

chamber **INSIDER**



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2022 CORPORATE PARTNERS



from NATALIE

Congratulations on another year requiring your energy, enthusiasm, patience and resilience!

As a business community, we should be very proud and excited about the year to come. The Chamber certainly is certainly ready to round the corner and embrace all that 2023 has to offer: more exciting ways to build your business, a new Board of Directors starting April 1st, and before that two amazing conferences! Read all about our upcoming events throughout this magazine and learn about our key Board-represented committees.

Please continue to support local, and particularly during the holiday season. Members have great places to visit, services to offer and shopping to enjoy. By supporting each other we're supporting our community.

Check our membership directory on-line or use our savings app: FanSaves. Anyone can download the app and be a fan of your chamber!

Thank you all for your volunteerism, support, sponsorship and infectious energy. We're proud of our growth and programming, which all of you help deliver every day. It's been a very successful year and we're so excited to continue innovating our approach. Together, the Whitby Chamber of Commerce will celebrate its 95th anniversary in 2023 and it will be a year full of promise, programming and profit. Check out our logo just for this occasion!



During the holiday season, take some time to spend with your loved ones and re-energize for another amazing year. Our offices will be closed from the afternoon of Dec. 23rd, reopening Tuesday, January 3rd.

May your days be merry & bright,

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



UPCOMING EVENTS

CHAMBER ON TAP

jan 25

BLACK HISTORY
MONTH: CREATING
COMMUNITY

feb 2

YEP CURLING
FUNSPEL:
MASQUERADE

feb 22



ACKNOWLEDGEMENTS

Creative Director: [Joshua Dawson, Manager, Marketing & Communications](#)
Advertising Sales: [Lorna McGee, Manager, Engagement & Outreach](#)



Our theme this year was ice & frozen. From the décor to the videos, we laughed, celebrated and surprised. Read about our Business Achievement Award Winners [here](#) and congratulate our Peter Perry Award winner, Joe Drumm: last seen in special car provided by Nurse Chevrolet, in the Santa Claus parade and on the front cover of this magazine!



THANK YOU TO ALL OUR SPONSORS



What a year to be part of the Whitby Chamber! In 2022 we saw many of our signature events return to in-person, allowing us to reconnect, build our networks, and even make some new friendships along the way. We owe our corporate sponsors, partners, volunteers and Chamber staff a huge thanks for making this year a success. Thank you!

In November we came together to celebrate our business community with the Peter Perry and Business Achievement Awards. What an amazing night. This event is another reminder of how incredible the talent is, right here in Whitby. Congrats to all our winners and special thanks to those who offered their acting and singing talents to ensure that the evening would never be forgotten.

We finished off the year by gathering for an evening of great food and laughs at our Crazy, Cozy Fireside Networking event. Thank you to our Young Entrepreneurs and Professionals Committee for creating the perfect event to cap off the year.

I am thankful for all the people I have met through the Chamber this year and I have enjoyed hearing your stories and the plans for the future of your businesses. I look forward to meeting even more of you in the coming year. There are so many great ways to get involved in our Chamber, so don't hesitate to reach out to the Chamber staff or a member of the Board of Directors if you want to learn more. We love talking about our Chamber!

Happy Holidays everyone!

- Andrew Scuse, Manager, Corporate Training Services, Durham College.

WCC Board President.



BLACK HISTORY MONTH CREATING COMMUNITY

Thursday, February 2, 2023
@ Ajax Convention Centre
8:00am - 12:00pm



FEATURED SPEAKERS:

Randell Adjei
Ontario's First Poet Laureate
RISE Edutainment

Isaac Olowolafe
BKR Capital
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Whitby Chamber of Commerce
cordially invites you to

Masquerade

CURLING FUNSPIEL

02. 22. 23

Meridian™ 9:00 am - 2:00 pm Whitby Curling Club

YOUNG
ENTREPRENEURS
PROFESSIONALS

ANNUAL GENERAL MEETING

MARCH 30, 2023 @ TOSCA BANQUET HALL

1928 95 2023
WHITBY CHAMBER OF COMMERCE

Year-end Reflections

For many years, the Whitby Chamber of Commerce has been committed to producing diverse and inclusive programming that speaks to the needs of all our members. It began in 2016/17 when we launched and hosted our first discussion regarding Mental Health in the Workplace in collaboration with Ontario Shores. And year over year we've hosted events focused on business areas of accessibility (in partnership with organizations like the Ontario Chamber of Commerce, DiscoverAbility) and featured several mental health speaker events like our Mental Health luncheon

with Traci Melchor, to engage our membership. It became clear that there was a need for more dynamic programming that would empower members with more knowledge and resources to engage with and address the challenges faced by visible and non-visible minorities in business.

WCC enthusiastically embraced this opportunity in 2019 when they committed to hosting an annual event focused on key themes related to diversity, equity and inclusion. Given the impending AODA legislation impacting the business community, their first focus

area was determined to be accessibility. In 2020, in partnership with the Abilities Centre, they launched Accessibility in Action with the intent of creating Inclusion Collisions annually.

Soon after, the DEI Committee was established in the Spring of 2020 to provide more impactful programming to our members. A three-year strategy was developed, which included various types of support, including the launch of our [DEI Resource Page](#). This web page provides our members with information on how best to

promote accessibility, diversity, equity, and inclusion in their organizations. Check out Whitby Chamber of Commerce's DEI Resource Page where we continue to curate and update content from the public domain.

Today, our annual Black History Month event is an integral pillar of WCC Signature Event programming. Check out our third annual event! These efforts have added depth to WCC's work, while also providing practical and creative options to address the challenges faced by the business community; i.e. our 2022 DEI event Twisted System: Harsh Truths of Hiring Today. Thank you to our DEI Committee, partners, communities and sponsors that continue to support this level of programming for the business community!

In the coming years, our efforts will focus on education, outreach and representation that more holistically and completely represents the various facets of the WCC community. We are so excited to be building on the momentum of these past years to develop more intentional and substantial programming that speaks to the unique needs of various minorities in the WCC community. And we're so thankful for ongoing additions to our committee!

When I consider the work the DEI committee has planned, it becomes clear that our individual "otherness" is a great power when connected. Our individualities strengthen all of us, broaden our horizons, and create amazing new opportunities to learn and grow when they are brought

together in a positive and empowering way. Stay connected with us to learn more about how WCC plans to support these efforts.

– Preeti Sangwan, Policy and Advocacy Advisor, Whitby Chamber of Commerce



Crazy, Cozy, Fireside Networking

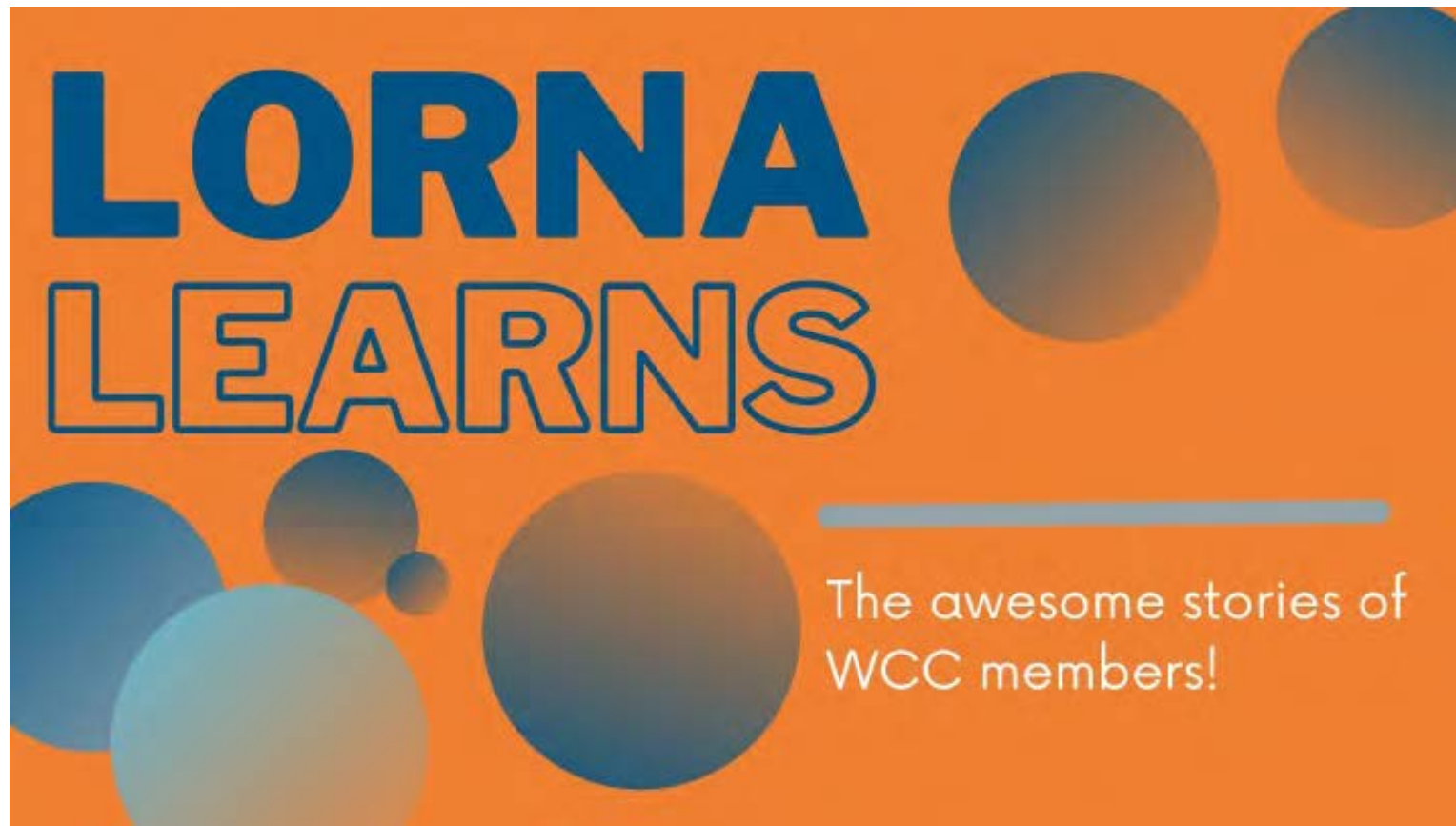
Our guests wrapped up the year with us at our Crazy, Cozy, Fireside Networking Holiday event organized by the Young Entrepreneurs & Professionals Committee with the support of presenting sponsor Meridian Credit Union. We visited Eldorado Golf Club to network over drinks at an outdoor bonfire and enjoy some delicious eats.



Thanks to all who joined us for a great evening with amazing food courtesy of The Joint BBQ. Wishing all a very Happy Holiday and a safe, healthy 2023.

Very special thanks to Fortitude Construction for supporting the Feed the Need collection, to VIVA Whitby Shores and to our very own Santa, Steve Kee.





Join our own Lorna McGhee, Manager of Engagement and Outreach, as she meets with Whitby Chamber members and learns about their WCC experience, triumphs and everything in between. Each five minute video provides insight into what makes the Durham business community tick. [Watch Now!](#)



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- See what offers are near your location
- Support local business

whitbychamber.org/fansaves

Diversity, Equity & Inclusion Committee Update

2022 has been a great year, hasn't it? Friends and family reunited as the world recovers from the pandemic. Doors opened for businesses to be back in full force. All of us adapting to this new normal because there is no other choice.

Change is inevitable. However, we have a choice to make the best of that certainty. The pandemic has led to some beneficial changes. More remote technology and hybrid policies in the workplace has allowed better work-life balance and less commuting pollution and time. It is so much easier to get many things done too now, such as signing documents. Likewise, WCC DEI committee's commitment is to make changes for the better.

In October, WCC held an event to explore the harsh realities of diverse job seekers: Twisted System: Harsh Truths for Hiring Today. The event witnessed conversations around many

topics including racialized experiences, lack of policies in place for accessibility and how often the capabilities of newcomers are disregarded. We hope the conversations will continue to create more awareness and lead to solutions, as Durham employers adapt in order to optimize the human talent pool in our region.

The committee also continues to learn and evolve. Thanks to having Yin from the Abilities Centre, we all learned matters that didn't occur to us automatically. Yin also presented the LEAD program at one of the meetings. LEAD was imported from the United Kingdom, and subsequently incubated and adapted by the Abilities Centre. It is an evidence base program that makes accessibility more than a checkbox and will help organizations implement accessibility in areas of management, resources and delivery. Thank you, Yin, for presenting to us and helping

us grow. The chamber has already committed to going through the LEAD program to evaluate its operations. This work is part of our significant work package = strategic planning!

The strategic planning process for the next 3 years, is well under-way. We're excited to reveal this work in more detail in the future and recognize the newest chamber team member for harnessing our group to make this happen. The workplan will have a different focus per year to ensure that all communities will be heard and engaged. Part of the workplan is also to have better representation. We welcome members to put their name in the hat and help us deliver on our strategic and operational plan.

Let's elevate 2023 with more great changes!

- Ana Rejab, Account Manager - Small Business, Business Development Bank of Canada

Membership Committee Update

Wow what an eventful few months. September roared in with The Business Summit 2022 Resilience & Reinvention providing fantastic information to assist our members deal with challenging times. Followed up with the always fun YEP Lynde Creek Cleanup event. It is always amazing the things found during this activity. Earlier in October was Twisted Systems: Harsh Truths for Hiring Today, an impactful event providing tons of information on how to assist our Members in their hiring process.

When you thought the Chamber had reached its event's pinnacle, November responded with the Creme de la creme event - Peter Perry Business Achievement Award. This event was truly amazing. Fantastic venue, great food, entertaining videos and so much more. Congratulations to the nominees and award winners. You all deserve a round of applause for your contribution to making our community stronger.

On behalf of the Membership Committee, Season Greetings and all the best to you, your staff and your families in 2023.

- Dean Smalley, President, Unique Media Solutions.

WCC Board Director, Membership Committee Conduit



Membership Directory Advertising

Contact Lorna for details
opportunities@whitbychamber.org
 905-668-4506 ext. 231

Proud Member

MENTORSHIP



WELCOME

Welcome to the Whitby Chamber of Commerce (WCC) Mentorship Program. Designed to keep it fun and simple for both mentors and mentees, the WCC wants to introduce experienced business-people with less experienced ones. We've created this program to allow mentors and mentees of all shapes and sizes to inspire and be inspired. Membership is not required, but an enthusiasm to help grow our business community is.

WHAT IT IS:

Your opportunity to connect with someone who:

- Will help broaden your network to help your business or career
- Wants you to succeed
- Will ensure you own the outcome
- Is interested in giving back and standing-up young professionals in our business community

WHAT IT'S NOT:

- Tons of work – you get as much as you put in
- Formal coaching/consultant
- Career-counselling
- Employment recruitment

HOW IT WORKS:

- Mentors and Mentees scan the QR code for your application form
- Fill it out so we can learn more about you
- The WCC Mentorship Committee will make introductions
- You start the conversation over coffee, zoom, telephone – whatever works for you!



SCAN ME

"I have always found the counsel and encouragement of mentors during my career to be indispensable in how I reviewed opportunities and maintained the motivation to pursue them. Providing a forum to facilitate the creation of those connections for managers and entrepreneurs is an excellent program provided by the Chamber, and I am delighted to be part of it."

**BUILD YOUR
NETWORK!**

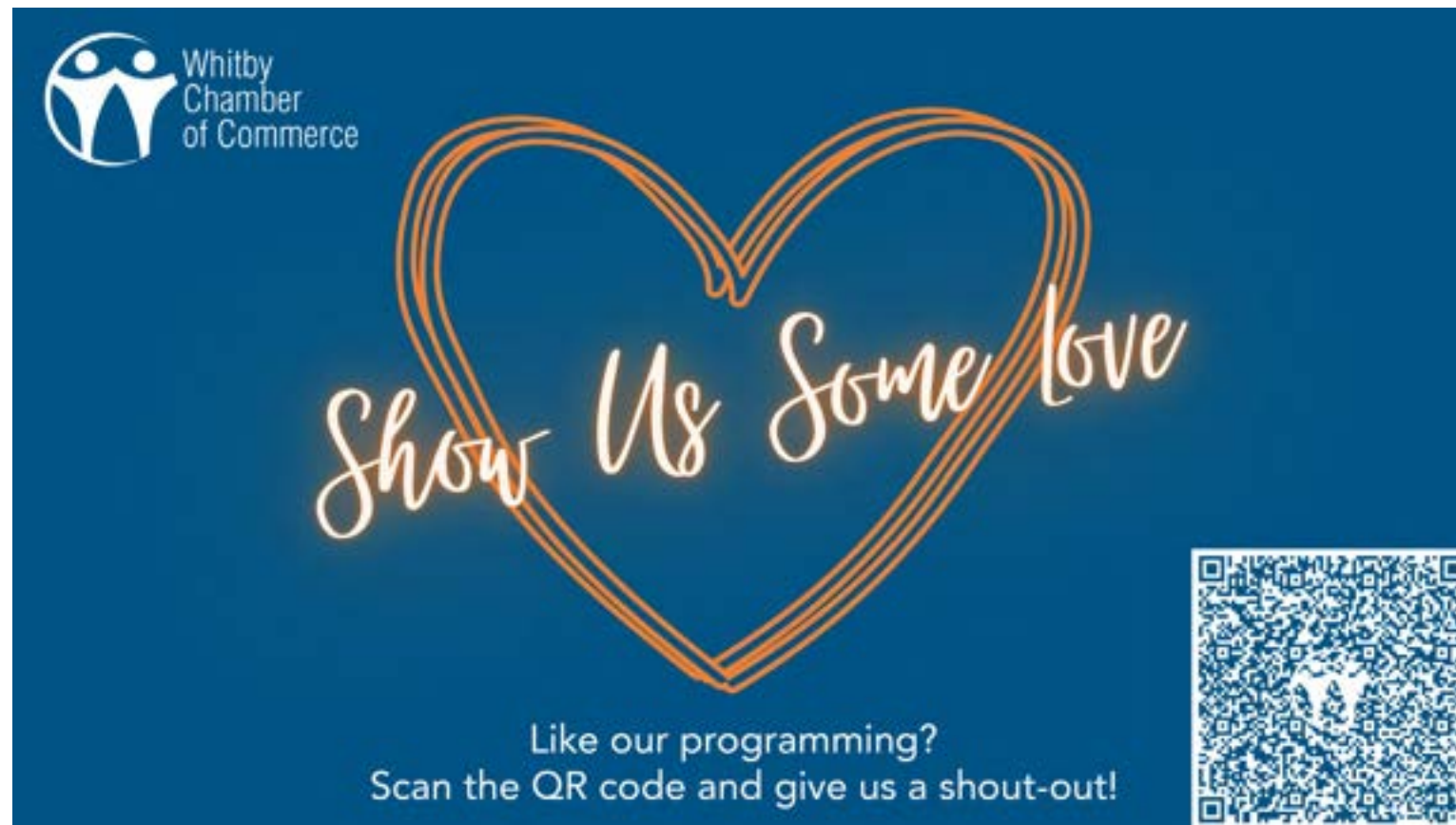
YOUNG
ENTREPRENEURS
PROFESSIONALS &

PRESENTED BY
Meridian

Our Young Entrepreneurs & Professionals Committee are looking for members to join the committee! Entrepreneurs, employees or students are all welcome to participate and refresh a long-standing committee of the WCC. Take a look at the great events they host:



If you're interested in growing your network, creating events that draw the business community in and meet like-minded business leaders in our community, check out our Young @ Heart page to learn more, or contact susanne@whitbychamber.org.



Advocacy Committee Update

The Whitby Chamber of Commerce's Advocacy Committee has been diligently representing the membership through the latter half of the year. We provide a short update below:

To represent key interests and points of concern for our members, we have participated in insightful and informative meetings with provincial and federal government representatives, including most recently MP Ryan Turnbull. While the meeting discussions spanned many key topics, principle among them was labour shortages and how best to support the transition to higher wages. While there are a number of policies in place (clearly on the cabinet's radar), there are no silver bullets to solve this issue. The impact inflation has on the cost of doing business makes it increasingly challenging for business owners to keep up with demand. We've heard you loud and clear on this subject and we will keep

asking the tough questions when given the opportunity to do so. Additionally, we have plans to meet with MPP Lorne Coe in the New Year for another meaningful discussion. Please contact us if you have any specific concerns you would like us to bring to the table.

In terms of work ahead, we are in the final stages of formalizing the Advocacy and Membership Survey for 2023 which we expect to deliver to you by January 2023. These periodic surveys are critical in keeping our team in the loop on what matters most to you – so be sure to participate!

As we head into the end of the year, we reflect on all of the great events, programs and benefits that come

along with membership in the Whitby Chamber of Commerce. We want to thank you all for your continued support during these challenging times, and look forward to seeing you all soon.

- Matthew Parish, RBC Wealth Management & WCC Board Member, Advocacy Committee Conduit



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CHECK OUT OUR COMMUNITY EVENTS CALENDAR



whitbychamber.org/communityevents



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

...thank you.