

Proudly Serving
the Townships of

Douro-Dummer

Galway-Cavendish
& Harvey

North Kawartha

Smith-Ennismore-
Lakefield



2008
2009

***Annual
Report***

Dick Crawford, Crawford Building Consultants President's Message

Hello Chamber members. A year has passed since our last AGM and a lot has happened to move our Chamber forward in these recessionary times. We have developed new programs to deliver more and better services to our members.

The new activities and changes are:

- Completed a marketing strategy that focused our efforts on providing more direct marketing input for our members. A prioritized list of action steps was laid out for the next 3 years.
- Our newsletter is now delivered online, reducing our mailing costs significantly.
- Refocused marketing to provide more direct impact to members.
- Renamed our Chamber to more closely identify our area and reduce confusion with the City of Kawartha Lakes.
- Updated our logo to better reflect both tourism and the general business focus of our Chamber.
- Increased the emphasis on activities of our Chamber outside the Lakefield area. Areas we are concentrating on are Apsley, Buckhorn, Warsaw, Bridgenorth, and Ennismore.
- Streamlined our financial reports by reorganizing report into an easily understood profit and loss statement. We also introduced a balance sheet and put the chamber finances on an accrual basis. We now have a more business-familiar financial report.
- Re-introduced an Executive Committee to streamline the agenda for Board meetings. By the Executive's handling of the house-keeping activities, the Board can focus more on Chamber policies.
- Our Public Policy Committee continued to focus on business issues affecting our members. See their report on page 7 for notable issues.
- In spite of the recession, we were able to maintain our membership list of approximately 340 members.
- Our New Member Showcase was continued and will become an annual event.
- Volunteers – the backbone of our organization – were recognized at a National Volunteer Week breakfast.
- Totally revised our Business Directory to make it more effective for members to market their businesses. The directory won an award.
- Successfully negotiated a new agreement with Service Ontario for the delivery of licensing services. This agreement provides significant revenue to the Chamber. Beginning in October 2010 we will also provide Health Card services.

These results were achieved through our able and hardworking Board (listed on page 8). A lot of the hard work was also accomplished by our committee members. Reports from the chairs follow. Committees with reports separate from this document are:

- Finance – Sally Harding, Nightingale Nursing Registry
- Governance – Brian Ehmke, RE/MAX Eastern Realty Inc. Brokerage
- Nominating – Scott Davidson, Hendren Funeral Homes.

My heartfelt thanks goes out to our directors and chairs who did much of the work to bring these program improvements to you this year.

We look forward to more new actions, activities and services for our members. You can help us by joining one of our committees to increase your marketing exposure and provide service to the Chamber and the community.

Thanks for attending Chamber events and volunteering your efforts to grow the Chamber over the next year.

Heather Watson, Ontario Speed Skating Oval - Chair Human Resources Committee

Thank you to all of the staff at the East Kawartha Chamber for a great year! The commitment and team work demonstrated by the staff in our licensing office and business office help our small but growing Chamber do big things in a big way!

This year, some staff members reached significant milestones:

- Deb Yandt celebrated her five year anniversary with the Licensing Office
- Laurie McGee celebrated her one year anniversary in the Licensing Office
- Sherry Boyce-Found celebrated her one year anniversary as our General Manager
- Michele Graham celebrated her one year anniversary as our Administrative Assistant.

Carla Hunt (28 yrs.) and Deb Lowcock (19 yrs.) continue to provide knowledgeable and professional service at the Licensing Office.

Our dedicated volunteers also play a significant role in the operations of the Chamber. In the spring of 2009 they were recognized at a Volunteer Appreciation event at Selwyn Shores Bed & Breakfast where they were treated to a complimentary breakfast, courtesy of Selwyn Shores and recognized for their efforts to date.

Plans to establish a formal volunteer recognition program are still underway however were placed temporarily on hold as the focus of the Board turned to developing a Marketing

Strategy. Now that the Marketing Strategy is well under way, it is anticipated that the recognition program will move forward in 2010.

As outgoing Chair of the HR Committee I would like to thank fellow committee members, the Board and all staff for your help and support in the past few years. We have made some significant changes and positive strides forward and I am thankful for your support along the way.

COMMITTEE MEMBERS:

- Heather Watson, Ontario Speed Skating Oval
- Tammy Blair, Sunshrine Day Spa & Salon
- Sally Harding, Nightingale Nursing Registry
- Scott McDermott, RJ Brown Insurance



Volunteer Recognition Breakfast: Charlene Kloos, Susan Mackle, Maureen Tavener.

Jim Patterson, View from the Duck Pond - Chair Marketing Committee

Your Marketing Committee had a busier-than-usual year:

- We redesigned the format of the business directory, published in the spring of 2009 and won an award! The advertising revenue and a grant made it basically a breakeven project.
- We worked with the Board and consultant David Goyette of Public Words on the development of the new marketing strategy, with funding from the Peterborough Community Futures Development Corporation Local Initiatives program.
- That Marketing Strategy resulted in the Chamber's new name.
- We commissioned the development of a new logo for the Chamber, and conducted a vote of the membership to select a winner from the shortlisted candidates.
- We used the remaining funds from our grant to develop the first advertising application of our new logo for the spring 2010 issue of the Peterborough & the Kawarthas Tourism Travel Guide (120,000 distribution).

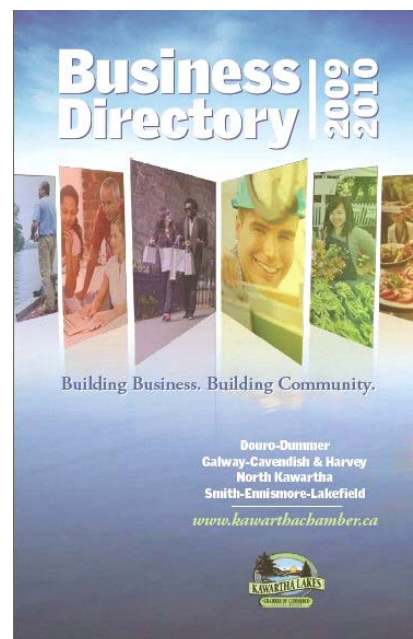
- And we finished the year with the designing of business cards and stationery with our new logo, and the selection of the design -print house for the 2010 business directory.

The committee met more frequently than any of the members dreamt possible in 2009, and 2010 could be as busy with the business directory, re-development of the web site, new signage, and the ongoing implementation of other facets of the Marketing Strategy.

Thanks to Chantal Saville, David Goyette, Jason Dulmage and Scott McDermott for their diligence in 2009 and for continuing into 2010, and thanks to Brennan Shortall and Bill Corbett for their participation and Charlene Kloos for her guidance as Committee Chair in the first half of 2009.

COMMITTEE MEMBERS:

- Jim Patterson, The View from the Duck Pond - Chair
- Bill Corbett, Lakefield & District Lions Club
- Jason Dulmage, Monidax
- David Goyette, Public Words
- Charlene Kloos, Harmony Wellness Centre
- Scott McDermott, RJ Brown Insurance
- Chantal Saville, Saville Publishing
- Brennan Shortall, OT Group



Heather Sadler, EcoVue Consulting Services - Chair Membership Committee

The Membership Committee has worked hard over the year to improve membership-based events such as the Breakfast Club and Business After Hours. We continue to look for ways to improve programming, to offer interesting venues and to encourage greater attendance at events. Standardization of the meeting schedule has been one of our goals over the course of the year. The 2010 calendar features Breakfast Club events on the third Tuesday of the Month and BAH events on the fourth Tuesday of the Month - so mark your calendars. If you have an idea for any event, let us know...we are always happy to hear from you.

Business After Hours highlights included a glorious evening on Stoney Lake with Stoney Lake Cruises, a delicious visit to the country at McLean's Berry Farm and a fascinating visit to a green building at Camp Kawartha's new facility at Trent University.

Breakfast Club events held included a special meeting to provide information about the Harmonized Sales Tax (HST) held at Burleigh Island Lodge (in cooperation with the Policy Committee), an opportunity to see and taste examples of greening your business at The Irwin Inn, and info on the new sport complex at Trent University with Peter Adams at Honey's Diner.

A *New Member Showcase* was held at the new Bridgenorth Library and provided a great meet and mingle opportunity for new members and home-based businesses to introduce themselves to fellow members and others. The next Showcase is planned for March 23, 2010 at the Buckhorn Community Centre.

COMMITTEE MEMBERS:

- Heather Watson, EcoVue Consulting Services - Chair
- Kim Holmes, Pineridge Broadcasting - The Breeze 107.9 & Star 93.3
- Esther Inglis, Gallery on the Lake

A Warm Welcome to these New Members - Dec. 08/Nov. 09

- Arboriculture Solutions
- BOATsmart! Canada
- Business Development Bank of Canada
- Charlie's Bay Filling Station
- Christopher Z. Tworowski Architect
- Claire de Lune
- Clear/Ston(e)y/White Lake Plan, The
- Cottage Connections
- Delray Granite
- Douglas Batten Landscape Architect
- Dragons Forge
- English Potter, The
- FreeFlo Physiotherapy & Sports Injuries Clinic
- Gastle & Associates
- Haa-Choo
- Kawartha Lakes Fudge Company
- Kevin James - Financial Security Advisor
- Kimberly Berry Consulting
- King Street Players
- LDP Solutions
- Mike's Concrete Pumping
- Public Words
- Rice Lake Poultry Inc.
- RiverNorth Suites Bed & Breakfast
- Rotary Club of Bridgenorth, Ennismore & Lakefield
- Royal LePage, Dominic Cole
- Sapien Books
- Scene Media Canada
- Scratching the Surface
- Shaun Milne Signs
- Soltermann Financial
- Starling Realty Brokerage
- Tom's Contracting Inc.
- Tragically Hipp Fashion Gallery
- Van de Bor Paving
- View From the Duck Pond Inc.

Jennifer Brown, RBC - Chair Programs & Events Committee

GOLF TOURNAMENT

We hosted our 3rd annual Chamber Golf Tournament at Six Foot Bay Resort on June 4th. It was a beautiful day, everyone seemed to really enjoy the event.

Many thanks to RBC Dominion Securities - Tony Davidson for once again sponsoring the tournament. We also had some generous donations by Rota Spa for a Hot Tub rental and a one week Condo Rental in Myrtle Beach from Steve Bak, which provided some extra revenue. All in all, we were able to generate funds for the Chamber as well as contribute \$2,000 to the Lakefield Primary Healthcare Centre.

AWARDS OF EXCELLENCE & GALA

The Awards of Excellence & Gala was a huge success this year. Almost 70 nominations were received for nine awards. Bruce Gibson was awarded Corporate Citizen of the Year.

We chose Viamede Conference Resort & Spa for our venue and the evening went off without a hitch. Guests felt the evening was very "well done and very classy." The auctioneers were a very popular addition this year and guests enjoyed them and their enthusiasm.

In addition to recognizing our business leaders it was a very successful fundraiser for the Chamber. Many thanks to the award sponsors, table sponsor, auction donors and bidders and the attendees.

Thank you to our small but extremely efficient Committee.

OTHER

Despite the rain, some very talented people came out to entertain passersby at the Busker Festival. Later that day, six teams had great fun in the Amazzzing Race. Thanks to Elaine Hilker, Newco Glass, (then Programs &

Events Chair) for coordinating these events and to the great team of volunteers she recruited.

The Chamber also provided sponsorship for PolarFest and the Apsley Winter Carnival.

COMMITTEE MEMBERS:

Golf Planning Committee

- Dennis Jenkins, Northern Designs - Chair
- Steve Bak, CIBC
- Tony Davidson, RBC Dominion Securities
- Mariann Marlow, Lilac Lane B&B
- Brooke Turney, Nexicom

Awards of Excellence & Gala Planning Committee

- Jennifer Brown, RBC - Chair
- Scott Davidson, Hendren Funeral Homes
- Charlene Kloos, Harmony Wellness Centre
- Erin McLean, McLean Berry Farm
- Peggy Warren, RBC



Esther Inglis, The Gallery on the Lake - Chair Public Policy Committee

The Public Policy Committee is pleased to report on another busy and successful year serving the interests of the members of the East Kawartha Chamber of Commerce.

The Committee focused on two main issues in 2009:

- The impending harmonization of federal GST and Ontario's PST to form a 'new' HST which would come into effect July 2010
- Implementation of the recommendations of the Trent Severn Waterway (TSW) Panel as outlined in its report *"It's All about the Water"* - given that the report was based on many recommendations provided by the Committee to the Panel's cross-province hearings.

The Committee surveyed the membership in the spring of 2009 to determine its concerns, if any on the HST. The responses indicated that many members were confused by the HST and its impact on their businesses. As a result we hosted a 'Breakfast Club' seminar that was delivered by Derek Picard, senior Economist with the Ontario Chamber of Commerce. Local accountant, Dan Rosborough was in attendance to answer specific tax-related questions. More than 50 members attended and all agreed that the presentation provided much needed clarity.

On Trent Severn waterway issues, the Board endorsed Esther's involvement on the "Voices of the TSW," to represent the Chamber and

business. This new group, chaired by Brian Hunt, indicated that they were pleased with the report "It's All about the Water" and its recommendations. The primary objective of this group is ensuring that water levels do not go below 'six-foot' draft, for boating purposes. To this end the group has endeavoured to galvanize the various 'lake' groups.

The Group has met with three MPs – Rick Norlock; Dean del Mastro and Barry Devolin whose ridings are in or about the Trent Severn watershed to present a position paper and resolution of support.

They have also met with the Superintendent of Parks Canada and members of his staff, with a view to obtaining participation in the newly formed Water Management Advisory Council (WMAC). From this meeting it was determined that many locks will be mechanized at a cost of \$15million per lock. It was also revealed that at least ten locks will be 'mechanized' as part of the capital spending on the system. Al Heritage will represent "Voices" on this Council.

The Chamber's Public Policy committee reviewed reports of 'spends' from MP Dean Del Mastro and determined that spending, as outlined in the Panel's recommendations, was being reduced. Esther discussed this reduction in spending with MP Barry Devolin. The MP advised that a federal-provincial committee with himself and Jeff Leal as co-

chairs would address these issues in conjunction with findings from the WMAC.

Just before year-end we requested support from other Chambers along the TSW, for the East Kawartha Chamber of Commerce, to represent Chambers with politicians and Committees on TSW issues. A number of Chambers have responded favourably. It is hoped that we can represent businesses directly or indirectly affected by the waterway on the WMAC and have enlisted the help of Barry Devolin.

The Public Policy Committee has challenged and will continue to challenge the efforts of politicians and Parks Canada to ensure that the recommendations of the Panel and the economic importance of the TSW for our membership continue to be addressed. As a result the Committee meets twice per month to address and keep issues 'top of mind.'

COMMITTEE MEMBERS:

- Esther Inglis, Gallery on the Lake - Chair
- Dominic Cole, Royal LePage Frank Real Estate
- Bill Corbett, Lakefield & District Lions Club
- Scott Davidson, Hendren Funeral Homes
- Heather Watson, EcoVue Consulting Services

2009 BOARD MEMBERS

Executive

Dick Crawford, President

Crawford Building Consultants Inc.

Scott B. Davidson, Vice-President

Hendren Funeral Homes

Stephen Bak, Secretary/Treasurer

CIBC (resigned July 2009)

Sally Harding, Past-President &

Acting Secretary/Treasurer

Nightingale Nursing Registry Ltd.

Directors

Brian Ehmke, RE/MAX Eastern

Realty Inc. Brokerage

Elaine Hilker, Newco Glass

(resigned June 2009)

Kim Holmes, Pineridge

Broadcasting

Esther Inglis, Gallery on the Lake

Kevin James, Financial Security

Advisor

Scott McDermott, R.J. Brown

Insurance

Tom Podd, Ennismore Automotive

Repair

Dan Rosborough, Certified General

Accountant

Heather Sadler, EcoVue Consulting

Services Inc.

Kell Sewell, Woodview General

Store (resigned July 2009)

Heather Watson, Ontario Speed

Skating Oval

2009 STAFF

Sherry Boyce-Found

General Manager

generalmanager@kawarthachamber.ca

Michele Graham

Administrative Assistant

info@kawarthachamber.ca

Deb Lowcock, Licensing Supervisor

Carla Hunt, Assistant Licensing

Supervisor

Deb Yandt, Licensing Clerk

Laurie McGee, Licensing Clerk

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T: 1.888.565.8888

Licensing Office

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Lkfld., PO Box 537

P: 705.652.3141

Apsley Office (July & August Only)

Pine Ridge Plaza, Hwy. 28

2009 Chamber Sponsors

We are very appreciative of the tremendous support that many generous businesses provide to the Chamber through event sponsorship.

3rd Annual Golf Tournament

Tournament Sponsor:

RBC Dominion Securities, Tony

Davidson

Media & Advertising Sponsor's:

▪ CHUM Kawarths

▪ Red Diamond Design

▪ Borne Digital Printing

Cart & Table Sponsors:

Nexicom, Nightingale Nursing Registry

Prizes & Hole Sponsors:

▪ Beachwood Resort

▪ Brian D. Bulger Insurance Services

▪ ClearView Painting

▪ Crawford Building Consultants

▪ Dan Rosborough, CGA

▪ Ennismore Automotive

▪ Gallery on the Lake

▪ GPA EDC

▪ Hendren Funeral Homes

▪ Investors Group, Andy Clements

▪ Irwin, Sargent & Lowes Ltd.

Insurance Brokers

▪ Kawartha Home Hardware

▪ Kingdon Construction

▪ Lakefield IGA

▪ Newco Glass

▪ Peterborough Community Futures

Development Corporation

▪ Roto Spa

▪ Steve Bak

▪ Stoney Lake Market

▪ Sunshrine Day Spa & Salon

▪ Three Castles Resort

Busker Festival & Amazzing Race

▪ Burleigh Bait Shop & Rose's Snack Shop

▪ Carl Edwards, Bowes & Cocks Ltd.

▪ Crawford Building Consultants

▪ Ennismore Automotive

▪ ER Cottage Paintball

▪ Hendren Funeral Homes

▪ Ironwood Golf & Country Club

▪ Interlock

▪ Inukshuk Farms

▪ Kawartha Home Hardware

▪ Lakefield Chiropractic & Massage Therapy

▪ Lakefield Computers

▪ Lakefield IGA

▪ Lakefield Lanes

▪ Lakefield Pantry

▪ Leahy Music

▪ Linwood RV

▪ Lockside Trading Co.

▪ M&M Meat Shops Ltd.

▪ Newco Glass

▪ Old Bridge Inn

▪ Parks Canada - Trent Severn Waterway

▪ RJ Brown Insurance

▪ Shaun Milne Signs

▪ Steve Kidd Excavating

▪ Steve's Auto

▪ Sunshrine Day Spa & Salon

▪ TJ's Char Pit

▪ Viamede Conference Resort & Spa

▪ Woodview General Store

Gala & Awards of Excellence

Awards

▪ CIBC

▪ County of Peterborough

▪ Hendren Funeral Homes

▪ Mass Environmental Services

▪ Nexicom

▪ Nightingale Nursing Registry

▪ Peterborough Community Futures Development Corporation

▪ RBC Financial Group

▪ Sunshrine Day Spa & Salon

Gala

▪ Colio Estate Wines, Gerry Henderson

▪ Ellis Automotive

▪ Keith Monk, auctioneer