



CARLETON PLACE & DISTRICT CHAMBER  
OF COMMERCE

## CHAMBER CHATTER

### Message from the President



Let's talk bananas.

No, really, let's talk bananas. We all know what they are; most of us have eaten them, and depending on whose statistics you read, they are North America's #1 fruit.

They don't grow on trees; they are actually a giant herb, but more importantly, they are high in tryptophan, which our bodies convert to serotonin, also known as a "happiness hormone".

They are also high in B vitamins, iron, potassium and fiber.

They have no fat, no cholesterol, and no sodium. Many pregnant women have used them to fend off morning sickness, and banana producers have been given approval to advertise them as a method for lowering blood pressure.

Pretty impressive, and to top it off, they taste great in a banana split, in banana cream pie, in banana fritters, or my personal favourite, dipped in a chocolate fondue.

So what happens to this "wonder fruit" after it has sat on your counter for a few days? It starts with a little brown spot here and there. Before you know it, that cheery yellow fruit has turned black. Next stop is the freezer, where it sits waiting to be made into banana bread. No other option is left.

Now I have nothing against banana bread, but I love having choice in life. At the start, that banana had so many paths open in front of it. It had so much to offer; it was tasty, nutritious, good for you.

By delaying and procrastinating, and ignoring its goodness, it now can only follow one narrow path. So where is the "banana" in your life? How can you enhance your business? Increase your skill sets? Move outside of your tried and true market? Nurture and guide your employee? What is sitting under your nose, just crying for you to reach out and use it? Who has a symbiotic business that could open new revenues and markets to you?

Come out and meet the people in your community. Share your insights and listen to theirs. Keep that door open, try to see things with a fresh eye. Instead of an automatic, "no, that won't work because..." try to look at life from a different angle.

Look for that new experience, hear that fresh voice.

See you at our next networking event; can't wait to hear what you have to say- let's go bananas!!

Cindy Hobbs

## Office News / Wrap

Well we are back in the swing of things and eager to start the year off with a bang. It's time to rethink our priorities and goals for the year and put our action plan into place.

This means reaching out to our members and finding out what we can do for you and how we can help you make your business more successful. Don't be shy, give us a call and tell us how we can help!

We've already got a number of projects in the works and planned for 2011.

We are excited to be involved in developing the 52 things to see and do in Carleton Place. This innovative experience challenge gives local businesses the chance to rethink their offerings and create unique and innovative customer experiences and spend their time and money locally. Be a part of this exciting initiative.

This project has received funding through Valley Heartland Community Futures, and will be the focus of our first networking event which will take place on January 11<sup>th</sup> from 8am -9:30am at Onstage at Ernie's, 17 Albert St. (more on this exciting new venue in our next issue)

Another project that is currently in the works is our

Member 2 Member benefits program. We are happy to report that we have had an amazing response from our members about involvement in this program.

We will be sending you a member discount card in the next few weeks along with a list of businesses where you can take advantage of special savings. We will also be posting an up to date listing on our website under Member 2 Member benefits.

In February our monthly networking event will be speed networking. This exciting evening will give business owners the opportunity to "pitch" their services to other Chamber members. Individuals will rotate through the group and have the opportunity to talk with everyone in attendance to find out more about their services. This event will be restricted to the first 24 to RSVP. Come on out with your business cards and take this opportunity to get some quality face time with some of our other members. Date and location TBA.

Keep checking back to our website for the latest information, or give us a call at the office anytime with your questions.

**Jackie and Cathy**



### Chambers of Commerce Group Insurance Plan®

#### **Comprehensive Coverage. Competitively Priced.**

The Chambers of Commerce Group Insurance Plan® was created to meet the needs of small businesses who historically found it difficult to provide group benefits for their employees. Even today, after 35 years, there are still few alternatives for the small business owner and worker. The Chambers Plan is the largest plan of its kind in Canada covering over 25,000 small businesses from coast to coast. You can discover the same combination of value, benefits and peace of mind that Chambers Plan members currently enjoy.

Find out how your business can apply for coverage whether your operation is just one person, or dozens of employees.

Getting a quote for your specific needs is as easy as contacting your local Chambers of Commerce Group Insurance Plan Advisor.

To find out more about our Group Insurance Plan please contact Heather Allin at Doucett Insurance at 613 253-2410.

Bowl for Kids in support of Big Brothers Big Sisters of Lanark County has been a fund raising event for the local agency for over 30 years. Over 650 bowlers took part last year, and our event raised over \$68,000 after expenses – that's 27% of the agency's annual revenue for the whole year! This revenue helped us serve over 200 children each year throughout Lanark County.



**This year's event will be February 26<sup>th</sup>, 2011.** There are many ways your business can get involved. We are looking for bowling teams to bowl at any of the three bowling alleys in Lanark County. Also, for the first time, we are signing out our new Wii bowling kits for your home or workplace Wii bowling events. If you have questions or ideas of your own or a door prize to donate, please call us!

For more information, please email us at [rheald@bigbrothersbigsisterslanark.ca](mailto:rheald@bigbrothersbigsisterslanark.ca), or call Robin Heald at 613-283-0570.

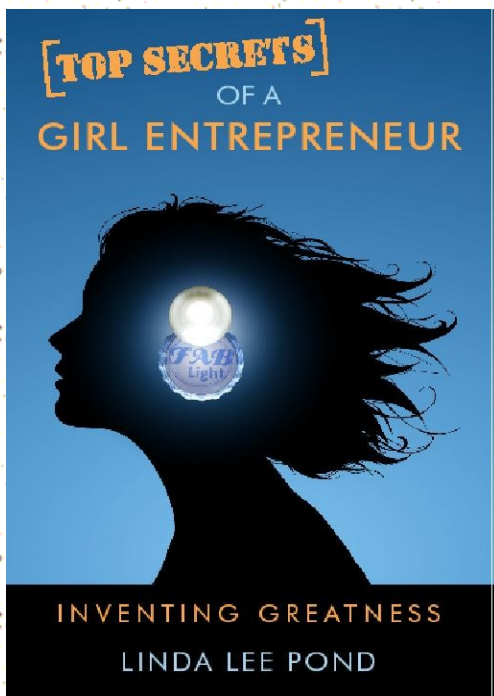


Call for Directors The Carleton Place and District Chamber of Commerce is a non-profit organization with the following objectives:

- \* To serve the community and its business interests
- \* To provide information services to the public, specifically as it pertains to business, industry and tourism
- \* To work with all parties necessary towards the betterment of the community
- \* To attract industry and tourism to the community while encouraging and promoting existing businesses
- \* To maintain a focus on key issues and concerns and offer assistance to solve those problems

We are currently accepting application and nominations for the position of Director on our Board of Directors. In addition to attending monthly Board meetings, our Directors participate in and help plan several yearly functions including the Annual General Meeting, the Chamber's Golf Tournament, Christmas Wine & Cheese, and various Networking Sessions.

If you are interested in joining our team as a volunteer, please forward your letter of interest or nomination to the Carleton Place & District Chamber of Commerce at 132 Coleman St, Carleton Place, On, K7C 4M7 or call our office at 613 257-1976 for more information..



How many times have you had the best idea since sliced bread, only to find it on the shelf at Wal-mart two years later? DOH! Maybe all of us?

We do come up with some great ideas, but most times we lack the confidence, guts, or knowledge to actually do something about them. Therefore, we sigh, shrug our shoulders, and go about our day, and the great idea never gets out of the gate.

Linda and Rhonda Pond, mother/daughter, pitcher/catcher duo and co-inventors, were tired of fishing around in a dark, icy cooler, searching for their favourite beverage. So they invented The FAB Light (Find A Beer) after a ladies fastball game in Carleton Place. The results have led to the writing of "Top Secrets of a Girl Entrepreneur" - a book written by Linda, that uses her experiences to tell the story of overcoming the barriers to inventing, developing and taking a product to market.

Please come to our Book Launch on Wednesday, February 2<sup>nd</sup>, 7-9 pm at the beautiful Carleton Place Town Hall Auditorium to meet Linda and her daughter Rhonda. This event is complementary, but registration is required at [www.lindaleepond.com/Book\\_Launch](http://www.lindaleepond.com/Book_Launch) to reserve your signed copy of 'Top Secrets of a Girl Entrepreneur'.

Thanks to our sponsors the EMC, and Jacqueline Richards, author of 'Yoga For Your Personal Finances'.



**Scott Reid** is the **Member of Parliament for Lanark-Frontenac-Lennox & Addington** and is currently the Deputy

### **Member of Parliament office services.**

#### **My office can help you in many ways. We can:**

- Act as your Ombudsman with the Federal Government and assist you with EI, Passports, SIN Card, CPP, OAS, GIS, CCRA, Firearms Registration and any other Federal Government Department, Agency or Crown Corporation
- Help you get information on Government Programs and Services
- Provide small Canadian Flags & Pins
- Arrange a tour of Parliament Hill (even for large groups), or arrange for you to sit in on a debate or Question Period
- Help you arrange to have your wedding photos taken on Parliament Hill
- Provide gift certificates, a gift basket, a baked good, or a door prize for your organization
- Provide certificates of achievement or recognition for your organization's members and volunteers. On special occasions we may also be able to arrange for a certificate from the Prime Minister or other public figures.

If you need something that isn't listed here, call one of my offices and we'll do what we can to get you what you need.

For more information contact Carole Flint, Carleton Place and Napanee Office Manager for Scott Reid, M.P. Lanark-Frontenac-Lennox & Addington, Deputy Government House Leader  
224 Bridge Street, Carleton Place, ON K7C 3G9  
613-257-8130



Are you a new business? Welcome Wagon Ltd. has FREE gifts and information just for you!

We specialize in welcoming new businesses to the area with greetings and congratulations from other local businesses who were once just like you -- searching for information to create a successful enterprise. Contact your local area representative for Welcome Wagon Business: LARA LAFRENIERE at 613-253-1802 ext 4 or email at [inprint@rogers.com](mailto:inprint@rogers.com). Check out our website at [www.welcomewagon.ca](http://www.welcomewagon.ca)

Do you wish to reach new businesses as they are finding suppliers and establishing their buying patterns? Find out how you can do this easily and affordably by contacting your local area representative for Welcome Wagon Business: LARA LAFRENIERE at 613-253-1802 or email at [inprint@rogers.com](mailto:inprint@rogers.com). Check out our website at [www.welcomewagon.ca](http://www.welcomewagon.ca)

Welcome Wagon is celebrating 80 years of saying "Welcome" and we want to say it to and for you!

# Welcome to our New Members



**Canadian Career Academy – Employment Resource Centre**

**New Service—Job Matching, Placement and Incentives**

We are now offering a new service that will allow us to work more closely with local area businesses. The Job Matching, Placement and Incentives program is a new initiative that provides us with the tools, resources and manpower to work with individuals and to match their skills and interests with employment opportunities and employer's needs. This FREE service will be of benefit to local businesses by:

- Lowering your advertising costs during the hiring process
- Allowing you to spend less time reviewing resumes
- Providing financial incentives when necessary to assist with any on-the-job training

Providing monitoring and support for both parties; employer and participant to further ensure a successful placement

The Employment Resource Centre is funded through Employment Ontario and all services are free. If you are interested in learning more about this program and the eligibility requirements, please contact our office.

*\*Please note that both employers and clients must meet certain eligibility requirements in order to participate in this program.*

Please contact Kim Field – Job Developer for additional information regarding this new exciting program.

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

## Charles Ebbs Photography



**Creativity and Experience:** “My first concern is to provide my clients with top-quality photography at an affordable price—regardless of the occasion. That's why all of my wedding and portrait packages include all the digital files so you have full control over the images you buy.



Taking the time to put people at ease enables me to shoot relaxed, natural-looking photos that compliment my subjects and use light and location to their best possible effect.”

**Weddings:** Unique and timeless images a specialty for more than two decades. All of my wedding packages include the digital files for complete image freedom.



**Portraits:** In studio or on location—indoors or out. All kinds of groups and individuals—from families to corporate portraits—children, teams, couples and babies—and I love working with pets.



**Landscape & Commercial :** Tens of thousands of colour and black-and-white images from across Canada, the United States, and Europe—for books, magazines, publications, calendars, and specialty prints and posters. Products, real estate, architecture—anything that needs an image to capture it.

To contact Charles Ebb Photography

11 Frank St

Carleton Place, ON

K7C 2Z6

613-257-1102