

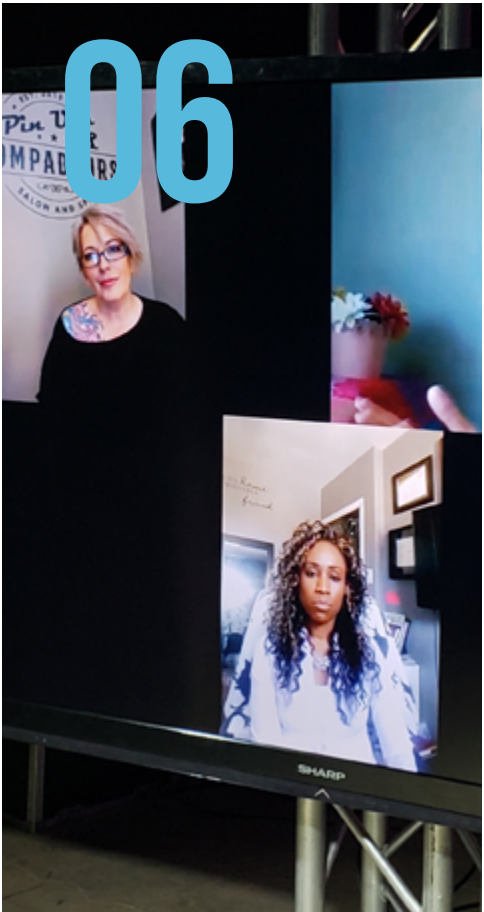


chamber INSIDER



RYLIE AND RACHEL HANDING OUT FOOD DRIVE FLYERS TO LOCAL BUSINESSES PRIOR TO SHUTDOWN 1

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ADVOCACY COMMITTEE BLOG

The Advocacy Committee has been working non-stop to support your business

FROM NATALIE

We have our first quarter in 2021 under our belt, and Spring is around the corner! We had such a great start to the year, and I was looking forward to sharing some reflections in this quarterly publication. Changes for sure, like a new member joining our team: Rachel Thompson. Rachel is accountable for our Chamber marketing and communications! Since mid-January, she has been learning quickly, meeting many of you, and engaging in our programming. Our committees have been hard at work, updating the membership with blogs, launching surveys, recommending revisions to our website, and moving the needle every day. Additionally, we have produced exceptional programming, like our 10th annual Connect Women conference with just over 150 registrants.

I am incredibly proud of our Diversity, Equity, and Inclusion Committee that hosted its first-ever event in February. If you are interested in learning more

about our Black History event: Growth, Promise & Beyond, [check out this page](#). You will find local Black-owned businesses that submitted videos and all of our speakers and panelists. For more details, check out the blog and summary further along in this Chamber Insider edition.

We are excited to welcome a new Board of Directors announced at the Annual General Meeting on March 30. We are also thrilled to provide a summary of the incredible accomplishments of the past year, including 62 new members who we welcomed into our membership in 2020! But most of all, we are laser-focused on our tagline: Because Your Success is Everything, by creating accessible programming for business members, ensuring most are free; maintaining exceptional COVID support; showcasing our [advocacy efforts](#) and developing innovative programming, like The Landing Pad and a joint #SupportLocal membership directory in partnership with the Ajax

Pickering Board of Trade.

I look forward to seeing you at our virtual and in-person events, like our [Golf Tournament](#) on June 11!

- Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce



UPCOMING EVENTS

CHAMBER ON TAP

april8

MNETWORKING:
ECONOMIC
DEVELOPMENT

april20

COFFEE WITH...

april9&23



2021 BUSINESS ACHIEVEMENT AWARD
NOMINATIONS ARE OPEN ONLINE

in conversation with

MAYOR MITCHELL

THURSDAY, MAY 13

12:30 TO 2 P.M.

presented by

MNP



whitbychamber.org/events

10th Annual Connect Women: Training for Tomorrow

The Whitby Chamber of Commerce (WCC) hosted yet another year of powerhouse presenters at the 10th annual Connect Women conference on March 2. Although this year was different, the turnout was incredible, with guests joining virtually to celebrate women in business. In partnership with 2 Co. Design Build and Trafalgar Castle School, this year's conference, Connect Women: Training

for Tomorrow, focused on looking forward to the future and building up your business.

The morning kicked-off with The She-Covery Project panel featuring Dr. Wendy Cukier, founder of the Ryerson University Diversity Institute; Amelia Yiu, founding principal of Elm Law; Claudia Dessanti, Senior Policy Analyst at the Ontario Chamber of Commerce and Shirin

Mandani from GrantX Inc who moderated. The panel discussed the economic impacts of COVID-19 on women in the workforce, and highlighted the importance of asking for what you want and having the courage to do so. "I have a male alter-ego; his name is Andy. I think, would Andy ask for it? Yes, he would. Would Andy ask for more money? Yes, he would. Andy would have the audacity, so why don't I?"

Yiu stated. This is something the next presenter, Rula Sharkawi, founder of My Little Chickpea Gourmet Foods, also supported.

Sharkawi shared her story about leaving the corporate world to open her own business and the possibilities of second (or third, or fourth) career success. She explained how following your heart is far more rewarding than staying in your comfort zone. "The pain of staying the same has to be greater than the pain of changing," Sharkawi stated. Her story was inspiring, and her determination, boldness, and desire for feedback have propelled her forward as a successful entrepreneur.

With a break for a networking power-hour sponsored by PGL Environmental Consultants, guests had the opportunity to meet and connect with other inspiring attendees one-on-one.

From there, guests dove into breakout sessions generously sponsored by Mason Bennett Johncox. Guests



chose between two of the four topics: Financial Literacy with Laura Wilson of Baker Tilly KDN LLP, Leveraging Support with Dawn Hennessey of BDC, The Human Firewall with Jessica Erickson and Amy Simpson of MicroAge

Peterborough-Whitby, and Your Mental Health = Business Success with Missa Schultz from Durham Mental Health Services.

A panel of local small business owners were welcomed next to the virtual stage to discuss how they have adjusted for the future. Moderating the panel was Marion Godwin, founder of Pin Ups and Pompadours, joined by fellow WCC members Judith Tait, founder of Move Your Doggie, and Tracy Turberfield, founder of LIVE Virtual Vacation Experiences. While these women had attendees cracking up, they elaborated on how

CONNECT WOMEN: TRAINING FOR TOMORROW

10TH YEAR!



Presented by:



whitbychamber.org/cw

Thrive in who you are. Hire for who you are not
- Rula Sharkawi

to handle the plan you have for your business. Godwin expressed, "There comes a time when we have to give up some control in our business. But, if it is your team and your vision, it is prioritizing."

After a short coffee break sponsored by McCam Insurance Brokers, the next speaker Elaine Baxter-Trahair, CEO of The Region of Durham, took the stage. Baxter-Trahair explained the challenges and changes that the Region has faced this year and how she has led an incredible team to overcome them. "It is okay to take chances and maybe fail when trying to change an organization sometimes," she expressed.

Wrapping up the day was keynote speaker Sue Prince. Prince shared her extraordinary story and how she found a role that allowed her to divulge and educate others about her heritage. She works as the Indigenous Relations Advisor at Ontario Power Generation (OPG) tirelessly to ensure Indigenous communities are engaged in discussions of the environment, employment,

and contracting. Her work with OPG has allowed for a balanced appreciation between nature and our changing environments.

With the pandemic taking a toll on not only the health of businesses but an individual's mental health, the message of the day was clear, self-care must happen first. Women are here to empower one another and create a better environment for entrepreneurs and business owners to thrive. Sharing knowledge and resources is more vital now than ever.

**If it is asked
with kindness,
there is no right or
wrong. So if you can
be anything, be kind
- Sue Prince**



The Diversity, Equity, and Inclusion Committee is Thriving

The Diversity, Equity and Inclusion (DEI) committee hosted its first annual [Black History Month event: Growth, Promise & Beyond](#), on February 2.

With over 90 registered participants, the event featured a keynote address from Cassandra Dorrington, President & CEO, Canadian Aboriginal and Minority Supplier Council, and panel discussions highlighting support for Black-owned businesses featuring Whitby Chamber of Commerce entrepreneurs.

Additionally, Marlon Hylton, Chair, CEO Pledge Committee for the BlackNorth Initiative, presented the pledge that

the WCC has signed as part of its commitment to DEI. More information about this pledge is available at [blacknorth.ca](#). Throughout the event, attendees learned about local Black-owned businesses through short video presentations. These videos and taped segments of the event are available on the Chamber website.

Following the success of the event, the DEI committee continues to work and ensure that the Chamber is operating in an equitable, accessible, and inclusive way. To do so, they have built a three-year work plan. This work plan includes a commitment to its membership as they

increase engagement within the business community, foster dialogue, and gain a greater understanding of relevant diversity, equity, and inclusion issues.

As part of this commitment, members of the committee will be writing monthly blogs for the chamber website to amplify minority voices and continue to communicate the DEI work as an organization. Be sure to read these thoughtful and thought-provoking articles. The committee welcomes feedback from its members around our DEI work and growth.

- Nicolee Evans, Mortgage Broker, Element Mortgage

GROWTH, PROMISE & BEYOND

Missed the Black History Month event?
Check out our dedicated web page with recorded speakers, panelists and more!

Inaugural Black History Month Event: Growth, Promise & Beyond

On February 2, the Whitby Chamber of Commerce (WCC) held its inaugural Black History Month event developed in partnership with the recently formed Diversity, Equity, and Inclusion committee (DEI). The theme of the event was Growth, Promise & Beyond.

The event focused on providing a greater understanding of inclusive procurement, programming available to support Black entrepreneurs, and there was an opportunity to meet some innovative business owners in our community. The well-received and attended event also spotlighted various Black entrepreneurs in our community, sharing their unique gifts and talents through their businesses.

The WCC's DEI committee felt the need to create an event that provided valuable information and insights, while also highlighting opportunities and challenges Black businesses

face. This was highlighted in one of the panels I had the privilege to moderate, featuring Black business leaders in our community. They shared their stories, challenges, and the importance of celebrating Black achievement this month and beyond.

Marlon Hylton, Chair, CEO Pledge Committee, BlackNorth Initiative shared the inspiring work being done in their organization. A challenge to 'senior leaders from all Canadian companies and organizations both from the public and private sector—to sign a CEO Pledge committing their companies to specific actions and targets designed to end anti-Black systemic racism and create opportunities for all of those in the underrepresented BIPOC community.' A pledge the WCC has taken to show its commitment to learning, growing, and moving forward.

Cassandra Dorrington, President & CEO of the Canadian Aboriginal and Minority Supplier Council, and one of Diversity Canada's Influential Women in Diversity and HR, shared valuable opportunities for business relationships and economic growth within the Canadian supply chain for Black businesses, which was a major highlight of the morning. A second panel highlighted the work of Black Canadians in tech and the economic impact for increased support for Black business owners. It was a morning filled with incredible insights, valuable learning and inspiration, and a great way to kick-off Black History Month! This is the first of many events the Chamber will deliver, with the objective of amplifying Black voices & Black businesses!

- Uchechi Ezurike-Bosse, Founder, My Empowered Living and Bossurike, member of DEI Committee

2020 - What a Year!

Goodbye from 2020-21 Board President



The past year presented to us many challenges - hurdles to jump, cliffs and mountains to climb! But we did it! Yes, there are still more to come throughout 2021, but we have learned and are pivoting daily.

Fear is natural, powerful, and the unknown is truly scary. As we reflect over this past year, all those hurdles, we see how the business community adapted well. Today's workday and how we run our businesses look entirely different, and we will all continue to adjust, adapt, and move forward! As a small business owner, I am happy to share, despite the pandemic and

challenging year, that my company merged with another local small business and launched ThryvX, a new brand and a new company!

The Chamber Team has been remarkable; their commitment to innovation enabled us to continuously support you, our members, and the business community. We have kept our strong correlation with The Town of Whitby and The Region. We have strengthened our partnerships with our sister Chambers and Board of Trades, ensuring our focus is on what matters, our members.

It has been my honour, for the year 2020/21, to serve as President. On behalf of the Board, I thank the Chamber staff for their strength and enthusiastic engagement. I thank the membership for their overwhelming support and commitment to the members and our fellow community businesses.

Keep learning, adapting, and moving forward. I am thrilled to be continuing on the Board for the year 2021/22 and look forward to engaging further with our members.

- Corette Miller, Co-Founder & COO, ThryvX

2021-2022 Whitby Chamber Board of Directors

President:

Karey Anne Large,
Executive Director, Downtown Whitby
Business Improvement Area

Vice President:

Matt Parish,
Investment Advisor, RBC Dominion
Securities

Secretary/Treasurer:

Chidinma Amobi,
Manager, Assurance and Accounting
Services, MNP LLP

Directors:

Chris Bovie,
External Relations Officer, Communications
and Public Affairs, Ontario Shores Centre
for Mental Health Sciences

Rhonda Foscett,
Chief Operating Officer, Durham Region
Association of REALTORS®

Corette Miller,
Co-Founder & COO, ThryvX

Joe Orecchio,
President, Road Ahead Meetings and
Events Inc.

Ana Rejab,
Business Development Manager, CIBC
Business Banking

Andrew Scuse,
Manager, Corporate Training Services,
Durham College

Dean Smalley,
President, Unique Media Solutions

Shane Terry,
Producer/Sales, Roughley Insurance
Brokerage Ltd.

From Entrepreneur to Business Champion

Hello from 2021-22 Board President

To think that only four years ago, I was an entrepreneur running a successful bakery business in downtown Whitby, leveraging the Whitby Chamber of Commerce opportunities to grow my business. Today I am saying thank you for the opportunity you have bestowed on me after being part of your board for the last two years. I am proud to be your 2021 – 2022 President of the Whitby Chamber of Commerce Board of Directors.

The focus of our Chamber is directly on our business members. Everything that we do, Board and staff alike, focus on creating a prosperous economic outcome for our membership. If you haven't leveraged the Whitby Chamber of Commerce programming lately, I encourage, in fact, I challenge you to do so. You won't be disappointed!

The Whitby Chamber of Commerce has something for businesses at every level. With over 80 events (and many of them free to remain accessible), to various committees that drive advocacy, DEI and membership forward, this organization has a committed membership life-cycle. You can discuss a business issue over coffee or attend a virtual full-day conference and everything in between. I encourage you to get involved, as only then will you realize your potential. If you are new to the Chamber, welcome! You have just joined one incredible family, and we look forward to helping you any way we can, because as Natalie, our fabulous CEO often says, "...because your success is everything," and it is.

To Natalie and your team, I can't wait to work closely with you; and to our incredible membership,



thank you once again for trusting me with this honour. Feel free to reach out anytime! I would be happy to hear from you.

- Karey Anne Large,
Executive Director of the
Downtown Whitby Business
Improvement Area and
2021-22 Whitby Chamber
of Commerce Board of
Directors President.

Visit our Durham Bus Rapid Transit page for information, updates, and events!

YEP Committee Finds Ways to Connect the Community

In 2013, the Whitby Chamber of Commerce's (WCC) Young Entrepreneurs and Professionals (YEP) Committee was established by a group of volunteers from the WCC membership with the goal of designing specific programming for its young at heart membership. The committee is made up of WCC business professionals under the age of 40. Since the group's inception, they have inspired and piloted the WCC's Mentorship Program as well as built a roster of popular events allowing members of all ages to network while participating in outrageous activities.

Although 2021 looks a little different, the YEP Committee continues to meet monthly to organize events that will allow the membership to stay active in

the community and network with other professionals in a fun and safe way.

First up on the calendar was a Drive-Through Food Drive in support of Feed the Need in Durham (FTND). Due to the province-wide stay-at-home order, the event originally scheduled for Saturday, April 10 has been cancelled. Stay tuned for more details regarding a new date.

Also on the calendar is the fourth annual Lynde Creek Cleanup taking place in June. After enjoying a delicious BBQ lunch provided by Lynde Creek Manor, participants will head into the creek to clean up.

These events wouldn't be possible without the generous support from YEP Series Sponsor, Meridian

Credit Union. [Join the Chamber's mailing list](#) or follow them on social media (@WhitbyChamber) to stay up-to-date on all their events and initiatives.

- Rylie Wilton,
Manager, Events and Communications, Whitby Chamber of Commerce



Advocacy Committee is Busy Supporting the Business Community

For the convenience of our members, we've created a [Chamber Advocacy page](#) that highlights the advocacy efforts over the last two years. Check out links to letters, blogs and the types of advocacy efforts we've supported. We are also proud to have launched our annual Advocacy Committee survey in January. Details of the results will be provided to the Committee in April. Thank you all for responding, as it informs our direction.

The Committee recently had a very productive meeting with the Town of Whitby Mayor, Don Mitchell, which will be reported in

more detail in an upcoming Advocacy [blog](#). We were very active in both the Federal and Provincial pre-budget consultation process, which you will be able to learn more about on our [Chamber Advocacy page](#).

The Committee is also working on two Policy Resolutions for the Canadian Chamber of Commerce AGM and these will be featured in greater detail in an upcoming blog from the Committee. The WCC has also participated in the Ontario Chamber of Commerce Queen's Park Day and continues to educate members regarding

the [Metrolinx Durham Transit Rapid Bus Transit project](#).

We are excited to share that the Advocacy Committee is now accepting applications for new members in accordance with the Committee Terms of Reference. If you have experience with, or an interest in, government relations and advocacy, please consider applying. Reach out to [Natalie](#) for more information on the role and the process for applying.

- Matthew Mackenzie,
Manager, Government & Community Relations, Ontario Tech University

CHAMBER ADVOCACY

For decades, this committee and countless volunteers have continued to support and advocate on behalf of the business community

Welcome to The Landing Pad!



Launched in January, 2021 in partnership with the Downtown Whitby BIA, this business resource centre offers one-stop shopping for businesses of all kinds, including home-based entrepreneurs. It was created as a result of businesses coming by our offices to ask for help, look for referrals, find seasoned support, mentorship, programming etc.

We realized that regardless of the business, we'd evolved into a landing pad of sorts so why not take it to the next level? As always, we've supported members and non-members to ensure they understand the depth and breadth of the community supporting their success!

The Landing Pad is a place where businesses can land physically or virtually and take advantage of:

- Networking opportunities with seasoned business community members and business professionals
- COVID support and resources
- Programs for business owners (most of which are free), covering topics such as technology innovation, mentorship opportunities, and business best practices
- Town of Whitby programming including introductions to Economic Development and incentives for businesses in the Town of Whitby (i.e. CIP, Façade Grant, Sign Grant, Design Grant, Interior Heritage Grant)
- Workforce planning data: specific to the

Region and business categories

Programming is identified in 'orange' on the Chamber events calendar. The first program developed for business, presented in partnership with the DRPS, focused on credit card fraud. More to come, including a casual coffee with a leader in our community! Casual, no script, no formality – virtually drop in and get your questions answered!

If you have any questions, please don't hesitate to reach out:
info@whitbychamber.org



The Whitby Chamber of Commerce Advocacy Survey 2021

The Advocacy Committee is here to support the business health of all members of the Whitby Chamber of Commerce (WCC). We organize our efforts as a committee to reflect the priorities that are presented to us by you as our members. The Chamber works with other Chambers and Boards of Trade in Durham Region and beyond to amplify the impact of our socio-economic development policies. That is why the WCC's annual Advocacy Survey is so

critical to our planning and advocacy strategies.

The impact of the pandemic with all the medical emergencies, PPE, health restrictions and lockdowns has severely reduced the ability of many businesses to operate and survive. Goldman Sachs has stated that 2021 will eventually herald a "Vaccine led Recovery." To aid economic recovery for Whitby and Durham Region, among other things, it will require a strong advocacy

effort from a coalition of business stakeholders.

– Ernest Ogunleye, Owner, EON Performance Solutions and member of the Advocacy Committee.



Are you a member of the Whitby Chamber of Commerce? Submit a business-related question to a specific elected representative.






A Year in Review at the 2021 Annual General Meeting

Another year, which I would expect for most will go down in the memory books as a time that tested our resolve, witnessed our failures, our innovation and successes.

The Whitby Chamber of Commerce AGM took place on March 30 and provided a highlight for our membership of the 2020 programming, results and

what to look forward to in 2021.

We remain committed to supporting our business community and presented ways in which our membership of all shapes and sizes would benefit.

Thank you to our presenters, special guests, but most of all our membership in attendance.

A special shout-out to Miles Goacher for supporting the formal portion of the evening.

Congratulations to our 2021-22 Board and a special shout-out to our Jim Lavelle award winner: Joel Davies!

- Natalie Prychitko, CEO, Whitby Chamber of Commerce



Advocacy Committee Attends Regional Business Support Webinar

On February 2, I joined a local Regional Business Support webinar hosted by Whitby MPP Lorne Coe with The Honourable Lisa MacLeod, Minister of Heritage, Sport, Tourism, and Culture.

The focus of the event was to update on restrictions and supports for those in the culture, sport and tourism sectors as well as the small business sector. Minister MacLeod was joined by Whitby MPP Lorne Coe, Durham MPP Lindsey Park, Michael Tibollo the Associate Minister of Mental Health and Addictions, MPPs Logan Kanapathi, Billy Pang, and Gila Martow.

There were 220 people/organizations from Durham, York, and Headwaters on the call. While there were no opportunities to pose questions, other than emailing Minister MacLeod, I did send an inquiry and if I receive a reply I will update this blog. The question I posed was related to getting businesses back

open and getting access to data that impacts these decisions specific to businesses.

The first part of the webinar had staff highlight the industry restrictions that were put in place in January. The second part was to highlight grant opportunities and how to access them.

Grants for Cultural, Tourism and Sport:

- \$100 million community building fund – cultural tourism and sport (to be managed by The Trillium Foundation)
- Local tourism, culture, and heritage to sustain in short term
- Funding for municipalities for sports and recreation to meet local community needs
- Emergency Supports for Core Arts Organization: \$24M for core cultural institutions and \$1 million to artists directly

(Ontario Arts Council to manage and act as the delivery agent)

Small Businesses:

- One time grant of \$10K up to \$20K if experience a minimal 20 percent decline (under 100 employees – closed or significantly restricted because of the lockdown)
- There is a revenue decline comparator to determine eligibility and how much

- Chris Bovie, External Relations Officer, Communications and Public Affairs, Ontario Shores Centre for Mental Health Sciences and member of the Advocacy Committee

The Membership Committee is Gearing up for 2021

The Membership Committee has had a very busy few months welcoming new members, new Chamber Champions, and reviewing the new member lifecycle.

Our detailed review resulted in an updated Member Savings page, and a renewed passion for our New Members page with changes made, and more

yet to come like leveraging videos from each of our chamber staff! We will guide you through various pages of our website using video.

You'll be hearing from our committee as they provide a regular blog to update the membership on progress and you'll notice some significant changes to our website, like a poster made specifically for those

[members with employees](#) to ensure they're leveraging membership too.



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WELCOME NEW MEMBERS

All Things Equitable
416-355-7061
allthingsequitable.ca

Andrea Fernandes, CPA
Professional Corporation
289-240-1359 x700
af-cpa.com

Bartlett's Computer and
Networking Services
905-999-7018
BartlettsCNS.com

Blu Banyan Solutions Inc.
Living Centre
510-929-1075
blubanyan.com

Bocking Grieve Group Ltd.
905-556-0771
bockinggrieve.ca

Chartwell Retirement
Residence
905-626-5093
chartwell.com/professionals

Durham Catholic District
School Board
905-576-6150
dcdsb.ca

Elaine Dickson Photography
416-704-1229
elainedicksonphotography.
ca

Electronic Recycling
Association
416-477-0664
era.ca

First 30 Inc.
416-300-1992
first30ready.com

GrantX Inc
416-524-7743
grantx.ca/

Innovative Talent Solutions
Inc
647-689-4653
itsglobal.ca

Joy Core Connection
289-928-7292

Kalon Skin Lab
905-493-0333
kalonskinlab.com

Nu-Life Hearing Centre
855-867-7449
nulifehearing.com

OGS Landscape
905-655-3331
ogslandscape.ca

PARA Marine Search and
Rescue
416-574-9989
paramarinesar.ca

Paramount Pallet
416-744-6066
paramountpallet.com

Sign Design & Graphics Ltd
905-668-9000
signdesignandgraphics.ca

Stage-it Interiors
416-906-1535
stageit-interiors.com

Steve Kee Communications
416-841-5669
stevekeecomunications.ca

The CFO Centre Limited
705-872-7420
thecfocentre.ca

The Topaz Clothing
Company Ltd.
905-240-7577
topazclothingcompany.com

The UPS Store #556
289-536-2996
theupsstore.ca/556

Up North Naturals Inc.
647-701-9025
upnorthnaturals.com

Virtual Advice Inc
905-925-1212
virtualadviceinc.com

Winexpert
905-430-2966
winexpertwhitby.ca

Whitby Home Hardware
905-666-2663
homehardware.ca

World Events Center
1-800-579-9253
suesutcliffe.com

New Year, New Committee Member

Over the tremendously stressful months of the pandemic it was easy to see just how hard the Whitby Chamber of Commerce (WCC) team, like Chambers all across Ontario, have worked to support its member businesses and organizations.

It has driven home to me that no business, big or small, should feel alone or unassisted.

It's this deep belief in the value of our local Chamber that has led me to join the membership committee. Helping organizations see how they can benefit

from becoming a member and then ensuring that members new and existing are tapping into all that the WCC has to offer is our top priority.

As the Strategic Partnership Officer at Ontario Tech University, I see every day how our community supports our students – truly our community's future talent. I'm thankful to join this committee and serve the community who serves our students every day.

– Jennifer Aslop, Strategic Partnership Officer, Ontario Tech University and member of the Membership Committee



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905-668-3518
wmatton@hmabenefits.ca

For details, or to request a free quote, visit:

chamberplan.ca



Advocacy Committee meets with MP Turnbull

On January 15, 2021, the Advocacy Committee met with MP Ryan Turnbull to discuss various topics regarding business support in our community and working towards economic recovery. On the agenda were items including business grant programs, agricultural sector support, infrastructure upgrades, broadband, and taxes.

We also were able to follow up on some of the Advocacy Committee's requests from previous meetings. An example of this is the changes to the rent subsidy program for businesses. At our meeting last summer, the committee like many businesses and

associations, expressed our dissatisfaction with the existing program. MP Turnbull supported our position, and the program has been altered to allow businesses to apply for rent relief.

In addition, we discussed many items of interest to the business community:

- Support packages for specific industries
- Tax changes for large industries and high net worth individuals
- Implications of tax avoidance
- Climate plan and incentives
- Sustainable finance

(green bonds and other financing tools)

- A sustainable and diversified procurement
- Taxation
- Government deficits

We appreciate the time MP Turnbull made to discuss issues and opportunities impacting our members. If you have any questions for MP Turnbull or other elected officials, check out our Ask A Leader program.

- John Baynham, CIM®, Retirement Income Group, President and member of the Advocacy Committee

NETWORKING



Why Invest in Whitby
Presented by Daniel Van Kampen, Economic Development Officer, Town of Whitby and Brayden Siersma, Economic Development Coordinator, Town of Whitby
Tuesday, April 20, from 3 to 4:30 p.m.



It Pays to be a Member

In October 2019, the Whitby Chamber of Commerce (WCC) introduced their partnership with FanSaves, a free mobile app that allows Chamber members to offer up to three exclusive discounts on products and services to fellow WCC members at no extra cost.

Members also have the opportunity to offer three deals a month to the general public and change them up monthly! Anyone can download the app and #SupportLocal.

FanSaves is of benefit

to Chamber members in more ways than one: First, Chamber members can gain exposure, as well as new customers, by offering a deal to the general public. Second, Chamber members are able to offer exclusive member-to-member savings (which includes their employees). Third, the app allows businesses to track the analytics of their customer each time a deal is redeemed! FanSaves is a win-win for members and their customers.

As of March 1, the Chamber has over 503 followers – or “fans” – on

the FanSaves app and 99 deals. That means each time a business posts a deal on the app, they’re reaching over 500 potential customers! FanSaves has quickly proven to be one of the many ways that it pays to be a Chamber member.

Take advantage of this awesome program and create your own deal today!

- Maddie Riley,
Manager, Marketing
and Communications,
Downtown Whitby Business
Improvement Area and
member of the Membership
Committee

Why Read a Land Acknowledgement?

You may have heard at the beginning of an event, meeting, or lecture, “We acknowledge that we are gathered on the traditional and treaty territory...” This line is the beginning of a Land or Territorial Acknowledgement, but why are they done?

Land Acknowledgements are part of the many steps of the Truth and Reconciliation Commissions’ 94 calls to action. They are a step towards mending the broken relationship between the Indigenous peoples and the Canadian Government.

They allow us to show respect and honour the kinship that many indigenous communities have with this land, and we acknowledge the colonization of the land and its people. It validates to many in the Indigenous community that they are recognized. We as non-indigenous people not only recognize the land that we are on but the tragic and also traumatic events in

Canadian history, including the Residential School System.

As leaders and business owners in the community, it is important that we set the tone, lead by example and share land acknowledgments at the beginning of events, meetings and lectures as a sign of respect that we know we are gathered on sacred and stolen land.

They are not just performative statements; they are to be followed with conscientious and reflective action. When drafting a Land Acknowledgement, it is crucial to know what territories and treaties are in your area. This information can be found online or by contacting your local band office.

The next time you hear “We acknowledge that we are gathered on the traditional and treaty territory...” take a moment to pause and reflect on what we can do to enact

meaningful change.

– Deanna Thompson (She/Her), Employer Advisor, Employment & Training Services, John Howard Society of Durham Region and Member of the DEI Committee

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...thank you.