

Made in Halton Hills



Photo courtesy of Ron Stiel

See
page
12

In This Issue

Lead Story	1
Business Profile	3
Chamber Events / Market Research	5
From the Boardroom	6
From the President	7
Welcome New Members	8
2012/13 Board Of Directors Voted In	9
Starting A Marketing Budget for SMEs	10
AODA Employment Standard	11
Volunteer Spotlight	12
Recognizing Excellence	13
Business Technology	14
The Bottom Line	15

Jason Brass of Terra Cotta Cookies and Glen MacDonald, Chamber Board Chair, preparing sweet treats.

To the casual observer, Halton Hills seems like a lovely bedroom community that would be a nice place to settle down with the family. It is a quiet town comprised of two urban centers and several settlement clusters surrounded by rural countryside. Peel back the curtain, however, and you might be surprised by the world-class businesses you'll find here.

Halton Hills has long been a hub of manufacturing activity as evidenced by the rich and colourful history of some iconic businesses such as Beardmore Tanneries in Acton, Noble Flour Mills in Norval,

Beaumont Woollen Mills in Glen Williams, Ackert Pumps in Ballinafad, the Barber Paper Mill in Georgetown and Newton Paints in Limehouse. This diverse range of products throughout the region might suggest there's something in the water that stimulates the entrepreneurial spirit. Many of these companies survived decades and employed hundreds of local residents. For more information on these, and other historic Halton Hills businesses, visit our website: www.haltonhillschamber.on.ca and read the article by local historian Mark Rowe.

...continued on page 2



By Marnie Hughes,
Communication Artistry

Made in Halton Hills

...continued from front page

Today, we are home to a leading global automotive supplier (Cooper Standard), glove manufacturer (Superior Glove), hot runner systems and gating technologies manufacturer (Mold Masters), and laboratory chemicals producer (Caledon Laboratories). These businesses, and many more, are globally recognized with divisions across North America and the world.

Halton Hills is home to quite a variety of companies with outputs ranging from local service to international production. Here is a snapshot from amongst the Chamber of Commerce membership:

BRC Canada www.brccanada.com are leaders in the research, development and manufacturing of high quality ergonomic furniture. Their ongoing concern for the environment drives them to use extensive recycling processes in their facility as well as products and processes that reduce VOC

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have been providing healthy, low fat cookies since 1984 and in 1998 they became completely peanut free. Formerly, The Cookie Jar, Terra Cotta makes all cookies from scratch with no additives, preservatives, artificial flavours or colours.

And the list goes on. Although we can't highlight all businesses in town, it just goes to show that appearances can be deceiving. Halton Hills and the surrounding areas are much more than a sleepy bedroom community. Businesses have been thriving here for decades and as the Chamber celebrates its 100th anniversary, we are confident that the business community will continue to grow and serve locally and internationally for many more years to come.

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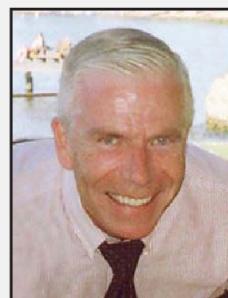


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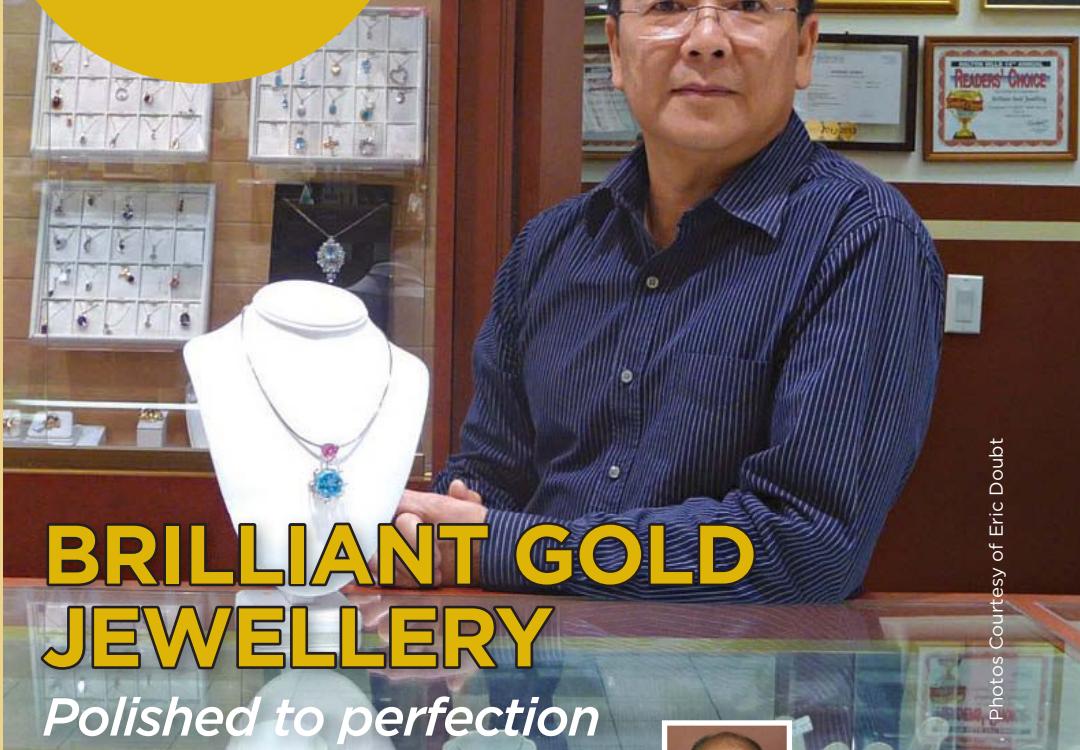
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Business Profile



BRILLIANT GOLD JEWELLERY

Polished to perfection

Jimmy Vu, owner and chief designer Brilliant Gold – creates beautiful gem art pieces and thinks every customer is as special.



By Eric Doubt,
Communication
Associates

It's Jimmy Vu's anniversary - 20 successful years as a jewellery retailer this month.

As owner of Brilliant Gold Jewellery, Jimmy brings a lifetime of experience and knowledge to his customers. After all, he started working with gems and tools in the family trade when he was 12.

At 19, Jimmy managed a shop of six silversmiths in Thailand and learned the retail business there. Canada's peace and security beckoned to the Vu family in 1980 and that transition allowed Jimmy to find work in the manufacturing and retail sides of the jewellery business in a mass consumer market - Toronto. But even in 1992, Jimmy saw the potential of a smaller market in Georgetown and his instinct paid off – his business has steadily grown with the community every year since.

Today, Brilliant Gold Jewellery offers beautiful, on-site custom design and fabrication, sales of all major brands like Pandora®, repairs, cleaning, appraisals, gold purchasing, and advice – lots of experienced advice.

"Our success comes from taking the time to get to know our customers' tastes and matching that to a valued brand or product line."

What is the focus of your business?

Jewellery is a big part of fashion. It helps to make people look and feel good. That's what we like to do and we have been doing it well for 20 years this month.

What is one good reason for your success?

It's definitely customer service but coupled with top quality products. We take all the time to get to know our customers' tastes and match that to a valued brand or product line.

What has been your biggest recent business challenge?

Technology has made our customers very sophisticated. People can instantly see what's happening in Paris, New York, Tokyo. So keeping up with the changing tastes and expectations of the market is our strength.

...continued on page 4

What advice would you give young entrepreneurs wanting to go into the jewellery business today?

Do a lot of homework; become aware of what's going on in fashion around the world; be prepared to work hard and passionately.

Why Georgetown for your location?

This location is our only store, the main focus of our business lives. We like the community and the demographic. It seems to like us.

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Chamber Events



Many past Chamber Board Chairs were on hand to celebrate. Pictured here: Bruce Wenham, 1998-99; Glen MacDonald, current Chair; Helen MacCormack, 2006-07 & 2009-2010; Dave Kentner, 1983-86; Kathleen Dills, 2010-12; Wendy Hue, 2005-06; Sandy McKenzie, 1968, 1975-76; Jamie Schumacker, 2007-09 and Doug Penrice, 1981-83



Accountants on Main celebrating with Georgetown Citizen of the Year, Laurent Thibault



Board Director Wes May, with Past Chair Kathleen Dills and Chair Glen MacDonald



Andrew Donnahee, Chamber Director Michael Huggins and 1st Vice President Carman Widdess

100th Anniversary Celebration!
For more on this and other events, check our website.

Photos courtesy of Ron Stiel

Market Research

By Beverley King, Halton Hills Public Library

Where would you start if you wanted to do market research or investigate trends for your existing business or a new service idea? You might start with Google, but you may not find high quality information or the specific details that you need. Google can work for preliminary research, but you may be wise to get some help.

Libraries specialize in helping small business owners: you can access published information in print and electronic form that is not available for free on the Internet. For example, you can find broad data on income rankings, retail sales and estimates in FP Markets Canadian Demographics.

The best part is that you don't have to leave your office. The library provides free access to subscription-only electronic databases containing thousands of magazines and newspapers such as Marketing Science, Advertising Age, Wall Street Journal, or

Brands. The full text of these articles is available for you to read on your computer or mobile device. All you need is a library card and Internet access.

You can also access statistics and demographics information through databases such as Gale Virtual Reference Library, which includes the Encyclopedia of Products. For example, if a product such as coffee is relevant to your business, then you may use the data on market share, current trends and manufacturing data. Similarly, E-STAT has current and historical data from Statistics Canada's CANSIM tables and census databases including the retail commodity survey, retail trade sales, manufacturer's sales and summary statistics for various industries.

Often you want to get firsthand information from your customers. Surveying your customers can be expensive if you hire a service. Libraries can ease some of those

costs if you want to take a do-it-yourself approach. Ask library staff to show you some of the online tools such as Survey Monkey for surveying customers, Blogger for getting a conversation started with your customers, or other social media tools like Facebook for gathering qualitative data. You can leverage the Halton Region's Business Consultants expertise through the Consultant on Site Program. If you're stuck or just getting started this may a step in the right direction.

Every small business needs to conduct research. A limited budget shouldn't stop you from doing market research. Go beyond Google and tap into your local library.

Drop by the library to get started or visit www.hhpl.on.ca.

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A World Within Our Doors

From the Boardroom



By Glen MacDonald,
Chair, Halton Hills Chamber of Commerce

As fall 2012 is now up and running, it is with great pleasure and honor I begin my service as Chair of Halton Hills Chamber of Commerce.

I have had the good fortune to work professionally in Halton Hills for the past nine years in my current position as General Manager of Georgetown Chevrolet Buick GMC. As the Chamber celebrates its special 100th anniversary this year, I look forward to dedicating my services to the staff, board of directors and most importantly you, the member businesses in our community.

It is my aim to lend my experience and background associated with the everyday challenges our local businesses undertake. Of course, there is no greater satisfaction than actually overcoming a hurdle and experiencing the direct positive benefit to your business. With this in mind, your Halton Hills Chamber of Commerce is here to help. I encourage you to seek their assistance whether it is a local, regional

or provincial issue you might encounter. Having served on the Chamber Board of Directors for the past three years, I have seen, firsthand, the dedication of the Chamber staff to assisting our members' businesses. Even in these lean times, the consideration is never how we may have to cut our member services, but rather how those services can be enhanced and adjusted to be primed for the days ahead.

Please take full advantage of your membership by calling the Chamber office with a question, visiting a local council meeting, attending or hosting the monthly Business After Hours networking events so members in our community can learn more about your business and what it has to offer. Also, join us for annual events, such as Taste of the Chamber in January, the Business of the Year awards dinner in March, and the golf tournament in June. In addition, this year we will also be hosting the bi-annual Home and Leisure Show to be held for two

days in spring 2013 and, an exciting new announcement, the Chamber is offering, at exceptional rates, a 10 day trip to China in October 2013.

I sincerely hope you can to be more involved in the Chamber activities and I look forward to seeing you at one of the events.

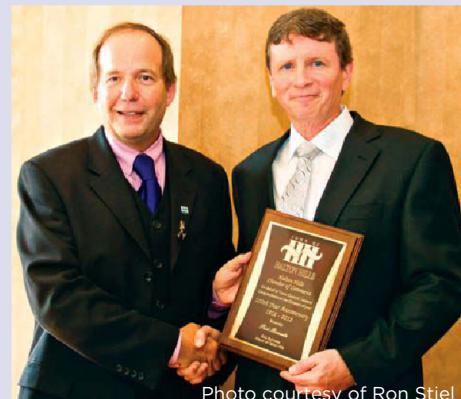


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Mayor Rick Bonnette congratulates Chair Glen MacDonald on the Chamber's 100 Years



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From the President

By Sue Walker,
Halton Hills Chamber of Commerce



At our Annual General Meeting held September 21, delegates elected four new Directors; Matthew Donohoe, Co-operators Insurance – Ray Johnson & Associates Inc.; Alan Haas, Booster Juice; Wesley May, Maple Lodge Farms Ltd. and Lana Walsma Hoar, Deker Electric. Copies of our 2011-2012 Annual Report and financial statements are available by contacting the Chamber office.

Leaving the Board after having completed their terms are Cor Baarda – Knowledge Management; Denise Dilbey – Royal LePage Meadowtowne Realty; Wendy Farrow-Reed – Georgetown B.I.A; Cindi Steffensen – Steffensen & Co Professional Accountants and Helen MacCormack – Investment Planning Council, Halton Hills. It's always difficult to say good bye to retiring directors. After working closely together for at least the last three years (in Helen's case, nine!) friendships develop that extend past the board table.

Each of these parting directors has left their mark on the Chamber and they will be missed.

After months of planning, we celebrated our 100th Anniversary at Eagle Ridge Golf Course on September 21. Over 120 people came out to help us celebrate. Pictures from the event are available online on our website or Facebook page.

Your Chamber is ever changing and improving. We're currently developing a Young Entrepreneur Group and a trip to China that will be available to all our members. We are planning improvements to our website and to our weekly eNewsletter. Returning in 2013 is our successful Taste of the Chamber – Food & Beverage Show, the Home & Leisure Show and our Business Achievement Awards. All this is possible thanks to the hard work of our volunteers and staff.

Halton Hills Chamber of Commerce welcomes new ideas on how we can promote your business and I encourage you to share your ideas with us. Or better yet, roll up your sleeves and volunteer on one of our many active committees and help your Chamber better serve the Halton Hills business community. The benefits to you and your business are numerous – you learn new skills, get to meet other local business owners and receive exposure for your company. Many of our committee members go on to serve on our Board of Directors and Executive – giving even more credibility to your business.

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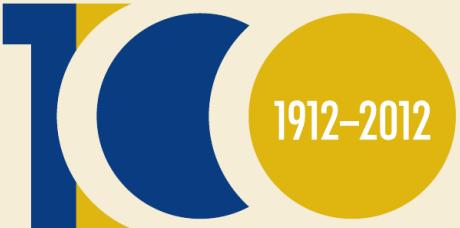
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By Wendy Hue,
Partners in Progress

Welcome New Chamber Members

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2012/2013 Board of Directors Voted In



By Sue Walker,
President, Halton Hills
Chamber of Commerce

At Halton Hills Chamber of Commerce's recent Annual General Meeting, delegates voted in the new 2012/2013 Board of Directors.

Newly elected Board Chair, Glen MacDonald is General Manager with Georgetown Chevrolet, Buick, GMC Inc. He has been in the retail automotive business for 29 years. The past 24 years, Glen has held senior management positions, responsible for all aspects of marketing, training and hiring of personnel, and developing business plans for retail automotive sales, service, parts and collision centers. He joined the Setay Group as General Manager of Georgetown Chevrolet in 2004.

"Halton Hills Chamber of Commerce leads and services the business community providing the means, resources and opportunities for you to successfully meet your needs, build purposeful relationships and participate in activities and functions to ensure your long-term growth and sustainability", said Mr. MacDonald. "I encourage you to attend as many the Chamber events as possible and grow your business."

Appointed to the Executive Committee as Chair-Elect is Steven Prestipino, Express Employment Professionals and as 1st Vice Chair is Carman Widdess, Georgetown Chrysler Dodge Jeep Fiat Ltd. Trevor Buttle, Buttle and Tavano Chartered Accountants



THE NEW 2012-2013 BOARD OF DIRECTORS from left to right: Wesley May, Alan Haas, Carman Widdess, Trevor Buttle, Kathleen Dills, Glen MacDonald, Matthew Donohoe, Art Skidmore, Michael Huggins and Lana Walsma Hoar. Missing from photo: Steven Prestipino and Tracey Wellon.

will be joining the Executive Committee as Treasurer. Also returning as Past-Chair is Kathleen Dills, Heritage Acton.

Returning to the 2012-2013 Board to complete their three year terms are: Michael Huggins of Mindwalk Internet Marketing, Art Skidmore, Halton Hills Community Energy Corporation and Tracey Wellon, TY Virtual Assistant.

Joining the Board this year to begin three-year terms are Matthew Donohoe, Co-operators Insurance – Ray Johnson & Associates Inc.; Alan Haas, Booster Juice; Wesley May, Maple Lodge Farms Ltd., and Lana Walsma Hoar, Deker Electric Ltd.

Regarding the new appointments, Mr. MacDonald stated, "The board will continue its focus on services, activities, and efforts that provide real, tangible value to the

membership. My thanks go out to the continuing board members who have served the community well, and to the new ones, in advance, for their dedication."

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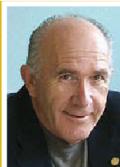
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Setting a Marketing Budget for SMEs



By A. Grant Lee, MCInst.M., RPM
President
AGL Marketing Limited

As a general rule, small to medium-sized enterprises (SMEs) allocate around one per cent to five per cent of their projected annual sales to marketing. Small businesses marketing directly to consumers are likely to pay at least five per cent and perhaps much more to persuade consumers, who are not loyal to the company and focused on low-cost only, to buy their product or services. Businesses marketing to other businesses may spend much less than five per cent because the marketplace may be mature, populated with clients who not only want, but need the product or service. In general, the smaller the business in sales, the greater the cost of marketing as a per cent of sales.

For small businesses, the budget allocated to marketing does not include the payroll cost for time spent by staff involved in marketing and sales activities. These tend to be incidental costs to marketing. The

marketing program of a small business is typically weak, comprised of sponsorships of community events or teams, printing brochures, advertising, networking events and tradeshows. Having a budget allocated to a marketing plan to implement tactics designed to generate sales would make the expenditure of any limited budget far more effective and a solid investment. That's when a small business can actually estimate the costs of the tactics of a marketing program as a percentage of the marketing plan budget and then assess return on investment of the tactics.

It is very difficult to set general rules for percentages of sales for marketing budgets. If a company is launching a new product and the sales in the first phase are expected to be low or none, then by definition of percentage of annual sales, there is no budget for marketing. Then what? Some companies can have a large impact on

their market with a very tiny budget through guerilla marketing tactics that includes contra work with suppliers, associations, and sometimes-friendly competitors.

For most small businesses, it is repeat business with existing clients that keeps them in business. Sales to new clients help the company grow. The cost of marketing is an investment that must generate enough work to keep the small business in business.

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Implementing the AODA Employment Standard is fun and easy!

By Harold Jeepers,
Jiffy Bros. Inc., General Manager

By now most of you will have heard about the Accessibility for Ontarians with Disabilities Act (AODA) and its various accessibility standards aimed at creating a barrier-free province by 2025.

The latest standard, the Employment Standard, makes accessibility in organizations a regular part of finding, hiring, supporting and communicating with employees who have disabilities. Under the AODA, organizations are required to comply with this standard so organizations can be more welcoming and inclusive for everyone. The deadline for Employment Standard compliance is January 1, 2016, for large organizations (50+ employees) and January 1, 2017, for smaller organizations (<50 employees). By 2012, all organizations must provide workplace emergency response information and plans to employees with disabilities.

"We're never ones to shirk from fun at Jiffy Bros, so we filmed our Employment Standards compliance journey - warts and all. And we're making it available to you."

Check out how we did at Jiffy Bros. Inc.

The business I manage—Jiffy Bros. Inc.—is a small organization. We've got about 25 staff that I oversee with my trusty Human Resources manager Sonja.

Now we're never ones to shirk from fun at Jiffy Bros, so we filmed our Employment Standards compliance journey—warts and all. And we're making it available to you,



Ontario business people, so you can learn from our experience (and mistakes: say no to remote control helicopters!)

Our six Employment Standard videos run no more than five minutes each and are perfect for an office lunch-and-learn. Set a date, invite your team to brown-bag it or order some pizza, gather around a computer and enjoy!

The videos cover:

- Developing and documenting individual accommodation plans
- Keeping accessibility needs and plans in mind when redeploying persons with disabilities
- Accessible formats and communication supports
- Workplace emergency response information
- Recruitment and informing employees of supports
- Facilitating return to work

You can view the videos at www.youtube.com/user/HRPATV

Just watching the videos and following along with the CHANNELS compliance guide (produced, along with the videos, by

our friends at HRPA – Human Resources Professionals Association) will put you and your team well on the way to AODA Employment Standard compliance. You will find a link to download CHANNELS on HRPATV.

Harold Jeepers and Sonja are both fictitious characters created by the Human Resources Professionals Association (HRPA) to help educate Ontario businesses about the AODA Employment Standard.

AODA Fast Facts

- One in seven people in Ontario have a disability. Over the next 20 years, that number will rise to 1 in 5 as the population ages.
- Staff retention is 72 per cent higher among persons with disabilities, which is equal to savings of millions of dollars every year in hiring and training costs.
- Most accommodations for employees with disabilities cost less than \$500. It's a small investment for great employees.
- It is estimated that one million Canadians have some kind of disability that makes it difficult or impossible for them to read conventional print. Our aging population means an increasing number of people are becoming part of this group.

Volunteers in the Spotlight

Helen MacCormack



By Andrea Lefebvre
Independent & Free Press

Helen MacCormack isn't someone who volunteers for the sake of volunteering.

"I like to get involved in causes I'm passionate about," says Helen, a certified financial planner and branch manager at Investment Planning Counsel. "With the Chamber, the more I got involved, the more I wanted to get involved."

Helen's involvement with the Chamber started shortly after she moved to Halton Hills from Charlottetown in 1999. She joined the Chamber and began attending the popular Business After Hours. At her second Business After Hours gathering, she approached the event's master of ceremonies, Chris Miller, about volunteering and soon found herself on the Membership Services Committee. The rest, as they say, is history.

Helen sat on that committee for many years, including six as Chair. She also sat on the Chamber's Economic Development and Planning Committee and the Halton Hills Women in Business Committee (now known as the Small Business Networking Committee). She joined the Board of Directors in September 2003 and served as Chair twice, from 2006 to 2007 and again from 2009 to 2011.

Of all her experiences with the Chamber, participating in the Santa Claus parades and attending the pre-election all-candidates meetings have stood out as favourites for her.

"The Santa Claus Parade is always fun and the all-candidates meetings are interesting. I've always enjoyed watching local politics in action," she says.

Having recently completed her term on the Board of Directors, Helen finds herself in the unusual position – for her, at least – of not sitting on any Chamber committees for the first time since she joined the Chamber.

But that doesn't mean she's retiring from volunteer work. Not by a long shot. Outside of her work with the Chamber, Helen has been a member of Literacy North Halton's Board of Directors since 2002 and has also recently joined the Optimist Club and its Board of Directors.



Kathleen Dills thanks Helen MacCormack

Photo courtesy of Ron Stiel

And, of course, she will continue to be a familiar face at Chamber events.

"We have a fabulous business community here in Halton Hills and the Chamber has been a really good way to meet people in the community," she says.

Your Treasure Awaits...

www.downtowngeorgetown.com

Downtown
Georgetown
Farmers Market

Downtown
Georgetown
Your Treasure Awaits

Recognizing Business Excellence



By Andrea Lefebvre
Independent & Free Press

JULY

Heritage Acton Acton Town Hall

19 Willow Street North, Acton
519-853-5302
www.actontownhall.com

Acton Town Hall has once again become a hub of social activity thanks to Heritage Acton. Built in 1883, the historic building was slated for demolition in 1977 when it was purchased and saved by a group of concerned citizens that later evolved into Heritage Acton. The charitable group hosted countless fundraisers and applied for grants in order to put together the \$1.2 million needed to structurally reinforce the building, bring everything up to code and, most recently, completely renovate the interior. Now the town hall has been restored to its former glory and is available to rent for a wide variety of events, from concerts and theatrical productions to private parties and business meetings. All rental profits go directly back into the facility, particularly an expansion that will increase accessibility to the historic building.



Chamber reps Lana Walsma and Norm Paget (right) presented the sign to Heritage Acton chair Ron Birrell. Centre row, from left, members included George Henderson and Betty McDowell and in back, Robert Bedard, Ev Bedard, Lloyd McIntyre, Arlene and Norman Humphreys.

AUGUST

Communication Associates

26 James Street, Georgetown
905-510-0401
www.commassoc.ca

For 18 years, Communication Associates has been providing a full range of integrated marketing communications solutions to the B2B, health care and non-profit sectors, including many businesses, associations and volunteer organizations in Halton Hills. The team is dedicated to delivering the highest level of creativity, client service and project management through their combined expertise in marketing, communications and technology.

"Our team thrives on challenges and on giving back," says Eric Doubt, the company's president. "That's why we take on diverse assignments, like marketing innovative IT products from Norway and raising awareness and funds for medical service delivery in Haiti. It's why we get involved and passionate both as a professional team and as individuals in the critical issues of our local and global communities."

As such, all the CA associates are members and volunteers of the Chamber of Commerce, as well as numerous other professional and philanthropic organizations.



Top row, from left: Michael Huggins and Tracey Wellon, Chamber board members; Eric Doubt, president, Communication Associates

Bottom row, from left: Communication Associates members - Arthur Sciberras, art director; Marnie Hughes, writer and SEO specialist; Betty Anne Whipp, social media specialist and project coordinator; Grant Lee, strategic planning; (absent) Andrea Dubravsky, web development.

SEPTEMBER

Sign Central

330 Guelph Street, Unit # 5,
Georgetown
905-702-7446

Sign Central lives up to its slogan "image solutions from thought to finish." Owned and operated by Jay Berry, the business designs and fabricates large format print jobs like vehicle wraps, trade show graphics, decals, banners and exterior signs. Jay's clients, who range from big corporations looking for trade show material to individuals wanting a birthday banner, come from far and wide. He recently created a building wrap for the King Tut exhibit at the Art Gallery of Ontario, and has shipped his work as far as Texas, the Bahamas and Japan.

Sign Central has grown rapidly over the course of its 13 years in business thanks to positive word of mouth. Jay will work overtime, if necessary, to make sure the job is done efficiently and done well.

"It sometimes takes away from my golf game – the things I do for signs!" he says.



From left: Jay Berry, owner Sign Central, Chamber Chair Glen MacDonald and Chamber Director Lana Walsma.

All Photos by Ted Brown, Independent & Free Press



How to Make a QR Code



R (Quick Response) codes are two-dimensional barcodes that are easily scanned using any modern smartphone. This code will then be converted into a piece of text and/or link to a URL online. For example, when you see a QR code on a sign or poster, you take out your mobile phone, scan the QR code and instantly on your screen is a website where you can purchase tickets or download a coupon.

There are several free QR code generators online such as www.qurify.com and www.qrstuff.com. You simply enter the URL (or other information) into the content bar and the program will automatically generate

a QR code. Download the QR code image to your computer.

Creating QR codes can add an element of interactivity to just about anything. You can put them on your business card, a flyer or poster, or on signs. QR codes can direct you to websites, YouTube videos, social media, iTunes, Skype, or Google maps.

Give some thought to how you plan on using a QR code. A QR code on a billboard doesn't make sense as drivers zoom by, so use them in locations where they can be safely scanned. Give people something useful with your QR code. Make sure there is WiFi or 3G access in the place where the code will be placed.



By Marnie Hughes,
Communication Artistry

Some ideas for using QR codes:

- At networking events, put a QR code on your nametag so people can scan rather than taking your business card. (Bring cards anyway for those wanting something tactile).
- For local business, put a QR code on the door that gives people a file with opening times, phone numbers and website.
- Put a QR code on t-shirts or other promotional giveaways so that anyone with questions about your business can just scan it and get answers.
- For a restaurant, put a QR code on the receipt or on the menu. Have it lead to a place to sign up for an email newsletter that includes coupons.

Have fun when creating your QR code, but always keep the user in mind!

Outstanding Employees

Outstanding employees are selected quarterly who demonstrate leadership and integrity as productive members of their company with a commitment to excellence in customer service.



Photo by Ted Brown, Independent & Free Press

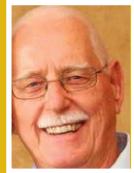
On hand for the recognition were (from left) Jason Braam and general manager Janice Bowman of Howell Pipe, Elizabeth Hunter, Past Chair Chair Norm Paget and Wayne Farrow, of Synergy Benefits, sponsor of the award.



Photo by Ted Brown, Independent & Free Press

On hand for the recognition were (from left) Past Chair Norm Paget, Tracey Thornhill, and Wendy Farrow-Reid, Georgetown BIA.

The Bottom Line



By Cor Baarda,
Knowledge Management

Chamber Membership – What it can mean for you!

Being a member of the Halton Hills Chamber is more than a tool to advance your business interests – though it is that – and it's more than a way for you to give back to your community – though of course it is that too. The Chamber offers so many possible benefits for both you and your business that I won't list them here; as a member, you've already had them enumerated for you and you're too busy to want to be told the same thing twice! But all of these are also not the principal benefits that Chamber membership makes available to each of its members – in my humble opinion, of course.

Well, if it's not any of the above, although of course they are important, what is the principal benefit? I believe it is the opportunity to cultivate and build relationships with a totally new group of interesting individuals who are both much like you, yet also very different. Sure, it means that you have to take the time to actually be a member, rather than just pay your annual membership, and I agree that time is very valuable and shouldn't be spent without providing a significant benefit. But that's the beauty of relationships: they grow you, broaden your perspective and give you new insights on how things can be done. But most of all, they enrich your life as you are

enriching the lives of others, and since they are all competent business people just like you, you become each other's teachers and mentors.

The how is different for each Chamber member, but it is about involvement. Join a Chamber committee that meshes with your interests and aptitudes for a time, attend Business after Hours, become a member of the Board of Directors or attend Chamber functions. There is an old maxim that is still true: the more you give, the more you get! It's ok to get some enjoyment out of your membership – I did, and I not only survived but thrived. You can too!

Ride the wave to success in the Town of Halton Hills.

"The Town of Halton Hills is a great place to live, visit or work. We offer an "open for business attitude" and a safe welcoming community; I invite you to discover all that Halton Hills has to offer".

MAYOR RICK BONNETTE

- Sustainable population growth
- Access to GTA Market
- Superior municipal and educational facilities
- On line services in all departments

Economic Development Office, Town of Halton Hills
1 Halton Hills Drive, Halton Hills ON L7G 5G2
T 905.873.2601 x2343 / F 905.873.2267
edo@haltonhills.ca / mayor@haltonhills.ca



HALTON HILLS
Economic Development

www.haltonhills.ca



Discover China



All inclusive

\$2,299 USD

for Halton Hills Chamber Members

Non Members add \$200 us

October 9 to October 18, 2013

Join Halton Hills Chamber of Commerce on our trip to China From October 9 to October 18, 2013. This exciting 9-day trip will expose members and guests to some of China's leading cities and sites. Learn about the people and culture of this emerging economy—your first step to doing business with China. Experience centuries-old customs and history, while witnessing first-hand its economy and expanding role in the global marketplace.

Travel with other business people and meet new friends from Halton Hills for this unique travel experience that promises to be memorable.

The cost is only \$2,299 USD for Halton Hills Chamber members; non-members add \$200 USD. This tour is an amazing value and is open to the public, offering something unique for everyone, from the business professional to the adventurous traveller.

Your Trip Includes

- Round-trip international airfare
- 4 & 5 star hotel stays
- Three meals a day
- All in-country deluxe bus transportation
- English-speaking tour guides
- Flight departs & arrives out of Toronto International Airport

Itinerary includes

- Beijing
- Suzhou
- Hangzhou
- Shanghai

Sightseeing

- Great Wall of China
- Forbidden City.
- Culture
- Shopping
- Optional business opportunities

Free comprehensive **INFORMATION SESSION** on November 12 at 5:30 p.m.

TO REGISTER for this information session, please email us at mary@haltonhillschamber.on.ca



Halton Hills Chamber of Commerce

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