



chamber INSIDER

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2022 CORPORATE PARTNERS



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Welcome to another addition of Chamber Insider!

Our event programming continues to reflect the evolving tides of the pandemic. Check out our events calendar if you're looking for ways to build your business, learn and make meaningful connections. So many events to choose from, and a lot of them are free for members!

Don't forget we have two relatively new team members, so I'm sure they're looking forward to meeting our members in person again. And since March 1st our offices have reopened again with at a minimum 2 staff members ready to help you. Swing by to see the team, use the boardroom, drop off cards or just have a coffee. Speaking of a coffee, I can't wait to welcome our new members at the [New Member Open House](#) at the end of the month! Hosted by Lorna, you'll meet some savings partners, our team, and learn how you can leverage chamber programming.

And thank you to everyone who registered for the Annual General Meeting. As members, it's important to recognize our volunteers, including our Board and learn about the work you've invested in as members.

We want to make sure our strategy meets your approval, our work packages in areas like advocacy and DEI are understood, and most importantly that you provide us with feedback and your time to ensure our business community is well represented.

I look forward to seeing you at our many events this next quarter, as I miss your chamber-hugs!

Natalie

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



MENTAL HEALTH LUNCHEON

APRIL 13, 2022

SURVIVAL: A CANDID DISCUSSION

Guest speakers Rob Tardik and Kimberley Black discuss their resilience and bravery following unimaginable trauma.



Canadian Mental
Health Association
Durham

Bell



YEP Curling Funspiel: Your Favourite TV Family!



After a two year hiatus the Whitby Chamber of Commerce was thrilled to welcome back the YEP Curling Funspiel. This year guests were invited to come dressed as their favourite TV family.



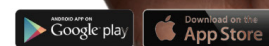
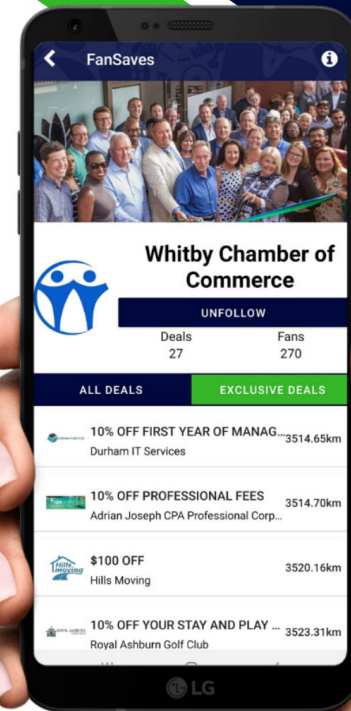
Our costumed curlers filled up each sheet at the Whitby Curling Club. The event was proudly hosted by our Young Entrepreneurs and Professionals Committee (YEP) and supported by Title Sponsor: Meridian Credit Union. Next year's event can't come soon enough. Hurry Hard!

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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!](#)

Ontario Chamber Network's Advocacy Series in March 2022

Earlier this month Peter Garrett and I had an opportunity to attend the Ontario Chamber of Commerce's Advocacy Series. Chamber leaders across Ontario discussed business and community challenges and solutions. Sessions were held with each of the four political parties in Ontario that hold seats in Ontario's legislature. Each of the sessions offered an opportunity to hear directly from political party leadership about their vision for Ontario and changes in provincial policies that will achieve their vision.

There are no shortage of challenges businesses and community members face related to the future of Ontario's economic, long term care, health, energy systems and the housing affordability crisis. I encourage business community members to review each of the party policy platforms up to election day to be held or before June 2, 2022 and

services Ontario's needs as a place to grow and prosper. The Whitby Chamber of Commerce's Advocacy Committee continues looking for opportunities to support our businesses collectively. A big celebratory moment to our most recent advocacy win – removal of tolls on Highway 412 and 418. This is a significant policy change that levels the playing field for the treatment of highways and tolling across the GTA. The Committee recognizes the advocacy leadership of Whitby MPP Lorne Coe, who made this announcement with Premier Doug Ford on February 18, 2022.

Our advocacy committee actively volunteers and recognizes the benefits of coming together to serve the collective business interests in Whitby. If you're interested in learning more about our Whitby Chamber of Commerce Advocacy Committee, contact with Natalie Prychitko, CEO and apply today.

– Daniel Van Kampen,
Economic Development
Officer at the Town of
Whitby



BUILD YOUR NETWORK!

YOUNG ENTREPRENEURS PROFESSIONALS &

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.



Membership Committee Update

Happy New Year! The Membership Committee is thrilled to announce that many of the rescheduled networking events will once again be live and in person. These events will enable our Members to once again see their fellow members in person. With such exciting in person events as the bi-monthly Java Jolts, Lunch with Lorna, and Connect Women, there is ample opportunity to get out and network. For all those golfers, please reserve June 3th for the Chambers annual Golf Tournament being held at Royal Ashburn Golf Club. Other exciting news is that the Chamber Membership directory has expanded to include members from the Whitby Chamber of Commerce, Ajax/ Pickering Board of Trade and Clarington Board of Trade. The directory will be delivered to the combined membership of all 3 organizations.

The Chamber is also pleased to announce the streamlining of the Chamber Website. This will make it more user friendly for those visiting it. Several new sections have also been added, such as the Young @ Heart? found under the Events column. With the start of a new year, the Chamber is offering more and more opportunities. Please take full advantage of them as they are meant for your benefit.

- Dean Smalley, President,
Unique Media Solutions.

WCC Board Director,
Membership Committee
Conduit



WCC's 2nd Annual Black History Month Event – RISE UP!

On February 2, 2022 the Whitby Chamber of Commerce held its second annual Black History Month Event. The theme for this year was RISE UP! Inspired by the Andra Day song, a song that became an anthem to a movement of change, equality, hope and empowerment. A song that inspired and uplifted so many with the words "And I'll rise up, I'll rise like the day, I'll rise up, I'll rise unafraid, I'll rise up, and I'll do it a thousand times again".

WCC's Diversity, Equity and Inclusion committee wanted to create an event that showcased the inspirational stories of entrepreneurs and leaders in the Black Community and how they continued to Rise Up to whatever challenges they faced on their journey to success. Keynote speaker Rosemary Sadlier shared prior to the event that "Having the

honour of representing African Canadians for several decades, I have built upon the foundation and the resilience of our ancestors. Through telling, preserving and advocating for our history and actions in Canada, I have worked to commemorate February as Black History Month as well as August 1 as Emancipation Day for us, for all of us. So that we can Rise Up and be in our beauty, intelligence and strength. We can all do that!"

Lisa Keizer, Founder & CEO, Up North Naturals Inc. shared her story of hope, strength and resilience. She shared about the self-reflection it took in preparing to speak at our event, from sharing about the beginning days of Up North Naturals to her hopes and plans for the future. From starting in her kitchen to now being the first Canadian, black female-owned hair brand that is available at Target locations

in the U.S and over 150 Walmart location in Canada, and many independent salons & beauty supply stores across North America. Lisa is committed to inspiring curly haired folks to embrace, love and see the beauty in their curls. Lisa has some big plans for her business and is ready to Rise Up to whatever comes her way to achieve the goals she has for Up North Naturals Inc.

Andrew McBarnett, Co-founder of Neales' Sweet N Nice Ice Cream shared the history of his family-owned company based in Toronto. Sweet N Nice Ice Cream creates delicious all-natural premium ice cream with flavours based on his grandad, Charles A. Neale's secret recipe that will transport you to the Caribbean. Andrew shared his passion for the business, the impact of speaking to competitors and how the business had to Rise Up to some of the challenges

that many other businesses faced in the past couple of years. Neales' Sweet N Nice is available at over 600 stores across Canada and has branched out from premium ice cream to delicious Caribbean cakes and cupcakes that continue to preserve and honour the traditions of the Caribbean.

We were thrilled have keynote speaker Rosemary Sadlier, recipient of the prestigious Order of Ontario, social justice advocate, researcher, writer consultant, author and international speaker on Black History Month, anti-racism and women's issues and past President of the Ontario Black History Society join us. Ms. Sadlier, shared the work she does to bring forward the historic impact that those from the African diaspora have on Canadian History. She shared her family's historical connection to Ontario and their impact on the work that she does and on Black History. Rosemary continues

to Rise Up and inspire so many people as she embodies the beauty, intelligence and strength of the black community.

This event left attendees full of hope, inspiration and craving ice cream. It showed us all that the Black Community is made of strong, empowered, beautiful, and inspirational people and that no matter what obstacles, twist and turns that are faced we will Rise Up! We are who we are because of who we came from. Maya Angelou said it best, "Bringing the gifts that my ancestors gave, I am the dream and the hope of the slave. I rise, I rise, I rise."

– Deanna Thompson (She/Her), Employer Advisor, Employment & Training Services, John Howard Society of Durham Region & Whitby Chamber of Commerce Diversity, Equity & Inclusion Committee Chair



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Learn more about the Durham Business Alliance

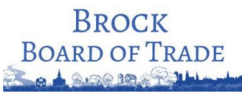
On January 5th, 2022 Durham Region Chambers of Commerce and Boards of Trade launched the Durham Business Alliance. Durham Region is home to an incredible and diverse business community. For that reason, chambers and boards of trade across the Durham Region joined forces in support of joint advocacy.

Representing over 2,500 businesses members, our mission is to empower, connect and advocate for business community across

the Durham Region. Our vision is to create an alliance of chambers & boards of trade to add-value & benefit for business members across the Durham Region. And already in a short time we've represented our business community by together submitting a Provincial Pre-Budget Submission and penned a letter thanking the Province for their lifting of the tolls on the both Highways 412 and 418. Together, we'll continue looking for opportunities to support our businesses collectively. A big shout

out to all of our advocacy and government relations committees who actively volunteer and recognized the benefits of coming together to serve the collective business interests within the Region. If you're interested in learning more about our Whitby Chamber of Commerce Advocacy Committee, please don't hesitate to reach out to me. #StrongerTogether

[Click here](#) for full details on the Durham Business Alliance.



Advocacy Committee Update

This quarter an issue was resolved that the chamber has been advocating for since before I joined the advocacy committee 2 years ago. The tolls on highway 412 and 418 were removed by the provincial government. Over the past 2 years I have served on the committee, we sent several letters and had meetings with government officials including the MTO to propose the removal of tolls. We are very happy with the government's decision to follow through on the promise to remove the tolls. During this quarter

the committee also sent in a pre-budget submission for the upcoming provincial budget and provided support for the DBA to submit a letter on behalf of the region. The committee is currently working on the Forum for the upcoming provincial election, drafting questions for local

candidates so we know who will best serve our business community if elected.

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



Diversity, Equity & Inclusion Committee Update

There is a powerful relationship between language and people. Like all relationships, it's a two-way street. As much as language is shaped by the values of a particular society at any given time, language can persuade changes in society too. Society is made of people. Words we unconsciously use to speak and write reflect our core beliefs and who we are as a person. At the same time, words can change our beliefs and what we can become. Never underestimate the relationship between the power of words and the impact they have on people.

In recognition of the power of words, the Diversity, Equity and Inclusion (DEI) committee invites members to ponder on the enriched language incorporated in WCC's new Mission and Values. With WCC's vision remaining the same, WCC will continue to work on what is best for the business community it serves while

being leaders in contributing towards positive changes for a more equitable and inclusive society.

In relation to the power of words, the theme "Rise Up" for WCC's Black History Month in February fits perfectly to celebrate achievements that should be highlighted as the main narrative of the black community. Keynote Speaker Rosemary Sadlier explained, "Having the honour of representing African Canadians for several decades, I have built upon the foundation and the resilience of our ancestors. Through telling, preserving and advocating for our history and actions in Canada, I have worked to commemorate February as Black History Month as well as August 1 as Emancipation Day for us, for all of us. So that we can Rise Up and be in our beauty, intelligence and strength. We can all do that!"

The event was a success,

and many in attendance were left energized, enlightened and inspired. Thank you so much to the team, especially Susanne Gagnon and Sue Sutcliffe for pulling off an impactful event.

We hope to elevate our DEI efforts this year. So, we are happy to welcome an extra pair of hands and another brain to pick – Ross Cadastre. Thank you, Ross! With respects to elevating DEI, stay tuned for an insightful and powerful blog as our committee chair, Deanna Thompson, and WCC's CEO, Natalie Prychitko, will be interviewing indigenous Canadian leaders.

Let's go 2022!

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

WCC Board Director, DEI Committee Conduit

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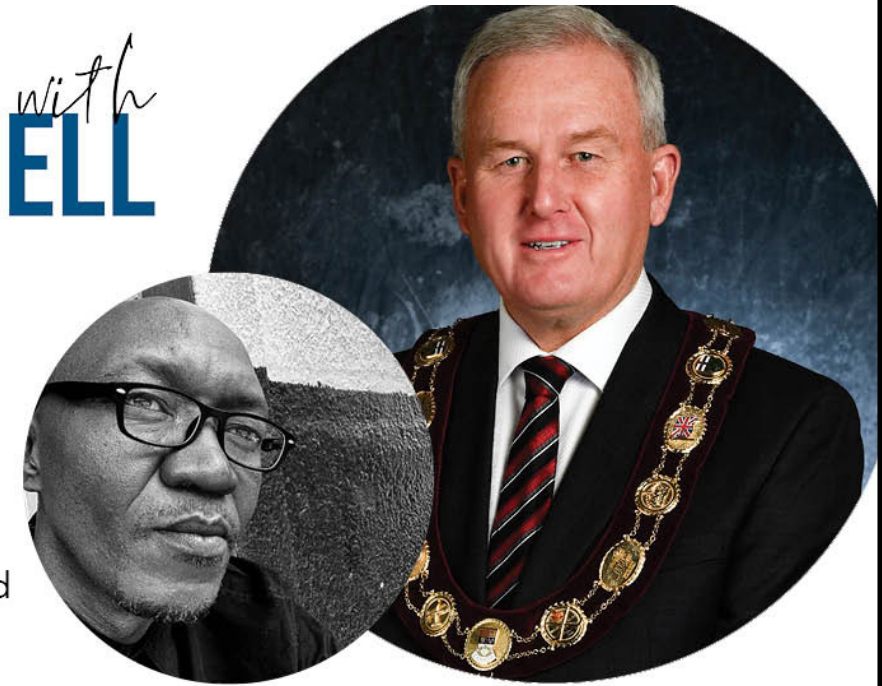


in conversation with
MAYOR MITCHELL

TUESDAY, APRIL 26

11:30 A.M. TO 2 P.M.

Get a closer look at Town priorities during this in depth business-focused interview with Mayor Mitchell and guest interviewer, Isaac Wanzama, Founder & Chief Strategist, geekspeak Commerce.



whitbychamber.org/events

Regional Chair's Luncheon

April 28th, 2022

REGIONALCHAIR.COM
for info & tickets.



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CHECK OUT OUR COMMUNITY EVENTS CALENDAR



 Whitby Chamber of Commerce

whitbychamber.org/communityevents



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...thank you.