



chamber **INSIDER**

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11th Annual
Connect Women
Conference
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2022 CORPORATE PARTNERS



from NATALIE

Summer is Here!

Apart from complaining about the weather (yes I am proudly one of ‘those people’), I am excited to see everyone at our events! The last three months have turned warmer, sunnier and busier than ever before. I was thrilled to see our business community at our events, and to do so in person was icing on the cake. And just wait until you see our summer and fall line-up of opportunities to network and build your business.

I’m also very proud of our team. It’s been quite a transition this last year with a new Manager of Marketing & Communications and Manager of Events & Communications – Josh and Susanne have had to learn so much about how we do things, about all of you, and as they do I’m watching improvements

to our programming and communications with each opportunity. And it seems to be working, as I’ve sent lots of ‘welcomes’ to new chamber members. I look forward to meeting all of you in person over beers, golf holes or volleyball courts in the near future!

I wanted to also give a shout-out to some amazing other chambers and boards of trade committed to supporting our membership! You’ve seen a bunch of different activities, like the launch of the Durham Business Alliance (DBA), a joint membership directory developed in partnership with the Ajax Pickering Board of Trade and the Clarington Board of Trade and even a joint event when the Greater Oshawa Chamber of Commerce jumped in too and together the four of us hosted the Regional Chair Luncheon.

Lastly – check out all of the chambers supporting our businesses by extending our Shop Where You Live campaign! Now more than ever supporting local continues to be a major focus and representing your interests in such a big way is possible only when we work together. Look for this Fall when the DBA will host a Regional Chair Forum!

Wishing you health, warmth and summer-time fun with family & friends.

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



UPCOMING EVENTS

JAVA JOLT

jul 22

LUNCH WITH LORNA

aug 11

THE BUSINESS SUMMIT

sep 21



2022
business
summit

RESILIENCE & REINVENTION

September 21, 2022
@ Deer Creek Golf & Banquet Facility

SPEAKERS:

Future Ready
Brion Hendry, BDO
Dennis Croft, 1855 Whitby



Reinvention with Technology
Asif Khan, Ground Level Insights



Business Panel
Moderator: Denise Laframboise
Panel members:
Rhonda Jessup - Whitby Public Library
Mike Libbey - Your Bottom Line
Chris Vanclief - Brock St. Brewery
Bruce Watson - Whitby Home Hardware



Cultural Resilience & Reinvention
Allison Hector-Alexander,
Director, DEI Region of Durham



Keynote Speaker:
Mark Harrison
President, MH3
Entrepreneur. Author. Speaker. Coach. Human.



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Connect Women: A Male Perspective

Connect Women was a blast this year. It was relevant to me as a leader, provided me with insights as a professional, and gave me plenty to ruminate about as a man. It's true that this event caters to women, being one of only a handful of men in attendance is an attestation to this; however, having attended these sessions I realize Connect Women has much to offer everyone in terms of business and leadership. Regardless of your gender, this is an event worth checking out.

There were some big takeaways for me during Connect Women this year. Angela Payne, National Board President of LEANIN, spoke at the event where she emphasized the growing need and capacity for leaders to 'lead well' by cultivating their emotional intelligence skills. To be truly effective, competent leaders should strive to be cognizant of their own emotions as well as the emotions of their staff. Using Emotional Intelligence to build a positive and constructive

workplace is becoming increasingly popular in business and leadership circles, and is one of the many traits women excel at, according to Angela.

A major aha moment came to me during the keynote speech with Agnes Roter and Lindsay Knight of The Source, Vice President of marketing and Director of marketing, respectively. While sharing some leadership strategies they mentioned the phrase "You are the weather," referring to the fact that every time a leader enters the workplace they set the atmosphere for their staff. As a leader myself, who oversees nine staff, the significance of mood and the work environment has always been an inkling I have had but could never put into words. A light came on for me when I heard this, and it has since become a mantra of mine as I come into work each day.

There were also two vibrant panel discussions with professional women from both the business and

government sector who shared their experiences about working and advancing their careers in male dominated organizations. It was encouraging to hear about the positive experiences of some, but it was difficult hearing about the negative interactions of others, particularly recent interactions in a time when I assumed these problems were largely a thing of the past. Looking around the room during these sessions, it would have been great to have more men in attendance to hear these stories.

In the end, Connect Women was a powerful experience for me. The speakers were great, the atmosphere was upbeat, and I had the privilege of networking with some amazing leaders from all over Durham.

Jaron Fitch,
Department Head,
Reference
Whitby Public Library



Our 35th annual Fairwar Friday Golf Tournament took place at Royal Ashburn Golf Club on June 3rd. Players were treated to day of sun, fun and some amazing golf. The weather held up for the most part and we are already looking forward to doing it again next year!





As I reflect on the last year as a Chamber Board member and most recently, the few short months I've held the role of President, I can't help but feel a sense of pride for our Chamber. I watched as the Chamber team was relentless in their pursuit to support our members. We all learned to experience our Chamber in a new and virtual way, but the programming never stopped. When our members needed the Chamber most, our Chamber team was here to support. We are fortunate to have such a dedicated group behind us who always put the needs of members first.

Since taking the role of Board President in April, I've had the privilege of participating in grand opening celebrations and in-person signature events that brought members together to discuss difficult issues in a

productive way. I have also experienced the benefits of true collaboration with other Chambers and Boards of Trade. Working together results in new ideas, opportunities and an even richer service offering for our members. Let's keep this going!

This year has been busy already and there are so many more great events to come. We have our Business Summit, Business Achievement Awards and countless networking events happening each month. Keep an eye on the events calendar and get involved.

Have a great Summer.

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

WCC Board President.



BUILD YOUR NETWORK!



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:

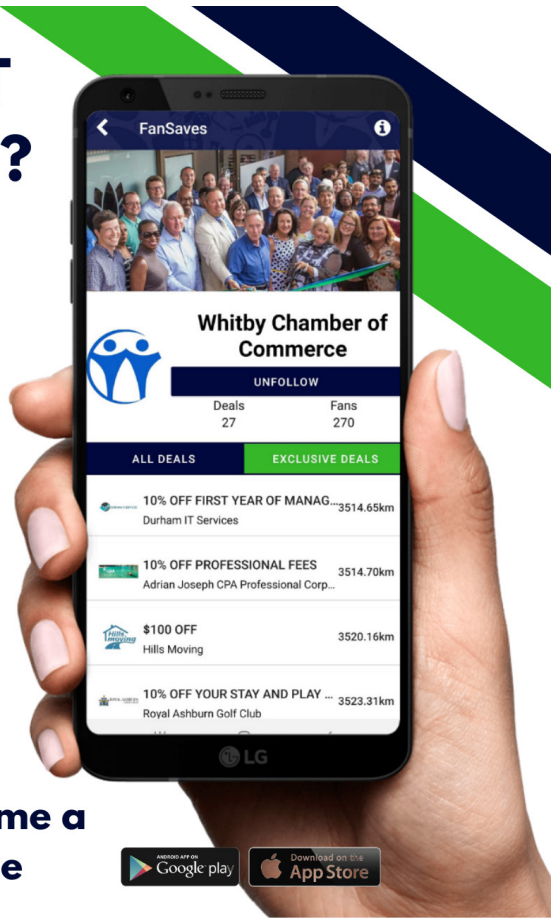


If you're interested in growing your network, creating events that draw the business community in and meet like-minded business leaders in our community, check out our Young @ Heart page to learn more, or contact susanne@whitbychamber.org.



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Diversity, Equity & Inclusion Committee Update

We are almost at the halfway mark of 2022, and what a great year of events it has been already! Recently, WCC held its signature Connect Women event. Thank you to the WCC team for putting together another amazing event! Also, big thank you to everyone on the board that stepped in at the 11th hour to emcee the event as the planned hosts fell sick.

During the Connect Women event, Janelle Benjamin of All Things Equitable and DEI committee members, Tricia Williams of Geekspeak Commerce and Sarah Hickman of the Region of Durham, formed the panel to talk about Leading with Equity. They spoke of enabling equal outcomes to overcome the many challenges that underrepresented groups face, such as lack of sponsorship, mentorship and paper accreditation.

They emphasized on the need for leaders to create safe spaces for uncomfortable conversations and have an open mind to forge a positive change moving forward. The audience was left enriched with different perspectives to consider, and we hope Connect Women generated a chain of honest conversations outside the event. If you were part of that chain of discussions, we would love to hear the outcome of your conversations.

Next up in terms of DEI events, our DEI Committee Chair Deanna is working hard with Natalie and the rest of the team to put together an exciting event on October 4th at Whitby's Abilities Centre. The event will create a safe space for employers, employees, students and job seekers to talk about DEI matters in job seeking and hiring. We will

have more to update you at the next Chamber Insider and watch the chamber's calendar of events!

Black History Month 2023 with the theme Creating Community is in the process of being planned and we've got some exciting speakers booked! The event will have positive vibes of hope and a bright future. Stay tuned for more updates as 2022 progresses.

Other than those signature events, the DEI committee encourages our diverse business network to attend our formal in and informal networking events! We welcome suggestions from our members on how we can inspire and celebrate diversity within our local business community.

Under Natalie's exceptional leadership, the DEI team is forging ahead with our DEI workplan. Deanna and

Natalie met up with Black North Initiative (BNI). They were very impressed with our workplan and commitment towards DEI, and we are happy to know that we are on the right track! We are also hoping to have community partners to spread the word so we can gain more knowledge, lived experiences and resources. Of course, we always welcome input from our members.

Before I wrap up this article, I would like to welcome three new members in the DEI Committee:
- Anthony Coulter, VP Student Affairs, Trent Durham Student Association
- Yin Brown, Director – Inclusion, Diversity, Equity and Accessibility, Abilities Centre
- Titi Katibi, Program Coordinator – Confronting Racism in Durham, Durham Regional Unemployed Help Centre (DRUHC)

The representation of interests and experience within the DEI committee is nothing short of powerful. We hope to play a role in creating a better inclusive business community for Whitby.

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

WCC Board Director, DEI Committee Conduit

Membership Committee Update

The Whitby Chamber of Commerce is always inventing new ways to ensure our members are maximizing the benefits of their memberships. A prime example of this is the New Member Checklist. The Checklist is designed to assist all members, both new and long-term members. Please review the Checklist and implement the recommendations listed so that you can achieve your full potential of being a Whitby Chamber of Commerce member.

- Dean Smalley, President, Unique Media Solutions.

WCC Board Director, Membership Committee Conduit



NEW MEMBER CHECKLIST

Now that I am a Chamber member what are my next steps:

- Make sure your business profile information is accurate; and pick the right primary industry group to make sure our electronic and printed directories reflect your business
- Meet with [Lorna McGhee](#), our Engagement and Outreach Manager
- Download [FanSaves](#) and Add your consumer and member to member discounts – you can create 3 offers per month!
- Check out the [savings partners](#)
- Share member benefits like FanSaves and the Savings Partners with your employees! [They're members too.](#)
- [Send the flyer to employees](#) and display it in your lunchroom – don't forget to include your member-to-member exclusive FanSaves code!
- Check our [events calendar](#) and forward opportunities to others
- Make sure you're getting our weekly events emails and quarterly magazine
- Attend the next New Member Open House
- Meet with a [Chamber Champion](#)
- Place your "Proud Member" sticker on your business entrance
- Add the ["Proud Member"](#) to your electronic signature and website

Ways to gain visibility

- Add your business cards to our display at the WCC offices
- Advertise on our website, or in our emailed Chamber Insider magazine and Upcoming Events
- Advertise your events in our Community Calendar (free)
- Attend events to build your network
- Refer and support other businesses in our membership
- Sponsor events that align to your business strategies
- Donate prizes for our events

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TOGETHER WE ROCK!

accessible • inclusive • communities

The DEI Committee of the Whitby Chamber of Commerce decided to feature one business a quarter in Chamber Insider that highlights members who champion (or committed to) diversity and inclusion. Our first pick was Together We Rock! and gives you a glimpse of this amazing organization.

Together We Rock! Inc. is a purpose-driven organization whose mission is to inspire learning and champion leadership to create accessible and inclusive communities.

It is their belief that “every day is filled with possibilities for making our communities more accessible and inclusive.” Their work inspires everyday people to believe in this possibility, so they too can partner in this great mission.

Founded in 2006 by John Draper, Together We Rock! offers leadership presentations, a school

program and learning resources, all designed to spark change. The message common to all of these initiatives is that accessible, equitable and inclusive communities don’t just happen; they are created.

Diagnosed with cerebral palsy at birth, Draper is faced daily with challenges accessing various events and activities. As he grew up and became more independent, he quickly realized that society was not as accessible to people with disabilities as he had previously thought. “An unfortunate trip down a set of stairs in my wheelchair convinced me that the world was in serious need of a better solution,” says Draper. “My world seemed very unsettled. I needed to take action to bring about some positive change.”

For over 15 years now, Draper has led a team of employees, consultants and volunteer leadership advisors who are committed to the mission of Together

We Rock! His lived experience as a person with a physical disability who is non-verbal brings a fresh and compelling message that diversity, equity, accessibility, and inclusion are critical to creating extraordinary communities.

His presentations (delivered through assistive technology) challenge audience participants to undertake one step to make their communities and organizations more inclusive and accessible. Thousands have taken up the challenge, including, as just a few examples, a corporate leader who came up with an innovative approach to enhancing diversity in her workplace; a tourism operator who included a description of the accessibility features of their destination on its website; and a restaurant owner who now has menus in Braille. Draper is encouraged by the progress made to date but stresses there is a long way to go. And there are,

he says, compelling reasons – bottom-line reasons – for the business community to get on board.

“The connection that exists between the advancement of diversity, equity, inclusion and accessibility and improved performance has now been clearly documented and is continually demonstrated by business leaders and corporations who are leading the way. think about it for some time in the future but to take action now.”

My hope is for the business community to make it happen – not just think about it for some time in the future but to take action now.”

Draper volunteers his time as an Alumni Guest Lecturer at Durham College. He is a member of the Whitby Chamber of Commerce and previously served on the TD Financial Services Accessibility Advisory Group.

Together We Rock! is a powerful example of how one business with a strong vision and mission can accomplish more than they thought possible. As their website states, “When you take one step to make your community a better place, then you rock! And when we do it together then... Together We Rock!”

Uchechi Ezurike-Bosse, My Empowered Living

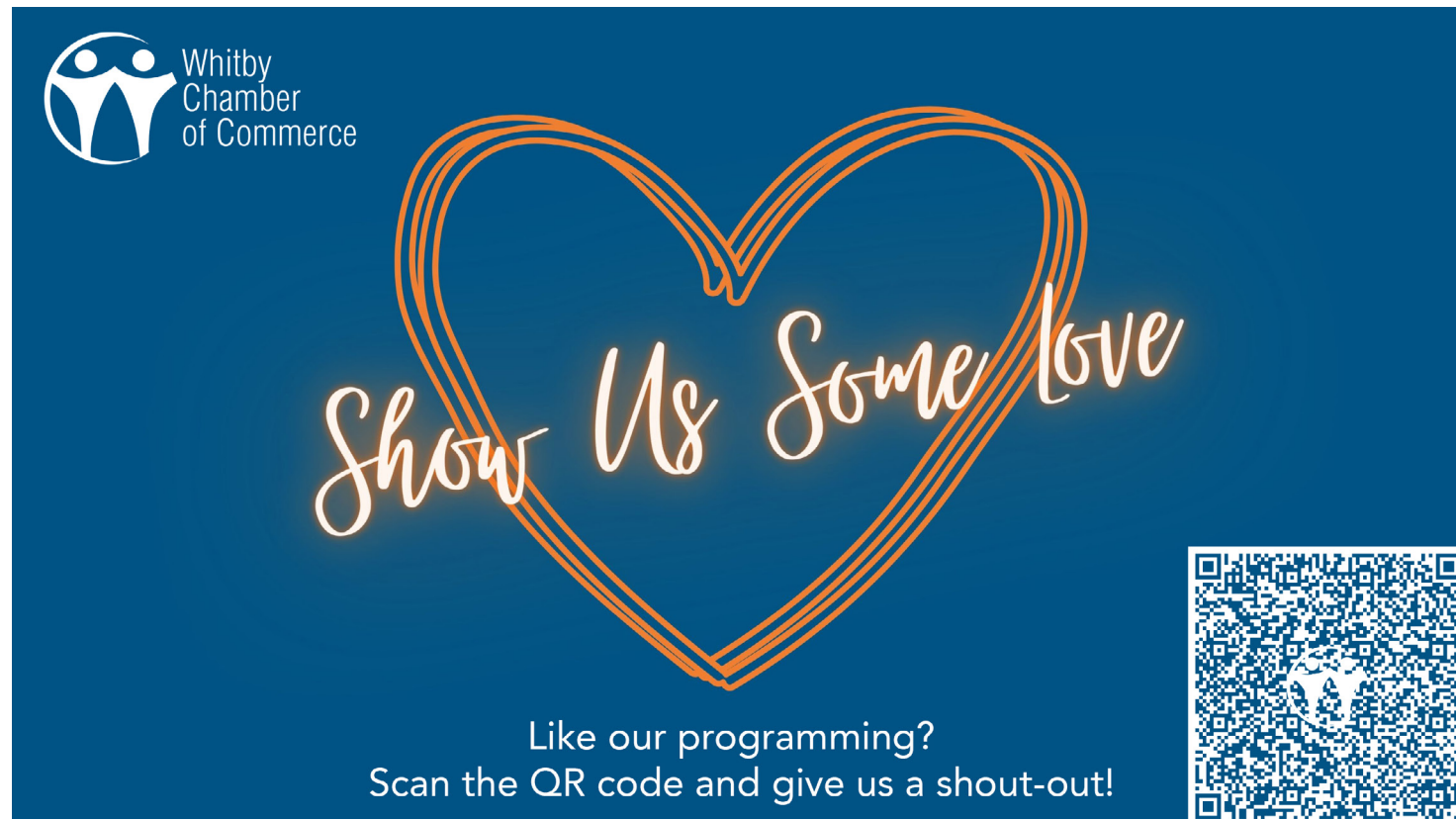
Elizabeth Roy, Regional Councilor, Town of Whitby



TOGETHER WE ROCK!

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Advocacy Committee Update

As always, the Whitby Chamber of Commerce (WCC) Advocacy Committee has been hard at work representing the business community and our membership on some very important issues. While there are numerous initiatives and issues being addressed this period, we thought it would be worthwhile profiling a few: i) the WCC Membership Survey, ii) delays at Pearson Airport and iii) Canada's Innovation Summit.

As part of its commitment to representing the views of members locally, provincially and federally, the Advocacy Committee will periodically survey members about important business topics. We believe now is a critical time to gather feedback from our members. This data will be used in advocating on behalf of members in numerous ways and generally used to help advance a healthy business climate for the benefit of all. [Click here to provide your feedback.](#)

Through the collective voice of the Durham Business Alliance (DBA), the WCC expressed its concerns on the current state-of-affairs at Toronto Pearson Airport, the impact these travel delays will have on the Whitby business community and the 2,500 local businesses represented by the DBA throughout Durham Region. This is a national concern with potentially long-lasting economic implications. An official letter outlining our concerns was issued earlier this month to Minister of Transport. Reach out to us for more information!

Lastly, the 5th annual Canada Innovation Corridor Summit will be taking place on June 29, 2022 at the Royal Botanical Gardens. This year's summit theme of Transition to Net Zero will speak to how

decarbonization will affect all areas of our economy. Of particular note, the Infrastructure Panel: Innovation in Energy features panelists from the Region of Durham, Elexicon Energy, OPG and Ontario Tech University. We invite you all to check it out and register if you can.

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



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- | | | |
|--|--|---|
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(416) 660-8523 | OverScore Media
overscore.media
(249) 357-8360 |
| Oracle Insurance Risk Management Services Inc.
oraclerms.com
(905) 660-9740 | Signarama/Fully Promoted
signarama.ca/locations/on-oshawa-whitby/
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thestationbake.com |
| Stay Home Forever
stayhomeforever.ca
(647) 660-7711 | Kendalwood Dental
kendalwooddental.com
(905) 571-0516 | Kidspired Media
kidspired.ca
(416) 276-1419 |
| Faye Business Systems Group
fayebsg.com
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| The Cleaning Ladies
thecleaningladies.ca
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(905) 837-2600 | Heart2Heart First Aid/ CPR Inc.
heart2heartcpr.com
(647) 896-4219 |
| Ann Arbour Consultants Inc.
annarbour.com
(647) 477-2197 | Durham Region Unemployed Help Centre
confrontingracism.ca
(905) 420-3008 | Lear Corporation
lear.com
(905) 619-4300 |
| ASHA IT SOLUTIONS LIMITED
ashaitsolutions.ca
(647) 640-6255 | The Joint BBQ @ Eldorado Golf Club
eldoradogolfclub.ca
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mgbpi.com
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| Brookstead Fine Flowers
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(905) 665-0225 | True Living
owda.ca
(416) 629-9165 |
| Suzyqjewels Biz&Fashion Media
suzyqjewels.com
(416) 262-0816 | API Uniform Supply
(365) 886-6066 | |
| | Paradeyes Optical
(905) 579-3937 | |

CHECK OUT OUR COMMUNITY EVENTS CALENDAR



whitbychamber.org/communityevents



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are made possible with the support of our
membership, partners and volunteers.

...thank you.