

News Release



For Immediate Release: October 2, 2007

SMALL BUSINESS WEEK

Oakville, ON – For the past 16 years the Oakville Chamber of Commerce has been proud to promote Small Business Week. As a celebration of the creativity and energy of entrepreneurs, Small Business Week, October 15 through 18, is intended to create awareness of the significant contribution small businesses make to our economy.

It is also an opportunity to participate in the many networking, information, and educational seminars hosted by the Oakville Chamber of Commerce and experts from the business community.

“We take great pride in the fact that for over 50 years the Oakville Chamber of Commerce has been the active voice of business in our community,” commented President Gerry Popp. “In our role as a leader in the Oakville business community we work to help create an environment that encourages and supports entrepreneurs.”

Small Business Week begins on October 15th with a Kick-Off Breakfast, sponsored by The Business Development Bank of Canada. “We are also very pleased to have Tom Grifferty, CEO of First Canadian Title, as our key note speaker for the breakfast. First Canadian Title is a real Canadian success story and we’re very much looking forward to hearing Tom share his entrepreneurial experience with our members,” commented Mr. Popp.

During Small Business Week, Member and Non-Members can participate in a number of educational seminars.

Monday, October 15th:

Personal Branding – 9:30 – 11:00 am

Holiday Inn Oakville-Centre

This interactive personal branding workshop will help you understand your current brand position, craft your own unique personal brand statement and provide 3 key strategies to implement to raise your brand profile. **Hosted By: Paul Copcutt, Square Peg Solutions**

Marketing - 11:30 -1:00 pm

Holiday Inn Oakville-Centre

For Business Owners who want to learn how to make marketing a core competency. It will completely change the way you think about Marketing & Advertising. **Hosted By: Aby Alameddine & Ben Molfetta, Core Marketing Strategies**

Tuesday, October 16th:

Sales - 9:00 am – 10:30 am

Holiday Inn Oakville-Centre

Learn how to master and become comfortable with sales skills to achieve results. **Hosted By: Bill Weis, The HRD Group**

Organize or Agonize - 11:00 am – 12:30 pm

Holiday Inn Oakville-Centre

Learn the process that allows you to plan, organize and do what needs to be done when it needs to be done. **Hosted By: Andrew Sherwood, Priority Management - Sherwood & Assoc. Ltd.**

Wednesday, October 17th:

Maximizing your Internet Return on Investment -

9:00 – 10:30 am, Holiday Inn Oakville-Centre

Learn useful tips when building, launching or redesigning a site. This seminar will give you an advantage if you are entering the world of e-commerce. If you want to learn how to boost your bottom line online all the time, you should not miss this presentation.

Hosted By: Jason Gervais, WSI Internet Consulting

The Art of Networking - 11:00 – 12:30 pm

Holiday Inn Oakville-Centre

Networking is survival for the small business owner. This seminar will enhance your comfort level with this important skill. Learn how to network, where to network and who to network with. **Hosted By: Audie McCarthy, Marrek Solutions Inc.**

Also on Wednesday, October 17th the Chamber has its own Trade Show, which is generously sponsored by TD Canada. This event will be located at the Oakville Town Hall Atrium, 1225 Trafalgar Road. “The trade show is one of the Chamber’s most popular events during Small Business Week,” says Executive Director John Sawyer. “There are no other marketing or sales strategies as effective as meeting face-to-face with your potential clients and telling your business story.”

“We want you to get timely information and support that will help you start and grow your own small business,” said Popp. “However, we couldn’t help small businesses if it wasn’t for the help of our sponsors.” Small Business Week is sponsored by; The Business Development Bank of Canada, Rogers, TD Canada Trust, and The Incorporators/The Tax Advisor/The Business Advisory.

The Chamber is dedicated to providing valuable programs and services to Oakville businesses. The Chamber provides support to local businesses it will help them grow and contribute in a significant way to the economic well being of Oakville.

“We welcome both members and non-members to actively participate in our events during Small Business Week,” commented Sawyer. He also went on to say, “we also invite you to join our dynamic and growing Chamber.” If you are not yet a member, as an exclusive incentive the Chamber is waiving the administration fee for all of those who join the Chamber during Small Business Week.

For additional information contact:

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Oakville Chamber of Commerce

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BACKGROUND:

The Oakville Chamber of Commerce is the voice of the Oakville business community. We provide Member benefits which include advocacy, corporate benefits, networking opportunities, business development and educational forums. Our mission is to foster a healthy economic environment for Oakville.

A not-for-profit organization, the Oakville Chamber of Commerce was established in 1949. The Chamber has grown to over 1000 Member businesses representing over 37,000 employees. The Chamber is one of the largest associations of any kind in the Town of Oakville.

Over the past 18 months the Chamber has hosted events with a number of high profile government officials. Including; Prime Minister Stephen Harper, Premier Dalton McGuinty, Federal Green Party Leader Elizabeth May, Federal NDP Leader Jack Layton, Ontario PC Leader John Tory, Minister Greg Sorbara, Minister Jim Prentice, Minister Michael Chong, Minister Chris Bentley, Minister Steve Peters, Minister David Caplan, Minister Marie Bountrogianni, MPP's Kevin Flynn, Ted Chudleigh, Norm Sterling, Norm Miller, Christine Elliot and Deputy Minister David Lindsay.

The Chamber has also hosted a number of prominent business leaders, notably Bill Osborne, President of the Ford Motor Company of Canada, Pierre Morrissette, founder and CEO of The Weather Network and John Suk, founder and CEO of Altana Pharma Canada now known as Nycomed Canada.

The Oakville Chamber of Commerce was the 2007 Chair's Award recipient. This award is presented annually by the Ontario Chamber of Commerce to Chambers that develop outstanding new programs.