

2011



**The  
Chamber  
Network**



**Invested in  
Your Business  
Community**



*There are many reasons the Chamber of Commerce can benefit your Business!*

TD Merchant Discounts  
Group Health Benefits Program  
Printed Members Directory  
The Voice of Business Newsletter  
Workshops and Training  
Chamber Website Business Directory Listing  
[www.haliburtonchamber.com](http://www.haliburtonchamber.com)  
Promotional opportunities  
Advocacy/Political Action  
Business Centre  
Free Access to Boardroom and High-speed Internet.  
Networking/Communication  
Member to Member Discount Program  
Directory Referrals  
Volunteer opportunities with our Board and Committees

Experience the power of proven business leadership in your community be visiting [www.haliburtonchamber.com](http://www.haliburtonchamber.com) or by calling 1-877-811-6111

### Haliburton Highlands Chamber of Commerce

195 Highland Street, Box 670,  
Haliburton, ON K0M 1S0  
Tel: 705-457-4700  
Fax: 705-457-4702  
[admin@haliburtonchamber.com](mailto:admin@haliburtonchamber.com)

Find us on the Web:  
[www.haliburtonchamber.com](http://www.haliburtonchamber.com)

*Proudly celebrating 75 years of  
membership services in the  
beautiful Haliburton Highlands!*



The Haliburton Highlands Chamber of Commerce was originally created in 1936 to fulfill a need for tourism information; the organization was reformed in 1964 as a Chamber of Commerce to better serve the needs of the business community in the County.

Today the Chamber provides a wide variety of functions including advocating to all levels of government, maintaining a large database of member businesses, encouraging Chamber Members and businesses to use local resources first and we represent over 350 members of the local business community.

*63% more consumers are more likely to purchase goods and services from a small business that is Chamber of Commerce member – The real value of joining a Chamber of Commerce Research Study as completed by the Shapiro Group and Market St.*

## Board of Directors Executive 2010-2011

### EXECUTIVE

#### President

Nick Lawrence, Van Houtte Coffee Services  
Tel: (705) 457-0851  
nlawrence@vanhoutte.com

#### Vice President

Eric Thompson, Maple Moon/Moon Shadows Winery  
Tel: (705) 455-9999  
moon.shadows@sympatico.ca

#### Secretary, Treasurer/Secretary

Audrey Beck, ABECK Accounting  
Tel: (705) 454-2418  
[info@abeckacctg.com](mailto:info@abeckacctg.com)

#### Susan Danilko, Danilko Trucking & Logging

Tel: (705) 457-2122  
roger.danilko@sympatico.ca

#### Peter Brady, Realtor, RE/MAX Haliburton Highlands Realty

Tel: 457-1011  
pbbrades@gmail.com

## Mission Statement & Vision

### What is our Vision?

The Haliburton Highlands Chamber of Commerce wants to see every business in Haliburton County a thriving, successful venture year round, bringing wealth and prosperity to both the business community and its people.

### What is our Mission?

The Haliburton Highlands Chamber of Commerce, through its leadership, is committed to continuously promote and foster the business climate and enhance the quality of life in our community.

As a member-based business advocacy organization we are dedicated to providing a strong voice in support of the economic vitality of our community.



*The Haliburton Highlands Chamber of Commerce offers a wide range of member services, including:*

#### **The Web Site Directory**

www.haliburtonchamber.com is the official website of the Chamber of Commerce. Information on member businesses is featured, as is a searchable database. Your business information -- including a description, photo or logo, and a hotlink to your website is included in your membership.

#### **Chamber Directory**

Every paid member of the Haliburton Highlands Chamber of Commerce will receive a listing for their business in the annual printed Directory with additional advertising opportunities and additional listings available.

#### **Receive Referrals**

If a request is made for information on a service or a business in the area, the Chamber refers Chamber members first.

#### **ChamberNews Page**

Each month the Haliburton Highlands Chamber of Commerce will place an information page in The Minden Times and Haliburton County Echo promoting Chamber events, services, benefits, and members and featuring business card size ads of Chamber Members only at a discounted rate. Times or Echo Only: \$38 Both Times and Echo Only: \$68. Ad will alternate (Times one week and Echo the next week) giving double exposure to the Chamber and the advertising members. Spaces are limited with only 12 businesses per issue. Book Early! To Reserve your space call 705-286-1288

#### **Email Blasts**

Informative emails are forwarded to the membership, approximately 3-5 per week, which keeps you up-to-date with Chamber events and issues that are important to your business, as well this service can be utilized by the membership to advertise at a discounted rate.

## Board of Directors Executive 2010-2011

### **Bruce Ballentine, Ballentine Marketing**

Tel: (705) 455-9851

[b.ballentine@bell.net](mailto:b.ballentine@bell.net)

### **Jane Isbister, Wilderness Medical Associates**

Tel: (705) 455-9797

[janei@wildmed.ca](mailto:janei@wildmed.ca)

### **Jerry Walker, Walkers Heating and Cooling**

Tel: (705) 457-2375

[jerry@walkershvac.com](mailto:jerry@walkershvac.com)

### **John Bauman, Haliburton County Echo & Minden Times**

Tel: (705) 457-1037

[jbauman@haliburtonecho.ca](mailto:jbauman@haliburtonecho.ca)

### **Larry Clarke, L. Clarke Consulting**

Tel: (705) 455-9236

[larrymclarke@sympatico.ca](mailto:larrymclarke@sympatico.ca)

### **Molly McInerney, Molly's Bistro Bakery**

Tel: (705) 286-6988

[mollysbistrobakery@gmail.com](mailto:mollysbistrobakery@gmail.com)

### **Michael Janetakes, mj Creative Services**

Tel: 705-286-0118

[creativeservicecs@gmail.com](mailto:creativeservicecs@gmail.com)

### **Robert Nichol, LCBO**

Tel: (705) 286-1311

[r.j.nichol@hotmail.com](mailto:r.j.nichol@hotmail.com)

### **Ex-Officio**

### **Robert Smith, Director of Economic Development and Tourism Marketing**

Tel: (705) 286-1333

[rsmith@county.haliburton.on.ca](mailto:rsmith@county.haliburton.on.ca)



### **Government Relations**

The Haliburton Highlands Chamber of Commerce will attempt to stay informed of international, national, provincial or municipal political action that may impact the local economy and our members specifically and release any information that might be pertinent to the membership.

### **Ontario Chamber of Commerce**

The Ontario Chamber of Commerce in its ability to connect and establish relationships is a conduit through which any Chamber of Commerce may connect with each other and the provincial, territorial and federal decision makers. The Ontario Chamber of Commerce is Ontario's Business Advocates, a grassroots organization with 60,000 members strong and views their purpose as being stewards of the economy, and has been the foundation for great progress on issues facing Ontario's business community.

### **Canadian Chamber of Commerce**

As Canada's largest and most influential business association, the Canadian Chamber of Commerce is the primary and vital connection between business and the federal government. It continually demonstrates impact on public policy and decision-making to the benefit of businesses, communities and families across Canada.

Experience the power of a network of over 300 Chambers of Commerce and Boards of Trade, representing 175,000 businesses of all sizes in all sectors of the economy and in all regions.

### **Workshops/Events/Seminars**

You will receive discounted rates for seminars and workshops hosted by the Chamber or Chamber members that can help you develop your business skills.

The Chamber will be hosting various "Chamber After Hours" and "Chamber AM Breakfasts" networking opportunities, including the annual Spring into Summer, Business Awards Gala, Christmas BAH, and Annual General Meeting. The monthly Chamber AM draws on average 35 members and local officials; this event is held on the last Thursday of every month.

## **Annual Events**

### **Chamber AM Breakfast**

This monthly event draws an average 35 members and local officials; this event is held on the last Thursday of every month.\*exceptions may apply

### **Annual General Meeting**

The Haliburton Highlands Annual General Meeting is held in September

### **Business After Hours**

The Chamber of Commerce is dedicated to providing Business-After-Hours events through-out the year, encouraging networking opportunities between area businesses.

### **Business & Community Achievement Awards**

Each year the Chamber of Commerce hosts a Business and Community Achievement Awards Galahonouring area businesses and community individuals with a premier dinner and awards ceremony with 160 business professionals in attendance.

### **Trade Show Committee \*\*new for 2011**

Business Showcase is a networking opportunity and your chance to meet fellow business people ...one on one in a trade show environment. Enjoy a full day of networking, and an opportunity to showcase your business. Generate business leads, connect with hundreds of potential customers and introduce new products and services. This is a show guaranteed to bring you new prospects.

### **Annual Golf Tournament**

When it comes to our golf tournament—networking is the name of the game.

Our annual event has been attended by thousands of business professionals who come "fore" the golf but leave with sales leads, business referrals and prospective clients.

### **Business Centre**

We offer high speed internet access and business office space in Haliburton at the Chamber Office. Computer, telephone and reception services available.

### **Chamber of Commerce Group Insurance**

Being a member can provide you and your employees with a comprehensive benefit package.

The Chamber of Commerce Program was designed with the small business owner in mind. Affordable Group Coverage designed specifically for the small to medium sized businesses, no business is too small.

#### **Available options:**

- Group Life Insurance
- Long and Short Term Disability Benefits
- Extended Health Care
- Prescription Drug Plans
- Dental Care
- Rate Stability
- Excellent Claims Service

New options are being built into the plan on an ongoing basis!  
For more information contact The Benefits Coach (705) 457-1052 ext. 202  
[www.thebenefitscoach.com](http://www.thebenefitscoach.com) E-mail: [solutions@thebenefitscoach.com](mailto:solutions@thebenefitscoach.com)

### **TD Merchant Services**

As a member of the Chamber you are entitled to preferred pricing program on Visa, MasterCard and Interac transactions.

Contact Harold Mann – TD Merchant Services – Tel: 705-313-4845 or Toll Free 1-877-340-1198, or email [harold.mann@td.com](mailto:harold.mann@td.com).

### **Display your Materials**

The offices of the Chamber of Commerce features wall displays that measure 8 1/2"x11", with space for brochures or business cards, for the lost cost of \$40.00. The Chamber offices feature brochure racks for Chamber Members to display their brochures and advertise upcoming events.

### **Member-to-Member (M2M) Discount Program**

As a Membership benefit, every Chamber member has the opportunity to participate in Member to Member Benefits Program at NO ADDITIONAL COST.

One of the things we encourage at the Chamber is business transactions with Chamber members. Now included with your membership, The Chamber of Commerce announces its Member to Member (M2M) Benefits Program to provide a value added service to members.

## Member to Member Discounts

### **ABECK Accounting**

Contact: Audrey Beck  
Tel: (705) 454-2418  
[www.abeckacctg.com](http://www.abeckacctg.com)  
10% discount to all Chamber members

### **Camp Diamond**

Contact: Suzanne Slater, Owner  
Tel: (647) 286-3816  
10% discount on any program (local day camp rate excluded): or  
\$200 off family camp registration of 3 or more participants

### **Carey's Garden Centre**

Contact: Paul Carey  
Tel: (705) 286-0148  
10% Member-to-Member discount

### **Chaulk Woodworking**

Contact: Trevor Chaulk  
Tel: (705) 286-0096  
15% Member-to-Member Discount

### **Cordell Carpet**

Contact: Brad Sales  
Tel: (705) 457-2022  
[www.cordellcarpet.ca](http://www.cordellcarpet.ca)  
10% discount to all chamber members

### **First Page SEO**

Contact: Mark Coles  
Tel: (705) 286-3656  
[www.first-page-seo.com](http://www.first-page-seo.com)  
1) Free website server hosting (premium server space) for 1 year with every new website build.  
2) 10% discount of the "All in One" advertising package for Haliburton Tourism Directory.  
3) Free search engine optimization consultation for any new Chamber Member or any existing member website build.

### **Highland Chiropractic**

Contact: Aerin Greidanus  
Tel: 705) 286-6902  
- \$5.00 Member-to-Member discount

### **Know Your Home Inspections**

Pam Sayne  
Tel: 705-454-9384  
-10% off thermal imaging services  
- 10% off Staging for sale or rent – CCSP services (Canadian Certified Staging Professionals)

### **Maple Moon**

Eric Thompson  
Tel: 705-455-9999  
10% Member-to-Member Discount of Gift Baskets

**Master's Book Store***Kathy Stouffer - Manager*

Tel: 705-457-2223

*10% Member-to-Member Discount***mj Creative Services***Michael Janetakes/Norma Sexsmith*

Tel: 705-286-0118

*10% Member-to-Member Discount***OneSmartMarketer***Contact: Jerelyn Craden*

Tel: (705) 457-2532

*Free brand evaluation for all Chamber Members***Pinestone Resort, Conference Centre & Golf Course***Frank Vismeg*

Tel: 705-457-1800

[www.pinestone-resort.com](http://www.pinestone-resort.com)*10% Member-to-Member Discount Golf, Food, Accommodation (not including liquor)***Roger Danilko Trucking & Logging***Contact: Susan Danilko*

Tel: (705) 286-2122

*\$25.00 off price of load of firewood logs.***Screaming Eagle Paintball***Contact: Donna Campbell*

Tel: 705-754-1840

[www.screamingeagle.com](http://www.screamingeagle.com)*10% Member-to-Member Discount***Sir Sam's Ski and Summer Resort***Dave Webb, Director of Alpine Programs*

Tel: 705-754-2298

[www.sirsams.com](http://www.sirsams.com)*Half-price Wednesday's skiing and snowboarding & summer biking to Chamber Members***South Wind Motel & Campground***Contact: Dave and Pat Bradley*

Tel: (705) 286-2152

[www.southwindmotel.ca](http://www.southwindmotel.ca)*10% Member-to-Member Discount.***Sunny Rock Bed & Breakfast***Contact: Sally Moore*

Tel: (705) 286-4922

[www.sunnyrock.on.ca](http://www.sunnyrock.on.ca)*1) 10% Member-to-Member discount applies if member pays for guest.  
2) Members who send a referral will receive a complimentary breakfast with their guest.***Wind in the Willows***Contact: Sylvia Holland*

Tel: 705-457-1838, Tel: 705-286-0808

*10% Member-to-Member Discount*

## The Business Centre

195 Highland St., Haliburton, ON K0M 1S0



The Haliburton Highlands Chamber of Commerce is your local center for conducting business and accessing business services.

**High Speed/Wireless Internet Services**

\$2.00 for 15 minutes (minimum of \$2)

\$7.00 for an hour

*Members are welcome to use this service from time to time at their leisure.***Boardroom Rental - free to members**

Hour rental \$25

Half Day rental \$45

Full Day Rental \$65

Rental consists of fully furnished boardroom, stationary supplies, telephone and high-speed internet access. Long distance calls and photocopies not included in price.

Conference Calls - \$20/hour (\$5 minimum charge)

Faxes - \$1 for the first page 0.50 each consecutive page

Photocopying Service member \$0.05 sheet Non-members \$0.10

Printing Services B/W -\$0.30 colour \$0.60

T-shirts \$15

Printed Directory \$10

The Business Center is your source for local phone books, brochures, the destination guide, the summer guide, area maps and business resource forms/packages, and the offices always have plenty of free parking.

Tel: 705-457-4700 ~ Fax: 705-457-4702 ~ [www.haliburtonchamber.com](http://www.haliburtonchamber.com) ~ [admin@haliburtonchamber.com](mailto:admin@haliburtonchamber.com)



## Chamber of Commerce Committees

### **Advocacy Committee**

Larry Clarke  
Peter Brady  
Nick Lawrence  
Bob Smith  
Jane Isbister

### **Gala Committee**

Eric Thompson  
Bruce Ballentine  
John McDonald  
Susan Danilko

### **Membership Committee**

John Bauman  
Jerry Walker

### **Golf Tournament Committee**

Bob Nichol  
Brad Duckworth  
Bruce Ballentine

### **Trade Show Committee**

Bruce Ballentine  
Molly McInerney  
Michael Janetakes  
Susan Danilko  
Larry Clarke

### **Strategic Planning Committee**

Larry Clarke  
Peter Brady  
Jane Isbister  
Andy Campbell

*If you want to be an integral part of  
on the Haliburton Highlands  
Chamber of Commerce Committees,  
please contact the Chamber at 705-  
457-4700*

*If a company shows that it is highly involved in its local Chamber (e.g. sitting on the Chamber Board) consumers are 12% more likely to think that its products stack up better against its competition. – The real value of joining a Chamber of Commerce Research Study as completed by the Shapiro Group*

## **Lend a hand...Have your Say** Chamber of Commerce Committee

The Chamber relies on members of the community to help it achieve its goals. Anyone interested in joining one of our committees is welcome to call us for more information. Below are a list of our committees, and what they do.

### **Advocacy Committee**

Haliburton Highlands Chamber of Commerce is committed as an advocate for meeting the needs of our local business. The Haliburton Highlands Chamber of Commerce and its Advocacy Committee are implementing efforts to create partnerships with key stakeholders, establish new lines of communication with policy-makers and extend our outreach into the centre of public policy discussions. We will make an impact.

Working within the framework identified by the Board, the Advocacy Committee monitors legislation and develops an action plan. The Advocacy Committee prioritizes legislative strategies, implements an action plan and reports back to the Board of Directors at regularly scheduled meetings. The Board determines advocacy policy and identifies issues that are a priority for the organization. The Board is advised in its development of policy by the Advocacy Committee.

### **Membership Committee**

This group specializes in member development. That means inviting new members to join the chamber, planning the Annual General Meeting, Spring into Summer Social and other events throughout the year. Initiating membership drives and making sure our membership is happy and well-informed.

### **Gala Committee**

Each year the Chamber hosts an Awards Banquet to honour outstanding businesses and their efforts throughout the Community and also recognizes an exceptional community member. This committee is responsible for setting the criteria for nomination and oversees the open and democratic voting process.

If you are interested in any of these committees or any other way you might become involved, please do not hesitate to contact the Chamber today. (705457-4700 You can also email [admin@haliburtonchamber.com](mailto:admin@haliburtonchamber.com)

### **Strategic Planning Committee**

The Members of this committee are charged with the task of performing a SWOT & PEST analysis of the Chamber Strategic Plan and report the results and recommendations to the Board of Directors.

### **Business Showcase Committee \*\*new for 2011**

This group is in charge of implementing the Chamber's first ever Business Showcase a networking event for local businesses, and an opportunity to showcase their business.

## Advertising Opportunities

### Chamber NewsPage

Each month the Chamber of Commerce will place an information page in the Minden Times and Haliburton Echo promoting Chamber events, announcing new members, services, and benefits, featuring members' business cards size ads. The page will alternate each week (Times first week and Echo next week) giving double exposure to the Chamber and its members who advertise. Spaces are limited with only 12 spaces per issue.  
*Book Early Call 705-286-1288*

**Times or Echo only:** \$38

**Both Times and Echo:** \$68

### Annual Printed Directory

The Chamber of Commerce produces a Printed Directory delivered to all Businesses in Haliburton County listing each member in two formats with additional advertising opportunities available throughout.

### The Chamber Network Newsletter

Full colour advertisement in a business oriented newsletter, distribution of 1000 pieces delivered three times a year to local businesses and high traffic areas. Buy for one issue or save when you purchase a bundle pack (3 issues) Advertising spots sell out for each issue, so do not wait reserve your spot now! Call the Chamber for prices details.

### Direct Mail Out

Your information/advertisement along with Chamber content can be included in a direct mail campaign distributed to the entire membership list throughout Haliburton County for the great low price of \$75.00 \*\*subject to terms and conditions, prices may vary depending on weight and participation.

### Email Blast

Visually aggressive full colour advertisement forwarded through the Chamber's email database.

\$40.00 base rate.

\$26.25 for Not-for-Profit Rate

\$100 Bundle Pack (3 emails)

\$20 second run (same email no changes)

### Chamber Website

Static Banner Ad on the Chamber's website [www.haliburtonchamber.com](http://www.haliburtonchamber.com) with a direct link to your own website.

6 months \$47.42 1 year - \$84.00

### Wall Display

8 ½"x11" wall plaque displayed at the Chamber of Commerce, featuring your business advertisement, with space to insert Business Cards or brochures.

## Strategic Operational Plan

### Our Strategies for Success

- Enhance communication with our Members & Communities
- Grow our exchange of ideas and knowledge
- Raise the bar to increase value of Chamber Membership and services we provide
- Strengthen our role for government & community advocacy
- Improve the Chamber's governance and long term planning
- Continue to build out Membership base

### Enhance Communication with our Members & Communities

Our first priority is to better understand our members, potential members and communities so that we develop and grow our services to meet their needs.

- Conducting surveys with current & potential Members
- Identify community services & challenges
- Improve communication through internet, local media, print marketing
- Business networking through Chamber events, office and individual interviews
- Listen, question and follow-through on issues, concerns and opportunities

### Grow our Exchange of Ideas and Knowledge

Our strategy to grow our exchange of ideas and knowledge's focused on business networking, opportunities & education.

- Continue to promote our popular Chamber Am Breakfast's with guest speakers and networking
- Facilitate quarterly Chamber After-hours Networking Events
- Assess and distribute information from local, provincial, national partners
- Develop a printed Chamber Directory of Members including products and services
- Organize and promote seminars/workshops on business trends and skills
- Engage the Membership in volunteer opportunities with the Chamber and Community

### Raise the Bar to Increase Value of Chamber Membership & the Services We Provide

Our strategy to raise the bar and increase value on every service we provide ensures that we meet and exceed the expectations of our Members.

- Change our committee structure to align with new strategies and opportunities
- Conduct ongoing quality review of programs, services through quarterly board reviews & members interviews
- Identify new services and programs per Members needs
- Executive commitment to service excellence!

## Chamber of Commerce Staff

### **Maria Micallef**

*Chamber Manager*

mari@haliburtonchamber.com

### **Kendra Kellett**

*Membership Services*

kendra@haliburtonchamber.com

### **Dennis Casey**

*Interim Chamber Manager*

dennis@haliburtonchamber.com

## Haliburton Highlands Chamber of Commerce

195 Highland Street, Box 670,  
Haliburton, ON K0M 1S0  
Tel: 705-457-4700  
Fax: 705-457-4702  
admin@haliburtonchamber.com

Find us on the Web:  
[www.haliburtonchamber.com](http://www.haliburtonchamber.com)



Proudly celebrating 75 years  
of membership services in the  
beautiful Haliburton  
Highlands!

### ***Strengthen our Role for Government Relationship and Advocacy***

We will enhance our advocacy role and represent the views of business to the appropriate levels of government.

- Identify issues and investigate opportunities of interest for our Members
- Develop an advocacy and communications strategy for positions adopted by the Board
- Establish regular communication strategies on public policy to educate Members and the community
- Demonstrate working relationships with locally elected officials, government partners and media representatives

### ***Improve the Chamber's Governance and Long-Term Planning***

- Strengthen succession planning through Member participation on the Board
- Identify skill sets of the Board that will advance and grow the organization
- Reviewing Policies and Constitution to ensure they are aligned with the vision

### ***Continue to Build Our Membership Base***

The Chamber is Member Owned, Member Driven and increases in strength in the size of the Members community.

- Promote our success and value of membership
- Enhance our community presence through efforts of the board and staff
- Prospect local businesses and relative "value added" services regarding merits of Memberships

***We all share a similar vision. A vision of growth for our communities plans for the future, economic prosperity and making our community a better place for our families, our employees and future generations.***