



Moving Aurora business forward!

Chamber Connection



October
2011 Issue

DATES TO REMEMBER

THURSDAY, OCTOBER 6 2011 BUSINESS ACHIEVEMENT AWARDS DINNER

The Manor byPeterandPauls.com

16750 Weston Rd., Kettleby

Time: 5:30 pm Cocktails

Cost: \$125.00 per person

Dress: Black Tie – optional

TUESDAY, OCTOBER 18 2012 AURORA HOME SHOW CHAMBER MEMBERS' SIGN-UP

Aurora Chamber Office

14483 Yonge Street, Aurora

Time: 8:30 am

TUESDAY, OCTOBER 18 CHAMBER PUB NIGHT

Baldwins Steak House & Bar

124 Wellington Street East, Aurora

Time: 5:30 – 7:30 pm

Cost: Cash bar

THURSDAY, OCTOBER 20 NETWORKING BREAKFAST

Sponsored by Ricoh Document Mgmt.

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

TUESDAY, OCTOBER 25 LEARNING EXCHANGE

How Emotional Intelligence Can Drive

Sales and Customer Service

Presenter: Marion Howell

The Iris Group

Aurora Chamber of Commerce

14483 Yonge Street, Aurora

Time: 8:30 – 10:30 am

Cost: \$20 Members, \$30 Guests

TUESDAY, OCTOBER 25 SPEED NETWORKING

Joint event with the Newmarket Chamber

St. Andrew's Valley Golf Course

4 Pinnacle Trail, Aurora

Time: 5:30 pm – 7:30 pm

Cost: \$10 Members only

THURSDAY, OCTOBER 27 BUSINESS AFTER FIVE

Soul Salt Canada

50 Wellington Street East, Aurora

Time: 5:30 pm – 7:30 pm

Cost: Complimentary

TUESDAY, NOVEMBER 8 NEW MEMBER ORIENTATION

Aurora Chamber Office

14483 Yonge Street, Aurora

Time: 7:30 am – 8:45 am

Cost: Complimentary



OCTOBER 6, 2011

Hats off to Business in Aurora!

The Business Achievement Awards are presented annually by the Aurora Chamber of Commerce to recognize and celebrate innovation, entrepreneurial spirit, creativity, excellence and achievement in Aurora business.

Our local businesses develop new products, distribute them worldwide and provide employment to many residents. In addition, they donate to many worthy causes, sponsor scholarships and sports teams, and support many of our community events.

On **Thursday, October 6, 2011**, we will honour many successful Aurora businesses with an evening of special tributes to their achievements. The most prestigious business event of the year is not to be missed as we recognize our finalists and winners. Join us at this black tie (optional) special awards dinner and enjoy the evening with friends, colleagues, clients...and maybe some new business connections, too!

The theme for the evening is "*Hats off to Business in Aurora!*" Guests are encouraged to wear a hat to the gala and there will be a silent auction in the Alexander Hall featuring hats donated by local celebrities. All proceeds from the auction will be donated to the Southlake Regional Health Centre Foundation.

The awards dinner will be held at The Manor byPeterandPauls.com 16750 Weston Road, Kettleby.

The evening begins with cocktails served in the Alexander Hall at 5:30 pm. The dinner and awards ceremony commences at 7:00 pm in the elegant Elizabeth Hall. Coffee and dessert will be served after the awards have been presented.

Tickets are available for \$125 plus HST. To purchase tickets, please call the Chamber at 905-727-7262 or purchase online at www.aurorachamber.on.ca.

The following are the **Finalists** for our 2011 Business Achievement Awards:

Art of the Matter
Carcone's Auto Recycling
CGS Datapool Services
Commport Aerospace Services Ltd.
Fit Your Style
Hartwell Thayer Insurance
Longo's Aurora
Park Place Manor
Rent Source Tools etc. Mini Bins
Robinson's Karate School
Simply Yummy Bakery
Summers & Smith Cooling & Heating Ltd.

This event would not be possible without the generous support of our sponsors, many of whom continue to support the Aurora Chamber of Commerce year after year. We would like to thank the major sponsors: Town of Aurora, PowerStream and Magna.



Aurora Chamber of Commerce
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www.aurorachamber.on.ca

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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From the Executive Director's Desk

Annual Report: Adapting to a Changing World



Judy Marshall

The beginning of a new term of activity for the Chamber as well as the official fiscal year-end of June 30 is a good time to reflect on what was accomplished over the past year, and where we want to be at this time next year. As I write this annual overview I am referring back to my monthly reports to the Board of Directors, my calendar and a list of events held and organized by the Chamber. I am not sure I could tell you exactly where we have been without these valuable tools, but I know where we are heading and that is a good thing!

Do you remember the song, "Little Boxes" sung by Malvina Reynolds that was released in the early '60s? The song is a commentary about how living life like everyone else is not what individualism is all about. The song says, "And they're all made out of ticky-tacky and they all look just the same." I thought about this when I was working for a non-profit organization for professionals who delivered programs – the same programs, delivered in the same way - to people with various abilities. I questioned why people had to fit into the service delivery model or box rather than the provider of the service changing to adapt to the needs of the individuals. I thought about the same song as it relates to the Chamber. How could 780 members in different professions want the same services and programs, delivered in the same way they always have been?

While attending a Chamber Executives of Ontario Conference, I heard Cathi Hight of The Hight Performance Group speak about membership diversity and how effective it could be in attracting and retaining members. It reaffirmed to me that a new strategy needed to be adopted that would help the Chamber increase its retention rate. The one-size-fits-all way of doing business just wasn't working.

The Member Services and Marketing Committee accepted this information and asked that we invite members to participate in focus groups. The Committee also realized that the Chamber had to quit working in a box and change to become a great Chamber responsive to members' real needs. Our intention with the focus groups is to test our existing perceptions and find out how well members' needs are being addressed, and clarify what members don't understand about the organization, and provide value-added experiences in order to meet members' expectations.

The Member Services and Marketing Committee has almost completed the Marketing Plan. This committee has evolved and needs volunteers to

achieve their goals. We have divided the work load into task forces and we encourage you to help us move business and the Chamber forward in Aurora. The task forces include the membership focus groups, web site development, marketing plan, and events and education.

There will be two new committees introduced this fall - Government Relations and Advocacy, and Board Governance. The Government Relations and Advocacy Committee will be responsible for reviewing and making recommendations to the Board regarding government policy, reviewing resolutions from the Ontario and Canadian Chambers, and advocating for issues identified by the membership, such as the Town's signage by-laws. They would also ensure representation on Town committees such as the Economic Development Advisory Committee and respond or have input into community documents such as the Strategic Plan.

The Board Governance Committee would serve as the nominating committee, orient new board members, identify knowledge gaps on the board, and develop recommendations for by-laws, policies and procedures, etc. The whole Board will continue to be involved in all these activities but the committee will ensure the activities and roles are undertaken.

Watch for ongoing change and please comment as we walk this path to renewal. I often refer to a book called *Good to Great* by Jim Collins for ideas on moving organizations forward. He states: ". . . those who turn good companies into great organizations are motivated by a deep creative urge and an inner compulsion for sheer unadulterated excellence for its own sake. Enduring great companies preserve their core values and purpose while their business strategies and operating practices endlessly adapt to a changing world."

Thank you very much to the Board of Directors and President Robin Taylor-Smith for your ongoing support. I have learned a lot over the past two years. It also has been a pleasure working with the many volunteers who sat on committees and assisted us with our events, and I continue to grow with the staff - Allison, Caroline, Nancy and Teri. Your dedication, time and energy are so inspirational.

"Volunteers don't get paid, not because they're worthless, but because they're priceless."
~Sherry Anderson

Till next time . . .

Judy

Welcome New Members

Please support and network with the following new Chamber members:

COREMICRO

CoreMicro Technology Inc.

Manufacturers

David Eby, President

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Aurora, ON L4G 6V8
905-841-0070

david@coremicro.ca

www.coremicro.ca

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patrick@expcommunications.ca

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Simon Fenn, President

70 Main Street South
Newmarket, ON L3Y 3Y6
905-836-6066

hello@fenninsurance.com

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Golf & Country Clubs

Walter Cheung, GM/COO

2699 Durham Road 30
Stouffville, ON L4A 7X4
905-642-4416

golf@granitegolfclub.ca

www.granitegolfclub.ca

Granite Golf Club is a gender-neutral and family-oriented private golf club located in Stouffville. Granite Golf Club has established itself as Canada's premier private family golf club, complete with an 18-hole championship course, 5-hole practice academy, double-ended driving range, putting green, and world-class food and beverage service at their well-appointed clubhouse.

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Galina Tyker, Owner

40 Mojave Crescent
Richmond Hill, ON L4S 1R4
416-704-6388

galina@tyfabookkeeping.ca

www.tyfabookkeeping.ca

TYFA Bookkeeping provides dependable and professional bookkeeping services to small businesses in York Region. We offer a full range of bookkeeping services up to financial statements, as well as QuickBooks setup and training. Let us use our small business expertise to handle your paperwork, freeing up your valuable time.

Members on the Move

New Contact Info:

Peter E. Reiss

Barrister & Solicitor

19 Meadowood Drive, Aurora, ON L4G 4T5
Tel. 905-727-2500

Fax 905-727-7600

law@p-reiss.com

www.p-reiss.com

AURORA HOME SHOW 2012

Get 'er Done
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Another great event brought to you by the Aurora Chamber of Commerce

FRIDAY APRIL 13 SATURDAY APRIL 14 SUNDAY APRIL 15

Aurora Community Centre

Sign-up for Chamber members starts October 18, non-members November 9. Reach a host of customers in just three days!

Aurora Home Show 2012 Sign Up

For Chamber Members Only

**Tuesday, October 18, 2011
at the Chamber Office, 8:30 am**

First Come, First Served!

See the enclosed brochure and
sponsorship page for full details.

www.aurorahomeshow.ca

Chamber Announcements

Business Women's Luncheon

Wednesday, November 16
King's Riding Golf Club
14700 Bathurst Street, King City
Time: 11:30 am to 2:00 pm
Cost: \$40 Members, \$50 Guests
\$30 Showcase Table

This new luncheon is designed to showcase female role models in the business world and offers attendees the opportunity to expand their networks. Speakers will share their journeys of leadership and how they overcame obstacles along the way and should leave you feeling inspired to live life to the fullest!



Our speaker at this luncheon, Joanne Milligan, is noted for her ability to champion teams toward a common goal and is a senior leader who knows what it takes to create a high performance organization.

For the past 25 years, Joanne has worked in healthcare, specifically in hospitals within acute care, geriatric care, long-term care and mental health sectors. Joanne received her BScN (Bachelor of Science, Nursing) from the University of Ottawa and her MPA (Masters in Public Administration) from Queen's University. She recently retired as Vice President Human Resources and Organization Effectiveness for the Michener Institute for Applied Health Sciences where she built and championed the implementation of the People Strategy for the Institute.

Membership E-Billing – New service

The Chamber office recently completed the process of switching all members to e-billing for membership invoices. Starting with membership invoices due October 15, 2011 we will be sending out electronic copies of your annual membership renewal. This gives members the convenience of either paying on-line or submitting a cheque to the Chamber office. If you have any questions or concerns, please contact Caroline at the Chamber office, 905-727-7262.

Advertising in the Chamber Connection

Chamber members are reminded that the next issue of the *Chamber Connection* is a combined November/December issue to be mailed out in the first week of November. Members who wish to have their flyers delivered for the holiday season should contact the Chamber office immediately.

Aurora Chamber Learning Exchange

The Chamber is committed to moving Aurora business forward. One of the many ways we do that is by providing educational opportunities to all our members in an accessible, cost-effective format. All of the sessions are at the Chamber office and are just \$20 – coffee and muffins included. Register now as space is limited. Book four sessions at one time and pay only \$60 – a savings of \$20.

October 25, 2011, 8:30 am – 10:30 am
How Emotional Intelligence Can Drive Sales and Customer Service
Presenter: Marion Howell,
The Iris Group

Every day, new research demonstrates how much our emotions affect our relationships, interactions, and effectiveness. Research has demonstrated that 80 – 85% of the difference between good and excellent business professionals is their ability to manage their own emotions in order to more fully engage with others, and to recognize emotional distress in others and respond appropriately. This highly interactive, participant-centered workshop will:

- Provide a brief background to the “brain science” behind emotional intelligence
- Develop the skills to recognize and manage your own emotions
- Manage the emotions of customers and clients
- Develop relationship building strategies

Marion heads up the coaching practice of the Iris Group, an Aurora-based consulting firm specializing in organizational improvement.

Of Interest to Chamber Members

Township of King N6 Event – Business Innovation in Changing Times

Date: Friday, October 21
Time: 7:30 am to 3:30 pm
Cost: \$75 plus HST
Kingbridge Conference Centre & Institute
12750 Jane Street
King City, ON L7B 1A3

Seminar Theme: Collaboration

Designed to provide small and medium sized businesses with insight, tools and strategies to help their business succeed, this event will include compelling guest speakers, featuring Keynote speakers:

- John Abele, Founder and Chair of Boston Scientific,
- Tom Rand, Founder and Director of VCI Green Funds,
- Pat Horgan, Senior VP, IBM Canada.

There will be panel discussions, breakout workshops, vendor exhibits, tips and tricks and networking. Developing innovation plans, exploring new opportunities created by digital media and online technologies, the event will cover topics such as:

- * Social Media for Business
- * Online Marketing and Sales Strategies
- * Developing an Innovation Plan
- * Planning for IT Investments
- * Websites 2.0
- * Search Engine Optimization

Lunch is included in the day's conference. Online registration at <http://bit.ly/ovHVtU>

Productivity & Profit through Innovation

Seminar for Manufacturers

Join us for an opportunity to explore manufacturing innovation opportunities for growth and revenue. Learn best practices used by corporations to successfully nurture innovative ideas and turn them into profitable new products and services. Attendees will hear from an industry expert on innovation, commercialization and funding and provide York Region with feedback on tools and resources needed to assist them with manufacturing innovation.

Learn the 5 keys to innovation:

1. Identify potential areas of innovation in the manufacturing industry
2. Source innovative ideas
3. Manage innovation: processes and tools used
4. Commercialize the innovation
5. Access government grants and subsidies

Influence the development of industry tools and resources you can use to bring products to market, improve productivity and leverage B2B networks.

Who should attend: Manufacturing sector business owners, CEOs and C-suite executives who are responsible for accelerating innovation initiatives throughout the organization.

Complimentary event: Funded by the Regional Municipality of York and Employment Ontario. The Region recognizes that manufacturing innovation is important to the future growth of this industry.

Please register: Eight seminars are offered throughout York Region during October 2011. There will be a seminar in Aurora on Tuesday, October 18, 2011 from 8:30 to 10:30 am. Venue: Aurora Town Hall. To register please visit: InvestinYork.ca/Events.

Presented in partnership with: York Region Municipalities, Chambers of Commerce, Boards of Trade, ventureLAB and Employment Ontario.

Member-To-Member Discounts

Exclusive offer! **Granite Golf Club** is pleased to host events for Aurora Chamber members. We cater to business meetings, seminars, and breakfast, lunch, dinner or holiday parties for groups of 4 to 100. Golf events require a minimum of 12 guests to a maximum of 40 guests. Invite your clients, colleagues and friends. For more information, please contact us at 905-642-4416 x 2500 or service@granitegolfclub.ca.

Congratulations to the following Members

Celebrating a special milestone:

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40th anniversary.

Jenny Nails Spa Inc.

5th anniversary.

Not Just Cards

25th anniversary.

Petticoat Lane

25th anniversary

Timberlane Athletic Club

10th anniversary.



Member Benefits

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