



Moving Aurora business forward!

Chamber Connection



July / August
2011 Issue

DATES TO REMEMBER

THURSDAY, AUGUST 11 CHAMBER PUB NIGHT

Boston Pizza

8 First Commerce Drive, Aurora
Time: 5:30 pm – 7:30 pm
Cost: Cash bar

THURSDAY, SEPTEMBER 8 NETWORKING BREAKFAST

Sponsored by *Avaloch Insurance Services Inc.*

Hot buffet breakfast, formal networking

St. Andrew's Valley Golf Club

4 Pinnacle Trail, Aurora

Time: 7:30 am – 9:00 am

Cost: \$20 Members, \$30 Guests

Sponsorship of some Networking Breakfasts is still available for only \$200. Please contact Nancy at the Chamber office for more details.

TUESDAY, SEPTEMBER 13 CHAMBER PUB NIGHT

Aw, Shucks! Bar & Bistro

15474 Yonge Street, Aurora

Time: 5:30 – 7:30 pm

Cost: Cash bar

The **Calendar of Events** will be included with the September newsletter and will be posted on the Chamber web site.

**Enjoy your summer.
See you at the
next Chamber event!**

Photos on this page by...
David Falconer, Dave Rusnell,
Rob Schuetze, Cindy Shaver

Members enjoying our spring events...





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The Mission of the Aurora Chamber of Commerce is to move Aurora business forward. Our Vision is Aurora business people living, learning and thriving together.

Judy Marshall
Executive Director

Nancy Eveleigh Browne
Event Manager

Caroline Rusnell
**Office Administrator
Newsletter Editor**

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*PromotionalMarketing.ca,
a division of The Partnership Network*

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The Aurora Banner

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Royal LePage, York North Realty

Town of Aurora Representatives

Mayor Geoffrey Dawe
Neil Garbe, CAO

From the Executive Director's Desk



Judy Marshall

It is July! I can remember last year – my first summer with the Chamber - thinking how quiet it would be throughout this time and all the projects on our To Do list that we could complete. I was so wrong! Last summer flew by and it looks like this will be another summer that disappears all too quickly. Take the time to enjoy it.

We are well into planning for next year - September 2011 to June 2012. We are working on details for the Annual General Meeting, and the Business Achievement Awards to be held on October 6, 2011. This year the awards will be presented at a formal sit down dinner at The Manor by Peter and Pauls.com. We asked members what they wanted and they clearly indicated a dinner was preferred this year. Plan to attend as it will be a very exciting evening with excellent nominees and a few surprises! Tickets can be purchased now for \$125 plus HST.

When you receive your fall Calendar of Events in the September newsletter, you will see that there is more emphasis on education through the "Aurora Chamber Learning Exchange". All sessions will be held at the Chamber office and will be scheduled in the morning from 8:30 to 10:30 or in the afternoon from 3:00 to 5:00. We will be doing evaluations after each session so please let us know if the schedule works for you. Presenters will not be paid, but at the end of each session they may take a few minutes to speak about their organization. The focus will be on sharing information and skills, not an opportunity to market a specific business. Thank you Peter Dickens for taking the lead on this.

I believe strongly that education and skill development need to be a priority. According to a report recently released in June 2011 by the Workforce Learning and Development Task Force from the Ontario Chamber of Commerce, "Economists now conclude that human capital - the ideas, skills, and expertise of people - is a fundamental driver of economic growth. Demand for employees that possess a mix of both "hard" and "soft" skills is rising as companies respond to intensified global economic competition." The full report can be accessed on the OCC's website: www.occ.on.ca/business-advocacy/skilled-workforce.

We have had a lot of interest in forming a "women's business group" that would meet regularly for a brown-bag lunch at the Chamber. We will be hosting a women's business luncheon on Tuesday, November 16 at King's Riding Golf Club. The speaker will focus on her challenges and opportunities moving through the business world. Please feel free to suggest future speakers. We will have a number of showcase tables available at the event in November and, in the future, include other attractions. Watch for further details and register quickly as I believe this will be a popular event.

Our first pub night at Crabby Joe's was fabulous, with over 60 members enjoying informal networking. Plan to attend the next pub night Thursday, August 11 at Boston Pizza. We will continue these informal networking opportunities into the fall and winter, if there is interest.

The 2011 – 2012 Business Guide will be in your mail box in September. We had preliminary discussions about the future of this publication and discussed only publishing an electronic copy. There will be an electronic copy on the web site but most of us still like the paper copy. I refer to my Guide almost daily. It is right beside me at my desk and is full of notes, updates, and reminders about members and their organizations.

I am going to spend time this summer visiting members. If you would like to call me and schedule a specific time, please contact me 905-727-7262 or at j.marshall@aurorachamber.on.ca. I especially enjoy this aspect of my job and look forward to meeting more members.

Have an amazing summer. Drop in to see us. Coffee or a cold drink on the deck exchanging ideas sounds good to me!

Till next time . . .

Judy



Welcome New Members

Please support and network with the following new Chamber members:



Annalisa Restaurant

Restaurants

Mike Liu, Owner

15171 Yonge Street
Aurora, ON L4G 1M1
905-503-0218

juncheng77@hotmail.com
www.annalisacuisine.com

Annalisa is the best place in Aurora to experience the many different types of Asian food in one single restaurant.

Aurora Stars Limo

Limosine Services

Sammy Hussein, Owner

15520 Yonge Street
Aurora, ON L4G 1P2
905-392-2371

contact@aurorastarslimo.com

www.aurorastarslimo.com

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Barrett, Richard - Century 21 Leading Edge Realty Inc.

Real Estate Sales and Leasing

Richard Barrett, Sales Representative

22 Stonegate Street
Gormley, ON L0H 1G0
905-841-5203

richard.barrett@century21.ca

www.richardbarrett.com

Forever Media

Multimedia Production

Morgan Downes, General Manager

4 Jasper Drive
Aurora, ON L4G 3B7
905-503-1202

info@forevermedia.ca

www.forevermedia.ca

Individual Performance Training Centre

Fitness Clubs & Gyms

David Harris, Owner

16 Mary Street, Unit 1 & 2
Aurora, ON L4G 1G2
905-713-3800

david@iperformance.ca

www.iperformance.ca

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David Harris and specializes in one-on-one personal and performance training.

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Kids SuperGym

Gymnastics Club

Wendy Gillies, President/Owner

40 Englehard Drive, Unit 10
Aurora, ON L4G 6X6
905-841-5437

kidssupergym@on.aibn.com

www.kidssupergym.ca

Kids SuperGym has been serving Aurora since 1992.

We offer recreational and competitive programs for girls and boys in gymnastics, power tumbling and trampoline as well as hosting birthday parties, and PA day, March Break and Summer camps.



Legendary Fitness with Jon Randles

Fitness Clubs & Gyms

Jon Randles, Owner

108 Goldsmith Crescent
Newmarket, ON L3X 1R5
905-806-8066

jgrandles@gmail.com

www.jonrandles.com

Legendary Fitness is a personal training company devoted to empowering people through movement. Through focusing on functional strength, mobility and mastery of movement, participants will experience life changing results achieved in a fun and safe manner. One-on-one training, group training, boot camps and corporate fitness programs are available.



Magna Health Centre

Health Care & Wellness Services

Dr. Christine Davis, Partner

375 Magna Drive
Aurora, ON L4G 7L6
905-726-7470

info@magnahealth.ca

www.magnahealth.ca

The Magna Health Centre is a multi-disciplinary clinic comprised of a team of talented primary care and complementary care health practitioners, including medical

doctors, a naturopathic doctor, a chiropractor, an acupuncturist and a massage therapist. The centre strives to provide individualized and optimized care to its patients, by combining advanced diagnostics with revolutionary complementary therapies.

Mark Carter Enterprises

Telecommunications

Mark Carter, Owner

3 David Wright Court
Newmarket, ON L3Y 4W1
416-389-8569

markcarter@acn.net

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Sarah Scott, Owner

90 Rush Road
Aurora, ON L4G 7G5
905-841-7432

mommyandmesweets@gmail.com

www.mommyandmesweets.com

Pita Land

Restaurants

Amar Saheb, Owner

676 Wellington Street East Unit 4
Aurora, ON L4G 0K3
905-503-7482

pl-aurora@pitaland.ca

www.pitaland.ca



Round Two Consignment Boutique

Consignment Sales

Linda Bailey-St. Onge, Sole Proprietor

15228 Yonge Street
Aurora, ON L4G 1L9
905-841-9555

linda@roundtwoboutique.com

www.roundtwoboutique.com

Linda Bailey St. Onge is pleased to welcome you to Aurora's upscale resale boutique at 15228 Yonge Street (back of the building). Direct entrance to the shop is from the Temperance Street parking lot. The store specializes in designer labels for women from casual to evening and formal-wear.

Congratulations to the following Members

Celebrating a special milestone:

Royal Woodworking Co. Ltd. on their 35th anniversary as part of our business community.

Soehner Displays & Exhibits Inc. on their 12th anniversary.

Habitat for Humanity York Region (Habitat York) was honoured at May's Habitat Canada National Conference and AGM in Vancouver with the **2010 Green Build Award**. This award recognizes the affiliate who has reached the highest energy efficiency building standard and has incorporated sustainable practices that reduce environmental impacts during construction and occupancy. The award was specifically based on Habitat York's LEED-certified™ Platinum build at 262A Terrace Drive in Keswick, the first LEED™ platinum Habitat build in Canada.

Congratulations to **Dean Smalley, A&B Courier Service Ltd.** and to **Brian North, The Ellis Studios Ltd.**, on being chosen 2011 Portraits of Giving honourees for their many contributions to local charities and our

community. The photographic exhibit, honouring seven incredible people, runs from July 1 to August 27, at the Aurora Cultural Centre.

Members on the Move

The following members have moved to new locations.

Beechtree Marketing Inc.

5-150 Hollidge Boulevard, Suite 131
Aurora, ON L4G 8A3
Tel 905-989-2223
Fax 905-989-1222

I Catching Designs

51 Wharf Street
Wellington, ON K0K 3L0
Tel 613-399-5115 or
416-294-0330

Member-To-Member Discounts

Aurora Stars Limo offers all Aurora Chamber members a 10% discount.

Individual Performance Training Centre is offering a 10% discount to Chamber members.

Aurora Chamber Members will receive a 20% discount on personal training and boot camp services at **Legendary Fitness with Jon Randles**. Also, please ask Jon about his Corporate Wellness Packages.

Member Announcements

Magna International Inc. announced the launch of the 2011 Hoedown, which will take place on Saturday, September 10 on the Magna campus in Aurora under the largest tent in the country. The event will run from 5:00 pm to midnight – rain or shine – and features a Texas-style BBQ dinner, cash bar and Prospector's Raffle.

The Hoedown has become York Region's largest annual community fundraiser, generating proceeds of more than \$4 million for local community groups during its 23-year history. This year six Chamber members were selected to become recipients of this year's Hoedown proceeds: **Aurora Skating Club, Aurora Youth Soccer Club, Hospice King Aurora, Marquee Theatrical Productions, Optimist Club of Aurora,** and the **Women's Centre of York Region**. Event and raffle tickets for the Hoedown may be purchased directly from these organizations.

Chamber Announcements

Aurora Chamber of Commerce Annual General Meeting

This year the Chamber will be holding their Annual General Meeting on Wednesday, September 22 from 5:30 to 7:30 pm at the Aurora Cultural Centre, 21 Church Street, Aurora. The 2010 - 2011 Audited Financial Statements and year end reports will be presented, followed by the induction of the Board of Directors.

Aurora Chamber of Commerce 2011 Business Achievements Awards Dinner

The Manor by Peter and Pauls.com
16750 Weston Road, Kettleby

It's almost here! The 2011 Business Achievement Awards will be held on Thursday, October 6, beginning at 5:30 pm with a cocktail reception, followed by a formal dinner and the awards presentations.

Dessert, coffee and an opportunity to congratulate the nominees and winners will complete the evening.

Once again there has been an excellent response to our request for nominations. As different as each business or organization is, what they all have in common is outstanding customer service and the tenacity to succeed.

There is an opportunity for all Chamber members - large or small - to reach the business community and stand out at this prestigious event as a sponsor. With ten levels of sponsorship, starting at \$500, it is easy to choose the level that best suits your marketing needs. With sponsorship, your logo and company name will be posted on all pre and post event material and will be circulated to all attendees in the official program and the audio-visual presentation during the awards ceremony.

To discuss sponsorship opportunities that can be tailored to suit your business or individual needs, please contact Executive Directory Judy Marshall at the Chamber

office, 905-727-7262 or by email at j.marshall@aurorachamber.on.ca.

Tickets for this event will be available in September at a cost of \$125 plus HST. Please contact Caroline now to reserve your tickets, or order and pay online at www.aurorachamber.on.ca.

Advertising Opportunity

Businesses interested in advertising in The Chamber Connection are asked to contact Caroline at the Chamber Office at 905-727-7262. Full colour ad space on the back page of the newsletter is available at very reasonable rates. Mailed out to 1,000 of Aurora's most prominent business people and also available on the Chamber website, this is an exceptional opportunity to promote your business to fellow Chamber members.

Street Festival



The Annual Aurora Chamber Street Festival held Sunday, June 5, 2011, was definitely a success. The weather was perfect, bringing out more people than ever before. This year was amazing – but without our sponsors, volunteers and dedicated staff we could never put on this community event.

A very special thank you to the Town of Aurora for supporting the Aurora Chamber Street Festival by providing resources for blocking off the streets, delivering garbage cans and recycling bins, emptying these containers and cleaning the street after everyone else had gone home. We have recognized the Town as a Friend of the Festival and sincerely appreciate their support.

Other sponsors included: Rent Source Tools Etc. Mini Bins, CIBC, Sunrise Senior Living Aurora, GoodLife Fitness, WestJet and IceCream 4U.

Your support enabled us to provide first class entertainment to the community. Thank you very much for your generosity.

Also thank you to a number of business owners such as Park Place Manor and Casa Luna who provided electricity to vendors when their equipment failed.

Block Captains and their assistants were on Yonge Street early in the morning to mark the booth spaces and welcome vendors. Some have been volunteering for years. Tilemaster and Attridge Custom Mouldings

were very supportive as they delivered and picked up their huge trucks that we used as elevated stages. Thank you.

Mark your calendar for next year's Aurora Chamber Street Festival - Sunday, June 3, 2012.

2011 30th Aurora Chamber Golf Classic



The Aurora Chamber of Commerce would like to thank the corporate sponsors, hole sponsors, prize donors and all those who attended the Golf Classic at King's Riding Golf Club on June 20. Thanks to our weather sponsor, as the result was an outstanding and fun-filled day of golf and camaraderie. Congratulations to John Papaeliou on scoring a hole-in-one!

The members of the Golf Committee did an amazing job of planning this event. Thank you to Chair Laurie McDonald, Donna Gerrits, Lee Helkie, Steve Hinder, Mike McDermott, Cindy Shaver and Mike Smith.

A special thank you to the staff at King's Riding for a great day on the course and a terrific meal to end the day. Finally, thank you to Lance Brown from CTV who did a fantastic job as auctioneer.

And now congratulations to the winners:

Closest to the Pin – Men
Sponsored by Bruce Spragg
John Papaeliou (with a Hole In One)

Closest to the Pin – Women
Sponsored by Petticoat Lane

Karen Wernham

Longest Drive – Men
Sponsored by Lonny Mark
Bill Maron

Longest Drive – Women
Sponsored by Newmarket Optical
Karen Wernham

Closest to the Window
Sponsored by Lifestyle Windows & Doors
Kathy van Nostrand

Putting Contest
Sponsored by Highland Chevrolet Cadillac
Donna Gerrits, Bill Maron

Allstate Draw
Doug McGrath

Lowest Score Foursome
Colin Nisbet, Doug McGrath, Dave Scott,
Brian Marshall

Most Honest Golfers
Fatima Porter, Kathy Feeny

Of Interest to our members

Citizenship and Immigration Canada wants you to increase your bottom line! The Employer's Roadmap, available online at www.credentials.gc.ca/employers/roadmap will show business owners how to improve hiring practices for all employees, inform you about ways to hire and retain new Canadians and learn how to assess international qualifications. New Canadians can help you meet your labour needs, increase competitiveness, develop new markets locally and globally, innovate, and make your organization more effective.

The Ontario Ministry of Economic Development and Trade has developed a new e-learning application designed for enterprising youth and adults alike that presents the theory and skills of developing a business plan in a fun and interactive way. The goal of the Business Plan Wizard is to stimulate business planning skills and uses simple templates. Information is available at www.ontario.ca/youngentrepreneurs.



Member Benefits



The Esso Direct Billing Program gets even better!

As of June 15, the Chamber Esso Business Card program discount was increased to 3.5 cents per litre off the retail posted pump price. This program is a convenient and secure way to control and manage fuel expenses for your company vehicles and can be used at over 2000 Esso-branded service stations across Canada.

Chamber Connection



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