

The Gravenhurst Chamber  
of Commerce serves as an  
advocate for member  
businesses, working to  
promote and enhance our  
community.

# Gravenhurst Chamber of Commerce

## January 2011 Newsletter

### WELCOME TO OUR NEW MEMBERS

#### 4 Pillars Consulting Group

Ryan Brown  
290 Fernwood Drive  
Gravenhurst  
705-394-8010  
ryanb@4pillars.ca  
[www.4pillars.ca](http://www.4pillars.ca)

4 Pillars Consulting Group Inc. has helped restructure the debts of over 8000 clients, with settlements averaging 25% of original debts owed. Most of our clients are honorable debtors who have chosen to show some restitution to creditors, thus avoiding bankruptcy.

Serving Muskoka / Parry Sound, 4 Pillars is a leader in the independent debt restructuring industry.

Since 1998, 4 Pillars Consulting Group has supervised the successful restructuring of millions of dollars of debt held by over 8000 clients across Canada, with settlements averaging 25% of original debts owed. We negotiate the lowest possible settlements for debt-

ors, helping them show restitution to creditors and prevent claims of bankruptcy. 4 Pillars acts on behalf of the debtor, not the creditor. We are one of the only companies in the industry with this approach to debt elimination and financial restructuring, resulting in services that put debtors back on track with rebuilding credit and effectively managing their finances.

#### Catering Cottage Country

Ronald Brabander  
1115 Conservation Road  
Gravenhurst  
(705) 687-7197  
cateringcottagecountry@sympatico.ca  
[www.cateringcottagecountry.ca](http://www.cateringcottagecountry.ca)

After 11 years running Blondies Restaurant 'Catering Cottage Country' and winning many Best of (catering) awards we have decided to focus on what we do best. We look forward to serving our loyal clientele and building new friendships in Muskoka!

#### Dates to Remember:

Jan. 15 & 16—Muskoka Wedding Show at MBHC

Jan. 27—Bridges to Better Business 8:30—4pm (pg. 2)

Jan. 27—AGM & After Hours event; RSVP to Brea, 705-687-4432

Feb. 23—Donald Cooper Seminar—see page 3

Feb. 23—Bracebridge Job Fair p.1

Feb.18 & 19 Chainsaw Carving Festival

Feb. 19 & 20 Pond Hockey

Feb. 25, 26 & 27 Winter Carnival

Feb. 28—Boston Pizza After Hours RSVP to Brea

Watch our online event calendar for details of upcoming events and activities:

[www.GravenhurstChamber.com](http://www.GravenhurstChamber.com)

#### BRACEBRIDGE JOB FAIR

Wed., Feb. 23, 2011

1 - 6pm

Sportsplex, Bracebridge,

All Muskoka employers are invited to participate! Don't miss out on this

great opportunity to meet qualified candidates to match your hiring

needs, market your business and

network with other local and area

business owners! The participation

fee is \$50.00 per booth. Lunch and

refreshments are included.

For more information please contact

Wendy Bridle at 705.646.0475 ext.

3105 or email

[wbridle@NorthernLightsCanada.ca](mailto:wbridle@NorthernLightsCanada.ca)

#### THANK YOU TO RENEWING MEMBERS

(November 30 - December 30 2010)

Brunton Farm/Alternator Starter Shop

Wayne N Long

Cripps Contracting

Blue Ocean Lighthouse

YWCA of Muskoka

#### BOSTON PIZZA

After Hours

Mon. Feb. 28, 6—8 pm



Join us at Boston Pizza for some sumptuous menu samples and learn about their business club inventive programs.

RSVP to Brea at

[events@gravenhurstchamber.com](mailto:events@gravenhurstchamber.com)

**Message from the Manager** - by Jodi Holder

**H**appy New Year! Once again another year seems to have flown by. However, upon reflection, much has happened over the course of the last 12 months. This time last year, preparations were in full swing for the Ontario Winter Games scheduled for March. As a community we were experiencing much hype about the G8, struggling through a tough economic downswing and later in the Fall we exercised our franchise in the Municipal Election. Throughout the year there were also a number of Chamber related activities to report upon. I encourage you to attend the Chamber of Commerce **Annual General Meeting (AGM)** on Thursday, January 27 at 6 pm at the Gravenhurst Opera House. In addition to the nomination and election of the Board of Directors, we also take this opportunity to provide members with an overview of the Chamber activities during the course of the past year. An 'After Hours' event will follow the AGM in the Trillium Court. RSVP to Brea.

**F**or those of you who may not have heard, our community received an early Christmas present when MTO representatives announced to Town Council that the Hwy 11 alternative by-passing Gravenhurst to the east and going through Jevins and Silver Lake Conservation Reserve had been scrapped! This was great news but there is still work to do. The 'preferred alternative' has yet to be determined and the Hwy 11 Response committee charged with helping craft the community's official response is meeting regularly. Any changes to Hwy 11 that limits the ability to do commerce on this stretch will have a negative effect on our entire community. More information can be found at [www.highway11study.com](http://www.highway11study.com) and on the [blog](#) maintained by the CEDO, Peter Rigby.

**B**esides the Chamber AGM there is another event that I would like to specifically draw your attention to. Chamber members have been given the opportunity to attend a half day seminar organized by the Home Builders Association. This working seminar titled **'How to Sell More, Manage Smarter, Grow Your Bottom Line ... and Have a Life!'** will be lead by Donald Cooper. If you haven't had the opportunity to attend a session lead by Donald I highly recommend it! This program is especially de-

signed for business owners and their management team. The event takes place on Wednesday, February 23, 8:00 am – 12:00 pm with a Q & A period until 1:30 pm. Please see the Registration Form on page 3 (registration fee must be paid in advance).

**T**he Gravenhurst Chamber of Commerce belongs to a national organization called the Canadian Chamber of Commerce. In addition to providing access to member benefits such competitive merchant services, ESSO gas card and group insurance, this organization also acts as a national business advocacy group. They lobby the federal government on certain issues, produce policy reports and provide resources to their membership.

Recently they released their [Economic Outlook](#) for 2010 – 2011 subtitled *Canada's Economic Engine Is Chugging Along But Not At Full Steam* which gives a measured forecast of the months ahead. It is worth taking the time to read and raises some good points.

**L**astly, a quick reminder about our 2011 Visitor Guide (p. 4), ad sales are in full swing. We distributed 20,000 hard copies of the guide and many more were downloaded from our website in 2010. Don't be disappointed, contact Brea soon to reserve your ad space. Hope to see you at the AGM!

Jodi Holder, Manager  
jodi@gravenhurstchamber.com

[www.muskokasmallbusiness.ca](http://www.muskokasmallbusiness.ca)  
[info@muskokasmallbusiness.ca](mailto:info@muskokasmallbusiness.ca)  
Phone: 705.646.9021



## Join us at Bridges to Better Business!

### Master Your Market in 2011

Bridges to Better Business is an interactive networking seminar and workshop for entrepreneurs. Participants will have the opportunity to gain valuable knowledge of current business topics and trends as well as sharing relevant best practices with other business owners.

#### Seminar Details

Keynote Speaker — Curt Skene of Aahhah Enterprise, award winning business speaker and author

Panel of Business Peers sharing experiences and best practices

Round Table discussions covering interesting business topics

For more information visit [www.muskokasmallbusiness.ca](http://www.muskokasmallbusiness.ca)

**Thursday January 27th, 2011 from 8:30 a.m. — 4:00 p.m.**

Bracebridge Rotary Centre for Youth  
131 Wellington Street, Bracebridge, ON  
Fee \$35.00 (+HST) Includes Lunch and Refreshments

**Email or Call to Register Today!**

Email: [info@muskokasmallbusiness.ca](mailto:info@muskokasmallbusiness.ca)

Call: (705)646-9021



Ontario

Canada **Business** Ontario  
Your Business Information Connection



BRACEBRIDGE  
The Heart of Muskoka



RBC  
Financial  
Group

Proudly sponsored by: **MUSKOKA HOMEBUILDERS ASSOCIATION**



in partnership with your local Chamber of Commerce

Presents a transformational half-day "Accelerate your business" Seminar

## HOW TO SELL MORE, MANAGE SMARTER, GROW YOUR BOTTOM LINE...AND HAVE A LIFE!

Managing any business today is tough...and getting tougher. We're all faced with more demanding customers, more and stronger competition, shrinking margins and challenging economic times. Sadly, many businesses will not survive.

To succeed, we must create compelling customer value and then proactively manage our marketing, our team, our bottom line and our future. Simply put, we must be extraordinary. **Mediocrity is no longer an option!**

**Donald Cooper transforms businesses...and business people.** From this extraordinary, energizing and inspiring day you will take away clear business insights and step-by-step implementation tools that will help you to...

1. Create a compelling competitive advantage,
2. Market and promote more effectively on a tight budget,
3. Attract, lead and retain a dedicated and top-performing team,
4. Improve long-term profitability...and,
5. Create a clear direction and a plan for the future of your business.

**WHO SHOULD ATTEND?** This program is especially designed for business owners and their management team.



Donald Cooper, MBA, HoF

### ABOUT DONALD COOPER, MBA, CSP, HoF

Donald started his business career at the age of six, sweeping the floor in the family business for 5¢ a day. Long days and low pay...excellent early training for an entrepreneur.

Drawing from his real life experience as a world-class manufacturer (Cooper Sporting Goods), award-winning retailer and business coach, he has helped thousands of businesses throughout the world to add more real value to their customers' lives...and more dollars to their bottom lines.

For his unique ability to inform, challenge and inspire business audiences around the world, Donald has been inducted into the Canadian Speaking Hall of Fame.

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

**WHEN:** Wed., Feb 23, 2011 **Registration:** 7:15 am ~ **Seminar:** 8:00 am - 12:00 pm. Q & A to 1:30 pm

**WHERE:** Muskoka Boat & Heritage Centre (Grace & Speed) Muskoka Wharf -GRAVENHURST

**COST:** \$60.00 + \$7.80 HST=\$67.80 (MBA Members) \$70.00 + \$9.10 HST=\$79.10 (Chamber Members)

**INCLUDES:** Handout material, continental breakfast, coffee & tea.

**Order tickets:** \_\_\_ tickets @ \$\_\_\_\_\_ + \_\_\_ tickets @ \$\_\_\_\_\_ X 13% HST (\$\_\_\_\_\_) = Total \$ \_\_\_\_\_

**First:** \_\_\_\_\_ **Last:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Prov.** \_\_\_\_\_ **Postal:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Email Address:** \_\_\_\_\_

Other attendees: (A) \_\_\_\_\_ (B) \_\_\_\_\_

Other attendees: (C) \_\_\_\_\_ (D) \_\_\_\_\_

**PAYMENT DETAILS:**  Credit Card or  Cheque enclosed - payable to: Gravenhurst Chamber of Commerce

**Credit Card Information:** |\_\_\_\_\_|-|\_\_\_\_\_|-|\_\_\_\_\_|-|\_\_\_\_\_| **Exp Date:** |\_\_\_\_/\_\_\_\_|

**Cardholder's Name:** \_\_\_\_\_ **Signature of Cardholder:** \_\_\_\_\_

**Fax registration form to: 705-687-4382 Mail cheque to: Gravenhurst Chamber of Commerce, 685 Muskoka Road North, Unit 2, Gravenhurst, ON P1P 1N5 Contact Jodi Holder at 705-687-4432 or Bob Collins at 705-687-2289 for more information \*\* Sorry, no cancellations. Registrations are fully transferable.**

# Display Advertising Rates

Size	Non Member Pay July 15, 2011	Member Discount 13% Pay July 15, 2011	Early Bird Booking Rate Pay Now
Full Page	\$1124.35	\$995	\$900 (SAVE \$95)
One Half Page (1/2)	\$774.05	\$685	\$600 (SAVE \$85)
One Third Page (1/3)	\$525.45	\$465	N/A
One Quarter Page (1/4)	\$393.75	\$375	N/A
One Sixth Page (1/6)	\$341.25	\$325	N/A
One twelfth Page (1/12)	\$183.75	\$175	N/A
Rear Cover	\$1915.35	\$1695	\$1400 (SAVE \$295)
Inside Front Cover	\$1350.35	\$1195	\$1085 (SAVE \$110)
Inside Rear Cover	\$1350.35	\$1195	\$1085 (SAVE \$110)
Centre Spread Map Banner	\$1350.35	\$1195	NA

**NEW for 2011**  
**TEXT LISTINGS**  
**Only \$50!**

Get Your Dining, Accommodation or Artisan text listing for only \$50.00 inclusive. If you are a Chamber member, or if you have purchased an ad in the guide, you will receive this listing in addition for FREE.



# Dining Guide Advertising Rates

Note: The Dining Guide is a section within the pages of the Visitors Guide featuring local restaurants, catering companies, bakeries and more. If your business involves a culinary experience this section is for you!

Size	Non Member Pay July 15, 2011	Member Discount 13% Pay July 15, 2011	Early Bird Booking Rate Pay Now
Full Page	\$898.35	\$795	\$700 (SAVE \$95)
Half Page	\$672.35	\$595	\$500 (SAVE \$95)

**FULL PAGE Listings in The Dining Guide Include:**

- Your Logo
- 4 Photos of Your Choice
- 240 Word Write-Up
- List Up-to 10 Menu Items Complete With Descriptions
- Contact Information

**HALF PAGE Listings in The Dining Guide Include:**

- Your Logo
- 2 Photos of Your Choice
- 120 Word Write-Up
- List Up-to 4 Menu Items Complete With Descriptions
- Contact Information

## Accommodation & Dining Guide PACKAGE RATES

When you commit to a dining rate ad, receive a second ad to market accommodations and pay the early bird pricing for both and have until July 15 2011 to pay.

# Distribution Commences March 21, 2011 - Book Today!

To Book Your Space or if You Have Any Questions Contact:

Brea Smith - Events Coordinator  
 Gravenhurst Chamber of Commerce  
 Ph: 705- 687-4432  
 Email: events@gravenhurstchamber.com

