

# The **Business** Advocate

The Official Publication of the Oakville Chamber of Commerce



The changing of the guard at the Oakville Chamber of Commerce's 57th Annual Chair's Dinner. The event thanked outgoing Chair Mark Brown and welcomed incoming Chair Wendy Rinella. Bruce Croxon, co-founder of Lavalife and co-star of Dragons' Den gave the keynote address.  
(L to R): Mark Brown, Heidi Brown, Bruce Croxon, Wendy Rinella, Peter Hickey



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THE OAKVILLE CHAMBER

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Cover Photo courtesy of Kay Woollam Photography

The Oakville Chamber is the voice of the Oakville business community. We provide member benefits including: advocacy, corporate benefits, networking opportunities, business development and educational forums. Our mission is to foster a healthy, engaged and sustainable business environment and economy in Oakville.



Recently, I had the opportunity to present the Chamber's business survey results to Town Council on December 12, 2011. The Town's Economic Development Department had taken the position that they would not do their own business survey and instead implement other strategies to engage local business, using a variety of existing research including the Chamber's survey. I suggested to Council that we would be encouraged if our survey informed the Town's policy discussions.

Council was very interested in the details of the survey and sought our advice on the potential for future economic development opportunities. Based on the response by 54% of businesses who indicated that they plan to expand in the next 3-5 years, the Chamber's message to Council was that the Town should focus its economic development efforts on assisting businesses to grow locally. To that end the Chamber is committed to working with the Town on the local economic development opportunity the survey reveals as well as discussing collaboration on a business survey in the future. (To review the full survey, visit [www.oakvillechamber.com](http://www.oakvillechamber.com)).

The Chamber's Advocacy and Government Relations Committee will host Jane Clohecy, the Town's Commissioner of Planning and Development, early in the New Year to further discuss the survey results such as ways to ease some of the barriers, including the business permitting process and other issues, like the heritage designation for downtown Oakville.

The Heritage Designation is shaping up to be an issue of significant interest in the New Year. Chamber staff

have begun informal discussions with our members and with some members of Council. We will be sharing the results of our meeting with the Commissioner and seeking more formal input from our members as the issue moves forward. Preliminary feedback shows us that this is a complex issue and we are thankful the Chamber will have the opportunity to participate on a Town Advisory Committee to represent the needs of local business. The Chamber wants to ensure the cost and red tape associated with the designation are addressed and that the designation does not impede the future viability of local businesses and the economic health of the downtown core.

The best way to preserve Oakville's unique character is to shop downtown and in every Oakville neighbourhood. In December, the *Oakville Beaver* printed a guest column by me encouraging everyone to "Indulge in a Little Oakville" by shopping locally this past holiday season. Indulge in a little Oakville is the marketing slogan of the Oakville Tourism Partnership, a group of local hospitality purveyors who are supported by the Town, the BIAs and the Chamber.

Recently, I had the pleasure of meeting the new Oakville Tourism Partnership Manager Rebecca Edgar, and I am looking forward to the hearing their plans in the New Year.

In the meantime make it your New Year's resolution to support local businesses and encourage visitors to our local restaurants, hotels, recreation and entertainment facilities.

Wendy Rinella  
Chair

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# Can Social Media Really Help Me Grow My Business?

There has been a lot of hype about social media over the past several years. And a lot of skepticism and debate amongst business owners regarding the merits of social media as it relates to driving revenue growth.

We hear the comments: “I don’t want to tweet about what I had for breakfast this morning,” or “Facebook is just for twenty-somethings.”

So the question is whether social media is important for business development purposes. The answer is ...yes.

To understand why, business owners and executives must acknowledge that for most industries, the buying process has fundamentally changed.

According to Marketo and eConsultancy respectively, “ ... 93% of B2B buyers use search to begin the buying process, while 37% post questions on social networking sites when looking for suggestions,” and “nearly two-thirds of consumers (61%) use search engines to help them in their product research decisions leading up to purchase.”

Using online resources will only become more central to the way your prospects make decisions. Ask yourself these questions: Five years from now, will potential buyers be more or less likely to go online to search for businesses and educate themselves about available choices? Will the use of web-enabled mobile devices, such as smart phones and tablets, be more or less widespread? The answers are obvious.

As a result, online marketing has become foundational to all marketing efforts. Supporting this premise is the shift in marketing budgets from traditional marketing communications formats to online tactics such as search engine optimization, paid search and social media.

Effective use of social media is an integral element of any online marketing strategy because it increases your visibility with potential customers, makes you open, engaging and responsive which impacts how your business is perceived, and allows you to engage with existing customers. Social media has also become essential for search engine optimization - if you want to be found online, your chances are much greater if you are visible and active on social sites.

With online marketing, one plus one equals three. The key to success is to use multiple tools that work together seamlessly to increase inbound leads and close rates. However, the best approach is quality over quantity, so you must concentrate your efforts on social media platforms that have characteristics best suited to your business.

A good starting point for any social media strategy is to assess whether you should be active with any of the “big four.” This brief synopsis will assist in determining if they are applicable to your situation.

## Twitter

Provides the ability to easily “tweet” 140 character messages that can be accompanied with links to a community of followers. Some of its practical business uses are driving traffic to your web site, developing thought leadership and authority, promoting events, introducing new products or services and on-going customer engagement.

## Facebook

Rapidly approaching one billion users, this social platform allows you to build a company page that is particularly powerful for its multi-media capabilities. It can be effectively used for presenting products or services using images and videos, showcasing enthusiastic customers who share their experiences, testimonials and success stories, and for running promotions or contests.

## LinkedIn

Allows you to create a public company profile that can include recommendations (testimonials) that bolster your credibility. Its key attribute is access to a significant network of potential prospects. If you have 150 contacts in your LinkedIn profile, you are only one introduction away from over 50,000 warm contacts.

## YouTube

Prospects are becoming accustomed to using video, rather than text, to review information about products or services. Video is also becoming more prominent for search engine optimization (YouTube is the second most popular search engine), ranking ahead of web sites for many searches. If you do a Google query such as “how to use a chainsaw,” you will find the top results are videos.

So yes, you must embrace online marketing if you want to remain competitive and grow your business over time. And social media is a critical component of any online marketing strategy.

Stop fighting it, pick your spots, and get committed to taking advantage of these readily available and powerful business development tools.

Ben Molfetta  
Co-Founder  
Core Marketing Strategies



# 57<sup>th</sup> Annual Chair's *Dinner*

On behalf of the Oakville Chamber members and staff, we welcome our 2011-2012 Board of Directors. We are honoured to have such a skilled and dedicated Board to help guide the Chamber forward and ensure we continue to be the voice of business for Oakville.



**2011- 2012 Oakville Chamber of Commerce Board of Directors**

Directors (L to R back row): Barry Wylie, Karen Richardson, Cam Neil, France Fournier, Ken Nevar, Sarah Adams, Satish Palasseri  
(L to R front row): Sharon Aitken, Julia Hanna, Kerry Colborne, Wendy Rinella, Elaine Holding, Orla Johnston, Claire Drage  
(Absent: Mark Brown, Steve Howse, Caroline Hughes, Peter Turkington)

We hosted our 57th Annual Chair's Dinner on November 22, 2011. Despite the torrential rain and wind, we had a great turnout. Hosting an event at the Oakville Conference Centre is always a great experience and we had the benefit of enjoying the conference centre's beautiful holiday decor.

Our Annual Chair's Dinner provides an opportunity to thank our outgoing chair and retiring directors for their contributions over the past year and to welcome our incoming chair and new directors.

Bruce Croxon, co-founder of Lavalife and co-star of Dragons' Den, delivered our keynote address. He was one of the most humble and gracious speakers we have hosted. He arrived

early, always a treat in our world. He ambled around the venue and spoke candidly to everyone.

In advance, Bruce told us he would prepare his remarks when he arrived. A little nervous, our concerns were dismissed as he rose to address the audience starting with, "I haven't done this very much..." His speech went on to recount his personal successes and failures on his entrepreneurial journey, lessons learned with Lavalife and new lessons he is learning on Dragons' Den. He was charming, down-to-earth and connected with everyone in the audience.

After his speech, the ambience, fabulous food and great company were just icing on the cake.



Maureen Tilson Dymet, senior director Programming and Community Relations, Cogeco Cable Canada, Bruce Croxon, Claudette Paquin, VP programming and community relations, Cogeco Cable Canada



Chris Mei, master of ceremonies and Wendy Rinella, chair



Greg Adamson, Cara Winfield, Dan Hynek, Doug Hynek, Hynek Financial Group



Aby Alameddine, past chair, Oakville Chamber of Commerce and John Wannamaker, owner, Boston Pizza



Ken Nevar, director, Oakville Chamber of Commerce and James Rowland, Government Relations manager, Ford Canada



Louise St. Pierre, senior VP Residential Services, Cogeco Cable Canada and Bruce Croxon



Bruce Croxon delivers the keynote address



Piper Elizabeth Sheridan piped in the 2011-2012 Board of Directors

# Member *Profile*

## **GOODRICH** LANDING GEAR DIVISION

Every few second, an aircraft somewhere in the world lands or takes off on a landing gear manufactured by Goodrich. It's an impressive statistic and one that speaks to the success that Goodrich has achieved over the past several decades. As the largest producer of landing gear systems in Canada, Goodrich supports most of the world's leading aircraft manufacturers.

With a global customer base that includes Airbus, Boeing, Bombardier and Gulfstream, Goodrich's landing gear plant in Oakville produces some of the largest landing gear ever designed for commercial aircraft. This includes the main landing gear system for the 'double-decker' Airbus A380 as well as Boeing's 747 jumbo jet and its wide-body 777. Goodrich also supplies the landing gear for Boeing's popular 737 family and its 767, as well as the entire line-up of Bombardier's regional aircraft that include the 70-100 seat CRJ family of jets and the Dash 8 Q400 turboprop. In fact, all of the landing gear outfitted on Gulfstream's portfolio of large cabin business jets, namely the G450, G500/550 and new G650, also come from the Goodrich plant in Oakville.

The capabilities necessary to design, test and manufacture complex landing gear systems require the collective expertise of a wide range of skilled engineers, machinists and assembly technicians. As the centre of excellence for the development of integrated landing gear systems within Goodrich, the Oakville site has broadened its overall engineering and manufacturing capabilities including the construction of the largest drop test tower in North America. In fact, its ability to design and build large multi-wheel bogie type gears, like the A380, is what makes Goodrich's Oakville plant unique amongst the world's landing gear producers.

Since moving to Oakville in 1984, Goodrich has continued to expand its plant and increase its workforce. The facility now comprises almost 400,000 sq. ft. and employs more than 850 people. As one of Oakville's largest employers, Goodrich's access to a highly skilled workforce and the area's comprehensive transportation network have contributed directly to the growth of the business over the past 27 years.



Moreover, its proximity to key suppliers in the GTA, including one of its principal customers (Bombardier), provides Goodrich's Oakville plant with an ideal geographic location.

Supporting the growing fleets of aircraft requires a dedicated team of after-market professionals that are available 24/7 to provide technical support and spare parts anywhere in the world at a moment's notice. Goodrich's support engineers, technical administrators and field service representatives work collaboratively to keep operational the thousands of aircraft that are currently in service with airlines around the world. Complementing the after-market team in Oakville is Goodrich's Burlington-based maintenance, repair and overhaul (MRO) shop. This dedicated MRO facility is where more than 140 people perform routine repairs, maintenance and complete overhauls of a wide range of landing gear products.

A recent announcement confirmed that funding from the provincial government will supplement the considerable R&D investments that Goodrich plans to undertake over the next five years. The development of strategic technologies along with enhancements to its manufacturing capabilities and collaboration with a number of key customers on the development of new aircraft platforms are all part of a broader strategy to maintain Goodrich's global standing. Through innovation and a focus on those technologies that will enhance the performance of its products, Goodrich is committed to enhancing its competitiveness within this dynamic industry.

In spite of the global economic challenges of the past few years, demand within the commercial aircraft industry remains strong. With a record backlog of orders for new aircraft, both Boeing and Airbus continue to increase production rates and this trend underpins the growth in manufacturing activity at Goodrich. Increased landing gear production along with the emergence of new aircraft programs, like the Airbus A350-1000 that is currently under development, makes for a promising future at Goodrich.



## Pam Ford

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*“I love making other people’s day; it raises my energy and theirs. It’s a great feeling.”*

This motto has guided Pam Ford’s career decisions in the last few years.

Pam spent 24 years in the securities industry at Burns Fry, TD Securities and Scotia Capital. Over this period of time, Pam acquired an extensive background in the wholesale financial services market, and was one of the few who had the opportunity to successfully transition from the trading desk to product sales and ultimately relationship management for some of Canada's largest corporate and provincial accounts.

Seven years ago she left that life to spend time at home with her son and not long after was introduced to Sendoutcards. Pam has always loved giving gifts so signing on with Sendoutcards was a natural fit. The fit stems from Pam’s entrepreneurial spirit as she takes pride in being responsible for her own success.

The Oakville Chamber has been an integral part of Pam’s entrepreneurial success. Shortly after starting her own home based business she learned how to network successfully from some of the best!

The best advice she was given, in order to experience the true value of a chamber membership, was to join a committee. The Boost your Business committee seemed like a natural. It was an opportunity to work with like-minded individuals in order to source the best talent for the Chamber’s educational and informational events. Out of that experience has come not only some great educational programs, but also life time friendships and that’s what makes volunteering at the Chamber so rewarding.

Always a team player and building solid relationships wherever she goes, Pam decided to further enhance her leadership skills by joining Felix Global Corp this past September. Pam’s role is to bring her commitment, team building skills and energy to support Felix clients who are managing change, building teams and identifying opportunities to provide realistic and meaningful solutions to their business needs.

Pam’s ultimate goal is to help others be more successful, realize their dreams and work with the best of the best. It seems that between Sendoutcards and Felix Global she is doing just that.



# Take advantage of incentives to increase the

## Business and industrial incentive programs

### AUDIT FUNDING

#### Description

This program provides incentives to perform energy audits that will help you identify the costs and benefits of implementing energy-efficiency measures and prioritize energy management projects for your business.

#### Key Benefits

This program is designed to provide you with funding to identify potential solutions to operational challenges.

- Determine an action plan and priority list as the basis of a multi-year investment plan
- Establish your baseline and build your business case for retrofit projects or for project funding approval

### RETROFIT PROGRAM

#### Description

This program provides financial incentives to replace existing inefficient equipment with high-efficiency equipment and for installing new control systems that will improve your operational procedures and processes.

#### Key Benefits

This program is designed to provide funding up to 50% of your project costs.

- Many applications qualify including lighting, building controls, unitary air conditioning, variable frequency drives, high-efficiency motors, refrigeration systems, chillers and more

### DEMAND RESPONSE VOLUNTARY DR1

#### Description

This program offers a flexible way to earn monthly payments by reducing your energy consumption when you receive activation notices. Your participation is strictly voluntary. There is no commitment – participate only when it suits your business needs.

#### Key Benefits

This program is designed to provide you with a new revenue stream.

- Get monthly payments
- Get a low risk opportunity to test your ability to participate in **CONTRACTUAL DR3**

### DEMAND RESPONSE CONTRACTUAL DR3

#### Description

This program can provide a key new source of revenue in return for your mandatory participation in activation notices, if your production processes or equipment are flexible enough to allow you to curtail electricity use for a specific number of Demand Response events per year.

#### Key Benefits

This program is designed to provide you with a new revenue stream.

- Reduce operating costs including the opportunity to reduce Global Adjustment Mechanism charges
- Leverage emergency standby system assets and elevate system reliability



# efficiency of your buildings and operations



## PROCESS & SYSTEMS

### Energy-Efficiency Upgrades

#### Description

This program helps you find, achieve and sustain major energy savings. It provides access to substantial financial incentives and technical expertise to upgrade your systems and make improved energy management a part of your day-to-day business.

#### Key Benefits

This program is designed to provide you with major funding and technical expertise.

- Find the best opportunities to save through engineering studies
- Invest in manufacturing upgrades that improve product quality, process reliability and energy efficiency

### Energy Management and Monitoring

#### Description

This program provides long-term support so you can maintain and grow your savings well into the future.

#### Key Benefits

This program is designed to provide you with funding to create a real, sustainable competitive advantage through energy management best practices.

- Take charge of your energy with an on-site Embedded Energy Manager
- Equip your team with accurate, up-to-the-minute data about your energy use

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## HIGH PERFORMANCE NEW CONSTRUCTION

#### Description

This program provides substantial financial incentives and design assistance for your new building and major renovation projects that exceed the electricity efficiency specified in the Ontario Building Code.

#### Key Benefits

This program is designed to provide you with funding and assistance to:

- Build beyond standard code compliance which creates environmental benefits
- Get ongoing savings from lower long-term operating costs
- Enhance leasing and sales opportunities

There is also a **NEW HOME CONSTRUCTION** program for single-family dwellings.

## EXISTING BUILDING COMMISSIONING

#### Description

This program provides incentives to evaluate and implement retrofits and commissioning measures that increase the efficiency of your Chilled Water System.

#### Key Benefits

May yield a quick payback and ongoing operational savings.

- This program is designed to provide you with insights into the way in which your Chilled Water System is being operated and valuable tools to monitor ongoing performance.

## SMALL BUSINESS LIGHTING

#### Description

This program, for small businesses, offers a free assessment to identify your energy savings and up to \$1,000 of lighting and other energy-efficient upgrades, including all equipment and labour.

An authorized licensed contractor will contact you to make an appointment to complete the retrofit. Installations are quick and can be made when your business is open.

#### Key Benefits

This program is designed to provide you with funding for energy-efficient retrofits.

- The program is completely free of charge to you
- Get a free assessment to identify possible energy savings
- Receive up to \$1,000 of energy-efficient retrofits – including all equipment and labour
- Get access to additional incentives
- You are also eligible for incentives through the **saveONenergy RETROFIT PROGRAM**



# Chamber *Events*



**NOVEMBER's Business After Hours**  
was held at Cogeco Cable Canada.



**NOVEMBER's Good Morning Oakville**  
was held at Holiday Inn, Oakville at Bronte



**DECEMBER's New Member Breakfast**  
was held at Glen Abbey Golf Club.



**DECEMBER's Business After Hours**  
was held at Puckz Pub, inside 16 Mile Sports Complex



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# Accessibility for Ontarians with Disability Act

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On January 1, 2012 the Accessibility for Ontarians with Disability Act (AODA) requires that all businesses and non-profit organizations who provide goods and services in the Province of Ontario, establish accessibility standards for customer service for persons with **any type of disability**. This Act applies to every person or organization in both the public and private sectors. First implemented in 2005 the principle of this Act is (a) “recognizing the history of discrimination against persons with disabilities in Ontario” and to move forward by (b) “developing, implementing and enforcing accessibility standards, and providing involvement for persons with disabilities” (AODA, 2005, S.O. 2005, c.11, 1.(a)). The first of these standards, *the Accessibility Standards for Customer Services*, came into effect January 1, 2008, and it is under this regulation that all businesses and non-profit organizations are required to comply by January 1, 2012.

In order for organizations to meet this regulation, there are several requirements that need to be considered. These are as follows:

- Identifying non-accessible areas or limitations in your organization (consider both physically and procedurally)
- Training your employees on the required standards
- Creating a plan for your organization (including maintenance of this plan)

A logical place to start with this implementation is creating an AODA policy for your organization. Make sure that it is compatible with your existing practices, intentions as an organization, and mission for your workplace environment. When creating this policy it is important to note the following requirements of the Act, and keep in mind what the Content of Standards should be (2005, c. 11, s. 6 (6)):

(6) An accessibility standard shall,

(a) set out measures, policies, practices or other requirements for the identification and removal of barriers with respect to goods, services, facilities, accommodation, employment, buildings, structures, premises or such other things as may be prescribed, and for the prevention of the erection of such barriers; and

(b) require the persons or organizations named or described in the standard to implement those measures, policies, practices or other requirements within the time periods specified in the standard. (c)

Once your policy is in place, then your employees need to be trained. The training should outline the standards set forth by the Provincial Government, how these standards apply to your organization, and what changes and/or accommodations you will be making to comply with this legislation. Share your plan for your organization, as well as how it will be maintained in the years to come as your organization grows and changes.

## GETTING STARTED

Depending on the size of your organization, the requirements for meeting this regulation can vary. There is an excellent online aid found at [www.accesson.ca](http://www.accesson.ca) which will stream you into one of two categories; organizations with less than 20 employees, and organizations with 20 employees or more. Here you can also find a ‘template plan’ for getting started with your planning, which includes suggested guidelines to keep in mind while creating your accessible workplace. We encourage you to have an outside review of your policy and training to ensure that all of the legislative requirements have been met and that your plan is set up to remain compliant annually.

Sue Brady, Reg.N. COHN (C)  
April Detzler, CK (Hons. Kin/P.E.)





## OAKVILLE AWARDS FOR BUSINESS EXCELLENCE

The Oakville Awards for Business Excellence (OABE) are dedicated to recognizing exemplary models of excellence and community service by Oakville's businesses. Now in its 17th year, the Oakville Chamber of Commerce in partnership with The Rotary Club of Oakville West organize the OABE.

The OABE culminates in a gala dinner and award ceremony. This year's dinner event for the Awards will be held March 7, 2012 at the Oakville Conference and Banquet Centre.

The proceeds from the gala awards dinner, including the considerable support from our many partners, provide funds for the Rotary Club's youth and academic programs such as the Oakville Awards for Academic Excellence, the Oakville Youth Development Centre, and Camp Enterprise. The funds raised are vital to The Rotary Club of Oakville West's vocational program. To date, the OABE galas have raised over \$500,000 to support The Rotary Club of Oakville West's youth programs such as the Oakville Youth Development Centre, Kerr Street Ministries, school breakfast and lunch programs as well as scholarships and bursaries for Oakville's top students.

A new award has been introduced this year, The Community Builder. This award recognizes a company or individual who has, over a period of time, demonstrated exemplary business practices and unyielding commitment to community service and volunteer programs which enhance the quality of life in our community and enrich the lives of their employees. The nominees will be judged on their commitment to corporate citizenry, policies, contributions, programs or projects. The evaluation will include how the nominees manage the economic, social and environmental impacts of their operations. (Their contribution may not be solely in the form of financial support, but also may include the

development, hosting or general contribution to programs or practices that benefit the general community. Any businesses' products, processes and behaviour that result in positive social impacts will be well regarded in this category.)

The purpose of the OABE is to recognize the business talent which resides in Oakville and serves our community. The health of the Town's economy is of fundamental importance to the Chamber and its members. One of the greatest challenges facing Oakville is a sustainable economy that can support more jobs locally, thereby reducing the number of daily commuters and contributing to a healthy, sustainable community. More Oakville residents spend more time commuting than residents in other communities across Ontario. Sixty-three percent of Oakville residents commute compared to the provincial average of 35%. Oakville businesses leverage the skills of local residents and others, contribute to business to business transactions and diversify the local tax base.

We know that the best ambassadors for new businesses are our existing businesses. As business people and entrepreneurs, we want to be able to focus our efforts on creating value, creating jobs and building something meaningful – we often risk our livelihoods and our life savings doing so. Being recognized by one's peers, either through an OABE nomination or award, is a thank you for the hard work and risk Oakville businesses have incurred. As ambassadors for business in Oakville, nominees and winners provide guidance and inspiration to new and seasoned businesses as well as young, aspiring entrepreneurs. They help foster the spirit of adventure and enterprise, risk and reward for young people.

Whatever your business, the Chamber is here to offer assistance. Please don't hesitate to get in touch with us.

John Sawyer  
President



## Sharon Aitken

Director- Alumni and Annual Giving, Sheridan College

Graduating from McMaster University with an Honors Bachelor of Arts Political Science Degree, Sharon did what every political science graduate does and immediately began a career with the Canadian Federal Government. Within the year, she quickly came to realize there must be other career avenues to explore. Sharon moved to Bell Canada and began a twenty-year career in sales, marketing management, product management, and customer service. In her last assignment, Sharon was managing a staff of 45 with customer service indicators and client accountability for over a \$110 million revenue base for the Public Communications division of Bell Ontario.

After leaving Bell, Sharon took advantage of the time to pursue other business interests and spend more time with her family. There are very few hockey arenas, soccer fields, box lacrosse courts, baseball diamonds, football fields and rugby fields in southern Ontario that she has not visited with one of the two Aitken boys. Throughout the next several years Sharon was involved in educational consulting and held several key volunteer positions within her local community. Volunteering is a key element of her personal belief that we are better citizens when we willingly give of our time, our talent and/or our resources to the communities in which we live and work.

In 2000, Sharon joined the Business Development department of Sheridan Institute of Technology and Advanced Learning and managed key business partnerships with existing and new major product suppliers such as IBM, Cisco, TELUS, Panavision, Fuji, and Sony. In 2001, Sharon received the Oakville Economic Development Alliance Award of Appreciation in recognition of her assistance and support of Oakville's Economic Development Program. In 2002, Sharon received an award of appreciation for her contribution to Sheridan's Media Arts program's successful acquisition of a new Digital Production Facility.

In 2003, Sharon was seconded to work with the Town of Oakville on the creation of a new Digital Media incubator on Sheridan campus. In 2004, Sharon officially joined Sheridan's fund raising team and provided the leadership for many new initiatives, including the outreach and stewardship with Sheridan's animation graduates in California. Sharon has been successful in negotiating millions of dollars in support for Sheridan and along with her staff, is directly responsible for the alumni relations of Sheridan's 105,000 alumni; annual giving; award solicitations; and Sheridan's hugely successful Big Picture Gala. (Save the date for this year's Gala - October 18th, 2012)

From 2005-2007, Sharon was on the Board of Director's for Athena Oakville; in 2008-2009, she was a Chair of the CCAE (Canadian Council for the Advancement of Education) 2009 National Conference organizing committee; and since 2009 she has been a Board member of the Oakville Chamber of Commerce.

Sheridan is committed to being active and engaged at all levels within the business communities at each of their four campuses. The Chamber has been a great vehicle for the institution to keep connected and engaged with business and community leaders; to meet renowned Canadian entrepreneurs; and to hear firsthand key issues and concerns facing many of our municipal, provincial and federal politicians. The Chamber helps Sheridan meet new corporate partners, better understand issues facing Oakville businesses, and is an excellent venue to share Sheridan priorities and concerns.

As one of Canada's leading Colleges serving over 17,000 full-time students, 35,000 part-time students, 3,000 staff, and as one of Halton Region's largest employers, Sheridan is honoured to be associated with the businesses in the communities we serve. Being part of the Oakville Chamber of Commerce is one way we too can make a difference.

# Members *to Recognize*

(November & December 2011)

## Members for 35 years

HUB International Ontario Limited

## Members for 30 years

Oakville Appliance & TV Centre

On The Spot!

Oakville Window & Floor Cleaning Co. Ltd.

Target Construction & Supply Ltd.

## Members for 20 years

G. Bramm & Associates

Robertson Eadie & Associates

Shallcross Lifestyle

## Members for 15 years

Caroline I. Bieze, R.M.T.

## Members for 10 years

Euro-Line Appliances Inc.

Forest Grove Preschool Academy

Halton Industry Education Council

## Members for 5 years

Backup-Power.ca

C.S.T. Consultants Inc.

Canadian Club of Halton Peel

CML Business Services

Hawkins Consulting Corporation

Jensen Tire Sales & Service Ltd.

Nexus Consulting

Oakville Business Directory / YLM

Preferred Financial Solutions

Sotheby's International Realty Canada

Thumbs Up 4 Shiatsu Inc.

Wool Bin (The)

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## New Members

November/December 2011

ArtHouse

Canadian Tire  
Financial Services Limited

Chorizo Fresh Mex

Community Living Ontario

Custom Home Décor Ltd.

Dr. Carrie Heilbron

Easy Office Phone

Ellen Oesterreich R.G.D.

FOTOGRAFIA Boutique Inc.

Guardian-Call.com

Habasit (Canada) Limited

Immigration Solutions Law Group

Inapak Marketing Inc.

LocalWork.ca

momstown Oakville

Newhouse Rusin  
Professional Corporation

R.E. Professional  
Accounting Services

RIVER 16 Inc.

Roynat Capital

Siemens Canada Ltd.

Solar Power Network

Steve Kirkham C.A.  
Professional Corporation

The May Court Club of Oakville

Tim Hortons (KP Portfolio Inc.)

Tzone Vibration Technology



Steve Bright  
Policy Analyst

## Transportation Policy: An Important Road To Follow

Transportation policy is one of the broadest areas of public policy when it comes to municipal governments. From bus route revisions to new thruways and facilitating the movement of people, goods and services, transportation policy touches almost every business and citizen. That also makes it one of the most divisive policy issues, and one of great interest to many Chamber members.

The Town of Oakville takes a multi-pronged approach to developing and executing its transportation policy. Making information about its transportation programs and planning initiatives available to the public is one such prong.

Late last year, Town staff presented a report highlighting the extent of Oakville's transportation network. For example, did you know that the Town owns and operates a road network of more than 1,700 lane kilometers of town roads, 870 kilometers of sidewalk and 120 signalized intersections?

The Chamber will be consulting with the Town on their transportation policy. Extensive public consultations are also underway. Having started last year, "Switching Gears" is ramping up in 2012 as the Town looks to finalize its transportation plan. These consultations will help create a blueprint for addressing the short- and longer-term opportunities and challenges of getting around Oakville to 2031. This includes careful consideration of public transit, walking, cycling, ridesharing and strategic roadway improvements.

The Town's 2012 budget will dictate how much money is allocated to the broad transportation bucket going forward. The fact is, transportation is one of the biggest expenditures in Oakville's combined operating and capital budget, with Oakville Transit itself more than 20 per cent of the Town's capital budget.

Money taken from transportation can, in theory, be allocated to other budget items. On the other hand, money not invested in transportation and transit infrastructure can affect the present and future quality of life and the economic health of a community. That's another reason why transportation issues are so important to consider carefully.

The Town's work in transportation, in turn, comes in the context of extensive regional and provincial transportation policy work.

The Halton Region's Transportation Master Plan, approved last fall, outlines regional transportation priorities through to 2031. It looks in detail at things such as population growth, road widening, active transportation (i.e., cycling) and

transportation demand management across four municipalities and 20 years.

Meanwhile, the province – through its GTHA-focused transportation agency, Metrolinx – is consulting with a number of stakeholders as the agency moves toward publishing its Investment Strategy by June 2013. Marlene Yakabuski, chair of the Chamber's Government Relations & Advocacy committee and I attended a recent meeting hosted by the Ontario Chamber of Commerce with Metrolinx representatives. This critical document will cost-out and rank a number of significant transportation priorities under the mandate of Metrolinx. Building a Bus Rapid Transit route across Dundas Road in Oakville, for example, is on the Metrolinx list of potential projects.

The cross-boundary aspects of transportation policy, combined with the reality that transportation policy serves the public good while also generating private benefits, gives rise to a number of important questions.

For the Town of Oakville, what hard choices have to be made to foster greater economic development in and around expanding and/or new employment nodes (i.e., the digital hub at Sheridan and the life sciences hub at the new hospital) while also servicing existing business and residents across Oakville?

For the Region of Halton, how can the considerable costs of road infrastructure be incorporated into the current tax regime without driving up development costs – currently the highest in the province – even higher?

And for Metrolinx, what criteria is the agency developing to create – and therefore help fund – transportation priorities across the GTHA, and what role will stakeholders have in determining such criteria?

Answers to these and other questions are central to a sustainable transportation policy for Oakville. That's why we encourage Chamber members to let their views be known on transportation, just as we do on any number of other important policy issues.

So whether you attend a public consultation, talk to elected officials and/or call the Chamber, make your voice heard. And let us know how we can help.

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**John Sawyer**, *President*  
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**Steve Bright**, *Policy Analyst*  
[stevebright@oakvillechamber.com](mailto:stevebright@oakvillechamber.com)

# Members *in the News*

Glen Abbey Golf Club's new restaurant, Eighteen at Glen Abbey, opened recently.



( L to R): Stephen Sparling, past chair, Oakville Chamber of Commerce, Werner Defilla, clubhouse manager, Glen Abbey Golf Club, Gerry Popp and Mark Brown, past chairs, Oakville Chamber of Commerce (Background): Chef Kim Gagon and Head Chef Simon Stenekes



Thank you to **Automodular Corporation** for your \$25,000 contribution to the new Oakville hospital.



**Naylor Group Inc.** has recently been awarded the Best Employers in the GTA for 2012. The award recognizes

Naylor as a contracting company with high employee engagement. Ranking 13 out of 35 small to mid-sized companies, Naylor is the only Company in the Oakville area to receive this designation.



OAKVILLE, ONTARIO Nov 14, 2011, – **FCT** is delighted to announce that it has exceeded its United

Way corporate giving target by 35%. FCT raised \$27,000 for United Way from all of its offices across Canada, exceeding its original target of \$20,000.

7th Annual Ontario Tourism Summit ( L to R): Grace Sammut, managing director, Resorts Ontario, Frank Vismeg, managing director, Pinestone Resort, Conference Centre, Spa & Golf Course and Sheila Maxwell, president, resorts Ontario



**Elite Sales Performance, Inc. (Sandler Training, Milton, Ont.)** receives the 2011 Extended DISC Sandler Franchise of the Year Award



**AMEC** named one of Canada's Top 100 Employers for 2012 Now entering its 12th year, the national competition aims to determine which employers lead their industries in offering exceptional workplaces for their employees.

Maureen Tilson Dymont, former senior director, programming and community relations, Cogeco Cable Canada, at her retirement party. ( L to R):



Maureen Tilson Dymont, Elizabeth Sheridan, piper and Wendy Rinella, chair, Oakville Chamber of Commerce



# SOMETIMES YOU JUST HAVE TO **MOVE ON**

**You'll know when it's time.** When you feel the personal touch fading, the focus less clear, the excitement towards your business waning and many decisions affecting your relationship being made 'downtown', it may be time to move on.

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