



STRENGTHENING BUSINESS

New Year's Resolutions for 2018

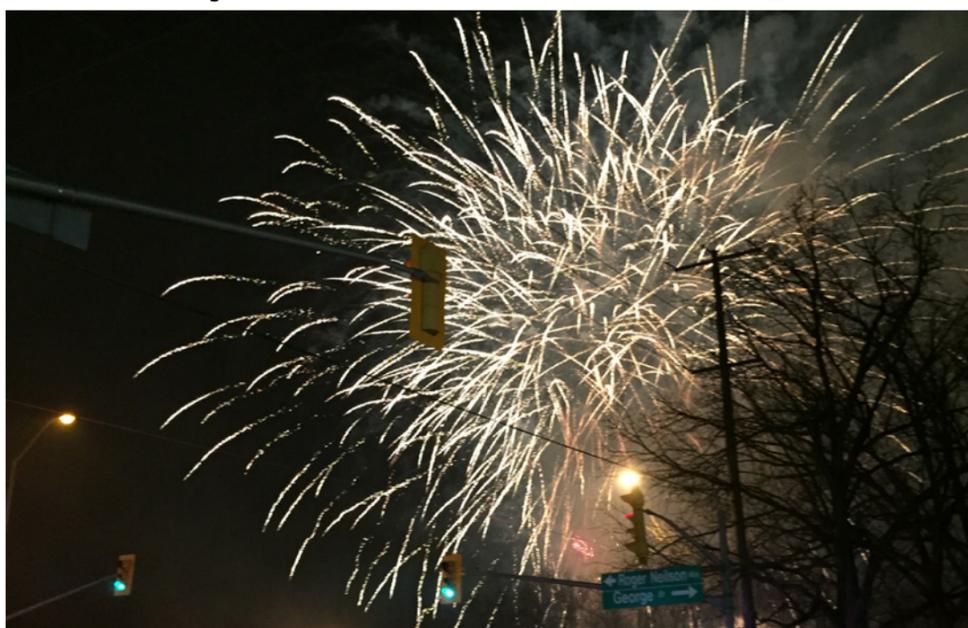
By: **Stuart Harrison, President & CEO, Greater Peterborough Chamber of Commerce**

My New Year's resolution was to lose 15 pounds last year... Only 20 to go!

Turning the page on the calendar year is always a good opportunity to take stock of where you've been and where you are going.

The Chamber is no different. Under the banner of "Strengthening Business" there are five key reasons to belong to the Peterborough Chamber:

- #TeamPtbo:** Chamber membership is respected by the community. It means that you adhere to our code of conduct "Proudly doing business with integrity". It means that you are part of the collective strength of all Chamber members and our other community partners.
- Promoting Your Business:** Using the Chambers website, social media platforms, trade shows and events, and our network of over 900 members, means that we can connect you to customers and colleagues to help you grow your business.
- Saving you Money and Protecting your Business:** As a member of the Chamber, you have access to programs designed to save your business time and money, provide training, and protect you and your employees.



- Lobbying and Advocating for your Business:** One of the key roles of the Chamber of Commerce is to lobby all three levels of Government on behalf of the business community – to Strengthen Business.

- Informing Your Business.** We keep you informed of any proposed or legislative changes that can impact your business, and we help you gain a competitive edge with exclusive training, speakers, curated information and leadership opportunities.

2017 was a challenging year for business, and it's likely that this year will be no different with everything from increased costs to increased governance to test the small business person.

Thus, on behalf of our Board of Directors and the Chamber staff, here is what we resolve for 2018:

- Continue to focus on our fundamental value proposition – the strengthening of our local business community.
- Continue to work closely with city, county, provincial and federal governments, as well as other community based entities and organizations to build a vibrant and prosperous business environment.
- Promote the importance of a healthy business community through initiatives such as our #LoveLocalPtbo program, and by actively creating business opportunities by connecting, informing, leveraging and collaborating with our members.
- Provide relevant education and networking opportunities for our members through programming such as PBX, the Power Hour, Next Level, the Leaders Lunch series and more.

- Continue to provide an industry leading online presence through our website, social media and traditional media channels to showcase both our members and our community.
- Amplify our members both online and on the street with effective marketing tools.
- Offer member exclusive affinity programs such as merchant services, group insurance, free social media training, SEO analysis, HR support, and more.

If you are interested in growing your business, and helping to strengthen the local business community, we would love to have you as a member of the Peterborough Chamber of Commerce. Just visit peterboroughchamber.ca and follow the links, or give me a call at 705-748-9771 ext 202 and I'll get you connected.

More: peterboroughchamber.ca/blog

Freight Rail Analysis to be done on Ptbo rail line

The Honourable Maryam Monsef, Minister of Status of Women and Member of Parliament for Peterborough-Kawartha, on behalf of the Honourable Amarjeet Sohi, Minister of Infrastructure and Communities; and Jeff Leal, Member of Provincial Parliament for Peterborough, have announced funding for the Peterborough-Toronto Freight Rail Analysis project.

The Government of Canada is contributing up to \$65,000 towards this project, which will build on economic and engineering work already completed. The Government



of Ontario is also providing up to \$65,000 towards this project. The project will define freight infrastructure requirements and outline the projected economic impact of potential future freight rail improvements along the Peterborough-Toronto-Havelock-Blue Mountain rail corridor. Specifically,

the project will evaluate the benefits and impacts associated with enabling increased freight rail capacity along the corridor. The Chamber has long been a proponent of rejuvenating this rail line for freight and passenger use, to encourage continued economic growth in the Peterborough region.

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Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

POWER HOUR
STRENGTHENING BUSINESS

Get your tickets!

Wednesday, February 21, 2018

5:30pm

The Venue Peterborough

Registration is open

Greater Peterborough Chamber of Commerce

PTBO CHAMBER MEMBER

STRENGTHENING BUSINESS

Local web and document scanning company ready to celebrate 20 years in business in 2018

Emmatt Digital Solutions Inc. was founded in the spring of 1998 by Chris Calbury and Kim Appleton who met while re-inventing their careers at Fleming College in

Peterborough. The company name was fashioned by combining the names of Kim's daughter, Emma, and Chris' son, Matt.

The company has two divisions: web solutions and document scanning solutions to help reduce your paper footprint.

emmatt **digital solutions inc.** **Celebrating 20 YEARS Of Excellence**

Powering your profits through innovative web solutions

Congratulation Kim and Chris and the whole gang at Emmatt.

Thank you for your continued sponsorship of the #LoveLocalPtbo campaign.

Learn more: emmattweb.com

Featured Member Discount Program: Employee Benefits

Employee Benefits Group Insurance

Chamber Member group dental, life, medical and disability insurance for even the smallest companies from 1 employee and up.

Chambers of Commerce Group Insurance Plan* **Life Insurance Guy**

Call 1-800-366-2566
www.thelifeinsuranceguy.com

Chamber members, send your Member Milestones to reception@peterboroughchamber.ca or call 705-748-9771 x0.

#LOVE LOCALPTBO
STRENGTHENING BUSINESS

Lynn Teatro @TeatroWriter · 29 Dec 2017
Anthony Iannarino. "Avoid making 2018 a Groundhog Year, in which you have the same year as you have had each recent year before it. Become the person that comes after the person you are right now."
[ow/hy/nEP430htuG](https://www.linkedin.com/pulse/ow/hy/nEP430htuG)
#entrepreneur #smallbizowner #ptbo #LoveLocalPtbo #goals

Ten questions to take stock of your work and career going into 2018
Other tips in this compendium: Set a one-week New Year's resolution and make sure 2018 is not Groundhog Year
theglobeandmail.com

www.peterboroughchamber.ca

Event Calendar

CHAMBER AM **TUESDAY**
January 9th, 2018

The Carousel
116 Lansdowne Street East
Coffee's on at 7:00am
Speakers from 7:30-8:30am
Speaker: Gwyneth James, Cody & James CPAs dProfessional Corporation
Cost: Pay for your breakfast
What you'll learn: What you need to know about the legislated changes in Bill 148.
Be ready with your 30-second elevator pitch to tell others what's going on in your business.

Special Date!
PBX **TUESDAY,**
PETERBOROUGH BUSINESS EXCHANGE **January 9th, 2018**

PBX @ Community Care Peterborough
185 Hunter Street, Peterborough

4:00pm – 6:00pm
Details: Celebrate the start of 2018. PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs

LUNCHBOX LEARNING **WEDNESDAY**
January 17th, 2018
(Chamber & WBN Members only)

Creating your Digital Marketing Roadmap

Chamber Boardroom
175 George Street North
12:00pm - 1:00pm

Speaker: Toby McLeod, Strategy.ca

What you'll learn:
Website Roadmap: Learn how to turn your website into a business asset that makes you money, instead of costing you money and opportunities

5 costly website mistakes and how to avoid them.

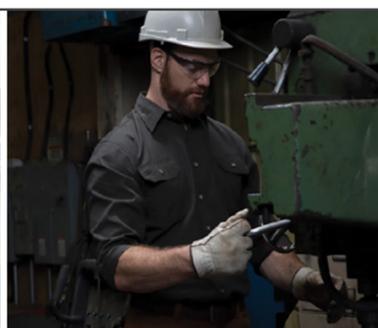
The anatomy of a web page that generates leads & sales.

How to track and measure the success of your website.

Cost: Free (Bring your lunch)

Sponsor: Bell

Note: Pre-registration required



Mark's
COMMERCIAL

1135 Lansdowne St. W. | 363 Kent St. W.
Peterborough | Lindsay
705.748.9570 | 705.878.8908
markscommercial.ca

Mark's Peterborough is moving to: 1230 Lansdowne St. W. (Beside Canadian Tire)

**INDUSTRIAL FOOTWEAR
EMPLOYEE PROGRAMS
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INDUSTRIAL WEAR

we have you covered from head-to-toe in industrial clothing and safety footwear

