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**UPCOMING EVENTS**

**SMALL BUSINESS WEEK  
OCT 21  
NAPANEE LIONS HALL  
BUSINESS AFTER HOURS  
NOV 24  
WJP MEDIA**

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**Napanee & District Business News  
2010 September/October  
Napanee & District Chamber of Commerce Newsletter  
Serving Napanee & Area Since 1995**



**AT WORK FOR  
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THE CANADIAN CHAMBER OF COMMERCE  
LA CHAMBRE DE COMMERCE DU CANADA



**SEPTEMBER BUSINESS AFTER HOURS**



With our networking summer break over, the Chamber was pleased to have the OPG Lennox Generating Station host our September Business After Hours. It was great to get a tour of this huge facility overlooking the shores of Lake Ontario. Our hosts, General Manager John Hefford (pictured above at right) and Mike Kavanagh (pictured above in middle) provided us with a background on the plant which opened in 1977 and since 1987 has operated as a peak demand plant.



Pictured in the top left photo with Mike and John is Nigel Higgs, owner of The Great Piddlesbury Country Barn & Gallery, the place with the double-decker bus on the Loyalist Parkway.

Pictured in the bottom left photo is James Sanders of VXI Systems and Paula Brooks, owner of Farleft Creations.



Congratulations to Tim Reynolds of the L&A Financial Centre who won the portfolio donated by Lennox GS and Eric Depoe of the Waterfall Tea Room, winner of the monthly wine draw. Eric is pictured above at left with Ian Armitage of PELA CFDC.



Thanks to Dale Morissey of WJP Media for his assistance with some of our photos.





**CHAMBER CONTACT INFORMATION**

Napanee & District Chamber of Commerce  
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 47 Dundas St. E.  
 Napanee, ON K7R 1H7  
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 Fax: 613.354.6848  
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 Website: www.napaneechamber.ca

**Board of Directors**

**President** - Dan Atkinson  
 Welch & Co. • 613.354.2169  
**Vice-President** - Brad Way  
 Marlin Financial • 613.354.9678  
**Secretary/Treasurer** - Peter Veltheer  
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 RBC-Napanee • 613.354.2107  
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**RTO • REGION 9 REPORT**

Presenters recently updated tourism operators and stakeholders on the activities of the new Region 9 Regional Tourism Organization created in August 2010. The region starts at the Quebec/Ontario border and follows the St. Lawrence River and Lake Ontario coast stopping at Quinte West. Region 9 is one of thirteen new tourism regions in the province. The RTO was created to manage tourism marketing as part of the province's new tourism regions.

In September, Region 9 RTO launched the Very Close Getaway Campaign to promote fall experiences in the region. "We will be showcasing our best fall assets that each destination has to offer," says Ann Weir, Co-chair of Region 9 Regional Tourism Organization.

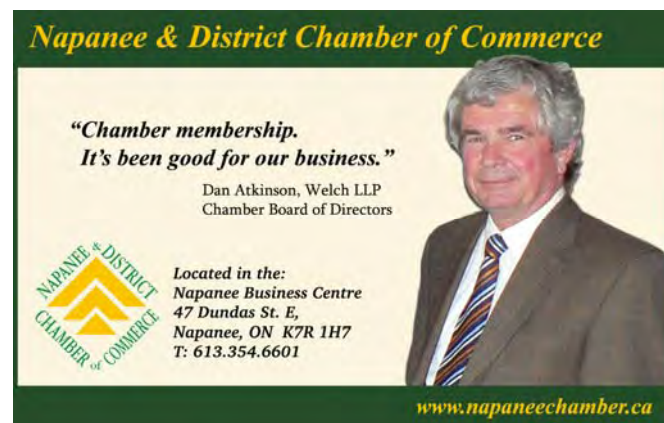
This is an exciting integrated marketing campaign that will feature over 60 billboards in Ottawa and Western Montreal including one digital board, 6 different 30-second commercials on CTV, 6 different live on Location segments with A Channel and 6 amazing Getaway Contests on CTV. This is the first time that the entire region has ever worked on a marketing campaign together.

"We are excited" says Co-chair, Bill Swan "this will be the first of many more to come as we join forces to invite all visitors to our region. We have all enjoyed the entire experience."

The transitional committee has strong leadership and diverse talent that has allowed the group to execute this campaign in the early days of its formation.

**CHAMBER AWARENESS CAMPAIGN**

The Chamber has had a great response from our membership for the Awareness Campaign. Launched in June of this year, the campaign continues to May 2011 and includes display ads in our local print media. The ads feature a different Chamber member each week. If you are a member of the Chamber of Commerce and would like to be included in the campaign contact the Chamber office; please note spaces are filling up.



**SMALL BUSINESS WEEK EVENT • OCTOBER 21**



The Chamber of Commerce in partnership with the Small Business Centre, the BIA and PELA CFDC will celebrate Small Business Week on October 21, 2010 at the Napanee Lion's Hall.

The Chamber of Commerce in partnership with the Small Business Centre, the BIA The event will feature presentations by the Ontario Chamber of Commerce; Lennox & Addington Economic Development and PELA CFDC.

Doors open at 6pm with a networking trade show event running from 6pm to 9pm and presentations running from 7pm to 8:15pm. Limited tables are available for the trade show. This event will replace the October Business After Five networking social.

**CANADIAN CHAMBER OF COMMERCE LETTER FROM PRESIDENT**

As the biggest and most important businesses constituency in the country, the Canadian Chamber of Commerce and its network across the country issued a resounding call to action in the wake of proposed changes to the Employment Insurance (EI) program, and plans to increase EI premiums by the maximum allowed under federal legislation. Our voice was heard loudly.

Members of Parliament defeated Bill C-308 — a bill that would have added over \$2 billion to the costs of the EI Program, increased work disincentives, hindered labour force mobility and constrained job creation.

The government announced it will be scaling back planned increases in EI premiums. For 2011, EI premiums will rise 5 cents per \$100 in insurable earning for employees and 7 cents for employers instead of the maximum 15 cents and 21 cents, respectively. For 2012, premiums will be increased by 10 cents per \$100 in insurable earnings for employees and 14 cents for employers instead of the maximum amount.

"As a result of this decision, Canada's businesses will save over \$640 million in 2011 and \$320 million in 2012. A business with 100 employees will save as much as \$6,100 next year and \$3,100 in 2012. This is the right thing to do at the right time," said Perrin Beatty, President and CEO of the Canadian Chamber of Commerce. "The Canadian economy went into reverse in July, the first monthly decline in 11 months. Additionally, the breadth of negative indicators indicates ebbing economic momentum going forward. The jobless rate will be hard pressed to break below 8 percent on a sustained basis for some time," concluded Beatty.

Gradual increases in EI premiums will give the Canadian economy traction. Employers will have a greater incentive to keep workers and add to payrolls. Workers will have more

take-home pay and will be more inclined to spend. With prospects for an export-driven recovery fading, businesses and consumers will propel economic growth.

Over time, premium rates must be stabilized so that the EI program counteracts, or mitigates the negative effects of economic cycles. It is for this reason that the Canadian Chamber is calling on the federal government to smooth out premium increases by amending the rate-setting formula with a view of balancing the EI Account over the business cycle of up to 10 years instead of year-by-year.

Securing the economic recovery and building a more competitive Canada requires proactive leadership, vigilance and collaboration.

Perrin Beatty  
 President and CEO, Canadian Chamber of Commerce

**DOORS OPEN ONTARIO RETURNS IN 2011**



The Chamber of Commerce is pleased to be working with our neighbours in Deseronto to coordinate the 2011 Doors Open Deseronto and Napanee event taking place on May 28, 2011. The Doors Open brand is well

recognized in Ontario as an event that is both fun and educational.

**BOARD OF DIRECTORS 2011**

Members interested in serving on the board are invited to contact the Chamber office. Elections take place at the February AGM which replaces the monthly Business After Hours networking social.

**2010  
 MUNICIPAL ELECTION  
 ALL  
 CANDIDATES  
 MEETING**

**OCTOBER 18, 2010  
 STRATHCONA PAPER CENTRE**

**DOORS OPEN 6PM**

**HOSTED BY:  
 NAPANEE & DISTRICT  
 CHAMBER OF COMMERCE**



**Small Business Centre**

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Lennox & Addington County Quinte



Industry  
Canada Industrie  
Canada

PRINCE EDWARD/LENOX & ADDINGTON  
Community Futures Development Corporation

# Napanee Business Centre Celebrates Small Business Week

## *Trade Show & Networking Event*

Thursday October 21, 2010

6pm to 9pm

Napanee Lion's Hall

Presentation By: Ontario Chamber of Commerce  
"Getting Your Business Ready To Meet The  
New Accessibility Regulations for Customer Service"

Additional Presentations By:

PELA CFDC

"Business Plan Competition Winner Presentation"

Lennox & Addington Economic Development  
"Enterprise Facilitation: Helping Small Business in L&A"

Business to Business Table Top Trade Show/Networking 6pm to 9pm  
Presentations: 7pm to 8:15pm

Limited Tables Available for Rent (Conditions Apply)  
Book Your Trade Show Table or Confirm Your Attendance  
@ 613.354.6601 or [inquiry@napaneechamber.ca](mailto:inquiry@napaneechamber.ca)

Admission\* @ \$15pp (Members of BIA/Chamber @ \$10pp)  
Trade Show Table Fee\* @ \$45/Table (Members of BIA/Chamber @ \$35/Table)  
(\*Fee Also Include Refreshments)

Booking Deadline: October 15, 2010



Event Coordination By: Napanee & District Chamber of Commerce