

chamber **INSIDER**





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from NATALIE

What another year it's been!

Someone asked me what I thought of when I heard the word 'pandemic' and the word that quickly came to mind was: innovation. That's the word I would best use to describe how I feel about all of this. It keeps me positive.

We continued to watch businesses innovate: from providing their services virtually for the first time ever, to using the outdoors to deliver their service. They've persevered. As chambers and boards of trade we've continued to innovate: from providing joint events & membership directories, to funding the Shop Where You Live program.

We've witnessed the innovation of individuals: from figuring out a way to celebrate milestones with drive-by events, to unique ways of distributing

candy at Halloween. They learned virtual applications to keep in touch. We've persevered. We're witness to the innovation of pets, realizing we weren't leaving home any time soon. The innovation of children has been astounding as they learned to learn virtually, and parents who were forced to re-learn basic math. We created innovative holiday solutions, gift-giving, ways to support local and we persevered.

This pandemic has taught us a lot about ourselves and about the human race. It taught me that we can all think out of the box (if we really, really have to); and that little microcosm of inspiration helps me get through the day. We're feeling at a cross-roads with vaccinations, vaccination passports, weighted under the pressure of changing policies and points of view. This too shall pass, and we'll

persevere if we continue to be open, as well as innovate our minds, approach and spirit.

The chamber continues to grow leaps and bounds, with new members, innovative programming, collaborations, the list is endless...I'm proud of all of us and look forward to sharing 2022 with all of you!

May your days be merry & bright,

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



UPCOMING EVENTS

JAVA JOLT

jan 5

COFFEE WITH...

jan 14

CHAMBER ON TAP

jan 20



Crazy, Cozy, Fireside Networking Event



Seventy guests joined us at Eldorado for our final YEP event of the year! With a chilly evening and indoor and outdoor spaces, we hosted happy members, Business Achievement Award winners, Santa and Town of Whitby Council members. What a great way to kick-off the holiday season!



2021 Business Achievement Award winners received their honours and gathered for a photo.

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The Peter Perry & Business Achievement Award Winners

Howard Humphrey named **66th Peter Perry Award** winner at annual Whitby Chamber of Commerce (WCC) event.

The 2021 Business Achievement Award winners:

- Business Achievement Award 16-49 Employees **CRCS DKI**
- Business Achievement Award 50+ Employees **Ontario Power Generation**
- Todd Skinner Entrepreneur of the Year **Peter Bocking – Bocking Grieve Group Ltd.**
- New Business of the Year **ThryvX**
- Not-for-Profit Organization of the Year **Community Care Durham**
- Businessperson of the Year **Kevin Casey – QJS Services Inc.**



Have You Attended a Java Jolt?

"I love our Java Jolts because it's a great opportunity for various community business people to share ideas about topics that affect us all! I've seen topics that I didn't think were going to be important to many people become some of our best conversations! It's a powerful way to connect with people and an awesome way to start the workday!"

– **Kim Susands, one of our Java Jolt Moderators.**

Are you interested in making long-lasting connections? Try our Java Jolt meetings twice a month in two different locations for your convenience. Javas

were developed many years ago and continue as a casual get together over a morning coffee with like-minded people. Find a mentor, support and refer: this event remains successful because our moderators and attendees find great value.

Java Jolt is an event that remains free for chamber members, and guests are welcome. Our moderators choose the topic of the day, and everyone contributes to the conversation. Including introducing yourself and your business!

If you're interested in learning more about how you can leverage this event, feel free to reach out to me

directly and look for our many events to help drive your business on our events calendar Whitby Chamber of Commerce Events. Don't forget for Java Jolts you now need to register!

– Lorna McGhee, Manager of Engagement and Outreach, Whitby Chamber of Commerce



Shop Where You Live Campaign

What is this campaign all about?

Check out our [media release](#) and [ShopInDurham.ca](#) for more information!

How can someone support?

We encourage you to take photos of your favourite place to support & shop. The Region has an adventure waiting for you. Meet your neighbours, great business owners and when you shop local you give back directly to your community. Shop Where You Live!

Shop Where You Live contest details!

Support Shop Where You Live for a chance to win \$300 in Local Gift Cards. Three prizes are available to be won.

- Take a picture of your favorite local shop, favorite local product, selfie in front of a local store, or selfie with the shop owner.

- Tell everyone why you love that shop, shop owner or product.
- Post the picture on your Instagram, use the hashtag #ShopInDurham so we see it!
- Enter as many times as you like with new photos.

Durham Region Residents & Shop Owners are eligible. One winner will be chosen in November, December and January.

Winner will be notified by Instagram Direct Message and will have 72 hours to reply to secure their prize.

ID that proves that you are a Durham Region resident will be required to pick up prize.

Current COVID safety protocol is recommended.

Not sponsored or associated with Instagram.

What else should I be looking for?

This [one-pager](#) provides a high-level overview of all of the great places we'll communicate this philosophy!

Look for our Street Team in downtown Whitby and Brooklin!

Check back for photos and watch for our street teams visiting municipalities across the Region!

Share your local finds on social media using #ShopInDurham.



Shop Where You Live Durham Region

Membership Committee Update

Wow! Wow! Wow!

The Whitby Chamber held some highly successful networking events throughout the fourth quarter of this year. November started with the Peter Perry Business Awards where many highly deserving members were awarded for their outstanding leadership and corporate performances. Later in November was the

Chamber on Tap, which was attended by almost 50 people, each eager to see their fellow members and to create new relationships. December was highlighted with the Crazy, Cozy Fireside Networking Holiday Event held at the Eldorado Golf Club. Even Santa and Mrs. Claus took time out of their busy schedules to attend.

2022 already has some amazing events scheduled. Starting in January is

another Chamber on Tap and Black History Month: Rise Up in February followed by the new Lunch with Lorna where you will enjoy an informal luncheon with your fellow members at one of our member's venues. Also in February is the joint Chamber event, the Regional Chair Luncheon. In March, is Connect Women: Leadership Redefined event. For all the events please go to the Chamber website - Chamber Events Calendar. The Calendar will provide full details of each event and a link to register.

The Membership Committee is wishing everyone all the best 2022.

- Dean Smalley, President, Unique Media Solutions.

WCC Board Director,
Membership Committee
Conduit



PRESENTING SPONSOR

Connect Women: Leadership Redefined OLG



Cynthia Davis
Lakeridge Health



Michelle Eaton
Ontario Chamber of Commerce



Catherine Meade
OLG



Trinda Searle
360insights

Moderated by:
Sandra Austin
Region of Durham

Let's explore leadership with engaging women leveraging their lives and experiences. This in-person full-day conference includes amazing panelists, speakers, a very unique workshop and business expo.



BEERS & BUDGETS

Monday, January 24, 2022




Diversity @ Work

2020 was most certainly a shake-up year for employees and employers alike!

Not too long after we were all ordered to stay at home and compliments of social media, many of us were witness to the tragic murder of George Floyd.

A world stage moment of truth.

In the aftermath, scores of outraged citizens marched; Black Lives Matter protests were assembled; the rallying cry of black square posts were mounted on Instagram, and, as of February 2021, 400 Canadian business leaders at companies valued at a combined \$1.3 trillion have signed on with the BlackNorth Initiative.

How much further along the Diversity, Equity and Inclusion journey are these firms today?

One year after pledging to diversify positions of leadership, the number of Black executives, managers, and board members at

companies like Rogers and Air Canada hasn't changed.

For anyone that regularly frequented taxi cabs in pre-pandemic days, you may have engaged in enough of a conversation with the driver to learn they were an immigrant to Canada and were career professionals in their homeland. Physicians, engineers, lawyers, medical researchers, and PhD educators with years of educational, life and work experience are deemed to be incapable of transferring their skills, until such time they have achieved "Canadian experience". While World Education Services (WES) has made progress to remove educational credential barriers for those immigrating to Canada, more work is needed to recognize the medical contributions that might be beneficial to Canadians – particularly given the height of need the country is expected to experience in the wake of the Great Resignation.

[Click here to read the story in its entirety.](#)

– Veronica Utton, CHRL, CLC
(She/Her)
Workshop Facilitator
Predictive Success Corporation



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Joining the Chamber During the Pandemic

I am relatively new to the Whitby Chamber of Commerce. I've been a member for less than a year and only know members from this new, virtual-focused world.

You would think that a reason to join the Chamber would be the networking opportunities....and while these are always better in person, the Whitby Chamber has gone above and beyond to ensure our members are connected.

I joined the Chamber after completing a 40-year career in corporate communications. I am now a local communications consultant. I am a multi-award-winning strategic marketing and communications executive who strives for the best solutions for everyone. I do this by blending traditional media, digital platforms, and

social networking. Thanks to the Chamber, the profile for my business, and myself, has grown tremendously. Check out my website for more information: <https://stevekeecomunications.ca/>

I am tapped in locally as well. I was asked to be part of the Chamber's Advocacy Committee, as well as serving as Chair of the Town of Whitby's Brooklin Downtown Business Development Committee. Today, most of my freelance work has come from the people I have met through the Chamber. So even in quasi-retirement, I'm keeping busy.

Why should you join the Chamber? Well, it really is a family of "like minded" people; entrepreneurs and local business leaders who are there to be a source and resource for you.

Want to make the most of your membership: then you should attend the meetings, workshops, and social events. While they have been great virtually, I can't wait to meet all of you for real in person sometime soon. If my experience with the Chamber to date has been great, it will only get better.

– Steve Kee is a multi-award winning strategic marketing and communications executive.



Resolution on Taxpayer's Right to Self-Represent

The Whitby Chamber of Commerce hits another home run with the success of their resolution regarding the right of the owner of a small corporation to represent their case against CRA in the Tax Court of Canada.

The Whitby Chamber's resolution to make this change was authored and presented on the floor of the Annual General Meeting (AGM) at the Canadian Chamber of Commerce, (CCC) by Dan White.

The Issue:

Corporations need the right to self-representation in the Tax Court of Canada.

Currently Tax Court of Canada (TCC) rules do not allow any corporation to be represented in court without a lawyer.

Small Canadian Controlled Private Corporations (CCPC) need the right, for them or their accountant, to defend the corporation in the Tax Court of Canada.

The Resolution:

Have section 17.1 of the Tax Court of Canada Act and Rule 30 of the Tax Court Rules (General Procedure) be amended to permit a Corporation be represented by a non-lawyer, with leave of the court.

Have a low bar test for leave, where the corporation is a closely held corporation (e.g. the shares are owned by a single or relatively limited number of shareholders, where shares are sold infrequently).

The Result of the Resolution:

It was presented on the floor, no opposition to the motion which passed with 90+% of the votes.

The Canadian Chamber of Commerce SME Committee strongly supports this resolution and will take it to the Government of Canada to urge adaptation of our resolution.

[Click here to read the story in its entirety.](#)

– Prepared by Dan White, Whitby Chamber of Commerce Advocacy Committee



Advocacy Committee Update

The advocacy committee has had a busy fall working on its main pillars of economic development, transportation, skills/ labour needs, legislative changes and impacts to business. Covid 19 is still top of mind and we are also starting preparations for the upcoming election. The committee meets with members from all levels of government and business leaders to research what advocacy efforts will make the biggest difference to our business community.

Through this work the committee advocates directly to our local, provincial, and federal governments on our business community's behalf. Some highlights include:

- The committee sent a letter to the provincial government over the surprise announcement to increase minimum wage in January 2022. Although the committee understands the government wanting assistance with social issues, there was no consultation about the impact to the

business community. The government also did not allow for adequate time for small businesses to manage the transition.

- The committee also sent a letter to the provincial government regarding the announcement that highway 413 would not be tolled. This decision highlights the inequity of tolling between the new highway and highway 412. The committee is asking the government to remove tolls on highway 412 or treat all new highways in the province equitably.

- In addition to Natalie representing the membership, two members of the Advocacy Committee, Dan White and Steve Kee, attended the Ontario Chamber of Commerce AGM supporting the policy resolution process. One resolution was around

corporate representation when dealing with the CRA and the other around insurance.

- Finally, the committee is participating in the new Durham Business Alliance launching in January, a joint advocacy effort by chambers in Durham in order to have a stronger voice when advocating for our region. The advocacy committee will be contributing 2 members to the DBA to support advocacy efforts.

- John Baynham, Retirement Income Group, President & WCC Board Director, Advocacy Committee Conduit



Diversity, Equity & Inclusion Committee Update

A lot has happened since the last publication. The Diversity, Equity and Inclusion (DEI) committee welcomes our new Chair, Deanna Thompson. We are confident that Deanna's passion for DEI will ensure that our mission remains on track. Thank you to Trisha Williams from geekspeak Commerce for being our first Chair! Deanna has big shoes to fill.

In the past quarter, we have launched 2022 Black History month annual event; we continue to evolve and enrich the DEI Resource Library; and continue to work on an event to bring employers and jobs seekers together.

2022 Black History Month has been launched with Rise Up as the theme. The keynote speaker is Rosemary Sadlier, founder of Black Canadian Network. There is a lot of strength and substance in Rosemary Sadlier's words and actions. She has spoken and fought tirelessly to advocate

for diversity, equity and inclusion. She continues to do all she can do to preserve and advocate a place for Black History in the Canadian landscape. Other notable speakers for Black History month are Lisa Keizer (Up North Naturals Inc.), Maya Toussaint (Shopify), Andrew McBarnett (Neals' Sweet N Nice Ice Cream). Learn more about them at the [events page!](#)

We had a great guest speaker, Meagan Trush, Associate Director, Partnership Development and Stewardship at Ryerson's Diversity Institute. Meagan presented some data and shared insights as well as ideas on various DEI topics. Look for Ryerson toolkits developed on our DEI Resource Centre, to assist employers.

Our very own committee member, Sarah Hickman, also gave the committee a presentation. Sarah shared data on immigrants in Canada and Durham, as well as efforts by her team

to educate public and employers on immigrant and immigration. It is hoped that with better data, prejudice and misconception surrounding immigrants will be reduced. Sarah couldn't say it better, "Fight fear with facts". We hope to share all the insights we learned from Meagan and Sarah with our members.

The employer event is still a work in progress under the stewardship of Natalie and Deanna. More news on that in the next quarter. That's all for now folks! 2021 is coming to an end and soon we will welcome 2022! Let's carry on the good fight for diversity, equity and inclusion for a more compassionate and equitable future.

- Ana Rejab, Business Development Manager, CIBC Business Banking.

WCC Board Director,
DEI Committee Conduit

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The Write Stuff
thewritestuff.agency

CHECK OUT OUR COMMUNITY EVENTS CALENDAR



whitbychamber.org/communityevents



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membership, partners and volunteers.

...thank you.