

Proudly Serving
the Townships of

Douro-Dummer

Galway-Cavendish
& Harvey

North Kawartha

Smith-Ennismore-
Lakefield



2009
2010

***Annual
Report***

Dick Crawford, Crawford Building Consultants President's Message



Hello Chamber Members:

A year again has passed since our last Annual General Meeting and I am nearing the end of my term as your President. Our Board and Chamber staff have moved the Chamber forward to provide new and better programs and services for our members. Note the following:

- The Chamber has continued on the second year of a three year marketing strategy. Marketing Committee Chair, Jim Patterson, says we are on target.

The Committee is focusing on providing more marketing benefits to our members area-wide.

They have released an excellent "*Your Guide to Local Business*" which was distributed to over 10,000 potential customers.

- Chair, Heather Sadler, and the Membership Committee hosted a highly successful New Member Showcase and a recently started Tabletop Tradeshow. Both will continue next year.
- Our HR Committee, chaired by Kevin James, has significantly improved the volunteer recognition program. They have developed an excellent Volunteer Handbook and the Workplace Violence and

Harassment policy.

- With the Licence Bureau services now under ServiceOntario, the Chamber continues to upgrade the office with fresh paint and hot water improvements.
- The Public Policy Chair, Esther Inglis, leads a small but busy committee. They are working with the Federal Government to strengthen the Chamber of Commerce voice on the upgrades to the Trent Severn Waterway system and had an opportunity to provide pre-budget input at a recent Round Table event.

The Committee is also working with the Township of Smith-Ennismore-Lakefield and the County of Peterborough to ensure the Hwy. 28 realignment doesn't deter tourists from visiting Lakefield and SEL Township.

Smith-Ennismore-Lakefield Township has developed a draft sign by-law which the Committee is reviewing and facilitating further input from area businesses.

- The passenger train is coming to Peterborough in 2014. The entire line from Peterborough to Toronto is to be upgraded to allow for passenger service and for

upgraded freight service, both of which will benefit the entire area. Stay tuned.

- The Program and Events committee, through the able efforts of Chair Jenn Brown, her committee, and Chamber staff, put on a great Gala last year. Special kudos to Mariann Marlow for the golf tournament and Sally Harding for the Wine & Food Pairing. The Committee is now looking at recruiting members to plan more area-specific Chamber activities.
- Our two-person Chamber office has done an excellent job of providing services to our members and increasing our profile in the greater community. Many thanks to Sherry and Michele for their hard work and friendly faces.
- This year, we have benefited from the great work of Jillian Harrington as our office intern. Thank you, Jillian.

In closing, thank you for the faith and confidence in your President. We hope you provide the same support to our new President and the Board of Directors. Personally, it has been a rich and rewarding experience. Thank you to all for their cooperation.

Dick Crawford
President

Kevin James, Financial Security Advisor - Chair Human Resources Committee

The Human Resource Committee was revitalized in 2010 with some excellent committee members (see inset). We thank Jean Hennessey for her contributions and wish her all the best in her retirement.

Three significant policy and procedure projects are:

1. A Volunteer Handbook
2. A new policy to bring the Chamber into compliance with Bill 168 (Workplace Violence and Harassment)
3. The rewriting of the Employee Handbook.

These projects have been extensive in their scope. Many components were developed from research of other organization's policies and procedures. Some were developed from scratch. All aspects of this Committee's work go to the Board for approval. The Volunteer Handbook is now approved in its entirety; the Policy and Procedures for Bill 168 were approved for implementation in June 2010 and the Employee Handbook revision is ongoing.

Lorri Rork's expertise with volunteers was the key driver helping us to complete the Volunteer Handbook. It is essential for the shared communication and understanding of expectations. We have great volunteers in the

Chamber and we don't want anyone to feel like they are not valued. The Volunteer Recognition component was the impetus for the Breakfast held last April. After a delicious breakfast at the Gallery on the Lake; Bonnie Hamilton, of Pine Vista Resort & the Village Inn, shared some wonderful memories of her Olympic Volunteerism. The fall Volunteer Appreciation effort awarded ¼ pound pieces of fudge from Kawartha Lakes Fudge Company to our Volunteers present at the Tabletop Tradeshow.

Carol Bousfield's experience in HR was surely put to the test as she brought the Chamber up to speed for Bill 168. The policy and procedures for this body of work are extensive and wide ranging. We are thankful for Carol's hard work enabling us to meet the compliance deadline.

Carol is also leading us through an update of our employee policies.

Scott McDermott has been directing an assessment of our process for staff performance interviews and feedback.

A policy was developed addressing office operations in the event that our staff were all out of the office at the same time due to business or

other circumstances. With the evolution of I.T. and social media, suitable policies will be developed. So the role of HR continues to be varied and much needed.

As the roles and responsibilities of our staff members evolve (e.g. our licencing staff now provide Health Card services), job descriptions need to be updated. The Committee is working collaboratively with our GM Sherry Boyce -Found to adjust job descriptions and think through role expectations that best fit our needs.

Summer staff, Caroline Sadlier and Robyn Trew competently assisted visitors to the area in our Lakefield and Apsley offices. We were thrilled to have Jillian Harrington join us as a Youth Intern in the fall. And Deb Lowcock, ServiceOntario Supervisor celebrated 20 years with the Chamber this year!

As Chair of this committee, I have greatly appreciated the active contribution of all our committee members. We have much on our plate and the whole committee has made significant input into our Chamber's advancement.

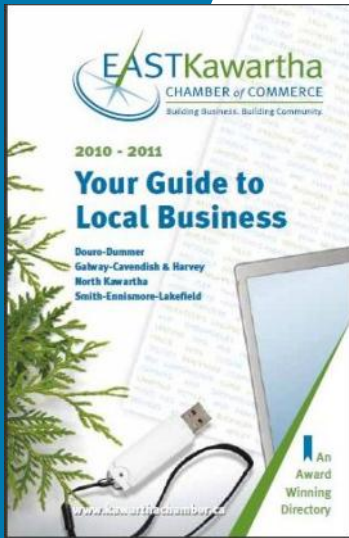


Dick expressed the Chamber's gratitude to Deb for 20 years of exemplary service at our ServiceOntario office.

COMMITTEE MEMBERS:

- Chair, Kevin James, Financial Security Advisor
- Carol Bousfield, Independent HR Consultant
- Jean Hennessey, Community Volunteer
- Kris Keller, RBC
- Scott McDermott, RJ Brown Insurance
- Lorri Rork, Community Care Peterborough

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



2010 was a busy year for the Marketing Committee. The following is a list of the accomplishments/work completed:

- A general effort has been maintained to continue the excellent branding opportunity established with the new logo and advertising concepts (wilderness + business = EKCC).
- The website was completed with the assistance of Visualeyez Creative production including a completely new design that allows full editing by the staff at EKCC, coordination with the IRM Database for the membership directory, a robust calendaring function for events announcements and, in general, a much more solid platform for showcasing the Chamber and all of the things that we offer to area businesses. (Launched January 2011)
- The annual directory was completed, with a strong view to maintaining the branding image that was already established. 10,000+ copies were printed and distributed within the Chamber's catchment area, a 25% increase in distribution over 2009.
- New signage was designed for the ServiceOntario office, continuing the ongoing effort to co-brand this and bring

people to the area for their registration needs.

Thanks go to Sherry Boyce-Found for her ongoing diligent work and support, Jillian Harrington for her assistance and fresh knowledge of all things marketing, and the committee members as noted below.

COMMITTEE MEMBERS:

- Chair, Jim Patterson, View from the Duck Pond
- Jason Dulmage, Monidax
- David Goyette, Public Words (on leave since May)
- Chantal Saville, Saville Publishing



Heather Sadler, EcoVue Consulting Services - Chair Membership Committee

The Committee has hosted a number of events designed to provide opportunities for networking and business promotion among our members. We have also undertaken several activities designed to demonstrate the value of Chamber membership.

The Committee has worked hard to improve membership-based events such as the *Breakfast Club* and *Business After Hours*. We continue to look for program improvements, to offer interesting venues and to encourage greater attendance. With much appreciated assistance from Chamber Office Staff, we hosted...

BUSINESS AFTER HOURS retail crawls in Lakefield (**HappenStance Books & Yarns**, **Kawartha Lakes Fudge Company**, **English Potter**, **Lakefield Pantry**, **Tragically Hipp Fashion Gallery** and **The Art Shop**) and in Apsley (**Haa-Choo**, **Paget Denture Clinic** and **Best of Hearing Centre**), featured various businesses at once and provided a variety of experiences for attendees. Both were well attended. Other BAH events included: **FreeFlo Physiotherapy and Sports Injuries Centre**, **Lockside Trading Company** and **Delray Granite**. Thanks to everyone who donated door prizes.

Our **New Member Showcase** was hosted by the **Buckhorn Community Centre** and was well attended despite the weather. A hugely successful **Tabletop Tradeshow** was hosted by the **Royal Canadian Legion, Lakefield** which was open to the public. Being well received by current members, future members and the broader community, we are planning more of these.

A huge thank you is extended to **Paget Denture Clinic** for sponsoring *Business After Hours* events this year.

BREAKFAST CLUB events included our annual Volunteer Appreciation at **The Gallery on the Lake**, where we heard from Bonnie Hamilton, **Pine Vista Resort**, about her volunteer experiences at the 2010 Winter Olympics. Members also attended:

- Accessibility Legislation, with a gourmet breakfast prepared by **Lilac Lane B&B** and **Claire de lune**
- Workplace Violence and Harassment Legislation presented by **Kimberly Berry Consulting** at the **Quarry Golf Club**
- Regional Tourist Organizations presented by Fiona Dawson, PKT at **The Maple Moon**.

Membership statistics have remained relatively static or increased slightly as businesses come and go

over the course of a year. Although some owners are retiring, consolidating or closing their businesses, others are establishing or expanding and making the decision to join the Chamber. We are always happy to welcome new members and saddened by the departure of others.

In the coming year we will continue to focus on Member Recruitment and Retention. We will be carefully reviewing the results of the recent Member Survey to determine the most effective programs and scheduling options for our membership. We want our members to see the many benefits of Membership and we encourage all members to act as ambassadors of the Chamber to others in our communities.

AND...just a friendly reminder to renew your Membership promptly. Those who neglect to do so, run the risk of losing their benefits including the Chamber Insurance Plan, Merchant Services and Esso preferred rates, member-to-member discounts and listings on our new website, in the printed directory and display areas and all the great programs and networking events your Chamber offers.

Thanks to all for their hard work and dedication over this past year.



COMMITTEE MEMBERS:

- Chair, Heather Sadler, EcoVue Consulting Services
- Kim Holmes, Pineridge Broadcasting
- Esther Inglis, Gallery on the Lake
- Kris Keller, RBC
- Tom Podd, Ennismore Automotive Repair

Membership Committee A Warm Welcome to these New Members - Dec. 2009 to Nov. 2010

- Apsley Autumn Studio Tour
- Apsley Plus Home Service
- Art Inclined Gallery
- Best of Hearing Centre - Apsley
- Best of Hearing Centre - Lakefield
- Best of Hearing Centre - Peterborough
- Brenda Patrick, Bookkeeping & Tax Services
- Buckhorn District Snowmobile Club
- Buns & Sweets
- CENTUM Core Financial Inc. - Jenny Lalla
- Creative Memories - Karen Archer
- Creekside Inn Apsley
- CreekView Preserves & Gifts
- Dana Heard - Travel Advisor, Marlin Travel
- Darling Insurance & Realty Limited
- Hyland Tree Care
- Indian River Reptile Zoo
- Kawartha Lakes Event Design
- Knights On Guard Protective Services Corp.
- Lake Edge Cottages
- Lakefield Farmers' Market
- Lakefield Painting Services
- Maple Moon Restaurant and Bakeria
- Mcilwain Painting
- North Kawartha Community Development Corporation
- North Kawartha Design
- Northern Lights Canada
- Paget Denture Clinic - Apsley
- Pathway Electric Ltd.
- Peter Millard, Lawyer
- Peterborough Fire Extinguishers
- R&J Machine
- Reach Harbour
- Riverhouse Company
- Robert D. Gauvreau Chartered Accountant
- Shamrock Septic Service
- Starling Electric
- Stony Lake Furniture Co.
- Swish Maintenance Limited
- Toth Marine
- Township of Douro-Dummer
- Transition Town Peterborough
- Treescape Certified Arborists
- Two Fish Canvas Art



New member, Dana Heard of Marlin Travel at the Tabletop Tradeshow.



Steve Carter, Peterborough Fire Extinguishers at the New Member Showcase.



Fred and Joan, Transition Town Peterborough, inform a guest about their environmental work.



Michelle McKenzie, Maple Moon Restaurant & Bakeria served delectable samples at the Tabletop Tradeshow.



Jeffrey Eldridge, Swish Maintenance talks with visitors at the Tabletop Tradeshow.



Wayne Paget, Paget Denture Clinic & Nick Exton, Two Fish Canvas Art chat at the New Member Showcase.

Jennifer Brown, RBC Commercial Markets - Chair Programs & Events Committee

GOLF TOURNAMENT

We had a very, very, very...did I say very hot day this year playing golf at the spectacular Peterborough Golf and Country Club. There was a good turn out and with a slight change in our golf format, I think everyone had a great time.

Special thanks to **Tony Davidson, RBC Dominion Securities** for sponsoring our tournament. We earned some funds for the Chamber and were able to give back to our community by donating a generous cheque to **Lakefield Youth Unlimited**. The donation will help them with their many programs and new facility.

I would also like to thank all our hole sponsors and advertisers and all those who generously donated items to our prize table to help make it a huge

success. Last but not least, I would like to thank my committee who helped pull this tournament together. It was a pleasure working with each of you.

Mariann Marlow
Golf Tournament Chair

WINE & FOOD PAIRING

This event featured Shari Darling “the sophisticated wino” who paired wine with creations from Chef Evan Podd of the **Old Bridge Inn**, Young’s Point. Hors d’oeuvres and a five course dinner were prepared using food sources within a 100 km radius while supporting local farmers and wholesalers. Each course was accompanied by wine selected by Shari. In this intimate setting, she taught guests about wine selection and provided tips on preparing food with wine. Each guest left the event with a wine pairing wheel to help make wine selections at home.

In addition to this being a fundraiser for the Chamber, a donation was made to **Camp Kawartha**.

GALA & AWARDS OF EXCELLENCE

The Gala and Awards of Excellence this year had the largest turnout to date, double digit nominations for some categories, and sold out ticket sales once again. **Viamede Conference Resort and Spa** was selected as the venue to hold the event for the second year in a row. The collective response from attendees was unanimous that the event was “glamorous and an enjoyable evening.”

Sue Mattucci of **Lockside Trading Company** received the Corporate Citizen of the Year Award. In addition, many other business professionals received awards for excelling in their fields. Congratulations to all nominees as well as winners at this year’s event.

In addition to recognizing our business leaders it was a very successful fundraiser for the Chamber. Many thanks to the award sponsors, table sponsors, auction donors and bidders and the attendees for making this night a great success. And a very special thank you to our small but extremely efficient Committee.



Jacob Rodenburg of Camp Kawartha accepts a cheque from Sally Harding, Chair Wine & Food Pairing and Chamber President, Dick Crawford.

Golf Planning Committee

- Chair, Mariann Marlow, Lilac Lane B&B
- Jenn Brown, RBC Commercial Markets
- Tony Davidson, RBC Dominion Securities
- Stephanie Doomernik, Bowes & Cocks Limited Reality
- Graham Florence, FreeFlo Physiotherapy
- Kim Holmes, Pineridge Broadcasting
- Rebecca Rubin, Nexicom

Wine & Food Committee

- Chair, Sally Harding, Nightingale Nursing Registry
- Vikki Whitney, Griffin’s Greenhouses

Gala & Awards of Excellence Planning Committee

- Chair, Jennifer Brown, RBC Commercial Markets
- Diane Caldwell, Young’s Point Personal Training
- Scott Davidson, Hendren Funeral Homes
- Brad Katz, Kawartha Lakes Fudge Company
- Peggy Warren, RBC

Chamber Activities



Chamber President, Dick Crawford; Mariann Marlow, Lilac Lane Bed & Breakfast; Angela Chittick, Joint Accessibility Advisory Committee; Rod Andrews & Claire Archambault, Claire de lune at Breakfast Club in June.



Jennie MacKenzie, Lakefield Pantry, is pleased to help Louise Goueffic, Sapien Books, discover a loved product at the Village Pantry during the September BAH.



June BAH hosts and their staff. Front: Sharon Canzi, Best of Hearing; Katherine Whiteley, dental hygienist; Chris, Paget Denture Clinic; Lilit Malins, Haa-Choo; Wayne Paget; Back: Kim Paget; Bob Austen, Haa-Choo; Peggy Downey, Community Care; Angela Kidd, Best of Hearing.



Paul Caldwell, Steering Committee Chair and Chris Jones, Director of Lakefield Youth Unlimited accept a cheque for \$2000 from Mariann Marlow, Golf Tournament Chair and Tony Davidson, RBC Dominion Securities, tournament sponsor.



Front row: Jennifer Hickson, R&J Machine; John Rufa & Trish Doherty, Kawartha Country Wines; Scott Wootton, Kawartha Lakes Construction; Sue Mattucci, Lockside Trading Co.; Bonnie Hamilton, Pine Vista Resort; Vikki Whitney, Griffin's Greenhouses. Second row: Rick Hickson, R&J Machine; John Runza, Lakefield College School; Cathy Romano, Camp Kawartha volunteer; Sally Harding, Nightingale Nursing Registry; Vern Hamilton, Pine Vista Resort; Kyle Griffin, Griffin's Greenhouses.

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

Public Policy continued to have an extremely active year thanks to its small but hard-working team of dedicated members. The following are some highlights.

Cty. Rd. Construction

The County undertook significant road work on Water and Queen Sts. during the summer and fall. Businesses in the area were given very little notice prior to the work beginning, and they had grave concerns regarding the impact of street closures and reduced parking during prime tourist season. A meeting was convened with all concerned parties. Dick Crawford, Chamber President, took on the role of liaison and met with the County on a weekly basis throughout the construction period and provided regular updates to interested businesses.

Trent Severn Waterway

We continued to advocate for sustainable capital and operational funding, in conjunction with "Voices for the TSW."

Through these efforts, and in response to our concerns, MP Dean Del Mastro invited us to discuss the issues we have been raising. At the meeting on December 20th, MP Del Mastro asked us to put together a request for funding accompanied by letters of

support from all the Chambers along the system. We received letters of support from eighteen of twenty one Chambers, along with letters of support from several other organizations, addressed to Minister Jim Flaherty for TSW capital funding in the upcoming 2011 Federal Budget. The fact that the Chambers met the deadlines over the holidays is an impressive indicator of their concerns with these issues.

A presentation in support of the request for funding along with a booklet containing letters of support were provided to the Minister of Finance through MPs Del Mastro and Rajotte (Edmonton/Leduc) who is the chair of the Standing Committee on Finance.

Hwy. 28 Realignment

Heather Sadler and Dominic Cole have been "carrying the ball" on this issue.

In January 2010 Heather attended a presentation by AECOM, the engineering consulting firm hired by the Ministry of Transportation, to implement the realignment of Hwy 28. Among the concerns raised were issues about traffic flows; increased traffic on Strickland St; impacts on businesses and the Village of Lakefield. Throughout the summer months these

issues were presented to the Ministry but they were not satisfactorily addressed. Our committee joined forces with Safety on Strickland - a citizens group concerned with the impact of increased traffic on their residential street.

Heather delivered a presentation, outlining our concerns, to the new Council in December 2010 and Peterborough County Council in early January 2011. There is interest in exploring appropriate signage to mitigate the concerns of the realignment. Work on this issue is ongoing.

Sign By-Law

The Township of Smith-Ennismore-Lakefield (SEL) has drafted a sign by-law that will apply to the entire municipality. The current by-law is dated and only applies to the Village of Lakefield. In November, SEL held an open house to discuss the changes and written feedback was requested by mid December. Many Chamber members felt the issue required a closer look and more time to respond. An extension requested by President Dick Crawford was granted. The new date for submitting comments is February 28. To assist in this process the Public Policy Committee arranged an open house on February 9, allowing members to discuss their concerns.

COMMITTEE MEMBERS:

- Chair, Esther Inglis, The Gallery on the Lake
- Bill Corbett, Lakefield & District Lions Club
- Dominic Cole, Royal LePage Frank Real Estate
- Heather Sadler, EcoVue Consulting Services
- Dick Crawford, Crawford Building Consultants

We wish to express our gratitude to Dominic and Bill for their hard work over the past few years. Both have stepped down from the Committee in 2011 due to other commitments. If you would like to be part of a group that effectively advocates members' concerns, please contact a Committee member or the Chamber Office.

2010 BOARD MEMBERS

Executive

Dick Crawford, President
Crawford Building Consultants Inc.
Scott B. Davidson, Vice-President
Hendren Funeral Homes
Sally Harding, Past-President &
Secretary/Treasurer
Nightingale Nursing Registry Ltd.

Directors

Deb Dzurko, Business
Development Bank of Canada
Kim Holmes, Pineridge
Broadcasting
Kevin James, Financial Security
Advisor
Kris Keller, RBC Kawartha
Lakeshore Commercial Centre
Scott McDermott, R.J. Brown
Insurance
Tom Podd, Ennismore Automotive
Repair
Dan Rosborough, Certified General
Accountant
Heather Sadler, EcoVue Consulting
Services Inc.

2010 STAFF

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Jillian Harrington
Marketing & Member Services
membership@kawarthachamber.ca
Michele Graham
Administrative Assistant
info@kawarthachamber.ca
Deb Lowcock, ServiceOntario
Supervisor
Carla Hunt, ServiceOntario
Assistant Supervisor
Deb Yandt, ServiceOntario Clerk
Laurie McGee, ServiceOntario Clerk

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Satellite Office - Apsley
135 Burlleigh St. (Royal LePage Frank
Real Estate bldg.) P: 705.652.6963
Staffed by Chamber July & August.
Access information anytime a real estate
agent is on duty.

ServiceOntario Office
133 Water St. Lkfld., P.O. Box 537
P: 705.652.3141

2010 Event Sponsors

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

4th Annual Golf Tournament - Partial proceeds to Lakefield Youth Unlimited

Tournament Sponsor:

RBC Dominion Securities, Tony Davidson

Media & Advertising Sponsors:

- 107.9 The Breeze and Star 933
- SNAP Peterborough
- Red Diamond Design
- Lazer Graphics

Cart & Table Sponsors:

- Nexicom
- Crawford Building Consultants

Special Prizes & Hole Sponsors:

- 107.9 The Breeze and Star 933
- Bowes & Cocks (S Doomernik)
- Brian Bulger Insurance
- Buckhorn Sand & Gravel
- ClearView Painting
- Comfort Hotel & Suites
- Dan Rosborough, CGA

- Ennismore Automotive Repair
- Flannigan's Butcher Shop
- FreeFlo Physiotherapy
- Gallery on the Lake
- Homestead Trailer Park
- Irwin Sargent & Lowes
- Kingdon U Stor It
- Paris Marine
- ProTech Pool & Spa Service Ltd
- Peterborough Golf & Country Club
- Rona Inc. (Peterborough)
- Salon Sorella & Day Spa
- Six Foot Bay Resort
- SNAP Peterborough
- Stoney Lake Market
- Sunshrine Day Spa & Salon
- Sysco Foods
- Tucker's Marine

Wine & Food Pairing - Partial proceeds to Camp Kawartha

Wine & Sommelier Sponsors:

Nightingale Nursing Registry

Jones DeLaurier Insurance - Kevin Stedman

Course Sponsors:

- Black Diamond Golf Club
- Country 105.1 and Energy 97.7
- Collins Barrow Chartered Accountants
- Griffin's Greenhouses

Draw Prizes: Mark's Work Wearhouse & Old Bridge Inn

Gala & Awards of Excellence

Awards

- Business Development Bank of Canada
- 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
- Dan Rosborough, Certified General Accountant
- Kawartha Lakes Fudge Company
- Nightingale Nursing Registry
- Keith Monk, Auction Service

2010 Business After Hours

Paget Denture Clinic



BAH Sponsor