



# CHAMBER *insider*

THE WHITBY CHAMBER OF COMMERCE NEWS PUBLICATION

*in this issue...*



**PAGE 8**  
**ANOTHER WET AND WILD**  
**TOURNAMENT**

## MEET THE TEAM

Chief Executive Officer	Natalie Prychitko
Office Manager	Brenda Bemis
Engagement & Outreach Manager	Lorna McGhee
Marketing & Communications Manager	Heather Bulman
Event Management Coordinator	Rylie Wilton

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## OUR CORPORATE PARTNERS



# MEMBER MOMENTS



## MESSAGE FROM THE CEO

I hope you've all been enjoying the summer as much as I have! It's been extremely busy at the Chamber with lots of programming over the summer months. In between events, we've been planning for our last quarter and for 2020. As you'll see on our new member page, our membership is growing! With a flourishing membership, overflowing events and a (relatively) new staff member driving engagement and outreach - it's been a very successful first half of 2019.

If you haven't already met her, Lorna is our Engagement & Outreach Manager. She's really hit the ground running and has been enjoying her new role thanks to the many friendly faces in our

membership. Having been a Whitby Chamber of Commerce member in the past, she understands entrepreneurship and is having a blast getting to know all of you.

Thanks to everyone who participated in our 32nd Annual Golf Tournament in June. As always, the Chamber team and event committee enjoyed the fresh air (and rain) with the many golfers, sponsor and volunteers out on the course at Royal Ashburn Golf Club.

Also on the calendar this summer was our Chamber Smash & Beach Bash, the third annual Lynde Creek Cleanup (both organized by our Young Entrepreneurs & Professionals Committee), a load of free

programming in our boardroom and at local coffee shops, and more Chamber on Tap!

Next up is our third signature event of the year, [The Business Summit: Decoding Disruption](#). Expect opportunities for learning, connecting and a few surprises too!

See you soon,



Natalie Prychitko,  
Chief Executive Officer,  
Whitby Chamber of Commerce

## UPCOMING EVENTS

**TUESDAY, SEPTEMBER 17**  
5 TO 7 P.M.

CHAMBER ON TAP  
THE ROYAL OAK

**WEDNESDAY, SEPTEMBER 18**  
7:30 TO 10 A.M.

MP CANDIDATES FORUM  
TOSCA BANQUET HALL

**WEDNESDAY, OCTOBER 2**  
8 A.M. TO 4 P.M.

THE BUSINESS SUMMIT: DECODING DISRUPTION  
AJAX CONVENTION CENTRE

**THURSDAY, OCTOBER 10**  
3 TO 5 P.M.

SPEAKER SERIES: MADDIE & KIKI  
THE CENNTENNIAL BUILDING

**THURSDAY, NOVEMBER 21**  
6 TO 10 P.M.

PETER PERRY & BUSINESS ACHIEVEMENT AWARDS  
DEER CREEK GOLF & BANQUET FACILITY

**THURSDAY, DECEMBER 19**  
6 TO 9 P.M.

CRAZY, COZY, CASTLE CASINO HOLIDAY SOCIAL  
TRAFALGAR CASTLE | **SAVE THE DATE!**



**Hear from Whitby candidates running in the 2019 Federal Election.**

Wednesday, September 18  
7:30 to 10 a.m.  
Tosca Banquet Hall  
\$37.50 | includes breakfast

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[www.whitbychamber.org/events](http://www.whitbychamber.org/events)

## PSST... DON'T FORGET

Always check [whitbychamber.org/events](http://whitbychamber.org/events) to see what **FREE** events are happening each month.

# ANOTHER WET AND WILD TOURNAMENT

## PROFESSIONALS CONNECT AT CHAMBER'S 32ND ANNUAL GOLF TOURNAMENT



In true Whitby Chamber of Commerce (WCC) tradition, the weather was less than balmy on June 4 for the Chamber's 32nd Annual Golf Tournament. Hosted in partnership with Title Sponsor Campkin's RV Centre at Royal Ashburn Golf Club, the signature event is a major fundraiser for the WCC, helping to support programming in the business community all year round.

The day began with an early breakfast, generously sponsored by North American Steel, and a warmup lead by Pursuit Training's Michael Finigan and Rotary Club of Whitby Sunrise's Riblet the Pig. After the golfers took off to enjoy a myriad of on-course activities and treats, participants for the Learn-to-Play

session, generously sponsored by Vickery Electric, were escorted to the driving range where they took part in a two-hour golf lesson headed up by Royal Ashburn pros.

After a full 18 holes, golfers entered the club for dinner and cocktails, supported by PGL Environmental Consultants and Gordon Food Services respectively. New this year was the

networking-style dinner where guests enjoyed hot and made-to-order food stations before getting their hands on the many prizes up for grabs.

Also new to the agenda this year was guest speaker, Todd Keirstead, who spoke to attendees during dinner about using the power of sport to fuel those effected by a disability.

**THERE ARE A NUMBER OF BENEFITS TO HIRING PEOPLE WITH DISABILITIES INCLUDING LOWER TURNOVER, ACCESS TO UNTAPPED TALENT, AND ADDING SPENDING POWER TO THE LOCAL ECONOMY.**

"There are 4.4 million people in Canada living with a disability," said Corette Miller, owner of new initiatives hr consulting inc. while introducing Keirstead. "There are a number of benefits to hiring people with disabilities including lower turnover, access to untapped talent, and adding spending power to the local economy."

A Whitby resident, Keirstead is known internationally for his unbelievable trick shots but has recently put a focus on diversity in sport with his Bring Back the Game Program, the strategic lead of the provision of golf in Canada for the physically, intellectually and visually impaired.

"If today was the last day that you played golf the way that you know it, how would you feel," asked Keirstead. "For me, adaptive golf is about turning 'I can't' into 'I can'."

During his address, he announced an upcoming partnership with Abilities Centre, making Whitby a leader in adaptive golf programming.

Thanks to its generous partners and sponsors, the WCC was able to ensure that despite the wet weather, guests left the event inspired with new connections and prizes in hand.



Royal Ashburn pro gives Stephanie Miner from Mason Bennett Johncox some tips during the Learn-to-Play session. *Photo credit: Blue Phoenix Productions.*



Guest speaker Todd Kierstead talks about the power of adaptive golf during dinner. *Photo credit: Blue Phoenix Productions.*



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# EXTENDED HEALTH POLICY PROTECTION PLAN

## SIMPLIFYING THE IMPACT OF EP3 ON GROUP INSURANCE PLANS

BY WENDY MATTON, HMA THE BENEFITS PEOPLE



This program works based on pooling thresholds set by your insurance carrier. When drug costs exceed the threshold for two consecutive years, a percentage of the claim will be moved to the EP3 pool and essentially 're-insured' by the EP3 pool, helping to mitigate the impact to the insurance company.

How do you know if your benefits plan is eligible for EP3?

What is EP3?

EP3 is an industry acronym that stands for Extended Health Policy Protection Plan. Within EP3, insurance companies have banded together to share the risk of high drug claims and protect fully insured drug plans from the impact of high drug costs. Additionally, this program helps protect the sustainability of benefit plans for small to medium-sized enterprises (SME).

How does EP3 work?

In Canada, the Canadian Drug Insurance Pooling Corporation (CDIPC) requires all fully insured drug plans to have pooling protection. The EP3 program is one of two pooling programs and as mentioned above, it spreads the risk of catastrophic drug claims across all insurance companies in the pool.



The simplest way to know if you are eligible to participate in the EP3 program is to ask your advisor. Typically, your fully insured plan through a 'traditional' insurance company is required to participate in EP3 unless you meet the requirements necessary to opt out. Those requirements can include, but are not limited to, an annual individual maximum less than or equal to the ongoing threshold of the industry pool, an annual certificate maximum less than or equal to the threshold of the industry pool, etc.

Typically, your fully insured plan through a 'traditional' insurance company is required to participate in EP3 unless you meet the requirements necessary to opt out. Those requirements can include, but are not limited to, an annual individual maximum less than or equal to the ongoing threshold of the industry pool, an annual certificate maximum less than or equal to the threshold of the industry pool, etc.

What groups or plans are ineligible to participate?

The following list included types of plans that are not eligible to participate in the EP3 pooling:

- ASO plans (Administrative Services Only)
- Plans with refund accounting models
- Cost Plus or Health Spending Accounts (HSA)
- Association plans

EP3 can be a complex subject and we're just scratching the surface here. If you want to know more about EP3, how it works, and its impact on the industry, we recommend reaching out to your advisor.

For more information contact:

Wendy Matton,  
Group Benefits Consultant  
905-668-3518  
[wmatton@hmabenefits.ca](mailto:wmatton@hmabenefits.ca)

# PETER PERRY & BUSINESS ACHIEVEMENT AWARDS

## NOMINATIONS FOR THE PRESTIGIOUS PETER PERRY AWARD CLOSE SEPTEMBER 4

**P**eter Perry was a founder of the Town of Whitby; an astute businessman and truly dedicated to his community. It is this spirit, enthusiasm and dedication to the community that the Whitby Chamber of Commerce (WCC) is proud to recognize today. 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 honours one outstanding individual who has made significant contributions to the community. [Nominations for this prestigious award close Wednesday, September 4 at 5 p.m.](#)

### Eligibility

- Nominees must have made significant contributions to the social, economic and cultural fabric of the Town of Whitby over a period no less than 10 years. This could include a multi-disciplined approach through business engagement, volunteerism, community leadership, etc.
- Nominees must have lived and/or worked in Whitby for a substantial period of their life. Currently living in Whitby is not a requirement.
- Nominees may not currently be engaged in municipal, provincial or federal government.
- An individual may only be awarded the Peter Perry award once in their lifetime but may be nominated more than once. Individuals can be nominated posthumously.
- Nominations for the Peter Perry Award may be submitted by individuals and/or businesses. An individual is discouraged from nominating themselves.
- Nominees do not have to be or

have been, a member of the WCC.

“To be considered in the company of the great citizens who have previously won this award is truly humbling,” said 2018 Peter Perry Award winner, Doug Allingham. “Whitby is a great place to live and work as a result of the continued hard work of many people; volunteerism is what makes this community standout and it is the efforts of many that improve the quality of life for all residents. Those who volunteer, and there are many in this town, know that success is a journey, not a destination, and they are

rewarded by the thought of enriching the lives of every person who resides here – young or old, including those who face various challenges in life.”

**VOLUNTEERISM IS WHAT MAKES THIS COMMUNITY STANDOUT AND IT IS THE EFFORTS OF MANY THAT IMPROVE THE QUALITY OF LIFE FOR ALL RESIDENTS.**

In addition to six Business Achievement Awards, the Peter Perry Award winner will be announced at the [Peter Perry & Business Achievement Awards](#) gala on Thursday, November 21.



**Peter Perry & BUSINESS ACHIEVEMENT AWARDS**

**THE GREATEST AWARDS SHOW ON EARTH!**

A spectacular annual event celebrating business excellence and commitment to community. Ticket includes open bar reception, three-course plated meal and awards show. Six Business Achievement Awards up for grabs as well as the prestigious Peter Perry Award.

**THURSDAY, NOVEMBER 21 | 6 TO 10 P.M. | DEER CREEK GOLF & BANQUET FACILITY**

[WHITBYCHAMBER.ORG/PETERPERRY](http://WHITBYCHAMBER.ORG/PETERPERRY)

# CHAMBER BLOG

## STRENGTHENING CONNECTIVITY BETWEEN BUSINESSES AND POST-SECONDARY INSTITUTIONS

BY MATTHEW MACKENZIE, ONTARIO TECH UNIVERSITY

Advocacy is one of the key roles played by the Whitby Chamber of Commerce (WCC) on behalf of our members. This can take many forms, including working with the Province of Ontario to constructively inform the policy development process and advocate for an environment that fosters conditions for businesses to thrive. The chamber does this directly, but also in partnership with the Ontario Chamber of Commerce (OCC).



“Strengthen Connectivity Between Businesses and Post-Secondary Institutions,” a policy resolution to address a specific theme we regularly hear from members: access to job-ready employees is critical to the success of their business. We are very fortunate in Durham Region to have three amazing post-secondary institutions — Ontario Tech University, Durham College and Trent University Durham — all of which work diligently to create opportunities for students to work with businesses prior to graduation. These students, or student

teams, work with businesses to get hands-on experience. This helps ensure they are ready to hit the ground running after graduation.

The resolution was developed when we learned there was a lack of awareness among businesses for the opportunities and programs available in working with post-secondary institutions. Taking on students helps bridge this gap and adds value to businesses at the same time. The resolution focused on urging the province to continue to encourage work-integrated-learning in its many forms and raise awareness of the value of these opportunities. Taking these steps will further support our business community, and ultimately the overall economy.

At the most recent OCC annual general meeting, the WCC tabled

Speaker Series  
**MADDIE & KIKI**



OCT 10 | 3 P.M. | THE CENTENNIAL BUILDING



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2019 business summit  
inform. inspire.

**decoding**  
DISRUPTION

HOSTED BY THE WHITBY CHAMBER OF COMMERCE

WEDNESDAY, OCTOBER 2

**MEET RYAN SMOLKIN**  
Smoke's Poutinerie

CHEIF ENTERTAINMENT OFFICER  
**KEYNOTE SPEAKER**  
marketing disruptor *Gravy Train Driver*

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whitbychamber.org/summit

## CHAMBER BLOG

### DECODING DISRUPTION

BY NATALIE PRYCHITKO, CHIEF EXECUTIVE OFFICER

**D**isruption is one of the latest trendy buzz words in business. But what does it really mean? At the Chamber we have concluded that disruption at its core means executing innovation successfully, translating new ideas into improving services, customer experiences or new and existing products. There are many innovative businesses in Durham Region, as well as organizations to help fuel these efforts, but some of their innovations might not be as exciting or obvious as others. Could disruption be innovation on a scale that has never been seen before?

Linked intrinsically to innovation, technology is often utilized to dramatically change business processes or products, therefore elevating the customer experience. How and when is that innovation considered disruptive? The Chamber's solution is to celebrate and explore innovative thinking. It breeds creativity, employee engagement, business longevity and the creation of new business! And that's what we're all about.

Help us decode what disruption might mean to you or your business this fall at [The Business Summit: Decoding Disruption](#) on Wednesday, October 2.

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# CHAMBER BLOG

## WHY YOUNG PEOPLE SHOULD CONSIDER AN OLD CHAMBER

BY HEATHER BULMAN, WHITBY CHAMBER OF COMMERCE

The Whitby Chamber of Commerce (WCC) celebrated its 90th anniversary in 2018, meaning the non-profit organization was established in 1928. As you can imagine, the Chamber and its programs have changed quite a bit over the years. Often, people unfamiliar with Chambers of Commerce and Boards of Trade picture a group of men making deals in a cigar-filled boardroom. That's not quite what our headquarters looks like these days. Our purpose in this modern business community is to provide opportunities for professionals to connect, learn and lead

at all stages of their career.

Although colleges and universities are teaching transferable skills in the classroom, there's only one way to master the craft of networking — get out and do it! When I was a post-secondary student, I had access to many professional associations in my field of study, but most hosted their networking events in Toronto. As a mature student, with the intention of raising my family here in Durham Region, making a ton of connections in downtown Toronto with my very limited time and student budget just wasn't ideal.

That's why the WCC has created a number of opportunities for students and young professionals to connect with their peers and the broader business community. ConnXGEN is a networking group for under-30 professionals looking to share resources and connect with like-minded individuals. Starting off with a bang at its launch party hosted at Town Brewery, there is more to come in 2019 as this group continues to grow. Interested in checking it out? Look for updates in the [ConnXGEN Facebook Group](#) or [email us](#) for more information.



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## NEIGHBOURHOOD NEWS

### WHITBY MEETS WITH PROVINCIAL GOVERNMENT ON LOCAL PRIORITIES

In late August, a Town of Whitby delegation led by Mayor Don Mitchell met individually with provincial Ministry leaders on local issues of importance, including the impact of growth, removal of tolls on Highway 412, and the need for a new hospital. The meetings took place during the 2019 Association of Municipalities of Ontario (AMO) Conference held August 18 to 21 in Ottawa.

Meetings were held with Deputy Premier and Minister of Health Christine Elliott, Minister of Infrastructure Laurie Scott, Minister of Municipal Affairs and Housing Steve Clark, and Minister of Transportation Caroline Mulroney, as well as with New Democratic Party Leader Andrea Horwath.

Key asks from the Town included:

- Changes to the regulations set out in Bill 108 (More Homes, More Choice Act) to ensure that growth pays for growth and essential services delivered to residents are not compromised;
- Help to improve traffic flow and the transportation network in Whitby, particularly through the removal

of tolls on Highway 412, lease or ownership of Baldwin Street (from Winchester Road East to Brawley Road West) to the Town, and reduction of tolls on Highway 407;

- Funding support for a new, full-service hospital for Lakeridge Health in Whitby; and,
- Consistent and predictable funding and grant programs to support the development of growth-related municipal infrastructure, such as a new North Whitby Sports Complex.

“As a Town, we are committed to making Whitby the best place to live, work, play and visit,” said Mayor Don Mitchell. “Partnership at all levels of government is critical to enabling us to continue to build the kind of community we all love to live in. Provincial support of these four priorities will make a true and positive difference to Whitby and its residents.”

**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!**



# 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 CHAMBER IS MORE THAN JUST A NETWORKING FORUM, THE CHAMBER IS MY ADVOCATE, INTERPRETER, CHEERLEADER FOR SHOPPING LOCAL AND PARTNER IN DOING BUSINESS IN DURHAM REGION.”**

**BRIAN PALLOCK, DIVE SOURCE SCUBA SUPPLY**

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



## INTERESTED IN GROWING YOUR BUSINESS?

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# *Java Jolt*

Brought to you by the generous Whitby Chamber of Commerce membership.

Check out the Jolt  
nearest you by visiting  
[whitbychamber.org/events](http://whitbychamber.org/events)



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

*...thank you!*