



chamber

INSIDER



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2020 CORPORATE PARTNERS



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MEMBER MOMENTS



FROM NATALIE

For years we've been coming up with opportunities for the membership to connect, learn and lead. However, through the recent evolution of our programming and brand, we've come to the realization that our mandate is much simpler - and much more powerful.

Why do we provide networking opportunities? Why do we work to ensure you have the up-to-date information and resources you need to run your business? Why do we advocate on your behalf locally, provincially and federally? Why does the Chamber team always aspire to be bold, collaborative, inspired stewards of our membership?

Because "your success is everything." It's just that simple.

We're looking forward to another great year of putting you and your business first.

Sincerely,



Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of
Commerce

UPCOMING EVENTS

REGIONAL CHAIR
LUNCHEON

feb20

CHAMBER ON TAP
KELSEYS ORIGINAL
ROADHOUSE

mar11

CONNEXGEN MIX &
MINGLE

mar12



PSST... DON'T FORGET

Always check whitbychamber.org/events to see what free events are happening each month.

ANNUAL GENERAL
MEETING

mar24

IN CONVERSATION
WITH MAYOR
MITCHELL

apr28

FAIRWAY FRIDAY GOLF
TOURNAMENT

jun05

Members wrap up 2019 at first-ever Casino Night

Whitby Chamber of Commerce members jingle bell rocked the night away at the WCC's last event of 2019. The first-ever Crazy, Cozy, Castle Casino Night, presented by [Meridian Credit Union](#), was organized by the Young Entrepreneurs

& Professionals Committee and welcomed more than 100 guests to Trafalgar Castle School to test their luck.

Chamber Champions, Ambassadors and Board members stepped up to run

a variety of casino games, including Black Jack, Pai Gow Poker, Roulette and Craps. Participants played for the chance to win prizes donated by many generous businesses. Guests could also increase their odds by wearing their favourite

festive gear or by bringing donations for The Simcoe Hall Settlement House. An overwhelming amount of non-perishable food items and toys were delivered the next morning.

After all bets were placed, The Peter Bocking Experience entertained guests from the grand staircase with a variety of tunes including a show stopping rendition of You're a Mean One Mr. Grinch.

"I was blown away," said Natalie Prychtiko, WCC Chief Executive Officer. "We clearly have a very talented community and I couldn't think of a better way to wrap this extraordinary year with our membership."

The Young Entrepreneurs & Professionals Committee's mission is to plan out-of-the-box networking activities for the business community. Next up is their [annual curling funspiel](#) on Wednesday, February 19. Tickets for this event are already sold out, but a few [sponsorship opportunities](#) remain.



Chamber Champions, Ambassadors and Board members channelled their inner Vegas as the evening's dealers.

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How to prepare your office for winter

from your Grand & Toy rep,
Cameron Ackerblade

While each province has different winter weather conditions, business owners all over the country will need to deal with the impact that the winter weather brings to the workplace. So, read along to find out what you can do to keep your office winter safe.

01 **Maintain the outside of the office**

The cold weather tends to bring snow, ice, and overall wetness. Make sure that you are prepared for the winter weather by hiring a snow removal company to maintain the outside premises of your office. As a result, employees' cars will be less likely to get stuck in the snow.

Additionally, ice melter should be used on the

outside areas to melt any ice caused by winter weather. This will help cars avoid slipping and potentially colliding with other vehicles. It will also assist employees in avoiding injuries that occur as a result of slipping and falling on ice when walking into the office.

02 **Focus on the entrance area**

The entrance area of your office is bound to encounter employees walking through in their wet boots potentially with ice melt on them. Depending on your flooring, employees may face slippery conditions. Protect your employees from slipping on non-carpeted floors by putting up a caution sign and mopping up the water and ice melt that gets tracked in from outside.



For carpeted and non-carpeted areas, you may want to consider using high-quality floor mats that are durable and absorbent. Employees can use this type of mat to wipe off their boots, helping to avoid the spread of wetness and carpeted areas from being ruined. Since this is only a preventative measure, you may find that your floors are still being affected by the winter weather. We suggest that you use rinse away cleaner to remove the wear and tear caused by the weather on your floors.

Another way to help stop the winter weather from making its way inside your office is to encourage employees to bring a clean pair of shoes to change into. Employees can leave their wet boots/shoes on trays near the entrance.

03 **Let employees work from home**

Winter brings forth weather events such as storms that may make it difficult for your employees to drive to work safely. On these harsh winter days, we recommend that you encourage your employees to work from home.

Since harsh weather conditions can hit at any time during this season, make sure that your employees bring their laptops home with them every day during the winter months. This will ensure that your employees are prepared to work from home and prevent them from getting into any weather-induced driving accidents.

04 **Focus on your employees health**

Nothing should be more important than the health of your employees. With the change of weather to cold temperatures, employees may inevitably catch a cold or bug. Encourage employees to work from

home or take a sick day when they get ill. Doing so will not only limit the spread of illness throughout the office, but it will also help your employees get better faster. Speaking of sickness in the workplace, make sure that there are tissues and hand sanitizer around the office in commonly visited areas to avoid the spread of germs.

05 **Keeping the office the right temperature**

When winter hits, you may decide to keep your office a little hotter than in the summer. Despite this, you may have some employees complaining that the office is still too cold. Since the temperature is a commonly debated topic, we advise giving personal heaters to employees who tend to find the office colder than everyone else. This way, they can remain warm without the rest of the office being disrupted.

With winter on its way, your workers' safety must be a number one priority. To do so, you will need to ensure both the outside and inside of the building is properly maintained and that you

focus on the health and safety of your employees.

For more information contact:

[Cameron Ackerblade](#),
Account Manager
905-409-2175



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Wendy Matton
905-668-3518
wmatton@hmabenefits.ca



Why life insurance adds value to an employee benefits plan



from your Chamber Benefits Plan rep, Wendy Matton

Many initially feel that life insurance is not a necessary component of a group plan, citing that they already have some in place. However, as discussions deepen, the number of individuals who don't know what or how much coverage they have in place is surprising. And, in many instances, they have "mortgage" insurance (bank's description) whereby the bank, (not a loved one) is the beneficiary.

Why Group Life Insurance?

Group life insurance is low in a cost. Plus, depending on the group size, medical underwriting may not be required which can be extremely important to employees who may otherwise be uninsurable. Within group

plans, the life insurance component is often mirrored with accidental death & dismemberment which means that double the benefit will be paid if the death is accidental.

Common Structure Of Group Life Offerings

While flat amounts are available, as part of compensation, it is not unusual to provide a life insurance benefit based on an individual's earnings. In larger groups, you may opt for differences in that option between different subgroups or 'classes' of employee. For example, senior roles within the organization that have a larger impact on the company's financial outcomes may have a benefit that is 2x or 3x of

their annual earnings.

Taxability Of Benefits & Probate

Life insurance premiums paid by the employer on the employees' behalf is considered a taxable benefit. This simply means the premium is subject to income tax and will show up in box 40 of their T4 slip. The payout of these benefits, however, are tax-free to the beneficiary and they're not subject to probate.

Two important caveats to this are when there is no named beneficiary and a minor being designated a beneficiary without a named trustee. In the first example, when there is no named beneficiary, a life insurance benefit is paid out to the estate and becomes subject

to probate. Additionally, where the beneficiary is a minor and there is no named trustee, there can be months of delay and legal proceedings in order to have a trustee named after the fact and recover the benefit.

When you consider the nominal cost to your organization, whether you are providing a flat \$25,000 - \$50,000 or an earnings-based life insurance benefit, when you're dealing with grieving families, as an employer, you have a large impact when you help them

through the worst situation their family has to encounter.

For more information contact:

[Wendy Matton](#),
Group Benefits Consultant
905-668-3518

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Let's support and celebrate women in business



by Lorna McGhee, Engagement & Outreach Manager

On the second day of my new career path with the Whitby Chamber of Commerce (WCC), I attended the 2019 Connect Women conference. Talk about diving in head first! It was a sold-out event featuring influential guest speakers and with a marketplace of local vendors. The atmosphere in the room was empowering and exciting, I knew the Chamber was going to be the place for me.

As a former entrepreneur of 30 years and a WCC member, I found it really easy to relate to the membership in my new role of Engagement & Outreach Manager. I get it! These are my people!

As I approach my first year anniversary as part of the Chamber family, I am looking forward to my second Connect Women conference with great anticipation. On Tuesday, March 3, we are celebrating the success of women in business with a the theme Hindsight is 2020. Joining our guests is our keynote speaker Susan Hay from Global News and a stellar lineup of women that are leaders in their industries.

What would my 2020 self say to my 2019 self? Hang on to your seat it's going to be a great ride! I have enjoyed a year of meeting, connecting and building wonderful relationships with the Whitby business community.

Please join us for our [9th annual Connect Women conference](https://www.whitbychamber.org/cw) and share the pinnacle moments and great lessons that shaped our careers.

CONNECT WOMEN
Hindsight is 2020

TUESDAY, MARCH 3 | 9 A.M. TO 4 P.M.
AJAX CONVENTION CENTRE

KEY NOTE SPEAKER
SUSAN HAY
GLOBAL NEWS

The ninth annual Connect Women event, presented by Beauty Foundations Clinic and The Vein & Laser Centre, takes a look at the pinnacle moments in life that shape career successes, failures and great lessons. Learn from each other's moments and share your own at this full-day conference featuring a vibrant marketplace of local businesses.

WHITBYCHAMBER.ORG/CW

Whitby Chamber of Commerce

CONNECT WOMEN
Hindsight is 2020

Donate your gently used business wear for The Denise House.

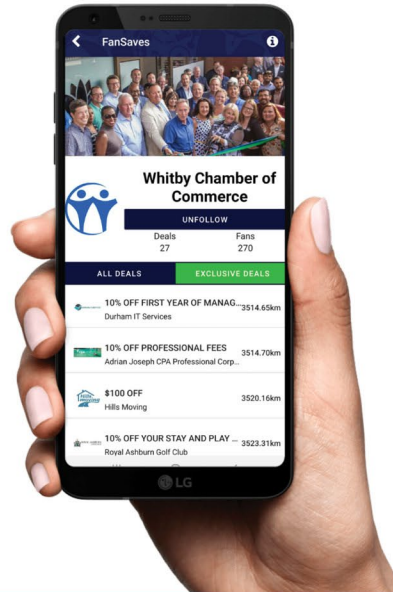
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test out local restaurants and
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5 TO 7 P.M.
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Neighbourhood news

Town kicks off 2020 with a new look

The Town of Whitby kicked off 2020 with its new corporate brand. The roll-out of the new brand began this week with publications, event assets and digital communications. Residents will continue to see the brand roll-out throughout the year and beyond. The new brand focuses on showcasing Whitby as an active, innovative and connected community.

The Town would like to thank the more than 2,000 residents and staff who provided feedback on the new brand through an online survey, attending a Community Open House or a pop-up activation. Community engagement was a vital part of the rebrand process and the Town will continue to look for ways to connect with residents as the brand rolls out.

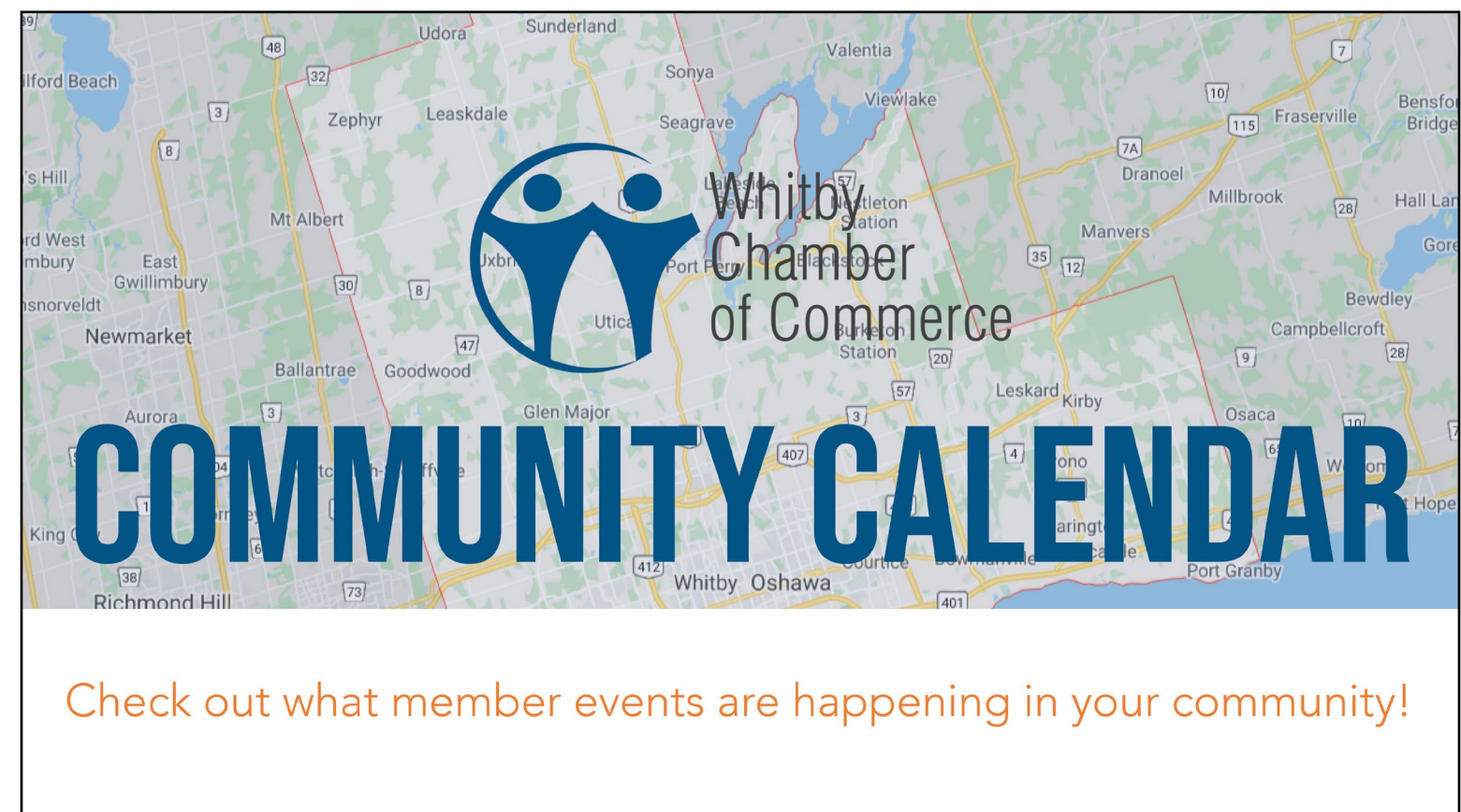
To experience and learn more about the new brand, visit whitby.ca/brand.

What Does the New Brand Mean?

The new brand features a unique, modern logo, created by a single flowing line that forms a subtle handwritten "W" for "Whitby." The line graphic begins as a gold upward curve, giving a nod to Whitby's heritage. The line turns to green to represent the community's growth, and active and green spaces, before finishing in cyan (a bright blue) to represent the Town's waterfront and friendly nature. The palette also includes the navy from the Town's previous brand representing stability. Collectively, the colours signal a community that is welcoming, growing and transforming.

How Will the New Brand be Rolled Out?

The new brand will be rolled out in a phased approach, starting this month and continuing in 2020 and beyond. As the highest and most visible touchpoints with the community, residents will first experience the new brand through publications, event signage and digital communications - including a new brand [microsite](#). Other branded items - such as facility and vehicle signage - will begin being rolled out later this year, as budget and resources allow.





All Whitby Chamber of Commerce initiatives
are made possible with the support of our
membership, partners and volunteers.

...thank you.