

kawartha

CHAMBER of COMMERCE & TOURISM

Partnerships in Growth & Adventure

2013-2014

Annual Report



kawarthachamber.ca

Proudly Serving: Curve Lake, Douro-Dummer, North Kawartha,
Selwyn and Trent Lakes

Heather Sadler, EcoVue Consulting Services President's Message



Fellow Chamber Members,

It's February again! Each February we have the opportunity to meet, as proud members of our Chamber of Commerce to reflect on the past year and to set our sights on the goals and opportunities which await us in the coming year.

In June of 2014 we unveiled our new name and wordmark (see left) to better serve our members.

In 2015 we will be launching a new website which will improve our ability to reach people near and far, to engage in the ever-growing world of social media and to provide our members with enhanced access to our programs and services.

Our communications will continue to provide a wide range of up-to-the minute information designed to keep you in-the-know about your Chamber and coming events within your community. Did you know that there are opportunities for your business to take advantage of Member News, to announce coming events and to share recent successes with other members?

After four years of no increase, the Board has approved a 2% increase in fees for 2015 and a minimum 2% annual increase thereafter. Your Board believes that it is best for Chamber finances and for your own fiscal planning as well. If we keep pace with the annual cost of living each year, we are less likely to find ourselves falling behind financially and avoiding or minimize the need for double digit rate hikes. We hope you agree.

Your Chamber is continuing to forge partnerships with local municipalities and local organizations. We firmly believe that we can be more effective when we work together. This past year saw Chamber members taking an active role in the development of an Economic Development Committee for the Township of Selwyn. I personally chaired the ad hoc Committee which recommended a more proactive role for Township staff in business and economic development. Representatives from fellow organizations (Buckhorn District Tourist Association and the Bridgenorth Business Association) also served on the Committee.

As you know, the Directors volunteer their time, energies and considerable skills throughout the year. I wish to send a personal and heartfelt thank you to each and every one of the Directors for their hard work and commitment to the Chamber Board. I would also like to recognize those who are retiring from Board service: Tom Podd – **Ennismore Automotive**, Esther Inglis – **The Gallery on the Lake**, and Dan Rosborough – **Rosborough Accounting and Consulting**. Your contributions are greatly appreciated.

Thank you to the volunteers who serve on our Committees. Events such as the Golf Tournament, Gala & Awards, Breakfast Club and Business After Hours happen because of these dedicated people. The Policy Committee keeps an eye on the pulse of local, provincial and federal government activities and are not afraid to weigh in, to keep Chamber member interests top-of-mind.

Many thanks to the Sponsors who supported the work of your Chamber again this year. Special mention to **Lead The Way Group of Clinics**, our Networking Events Sponsor. See the last page for additional sponsors.

And a final word about our staff...the Chamber could not accomplish half of what we do without the commitment shown by our staff at our Business office and ServiceOntario. You are our face in the community and our behind-the-scenes workhorses. Finally, our General Manager Sherry Boyce-Found holds the whole thing together...often burning the midnight oil to ensure that the Chamber remains a success within the communities it serves.

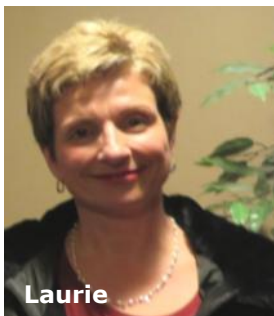
And so another year in the life of the Chamber begins!

Sincerely,
Heather Sadler
President

Human Resources

In 2014 the Chamber's staff team had some changes in both the Business Office and the ServiceOntario Office.

Laurie McGee, who was a Customer Service Representative at our ServiceOntario Office for over five years, started a new career this fall. So while we lost a super staff member we gained a new Chamber member. Laurie is now working for Peterborough Volkswagen.



Paula Edwards has joined the ServiceOntario staff and brings experience from banking, retail, health and not-for-profit sectors.

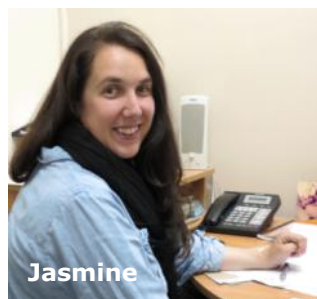
Deb Yandt celebrated ten years as a Customer Service Representative. We thank her for her dedication and commitment to providing great customer service to our licensing and health card customers.



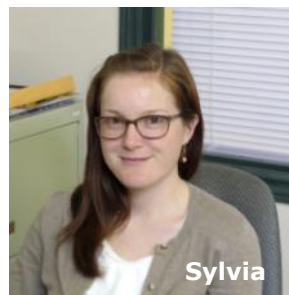
Tammy Underwood, Administrative Assistant, left the Chamber Business Office in the spring to join the staff team at Chamber member, **Hendren Funeral Homes**. Tammy's personable and welcoming approach was appreciated by our members.



Following a maternity leave, **Jasmine Sager** returned part time and then fulltime to her position as Membership Coordinator. She is responsible for our Accounts Receivable as well as the needs of our current and future members. If you have any suggestions for how the Chamber can better help you and your business, please give her a call.



We were thrilled to have **Sylvia Dick** join us in the spring as our part time Engagement Coordinator. While Sylvia maintains the front desk, her primary focus is on coordinating our communications - NewsFlashes, Newsletter, Twitter and Facebook. Her graduate certificate in Corporate Communications is being put to good use! Sylvia's aim is to have her finger on the pulse of both member and community news and events, so be sure to pass along your info.



This summer the Chamber was pleased to start a new partnership with the **Buckhorn District Tourist Association**. We shared three students to help cover the seven days a week schedules at the Chamber's Business Office and the Buckhorn Welcome Centre during the busy summer season. **Katie Stringham, Lea McQuitty** and **Sarah Fee** did a fabulous job. We look forward to continuing this partnership for the 2015 season.

COMMITTEE MEMBERS:

- Chair, Cindy Windover, MASS Environmental
- Kris Keller, RBC Royal Bank,
- Bryan Kingdon, ISL
- Ashley Matheson, Lakefield College School

Cindy Windover, MASS Environmental - Chair Marketing & Programs Committee

How incredible that we're at the end of another year! 2014 saw us reach many of our goals, which is keeping us motivated to achieve even more.

BRANDING

This was the big news for 2014, and quite an undertaking for Chamber staff. After much input, the new branding for Kawartha Chamber of Commerce & Tourism was revealed at the June Business After Hours event, which was a wonderful cruise around Stoney Lake. This new branding is exciting and relevant, and we will be able to incorporate it into Chamber materials in many different ways.

PRINTED DIRECTORY

The past few years have seen a decline in the necessity for a Printed Directory, as most people now use the internet for such needs. Our committee decided that 2014 would be the last year for the print directory as it's been done in the past, but stay tuned for something new that we feel will be very useful and effective, particularly for visitors to the area.

EVENTS

Thanks to **Chemong Physiotherapy** and **Lakefield Physiotherapy & Foot Health Clinic** for once again being our networking event sponsor. Our Business After Hours continue to be fun and informative and a wonderful opportunity for business owners (who work tirelessly) and their staff to enjoy connecting with like-minded people.

This year's Golf Tournament at **Six Foot Bay**, and our Gala at **The Quarry** both exceeded our financial goals. Thanks for everyone's support and enthusiasm for events like these. It takes many people, many hours to put these events together, but seeing the response makes it worth it!

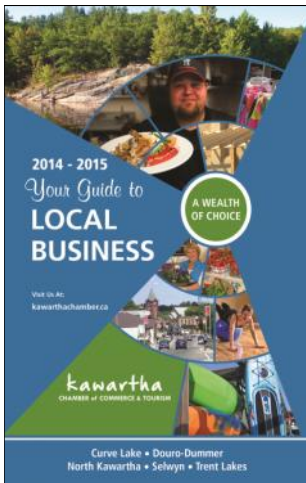
MEMBERSHIPS

Our membership numbers remain strong and we acknowledge the support that members give to each other. The bundled memberships we introduced last year have been well received. We plan to keep building our membership base through great programs and networking opportunities.

WHAT'S COMING UP

As we continue to work with our new branding, the website will be getting a facelift, so stay tuned for that!

Overall, we are excited for 2015 and the new opportunities it will present.



Alan Pinn, Gill Exton, and Kris Keller unveil the Chamber's new brand at our June Business After Hours

Marketing & Programs Committee

A Warm Welcome to our New Members (Dec. '13 to Nov. '14)

- Anne Stabler, Century 21 United Realty
- Anta Plumbing
- Apsley Roofing & Exteriors
- Brixton Creative
- Burleigh Falls Inn, The
- Community Foundation of Greater Peterborough
- Cottage Canvas
- Cottage Country Connection
- Curve Lake First Nation
- Edgar Simmons Heating
- Heardale Farms Ltd.
- Keep Your Castle
- Keralot Equestrian Supplies & Gifts
- Lantern Restaurant & Grill
- Laurie Killingbeck-McGee, Peterborough Volkswagen
- McIntyre Electric
- Mediaplus Village
- Paw Spa, The
- Performing Arts Lakefield
- Pizza Alloro
- PMD - Promotion Marketing & Design
- Rogers' Professional Painting
- Rova's Patio
- Sandra Smith Bookkeeping Service
- Scotiabank
- Stoney Lake Boat Cruises
- Tin Banger for Design
- Trinkets and Treasures
- Village Sewing Shoppe, The
- W.C. Cuppy Enterprises Ltd.



Edrit Karaj, Pizza Alloro



Randy Hinton, Stoney Lake Boat Cruises



Tyler Cuppy, W.C. Cuppy Enterprises LTD.



Sherry and Paul Hill, Keep Your Castle



Annette Pipher, PMD Promotion Marketing and Design

Marketing & Programs Committee Networking & Special Events

This past year was highlighted with numerous events for our members. Each was unique in locale and theme, and all proved to be successful opportunities for members to connect and to learn firsthand about the businesses and organizations in our network.

We couldn't have done it without **Chemong Physiotherapy** and **Lakefield Physiotherapy & Foot Health Clinic**, part of **Lead the Way Group of Clinics**, our 2014/15 Networking Events sponsor.

BUSINESS AFTER HOURS

Many thanks to our BAH hosts: **Cassis Bistro**, **the chocolate rabbit**, **Kawartha Lakes Construction**, **Lakefield College School**, **Nuttshell Next Door**, **Stoney Lake Boat Cruises** and **Stuff**.

Thanks to all door prize donors, and to those who attended and made each event an excellent opportunity to network and learn about the host business.

Our **New Member Event** was hosted by **Chemong Lodge**. A big thank you to Doug Northey for hosting this event, just as he was getting ready for a major

renovation to the bar area. Doug shared the history of the business and how it has become the beautiful restaurant and lodge it is today.

The annual **Business Showcase** was again sold out. It was a great evening enjoyed by Chamber members and the public alike. Thanks to our host, **Lakefield College School**.

BREAKFAST CLUB

Our annual Volunteer Appreciation Breakfast took place at the Bridgenorth Community Hall and was catered by the **Old Bridge Inn**. Guests were treated to the inspiring story of RBC Canadian Winter Olympian, Cody Sorensen. Cody, part of the 4-man bobsleigh team, shared about his experience in Sochi and also offered insight into the importance of team building.

SPECIAL EVENTS

The Chamber helped with a number of community events this year.

Sponsorship was provided for PolarFest ice carving in **Selwyn Township** and the skijoring event at the Apsley Winter Carnival, organized by the **Apsley & Dist. Lions Club**. We worked with

event. Wreaths were laid at Remembrance Day services in Apsley, Buckhorn, Bridgenorth and Lakefield. We were pleased to support the second Christmas in the Village event, which raised funds for **Lakefield Community Care** and **Lakefield Youth Unlimited**.

GOLF TOURNAMENT

A wonderful, sunny day made it a great afternoon at the Chamber's 8th Annual Golf Tournament at **Six Foot Bay Resort** in Buckhorn. Many thanks to **Nexicom** for their continued sponsorship of this event! The Hall Family and all of their staff at **Six Foot Bay** provided a warm welcome and worked very hard to make the day special! All of the Hole in One prizes, sponsored by **Tony Davidson** of **RBC Dominion Securities**, eluded golfers again this year. However, Matt Downs of **Nexicom** was just inches from winning the \$10,000 hole-in-one prize!

Congratulations to all of the winners and many thanks to those who supported the event through sponsorship, donations or by playing.

Lead the Way.ca
Peterborough, Lindsay & The Kawarthas

Contact Us!
For more information about our services, practitioners or clinics contact us at:
705.741.2284

PSIC
LAKELAND PHYSIOTHERAPY AND SPORTS INJURY CLINIC
Lindsay Physiotherapy Services
Lakefield Physiotherapy & Foot Health Clinic
TRENT health-motion
Rehab Health Centre

Chemongphysiotherapy
:: thomas, neill & associates

Golf Tournament Planning Committee

- Bryan Kingdon, ISL
- Kent Randall, EcoVue Consulting Services

Marketing & Programs Committee

Networking & Special Events Continued

GALA & AWARDS OF EXCELLENCE

Guests poured in to **Quarry Golf Club** for the Gala and 15th Annual Awards of Excellence.

The mood was perfectly set with gorgeous (and fun!) decorations thanks to **Sue Swankie** of **Swanky Events**. With a great turn out, the area's finest business men and women joined together with local non-profit representatives to celebrate and honour outstanding achievement in our communities.

The networking hour, sponsored by the **Municipality of Trent Lakes** and the **Township of Selwyn** was a wonderful way to start the evening. Adam Woodhouse, of **Woodhouse Photography** joined us to capture the memories.

Congratulations to all nominees and recipients who were recognized for their excellent work! Over 100 nominations were submitted! In categories with very high submission rates, judges opted to select more finalists. The recipients (in bold) and category finalists (alphabetical) are as follows:

Citizen of the Year:
Faith Dickinson,
Cuddles for Cancer
finalists not announced.

Outstanding Business Achievement:
Lakeside Cottages,
Harbour Town
McCracken's Landing,
R&J Machine

Young Professional:
Ryan Freeburn,
Freeflo
Physiotherapy,
finalists not announced.

Business Beautification: **Pizza Alloro,** Griffin's Greenhouses, Viamede

Customer Service Excellence: **Dana Heard, Marlin Travel,** Create Shade Party Tent Rental, Kawartha Lakes Construction, Riverhouse Co. Kitchen & Drinkery, Village Animal Hospital

Entrepreneur Innovation: **Harbour Town McCracken's Landing,** Lakefield Farmers' Market, Riverhouse Co. Kitchen & Drinkery

Not-For-Profit Excellence:
Lakefield & District Lions Club,
Community Care - Apsley, Buckhorn, Ennismore, Lakefield; Cuddles for Cancer

Retailer of the Year:
Adventure Outfitters, Lakefield Foodland, McClean Berry Farm, Paris Marine, Village Pharmacy

Tourism/ Hospitality: **Warsaw Caves Conservation Area & Campground,** Lakeside Cottages, Viamede

This event not only provided the opportunity to recognize businesses in our community but is also a fundraiser for the Chamber. The evening would not be a success without the generosity of the award sponsors, gala sponsors, and the donations for the live and silent auctions. A special thank you to the committee members for donating their time and talent.

Gala & Awards of Excellence Planning Committee

- Chair, Cindy Windover, MASS Environmental
- Ashley Matheson, Lakefield College School
- John Penny, JC Penny Accounting & Tax Services
- Sue Swankie, Swanky Events
- Tammy Underwood, Hendren Funeral Homes
- Tara Coons, The Village Inn



2014 Award Recipients

Chamber Activities



Lois shared insight to her business, the chocolate rabbit, at our September BAH



A snap from the Lakefield Sidewalk Sale.



The Chamber Tree, part of Christmas in the Village.



Guests aboard the Kawartha Spirit for our June Business After Hours and Brand Launch.



Diana Caldwell gives tours of a new building at YPPT for our January Business After Hours.



Chef Jay Nutt shares his business story at our September Business After Hours.

Business Showcase



Alan Pinn, Visualey Creative, and Debbie Ayotte, Northern Lights Canada.



Peggy Downey and Denise Gould from Community Care.



Kathy and Terry Newton, Eastview Property Management.

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

The KCCT Public Policy Committee, with a mandate to advocate on issues of vital concern to our membership, enjoyed a "quieter" year in 2014. This was due in part to relative stability on some issues.

In November 2014 we welcomed Gill Exton to our Committee. This small, hard-working team of dedicated members continues to achieve significant results on Policy issues, for our membership.

TRENT-SEVERN WATERWAY

We continued to advocate for sustainable capital and operational funding, in conjunction with "Voices for the TSW" and the new Trent-Severn Waterway Working Group.

The TSW schedule for 2014 was made public in May. We were pleased to see that the Federal Government listened to our concerns and rolled-back the operating hours to 2012 levels. The impact of the roll-back was extremely positive for businesses.

Compared to the devastating losses in 2013, most businesses reported increased economic activity during the 2014 season.

The TSW Working Group met with the Federal Government on several occasions in 2014 requesting among other things, keeping operating hours for 2015 the same as the 2014 season.

Through our efforts and that of the other groups, the public is now more aware of TSW issues that affect their lives.

SIGN BY-LAWS

Businesses within Selwyn Community Improvement Plan areas were eligible for funding assistance to replace mobile signs. The Chamber, the Bridgenorth Business Association and the Township partnered to generate awareness of this opportunity for Bridgenorth and Lakefield businesses. The Township appreciated our collaboration and efforts.

In North Kawartha the Chamber provided feedback on various draft versions for the sign bylaw and encouraged businesses to do the same. Thanks to those who were able to contribute to the process. After several meetings and discussions the Township Council listened to the concerns and did not support the proposed bylaw.

In the case of Trent Lakes we determined in 2013 that businesses were not advised of the proposed changes. After attending a Council meeting to express our concerns with the process, Trent Lakes Council agreed to defer the signage issue; establish a contact liaison for the Chamber and keep us apprised of developments. With

2014 being a municipal election year, no further work was done on the sign bylaw.

PROVINCIAL POLICY STATEMENT (PPS)

Late in the year we became aware of the 2014 update to the PPS. This legislation covers among other things, Land Use Planning for the Greater Golden Horseshoe (GGH). Indications are that the impact will be significant for our area and we are in the process of establishing strategy and partnerships to determine how best to address the issues.

We anticipate that the PPS will require significant time and effort in 2015.

I would like to express my gratitude to Dick, Heather, Kevin, Gill and our General Manager Sherry, for all of their efforts in 2014 and their commitment to advocating on important issues for our membership.

If you would like to be part of a group that effectively advocates members' concerns, we hope that you would seriously consider joining us. Please contact a Committee member with your ideas...and passion.

COMMITTEE MEMBERS:

- Chair, Esther Inglis, The Gallery on the Lake
- Dick Crawford, Crawford Building Consultants and PKA SoftTouch
- Gillian Exton, Stuff
- Heather Sadler, EcoVue Consulting Services
- Kevin Dyck, Kingdon Timber Mart

EXECUTIVE

Heather Sadler, President
EcoVue Consulting Services
Kris Keller, Vice-President
RBC Royal Bank
John Penny, Secretary-Treasurer
JC Penny Accounting & Tax Services

DIRECTORS

Garry Douglas, Kawartha Lakes
Construction
Kevin Dyck, Kingdon Timber Mart
Gillian Exton, Stuff
Brian Harrington, Clearview Cottage
Resort
Esther Inglis, Gallery on the Lake
Bryan Kingdon, ISL Insurance
Tracy Logan, Logan Tree Experts
Kathy Newton, Eastview Property
Management
Tom Podd, Ennismore Automotive
Repair
Dan Rosborough, Rosborough
Accounting & Consulting
Chris Wilson, Let's Get Digital

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Supervisor
Krista Laidley, ServiceOntario Assistant
Supervisor
Carla Hunt, Customer Service Rep.
Deb Yandt, Customer Service Rep.
Jennifer Kidd, Customer Service Rep.
Paula Edwards, Customer Service Rep.

Business Office

12 Queen St. Lkfld., P.O. Box 537
P: 705.652.6963 T: 888.565.8888

Apsley Self-Serve Information Display

Collocating with Cabin Café & Shoppe
9988 Hwy. 28, Apsley

ServiceOntario Office

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

2014 Event Sponsors

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

8th Annual Golf Tournament

Cart & Table Sponsor:

Nexicom

Exclusive Hole Sponsors:

- Publican House Brewery
- Savage Arms Canada
- The Wolf 101.5 & Kruz 100.5
- Tucker's Marine

Hole Contest & Special Prizes:

- Brian Bulger, Chambers Insurance Plan
- Frederick's at Beachwood
- Horling's Garden Centre & Landscaping
- Imagewear by Mark's
- Indian River Reptile Zoo
- Leon's Peterborough
- NAPA Auto Parts, Lakefield
- Molson Coors
- Peterborough Musicfest
- RotoSpa
- Six Foot Bay Resort
- Subway—Lakefield & Bridgenorth
- The Irwin Inn
- The Wolf 101.5 FM/100.5 Kruz FM
- Wildfire

Hole Sponsors:

- Chemong Home Hardware Building Centre
- Clearview Cottage Resort

A Wealth of Choice: Local Business Showcase

- Chemong Physiotherapy and Lakefield Physiotherapy & Foot Care Clinic of the Lead the Way Group of Clinics
- Lakefield College School

Gala & Awards of Excellence

Awards Sponsors

- BDC
- Celtic Connection
- County of Peterborough
- Darling Insurance
- Eastview Property Management
- Ennismore Automotive Repair
- Nexicom
- Peterborough Community Futures Development Corporation
- RBC Financial Group

A Very Special Thanks to:

- Business After Hours Hosts
- Breakfast Club Speakers
- Prize donors for many events

- Commercial Press & Design
- Coyle's Tire & Auto and Lakefield Athletic Club
- Craftworks at the barn
- EcoVue Consulting Services
- Ennismore Automotive Repair
- Flannigan's Butcher Shop
- FreeFlo Physiotherapy
- Hendren Funeral Homes
- ISL Insurance, Bryan Kingdon
- Lakefield Rental & Sales Ltd.
- Lead The Way Group of Clinics
- LLF Lawyers
- McColl Turner LLP Chartered Accountant
- Miller Pest Control
- Nurse Scrap Metal
- OT Group
- R & J Machine
- Rosborough Accounting & Consulting
- Shaun Milne Signs
- Summit Mechanical
- Stoney Lake Auto
- Timberline Custom Homes
- The Protectors Group - Aaron & Shane Carter
- The Village Inn
- Watchguard Security Systems

Table & Décor Sponsors

- Swanky Events
- Wren Lane Honey

Auctioneer

- Keith Monk, Auction Service

Photography

- Woodhouse Photography

Networking & Social Hour Sponsors

- Municipality of Trent Lakes
- Township of Selwyn

- A multitude of event and committee volunteers!