

# CHAMBER CHATTER

DECEMBER 2008

The Chamber would like to welcome our newest members:

- \* Walk N Paws—Jane Cuthbert
- \* St. James Anglican Church—Father David Andrew
- \* The Brick—Rob Melnychuk
- \* Carleton Trailers—Dave Cousineau
- \* Sandy's Burgers & Caribbean Delight—Sandy & Jay



Click on me!



## Message from the President

Holiday greetings everyone! There's an old Chinese proverb that says "may you live in interesting times." 2008 certainly qualifies as an interesting time! As we put this year to bed, let's take a brief economic reality check.

Even as a banker there are times when I'm overwhelmed with the sheer volume of information available, but how much of it is valid? How much of it only contributes to volatility and panic?

The clearest explanation I've heard on current economic trends comes from Benjamin Tal, a Senior Economist for CIBC World Markets. Here's a brief summary of what he had to say to a room full of small business owners from across Ottawa and the Valley on November 25<sup>th</sup>.

**Prior to every recession there is a spike in oil prices.** While the credit crisis and sub-prime lending problems in the US have greatly contributed to the recession, true to past patterns, a spike in oil prices led the way. In fact, the US has been in a recession for the past 12 months—in Tal's words, "we're in the 7<sup>th</sup> inning" of the decline phase.

Factors that are likely triggers for a positive turnaround include:

—the price of housing in the US; Tal expects prices to bottom out in the next six months with a further drop of 5 to 10% by April or May of 2009. At that point, the market can attach a value to sub-prime properties and prices will begin to rise.

—The price of oil; when it stabilizes somewhere between \$40 to \$50/barrel this will spark a recovery driven by the emerging markets of India and China; Tal states that commodity prices are likely to remain low for the next 8 to 12 months, and when they begin to rise, the TSX—which is heavy on commodities—will follow.

—a reduction in deleveraging by strapped hedge funds; again, Tal emphasizes that we're in the 7<sup>th</sup> or 8<sup>th</sup> inning of the sell-off.

—a return to realistic market expectations, including the assignment of appropriate levels of risk to investments (sub-prime lending in the US was the antithesis of this.)...continued pg2



**The Chamber would like to wish everyone a Merry Christmas and a festive Holiday Season!**

**In lieu of sending our members traditional Christmas cards, the board has decided the Chamber would support those less fortunate than ourselves and are making a donation to the Lanark County Food Bank on our members behalf!**

**Best Wishes for a safe and prosperous new year!**



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## Chamber Office Report

Please join me in welcoming Christine Lafrance as our new Grant Researcher. So far we've kept Christine busy getting acquainted with our database and looking up funding sources for non-profits but that will change quickly as she investigates where the money is to support business initiatives during these trying times!

As I gradually catch up on membership and admin work it's come to my attention that growing our committees needs to be a priority. Specifically we need help with our Golf Tournament, Event Planning and Membership Committees. It's our intention to expand our trade show in March from a 3 hour to a two day event, and we need to beef up the Event Planning Committee to realize that goal!

We all lead busy lives, and committee work does take a little time, but it also presents a fantastic opportunity to meet other business members and get involved with your community. So if you have the inclination to devote some time and effort to a good cause please give me a call!

Looking forward, I'm pleased to announce that our Christmas Wine and Cheese Mixer will be held on December 18<sup>th</sup>, 5 to 7pm at the Leatherworks. Cost is \$20.00. Please call the office to let us know if you're attending—cancellations will be accepted up to Dec. 17<sup>th</sup>, otherwise you'll be invoiced! (And speaking of invoices—if any of yours are outstanding, we accept payment any time!)

Happy Holidays and hope to see you soon!

shary@cpchamber.com, 257-1976



**THE CHAMBER  
OFFICE WILL BE  
CLOSED**

**DECEMBER 24TH  
TO JANUARY  
5TH FOR**

**THE HOLIDAYS**

## ...President's Message

So what does this mean for Canadians? Expect an upturn by mid to late 2009 or early 2010 as oil and housing prices stabilize and then expect the market to level off for a number of years.

On the plus side governments around the world have acted quickly by reducing interest rates to introduce liquidity and the financial bail-out is a valid response to the crisis. According to Tal "if you don't bail out Wall Street, you kill Main Street."

In the same vein, Tal expects the US to provide some sort of auto industry bailout as a means for creating stability and reducing panic.

Canada is poised to announce large government spending on public infrastructure, which is a realistic way to create jobs and stimulate the economy. Expect infrastructure investment to rise from 3% to 10% of pension funding expenditure in the next 5 years.

Tal says the Canadian dollar will remain down for the next six months and then recover as people realize the US needs to finance their debt-load. In fact, Tal stated that he's bullish on the Canadian dollar and bearish on the US.

As for the Canadian housing market, while prices are starting to fall here, he doesn't foresee a freefall. Areas where real estate speculation is higher will realize greater devaluation—primarily out west.

Finally, while the Canadian small business sector typically underperforms during a weak economy the opposite is true today, thanks to Canadian consumers.

Please join us for festivities at the Leatherworks on December 18<sup>th</sup>, 5 to 8 pm. Please call the office to reserve your spot by December 15<sup>th</sup>—price is \$20/person. (Cancel by the 17<sup>th</sup> or an invoice will be issued.) Cheers!

## Welcome Christine!

I am Christine Lafrance and I joined the Chamber on November 10 as the Grant Researcher. I am becoming acquainted with the research programs and the routine of the Chamber. I look forward to meeting the members of the Chamber.

My background includes a B.A. in Law from Carleton University and a diploma from Algonquin College for Office Administration. I have worked in law firms and in office environments.

I am the mother of three children, two girls and one boy. They are ages 8, 3, and 1 and keep me very busy. We live outside the village of Lanark with our dog and our donkeys. I enjoy reading and spending time with my family.

You can reach me at  
Christine@cpchamber.com.

## CARLETON PLACE & DISTRICT CHAMBER OF COMMERCE

175 Bridge St.  
Carleton Place ON K7C 2V8  
Phone: 613-257-1976  
Fax: 613-257-8170  
Email: [manager@cpchamber.com](mailto:manager@cpchamber.com)



We are on the web!  
[www.cpchamber.com](http://www.cpchamber.com)

### Upcoming Events:

**December 18th** - Annual Wine and Cheese - This year's event will be held at the Leatherworks.

Time: 5pm to 8pm Cost: \$20.00

Please RSVP to the office, 257-1976 before December 15th!

**January 14th** - Networking Event at Staples! Come learn about our Grant Writing/Research service!

Time: 7pm to 9pm Cost-Free!

Please RSVP to the office, 257-1976 before January 12th!

**February** - Networking Event—Our guest speaker will be a specialist in the area of Accessibility and they will be informing us about Ontario's new Accessibility Legislation and how it will effect every business! Watch the Chamber's next newsletter and website for details.

**March** - AGM & More - watch for details.

## 53 Colours — Signs & Digital Imaging

53 Colours is dedicated to "making your business look sharp!" How dedicated? After 28 years you might say it's a family tradition...with an edge. Apparently the family that drives together thrives together. If you're into stock car racing you might recognize the 53 Colours Racing Team in the winner's circle at Capital City Speedway.

A team approach on and off the track is key to their success in racing, business and life. Founder Carl Musker, son Todd (Production Manager) and daughter Lesley Musker (the "Sign-tist") have all raced competitively at Capital City Speedway and at tracks across Ontario, with Todd placing third overall in 2008 in the Thunder Car series.

53 Colours specializes in creating bold, visual branding and identity development for clients all across the

Valley, Ottawa and Eastern Ontario. Whether you're a new company looking for a logo, cards and letterhead to build your corporate brand or a construction company in need of outdoor signage someone from their team will work with you to get it right.

As leaders in the outdoor signage niche market the people at 53 Colours work to stay in step with emerging technologies. From initial design and production through to site installation their unspoken motto is "any sign, any size, anywhere." Billboards and building signage whether electrical, LED or digital, along with location, display and material recommendations are all part of the service.

Lesley Musker, (the Sign-tist), volunteers with the Chamber's Event Planning Committee and acted as the visual eye behind the amazing room décor at our recent "FunRaiser." If you've seen Lesley driving around

town you'll know another strong corporate specialty is vehicle graphics. Lesley's car is bright yellow with giant daisies and the 53 Colours logo emblazoned across it.

Lesley acknowledges that they are awarded many contracts for entire fleets of vehicles, from passenger vehicles, to transports, to airplanes. Knowing Lesley's car, one can only imagine the kind of bold visuals that an airplane might inspire!

For more information on 53 Colours' range of services visit [www.53colours.com](http://www.53colours.com), or give them a call 613-253-5324.

***Have a success story you'd like to share? Just give us a call!***



## CP Chamber of Commerce Grand 'FUN' Raiser

Mark your calendars: for next year! This year's Grand Ol' Fun Raiser was a tremendous success raising \$6270 towards the purchase of a portable ECG Machine for the Carleton Place & Memorial Hospital in memory of Randy Slater!

The evening began with the most spectacular sunset and unseasonably warm, beautiful weather! The room was filled and everyone enjoyed the cocktail hour—all the profits from any Caesars sold (Randy's favourite drink) went to the Lanark County Food Bank, courtesy of the Heritage Inn.

The dinner was exceptional whether you had Chicken & Ribs,

Salmon, Eggplant or Prime Rib the meal was excellent—thanks again to the Heritage Inn, who went out of their way to get in the spirit of the evening by having the servers dressed in country-western style.

Radio personality Mark Papousek acted as master of ceremonies and after dinner the crowd was entertained by impersonator James Kirkham! Something of a quick-change artist, James involved the crowd in his act as he mimicked everyone from former Prime Minister Chretien to Bill Clinton to Tina Turner, Michael Jackson, Elvis and the Phantom of the Opera.

Thank you all for participating and making the evening a success!

### MEMBER 2 MEMBER BENEFITS

The team at Tomahawk Technologies is pleased to offer \$40 in Tomahawk Bucks as part of the Chamber's Member-to-Member Benefit Program.

Apply your bucks to Tomahawk's web development and technical support service. Send an email to [sales@tomahawk.ca](mailto:sales@tomahawk.ca) to receive your Tomahawk Bucks (\$40 per member).

Enter a draw for free hockey tickets—including the Ottawa Senators—visit <http://www.tomahawk.ca> & fill out a survey on the home page.

If you are willing to participate in our Member 2 Member benefit program, please contact the office!

## Writer's Corner...& the Winner is...

To roll-out our proposal/research service we invited some local charities and non-profits to enter a "contest" to win an initial consultation and ten free hours of research/writing assistance. We're pleased to announce that we'll be working with **Alwood Treatment Centre** and **Arts Carleton Place**—the first two viable submissions received.

In these days of dwindling resources we've noticed potential funders doing some necessary belt-tightening. From a proposal writing perspective, this means paying close attention to the details. Our recent submissions to a provincial government department have been given the "fine toothcomb" treatment, and I spent a good part of the past week re-evaluating and fine-tuning our initial requests. We hope to have a definite answer in early December.

The Grant Committee is meeting December 4th to discuss priorities

for research and proposal writing. Christine Lafrance, our new Grant Researcher has been busy getting familiar with the funding database and non-profit resources. She's starting to focus on business resources to build our expertise in that area

Stay tuned as we roll-out this service in more detail at our networking event at Staples, January 14th, 7pm to 9pm.

In the meantime, why not approach the holiday season by putting together your very own "funding wish-list"? If you had the money, how would you apply it to benefit your business or social service agency? Would your priorities be on training, hiring, research and development, infrastructure, capital assets, equipment purchase or a specific program or project?

Questions? [marion@cpchamber.com](mailto:marion@cpchamber.com)