



CHAMBER CHATTER

Message from the President

I took a walk down memory lane this week. The question I was asked was "What is your favourite Disney memory?" Like many of you I remember watching the Wonderful World of Disney on Sunday nights with my sisters. There were only two available channels at the time and that is one of the rare times when we were allowed to eat in front of the TV (my how times have changed!). Years later I was a mother with girls of my own and I bought tickets for the stage production of Beauty and the Beast in Toronto. It was the first live play any of us had seen and I remember laughing-and crying- with my girls and being completely wrapped up in the magic. This discussion happened at a workshop by the Disney Institute, "Disney's Approach to Quality Service". The two facilitators had come from Orlando Florida to do workshops throughout Lanark.

There is no way to describe Disney as anything but a monstrously successful company. This was not always the case and there is a lot to be learned from their approach. There are no miracle statements here, just common sense and a reminder that we do have all of the knowledge already at hand to make us successful. We all know what it is we want as consumers and clients. We need to remember this when we are approaching our business.

So let me share a few of the pieces that resonated with me...

"Common sense does not equate to common practice"

Just because we know that things need to be done a certain way to be successful does not mean that we will follow through. It also does not mean that the people who work with and for us will always follow through on how things should be done. So how do we make this happen? We need to manage our business by recognizing that we need to keep our clients (or in Disney's case, their "guests") happy and engaged. We also need to keep our employees engaged and EMPOWERED to do the right thing when it needs to be done. And while managing all of that, you need to be taking care of the "business" because you do need to manage revenue to keep this wheel turning.

Kendall and Jeff, our facilitators, made a very valid point. A good manager is not always a good leader, and vice versa. Keeping the administrative part of business flowing smoothly is a valued ability, but are you also leading those around you, recognizing their abilities, looking for the right fit in your organization, and embracing change when it comes. Identifying and working with your strengths and challenges needs to be a permanent item on your to do list.

It was very enlightening to hear that Disney has a budget too! When a project is on the go, there will be times when the answer is no, or not now- we all need to know and understand our bottom line and prioritize within it. We also need to know what our own particular branding is about and to protect and support it at all times. This is not always about a flashy marketing campaign and strategy- what are you known for, what would the average joe on the street say if he was asked what your business is all about? What stereotypes do they hold about your business. You must know what you are dealing with so that you can address these positive AND negative stereotypes and use them to your advantage. Set quality standards and prioritize to these; make these your non-negotiables. Live that every day.

Remember to take yourself out of your own expectations and be sure you understand your clients- you need to see your business from their point of view. What are they truly asking for. We all see the work from our own perspective, but this bias can keep us from understanding what our clients want.

Jeff discussed the idea of the "question behind the question". It's not always as cut and dried as it seems. Apparently a common question at the Disney theme parks is ``what time is the 3:00 parade``. What they are really looking for is info on when and where to line up, how to set up close to washrooms or refreshment stands, and so on. It would be so easy to make a guest feel unwelcome by simply saying, at 3, of course!

Jeff and Kendall shared some of the logistics used at the Magic Kingdom: People are pumped to get there, so the energy level of staff greeting visitors is very high when they arrive, but people leaving after a full day are given a warm but lower key thank you as they leave (Disney calls it the ``kiss goodnight``) because people are usually tired and anxious to get on their way home at that point.

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Member Bulletin

What Would the TMX-LSE Merger Mean for Me?

Concerns the OCC has Heard

- The business community is in favour of any changes that create greater liquidity and access to capital. However, businesses are concerned about what regulatory strings would be attached.
- There is little information readily available on the specific details of the deal, and the probable impacts on Ontario's economy.
- Within Ontario the deal is most likely to affect the mining, resource, and financial services sectors.
- The TMX Group currently lists the largest share of junior mining companies in the world. There is a concern that the big capital intensive mining companies that dominate the London Stock Exchange (LSE) would overshadow the junior players in a consolidated trading company.
- There is also a concern that Ontario would experience a contraction in its financial services sector due to a downsizing of the Toronto Stock Exchange and interlinked economic activities.

Information the OCC has Obtained

- The transaction is a merger of holding companies - not exchanges. The existing Canadian exchanges would stay in their current jurisdictions. Operations would be centralized, allowing for greater economies of scale. The individual exchanges would continue to be branded the same and retain their existing independence.
- Home regulators (the Ontario, BC, and Alberta securities commissions) would continue to have autonomy over the regulatory framework. In no case would companies be subject to UK regulation, or be forced to incur additional requirements, fees or costs.
- There is little economic incentive for the LSE to overtake the TMX Group's junior Canadian mining players, as this would eliminate the very niche that it views as an asset.
- The evidence suggests the deal would allow TMX to keep *more* companies in the family by creating a deeper intercontinental capital base and liquidity for issuers, as well as a streamlined graduation program.
- The introduction of newly minted products and services (such as global quality assurance testing) in Canada is expected to create new spin-off activities. The net change in jobs is expected to be negligible.
- There are several safeguards built into the deal which would protect Canada's strategic interests. For example, the new Board of Directors would be comprised of 7 Canadians, 5 Brits, and 3 Italians, giving Canada a plurality.

Additional Resources

OCC [Member Bulletin](#) on Ontario Government all-party Select Committee

- This is a vehicle for businesses to share their thoughts on the proposal with Ontario politicians

Globe and Mail Article: [Business Gives Qualified Thumbs-up to LSE-TSX Merger](#)

MacLeans Article: [TSX to Remain Separately-Regulated, Canadian Exchange under Merger Plan: Kloet](#)

Gazette Article: [Stock Exchange Merger Fits National Policy](#)

Canadian Business Magazine Blog: [Will the TMX and LSE Make an Excellent Exchange?](#)

For more information, please contact Kelly Pritchard, Policy Analyst, at 416-482-5222 ext 246 or kellypritchard@occ.on.ca.

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Kids are usually looking for Mickey at the park, so Mickey is in the large floral bed you see when you arrive. When you get to the park and realize you've forgotten your sunglasses, sunscreen, camera, battery pack, stroller, etc, it's all waiting for you to the right of the entrance. Apparently here in North America, we tend to move to the right. The largest souvenir stand is to the right as you exit the park so that you don't have to cart all those souvenirs all day, and you can grab those last minute items for all the people you forgot about while you were enjoying the park. The comment booth is at the exit so that Disney can be sure to hear how your visit went. Negative feedback can't be addressed if it isn't shared with the park, but you can be sure negative feedback WILL be shared with friends and family, blogs, and so on. Don't be afraid to do exit interviews with your clients. Some of the gems that I don't want to forget...

- Listen more than you speak
- Know what your business quality standards are and prioritize them in your day to day practices
- Empower your staff-imperative to attract and keep great people, and a winning approach for your clients
- The best business in the world will fail if your people are unfriendly
- Common sense doesn't always equal common practice
- Do exit interviews
- You lose the details of the job when you don't do it every day. You can't be the expert in everything, but engage your experts who have true insight in how things run.

And one of my favourites:

Whatever you do DO SOMETHING!!!

Community Events

Friday March 18th, PICTURE IT STUDIO, GRAND OPENING Picture It studio will be celebrating it's Grand Opening on Friday, March 18th, 6:00pm to 9:00pm. Drop in to see.

Sunday March 27th 2pm—4pm, STOMP YOUR PAWS FOR LAWS A Country concert fundraiser for the Lanark Animal Welfare Society featuring Arlene Quinn, Johnny Spinks, Andy Bowes and much more music. Tickets are \$15/\$10 for seniors and are available at SRC Music and Ballygiblin's.



March 31st—SAVE THE DATE FOR THE CARLETON PLACE & DISTRICT CHAMBER OF COMMERCE AGM!

April 2/3—The Chamber of Commerce will be at the Travel & Vacation show located in the Aberdeen Pavillion of Lansdowne Park. Come visit us between 10-5pm and enter to win some great prizes!

April 8/9/10th—Cottage & Big Backyard Show. Drop in and visit with Century 21/Mortgage Alliance at the Cottage & Big Backyard Show at Lansdowne Park.



The Carleton Place and District Chamber of Commerce formally invite you and your colleagues to the

2011 Annual General Meeting

March 31st, 2011

At Tilly's Smokehouse

Featuring street foods of the world prepared by Chef Roger Weldon

Also featuring our keynote speaker

PAUL FRAZER

For more information, please visit our website: www.cpchamber.com

Cost: \$10.00 members \$25.00 non members

Time: 6:00 to 9:00pm

Tilly's Smokehouse

Hwy 7, Carleton Place

Please RSVP to Jackie or Cathy at 613-257-1976 by March 28th, 2011

Office News / Wrap

OK, I know that February is a short month but where did the time go?? Well OK I was on holiday for a few days but still it seems like only yesterday that I was writing the office wrap for January.

Another busy month of networking and promoting local Chamber members. We held our first ever Speed Business Networking session at Buster's Bar & Grill on February 23rd and boy o boy I am still getting chills. What an incredible amount of energy and good vibes in the room that night. We got some incredible feedback from our members who took part in this event and my hopes are that each participating member made at least a half a dozen solid business connections.

Remember the key is follow up! If you did attend this event and need any contact information please give our office a call and we will put you back in touch with anyone that you might have spoken with at this event.

Preparations are well underway for our Annual General Meeting which will take place on March 31st at Tilly's Smokehouse. Doors open at 6pm for networking with the

official proceeding beginning at 6:30.

Tilly's head chef Roger Weldon promises some memorable food experiences. He has created a tantalizing menu featuring street food from around the world (made with his local flair). You will not want to miss the opportunity to savour the items on this special menu.

We will also get you up to date on all that the Chamber has been doing over the last year with an overview of our events, our initiatives and our finances. We will also be electing a new executive.

Our keynote speaker is Paul Frazer of Mindscape Paul is a world class speaker that can help you to create a journey for your success both in business and in life! You don't want to miss what he has to say.

This promises to be an exciting evening. Entertainment will be provided by Brock Zeman following the official ceremonies..

Tickets for this event are only \$10 for members and \$25 for non members. Call the chamber office at 613-257-1976 to reserve tickets or send us an email at manager@cpchamber.com

Jackie and Cathy



You are invited to Lanark County Tourism's
2011 Annual General Meeting

Tuesday, March 29, 2011 from 10 a.m. to 12 p.m.

Hosted in Almonte by the
Mississippi Valley Textile Museum

One admission included with membership,
each additional guest \$ 10.00 + tax

Agenda items include:

Election of 2011 Board of Directors

*

Marketing and Communications Report

*

and a delectable lunch

Please register by Tuesday, March 22, 2011

Telephone: 613.267.4200 ext. 1533

Email: ebutterworth@lanarkcounty.ca

MEMBER UPDATES

7-West Motel

Accommodations

10470 Hwy 7

Carleton Place

phone: 613-257-5666

email: malik@zekry.ca

Welcome to Carleton Place. The 7 West offers 21 guest rooms (various sizes) all equipped with high speed internet, satellite TV, coffee makers, Microwaves and fridges available upon request.

A & M Plumbing

Construction Services

113 Windmill Cres

Ashton, ON

Phone: 613-257-1794

email: amills@storm.ca

Full service for all of your heating & plumbing needs.



Sponsor our AGM:

This year each guest that attends our AGM will receive a Branded Carleton Place Meet Me on the Mississippi Shopping Bag.

What is in the shopping bag depends on you!

For a \$25 sponsorship fee we are asking Members to fill the bag. You can give us flyers, magnets, calendars, coupons or any other promotional material that highlights you business.

We will fill the bags and give them out to our guests.

Be creative and take advantage of this wonderful promotional opportunity!

For more information call the Chamber office at 613-257-1976.

Your company name and logo will also be prominently featured on our handouts and within our slide show presentation for the event!

Our New Members

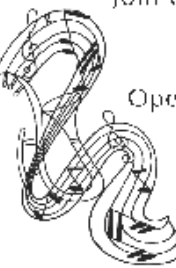
PictureITstudio

After years of experience and training with LUX, Dalene Gallo is proud to show case her professional talents at her very own venue: Picture it studio, Carleton Place.

Dalene and Janice Bowie of LUX will continue working together: Dalene focusing on what she loves best – Studio & location Photography, and traditional B&W printing, and Janice continuing to

provide graphic expertise and colour custom printing. Dalene is passionate about taking pictures. Janice loves design and printing, and they both agree “It is easy to achieve success when you are doing what you love.”

Picture It studio will celebrating it's Grand Opening on Friday, March 18th, 6:00pm to 9:00pm.



PICTUREitSTUDIO pictureitstudio.ca

Join us to celebrate our Grand Opening!
Friday, March 18th
Ribbon Cutting at 6:00pm
Open House and Vernissage to follow
from 6:00pm to 9:00pm

RSVP by March 17
dalene@pictureitstudio.ca
613 492 2299

154 Beckwith St, at the corner of Beckwith St & Mill St



Carleton Place Chamber of Commerce President Cindy Hobbs of Royal Bank and Board member Liz Taylor of CP Manor make a cheque presentation to Ron Spiller, the Regional Manager of the Juvenile Diabetes Research Foundation

dalene@pictureitstudio.ca
154 Beckwith St, Unit 2
Carleton Place, On
K7C 2T3
613 492 2299