



Moving Aurora business forward!

Chamber Connection



September
2011 Issue

DATES TO REMEMBER

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

TUESDAY, SEPTEMBER 13 CHAMBER PUB NIGHT

Aw, Shucks! Bar & Bistro
15474 Yonge Street, Aurora

Time: 5:30 pm – 7:30 pm

Cost: Cash bar

WEDNESDAY, SEPTEMBER 21 ANNUAL GENERAL MEETING

Our 2011 Audited Financial Statements and year end reports will be presented.

Aurora Cultural Centre

22 Church Street, Aurora

Time: 5:30 pm – 7:30 pm

Cost: \$10, Cash bar

TUESDAY, SEPTEMBER 27 LEARNING EXCHANGE

Business Succession: Preparing to Relinquish the Reins

Presenter: Barbara Dawson,
Investors Group

Aurora Chamber of Commerce

14483 Yonge Street, Aurora

Time: 8:30 am – 10:30 am

Cost: \$20 Members, \$30 Guests

THURSDAY, SEPTEMBER 29 BUSINESS AFTER FIVE Apple Suites

16 Industrial Parkway S, Aurora

Time: 5:30 pm – 7:30 pm

Cost: Complimentary

THURSDAY, OCTOBER 6 2011 BUSINESS ACHIEVEMENT AWARDS DINNER

The Manor by PeterandPauls.com

16750 Weston Rd., Kettleby

Time: 5:30 pm Cocktails

Cost: \$125 per person

Dress: Black Tie – optional

Aurora Chamber of Commerce Annual General Meeting

The Annual General Meeting will be held on Wednesday, September 21 from 5:30 to 7:30 pm at the Aurora Cultural Centre, 22 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. A cocktail reception, catered by Maunders Food Shop, will follow the induction ceremony and allow everyone to toast the new board! Registration is required for this event.

Proposed Slate of Officers and Directors for 2011-2012

The Nominating Committee of the Aurora Chamber of Commerce recommends the following Slate of Officers and Directors. It is presented to you for your approval. The Election and Induction will take place on Wednesday, September 21, 2011 at the Aurora Cultural Centre, 22 Church Street, Aurora.

Stephen Beaumont
SourcePoint Business Group

Thomas Beck
Beck Financial Solutions Inc.

Barbara Dawson
Investors Group

Peter Dickens
The Iris Group

Lee Helkie
Helkie Financial and Insurance Services

Andy Hewitson
Hewitson Management Solutions

Bob Ince
The Auroran

Charles MacLennan
RBC Insurance

Laurie McDonald
The Aurora Banner

Eric Skillins
RNC Employment Services

Paul Smith
Kilroy & Smith

Robin Taylor-Smith
PromotionalMarketing.ca

Nominations brought to the floor by eligible voting members will be considered on September 21, 2011, provided the person nominated is willing to stand for the position and the nomination is duly seconded.

Eligible voting members must be present at the meeting in order to exercise their vote. We thank all members for their participation and co-operation.

Pub Night at Boston Pizza



Photos: David Falconer



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Aurora, ON L4G 0P3
Mailing Address:
6-14845 Yonge Street, Suite #321
Aurora, ON L4G 6H8
Tel: 905-727-7262
Fax: 905-841-6217
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

DIRECTORS FOR 2010-2011

President Robin Taylor-Smith
PromotionalMarketing.ca,
a division of The Partnership Network

Past-Pres. Kathy van Nostrand
van Nostrand & Partners

1st Vice-Pres. Bob Ince
The Auran

2nd Vice-Pres. Paul Smith
Kilroy & Smith

Treasurer Thomas Beck
Tom Beck Insurance & Investments

Secretary Barbara Dawson
Investors Group

Directors

Stephen Beaumont
SourcePoint Business Group

Peter Dickens
The Iris Group

Andy Hewitson
Hewitson Management Solutions

Charles MacLennan
RBC Insurance

Laurie McDonald
The Aurora Banner

Susie Strom
Royal LePage, York North Realty

Town of Aurora Representatives

Mayor Geoffrey Dawe
Neil Garbe, CAO

From the Executive Director's Desk



Judy Marshall

Fall – my favourite season of all is just about here, kids return to school, vacations are over, and from now until the Holiday Season, most of us will be balancing very heavy schedules personally and professionally.

This summer we have been busy planning for the fall, budget preparation, sponsorship for events, policy writing, board meetings, Annual General Meeting and committee meetings. I remember when I was interviewed, "You will really enjoy the summers," someone said. "It's quiet; you can get caught up." Right!! This is my second summer and we haven't stopped for a moment. Maybe, next year!

Your Calendar of Events is included in this newsletter. Don't forget to mark your calendar right now so you can participate. We will continue with our Pub Nights every month as long as people continue to enjoy them. We have received excellent feedback on these casual networking events in terms of attendance, interaction between members, great food and just enjoying a drink and good company.

When you review the Calendar, you will notice the new format and some new events. We have added Aurora Chamber Learning Exchange, the name of our new educational workshops. Ongoing learning has always been a passion for me and at a recent meeting of the Chamber Executives of Ontario, one of the presenters indicated that Chambers were one of the leading sources of continuing education for adult professionals after post-secondary institutions. The topics are excellent and focused on subjects we all need to address in our businesses and even personal lives. Contact Nancy at the Chamber office if you are interested in presenting a business topic to Chamber members.

We also have a group of business women who wish to meet on a regular basis. Planning is in the early stages and we will post further information in our next newsletter.

Questions:

We constantly get asked – what is the difference between the Town of Aurora and the Aurora Chamber of Commerce? Or, isn't the Chamber part of the Town?

Staff at the town office is hired or elected (The Mayor) during municipal elections to form the municipal or local government, a level below the provincial government. They are governed under the Municipality Act of Ontario that describes their powers and duties, internal

organization and structure. The municipality, Aurora, is governed by a council that is lead by the Mayor. Funding for the Town's general operations, programs and services comes from taxes.

The Regional Council is made up of the municipalities in, for example, York Region. The head of a regional council is called a Regional Chair and is usually chosen by a vote of the members of the regional council.

The Aurora Chamber of Commerce is a non-profit organization and because of this status is exempted from taxes. All our programs and services are provided through funds garnered from the membership and revenue from the events that we put on. Sponsorship for events is greatly appreciated by the Chamber because of the awareness that can be created for the sponsoring organization and, most especially because the sponsorship enables the Chamber to raise additional funds that go directly into programs and services for the membership. The Chamber's goal is to provide programs and services that will enable members to move their business forward towards success. The Chamber is incorporated in Ontario under the Incorporation Act, Part III.

The President of the Board and members of the Board are all volunteers and are elected by the membership. They do not get paid for the work they do for the Chamber. The Board of Directors collectively represent the membership of the Aurora Chamber and is responsible for visionary leadership; establishing values and goals; setting policies and procedures; creating value in the programs and service to benefit members; supporting the employees and volunteers and respecting them as partners in advancing the mission of the Chamber.

The Executive Director is hired by the Board and reports to them through the President. Staff report to and work with the Executive Director. Staff resources are limited so we are sincerely grateful to the many volunteers who assist us in planning and executing events. I can't imagine our world without them.

Provincially there is an Ontario Chamber of Commerce that all Aurora Chamber members belong to. They have a provincially based Board of directors made up of representatives from the member Chambers. Their biggest service to our membership is the advocacy work that they do on our behalf with the provincial government.

The Chamber and the Town work together on many projects but we are not so closely aligned that we cannot lobby the Town Council on behalf of our membership. We are a separate

organization – The Town works for the citizens of Aurora and the Chamber works for the businesses and business owners in Aurora. I hope this information helps those members who asked the question. Please, keep asking me questions. If I don't have the answer I will find it and often will ask a member to assist.

I am looking forward to an exciting fall. Don't forget about the Business Achievement Awards on October 6. We are still accepting sponsorship. Sponsorship is an excellent way to show your commitment to the organization and sponsors for our events receive excellent exposure. Please contact me at 905-727-7262 or by email at j.marshall@aurorachamber.on.ca if you have questions or concerns.

Till next time . . .

Judy

Welcome New Members

Please support and network with the following new Chamber members:



ALIFEKEY Consultants - Personal **Sharon Smyth, President**

14 Dunning Avenue
Aurora, ON L4G 1A1
905-841-4014
info@alifekey.com
www.alifekey.com
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mfarella@atasteofitalyfinecatering.com
www.atasteofitalyfinecatering.com
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Dawg House Sports
Sporting Goods
Ken Rumble, Principal
27-220 Industrial Parkway South
Aurora, ON L4G 3V6
905-717-7875
lynnette@aimcoaching.ca



Flow Marketing
Advertising Agencies & Consultants
Ted Jarvis, President
16 Industrial Parkway South
Aurora, ON L4G 0R4
416-953-7249
ted.jarvis@flowmarketing.ca
www.flowmarketing.ca
At Flow Marketing we help clients activate sponsorships and develop marketing programs that target mass communities. We have developed successful programs targeting runners, Olympic fans, minor hockey families and fans, health seekers, gardeners and TFC fans. We achieve results by creating integrated programs that break through with your target community.

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Professional Associations
Caulyn Godfrey
200-150 Bloor Street West
Toronto, ON M5S 2X9
416-923-2324
cgodfrey@hrpa.ca
www.hrpa.ca

Kidsworld Pediatric Dentistry
Dentists
Dr. Priya Kothari, Principal
100-372 Hollandview Trail
Aurora, ON L4G 0A5
905-503-5300
kidsworlddentistry@gmail.com
www.kidsworlddental.ca

Loki Auto Cosmetics
Automobile Detailing & Restorations
Szilvia Miklosi, Owner

2-136 Wellington Street East
Aurora, ON L4G 1J1
905-503-2040
info@lokiautocosmetics.com
www.lokiautocosmetics.com
Loki Auto Cosmetics is a family owned business known for our hand wash car detailing. Our company provides quality car care services such as scratch removal, interior shampoo and waxing. Your satisfaction has been motivating us since 2001. From family vans, trucks, sport utility vehicles to luxury sedans and high performance sport cars, Loki Auto Cosmetics has a service to fit all your needs, and your budget.

Navil Bajina - Accountant
Accountants - Certified
Navil Bajina, CGA
7 Cottingham Way
Aurora, ON L4G 7V4
416-804-8851
navil@rogers.com



Wimpy's Diner
Restaurants
Steve Sabat, Owner/Manager
Bldg B-3, 15480 Bayview Avenue, Unit 101
Aurora, ON L4G 7J1
905-503-1797
wimpysdiner@yahoo.com
www.wimpysdiner.net
Located in the Aurora Centre Plaza (next to Cineplex), Wimpy's Diner is a family restaurant serving breakfast, lunch and dinner. We specialize in an "All Day Breakfast", and we are famous for our 10 oz. Burger. We have an extensive menu with many healthy choices, from our homemade soups to our chicken salads. We have a licensed patio and we are open 7 days a week from 7am.

Congratulations to the following Members

Celebrating a special milestone:

Persechini Fitness Centre
35th anniversary
Puccini's Auto Centre Ltd
35th anniversary

Member-To-Member Discounts

ALIFEKEY: Offers a 50% reduction to Chamber members for six scheduled meetings, not including the first complimentary one.

A Taste of Italy: Aurora Chamber members will receive a 10% discount on all purchases.

Jennifer's Hair Boutique: Aurora Chamber members are offered a VIP deal that includes a choice of the following: 25% off ANY esthetic services, 25% off ANY hair services, or 20% off product purchases.

Loki Auto Cosmetics: Aurora Chamber members will receive a 10% discount on all purchases.

Westview Golf Club: Chamber members will receive 20% off the posted rate for golf and cart the week of Monday Sept 12 to Friday Sept 16. Call the Pro Shop to book your tee time.

Wimpy's Diner – Aurora Centre: Aurora Chamber members will receive a 10% discount on all purchases (excluding Early Bird specials and alcohol).

Members on the Move

New Contact Info:

Increase Leader Nursing Services

Nancy Conrad
804-70 Ruddington Drive
Toronto, ON M2K 2X8
416-901-4904
Nconrad775@gmail.com

Right at Home Realty Inc., Brokerage
Paul English, Sales Representative
202-300 West Beaver Creek
Richmond Hill, ON L4B 3B1
905-695-7888
paulcenglish@gmail.com
www.rightathomerealty.com

Kenzie Communications & PR Inc.

Martin Smith
67 Beechrooke Way
Aurora, ON L4G 6N7
905-751-1722
Martin.kenziecommunications@sympatico.ca

RC Financial

Rebecca Clark, CA
530 Brookstone Place
Newmarket, ON L3X 2H3
905-830-5558
Rebecca@rcfinancial.ca
www.rcfinancial.ca

Chamber Announcements

Calendar of Events

Enclosed in this month's newsletter is your copy of the Chamber's events calendar from September to December, 2011. Please keep this calendar handy as a reference tool for all your networking and educational opportunities. We have a number of new events to offer this year and look forward to seeing you!

Registration for all events is a quick and easy process – simply click on the 'Register for Events' button on the 'Upcoming Events' tab on the Chamber website at www.aurorachamber.on.ca.

Aurora Chamber Learning Exchange

The Chamber is committed to supporting Aurora business people living, learning and thriving together. 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 following 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.

September 27, 2011, 8:30 – 10:30 am
Business Succession: Preparing to Relinquish the Reins

Presenter: Barb Dawson,
Investors Group

Grappling with the emotional and financial complexity of how you transfer your business can be overwhelming. You need

to unlock the value in your business when you sell or retire. In this session, you will learn the various approaches and factors that will enable you to prepare and implement your succession plan:

- Determine the viability of your Business Succession Plan
- Assess potential candidates
- Fund your plan: various approaches and strategies
- Coordinate your personal finances with the succession plan

Barb is a Certified Financial Advisor and is an active volunteer in Aurora.

October 25, 2011, 8:30 am – 10:30 am

How Emotional Intelligence Can Drive Sales and Customer Service

Presenter: Marion Howell,
The Iris Group

November 22, 2011, 3:30 pm – 5:30 pm

Accessibility and Your Business

Presenter: Jonathan Languille,
Changing Paces

January 17, 2012, 3:30 pm – 5:30 pm

Business Valuation: Selling my Business, Making Acquisitions

Presenter: Steve Jakob,
Osprey Capital Management

February 17, 2012, 8:30 am – 10:30 am

Pensions for Small Businesses

Presenter: Trevor Parry,
Gordon B. Lang & Associates

March 20, 2012, 8:30 am – 10:30 am

Embracing Change: Developing Personal and Company-wide Capacity for Change

Presenter: Peter Dickens,
The Iris Group

April 17, 2012, 8:30 am – 10:30 am

Staying in Business: Cash isn't everything...It CAN be the ONLY Thing

Presenter: Andy Hewitson,
Hewitson Management
Solutions

May 15, 2012, 3:30 pm – 5:30 pm

Find Your Passion in Business

Presenter: Suzanne Letourneau,
Passioncity

June 12, 2012, 8:30 am – 10:30 am

Business Planning

Presenter: James Burgess,
Synergen-X

The Aurora Chamber
of Commerce

2012
Home
Show

April 13, 14 & 15, 2012

Watch the October Chamber Connection
for the Exhibitor Brochure!

**"In Person" member sign up begins on
Tuesday, October 18, 2011**

at 8:30 am at the Chamber office
13383 Yonge Street, Aurora

First Come, First Served

www.aurorahomeshow.ca

Of Interest to Chamber Members

We Remember...

With great sadness we announce the recent loss of two Chamber members, Jeff White, Aurora Financial Services and Marilyn Redvers-Pollesel, Royal LePage Your Community Realty. Our condolences and heartfelt sympathy go to the families, friends and colleagues of Jeff and Marilyn.

Jeff White passed away suddenly, at the age of 56, on July 31. A Chamber member for 24 years, Jeff served on the Board of Directors for seven years and was President in 1994-95. Jeff served on numerous committees, volunteered at many events, and was very passionate and supportive of new ideas at the Chamber, including the still popular Business After Five networking events. His always smiling face will not be forgotten.

Friends who wish to pay tribute to Jeff are invited to join the family for a memorial service Tuesday, September 13, 7:00 pm to 9:00 pm at King's Riding Golf Course, 14700 Bathurst Street, King City. In lieu of flowers and in recognition of Jeff's many contributions, donations may be made to Athan's Gift Fund or the Heart & Stroke Foundation.

Marilyn Redvers-Pollesel passed away, after a brave battle, on August 10. Marilyn was a Chamber member for 18 years, served as a Director of the Board in 1994-95, and again from 2003 to 2005, and was named Business Person of the Year in 2002. Marilyn was a long time exhibitor in the Aurora Home Show, and a strong supporter of many Chamber and community events. One of our Board members said it best, "If you look up Classy Lady in the encyclopedia, you will see a picture of Marilyn."

A funeral has been held. Donations in memory of Marilyn may be made to the Southlake Regional Health Centre Foundation - Stronach Regional Cancer Centre or Palliative Care Ward.

Water for Tomorrow Programs for Businesses in York Region

The Regional Municipality of York is pleased to announce its Water for Tomorrow Industrial, Commercial and Institutional (ICI) rebate programs and free water audit and capacity buy-back incentives to ICI businesses within York Region.

ICI buildings in York Region are eligible to receive a \$75 rebate when replacing their inefficient gravity fed toilets with new WaterSense® labeled high efficiency toilets (HETs) or a \$140 rebate if replacing an existing flushometer toilet with a qualifying water-efficient model.

ICI facilities in York Region are also eligible to receive a \$100 rebate when replacing their inefficient top loading clothes washers with new Energy Star® qualified clothes washers.

- **Water Savings** – use 35 to 50 per cent less water than traditional models and reduce flows to the sewer
- **Energy Savings** – use 50 per cent less energy than traditional models to heat water
- **Increased Capacity** – larger interior space as there are no agitators
- **Improved Performance** – gentler on laundry and use less detergent
- **Faster drying times** – faster spin cycles remove more moisture from laundry and require less time in the dryer
- **Better for the Environment** – conserves both energy and water resources

York Region is also offering a limited number of free water audits to assess potential water savings opportunities in high water use ICI facilities. Eligible facilities can receive a one-time financial incentive following the implementation identified in the audit of 30 cents per litre of water saved per average day, up to 50 percent of the total capital cost of the retrofit up to a maximum of \$50,000.

Brochures available at the Chamber office, or visit www.waterfortomorrow.ca for full program details.



The Aurora Chamber of Commerce Invites you to attend The 2011 Business Achievement Awards Celebrating Business Excellence in Aurora

On **Thursday, October 6, 2011**, we will honour many successful Aurora businesses with an evening of special tributes to their achievements. 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! Hats off to Aurora business!

The awards dinner will be held at **The Manor by Peter and Pauls.com**
16750 Weston Road, Kettleby
Cocktails 5:30 pm
Dinner and awards ceremony 7:00 pm
Coffee and dessert to follow.

Ticket Price: \$125 plus HST
For your convenience, there are two methods available for purchasing tickets:

- Call the Chamber at 905-727-7262
- Purchase online at www.aurorachamber.on.ca

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. This year's sponsors include: *L.H. Lind Realty Inc., Brokerage; PowerStream Inc.; The Town of Aurora; Magna International;* and many more – do we have your sponsorship?

Thank you for your contributions.

The Chamber's Business Achievement Awards Committee looks forward to seeing – and honouring – you on **October 6!**

Sincerely,
Barbara Dawson, BAA Committee Chair



Member Benefits

Member-to-Member Discounts

The online Chamber membership directory has a list of over 40 Chamber members offering discounts to fellow members. Simply present your annual membership card at the business to receive the discount.

If you are not currently participating in the Chamber's Member-to-Member discount program, please consider offering a discount to Chamber members.

Discounts are listed on members' individual profiles in the on-line Chamber Directory, as well as on the main page, and will appear in the Chamber Connection newsletter.

Chamber Connection



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F.R.I. - Fellow of the Real Estate Institute
I.C. & I, Council, C.R.E.A., Luxury Home Specialist

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Mary Rourke
Senior Investment Advisor
DWM Securities Inc.

520 Industrial Parkway South,
Suite LL100
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(at Yonge St.)
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