

CHAMBER CHATTER

FEBRUARY 2009

The Chamber would like to welcome our newest members:

- * Cardel Custom Homes
- * Mississippi Golf Course
- * Comfort Pro
- * Kirk Armstrong
- * Cavanagh Construction
- *

Nominate Someone for Business Person of the Year!

How? Print a nomination form from our website www.cpchamber.com

Why? Because excellence should be celebrated.

When? The winner will be announced at our AGM on March 26th.



Message from the President

So here we are with another Throne Speech, a new budget and a government that appears to have moved beyond coalition threats and pro-roguement. I'm almost afraid to write about the economy, since the last article on the same topic was immediately followed by the crazy December crisis on Parliament Hill. But let's give it a whirl...

According to a recent survey by the Canadian Chamber of Commerce, business is adopting a "wait and see" attitude to the budget. Perhaps of greater concern is the muttering south of the border about protectionism.

This morning I watched news clips of President Obama stating that he doesn't want to incite trade wars through protectionism. And yet, today the Canadian Chamber of Commerce website includes a letter about the "Buy American" provision and what that could mean for Canadian business.

On Feb. 3rd, the US Congress passed a bill attaching "Buy American" provisions to steel and iron used in public buildings and public works. Similar amendments are expected on a number of fronts, including manufactured goods, health

info technology and on stimulus money flowing from the federal to state level governments.

The Canadian Chamber recommends that Canadian companies involved in the US procurement market encourage their suppliers, customers, and parent companies to contact their local Senators and speak out against protectionism attached to the stimulus bill.

And while protectionism and retaliation will only delay economic recovery... as we've learned to our recent national chagrin, there's no predicting the actions—and reactions—of governments these days.

On the Canadian budgetary front, here are a few highlights that seem pertinent to our interests. I offer these without comment...I guess we'll have to "wait and see".

- Permanent elimination of tariffs on a range of equipment and machinery for Canadian industry (to the tune of 400 million in savings)

.....continued on page 2



CALL FOR DIRECTORS

We are currently accepting applications and nominations for the position of Director for our Board.

Directors attend monthly board meetings, help plan functions and chair or participate on committees.

Committees requiring extra help include Membership, Golf, and Communications.



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We are on the web!
www.cpchamber.com

Upcoming Events:

February 16th—Family Day please visit www.on.gov.ca to find out how Family Day affects your business. Family Day is a provincial holiday not a federal holiday.

February 20th - Accessibility Breakfast, Waterside. Our guest speaker is a specialist on Accessibility. Come and learn about Ontario's new Accessibility Legislation and how it will effect your business!

March 26th - AGM, Guest Speaker—Perrin Beatty, Business Person of the Year and More!

March 26th to march 29th—Ottawa Home & Garden Show, if you are interested in representing Carleton Place at our booth and would like to volunteer some time, please contact our office!

April—2009 Visitor Guide release

ImStrat Corporation...Strategic Imaging for the 21st Century!

According to a recent series in the Ottawa Citizen, surveillance, data capture and imaging capabilities are simply a fact of modern life. If you were in any doubt, visit www.imstrat.on.ca and watch the opening video—it demonstrates the precise capabilities a marriage of satellite imagery and geospatial intelligence delivers to its clients.

ImStrat is the perfect example of a small company competing in a global market. As specialists in geospatial intelligence analysis, they offer a full array of services and products around that central theme. Specific expertise in a clearly defined niche market, combined with state-of-the-art software customizable to client specifications makes for an impressive business offering.

What is geospatial intelligence? It is the ability to hone in precisely on a specific geographic area for a specific purpose. For example, a combination of satellite imagery and geospatial software let analysts track the onslaught of Hurricane Katrina, along with the progress and egress of flooding

throughout New Orleans. Similar technology can be used for strategic and tactical military operations.

ImStrat offers clients consulting and project management services in the following areas:

- Software development support
- Defence research and development
- Operational intelligence, surveillance and reconnaissance implementation

Other services include operational support in establishing baselines, change detection and real-time (or near real-time) geospatial data analysis. Terrain analysis for strategic and tactical operations, image processing, image map production, feature extraction and highly specialized training support round out a full complement of knowledge services.

After working in the Canadian military for 18 years, owner Tom Last decided to offer his expertise commercially. ImStrat is entering its 12th year of operation in 2009, and business is booming. In fact, business has been increasing steadily

since day one, but particularly after 9/11. With five full-time employees, ImStrat hires consultants as needed to meet the demands of its various contracts.

On the product side, ImStrat is a reseller for RemoteView, a geospatial intelligence software application, and for companies that capture high resolution imagery data. Fusing two of the best imagery data types together for client-specific purposes is another specialization offered by this small, highly successful local business.

Over 80% of Imstrat's business is overseas. Tom has marketing distributors and partners in key market areas all over Asia, Europe and the Middle East. In a nice twist on the vast array of Hitachi products sold in North America, Hitachi has exclusive rights for the marketing of ImStrat products and services throughout Japan.

In twelve years, ImStrat has trained over 2100 students from around the world—some overseas, and many here in Carleton Place. These are generally

...continued on page 4

Business Expo/AGM—and exciting guest speaker!



...Tourism Cont'd

which includes a resource audit in all tourism sectors, identification of gaps, improvements and opportunities. The process identifies core attractions, quality, satisfaction and the value of tourism. Jim has arranged for fringe communities of Ottawa to be involved.

Mark your calendars for March 26th ! The chamber is proud to announce our 2nd Annual Business Expo & AGM. After last year's success we knew we had to bring this event back to our members. With such a positive response to last year's event we realized we need a larger venue. This year we'll be at the upstairs arena.

2009's AGM is important since a new executive will be elected by you, our membership. A detailed list of your board members and those seeking an executive position is attached to your newsletter.

Call to book your table today as space is limited! This is a fantastic opportunity to showcase your business and to demonstrate your products and services!

General Admission - \$20.00

8ft tables — \$100 for Chamber Members

8ft tables — \$125 for non-members

Sponsorship opportunities are available — please visit our website for details.

We'll be announcing Business Person of the Year at this event! I encourage you to nominate a deserving candidate. So many members of our Chamber go above and beyond the call of business to help our community. *Please complete the nomination form on our website and submit it to the office no later than Feb. 20th!*

Lastly, I'm thrilled to announce that this year's guest speaker is **Perrin Beatty, President of the Canadian Chamber of Commerce!** Please join us!

MEMBER 2 MEMBER BENEFITS



Tax time is upon us once again and Laura Forbes, H&R Block is offering members and their employees a 10% discount on tax preparation services.

Please contact the Chamber office to obtain a coupon!

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

Grant Team Report

Our grant service officially rolled out on January 14, 2009 at the Staples Networking Event. We're here to help businesses or non-profits find resources to benefit their bottom line, develop funding strategies, consult, write and/or review proposals.

Right now we're sorting through inquiries about the service and meeting with potential clients.

Alwood Treatment Centre has benefited from our help with a letter of inquiry and we've directed them to other potential funding sources. We're continuing to work with Arts Carleton Place with editing support.

We are continuing to work with the databases and directories to find sources of funding for businesses and developing a spreadsheet to track the many programs available to businesses and non-profits.

Please contact Marion or Christine at (613) 257-1976

...ImStrat Cont'd

people with disposable incomes and per diems who require accommodation, meals and transportation along with computer hardware and software support. In Tom's words "I need local stores to provide top of the line services and products...and I need them to stay open later in order to allow the students to shop and enjoy Carleton Place—otherwise they'll go to Ottawa."

ImStrat is on the verge of a growth spurt, as contracts at home and abroad are in the process of being finalized. And when this happens "Carleton Place will...see new staff and more opportunities for local companies to support ImStrat in its expansion process."

For more information, call 613-257-5940 or send an email to imstrat@imstrat.on.ca.