



“BRIDGING OPPORTUNITY”



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2012 Edition - Issue 3



Message from Acting President, Carmen McGregor

Inside this issue:

Mission Statement	2
Get to Know Your Directors	3
Upcoming Events	4
Benefit Facts	5
From the Wallaceburg BIA	6
Bridging Opportunity Signage Program	7
Welcome New Members	8

Special points of interest:

- * Thank you to our Summer Students
- * Chamber Advertising Opportunities
- * Annual General Meeting
- * Call for Nominations 2012/13 Board of Directors

Valued Members,

As the Acting President and on behalf of the directors of the Wallaceburg & District Chamber of Commerce, I would like to thank our outgoing President, John Ritchie for all the time and dedication that he brought to the Chamber. John worked very hard to move the Chamber forward in a positive direction and while we will continue with many of the initiatives, we also look forward to revamping and making changes that will better suit our members.

Here at the Chamber the Board of Directors has been working hard over the past several months. Each committee has been working diligently on projects that will contribute to **the Chamber's 2013 Refreshed Launch**. The finance committee has been working on phase 2

of the new membership package, which will be a Tiered membership. As a member you will have three options to choose from for the type of membership that best suits your needs. The initial launch of the new membership structure will take place on October 4th at our Community & Member Fair being held from 5-8 pm at the Royal Canadian Legion. The fair will offer our members and community the opportunity to showcase the amazing products and services that exist within Wallaceburg and the surrounding area. You should or possible have already received a letter from us extending an opportunity to participate. We hope to **have the Municipality's** Economic Development Department on hand along with local provincial and federal representation; many local service groups, service providers, the

BIA and of course our member businesses.

In this issue you will also see that the Marketing Committee has launched the campaign for our Bridging Opportunity Signage program. In the past couple of months information has been sent out to each of you. We are requesting that advertisers still wishing to be a part of the sign let us know as soon as possible as the spots are filling up quickly.

The Chamber's Annual General Meeting this year will be hosted at the Chamber office on Wednesday, November 7, 2012. Every year we elect a new board of directors and executive. If anyone is interested in serving as a director, please refer to the additional information within this issue or contact Tina at the Chamber office 519.627.1443.

Wallaceburg & District Chamber of Commerce

"BRIDGING OPPORTUNITY" IS THE QUARTERLY PUBLICATION OF THE WALLACEBURG & DISTRICT CHAMBER OF COMMERCE

our mission

The Wallaceburg & District Chamber of Commerce shall be a cohesive force for business interests by:

- A) Representing Wallaceburg & District businesses to Governments, Community Interest Groups, Businesses and other Chambers of Commerce;
- B) Promoting Wallaceburg & District Businesses and Community;
- C) Providing a forum for business interaction, and
- D) Providing Membership services

2011 - 2012 Board of Directors

ACTING PRESIDENT

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(519) 784-3726

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(519) 627-9971

SECRETARY

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 Greg Hetherington
 Kelly Hetherington
 Gerry Flynn
 Ron Laroche
 Gloria Tulp
 Brad Borland
 Barb Noorenberghe
 Bob Taylor
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STAFF

Tina Fraleigh
(519) 627-1443



Kristine Ritchie RMT
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GET TO KNOW YOUR DIRECTORS ...



Gloria Tulp

Gloria was born and raised in Chatham, Ontario. She has two daughters and three grand

children. Gloria is married to Dave and she has lived in Wallaceburg for the past ten years.

Gloria graduated from the Canada Business College. She had worked for the Federal Government for 19 years. Gloria started working for Diversicare/Park Street Place Retirement Residence and Maple City Retirement Home, 17 years ago doing accounting and payroll. Five years ago she became the General Manager at Park Street Place.

Gloria joined the Chamber to promote Wallaceburg & Dresden in the community and interaction between the two.



Barb Noorenberghe

Barb was born in Wallaceburg and raised in Thamesville. She is no stranger to Wallaceburg as

both sets of her grandparents and her husband are from the Wallaceburg area. Barb and her husband, Gary, reside on a farm just outside of Thamesville where they are busy

raising three children, ages 8 to 14 years old.

Barb is a graduate of Ursuline College and the University of Guelph. She is the Development Office - Annual Giving & Special for the Foundation of Chatham-Kent Health Alliance (CKHA). The Foundation of CKHA works with the community to raise funds to support continued **quality local healthcare at CKHA's Chatham and Sydenham Campuses. Barb's portfolio involves organizing various events such as the Annual Charity Curling Classic (which takes place at the Sydenham Community Curling Club), Parade of Chefs, the Annual Pro/Am Golf Tournament and the Christmas Wish Tree Lighting Ceremonies.**

In Barb's spare time, she is actively involved in her children's activities! Many hours are devoted to driving all over the county to cheer her kids on in the many activities they participate in including hockey, soccer, baseball, 4-H and music lessons, among many others. As a family, the **Noorenberghe's enjoy camping and movie nights at home with lots of buttered popcorn!**

Barb looks forward to being actively involved on the Board as a new Director and working with others in the community. *The future depends on what we do in the present - Mahatma Gandhi.*

Thank you for the opportunity to

represent you on the Board!



Ron Laroche

Ron is the Coordinator of Communications and Fund Development for Community Living

Wallaceburg. In this role, he collaborates with many businesses and community stakeholders, while **promoting the Agency's mission, vision and guiding principles.**

It is Ron's first year as a Director and he is also Chair of the Chamber's Marketing Committee. He and the Committee are currently working on the *Bridging Opportunities Signage Program*, and opportunity for businesses to showcase themselves and to welcome visitors to the community.

Ron was born and raised in Welland, Ontario. He moved to Chatham in 2006 to work for Blackburn Radio as a newscaster. Ron continues to be heartened by the kindness, generosity and the sense of pride that exists in Wallaceburg and Chatham-Kent; a genuinely wonderful place to live, work and play.

He is married to his loving wife, Heather. They are both enjoying being first time parents to their baby girl, Alice.



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Upcoming Chamber Events



September 13, 2012

Community After 5
Chatham-Kent Community Health Centre
808 Dufferin Avenue

October 25, 2012

Community After 5
"Halloween"
Venue to be determined

November 8, 2012

Community After 5
"Remembrance"
Royal Canadian Legion Br. 18
52 Margaret Avenue

October 4, 2012

Membership & Community Fair
Royal Canadian Legion Br. 18 (upstairs)

November 7, 2012

Annual General Meeting
Chamber Office
152 Duncan Street

December 15, 2012

4th Annual Christmas Gala
UAW Hall
88 Elm Drive

THANK YOU TO our Summer Students ... *Ashley Fisher & Katrina Kraayenbrink*



On behalf of the Wallaceburg & District Chamber of Commerce, we would like to thank Ashley Fisher & Katrina Kraayenbrink for all their hard work during the summer.

Ashley Fisher, daughter of Scott & Stacey Ewing, will be going into her third year at Valparaiso University in Indiana studying Elementary and Special Education.

Ashley loves to work and volunteer with children. Ashley was able to show her passion for the town of Wallaceburg during Summer student position.

Katrina Kraayenbrink is currently enrolled in the Bachelor of Science in Nursing program. She will be continuing her studies at Lambton College this fall and proceeding to Windsor University the following two years to finish her degree.

Katrina enjoys helping others and making a difference in peoples lives.

She also have a great passion for sports and has played on multiple volleyball and soccer teams in the Wallaceburg community.

The Wallaceburg & District Chamber of Commerce, Board of Directors & Staff wish them the best of luck as they return to school.



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BENEFIT *facts:* PRESENTEEISM AT WORK?

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We have all heard about the impact of absenteeism on productivity and the workplace. But are you familiar with "presenteeism"?

Presenteeism is the loss of productivity when workers are physically at work, but are not performing at their best due to illness, stress, or any other type of distraction. Studies suggest that presenteeism cuts an employee's productivity by a third or more.

Unlike absenteeism, presenteeism can be difficult to spot. Often, it creeps in over time, with a number of subtle behavioral changes. Presenteeism can include spending additional time on tasks, decreased quality of work, lack of initiative, and decreased motivation. It can be caused by a range of sources from health-related issues like allergies, depression, and the flu, or by non-health-related issues like financial troubles, family issues and workplace concerns. According to Statistics Canada, the average number of days absent per employee per year is 7.5 days for 3% of salary. Studies

of some chronic conditions and health risk factors found that lost productivity from presenteeism was 7.5 times greater than productivity loss from absenteeism.

Given its impact on productivity, it's important to address the issue of presenteeism before it leads to absenteeism. Absenteeism can result in burdening co-workers with extra duties to the immense costs associated with full loss of productivity or the necessity to replace the employee.

An employee assistance program (EAP) is an excellent way to help employers deal with presenteeism. An EAP helps employees deal with personal issues before they take their toll at home or in the workplace by offering short-term counseling services. The Chambers Plan's EAP, Posaction, is available to both employees and their families, and provides quick and confidential access to appropriate professional resources, helping to resolve problems affecting health, performance and attendance. This can

include assistance with financial planning, marital or parenting issues, addictions, stress, eldercare, or any number of issues.

To learn more about how EAPs can create a healthy workplace, and boost your company's performance and bottom line, contact your local Chambers Plan advisor.

Benefit Facts presents information to help you manage your employee benefits. Brought to you by your Chambers of Commerce Group Insurance Plan® advisor, representing Canada's premier group plan for small and medium sized businesses.

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From the Wallaceburg BIA

We would like to thank everyone who attended & supported our recent Dragonboat Festival in which we joined the Sydenham Challenge to create a unique and wonderful festival. The attendance was good and the feedback has been positive in every way.

This year being the International Year of the Dragon, we decided to put a Chinese touch to the festival and were aided in this endeavour by C.C.N.C. (Chinese Canadian National Council) London Chapter. We hope everyone enjoyed their performance.

The new B.I.A. Board has been busy acquiring the use of building from Chatham-Kent and as soon as some improvements are taken care of we will be able to utilize it for storage, etc.

Be sure to take notice of our Dragonboat banners on the James Street poles as they will soon be replaced with 1812 bicentennial banners until they are on display again next festival season.

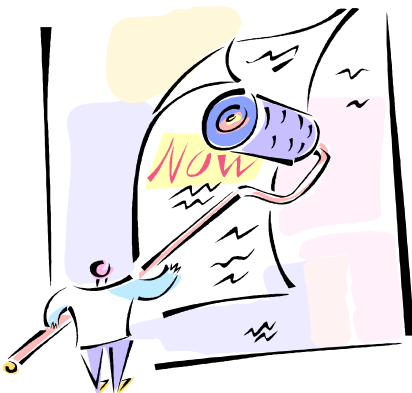
While downtown take notice of the great job that the Downtown Beautification Team has done on the flowerbeds especially along the boardwalk behind the 300 block (Library to Walking Bridge).

Kudos to the Team Members!!

While you are downtown enjoying the aforementioned sights, please don't forget to shop local!



LET US HELP YOU ...



PROMOTE YOUR BUSINESS

The *Bridging Opportunity* newsletter is an affordable way to promote your business to other Chamber members and visitors.

The newsletter is distributed to approximately 200 members by email as well as being showcased on the Chamber website.

The newsletter is also included in all our membership packages.

There are three advertising opportunities available to you, which are listed below.

Banner Ad—\$110.00 (for 4 issues)

Business Card Size Ad—\$80.00 (for 4 issues)

Newsletter Insert—\$45.00 (per issue)

If you are interested in advertising in the newsletter, please contact Tina Fraleigh at the Chamber office (519) 627-1443.



**Coming Soon
New Bridging
Opportunity
Signs**

**Larger, More
Prominent
Signage
Fall 2012**

Promote your business and welcome visitors to Wallaceburg, one of Chatham-Kent's most travelled gateways!

Purchase an individually framed sign and proudly demonstrate your organization's community support.

Sign up now to guarantee your spot for 2013 and enjoy free exposure in 2012!

Annual Term		
Number of Signs	Member Price	Non-Member Price
1	\$300	\$400
2	\$400	\$500
* Prices include the cost of printing and maintenance. Longer terms available - contact the Chamber for details.		

2 signs for Members = \$17 per sign, per month
More cost effective than traditional media!

**Reserve your spot by contacting the Wallaceburg Chamber
 (519) 627-1443 or email: info@wallaceburgchamber.com**

Welcome New Members!!!

Kristine Ritchie, RMT

222 Nelson Street
Wallaceburg, ON N8A 4G4
Phone: (519) 627-5261
Email: kristineveenstra@hotmail.com

Kristine Ritchie is from Wallaceburg and went through the Registered Massage Therapy 3-year program at Lambton College. She graduated on **the Dean's List for honors in all 3 years**. She mentored (tutored) in her 2nd and 3rd years. Kristine went into public practice 7 years ago (2005) right out of college. She also offers hot stone massage and aromatherapy.

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The Instant Print Shoppe Wallaceburg produce signs, banners, promotional products and lettering. They also offer a fax service and colour photo copies.



ANNUAL GENERAL MEETING

The Wallaceburg & District
Chamber of Commerce
would like to invite you to join us

November 7, 2012
Chamber Office
5:30 - 6:30 p.m.

Please RSVP your attendance to the
Chamber office 519.627.1443 or by email
at info@wallaceburgchamber.com



CALL FOR NOMINATIONS!!!

Board of Directors
Wallaceburg & District Chamber of Commerce

The Wallaceburg & District
Chamber of Commerce will be
electing their new Board of Directors
at the Annual General Meeting
coming up soon.

If you are interested in sitting on the
Board of Directors for the 2012/13 term
please contact Carmen McGregor,
Nominations Committee Chair at
519.784.3726 or by email at
carmmccgregor@gmail.com