



CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION



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OUR CORPORATE PARTNERS



OUR MEMBERS THIS MONTH



MESSAGE FROM THE CEO

It's golf season! By the time you're reading this, our Annual Golf Tournament will be starting in days, which means you likely only have a few hours left to register! I'm so pleased we were able to deliver a better price for golfers this year and introduce a Learn-to-Play event. Thank you to all of our generous sponsors and to those attending. Last year I promised our infamous emcee, Terry Johnson, I'd wear a pair of those outrageous golf pants... (sigh) I make ridiculous commitments. They're in my closet – ready to go!



Lots of action this last month, and a special shout out to Sherry Colbourne, and our sponsors of the Speaker Series, Whitby Economic Development and Motorcity Mitsubishi. Our intent this year was to provide our market with a greater understanding of the players in the entrepreneurship space. This is especially important given the building of the accelerator in Whitby and the ongoing pursuit of a more cohesive network of innovation within Durham. If you're interested in learning more, please come to listen to a casual interview with StartUP Durham's Patrick Lyver on Wednesday, July 18 while enjoying Town beer and great food from The Tap & Tankard.

Thank you to volunteer Cathy MacAskill our Vice President of the Board, who accompanied me to

Hamilton for the Ontario Chamber of Commerce (OCC), Annual General Meeting. This year the Durham Chambers and Boards of Trade united effectively at the podium and defeated a significant policy resolution! Standing together, representing 3,000 members was a very effective strategy and ensured folks in the room, including the Toronto Board of Trade and OCC, realized our impact. I was also honoured to participate as a panelist in a breakout session regarding chambers engaging young entrepreneurs and professionals. We do amazing things here at the Whitby Chamber of Commerce, but there is a ton more to do to ensure our Chamber continues to "feed the funnel" and engage younger members.

This month, we also engaged in provincial politics with our Provincial Election Forum, continued discussions about the impacts of Fair Workplace Legislation and getting our hands dirty by cleaning up Lynde Creek in Brooklin in partnership with Skyview Electronics and EcoBusiness Network!

No rest for the wicked during the summer months! There will be many opportunities for you to connect with our membership, learn more about each other and attend events supporting our community! You'll see WCC staff volunteering at Food Truck Frenzy, Brooklin Spring Fair Parade and shaking

cans at RibFest – I need to remember the song I developed last year... hmm.

See you soon,

Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of Commerce

UPCOMING EVENTS

FRIDAY, JUNE 1
1 TO 3 P.M.

LYNDE CREEK SPRING CLEANUP
BROOKLIN KINSMEN PARK

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



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

THURSDAY, JUNE 7
8 TO 9 A.M.

MORNING MIST: SMALL BUSINESS COMPLIANCE
WHITBY CHAMBER OF COMMERCE

TUESDAY, JUNE 12
12 TO 1 P.M.

LUNCHEON LEARN: SELLING REQUIRES INFLUENCE!
WHITBY CHAMBER OF COMMERCE

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



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

TUESDAY, JUNE 26
4 TO 6:30 P.M.

BEST PRACTICES IN HR WITH PENINSULA
HOPS HOUSE BAR & GRILL

WEDNESDAY, JULY 18
5 TO 7 P.M.

SPEAKER SERIES: PATRICK LYVER
THE CENTENNIAL BUILDING, THEATRE

TUESDAY, JULY 24
5 TO 8 P.M.

MILESTONES AT MILESTONES
MILESTONES GRILL + BAR

THE “DURHAM EMPIRE” STRIKES BACK

ONTARIO CHAMBER OF COMMERCE ANNUAL GENERAL MEETING

BY NATALIE PRYCHITKO, CHIEF EXECUTIVE OFFICER

On April 27 and 28, Cathy MacAskill, our Board Vice-President, and I took a road trip to Hamilton for the the Ontario Chamber of Commerce (OCC) Annual General Meeting (AGM). The event was hosted by the Hamilton Chamber of Commerce and was exceptionally well organized by the team and the OCC. In addition to various presentations and speakers, there were concurrent strategy sessions, the formal AGM process where a new Board was elected, and the policy resolution debate.

Having attended last year, very early in my tenure with the Whitby Chamber of Commerce (WCC) it wasn't as overwhelming. We were well prepared, organized, had amazing feedback to the policies submitted from our Advocacy Committee, led by Durham College's Tony Doyle, and we were strategic about which breakouts to attend.

There were two highlights for me:

1. The OCC asked that I sit on a panel to discuss Becoming a NextGen Chamber: Engaging Young Professionals. My intent was to attend this session regardless, but to be asked to participate was

special. Congratulations to our Young Entrepreneurs & Professionals Committee, the WCC team and the Mentorship Committee as I spoke about our programming, opportunities and future plans. Watch for more details on this in the coming months!

2. Last year our Durham-contingency of the Greater Oshawa Chamber of Commerce and the Ajax Pickering Board of Trade was relatively new to the policy resolution debate, so we found debating the policy we submitted collectively last year difficult and subsequently, we were unsuccessful. This year was another

story all together! We came prepared, strategic and united! Not only did we represent our membership effectively, but defeated a policy presented by the Toronto Board of Trade and supported by the Ontario Chamber of Commerce! This policy failed to include the

Durham Region and spoke of creating an alternative to agencies like Metrolinx. This was Toronto/Kitchener/Waterloo/Hamilton centric and did not take into account the needs of the greater collective, and certainly not the needs of our region.

We left there unified and realizing our approach of collectively standing for Durham and our 3,000 members had significant impact. Our nickname coined by the OCC President & CEO was the “Durham Empire.”

I'll be sharing the detailed policy information and other key learning in the coming weeks and months with our membership, Board and committees.



ADVOCACY UPDATE

COMMUNITY HEARS FROM CANDIDATES AT PROVINCIAL ELECTION FORUM

BY TONY DOYLE, DURHAM COLLEGE

Whoever said politics isn't fun, likely wasn't at the Whitby Public Library on May 16 when the Whitby Chamber of Commerce hosted its provincial candidates' forum. What a great evening of (respectful) discussion about key issues facing our town and province in this election, right from the mouths of our local candidates.

The forum is exactly the type of activity that the Chamber's Advocacy Committee works hard to bring to members. We realize that by creating opportunities to better inform members, we can have a

direct impact on how they do business today and in the years ahead. I'm thankful for everyone who came out to be part of the evening.

The forum and election also lead in very nicely to the Chamber's Municipal Matters campaign which is now in full swing. We are committed to raising awareness about the importance of local government in the day-to-day of running a business

and why it's important that chamber members are informed and vote in the fall.



Too often rhetoric gets in the way of the fact that elections do matter. They have a direct impact on our lives each and every day. I invite you to find out how you can engage in our activities in the coming months and help us raise awareness about the importance of these types of conversations.

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YOUNG ENTREPRENEURS & PROFESSIONALS UPDATE

Planning for the second annual [Chamber Smash and Beach Bash](#) is well underway! Hosted by the Young Entrepreneurs & Professionals (YEP) Committee, this afternoon is filled with food, drinks, sand and outrageous mini games.



No need to be a volleyball pro, get together a team (or register solo) and network with fellow members in

an unconventional setting.

A special thanks to court sponsors Durham First Aid Inc. and Sky Zone Whitby! Want to be a part of this unique event? There are a few more exclusive and affordable sponsorship opportunities available! Contact [Heather Bulman](#), Marketing & Communications Manager for more information.

The YEP committee would also like to announce a few changes to the group. Longtime committee members Peter Bocking, HMA The Benefits People; Michael Finigan, Pursuit Training; and Trisha Dosaj Makarov, Oxford Learning Brooklin have stepped down from

the committee this year. The Whitby Chamber of Commerce team thanks each of them for contributing their time and of-the-wall ideas.

On that note, Chris Downey of Bloomtools Durham and Jamie Millage from HMA The Benefits People have joined the committee! There is still one spot open. Interested in planning fun events and being a part of Durham's thriving entrepreneurship ecosystem? [Let the WCC team know!](#)

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Advocis is an association of members for members. As a single organization, Advocis represents thousands of professional advisors in 40 Chapters from coast to coast.

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WELCOME NEW MEMBERS

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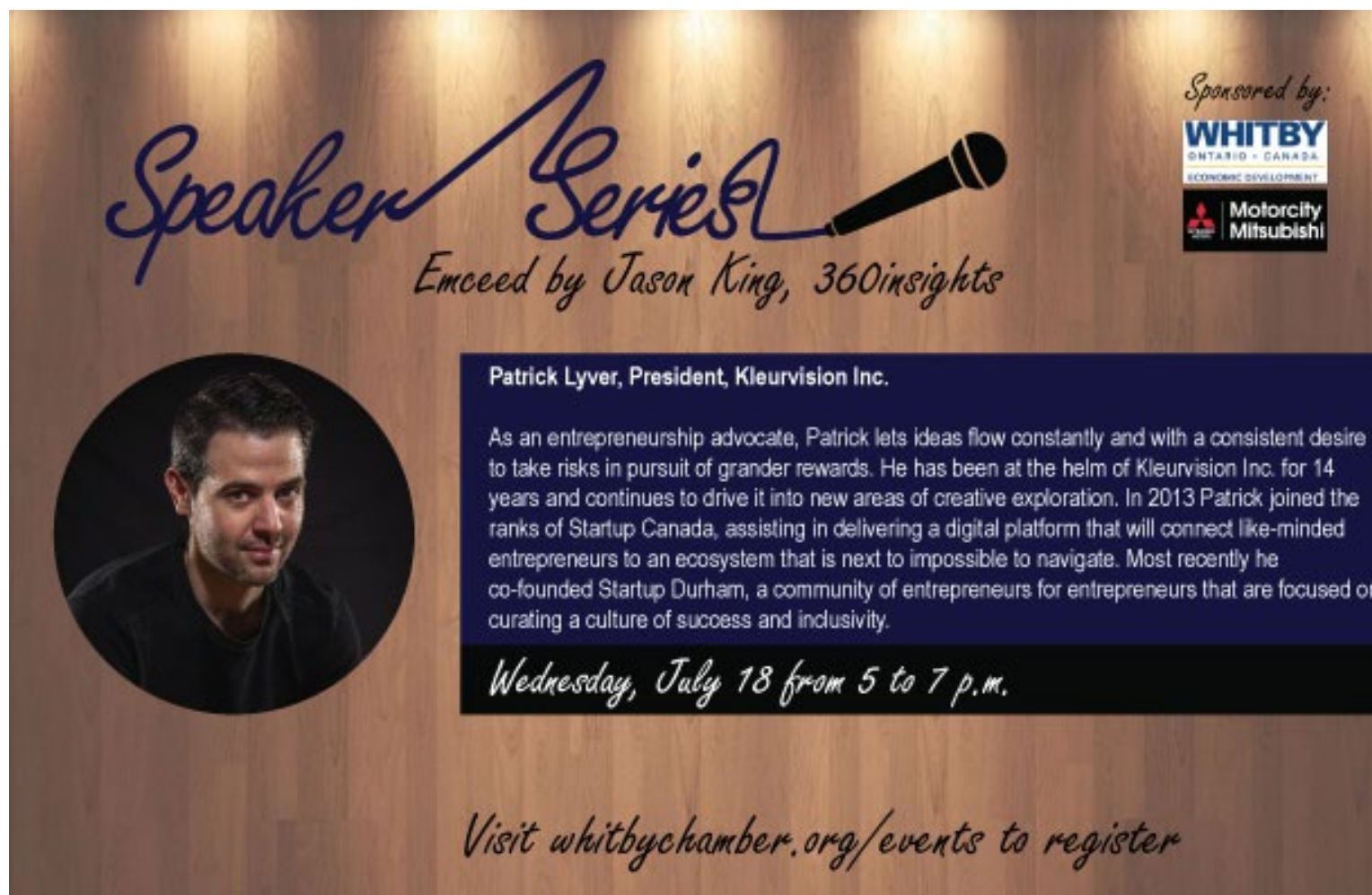
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Nadia Khan and Geoff Eisfeld make an unstoppable team that focuses on providing a fun, safe, creative experience for everyone. The Grid Entertainment Centre offers a unique party space, fitness classes and battle arena enjoyable for all ages.



Speaker Series
Emceed by Jason King, 360insights

Patrick Lyver, President, Kleurvision Inc.

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

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

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

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

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Tickets available online stationgallery.ca
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M2M DEAL OF THE MONTH

The Member 2 Member (M2M) Discount Program is designed to encourage local shopping and networking by giving members exclusive discounts when doing business with their fellow

members. Every Whitby Chamber of Commerce (WCC) member and their staff have the opportunity to be a part of, or take advantage of this program. Visit the WCC website for a full list of deals!

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

FOUR SEASONS INCOME TAX LTD.

Four Seasons Income Tax Ltd. is offering the Whitby Chamber of Commerce membership a first free consultation, no set up fees for new accounts, 15 per cent off bookkeeping and payroll services for the first three months and 10 per cent discount on Corporate Income tax Returns

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MEMBER SPOTLIGHT: DENISE AND NICOLEE



Nicolee Evans (left) and Denise Laframboise (right) pose with 360insight's Jason Atkins after winning the WCC's 2017 Todd Skinner Young Entrepreneur of the Year Award

Denise Laframboise and Nicolee Evans are licensed Mortgage Agents that work at the TheRedPin Mortgage Brokerage – The Mortgage Architects #12770. They work out of their home offices in Whitby, Ontario as well as their corporate office downtown Toronto.

“Having the flexibility to help our clients in their homes, local coffee shops or over phone and email is one of the things we love about working on this team,” said Evans.

This duo operates their business with the overarching philosophies of customer service excellence and education. They provide unbiased advice to help their

**WE PROVIDE
OUR CLIENTS WITH
SERVICE AND ADVICE FOR
THE LIFETIME OF THEIR
MORTGAGE, NOT JUST THE
TRANSACTION.**

clients pay as little interest as possible to their lender and become mortgage free faster.

“We provide our clients with service and advice for the lifetime of their mortgage, not just the transaction. If it isn't a win for the customer, then we won't do it,” said Laframboise.

Operating in both Whitby and Toronto, Evans and Laframboise still make time for giving back to their community. Laframboise is a member of the Town of Whitby Accessibility Advisory Committee and the Built and Environment Sub-Committee. She is a Director on the Board for the Optimist Club of Brooklin and has chaired several events and

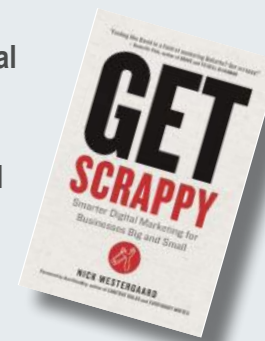
initiatives through this group. She is also a member of Group 74. Evans sits on the Board of Directors on the Brooklin co-op preschool and is the chair of the SCC at Winchester Public School. She is a member of the Optimist Club of Brooklin and the group facilitator at the Brooklin Java Jolt group for the Whitby Chamber of Commerce (WCC), hosted bi-weekly at Copper Branch in Brooklin.

An outstanding commitment to their clients, their community and creating a thriving business in Whitby made Laframboise and Evans the well-deserved recipients of the 2017 Todd Skinner Young Entrepreneur(s) of the Year award.



BY DEAN NICKERSON,
WHITBY PUBLIC LIBRARY

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Nick
Westergaard

Digital marketing and social media has become an important part of business in a very short time, and it can sometimes seem like a perplexing and overwhelming challenge. In Get Scrappy, author Nick Westergaard outlines how you can get powerful results with limited resources. He tells you how to create and promote relevant and engaging content, how to create conversation, how to find inspiration and much more.

Providing strategy, concrete action plans, and ways to streamline efforts and quantify results, Get Scrappy can help you make your digital marketing work better for you and your business.

[Find Get Scrappy and much more at your library!](#)

BUSINESS ACHIEVEMENT AWARDS

2018 BUSINESS ACHIEVEMENT AWARD NOMINATION PROCESS

Business Achievement Award Nomination Form

AWARD CATEGORY:	
BUSINESS SIZE:	
NOMINEE COMPANY NAME:	
FULL NAME OF NOMINEE:	
TITLE OF NOMINEE:	
PHONE:	
EMAIL:	
BUSINESS ADDRESS:	
FULL NAME OF NOMINATOR:	
PHONE:	
EMAIL:	

Nominee:
I, the undersigned, do hereby agree to being nominated for a Whitby Chamber of Commerce Business Achievement Award.
If selected as a finalist or winner, I understand my name and likeness as well as company logo may be used in media or promotional materials in perpetuity.
Signed: _____ Date: _____

Nominator:
I hereby nominate the above individual/company for the aforementioned awards and declare this information to be true and accurate to the best of my knowledge.
Signed: _____ Date: _____

**NOMINATION DEADLINE IS
JUNE 25 AT 5 P.M.**
**CLICK HERE FOR THE
ONE-PAGE NOMINATION FORM**

Help celebrate excellence in the community by nominating a business or individual for one of the Whitby Chamber of Commerce's (WCC) seven Business Achievement Awards. The sooner a nomination form is filled out, the sooner the nominee can begin working on their submission package!

The categories are 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 of the Year.

Take a look at the Business Achievement Awards nominations package for each award's criteria.

Awards will be distributed at the annual Peter Perry & Business Achievement Awards gala on Thursday, November 15 at Deer Creek Golf & Banquet Facility. For more information about the event and nominations, contact the [WCC team](#) or visit whitbychamber.org/peterperry.

CANADIAN CHAMBER OF COMMERCE



Unless you've been living under a rock (or perhaps within a rolled steel coil), you have no doubt seen all the news these days about the looming threat of steel and aluminum tariffs being imposed by the United States.

Last year, the U.S. Department of

Commerce initiated an investigation into whether steel and aluminum imports were impairing America's national security. These investigations occurred under Section 232 of the Trade Expansion Act of 1962. The investigation's recommendations were released in February and proposed a number of measures, including a mix of tariffs and quotas on steel and aluminum exports from around the globe.

President Trump opted to impose global tariffs of 25 per cent on steel products and 10 per cent on aluminum products that are entering the U.S. To be exempted from the tariff stick,

STEEL AND ALUMINUM TARIFFS

Washington seems to be offering the quota carrot to countries. South Korea has already negotiated its package, which focuses on quotas, and agreements in principle have been reached with Brazil, Argentina and Australia on yet to be specified measures. Although, as recent news from Brazil indicates, some of these agreements in principle may have a ways to go.

[Read more.](#)

ONTARIO CHAMBER OF COMMERCE

ACCESS TO TALENT REQUIRED TO KEEP ONTARIO COMPETITIVE



On May 24, the Ontario Chamber of Commerce (OCC) called on all political parties to take bold action in improving the alignment of skills, education, and career opportunities

across the province with election day just weeks away. In its Vote Prosperity platform, the OCC emphasizes that a robust labour market with good jobs is essential to the future growth of the economy and Ontario's continued global competitiveness.

The OCC would like Ontario's next government to modernize the apprenticeship system and work with both industry and post-secondary institutions to ensure that program offerings remain responsive to the changing labour market and needs of the

business community.

"As Ontario employers struggle to recruit properly qualified talent, the skills mismatch is becoming a serious challenge for businesses to remain competitive," said Rocco Rossi, President and CEO of the Ontario Chamber of Commerce. "That is why the OCC is calling on all political parties to create a skilled and qualified workforce—the most important issue facing our membership."

[Read more.](#)

REMOVAL OF TOLLS ON HIGHWAY 412

REGIONAL CHAIR GERRI LYNN O'CONNOR AND MAYOR DON MITCHELL ISSUE JOINT STATEMENT

Chair O'Connor stated that "in other communities, high-speed links from the 401 to the 407 are not tolled, namely Highways 404, 400, 410, 403 and 427. Our request is that Durham residents be treated fairly and equitably compared to our neighbours in Toronto, York and Peel. Ontario residents helped to pay for those roads through provincial taxes. With highway development coming later to Durham, why should our residents now be asked to pay individually for similar access roads?"

Mayor Mitchell noted that Whitby Council has always opposed the location of the 412.

Highway 412 is the only north-south 400 series highway in the entire Greater Toronto and Hamilton Area that is tolled.

This highway Link was imposed over the wishes of Whitby Council in the 1990s. The issue of tolling was not part those discussions. The decision by the Province to toll 412 was made in 2009.

This Link has taken an enormous quantity of valuable land to create an underutilized highway which adds virtually no value to our Town and Region. At the same time the Province was imposing tolls on 412 in Whitby, they were adding new lane kilometres to Highway 427 which are not tolled.

A toll free 412 would reduce congestion across town by helping residents going west to access the 407 more efficiently. This would have an additional benefit of relieving traffic

pressure from the 401 and in Downtown Whitby and support our goal of making it pedestrian friendly and comfortable.

The Town is delivering services to the employment lands located along the 412. The economic value of those prestige industrial lands is related to their exposure. The low utilization of a tolled 412 degrades the value and marketability of those lands. The Province owns most of these lands and are losing substantial value on them in exchange for the minimal revenue being received through tolls.

"It is time to end the unfairness and allow 412 to generate real economic and social value to our Town and Region" said Mayor Don Mitchell. "I ask all provincial party leaders and local candidates to confirm their support for a toll free 412."

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MEMBERSHIP AS A PRIORITY IN
THE 2018 ADVOCACY SURVEY

NEIGHBOURHOOD NEWS

EXPLORE + EXPERIENCE WHITBY MAGAZINE NOW AVAILABLE



landmarks of Whitby. Through this inaugural and 2018 edition, readers can learn more about Whitby's:

- two historic downtowns
- culinary and craft brewery stops
- new and coming entertainment attractions
- waterfront and award-winning marina
- parks, conversation areas and trail network
- Whitby Farmers' Market
- Station Gallery
- and much more

A new edition of the magazine will be published annually each spring.

Win an Explore + Experience Prize Pack by sharing your favourite things to do in Whitby. For more information or to view the new magazine, visit whitby.ca/explore.

Residents and visitors alike now have a new go-to guide to all of the unique things to see and do in Whitby with today's launch of the Town's new "Explore + Experience Whitby" magazine. The free publication is now available online at whitby.ca/explore and at Town facilities.

"From our wonderful waterfront to our multiple entertainment destinations to our two charming and historic downtowns – and everything in between – we are proud of all that our growing community has to offer," said Whitby Mayor Don Mitchell. "This new magazine highlights Whitby as a vibrant, active Town in transformation and we invite you to give it a read and add Whitby to your list of places to explore and experience this summer."

The new 24-page magazine features some of the people, businesses and

IN THE TOWN

MAY 31 TO JUNE 3

BROOKLIN SPRING FAIR

SATURDAY, JUNE 2

RACE FOR KIDS SUPPORTING BOYS AND GIRLS CLUB OF DURHAM

**WEDNESDAY, JUNE 6
9 A.M. TO 12 P.M.**

**EXPORT WORKSHOP IN DURHAM REGION
WHITBY PUBLIC LIBRARY**

**THURSDAY, JUNE 7
7 TO 9 P.M.**

**SUMMER WAVE MUSIC: DD FRANCOIS ENSEMBLE
STATION GALLERY**

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

**THE RCMP MUSICAL RIDE
WINDREACH FARM**

**SUNDAY, JUNE 24
10 A.M. TO 6 P.M.**

**COMMUNITY PLUS DURHAM SUNDAY FUNDAY
WHITBY CURLING CLUB**

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.

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