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# Napanee & District Business News

## 2012 January/February

### Napanee & District Chamber of Commerce Newsletter

Serving Napanee & Area Since 1995



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



#### JANUARY BUSINESS AFTER HOURS

Thank you [Captions Communications](#) for hosting the January Business After Hours networking social. Owner, Christine Peets is pictured here with John McGrath of [KMS Workplace Safety Group](#) at left and Chamber Director Jack Green of [RE/Max](#). John



was the winner of the [Royal Coachman Restaurant](#) Gift Certificate draw and Jack won a one hour consultation donated by Christine. Henny Venus of the [L&A OSPCA](#) is pictured below at right with Mark Gibson of the Solar Power Network.



New real estate agent Jill Ollson of Century 21 is pictured above at left with Pierre Gaumond of [BMO](#) and Michelle Edgar owner of Divine Creations. Some of you may have seen Pierre on CKWS TV during their daily investment report.

#### CANADIAN CHAMBER OF COMMERCE TOP 10 BARRIERS TO CANADIAN COMPETITIVENESS

The Canadian Chamber of Commerce recently released a 10-point plan aimed at helping Canada regain its competitive edge in the global economy. The national organization spent a year researching and networking with business leaders and Chamber members to identify barriers holding Canadian businesses back.

The barriers identified include:

- Resolving Canada's skills crisis.
- Returning Canadians to work/Helping federally regulated businesses compete.
- Improving the Tax System
- Breaking Down Internal Barriers
- Regulating efficiently
- Making Canada a magnet for international investment
- Stimulating Research and Development and bringing it to market

More.....





**CHAMBER CONTACT INFORMATION**

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 Napanee, ON K7R 1H7  
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 Email: [inquiry@napaneechamber.ca](mailto:inquiry@napaneechamber.ca)  
 Website: [www.napaneechamber.ca](http://www.napaneechamber.ca)

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**SEARCHING FOR EMPLOYEE BENEFITS?  
 LOOK NO FURTHER!**  
 STOP SEARCHING AND JOIN  
 THE CHAMBERS PLAN TODAY.

**Local Representatives**  
 Brian Patterson • Brad Way

buychambers.ca

- Using technology to make Canada competitive
- Providing the financing businesses need to grow
- Building a 21st century infrastructure

The Canadian Chamber of Commerce is a vital connection between businesses and the federal government. It helps shape public policy and decision-making to the benefit of businesses, communities and families across Canada with a network of over 420 chambers of commerce and boards of trade, representing 192,000 businesses of all sizes in all sectors of the economy and in all regions. More information is available at [www.chamber.ca](http://www.chamber.ca)

**NAPANEE & DISTRICT CHAMBER • FOLLOW US ONLINE**

Chamber members using Twitter and Facebook are encouraged to follow the Chamber of Commerce online.



**EXCERPTED FROM THE PRESIDENT'S REPORT • BQTC**

Happy New Year Quinte! It is with great pleasure that I update you on what I believe to be a very exciting time for the Region of Bay of Quinte and the [Bay of Quinte Tourist Council](http://Bay of Quinte Tourist Council).

There is no doubt this was a strategic year, as we aligned not only ourselves more formally together, but also within a great new Eastern Ontario Regional Tourism Organization: The Great Waterway. We did get many initiatives accomplished as well, and I am very proud to lead this great exciting group into the New Year.

Bay of Quinte is yearly becoming more of a natural Destination, and we are seeing incredible numbers in Tourism to our region. We work as a Quinte Region for tourism because of our capacity for tourism. As a region, we have over 1800 rooms in overnight accommodations, and in peak season, more than 1000 campground and seasonal rentals. This allows us at any time to house over 8000 people overnight, and almost double that in peak season.

Bay of Quinte Tourism is a regional partnership that strategically puts the Bay of Quinte Region in a great competitive advantage both in Eastern Ontario and in Canada. Our partnerships include Belleville, Tyendinaga, Napanee, Brighton, and Prince Edward County as a region producing over \$454 million in economic tourism activity with over 8900 people employed and well over 2.4 million people visiting the region yearly. This is 40% of all visitors to Eastern Ontario's new RTO 9: The Great Waterway, and over 57% of the economic activity spend.

In 2011, being part of the Great Waterway allowed us, for the first time, to be included in large-scale marketing. Both having 'Bay of Quinte' on the Great Waterway and our partners in their own capacity allowed us to benefit from a \$700,000

campaign that put us in the Toronto Star, The Globe and Mail, and on CTV directing visitation to our main website [www.bayofquintecountry.ca](http://www.bayofquintecountry.ca).

Speaking of our website, it itself is a true success story of Bay of Quinte Tourism at present. We are averaging well over 75,000 visitors monthly, over 10,000 unique per month. Our social media is also successful, with over 2700 fans to our Facebook Fanpage, and over 1900 on Twitter and growing. Facebook is becoming increasingly important in world marketing, as over 48% of North Americans have Facebook accounts. We have the top Facebook Fan Page for any tourism organization in Eastern Ontario. Make sure to help us out by becoming a Fan and suggesting your friends to 'Like' Bay of Quinte Country.

Our goal at all times is to get people to think of Bay of Quinte as a tourism destination, and get them back to the area, especially if they are among the 400,000 that pass through the area for corporate travel, sports tourism, or visiting friends and family yearly.

As we are working towards Bay of Quinte Tourism, we are mindful of the Quinte Region as a whole. We will continue to work very closely with our Quinte Agencies in the Quinte Business Development centre including The Quinte Economic Development Commission and our partnership [www.bayoquinte.ca](http://www.bayoquinte.ca), with Trenval, and with our Tourism Operators and all 1200 of our joint Chamber of Commerce businesses. Bay of Quinte has the propensity to be the fastest growing region in Ontario, and our work in Tourism highlights the benefits of the whole region to work, live, and play.

Happy 2012 and we look forward to working with you this year!  
 Ryan Williams, President  
 Bay of Quinte Tourist Council

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**CELEBRATING 20 YEARS**  
**OWNERS: VICKY & VERN KIMMETT**

*Congratulations!*

**ENERSAVE**

**CELEBRATING 1 YEAR**  
**OWNER: RAY DESJARDINS**

**UPCOMING EVENTS**

**BUSINESS AFTER AND ANNUAL GENERAL MEETING**  
 FEB 29  
 NAPANEE BUSINESS CENTRE

**CHAMBER BOARD MEETING**  
 MAR 22  
 NAPANEE BUSINESS CENTRE

**BUSINESS AFTER HOURS NETWORKING**  
 MAR 28  
 PET PANACHE