

# “BRIDGING OPPORTUNITY”



2013 - Edition 1

## Message from President, Carmen McGregor

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Special points of interest:

- ◆ Cultivating Entrepreneur & Celebrating Newcomer Success



I trust everyone is staying warm and productive so far this year. I know that things have certainly been busy at the Chamber since our last newsletter. We recently received wonderful news that Lambton Conveyor will relocate to Wallaceburg bringing their current employees (approximately 100 persons) and intend to hire that many again once they are settled and up and running. At the Chamber we have also accomplished some ongoing projects and hosted some great events. One of our local highlights is the completion of the Bridging Opportunity sign update. Thanks to Mountain Shelter, Ron Laroche, and his Marketing Committee.

Prior to the end of the year we hosted an Industry-Researcher Connector event along with the University of Windsor and Connect Canada with some impressive results. I hope that you take time to read about it further in the newsletter.

On February 1st we hosted Minister Tony Clement and MP Bev Shipley at the Royal Canadian Legion, allowing discussion and input on the next Budget. There were many great questions and comments and the Legion put on an amazing breakfast. The event was a great success and was recorded and televised on

TV Cogeco.

Preparation for our 16th Annual Business and Community Excellence Awards to be held on April 18th is currently underway. Nominations have been closed and we are preparing to have the candidate's information sent to our judges. We have added some new awards this year and revamped some others. The new categories include Environmental, Young Professional, Technology and both the Wallaceburg and Dresden BIA awards. This year's venue will also see some exciting changes as we will be hosting the event in the Jeanne Gordon Theatre above the Museum. Our theme is business past and will lend itself to a networking and appetizer type event. Not to worry though as there will be more than enough food to satisfy a hungry appetite, and also for the connoisseur, wine tasting provided by a new winery located here in Chatham-Kent. Space will be limited this year so to secure your tickets contact Tina at the Chamber office.

Also in the prep stage is our Annual Golf Tournament to be held on May 24th. We will be returning to a best ball format and hope to see many of you there. The flyer and registrations should be coming out soon.

DeGusto's (formerly

Dimitar's) and Curran Hospitality has started out our Business After Hours with a bang. All but a couple of our dates this year are filled thanks to Gloria Tulp, Chair of Special Events. If you think you may be interested in hosting a B.A.H. event or are wondering about the times and locations, either go to our website or call Tina at the office.

On more of a business note we have also added First Data, a credit and debit card service (which offers some impressive savings), and a new membership referral incentive to our currently offered membership benefits. You may have also noticed information coming to you from the Ontario Chamber of Commerce which is a new added benefit to your membership. The OCC does extensive lobbying on behalf of their members and we can always use every bit of help available in today's economy.

For further information on any of our events contact Tina at our office (519) 627-1443 or visit our website [www.wallaceburgchamber.com](http://www.wallaceburgchamber.com).

Until next time, Carmen.

# 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

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# Upcoming Chamber Events



March 21, 2013

Business After Hours  
Sydenham Community  
Curling Club  
5:00 to 7:00 PM  
\$5.00 Admission

May 24, 2013

Annual Golf Tournament  
Location: Baldoon Golf Club  
(more details included in newsletter)

September 19, 2013

Business After Hours  
CKXS 99.1 FM  
5:00 to 7:00 PM  
\$5.00 Admission

April 18, 2013

16th Annual Business &  
Community Excellence Awards  
Location: Wallaceburg Museum  
(more details included in newsletter)

June 20, 2013

Business After Hours  
Curran Hospitality  
Location: DeGusto's  
5:00 to 7:00 PM  
\$5.00 Admission

October 17, 2013

Business After Hours  
Your Hometown Deli  
5:00 to 7:00 PM  
\$5.00 Admission

April 25, 2013

Business After Hours  
Baldoon Golf Club  
5:00 to 7:00 PM  
\$5.00 Admission

July 18, 2013

Business After Hours  
The Pita Pit  
5:00 to 7:00 PM  
\$5.00 Admission

November 21, 2013

Business After Hours  
5:00 to 7:00 PM  
\$5.00 Admission  
(Still available)

May 16, 2013

Business After Hours  
Syd Rivers  
5:00 to 7:00 PM  
\$5.00 Admission

August 15, 2013

Business After Hours  
A. Debot & Sons  
5:00 to 7:00 PM  
\$5.00 Admission

If you would like more information on hosting a Business After Hours, Please contact the Chamber office at (519) 627-1443



*Dr. Jeffrey K. Fox, BHK, CK, DC*

Doctor of Chiropractic  
Ontario Kinesiology Association  
Professional Member

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## TRAVELLING? CHECK YOUR EMPLOYEE BENEFITS BEFORE YOU GO!

As the weather heats up, many Canadians are counting down the days until their summer vacation. Whether you're looking to travel outside your home province, or outside the country, you want to make sure that you have travel health coverage to protect against unforeseen medical emergencies.

If you have employee benefits, you may not need to purchase additional travel insurance. The Chambers of Commerce Group Insurance Plan® Health option, for example, provides a wide range of travel benefits to insured employees and family members. These people do not typically need to buy additional short-term personal policies unless they plan to be away for an extended period of time.

Chambers Plan Voyage Assistance

takes care of a broad range of expenses which go over the amounts covered by your Provincial Medical Plan. Covering typical charges like hospital services, semi-private room charges and doctors' bills, Voyage Assistance will also translate, direct claimants to local medical facilities, advance payments required prior to treatment, and evacuate patients to more appropriate facilities nearer home. The coverage also provides return of vehicle, lost luggage, and lost document services.

Check your group policy for travel coverage before you leave on vacation. See what benefits you're entitled to and note any limits that apply (such as a maximum trip duration or age restrictions). You may be able to save yourself the cost of additional insurance coverage when you travel.

To learn more about the travel benefits available with Chambers Plan, contact your local 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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*“What good is the warmth of summer, without  
the cold of winter to give it sweetness”*

*~ John Steinbeck ~*



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Thursday 9-6 Friday 9-8 Saturday 9-1

# 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.



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Web: [www.fhmlaw.ca](http://www.fhmlaw.ca)



## Shop Local CK Loyalty Program

Shop Local CK and the Wallaceburg & District Chamber of Commerce have joined forces in order to introduce an exciting local loyalty program to business members.

The Shop Local CK loyalty program gives people the tools and incentives they need to locate and support the independent and locally-owned businesses that make Chatham-Kent great. With the purchase of **this unique loyalty card you'll unlock great discounts at more than 65 local retailers, restaurants, and service providers. What's more, \$1 from your card purchase will be donated to United Way of Chatham-Kent to help fund important local programs.**

Wallaceburg & District Chamber of Commerce members are invited to

purchase a limited number of discounted Shop Local CK cards directly from the Chamber office in order to share with their employees and clients. For more information on this unique offer, please visit <http://www.shoplocalck.com> and click on the "Wallaceburg Chamber Offer" button in the bottom right corner.

Shop Local CK is designed to help Chatham-Kent's local businesses grow, prosper, and expand. Reward your employees with a Shop Local CK Card and **you'll be directly contributing to the revitalization of our vibrant communities...** and lets not forget about the great savings **you'll be passing on!** To purchase your discounted Shop Local CK Cards, please contact the Chamber Office at

(519) 627-1443.

Chamber business members are also encouraged to participate in the Shop Local CK program as a member business. Business participation is FREE - the only requirement is that you must be located within Chatham-Kent, and you must agree to offer your discount for one full year from the date of enrollment. To enroll your business, please visit <http://www.shoplocalck.com/enroll-your-business/>.

The small businesses of Chatham-Kent are committed to making more than just money—they're committed to making a difference. Show your dedication to local growth—purchase your Shop Local CK Card today!

## From the Wallaceburg BIA

The year 2012 will go down in the BIA books as a successful one. After years of being without a Horticultural Society, Wallaceburg has been fortunate enough to have a group of volunteers who have come together to make up the Wallaceburg Beautification Team. This group of individuals volunteer to weed, water, plant and prune the gardens around town simply because they want their community to be more beautiful. Inspired by the WBT's commitment to their cause, the Downtown Wallaceburg BIA invested in cleaning up a once unsightly area at the corner of Nelson and Wellington streets and had a professionally landscaped garden installed. This spring for the first time tulips will bloom in the planters along the downtown streets. Recently the BIA made a \$2,000 donation to the WBT and has committed to a continued support of the group's future projects.

Last year, members of the Downtown Wallaceburg BIA worked with the organizers of the Sydenham Challenge Dragon Boat Races to expand that popular event on the water into a festival along James Street and for a first time effort it went pretty well. The 2012 event featured children's activities, live entertainment and a few vendors downtown. Recently, the BIA was awarded a Community Partnership Grant to be used toward building upon the event. This year, with an expanded operating budget the BIA is hoping to draw more people to the event with more events and attractions. One of the ideas is to introduce chalk art to the festival, check it out at [www.dragononthelake.com](http://www.dragononthelake.com).

Members of the Dragon Boat Festival committee are asking for help. The date for this year's festival is June 1, and will be here before we know it. We are looking for individuals to sit on one of three committees, children's events, entertainment and vendors. If you, or someone you know would like to volunteer a little of your time to help please do not hesitate to contact us via email at [wallaceburgbia@live.ca](mailto:wallaceburgbia@live.ca) or by telephone at (519) 627-4000. Any help would be greatly appreciated.



Government of Canada / Gouvernement du Canada

### IMPORTANT NOTICE / AVIS IMPORTANT

**The Government of Canada is phasing out the penny.**  
**Le gouvernement du Canada élimine graduellement les pièces d'un cent.**

Starting February 4, 2013, pennies will no longer be distributed to businesses or financial institutions.  
 À compter du 4 février 2013, ces pièces ne seront plus distribuées aux entreprises ou aux institutions financières.

For cash payments and change owed, retailers will decide how to adjust the final cash amount, which may include rounding.  
 Pour les paiements en espèces et pour la monnaie à rendre, il revient aux détaillants de prendre la décision de réajuster le montant final en espèces, y compris éventuellement celle d'arrondir ce montant.

Here's an example of how the rounding works:  
 Voici un exemple de la façon d'arrondir les montants :

Round down	Round up	Arrondir à la baisse	Arrondir à la hausse
\$1.01 or \$1.02 - \$1.00	\$1.03 or \$1.04 - \$1.05	1,01 \$ ou 1,02 \$ - 1,00 \$	1,03 \$ ou 1,04 \$ - 1,05 \$
\$1.06 or \$1.07 - \$1.05	\$1.08 or \$1.09 - \$1.10	1,06 \$ ou 1,07 \$ - 1,05 \$	1,08 \$ ou 1,09 \$ - 1,10 \$

Electronic transactions such as debit and credit cards don't need to be rounded, and will not be impacted.  
 Les achats réglés par paiement électronique, par exemple par carte de crédit ou de débit, ne sont pas touchés et il n'est pas nécessaire d'arrondir les montants.

**For further information:**  
 Visit [actionplan.gc.ca/penny](http://actionplan.gc.ca/penny) or call 1 800 0-Canada.

**Renseignements :**  
 Consultez le site [plandaction.gc.ca/1cent](http://plandaction.gc.ca/1cent) ou composez le 1 800 0-Canada.




Canada

## University of Windsor Industry-Researcher Connector Event

On December 5, 2012 the Wallaceburg Chamber partnered with the University of Windsor to offer an Industry-Researcher Connector Event. This networking event offered to researchers and industry the opportunity for mutual collaboration. About 30 industry representatives in Wallaceburg, Chatham and the Sarnia-Lambton areas attended this event.

Also, representatives from various funding organizations, such as NSERC, OCE, Connect Canada, Mitacs, NRC\_IRAP and CRA were on site to discuss funding opportunities with attendees.

This was a very successful event. At this point the University of Windsor are following up with most of the companies that attended the event and are reviewing opportunities for collaboration. The University of Windsor, including researchers have visited 8 of these companies to review possible projects with the company. Some companies provided approximately 15 short project descriptions and some are in the process for funding application.



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## Electricity as a Main Contributor to Canada's Competitiveness

In a report issued January 23, 2013, [Electricity in Canada: Smart Investment to Power Future Competitiveness](#), the Canadian Chamber of Commerce argues that as Canada continues to define its place as a responsible energy producer, electricity—and the sector responsible for its production, transmission and distribution—will play a significant role in Canada's energy future.

Canada's electricity sector is embarking on a decades-long period of transition that will see a move away from fossil fuel-based thermal generation to an electricity system that is heavily weighted towards non-emitting, renewable sources of electricity.

“Our electricity sector, by ensuring a secure, reliable and affordable supply of electricity, has been a main contributor to Canada's competitive advantage,” said Perrin Beatty, President and CEO of the Canadian Chamber of Commerce. “Today the sector is once again at the beginning of a period of continued investment and reinvestment in generation, transmission and distribution infrastructure not seen for nearly three decades. How the nearly \$350 billion in required investment in Canada's electricity system will be allocated will be determined by demand projections and forecasts, environmental and other regulations, public pressure and capital availability. This is a challenging period for the sector,” added Beatty.

Once this transition is complete, it is likely that hydroelectricity will remain the predominant electricity source in Canada with a significant portion of its remaining potential being under development. Canada is a world leader in hydroelectricity generation with roughly 60 per cent of its total electricity output generated from hydro sources. While there are not currently any business/economic reasons to construct an east-west transmission grid it is clear that such a transmission system could serve as the catalyst for new hydro development and the transition away from thermal electricity. The first step down this path is to complete an energy chapter in the Agreement on Internal Trade.

“Canada needs to invest significantly in refurbished and new electricity infrastructure in order to maintain system reliability” said Jim Burpee, President and CEO of the Canadian Electricity Association. “A pan-Canadian approach to energy would support areas of inter-provincial cooperation and promote the further development of the smart grid, renewable energy, harmonized standards for energy efficiency and the development of electrical vehicle infrastructure. Although provinces have historically approached their electricity system and supply independently, opportunities exist for increased interprovincial cooperation to create a more efficient, sustainable and affordable electricity system for Canadians.”

As the trend to include the environmental and social costs of energy development gains momentum, Canada's competitive advantage gained by access to abundant, reliable, low-cost energy can be maintained through the investment choices made to support this transition away from fossil fuel thermal generation. In order to sustain the transition over time, investments in both “brawn” (new capacity and infrastructure) and “brains” (technological upgrades to existing infrastructure) will be required.

The Canadian Chamber of Commerce is the vital connection between business and the federal government. It helps shape public policy and decision-making to the benefit of businesses, communities and families across Canada with a network of over 420 chambers of commerce and boards of trade, representing 192,000 businesses of all sizes in all sectors of the economy and in all regions. News and information are available at [Chamber.ca](http://Chamber.ca) or follow us on Twitter [@CdnChamberofCom](https://twitter.com/CdnChamberofCom).



## Ontario Business Confidence Index Shows Businesses Plan to Expand, But are Unsure About Future of Ontario Economy

The Ontario Business Confidence Index shows that most Ontario businesses are confident in their own outlook (72%) and are planning to expand over the next five years (60%). However, the same businesses are unsure about the overall direction of Ontario's economy - 41% express confidence.

The index is a survey of 2,386 businesses and was conducted as part of Emerging Stronger 2013, a business-driven economic agenda for Ontario released January 29, 2013 by the Ontario Chamber of Commerce, its network of local chambers, along with their research partner, the Mowat Centre at the University of Toronto.

Emerging Stronger 2013 is a transformational agenda aimed at accelerating Ontario's economic growth. It identifies Ontario's challenges and advantages, and sets out practical and detailed recommendations for government and business.

Some of its key recommendations include: enabling better access to capital for start ups and small businesses through crowd funding; encouraging businesses to employ more Aboriginal people and people with disabilities; opening up more government services to private sector and not-for-profit delivery; utilizing Ontario's large immigrant population to grow exports; and, allowing more employers to participate in training.

The agenda came days after Kathleen Wynne was named Ontario's next premier and is intended to provide a non-partisan platform that should appeal to all three parties.

"The Ontario Chamber of Commerce has criss-crossed this province engaging and hearing from local chambers and their 60,000 members," said Allan O'Dette, CEO of the Ontario Chamber of Commerce. "We are confident that Ontario has all the assets to prosper, but we need to act collectively, strategically, and with purpose."

"This index is one of the largest surveys ever conducted of business opinion in Ontario," according to Dave Scholz, Vice President of Leger Marketing, the pollster. "Business sentiment is very much 'glass half-full' in the province right now."

Among the survey findings are:

- Ontario is falling behind on productivity: only 10% of respondents believe their sector is a global leader in productivity.
- Some sectors are much more confident than others: the financial services sector is the most confident in their own outlook (74% say their business will expand in the next 5 years).
- Businesses are struggling to diversify their exports: 45% of Ontario businesses view China as the most critical market in the next 5-10 years. Yet only 1.4% of Ontario's exports are bound for China.
- The debt and deficit remain big concerns: 26% of businesses believe Ontario is going in the right direction when it comes to restoring fiscal balance.
- Some regions are more confident than others: Hamilton businesses are most likely to respond that the economy is heading in the right direction (48%), while Eastern Ontario businesses are the least likely (36%).

Click [here](#) to read Emerging Stronger 2013 or visit [www.emergestronger.ca](http://www.emergestronger.ca).



## Export Market Access: A Global Expansion Program

### What is it?

Export Market Access (EMA) is a \$5 million initiative, jointly sponsored by the Government of Ontario and the Ontario Chamber of Commerce (OCC). It is designed to help small and medium-sized enterprises (SMEs) increase their access to global markets

### What is the benefit to your company?

Generally the EMA program will cover 50% of the eligible costs in four specified areas. Non-repayable contributions generally range from a minimum of \$5,000 to a maximum of \$30,000 (with the exception of capital bidding projects which generally would not exceed \$35,000).

### Who Qualifies?

- o SMEs in Ontario currently offering a product or service
- o A new or emerging exporter—minimum of five employees to a maximum of 500 employees—or partnerships/consortium of small to medium sized new or emerging exporters meeting the following criteria:
  - Annual sales of \$500,000 or more
  - Currently established and operating in Ontario
  - Registered (federally or provincially) for minimum of two years
  - In full compliance with all government laws and regulations
  - Not receiving any other contributions from public funds towards the activities contained in the funding application

### How do I apply?

All of the forms required to submit an application can be accessed, completed and submitted online at <http://exportaccess.ca/howtoapply.shtml>.

You can apply for more than one category and you can apply more than once in a 12-month period. You will be advised within 30 business days regarding your eligibility for EMA and will receive 25% of the projected eligible costs when you sign your contract. When you have completed the activities/project, you will submit a final report along with other required documents. Upon approval and acceptance of the final report, the OCC will provide you with the balance on their contribution.

### Where can I find more information?

General information can be found on the [OMAFRA](#) website.

More detailed information, a guide and application forms can be found at the [Export Access](#) Website.

# WELCOME NEW CHAMBER MEMBERS

## Sharkskin Coatings and Surface Techniques

1050 Old Glass Road  
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Phone: (519) 627-7727  
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Contact: Tony Myers, Human Resources

Sharkskin Coatings manufactures high velocity oxygen fuel carbide coating for metal components.

## Your Hometown Deli

1542 Dufferin Avenue  
Wallaceburg, ON N8A 2W9  
Phone: (519) 627-0808  
Contact: Kevin Blake, Owner

Your Hometown Deli serves fresh deli meat, prepared salads, sandwiches, soups, meat & cheese trays and fresh Panini's.

## First Data

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Thursday, April 18, 2013

Wallaceburg Museum, 505 King Street

Early Bird Cost \$50.00 (+ HST)

after April 1st Cost \$55.00 (+ HST)



Friday, May 24, 2013

Baldoon Golf Club, 7018 Dufferin Avenue

Early Bird Cost \$80.00 (+ HST)

after April 1st Cost \$90.00 (+ HST)