



Carleton Place & District Chamber of Commerce CHAMBER CHATTER

August 2011

Office News / Wrap

We hope that everyone has been enjoying the fantastic weather we have been having this summer. Hopefully it has lead to increased foot traffic for your business if you are located in a storefront.

We have had lots of traffic into the Information Centre, Gallery and Gift Shop where we provide daily referrals for local accommodations, camping, restaurants and other business services for both residents and visitors..

Office staff have also been busy volunteering at community events like the Canada Day festivities at Riverside Park and the Graham Beasley run at Centennial Park earlier this month. Watch for us at the Bridge St Bazaar where we will be selling Carleton Place bags and cards and handing out the community information guide.

We would like to thank all those who made it out to our networking mixer on July 26th at Ballygiblin's. It was a great opportunity for members to speak to one another casually about their business and the services that they provide. Kim Field of the Employment Resource Centre was the winner of our draw for the Business Profile in this newsletter and to run on our one page profile in the Canadian Gazette.



The Carleton Place & District Chamber of Commerce Annual Golf Classic Monday September 12th, 2011, Mississippi golf course

Summer is now here and before too long it will be time to tee it up at the Carleton Place Chamber Golf Classic to held at the beautiful Mississippi golf course.

It is a great opportunity to get a group of friends, clients or business associates together for a game of golf and celebrate the end of summer and help your chamber help you. Book early to avoid disappointment! Our prices have stayed the same this year at \$110 per player which includes HST. This price includes golf, cart, lunch, dinner and most on course games!

Our next networking session will take place in August at a soon to be determined date and location so stay tuned for that.

We would also like to thank the families in the community who have made it out for Showtime @ the Station at the Information Centre, Gallery and Gift Shop. We are incredibly excited about all of the positive feedback we have been receiving about the series. Thanks also to all of the sponsors who made this event possible. Look for our full August line up because there is still lots more Showtime @ the Station to come.



And don't forget that our Annual Golf Tournament is set for Monday, September 12th at the Mississippi Golf Club. As always this an exciting day that you will not want to miss and supports all of the work that we do. Call the Chamber office at 613-257-1976 for more information.

Jackie and Cathy

Sponsorship opportunities and donations for the Carleton Place & District Chamber of Commerce annual golf classic

Thanks to the generosity of our members our annual golf classic raises money to assist the CP & District Chamber of Commerce to operate year round promoting business, economic development and tourism in Carleton Place and area.

We are once again calling on you to help make this year's tournament a success. A hole sponsorship or donation means that your business will get great exposure at the tournament as well as a thank you ad following the tournament.

Thank you to those who have already so generously sponsored the tournament as Eagle sponsors – The Canadian Gazette/Metroland Media, Tomahawk Technologies, TD Canada Trust, the EMC, and the Royal Bank.

Upcoming Community Events

August 3rd, Showtime at the Station—Treat the kids to an enchanted evening of music, magic, drama and more every Wednesday night in August at 7pm on the lawn behind the Information Centre Gallery and Gift Shop. Gates open at 6pm so arrive early and get a good spot. Bring a picnic and enjoy the park before the show starts. La Ridane performs an interactive hour of fun and music celebrating our diverse Canadian Heritage.

August 5th to 28th, Classic Theatre Festival presents “The Four-poster” a comedic chronicle of marriage. All shows run Wednesday to Saturday at 8 pm, with 2 pm matinees every Wednesday, Saturday, & Sunday for tickets call 1-877-283-1283.

August 8th , Public Skating begins at the Arena for the fall/winter season. For more info call 613-257-1690.

August 10th, Showtime @ the Station presents Rag & Bone puppet theatre. A fantastic and fun introduction to culture, music and language of the voyageurs, the loggers, the trappers and the farm families of Canada. Park opens at 6pm for BBQ and entertainment. Rag & Bone theatre takes the stage at 7pm.

August 14th, The Royal Canadian Legion and The Town of Carleton Place, will show our appreciation to our Afghanistan Veterans and their families beginning at 12pm with the Cenotaph Service at Memorial Park on Franklin Street.

August 17th, Showtime @ the Station presents Latin Breeze. Known for its infectious rhythm and sound, this group is guaranteed to get any crowd moving to the beat. Park opens at 6pm for BBQ and entertainment, Latin Breeze takes the stage at 7pm.

August 19th, SRC Music Camp Show @ the town hall auditorium. For more info contact SRC music at 613-253-0263.

August 20th, enjoy a day of fun at the Carleton Place Farmer’s Market located at the Canadian Woolgrowers on Franktown Rd. Celebrate the Corn Festival.

August 24th, Showtime @ the Station presents The Cow guys. Come out and enjoy the wild and crazy antics of this comic duo. Comedy and juggling and a whole lot of family fun. Show begins at 7pm.

August 27th, Old Thyme Fair at Memorial Park, hosted by Zion Memorial United Church. The fair will run from 10am—4pm. For more info contact them at face.zm@gmail.com

Sept 10th, Dragon Boat Festival. The town of Carleton Place will once again find Riverside Park teeming with excitement. Preparing for another successful year, the Dragon Boat Festival Committee anticipates another full festival with over 40 teams – over 800 paddlers and drummers coursing across the finish line with a large number of spectators cheering them on. Visitors from all over Eastern Ontario will be drawn to this spectacular event.

Come, be a part of the Dragon Boat Festival – Carleton Place’s newest tradition and one of the world’s oldest.

Sept 12th, Carleton Place & District Chamber of Commerce, Annual Golf Classic. Enjoy the day at the Mississippi Golf Course in support of the Carleton Place & District Chamber of Commerce. At \$110 per golfer with lunch and dinner included it is one of the best deals around. To register your team call Jackie at the Chamber office at 613-257-1976.

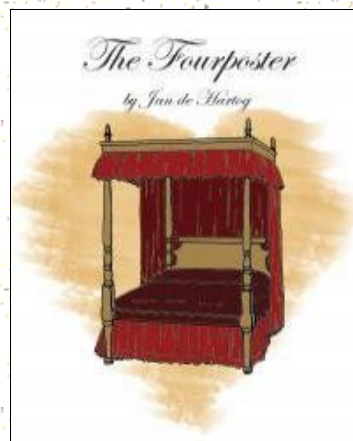
CLASSIC THEATRE FESTIVAL

The Classic Theatre Festival, Ottawa Valley’s professional summer theatre, returns for its second season in a new, wheelchair accessible, air conditioned venue in Perth. Following its multi-award nominated inaugural season, the Festival moves to the Mason Theatre (13 Victoria Street) and stages two beloved Broadway favourites featuring some of Canada’s top theatrical talent.

In August, Classic Theatre Festival presents *The Four-poster*, a comedic chronicle of marriage that will play August 5-28. All shows run Wednesday to Saturday at 8 pm, with 2 pm matinees every Wednesday, Saturday, & Sunday.

The Festival stages classic works from the golden age of Broadway and the London Stage, and also holds a series of theme days and community nights designed to raise funds for local organizations, including Lanark County Interval House and the Mississippi Valley Textile Museum.

For tickets and more information, visit www.classictheatre.ca or call 1-877-283-1283



Showtime at the Station continues every Wednesday evening in August...

The Carleton Place & District Chamber of Commerce along with our incredible community supports will present live entertainment every Wednesday evening at the park behind the train station. The park opens at 6 pm and the entertainment commences at 7 pm.

Our August line up is red hot and you won't want to miss a minute of the action. Be sure to join us on Wednesday, August 3 @ 6pm - 8pm, for feature performer La Ridaine. La Ridaine performs an interactive hour of fun and music celebrating our diverse Canadian Heritage. This performance is sponsored by Carleton Place Manor & Scotiabank.

On Wednesday, August 10, we feature Rag & Bone Puppet Theatre. A fantastic & fun introduction to the culture, music & language of the first Francophone's in Canada—the voyagers, the loggers, the trappers & farm families. The Carleton Place & District Chamber of Commerce is your sponsor for this event.

Performances continue on both August 17th with Latin Breeze sponsored by SRC Music & the Carleton Place & District Chamber of Commerce, as well as August 24th with The Cow guys sponsored by the Town of Carleton Place.

Families are invited to come to the park behind the Old Train Station, 132 Coleman Street, Carleton Place, around 6 pm and bring their families, chairs/blanket and picnic food. Enjoy quality entertainment and have a fun alternative for Wednesday evenings throughout the summer - Something Just a Little Bit Different - for FREE.

For additional information and updates on our terrific performance line-up call 613-257-1976 or visit our website at www.cpchamber.com

The Royal Canadian Legion and The Town of Carleton Place, will show our **appreciation to our Afghanistan Veterans and their families** on Sunday, August 14th.

This will be a day of remembrance, ceremony, and celebration commencing at 1:00pm with a cenotaph service held in Memorial Park on Veterans Way (Franklin Street). Immediately following the cenotaph service all Afghanistan veterans in attendance will be presented with the ceremonial 'Keys to the Town' by deputy Mayor, Ed Sonnenburg.

Legion members, veterans, active service members and others are invited to form up in front of the Town Hall on Bell Street at 12:40 pm to parade to the cenotaph for the 1:00pm ceremony.

Everyone is then invited to attend an Open House & Corn Boil at the Branch 192 Legion Hall, 177 George Street. The corn will be free. Hot dogs and hamburgers will be available for purchase. Live entertainment will feature The Valley Rovers and Johnny Spinks. There will be no admission fee. Organizers suggest that you bring your own lawn chairs and umbrellas. It will be held rain or shine and food and refreshments will be available throughout the day.

The Renfrew Highlands Pipes and Drums will add colour and pageantry to the events of the day and the Carleton Place and District Community Band will also participate in our parade just as the old C.P. Citizens Band did when the troops were welcomed home from WWI and WWII.

Fire sirens, church bells and chimes, etc, are encouraged to sound out for a maximum of 5 minutes, commencing at 1:00pm on Sunday August 14th to signal that start of the cenotaph ceremonies. All spectators, both young and old, attending this event are encouraged to wear red along with a yellow ribbon to show their support for our troops.

For further information, call (613) 257-1727.

Business Profile...Canadian Career Academy – Employment Resource Centre

Kim Field

Kim Field has over 15 years experience in Career Development and job search assistance. She has created and delivered informative and current employment related workshops and has worked one-on-one with clients to determine an individualized action plan to help her clients become employed. Kim has proven to have solid and strategic job search strategies and is able to find solutions for her clients. Her ability to help identify one's natural skills and interests in order to choose a career that best suits is comprehensive and informative. Most recently Kim has accepted the position of Employment Counsellor from her current position as Job Developer. She will start this position in mid-August. Her time as Job Developer will further compliment her new role as it has allowed her to develop relationships with many local businesses. Trevour Strudwick will be taking over her position as Job Developer. The Canadian Career Academy is proud to have Kim as part of their team.

Canadian Career Academy

92 Bridge St., Carleton Place, ON K7C 3P3, 613.257.3237.



New Members Corner

McNeely Medical Centre

Same day appointment
medical clinic located at
455 McNeely Ave in Your Independent
Grocer.

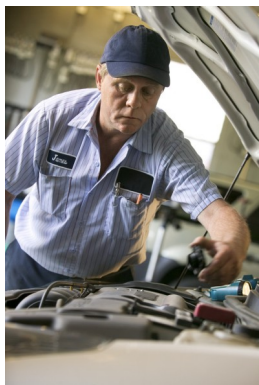
Call 613-253-2233 for an
appointment.



Mills Community Support

Multi social service agency that provides non profit housing, support for seniors and persons with disabilities.

For more info contact Jeff Mills at jmills@themills.on.ca or 613-256-1031



Gearheadz Transmission & Automotive

We offer a full line of general automotive repair services including oil changes, brakes and exhaust.

We specialize in transmission repair. Located at 10471 Hwy 7, Unit D we are open Monday to Friday 8am—5pm and Saturday by appointment only. Give us a cal at 613-257-8726.

Valley Design Co.

Valley Design Co is a unique family operated interior design company. We carry high quality paints and finishes that will inspire the homeowners. Valley Design also offers a broad selection of fine wall papers, blinds and drapery/upholstery fabric. Be inspired—drop by our showroom at 22 Lake Ave E. or give us a call at 613-257-1197.



Bulk Barn, 444 McNeely Ave

Bulk Barn is Canada's largest bulk food retailer. We carry over 4,000 products, everything from soups to nuts, candy and snacks, baking ingredients, as well as health and natural foods. We also offer cake decorating classes.

Call us at 613-253-0404.



Subway—Eat Fresh. 124 Coleman St or 525 McNeely Ave.

Take out or eat in. always fresh Sandwiches and Salads. We also have fresh cookies and muffins and special breakfast sandwiches.

Drop by today !





There's so much to see and do in Carleton Place, we filled a deck of 52 cards with suggestions for you!

Find out what's in the cards for you. Get a deck at the Information Centre, Gallery & Gift Shop at 132 Coleman Street in the old train station. 613-257-1976

cpchamber.com CARLETON PLACE & DISTRICT CHAMBER OF COMMERCE

They say that Diamonds are a Girls Best Friend....

The Diamond suit in the 52 things to see and do in Carleton Place is a potpourri of food and fun. From the Saturday morning farmer's market, to restaurants with river views, the Diamonds set is sure to make any girl (or guy) happy.

We've also got the best ice cream around, zumba, shopping, antiquing, bowling and so much more.

Explore Carleton Place and the 52 things to see and do.

Pick up a deck today at the Chamber of Commerce Information Centre, Gallery and Gift Shop at 132 Coleman St. At \$3 per deck it will give you lots of ideas on what to see and do around our community.

Meet us on the Mississippi today!

The Surprising Power of Promotional Products

(Excerpted from the New York Times, July 27, 2011)

Promotional products are, some say, the oldest form of advertising. American businesses spend \$20 billion a year giving away stuff with logos which is pretty good evidence that it works. Jerry McLaughlin, a branding expert, credits the effectiveness of promotional products to centuries old cultural norms around the rule of reciprocity. "If you give something, the recipient is honour bound to give something back," he said. "In every language and culture, research has found there are really pejorative words for people who get and don't give back. We humans are hard wired to respond if we get something."



But how do companies find the right promotional item? Here are four suggestions:

1. Give items that members of your target audience will use in the environment where they make decisions about using your product or service. If you go after executives in corporations, give them something they will use in their offices, around their desktop so your company can be top of mind when they make decisions.
2. Have it underscore your marketing message and differentiate your company.
3. Personalize items. While we are fond of our company logos, customers really like to use items that have *their* names on them. People like seeing their own name above all else.
4. Don't bother with items that will be quickly used and tossed. Make your promotional products investment something that will have a shelf life.

Member to Member Benefits

As an added bonus for your Chamber membership, please remember to take advantage of your M2M Benefit card that was sent to you upon renewal of your membership.

Several local businesses have offered discounts off of their regular services, just for Chamber members. So take advantage of what they have to offer. We have a listing of what they offer on our website, under membership.

For those of you interested in offering fellow chamber members a special something,

Top 10 Reasons to join the Carleton Place & District Chamber of Commerce

- 1. Network to meet other members and business owners, talk about your services, share ideas and success stories.**
- 2. Attend educational workshops on best practises, chance to learn about government policy and regulations, stay informed and connected.**
- 3. Take advantage of discount rates associated with our affinity programs including – Rogers phone discounts, CAA membership, Group Insurance Plan, ESSO gas cards, Hotline to HR, preferential AD RATES in the Carleton Place Information Guide.**
- 4. Take advantage of our Member to Member benefit program - receive discounts offered by other Chamber members and attract new customers by offering your own Chamber discount.**
- 5. Opportunity to display materials in Information Centre. Bring your own brochures or Chamber staff will help you produce one. Receive personal and knowledgeable referrals.**
- 6. Business listing on our website with link to your site, phone number and other contact information. Also, the opportunity to be featured in our monthly newsletter.**
- 7. Have access to the Chamber's resource centre including links to government agencies and municipal contacts.**
- 8. Have a voice in the community and a place to voice your concerns about community issues.**
- 9. Support the efforts of the Chamber to develop the local economy and encourage residents and visitors to support our local economy.**
- 10. Take ownership and be involved to ensure that Carleton Place is a great community to live, work and do business.**

So consider joining the Chamber of Commerce today...contact Jackie or Cathy at (613) 257-1976 or email us at manager@cpchamber.com. We look forward to hearing from you.