliefs that they collectively hold dear; Quality, Consistency and Community.

PARKER AND ASSOCIATES EASEL AUCTIONS 905-621-2220

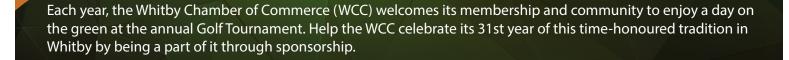
passportsmarketing.com

With over 25 years of industry experience, Parker and Associates has evolved into a corporate licensing, incentives and promotions leader, representing major corporations and internationally recognized brands.



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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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!

DURHAM FIRST AID

New!

per person

Durham First Aid Inc. is offering members of the Whitby Chamber of Commerce 10 per cent off all First Aid and/or CPR/AED courses.

E: info@durhamfirstaid.com P: 905-240-0092 durhamfirstaid.com

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Interested in offering an M2M discount on your services or products? Contact Samantha Wallace, Marketing & Communications Coordinator.



MEMBER SPOTLIGHT: ABILITIES CENTRE



Abilities Centre Executive Director, Leo Plue, acknowledging the late Honourable Jim Flaherty during his acceptance speech at the 2017 Peter Perry & Business Achievement Awards gala.

In 2010 the shovel went in the ground and there began the construction of a grassroot groups dream. Abilities Centre was a concept dreamt up over a decade ago by a group of people sitting around a kitchen table. They knew the Durham Region needed a place where everyone in the community could feel welcome. In 2012 the fully accessible, 125,000-square-foot facility opened its doors to the public and has now grown to over 4,400 members.

Abilities Centre offers a wide variety of membership types ensuring everyone from able-bodied and disabled communities can participate in all programs throughout the centre.

"It's such a great place to come to work everyday," said Heather St. Amand, Director, Communication and Marketing at Abilities Centre. "Being able to watch a fitness class that has families, seniors and people with disabilities all doing the same activity, but in their own way, makes it all worth while."

Abilities Centre has been a member of the Whitby Chamber of Commerce (WCC) since 2007 and the two organizations have partnered together on multiple community events such as, Every Experience Matters and most recently, Discover Ability featuring keynote speaker Mark Wafer.

"Helping communities in Durham

"HELPING COMMUNITIES IN DURHAM REGION IS SO Important and small businesses need the support that the chamber offers."

Region is so important and small

businesses need the support that the

Chamber offers," explains St. Amand,

who also sits on the WCC Board of

Directors "Being on the Board is an

me to give back to the Chamber, as

throughout the years."

incredible experience because it allows

they have helped Abilities Centre grow

Abilities Centre is hosting a wide

including All Things Handmade and the

variety of events throughout 2018,

third annual Holiday Market. In June

WINNING ONE OF THE MOST PRESTIGIOUS AWARDS IN WHITBY AND BEING RECOGNIZED AMONG YOUR PEERS IS A TESTAMENT TO WHAT ABILITIES CENTRE IS DOING AND HOW WE CONTINUE TO GROW."

that."

of 2017, the announcement was made that Abilities Centre will be the hub for the 2019 Ontario Parasport Games, an exciting opportunity for the Durham Region and the centre.

Whether it be through partnership with various organizations to host events or the work done through their in-house research team, Abilities Centre has a clear commitment to collaboration with the community. It's this commitment that made them the ideal recipient of the Business Achievement Award in the 50+







Employees category at the 2017 Peter Perry & Business Achievement Awards.

"Winning one of the most prestigious awards in Whitby and being recognized among your peers is a testament to what Abilities Centre is doing and how we continue to grow," says St. Amand. "It's nice to be recognized for the impact we're making in the community, people are taking notice and we're thankful for

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CANADIAN CHAMBER OF COMMERCE



udget 2018 is primarily about spending—new spending initiatives and enhanced spending for programs that aim to support low-wage Canadians, address gender inequality, support First Nations development, strengthen indigenous rights and self determination, promote skills and research, improve health and environmental stewardship and enhance justice and security.

Some of the spending initiatives announced in the budget will help business, particularly women entrepreneurs and small businesses. but they are limited in scope. There are also some important improvements in government policies-particularly with respect to the tax treatment of small business and the simplification of business support programs.

The government is intent on tightening tax rules and clamping down on tax avoidance. It should be focused even more intently on bringing its books back to balance and creating a tax and regulatory environment to support business investment and economic growth. The budget projects the federal debt will increase by almost \$80 billion over the next five years, although the

BUDGET 2018 ANALYSIS

government's debt-to-GDP ratio is expected to decline slightly, thanks to continued strong economic performance.

Read more.

PETER PERRY & BUSINESS ACHIEVEMENT AWARDS

NOMINATIONS NOW OPEN!

he Whitby Chamber of Commerce (WCC) is honoured to host the 2018 Peter Perry & Business Achievement Awards gala at Deer Creek Golf & Banquet Facility on Thursday, November 15. A night that celebrates business excellence and highlights incredible community leaders.

There are seven Business Achievement Award categories, including Business Achievement: 1-15 Employees, Business Achievement: 16-49 Employees, Business Achievement: 50+ Employees, Todd Skinner Young Entrepreneur of the Year, New Business of the Year, Business Person of the Year, and new in 2018, Not-for-Profit Organization of the Year.

In addition to the Business

was Trevor Bardens.

The time has come to recognize leaders in the community – nominations are now open.

Deadline for Business Achievement Award nominations is 5 p.m. on

ONTARIO CHAMBER OF COMMERCE

s part of your membership, you belong to the Ontario Chamber of Commerce (OCC). A respected voice among government decisionmakers, the OCC is Ontario's nonpartisan business advocate. The OCC undertakes the province's most pressing policy issues on behalf of our members, and advocates for evidence-based solutions that will foster economic growth in the province.

2016/17 ADVOCACY WINS

Together with our 60,000 members, the Ontario Chamber Network makes up Ontario's largest, most inclusive, and credible business network. Learn about the OCC advocacy wins!



Sherry Colbourne returned to Ontario one year ago on the heels of a four-year entrepreneurial sabbatical in the Middle East. While abroad, she co-founded Startup Oman and witnessed, first hand, the power of diversity in building innovative communities. Sherry advocates for an international approach to the development of Durham Region's entrepreneurial ecosystem. She is a strong believer that entrepreneurism brings diverse cultures and people together, and that the opportunity for Durham Region lies in its roots as an innovative and diverse Region.

Tuesday, May 1 from 5 to 7 p.m.

Achievement Awards, the WCC honours the lifetime community achievements of Whitby's outstanding contributors through the prestigious Peter Perry Award. Many people in our community give countless hours to make the Town of Whitby a better place. The Peter Perry Award is an extension of that commitment to giving back to our town and recognizes one outstanding individual who has made significant contributions to the community. The winner of the 2017 Peter Perry Award

Monday, June 25

Deadline for Business Achievement Award submission packages is 5 p.m. on Wednesday, September 5

Deadline for Peter Perry nominations is Thursday, September 6

This year's gala will also wrap up the Chamber's year-long celebration of its 90th anniversary, making this annual event a black tie affair. For more information about the awards, nominations or sponsorship opportunities, contact Heather Bulman, Marketing & Communications Manager, WCC or visit whitbychamber.org/ peterperry.

Sherry Colbourne, President & CEO, Spark Centre



NEIGHBOURHOOD NEWS

DOORS OPEN WHITBY



or one day only - on Saturday, May 5 - the annual Doors Open Whitby event invites residents to have a unique, behind-the-scenes look at some of the community's most notable and historically significant buildings, landmarks and businesses.

This year, from 10 a.m. to 4 p.m., residents can enjoy free activities and tours at twelve local sites, including Town Hall, Trafalgar Castle School and 360insights. Those looking for a more active experience can participate in two historic walking tours of Downtown Whitby to learn more about the local people and places of the past.

At the Whitby Centennial Building, residents can enjoy a special performance by the Whitby Courthouse Theatre at 11 a.m., followed by a presentation on past fashion trends by The Costume People at 1 p.m. Additionally, local historian Lynn Philip Hodgson will lead a walking tour at Camp X at 10:30 a.m., followed by a special presentation on Camp X at 2 p.m. at Whitby Town Hall.

Along with the public, media are invited to take part in the following:

What: Doors Open Whitby 2018 - for the complete list of participating sites and activities being offered, visit whitby.ca/ doorsopen.

When: Saturday, May 5, 2018, between 10 a.m. and 4 p.m.

Where: Various sites throughout Whitby.

A free, interactive map of all participating sites can be found at whitby.ca/ doorsopen. Program brochures are also available for pick-up at all Town facilities. Residents are encouraged to walk, bike or use other forms of active transportation to get to the various sites.

This year's event is proudly sponsored by Tim Hortons, Whitby Hydro and Trafalgar Castle School.

For more information, visit whitby.ca/ doorsopen or doorsopenontario.on.ca. Residents can also share their favourite Doors Open Whitby experiences via social media using the hashtag #DoorsOpenWhitby.

SATURDAY, APRIL 28	WALK THE
10 A.M. TO 4 P.M.	Abilities
SUNDAY, MAY 6	BRYSON B
11 A.M. TO 1 P.M.	10 Roebu
SATURDAY, MAY 12	SCIENCE I
Io a.m. to 2:30 p.m.	Durham (
THURSDAY, MAY 31 9 A.M. To 6:30 P.M.	22ND ANN Charity Deer cre

12:30 TO 5:15 P.M.

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.

IN THE TOWN

E TALK CONFERENCE CENTRE

BLOOMS JCK STREET, BROOKLIN

RENDEZVOUS COLLEGE AND UOIT

NUAL GOLF FORE GRANDVIEW KIDS **GOLF CLASSIC** EK GOLF AND BANOUET FACILITY

TUESDAY, JUNE 19 THE RCMP MUSICAL RIDE



Sponsorship opportunities at Whitby's largest family event!



Whitby Ribfest welcomes over 50,000 guests each year who enjoy a fantastic line up of live entertainment, a wide variety of marketplace and food vendors, delicious ribs, cold beverages, and ice cream treats on a beautiful, summer weekend. Proceeds from this annual event provide support to both local community projects and international initiatives through projects of the Rotary Club of Whitby Sunrise.

This is an incredible promotion opportunity for your business or service. Many levels of sponsorship are available or we can tailor your participation to your specific needs. We'd love to hear your ideas and include your company in this great event.

To discuss your sponsorship opportunities, please contact:

- Mark Wittgen 416-618-0876
- Yvonne Brady 905-767-6955
- sponsorship@whitbyribfest.com
- WhitbyRibfest.com



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