



CHAMBER*insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION

in this issue...



PAGE 8

**LEADING THE WAY AT
#CONNECTWOMEN2019**

MEET THE TEAM

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

Natalie Prychitko
Brenda Bemis
Lorna McGhee
Heather Bulman
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OUR CORPORATE PARTNERS



MEMBER MOMENTS





MESSAGE FROM THE CEO

Spring is here (well, sort of)!

I refuse to let a little April snow, cold and blustery winds deter me from putting away winter coats, boots and hats... who's with me?

Thank you to everyone who attended our AGM on March 26. It was so great to present our extraordinary year of programming to an overflowing house of members and community partners. We're off to a great start in 2019, but there's a ton of awesome Chamber programming to look forward to in the coming sunshine-filled months.

I imagine golfers have been dreaming about melting snow and warm weather

a lot longer than I have. For me, golf season means another opportunity to wear outrageous pants and connect with more than 150 of our members on Royal Ashburn's stunning course. Learn to Play is back for those wanting to pick up some golf skills and new this year is guest speaker Todd Keirstead who will be talking about diversity in sport.

The Young Entrepreneurs & Professionals Committee is busy planning our third annual Chamber Smash & Beach Bash on Thursday, June 20 – who said you can't make referrals in the sand?

And lastly, when I think summer, I think dinner on the patio. Who wants to

cook? Enter our draw for your chance to win [Dinner for a Week!](#) The winner will be drawn at the end of June and receive dinner for two gift certificates to all seven participating restaurants. Funds raised through this new initiative will help support Chamber programming throughout the year.

See you soon,



Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of Commerce



Who has time to cook?

\$20
PER TICKET



Enter for the chance to win dinner for a week!

Winner receives a gift certificate for two from each of the seven participating restaurants.

The lucky winner will be announced June 28.

Visit whitbychamber.org for details.



UPCOMING EVENTS

- | | |
|---|---|
| TUESDAY, MAY 7
5 TO 7 P.M. | CHAMBER ON TAP
THE VAULT GASTROPUB |
| THURSDAY, MAY 16
3 TO 5 P.M. | SPEAKER SERIES FEATURING JEFF SERES
THE CENTENNIAL BUILDING |
| TUESDAY, MAY 21
11 A.M. TO 2 P.M. | BUSINESS LUNCH WITH PREMIER DOUG FORD
DEER CREEK GOLF & BANQUET FACILITY |
| THURSDAY, MAY 23
6 TO 8 P.M. | CONNEXGEN LAUNCH PARTY
TOWN BREWERY |
| TUESDAY, JUNE 4
8:30 A.M. TO 5:30 P.M. | 32ND ANNUAL GOLF TOURNAMENT
ROYAL ASHBURN GOLF CLUB |
| THURSDAY, JUNE 20
11 A.M. TO 3 P.M. | YEP CHAMBER SMASH & BEACH BASH
CANLAN ICE SPORTS |
| THURSDAY, JULY 11
12 TO 2 P.M. | LYNDE CREEK CLEANUP SAVE THE DATE!
LYNDE CREEK MANOR |

LEADING THE WAY AT CONNECT WOMEN

HGTV'S KATE CAMPBELL TAKES THE STAGE AT ANNUAL CELEBRATION OF WOMEN IN BUSINESS



Keynote speaker and advocate for women in skilled trades, Kate Campbell, presents to more than 200 guests at the eighth annual Connect Women event. **Photo credit: Blue Phoenix Studios.**

A powerhouse lineup of speakers led the way at the Whitby Chamber of Commerce's eighth annual Connect Women event on March 21. More than 200 guests filled the Ajax Convention Centre to celebrate women in business at the full-day conference presented in partnership with title sponsors, MacAskill Chiropractic and Wellness Centre and Nurse Chevrolet Cadillac.

Beginning the day was Vice-President of Corus Tempo, Lynn Chambers, who highlighted her career building custom

branded content creation and innovative client partnerships at Corus as well as leading brands targeting women such as ELLE Canada, Canadian Living and

Fresh Juice. She also outlined her 10 steps to success proving that a positive attitude, calculated risks, a little luck and the right connections can take you far in both life and your career.

Adding to Chambers' tips was Kelly McDougald, Executive Advisor for the Business Development Bank of Canada who was also the first and only female CEO of the Ontario Gaming

and Lottery Corporation. McDougald explained that one of the major factors undermining success is the breakdown of trust, which can be caused by a lack of competency, communication, and commitment.

Just before lunch, generously sponsored by PGL Environmental Consultants, long-time Connect Women Planning Committee member Anna Naud from Mason Bennett Johncox sat down with Valarie Wafer, who began her current career path at the Rotary Club of Whitby in 2005. Director on the Board of Rotary International 2020-2022, Wafer explained how philanthropy changed her life, "I am not the same person as I was before I started giving back to the community."

**WE THINK THERE ARE
A TON OF THINGS GETTING
IN THE WAY OF OUR DREAMS.
IT'S JUST ONE THING AND
THAT THING IS FEAR**

“WHEN YOU START TO FEEL UNCOMFORTABLE, THAT’S WHEN YOU HAVE TO PUSH THROUGH THE FEAR. THE VIEW FROM THE OTHER SIDE IS BEAUTIFUL.”

Although this year’s conference was about leading the way, another common thread began to appear throughout the day.

“We think there are a ton of things getting in the way of our dreams,” explained Vanessa Vakharia, Founder and Director of The Math Guru. “It’s just one thing and that thing is fear.”

A boutique math and science tutoring studio in Toronto, The Math Guru’s mission is to provide a space for students to look at math and science from a different perspective with a focus on reinventing media representations of what it means to be smart while

simultaneously destroying stereotypes which tell women they need to choose between beauty and brains. After failing Grade 11 math twice, Vakharia has come a long way now holding a teaching degree and a Masters of Math Education.

“Sometimes you have to just start with doing the thing,” stated Vakharia.

As a high achieving student in high school, Kate Campbell was always presented with university as her only post-secondary option. After taking some time off to travel, it was Campbell’s mother who showed her a four-month Women In Skilled Trades course based

out of Burlington, which lead to her now more than 10-year career in skilled trades. Campbell has been taught by some of Canada’s top renovators and appeared on many HGTV Canada shows such as Holmes On Homes, Disaster Decks and most recently, as one of the hosts on Custom Built. She now runs her own company, KateBuilds Inc., which specializes in small renovations and custom carpentry.

“Everyday I’m challenged physically, creatively and intellectually,” explained Campbell. “When you start to feel uncomfortable, that’s when you have to push through the fear. The view from the other side is beautiful.”

Recognizing that just 4.5 per cent of skilled trade workers in Canada are women, she is extremely passionate about changing the face of the skilled trades industry and recently started Build Women Up, an initiative to fund scholarships for women pursuing careers in the industry.

“If you aren’t given a seat at the table, build your own table.”



Vanessa Vakharia shows off her book, *Math Hacks*, which helps children discover their inner math superstar. **Photo credit: Blue Phoenix Productions.**



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DELIVERING STABILITY

ANOTHER RENEWAL FOR THE BOOKS, ANOTHER YEAR OF PLAN STABILITY

BY WENDY MATTON, HMA THE BENEFITS PEOPLE



Along with the return of Spring comes the Chambers Plan employee benefits renewal. At this time over 30,000 small to mid-sized businesses across Canada are receiving their annual Chambers Plan renewal package, and like clockwork over the past 40 years, the same news of plan stability is being delivered. For these businesses, old news is always good news.

What does that break down to from a numbers perspective? The average increase for participating firms under the Chambers Plan will be 4.4% at April 1st, which is in line with previous increases.



It highlights the Plan's continued commitment to rate stability, with the average renewal action being 4.0% over the last decade and only 4.4% over the last 5 years.

This stability is made possible by the fact that businesses under the Chambers Plan umbrella have safety in numbers. These businesses are pooled (or partially pooled) together, treated fairly and are not exposed to the 'risks' of their own individual usage. This allows the law of larger numbers to work in favour of all of those with the pool of the Chambers Plan. What is also unique is that the Chambers Plan is a not-for-profit business. Meaning that any surplus is used to offset deficits, ensuring that the benefit is shared among all Plan participants.

If you are one of the many businesses within the Chambers Plan, we are so pleased that another this year boasts another stable renewal. For those of you

that aren't in the Chambers Plan, what are you waiting for?

For more information contact:

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

Mentorship Program



Whitby
Chamber
of Commerce

LOOKING TO GIVE BACK OR TAKE YOUR CAREER TO THE NEXT LEVEL? CHECK OUT THE MENTORSHIP PROGRAM!

SPOTS AVAILABLE FOR ALL STAGES OF YOUR CAREER!

ADVOCACY UPDATE

A BUSY START TO THE YEAR FOR THE CHAMBER'S ADVOCACY COMMITTEE

Over the first quarter of the year, the Advocacy Committee focused significant efforts on rigorously representing the Whitby Chamber of Commerce (WCC) membership.

At the 2018 Canadian Chamber of Commerce (CCC) AGM, Dan White, owner of Tax Audit Solutions and Advocacy Committee member successfully advocated on the WCC policy resolution, Legislating a Taxpayer Charter of Rights to hold CRA accountable. Since the CCC's adoption of the policy, White met with the Taxpayer's Ombudsman and their

conversations continue. In addition, the CCC released its report, 50 Years of Cutting and Pasting: Modernizing Canada's Tax System, which included the resolution as an example of how to revolutionize the CRA.

At the end of February, the WCC submitted a letter to Federal Government regarding the proposed amalgamation of the Oshawa and Hamilton Port Authorities, requesting engagement of stakeholders in the Durham Region. The team also submitted a letter to the Ontario Growth Secretariat, providing feedback to the Growth Plan for the

Greater Golden Horseshoe. Specifically, requesting two areas within the Town of Whitby be designated as provincially significant employment zones.

In preparation for the release of the Provincial and Federal budgets in April, members of the committee participated in two budget consultations with the Provincial government and in combination with the Ontario Chamber of Commerce (OCC) pre-budget analysis, met with various levels of the Provincial government to engage in dialogue.

Continuing to keep the dialogue open between the business community



32nd Annual Whitby Chamber of Commerce

Golf Tournament

- AMAZING PRIZES
- PUTTING CONTEST
- BREAKFAST
- NETWORKING
- COCKTAIL HOUR

SINGLE GOLFER
\$250
all in

LEARN-TO-PLAY
\$50
per golfer

TEAM OF FOUR
\$900
all in

Whitby Chamber of Commerce

Tuesday, June 4 | 8:30 a.m. | Royal Ashburn Golf Club | 995 Myrtle Rd. W., Whitby | www.whitbychamber.org/golf

and local leadership, the Advocacy Committee has hosted meetings at the WCC offices with MP Celina Caesar-Chavannes, MPP Lorne Coe and Mayor Don Mitchell regarding business concerns and economic development opportunities. The WCC also represented the business community at the NDP leader consultation luncheon in February with the leader of the official opposition, Andrea Horwath.

“It’s so important to connect with our leadership,” said Natalie Prychitko, Chief Executive Officer at the WCC. “Sure, a large part of our responsibility as a Chamber is to create opportunities for business growth and connection, but it’s equally as important to ensure our business community and their interests are represented effectively with all levels of government.”

In time for this year’s OCC AGM in May, the committee submitted a policy resolution entitled: Experiential Learning: Strengthen connectivity between businesses and post-secondary institutions to ensure Ontario has the skilled workforce it needs to compete in the global economy. Committee member and Government Relations Officer at Ontario Tech University, Matthew Mackenzie, will be attending the AGM this year to represent the WCC.

In addition, for the OCC AGM, both the Advocacy Committee and Board of Directors reviewed and supported several other policy resolutions from Ontario Chambers and Boards of Trade, further expanding the WCC’s reach and engagement on important issues impacting membership.

And lastly, the [Joint Chambers Transportation Summit](#) was hosted at

OPG Information Centre on April 5, where the WCC team worked in unison with fellow Chambers and Boards of Trade to continue advocacy efforts on local transportation opportunities. Representatives from all levels of government were in attendance, including our local business community who participated in panels regarding both the movement of goods and people.

“Our communities depend on a reliable transportation network so we will continue to build and work together,” said the Honourable Jeff Yurek, Ontario Minister of Transportation and keynote speaker. “I am really excited about where we are going with public transit and infrastructure over the next four years.”

The Advocacy Committee is now busy analysing the results of the WCC’s 2019 Advocacy Survey, which will provide further direction from the membership and help prepare for the Federal election forum in the fall.

“Thank you to those that participated in this yearly survey,” said Tony Doyle, Associate Dean for Durham College’s Centre for Food and WCC Advocacy Committee Chair. “Those few minutes of investment helps guide our yearly plan to ensure our membership is well represented.”



WHAT THE... IS A TIERED TICKETING SYSTEM?

This year we’ve launched a tiered ticketing system for our four signature events: Connect Women, the annual Golf Tournament, The Business Summit, and the Peter Perry & Business Achievement Awards.

But we’ve had a lot of questions, “what is a tiered ticketing system?”

Essentially, we’re rewarding you for registering early! You know you’re going to golf with us - so get your tickets as soon as possible and save!

Psst... Tier 2 pricing for the 32nd annual [Golf Tournament](#) is almost over!

Tier 1 tickets for [The Business Summit 2019](#) are now available. Last year we went to brand boot camp but this year we’re decoding disruption!

See you there!

DID YOU KNOW?

Students currently enrolled in a post-secondary institution always get 30 per cent off signature events.

GETTING AN EARLY START

THE IMPORTANCE OF NETWORKING IN THE EARLY STAGES OF YOUR CAREER

There has been a lot of conversation in the Whitby Chamber of Commerce (WCC) membership about the lack of skilled workforce available in the Durham Region. On the same token, there are a lot of young professionals with the belief that there are no local job opportunities.

The WCC team has made it a priority to connect these two groups. Even in the age of technology the old adage stands, “it’s not always what you know, it’s who you know.”

The region’s post-secondary institutions are constantly evolving to

meet the demands of the workforce, but students also need to learn how to make the right connections.

However, it can be intimidating to get out there, which is why the WCC has launched [ConnXGEN](#), a network of emerging leaders facilitating the exchange of information among peers to ensure each is aware of the resources and services available for connection, growth and development in Durham Region.

Furthermore, the Young Entrepreneurs & Professionals (YEP) Committee is tasked with hosting unconventional

networking events where attendees can build genuine relationships through [fun in the sand](#) (or on the ice at the annual YEP funspiel).

Students can also save on opportunities at the Chamber with a [\\$30 annual membership](#) and a 30 per cent discount on signature events.

connXGEN

MIX &
MINGLE
UNDER THIRTY

launch party

THURSDAY, MAY 23
\$15 | 6 to 8 P.M.
TOWN BREWERY

Come celebrate the launch of ConnXGEN, a growing network of under-30 professionals and entrepreneurs whose mission is to empower one another by sharing resources for connection, growth and development in the Durham Region. Drinks & appetizers included in the ticket price.

An initiative created by the Whitby Chamber of Commerce.

VISIT WHITBYCHAMBER.ORG/EVENTS TO REGISTER

2019
business
summit

inform. inspire.

decoding ISRUPTION

HOSTED BY THE WHITBY CHAMBER OF COMMERCE

WEDNESDAY, OCTOBER 2
8 A.M. TO 4 P.M.
AJAX CONVENTION CENTRE

At The Business Summit 2019, the Whitby Chamber of Commerce is decoding disruption. Focus on how disruptive thinking, technologies, creativity and innovation impacts business success. Want to celebrate business agility by taking on a leadership role at this event? Contact Engagement & Outreach Manager, Lorna McGhee, at opportunities@whitbychamber.org for sponsorship opportunities.

**Learn how these speakers are
shaking up their industries!**



Jason Ryanar
Town of Innisfil



John Weigelt
Microsoft Canada



Ryan Smolkin
Smoke's Poutinerie

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Visit whitbychamber.org/summit for details.

PETER PERRY & BUSINESS ACHIEVEMENT AWARDS

TAKE A MOMENT TO RECOGNIZE EXCELLENCE BY NOMINATING A BUSINESS OR INDIVIDUAL

Many business owners and their teams pour their hearts into what they do, providing the community with trusted places to gather, shop, eat and obtain the services needed to thrive. It's important to take the time to celebrate the contributions these individuals make to our lives.

"My family is so blessed to have been embraced by the community this way," said Alison Galvan, owner of The Food and Art Café and winner of the 2018 New Business of the Year Award. "Just over a year ago we moved to Whitby to start our business in a town full of strangers.

Now I stand here tonight surrounded by customers, friends and family."

[Nominations for the Whitby Chamber of Commerce's Peter Perry & Business Achievement Awards are now open.](#)

There are seven Business Achievement Awards up for grabs, including Business Achievement: 1-15 Employees, Business Achievement: 16-49, Business Achievement: 50+, Todd Skinner Young Entrepreneur of the Year, New Business of the Year, Business Person of the Year, and Not-for-Profit of the Year.

Know a deserving business or individual? Nominations close on

Monday, June 24.

Nominations can also be made for the prestigious Peter Perry Award, which honours one outstanding individual who has made significant contributions to the community.

"To be considered in the company of the great citizens who have previously won this award is truly humbling," said 2018 recipient, Doug Allingham. "Whitby is a great place to live and work. Volunteerism is what makes this community standout and it is the efforts of many that improve the quality of life for all residents."



PASSENGER SAFETY IS A PRIORITY

QUICK AND EASY REMINDERS FOR YOUR NEXT ROAD TRIP

BY YVONNE BRADY, JOHNSON INSURANCE

When you are driving on the road with passengers, it is important to keep your passengers safe. Here are some quick and easy reminders for that next road trip.

Before you start the vehicle, make sure all passengers are safely secured in their seats. For younger children, always double check to ensure that car seats are properly locked in place. A quick remind the adults to buckle into their seatbelts as well.

If your passengers are getting noisy and it is affecting your ability to concentrate on the road, do not hesitate to speak up.

Do, however, be considerate and check with your passengers if they want to take a break, especially on a long drive. Nothing is more important than arriving at your destination safely and in one piece.

Try to keep distractions to a minimum when you are on the road. Your phone should be tucked away and out of reach, the radio should be kept to an acceptable level, and you should leave that coffee alone.

Remember to stay alert at all times and to keep these tips in mind. The safety of your passengers rests in your hands.



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AN ENERGIZING WAY TO KEEP YOUR EMPLOYEES HAPPY

GET SAVINGS ON WORKPLACE SOLUTIONS AT GRAND & TOY THROUGH YOUR MEMBERSHIP

BY CAMERON ACKERBLADE, GRAND & TOY

There's one splurge every company in the world needs to make for employees: coffee! It's a simple pleasure, a culture, and an experience

Providing your employees with free coffee is an easy way to keep them happy.

Here's why:

Coffee improves performance.



Science doesn't lie, caffeine keeps people awake, alert, and focused. It also improves memory and concentration, which helps reduce the number of mistakes they make. For those who work long or late hours, caffeine has also been proven to help prevent work-related injuries.

Coffee breaks create a positive office culture.

Giving your employees coffee won't just improve their abilities, it'll better their environment. Taking coffee breaks with colleagues is an easy way to get to know them better.

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JUNE 20 / 11 a.m. / Canlan Ice Sports

The Whitby Chamber of Commerce and its Young Entrepreneurs & Professionals (YEP) committee are bringing the bash back to the beach this summer with the return of the Chamber Smash & Beach Bash volleyball tournament.

whitbychamber.org/events



Let's build a better breakroom together

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Whitby
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ENSURE YOU'RE GETTING THE MOST OUT OF YOUR
MEMBERSHIP BY CONNECTING WITH YOUR CHAMBER CHAMPION
WHITBYCHAMBER.ORG/NEWMEMBERS

NEIGHBOURHOOD NEWS

RESIDENTS INVITED TO CORPORATE REBRAND PROJECT OPEN HOUSE ON MAY 7

The Town of Whitby is developing a new brand to better represent who the community is today and wants to be going forward.

For Whitby, a new brand is about more than just a logo. It is a system of colours, fonts, standards and graphics that collectively can help set the Town and organization apart from others.

Thousands of residents and businesses have engaged in the brand development process so far (300+ hours of engagement) - the Town's most significant community engagement to date. On Tuesday, April 30, three brand options will be released and the community will be invited to learn more and have their say. Feedback gathered will help inform the decision on the new brand.

As part of this engagement, residents and businesses are invited to participate in a Community Open House.

The details are as follows:

What: Corporate Rebrand Project
Community Open House

When: Tuesday, May 7, 2019, drop in between 6 p.m. and 8 p.m.

Where: Town Hall Lobby, 575 Rossland Road East, Whitby

In addition to attending the open house, starting on Tuesday, April 30, residents can provide feedback by completing a short online survey at whitby.ca/brand. The survey will close on Friday, May 31.

For more information, visit whitby.ca/brand or email brand@whitby.ca to be added to the Interested Parties List.

SHOPPING LOCAL CREATES A WEALTHIER WHITBY!

**BROWSE A FULL LIST OF MEMBER TO MEMBER (M2M)
DISCOUNTS AT WHITBYCHAMBER.ORG/M2M.**



Whitby
Chamber
of Commerce

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...

THE TEAM AT THE WHITBY CHAMBER GOES ABOVE AND BEYOND TO PRODUCE EXCEPTIONAL EVENT EXPERIENCES FOR THEIR MEMBERS. THEIR EVENTS ARE INNOVATIVE, EDUCATIONAL AND I ALWAYS WALK AWAY LEARNING SOMETHING THAT I CAN APPLY TO BOTH MY PERSONAL AND PROFESSIONAL LIFE.

ASHLEY VANDENBERG, DEER CREEK GOLF & BANQUET FACILITY

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



Hunger is a year round concern for many people.
We need your help this June!

June 1st to 30th

#feedingdurham



@ftnd.ca



@Feed_the_Need1



feedtheneedindurham.ca

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

...thank you!