

# Bridging Opportunity

**Special points of interest:**

- Business Ventures Program
- “Inaugural” Halloween Party



## Message from President, Carmen McGregor



I'm always sorry to see summer come to an end. July and August are traditionally more relaxed months with less meetings and most often a vacation. However, at the Chamber we have been busy this summer with the help of our summer students Katrina Kraayenbrink and Brittany Johnston. They were kept busy enhancing our membership packages and planning member events for this fall. Katrina and Brittany have gone back to school but we would like to thank them for all of their hard work. I hope that the membership will find one or more of the planned events beneficial for their business.

Two Bite-Size Sessions have been planned and they are designed to help our members get the most out of their membership. The first one is on September 24th at Chez Denise. There will be presentations from Mares Insurance Services about our health and benefit program available to all members and their employees; First Data

Merchant Services and how they can meet all of your business needs while saving members substantial charges; and Western Union, a company that can assist with international money exchange and transfers at rates better than most banks.

We have also had some great BAH (Business After Hours) this summer; we played some fun games while enjoying the food at The Pita Pit in July and enjoyed music, food and fun at A. Debot and Sons Ltd “Down on the Farm” in August. Thanks to both hosts, I witnessed a lot of fun and networking at each event. Our next BAH is being hosted by CKXS 99.1 FM on September 19th and the theme is a BBQ on James Street. If you have yet to attend a BAH hosted by CKXS then you don't know what you are missing. There is always a lot of fun and great prizes.

Two other events that are planned are our 2nd Annual Community and Member Fair. This was attended extremely well last year and we have moved it to a larger

location. If you are interested in attending or putting in a booth to display your business you should contact Tina at the Chamber office for details at (519) 627-1443. The second event, which is brand new to the Chamber, is an all out, down right fun, get your costumes out ... Halloween Party.

One last item to mention is the new benefits available to our members. We have recently partnered with ChamberMaster and can offer many opportunities for web advertising, enhanced business listings, the ability to post special blasts, hot deals and even recruitment of new employees. And on top of that you are able to login to your own account and change up your business information as often as you like.

Please contact the Chamber or log on to our website for more information.

**Inside this issue:**

|                                       |   |
|---------------------------------------|---|
| Mission Statement                     | 2 |
| Board of Directors                    |   |
| 2013 Annual Golf Tournament Thank You | 3 |
| Upcoming Chamber Events               | 4 |
| Shop Local                            | 5 |
| “NEW” Cheshire Media Partnership      |   |
| “NEW” Benefits for Chamber Members    | 6 |
| Ontario Chamber of Commerce           | 7 |
| Bite Size Sessions                    | 8 |
| Welcome New Members                   | 9 |
| 2013 Community & Member Fair          |   |

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

**2013  
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OF  
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& STAFF**

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thank you!

The Wallaceburg & District Chamber of Commerce would like to thank everyone who helped to make the Annual Golf Tournament a huge success!!! It was a great day had by all.

## Hole Sponsors



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## Boodle Bag Sponsors

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## Special Thanks

Little Caesar's  
Tim Hortons  
Red Hat Ladies  
Karen Debergh, Barb McCaughrin & Gloria Tulp

## Prizes/Silent Auction Items

Baldoon Golf Club  
Bev Shipley, M.P.  
Canadian Tire  
Carmen McGregor  
CKXS 99.1 FM  
Crabby Joe's Tap & Grill  
Early Acres Estate Winery  
Express Yourself  
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New Vision Optical  
Riverview Automobile Limited  
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# Upcoming Chamber Events



## September 19, 2013

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

## September 24, 2013

Bite-Sized Sessions ... with  
 First Data, Western Union &  
 Mares Insurance Services  
 6:30 to 8:30 PM  
 Location: Chez Denise  
 153 Nelson Street  
 \$10.00 Members;  
 \$15.00 Non-members

## October 3, 2013

2013 Community & Member Fair  
 Location: CBD Club Incorporated  
 1342 Dufferin Avenue  
 5:00 to 8:00 PM  
 Admission: FREE  
 Cost for Booth: \$15.00 Members;  
 \$20.00 Non-Members

## October 17, 2013

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

## October 25, 2013

“Inaugural” Halloween Party  
 Location: Local UAW 251 Hall  
 88 Elm Drive South  
 7:00 PM to 1:00 AM  
 \$15.00 Members;  
 \$20.00 Non-members  
 Different Prizes Awarded  
 Cash Bar/Late Lunch/DJ

## November 21, 2013

Business After Hours  
 The Wellness Centre  
 5:00 to 7:00 PM  
 \$5.00 Admission

## December 5, 2013

“Christmas Toy Drive”  
 Business After Hours  
 Location: Riverview - Your GM Store  
 Catered by: Crabby Joe’s  
 5:00 to 8:00 PM  
 Admission is a toy

If you would like more information on hosting a Business After Hours or would like to book an event in 2014, please contact the Chamber office at (519) 627-1443

PROVIDER OF CHATELAINEMENT  
**Health Alliance**

Proceeds to support:  
**CKHA's Most Urgent  
 Capital Equipment Needs**

**THE 1<sup>ST</sup> ANNUAL  
 CHATHAM-KENT PUMPKIN RUN**  
 ...FOR LOCAL HEALTHCARE

**SUNDAY, OCTOBER 6, 2013**  
 Rondeau Provincial Park, Morpeth, ON

\$50 per 5km (walk/run) & 10km (run) participants (until September 12, 2013)  
 \$5 per 100m 'Lil Pumpkin Dash' participants

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# 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!



## CHESHIREmedia

The Wallaceburg and District Chamber of Commerce has partnered with Cheshire Media to offer chamber members an excellent opportunity to have a professional video created on their behalf showcasing their business or organization. Videos are a great way for potential and existing clientele to learn more about you and your brand. Video packages start at \$250 and are fully customizable.

For more information contact the Chamber office at 519-627-1443 or [info@wallaceburgchamber.com](mailto:info@wallaceburgchamber.com).



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 245 Marlborough Street N, P.O. Box 192, Blenheim, ON N0P 1A0

 Community Futures Development Corporation  
 of Chatham-Kent

# "New" Benefits for Chamber Members

Bridging Opportunity

## ENHANCED BUSINESS LISTING

Your listing in our Business Directory may be enhanced to catch the eye of visitors. The enhanced listing includes:

- Priority placement over basic Listings
- Logo/Image next to listing
- Expanded business description of 1600 characters (Basic listing 200 characters)
- Bulleted highlights
- Photo slideshow & YouTube video
- Additional web site links
- And much more ...

COST: \$10.00 per month OR \$100.00 per year (Savings of \$20.00)

2013 Edition

## BANNER ADVERTISING

With more and more people using the internet, a banner ad will keep your name and image strong in the community.

### Main Banner Advertisers

- Prominent Banner Ad Visibility on multiple pages
- All Banner ads are linked to your website
- Recognized as sponsor in Primary Category
- Guaranteed Top Priority Placement

### Side Banner Advertisers

- Homepage

### Bottom Banner Advertisers

- Rotating Ads on Bottom of Website

**COST:** Main Banner - \$50.00 per month OR \$500.00 per year (Savings of \$100.00)

Side Banner - \$30.00 per month OR \$300.00 per year (Savings of \$60.00)

Bottom Banner - \$15.00 per month OR \$150.00 per year (Savings of \$30.00)

## HOT DEALS, JOB POSTINGS & EVENTS

To make it as easy as possible for consumers to do business with Chamber members, ChamberMaster has created a simple way for your business to take advantage of the Chamber's new online marketing opportunity.

Hot Deals: Highlight your weekly specials, coupons, and ads

Job Postings: Post job postings and reach qualified people

Events: Promote your event on the chamber calendar

**COST:** One fee for **UNLIMITED** use \$5.00 per month or \$40.00 per year (Savings of \$20.00)

## BUSINESS CATEGORIES

3 Categories are included with your Membership Listing, \$5.00 per year for each additional category



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## SUMMER WEATHER IS HOT. ARE YOUR ENERGY BILLS SCARY?

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Many businesses still don't know what their true energy costs are or how to reduce them. But I'd argue that all businesses in Ontario have an opportunity to save on waste costs - from paper to energy and even staff turnover. Consider these facts:

- 96% of 18 - 25 year olds want to work in an environmentally responsible workplace and I would argue that a few of your other employees would like it too (source: WWF Canada 2012);
- Saving on waste and energy costs contributes to your bottom line;
- Protecting valuable confidential data on your used IT equipment is more important than ever;
- Most big businesses today need assurance that their suppliers have an environmental program in place - if you don't have one soon you could lose business.

HP has teamed up with WWF to offer businesses a [free program](#) to help you address all of these issues. We are even offering free supervised student help to assist you in getting started.

As a recognized environmental leader, HP wants to do its part to help Canadian businesses benefit from sustainable business practices.

Many companies lack the resources to implement green business practices in the workplace, and most business managers and owners have not had any training in this area. Recognizing this, we teamed up with WWF [to create a free online website](#) packed with tools, resources and supports for any business that wants to get started on greening their business and lowering costs.

In addition, through our partnership with the University of Waterloo, we are also able to offer organizations up to 40 hours of 4th year Environment & Business student help to get you started on measuring and identifying costs and what opportunities exist to reduce them.

Over the next few months I'll be highlighting some of the benefits of greening your business and how simple tools can help you do this - often at no cost.

So what are you waiting for? The student help is available on a first come first served basis - don't wait and miss out on this exciting offer.

To learn more, contact Frances Edmonds, HP Canada's Director of Environmental Programs at [frances.edmonds@hp.com](mailto:frances.edmonds@hp.com).



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Email: [joe.mares@sunlife.com](mailto:joe.mares@sunlife.com)

# ***BITE SIZE SESSIONS***

... with First Data, Mares Insurance Services and Western Union

## **September 24, 2013**

6:30 - 8:30 PM

Chez Denise Bistro & Café

153 Nelson Street



Representatives from First Data, Mares Insurance Services and Western Union will be present to provide you with information regarding merchant services, membership health benefits and international money transfers.

Appetizers and refreshments will be provided by Chez Denise.

Cost: \$10.00 for members; \$15.00 for non-members.

To reserve your spot, contact the Chamber office at 519-627-1443 as seating is limited.

920 Old Glass Rd. 805 Roselawn Driv  
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# Welcome New Members

**Broad Plumbing Services**  
520 Elgin Street  
Wallaceburg, ON N8A 3C2  
Contact: Beverly Broad, Owner  
Phone: (519) 627-8402  
Email: [bcbroad@hotmail.com](mailto:bcbroad@hotmail.com)

Broad Plumbing Services provides full range of plumbing and gas fitting services.

## 2013 Community & Member Fair

Sponsors



- ◆ Networking
- ◆ Refreshments
- ◆ Door Prizes

**October 3, 2013**

5:00 - 8:00 PM

C.B.D. Club Incorporated  
1342 Dufferin Avenue  
Admission: FREE

Cost for Booth

\$15.00 for Members

\$20.00 for Non-Members

To register your booth, contact the Chamber office (519) 627-1443



Imperial Oil



### Esso Business Card program

**3.5 cent per litre discount**

The Canadian Chamber of Commerce and Imperial Oil are pleased to offer the Esso Business Card Program to all Chamber members.

For more information, contact the Chamber office (519) 627-1443 or [info@wallaceburgchamber.com](mailto:info@wallaceburgchamber.com)

The Wallaceburg & District Chamber of Commerce has partnered with First Data Canada to provide you with lower transaction costs, a robust user-friendly on-line reporting tool and the latest technology.

- ◆ 1.55% on VISA
- ◆ 1.60% on MasterCard
- ◆ \$0.05 on Debit

For more information, see the flyer included in this newsletter.