

CHAMBER CHATTER



Message from the President

Happy spring! As your new President one of the jobs I've inherited is this monthly newsletter column—a job made a thousand times easier with the help of dedicated staff.

A year ago, Manager Sharyl-Anne Andrews was our sole employee. Today, we have four employees and two students about to join us for the summer. We've been able to re-hire Marion Taylor and outsource her skills as a Proposal/Business Writer, while Julie Argue is doing an excellent job as our Event Planner. I'm pleased to welcome Heather Whiting in the role of Tourism Coordinator—just in time for tourism season!

When I think of our growth, it's clear that warm congratulations and thanks are in order for past President Donna O'Donohue's leadership. Fortunately, Donna still serves on the board as an invaluable resource, along with Tracy Lamb as our Vice President and Terry Perkins as Treasurer. Janet Foster (also a former board Treasurer) will share the role of Treasurer with Terry, giving our executive tremendous continuity.

Achieving continuity in leadership is an extraordinary challenge for all non-profit organizations and I'm incredibly fortunate to have that to fall back on. Achieving the means for continuity in staffing is the other big challenge we face. Adding new revenue streams is the key to sustainable staffing, and soon we'll have four: memberships, events, outsourcing and a tourism gift shop.

We hope to be in our new digs at the



New President, Cindy Hobbs, Royal Bank Mgr.

Train Station by the time you read this. Realistically it will take until the end of the month to get settled, but be prepared to attend an open house when we do. We'll be in the mood for a celebration! And please make an effort to attend this month's networking event on **May 28th, 5 to 7 pm**, State Farm office, 376 Flora Street. Be sure to RSVP Julie@cpchamber.com.

Lastly, protect your good health and that of your employees. For information on the H1N1 virus (Swine Flu) and contingency planning for businesses visit the following links: www.fightflu.ca or <http://www.chamber.ca/article.asp?id=3> (see Business: Pandemic Preparedness in the right-hand column under News.)

Welcome to our newest members:

- * Carleton Place BIA
- * Foodies Fine Foods



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Chamber Office Report

Talk about a whirlwind of activity! We've been working out of boxes for the past few weeks as we prepare to move to the Train Station—and the move keeps getting delayed due to construction. But I'm 99% sure that by the time you read this, we'll be relocated to Coleman Street. And not a moment too soon!

The Train Station is an excellent launching pad for this year's tourism season. Our new guides are ready and we're about to hire two summer students to act as Tourism Ambassadors. I want to extend a big welcome to Heather Whiting, our new Tourism Coordinator. She comes to us with a strong background in marketing and I know she's hit the pavement running.

Heather is collecting names of businesses that want to participate in the camper bag promotion for the Riverside Jam. This is a free promotional opportunity open to all members. All you need to do is provide 500 coupons that will be included in the bag of goodies for each camper. If you

want to be involved write to heather@cpchamber.com.

Mark May 28th on your calendar and join us for some fun and socializing at Jeff Julian's State Farm Insurance office, 376 Flora Street, from 5 to 7 pm. Be sure to RSVP Julie@cpchamber.com. We're looking forward to seeing everyone after our big move!

Marion is back I'm pleased to say—she's concluded her first client contract and is open for business so if you need help putting together a report, newsletter or proposal or anything else for that matter, write marion@cpchamber.com. Marion will be updating the website with information about her services in the near future, so stay tuned.

This month I'd like to end on a personal note and wish Julie and Jason a wonderful wedding day and more importantly, a long and happy life together. In the words of Oscar Wilde "Who, being loved, is poor?"



“Courage, sacrifice, determination, commitment, toughness, heart, talent, guts. That’s what little girls are made of, the heck with sugar and spice.”

Bethany Hamilton,



World's best female surfer

Tourism Update—Meet Me On The Mississippi!

Boy has there been a lot of progress this month on tourism! We've launched a brand new town brand, received and are in the process of distributing 30,000 town guides and reached out to the community with a full colour flyer – all while packing and designing a new Visitors' Centre. It has definitely been an exciting first three weeks!

The “Meet Me on the Mississippi” brand was launched and has been well-received, judging by the comments we've heard from the membership and visitors to the office. Tracy Lamb hosted two informative branding workshops on behalf of the Tourism Team. Attendees left with an understanding of the brand guidelines and some creative ideas on how to apply them.

If you missed our branding session and are interested in leveraging the brand to promote your own business, contact the Chamber office—or better yet, write to me: heather@cpchamber.com.

Every Carleton Place household and business received a guide with the Carleton Place Gazette and soon

they will be found in visitors' centres all over Ontario.

We also completed and distributed the beautiful “Welcome to YOUR Carleton Place” flyer to every mailbox in town. We have already received emails and comments from residents complimenting the design and the idea. Sometimes it's great to remind everyone what a wonderful community we live in!

We are lucky to have a team dedicated to keeping Carleton Place top of mind for visitors and day trippers throughout the region and province. I am amazed by the talent and commitment the tourism team represents.

I come to the position of Tourism Coordinator with a strong background in corporate communications and marketing, and recently graduated from the Public Relations Program at Algonquin. I'm enthusiastic to promote the “Meet Me On The Mississippi” brand and look forward to moving to the new Visitors Centre at the Train Station. One Mississippi, Two Mississippi, Three Mississippi... ready or not Ontario, here we come.



132 Coleman St.
Carleton Place Ontario
Phone: 613- 257- 1976

We are on the web!
www.cpchamber.com

Upcoming Events:

May 23rd Annual Plant Sale—Join the Carleton Place & District Horticultural Society at Victoria School Museum, Edmund Street from 8:30 to 10:30 am for perennials at great prices!

May 26th Right Size Your Business Workshop—Join the Womens' Business Group and consultant/coach Angela Sutcliffe at the Waterside, 105 McNeely Ave. from 4 to 6 pm, admission is half-price at \$45; RSVP by 24th to Jennifer at 613-859-0100

May 28th Networking Event—Jeff Julian & the State Farm team host a meet and greet, 5 to 7 pm, at 376 Flora Street. RSVP Julie@cpchamber.com

May 30th Wine'd Around Downtown—Visit local restaurants to sample wine and appetizers! One ticket admits you to all venues. Tickets available at the Town Hall

Thinking Green for Spring—Resources for your Business

Everywhere we turn these days we're admonished to "think green" and admittedly it can be annoying and overwhelming. But before you turn your back and write it all off as tree-hugger propaganda investigate the following links for savings:

Natural Resources Canada—for public buildings, municipal, retail, warehouses, restaurants, hotels and offices under 20,000 square meters. This ecoEnergy Retrofit program accepts applications until March 2012 or until funds run out. The site has links to additional incentives and free energy planning workshops.

You'll need an energy audit and can't incur project related costs until receiving written approval—but eligible measures include materials and labour, lighting, building envelopes, control systems, water heating, electric motors, heating, ventilation and air conditioning, replacement equipment or major appliances.

<http://oee.nrcan.gc.ca/publications/commercial/retrofit/index.cfm?attr=20#section1b>

Industries not subject to the Emissions Act and willing to register under the Canadian Industry Program for Energy Conservation (CIPEC) might qualify for ecoEnergy Retrofit incentives at the following link:

<http://oee.nrcan.gc.ca/industrial/financial-assistance/retrofit/index.cfm?attr=0>

For new construction or major renovations building owners and architects may qualify for substantial savings under the High Performance New Construction Program. Applications are being accepted into the fall of 2010.

<https://www.opa.hpnc.ca/portal/server.pt>

Local Green Resources

Tired of old desktops, monitors and retired computer equipment cluttering up your space? In partnership with the Ontario Electronics Stewardship program **Twenty-Twelve Electronics Recycling (TTER)** accepts desktop and laptop computers, monitors, televisions and computer peripherals at

three locations for free. (Some other items are accepted for a fee.)

TTER was founded by the same people behind The Trailing Edge. Its mission is "to keep toxic materials out of landfill sites and to divert other waste from landfill sites into alternate streams wherever feasible." Visit <http://www.tter.ca> or call 613-253-3058 for information on when and where to drop off your electronics.

When you consider the cost of illness, it's worth knowing about alternate technologies. Bob Nixon of **B&C Solutions** is a dealer for a company that makes environmental products based on NASA research.

Think about it—to put astronauts safely in space NASA had to create ways to kill germs and bacteria. One product, Ecobox with SurfaceGuard, drastically reduces germs found on surfaces without the use of chemicals. Imagine using one of these in your bathroom or kitchen area at work. That's one way to reduce the threat of a pandemic! Call Bob at 613-257-7862 for more information.

Canada Day Vendor Village



In the true spirit of our business “Community” the Chamber and the Town of Carleton Place are happy to once again offer booths to showcase and promote your product, service or business as part of the **2009 Canada Day Celebrations**. Booths are a 10x10 size and will be assembled into a “Vendor Village” at Riverside Park where the majority of the festivities occur. To reserve your space for \$100 (vendors are responsible for their own tent/ covering, set-up and tear-down) contact Julie at the Chamber of Commerce by e-mail, Julie@cpchamber.com or by calling the Chamber Office.

Food vendors are asked to contact Manda Blakeley to reserve their spaces, e-mail mblakeley@carletonplace.ca or call the Town at 613-257-6200.

Networking Event

In **May** - **Jeff Julian** and his **State Farm Insurance team** cordially invite you to a meet and greet evening at his elegantly designed office at **376 Flora Street** in Carleton Place on **May 28th between 5:00 and 7:00 pm**. Come in and meet Jeff and his team and enjoy some snacks and refreshments. Rsvp: Julie@cpchamber.com



Lamb's Down Park Festival



June 13th—the Wool Growers and the BIA are hosting the first-ever annual celebration of all things sheepish! Sheep shearing, spinning, lamb/dog demonstrations, crafts and foods for the kid in you! Come and celebrate our heritage! Carleton Place is distribution central for Canadian lamb's wool! Call Cathie McOrmond at 613-257-8049 for details.

Farmers Market Grand Opening



June 20th—Visit the Carleton Place & District Chamber of Commerce booth as we help celebrate the Grand Opening of the Carleton Place Farmers Market on the morning of June 20th. Join us and support local agriculture and food providers at the former Canadian Tire location on the corner of Beckwith Street and Lake Avenue.

Riverside Jam Sponsorship Opportunities!

With the Jam slated for **July 31st to August 2nd**—and over 1500 campers at Riverside Park—this is an ideal opportunity to promote your business. Every camper receives a “camper bag” with discount coupons, maps and restaurant menus. **Participation in the camper bag promotion is FREE!** Just supply 500 coupons to Heather Whiting at the Chamber for inclusion in the bags. You can reach Heather by writing to heather@cpchamber.com.

This year the entertainment/refreshment tent will close at 11 pm each evening in the hopes the crowd will head downtown and take in different venues. The Jam represents an excellent time to get your business name in front of visitors! **Sponsorship opportunities range from \$150 to \$500**—for more information, contact Bud MacMillan at 613-253-0638.

United Way Fundraiser—Janet Gallipeau Memorial Walk

June 6th—Pledge forms for this vital fundraiser can be picked up at the Carleton Place Post Office or at the United Way office at 15 Bates Drive. We already know that this will be a challenging year for fundraising, and this is one simple thing you can do to support your local United Way. The walk will be held at Notre Dame High School—each walker will do 16 laps around the track! C'mon out! Your boots were made for walkin....



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Golf Tournament 2009

As the snow melts and the blades of grass slowly appear many are anxiously awaiting a different kind of green- the **PUTTING** kind! The call of the sunshine and the clubs taunting from their winter home of the closet are enough to drive any golfer crazy. Take this opportunity to look to the future, imagine the season ahead and book your team for the Chamber's annual Golf Tournament. Taking place this year on **Monday September 14, 2009** at the **Mississippi Golf Course** where funds raised will go to support the Chamber and Juvenile Diabetes.

Register and pay for your team prior to July 1 and take advantage of the special **Early Bird Rate of \$100** per golfer (\$400 per team) and be entered to **WIN** a pair of **weekend passes to Riverside Jam** in August! Regular rates for teams registering and paying after July 1 are \$125 per golfer, or \$500 per team. Fees include green fees, bbq lunch and buffet ham & beef dinner. **Prizes will be awarded for Best Dressed Team- Be creative! Be original! Have fun!**

For registration forms and to confirm your sponsorship contact Julie@cpchamber.com.



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Golf Tournament Sponsorship Opportunities

GOLD SPONSOR

\$1500

Includes: Public recognition in follow-up press releases and advertising; Representation in August & September Chamber newsletters with logo; Logo and Company name presented on sponsor board at every 3rd green; 4 additional dinner guests for buffet dinner; Corporate logo to appear on Sponsor Board at dinner; 1 golf team (4 golfers); ½ page advertising in golf program

SILVER SPONSOR

\$1000

Includes: Corporate logo to appear at on Sponsor Board at dinner; 1 golf team (4 Golfers); 2 additional dinner tickets for buffet; Business Card ad in golf program; Public recognition in follow-up press releases and advertising; Representation in August & September Chamber newsletters with logo

BRONZE SPONSOR

\$750

Includes: Corporate logo to appear at on Sponsor Board at dinner; 1 golf team (4 Golfers); 2 additional dinner tickets for buffet; Public recognition in follow-up press releases and advertising; Representation in August & September Chamber newsletters with logo

EVENT SUPPORTER

\$500

Includes: Corporate logo to appear at on Sponsor Board at dinner; Logo representation on one hole; 1 Golf Team (4 golfers); Representation in August & September Chamber newsletters with logo

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