

chamber INSIDER



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2020 CORPORATE PARTNERS



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MEMBER MOMENTS



FROM NATALIE

Hello Chamber friends! I miss you. As you can imagine, for someone who is a fan of networking, sales, marketing and most of all hugging, this pandemic is personally hitting me hard.

We're all dealing with a sense of grief. Grief about our businesses, the community, the future, those we hold close and those that need our support the most during these times. We're frustrated, and combined with a sense of grief, that quickly creates days that are challenging to manage. We're grieving a lack of engagement, revenue, activity, work... and a break from our children and families. :)

In all seriousness, our team and membership through the Board, committees and volunteers have done a tremendous job of supporting new and innovative programming, engagement with our membership and embracing community partnerships. You'll notice this quarterly magazine isn't entirely COVID-19 information, as there are many programs, emails and opportunities to learn about the pandemic. We're hoping our magazine reminds you of better days, future programming, opportunities to engage with the business community now, considerations for advocacy and a few updates.

You're a resilient bunch, but oh so very tired. We'll continue to be here to listen, help guide and celebrate. We look forward to seeing you soon!



Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of
Commerce

UPCOMING EVENTS

MNETWORKING: TOWN
OF WHITBY UPDATE

may07

CHAMBER ON TAP

may07

SPEAKER REWIND:
VANESSA VAKHARIA

may19



PSST... DON'T FORGET

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

CHAMBER ON TAP

may21

YEP CHAMBER SMASH
& BEACH BASH

aug27

IN CONVERSATION
WITH MAYOR
MITCHELL

sept15

Hindsight is 2020 at annual Connect Women

With nearly 300 attendees, the Whitby Chamber of Commerce’s annual Connect Women conference welcomed the largest crowd in its nine-year history. This year’s event, Connect Women: Hindsight is 2020 presented by [Beauty Foundations Clinic](#) and

[The Vein & Laser Centre](#), took a look at the pinnacle moments in life that shape career successes, failures and great lessons. Participants were encouraged to bring donations of gently used business wear for [The Denise House](#).

“Our thanks goes out to those attending Connect Women conference for their donations as this helps our women to feel confident as they attend appointments and interviews where they want to feel uplifted and their best,” said Sandra McCormack, Executive



Keynote speaker, Susan Hay reflected on her more than 30 years at Global News.



Dr. Martin Stewart, The Vein & Laser Centre, and Ana Milne, Beauty Foundations Clinic, generously jumped on board as this year’s new Presenting Sponsors.

Director, The Denise House.

Kicking off the day of celebrating women in business was Stephanie Florio, co-founder of [Swob Inc.](#), a mobile recruitment application designed to make student job searching and recruitment easier. Swob is the first of its kind to target students in high-turnover industries such as retail and food service for part-time, seasonal and full-time employment. In May 2018, Swob was named the first-ever Canadian company to win Richard Branson and

Virgin Mobile Canada’s Pitch to Rich contest. Starting Swob Inc. with her brother, Florio shared that she threw work-life balance out the window and instead focuses on what she calls work-life integration.

“Sure, Saturdays are my days,” explained Florio. “But if I’m in the mall and see students handing out a stack of paper resumes, I can’t help but to stop and talk to them – work-life integration.”

A panel of local professionals from a wide array of experience and industries took the stage to share advice they wished they’d been given earlier in their careers, the consensus from the panellists being to reach out for help and use the resources available. Another theme voiced by the panellists and speakers throughout the day was for individuals to harness the lessons they learned from their pasts and use them to move forward rather than dwelling on mistakes or failures.

“Fail forward,” said Sarah Klein, Director of Strategic Initiatives at the Town of Whitby. Fellow panellists included Jody Swain, founder of [Hire and Fire Your Kids](#); Dana Reedman, owner of Inspired by [Rossland Optical](#); and Yvette Nechvatal-Drew, Executive Director of [Girls Inc. Durham](#). Keeping the panel on track and tying together their perspectives was multi-passionate entrepreneur and Founder of [My Empowered Living](#) and Bossurike, Uchechi Ezurike-Bosse.

These statements were echoed by guest speaker Siobhan Calderbank, Director of Talent Management at LCBO. “If you dwell too much on the past it can become an anchor,” said Calderbank. “Looking in the past isn’t always a bad thing – you need to learn from those mistakes. But eventually you need to leap forward.”

Also sharing her insights was Dr. Carolyn McGregor.

Dr. McGregor is the Research Excellence Chair in Health Informatics, Chair in Artificial Intelligence for Health and Wellness and a two-time Canada Research Chair in Health Informatics based at Ontario Tech University. She has led pioneering research in Big Data analytics, artificial intelligence, deep learning, internet of things, temporal data mining and cloud computing. She now progresses this research within the context of critical care medicine, precision public health, mental health, astronaut health, and military and civilian tactical training.

Wrapping up the day of reflection was keynote speaker and broadcast journalist Susan Hay. Hay reflected on her 30-year career with Global News, sharing anecdotes from her journey and reflecting on the many changes to the landscape for women in media over the past few decades as she’s worked her

way from weather anchor to her current position as anchor/producer of Making a Difference, a popular early evening news segment that profiles inspirational people and organizations throughout the GTA who are positively impacting the lives of others.

“I just think you need to be yourself and have a voice,” said Hay to young professionals in the audience. “You need to believe in you.”

[Save the date for Connect Women 2021, pencil Tuesday, March 2 into your calendars!](#)

Announcing the AUTOMATIC rebate from your Johnson Insurance rep, Yvonne Brady



Our core purpose - to safeguard customers from everyday risks - has never been stronger than in the situation we find ourselves today. This truly is an unprecedented time. For many years we have been by your side through wildfires, storms and other catastrophes. Johnson has protected you and lent a helping hand to our communities.

We are pleased to announce our AUTOMATIC Rebate.

Through our AUTOMATIC Rebate, all car insurance customers with an active policy on May 22 will receive a 10 per cent reduction in their car insurance premiums for the months of April, May and June. Knowing the challenges our customers are facing whether working on the frontlines, balancing home

and work, or assisting family members we value their time and have made this program simple. No action is needed by customers, our system will automatically apply the reduction of this premium, and you will see the adjustment to your deductions starting in June.

To date in response to COVID-19 we have proudly been able to offer the following:

- If your number of kilometres driven has decreased, we may be able to reduce your auto insurance premium. The fastest and most convenient way to request the change is by completing [this form](#).
- Flexible Payment Options
- Waiving of NSF fees
- Coverage for use of

vehicle for deliveries

- Stay at Home - Stay Covered
- And now our 10% AUTOMATIC rebate

Every day, we are working to find more ways to help you. We encourage you to visit [www.johnson.ca/coronavirus](#) for a complete and detailed breakdown of all our current Customer Care Program options, plus a wealth of helpful information, including an extensive home, car and travel FAQ section, and additional resources to help.

From all of us at Johnson Insurance, be well and be safe.



————— Durham Business Recovery Series —————

Mental Health in the Workplace During COVID-19

May 5, 2020 • 10am – 11am

 **Invest
Durham**

 **DMHS**
Durham Mental Health Services

Shopping local

Supporting small business with FanSaves Helps

The Whitby Chamber of Commerce has teamed up with the Downtown Whitby BIA and the Town of Whitby to support small business through the FanSaves Helps Gift Certificate program.

The FanSaves app, launched by the WCC in 2019, helps local organizations promote their members while providing consumers with great deals at their favourite shops. During these difficult times,

the FanSaves team have pivoted to help businesses sell gift cards for programs and services.

They've created a one-stop-shop to find gift certificates from local businesses across the country to use once things get back to normal.

Buy some for yourself, for your family or your friends. Or donate one to a frontline hospital worker.

Once a gift certificate is purchased through the FanSaves Helps website, the buyer will receive a digital gift certificate with a unique code. Any money received will then be transferred to the business owner.

A great excuse to treat yourself! [Check out which Whitby businesses are on board already](#) or [add your business today!](#)



DOWNTOWN WHITBY BIA • TOWN OF WHITBY • WHITBY CHAMBER OF COMMERCE

Support local and win!



Dinner for a Week is back!

This time, the Chamber team went shopping! We've purchased \$50 gift certificates from each of the restaurants listed below - and we want you to win them all!

Tickets to this fundraiser can be purchased for \$10 and the winner will win a \$50 gift certificate to each of the seven participating restaurants (one winner, \$350 prize value).

All of the restaurants listed are currently offering takeout! Check them out!

Benefits of voluntary registered retirement savings or deferred profit-sharing plans



from your Chamber Benefits Plan rep, Wendy Matton

While implementing a retirement savings plan might be on the back burner for now, I'd love to provide you with some level of normalcy and food for thought once we're back to a more regular way of life.

To attract and keep the best and brightest, a form of pension saving is often the solution within a company's compensation framework. Group registered retirement savings plans (RRSP) and deferred profit-sharing plans (DPSP) provide two different options popular in the SME market. The key differences are outlined ahead:

Comparing Contributions

While an RRSP provides more flexibility with predetermined and voluntary contributions,

the deferred profit-sharing incentive rewards employees based on the company's performance which can fluctuate. It's important to note that while group RRSP contributions are voluntary by BOTH the employer and employee, contributions to a deferred profit-sharing plan come from the employer only.

Taxation

From a taxation perspective, group RRSP contributions offset an employee's taxable income by deferring the income tax paid until the time that the funds are withdrawn. Simply put, money contributed to an RRSP is tax-sheltered. On the other hand, DPSP contributions are not considered taxable income

for employees. As such, they are not subject to payroll taxes and provide more control by the employer investing.

Honourable Mentions

In terms of allowable contributions, group RRSPs are higher than a DPSP. Moreover, RRSPs facilitate spousal plans if the employee so chooses, while DPSP is for employees only. Lastly, group RRSPs can be implemented by not-for-profits, while a DPSP, as the name implies, are only available to for-profit companies. When deciding for your own business, it is important to remember that it's not an either/or situation, as some employers choose to implement BOTH simultaneously.

Most financial institutions facilitate these programs, and talking to your trusted benefits advisor can point you in the right direction.

For more information contact:

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

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RBC Wealth Management Dominion Securities

Karen L. Robertson, FMA, CIWM, CIM, FCSI
Portfolio Manager
Investment & Wealth Advisor, Financial Planner

RBC Dominion Securities Inc.
17 King Street East, 3rd Floor
PO Box 705
Oshawa, ON L1H 7M9

Karen.L.robertson@rbc.com
www.karenlrobertson.com



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How to make working from home more ergonomic

from your Grand & Toy rep,
Cameron Ackerblade

As the business landscape experiences unprecedented changes, many companies have closed their physical offices and told their employees to work from home. If this is your new normal, setting up your workspace ergonomically is a great way to start - it'll ensure you stay comfortable, productive and healthy.

Think about it, when you worked from the office, the business may have invested in ergonomics knowing that the right furniture and accessories are vital for a proficient work environment. But, now that your house is your everyday 9 to 5, it's time for you to consider creating an ergonomic home office too.

The Furniture Chair

When it comes to working

from home, we often tend to use furniture that we have around the house. But is the chair you're using ergonomic?

Well, for a chair to be ergonomic it must have the following requirements:

- Adjustable Seat Height
- Adjustable Seat Pan Depth
- Adjustable Backrest Height
- Ability to Swivel
- Adjustable Back Angle
- Adjustable Back Tilt
- Adjustable Armrests
- Lumbar Support

The reason why your chair needs to have the above is that a good ergonomic chair helps prevent back and neck pain. And for this to be achieved, the chair will



need to have the ability to be properly adjusted to your body. So, if you're at home right now, sitting at your kitchen table working or sitting on your bed working from your laptop, you should consider investing in a new ergonomic chair.

Desk

Having a desk in your home office is an important part of getting your work done. So, if you already have a desk in your home office, this is a great start. But, is your desk ergonomic? Well, this depends. To discover if you're working at a desk that is ergonomic for you, you'll need to understand what the optimal height of the desk should be.

For a desk to be the right height you should be able to sit comfortably with the ability to move your elbows at a 90-degree angle (this

means, it should be easy and comfortable to have both hands on the desk). The same statement stands if you happen to have a standing desk in your home office.

But what happens if your elbows are at more than a 90-degree angle? If this occurs, it means that the desk is too low for you. Therefore, you will need to adjust the desk a bit higher. If your desk is not adjustable, you may want to consider using a standing desk converter. This will allow you to make your work area at home adjustable and it will give you the ability to alternate between sitting and standing positions throughout the day. It's also important to keep in mind that if you have adjusted your desk to be higher, you will have to adjust your chair to be lower to ensure your elbows are at 90-degrees.

Now, let's look at what happens if your elbows are at less than a 90-degree angle. When this happens, it means that your desk is too high for you and will need to be lowered. If your desk is adjustable, this is an easy fix. But what if your desk is not adjustable? One solution

is to cut down the legs. If this is impossible, you will need to replace your desk. We suggest investing in a sit stand desk because it will allow you to adjust your desk to the proper height and switch between standing and sitting positions in the home office. Remember to keep in mind that when you adjust the height of your desk to a lower position, you will need to use the height lever on your chair to raise the height of your chair. This will help your elbows maintain that needed 90-degree angle position that ensures you're sitting at your desk ergonomically.

Accessories

When you work in an office space, most of the time you equip yourself and your employees with ergonomic office equipment. This includes a monitor, a keyboard and a mouse. But what happens when you work from home?

A lot of times when people work from home, they tend to work from their laptop. While it's okay to use a laptop for a short amount of time, using one for a long time can create poor posture that leads to injuries.

This is because the monitor, keyboard and mouse are too close together, so good posture cannot be achieved at the same time. Let's have a look at how the right accessories can help maintain good posture and create an ergonomic environment.

Staying ergonomic in your home office starts with you

Ergonomics in the office is something that is commonly discussed, but a lot of the time we don't consider ergonomics at home. With many people now WFH for the foreseeable future, optimizing the ergonomics in this area of your workday has never been more important.

[Learn more](#) about ergonomic furniture for your home office.

For more information contact:

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



No registration, No subscription... always FREE



Back by popular demand

Chamber's Speaker Rewind webinars bring back familiar speakers with new insights

As the Chamber team began to navigate the waters of online events, they realized there was a an opportunity to bring major value to its membership in a time of need - for free!

Speaker Rewind was born, welcoming back guest speakers from past conferences including Connect Women and The Business Summit.

First in the lineup was work-from-home master, Karolyn Hart. Hart and the entire InspiredHub team have been working remotely for seven years and she was happy to share her tips and tricks to leading in a virtual world.

Next up, the gravy train is making a stop to bring Smoke's Poutinerie's Founder & CEO, Ryan Smolkin to the Chamber's

membership on Tuesday, May 5. Smolkin will share the importance of maintaining your brand and culture during a crisis. Gain insight from his experience, how he's coping and planning for the new 'normal', and channeling his efforts into his #SupportLocal initiative.

Stay tuned for more speakers in this series including the one and only Math Guru!

SPEAKER Rewind

Raising kids who love math... while running a business from your kitchen table!
Tuesday, May 19
4 to 5 p.m.



Vanessa Vakharia,
Founder & Director,
The Math Guru

www.whitbychamber.org/events



SPEAKER Rewind

Shoot the Shit with International Brand Leader,
Ryan Smolkin of Smoke's Poutinerie
Tuesday, May 5
4 to 5 p.m.



Ryan Smolkin,
Founder & CEO,
Smoke's Poutinerie

www.whitbychamber.org/events



Business Achievement Awards

Chamber moves to online nomination and submission process



Winners of the 2019 Business Achievement Awards were Girls Inc. of Durham, Joel Davies, Ki Health & Wellness, QJS Specialty Cleaning, Roland Goreski, and Durham Recruiting.

The Whitby Chamber of Commerce has moved the Business Achievement Award (BAA) nominations to an online platform!

This pilot was undertaken in Fall 2019 to increase clarity and convenience for nominators, nominees and evaluators. Recent events have forced everyone to function in a mostly online environment, making this change to the BAA's process all the more timely.

Here's what you need to know:

- [Nominations can now be made entirely online](#)

and take no more than two minutes to complete

- Nominees must be members of the Whitby Chamber of Commerce
- Nominations close on Tuesday, June 16
- On Friday, June 19, nominees will receive instructions and the link for the online package submission portal

For all categories and their criteria, as well as all information about the process, read the [Business Achievement Awards](#)

[Information Package.](#)

Please note, nominations for the Peter Perry Award will open shortly and not be gathered through this online portal.

The Chamber team looks forward to celebrating with our membership at the Peter Perry & Business Achievement Awards on November 12, 2020.

Peter Perry
& BUSINESS ACHIEVEMENT AWARDS

SAVE *the* DATE

THURSDAY, NOVEMBER 12
DEER CREEK GOLF & BANQUET FACILITY

WHITBYCHAMBER.ORG/PETERPERRY

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Chamber on Tap is now online!
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Neighbourhood News

Durham Region economic organizations are working together to help businesses

The [Durham Economic Task Force](#) is made up of Durham Region’s Economic Development and Tourism team; all 8 Durham Region-area municipal economic development teams, Business Advisory Centre of Durham; and all of Durham’s Chambers of Commerce and Boards of Trade. The members have also been engaging with other key stakeholders, such as local Business Improvement Associations.

- support programming for business owners, affected employees, and their families, who are experiencing financial impacts as a result of COVID-19.
- Provide direct support to help guide businesses through the process of accessing emergency financial assistance and programming from all levels of government.
- Promote Durham small businesses that are still open, particularly the local food and agri-businesses who are offering safe, no-contact delivery and pick-up services.

- The Durham Economic Task Force’s immediate priorities are to:**
- Advocate for the urgent needs of our business community to the Provincial and Federal Governments.
 - Provide resources and information about business supports available from various levels of government.
 - Work with other levels of government and stakeholders to develop and implement





Chamber Smash & BEACH BASH



Thursday, August 27 | 11 a.m. to 3 p.m. | Canlan Ice Sports

Register as an individual or a team! Zero skills required!



CHECK OUT OUR COMMUNITY EVENTS CALENDAR





whitbychamber.org/communityevents

A promotional poster for the Fairway Friday Golf Tournament. The background is a lush green golf course under a clear blue sky with some trees in the distance. On the left, a large white golf ball is partially visible behind the event title. The title 'Fairway Friday' is written in a large, white, cursive font with a thick orange outline. Below it, the words 'GOLF TOURNAMENT' are written in a smaller, white, sans-serif font. In the top right corner, the text 'Presented by' is in a small black font, followed by 'Campkin's' in a large, orange, cursive font, and 'RV CENTRE' in a smaller, black, sans-serif font. On the right side, the text 'New tournament date' is in a bold black font, followed by 'Friday, September 25' and '8:30 a.m. to 5:30 p.m.' in a regular black font. Below that, 'Royal Ashburn Golf Club' is written in a regular black font. At the bottom right, the website 'whitbychamber.org/golf' is displayed in a regular black font.

Presented by
Campkin's
RV CENTRE

Fairway Friday

GOLF TOURNAMENT

New tournament date
Friday, September 25
8:30 a.m. to 5:30 p.m.
Royal Ashburn Golf Club

whitbychamber.org/golf



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

...thank you.