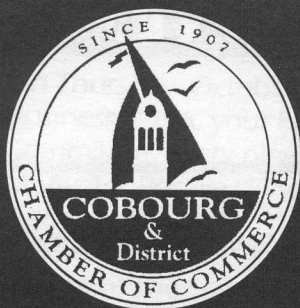


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We mean business.

THE COBOURG & DISTRICT CHAMBER OF COMMERCE
CHAMBER SPOTLIGHT

CELEBRATING SMALL BUSINESS



**Small Business
WEEK®**

Organized by the Business Development Bank of Canada and the Canadian Chamber of Commerce, Small Business Week is an important event held every year across the country to pay tribute to the talent and achievements of small business owners and managers.

The Cobourg & District Chamber of Commerce invites you to celebrate the contributions and success of local small businesses with special events taking place during "Small Business Week".

Included in the week's festivities are networking events including a special "Business After Hours" at H&R Block / Farren Associates' new location. To add to the networking opportunity, this event will also incorporate a "Business Card Exchange" - the perfect opportunity to meet with fellow Chamber Members, learn about their businesses and tell them about yours!

This year's keynote speaker is none other than nationally acclaimed Performance Motivator Rosalie Wysocki, who will be presenting one of North America's most popular and successful training programs - The Fish! Philosophy at a special networking event to be held at the Cobourg Yacht Club. We're also very exciting to be announcing the winners of Cobourg's first "Healthy Workplace Awards" at that event. Presented in partnership with "Health For Life", the awards recognize local businesses that have made health a priority in their workplace.

You'll find further details on these events in this newsletter, or contact the office at (905) 372-5831, email cobourg-cofc@eagle.ca

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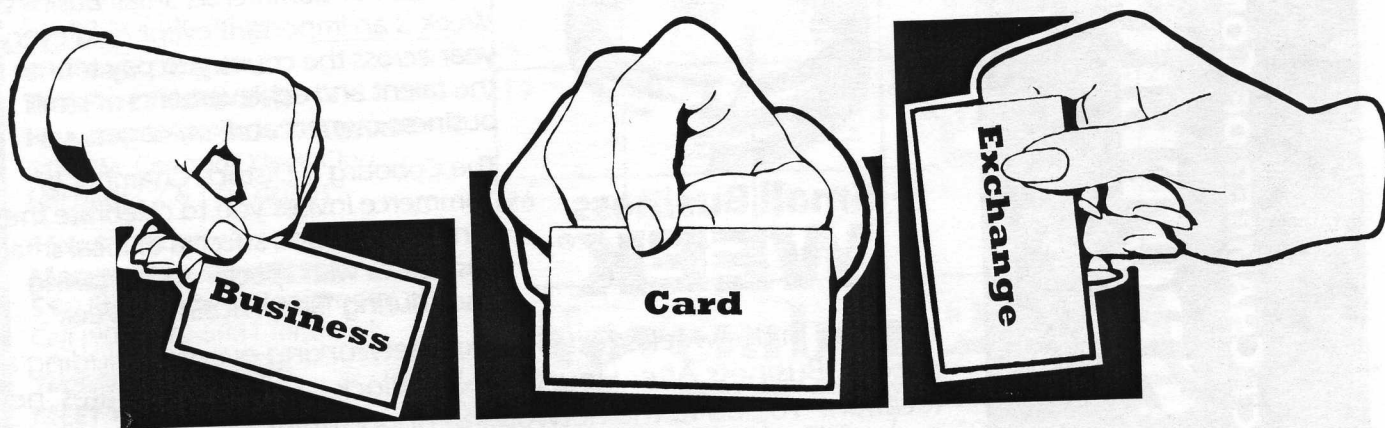
H&R BLOCK / FARREN ASSOCIATES

BUSINESS AFTER HOURS

"Small Business Week" officially "kicks off" on Wednesday, October 22nd, when Tony Farren hosts a "Business After Hours/Business Card Exchange" at the new home of H&R Block / Farren Associates, 94 King Street West in Cobourg.

Join your fellow Chamber Members beginning at 5:00 PM for a tour of this fully renovated office space, and an opportunity to learn more about the many professional services offered by H&R Block and Farren Associates.

There'll be light refreshments served at this networking event, and be sure to bring plenty of business cards to share! To register for this networking event, please call the Cobourg & District Chamber of Commerce at 905.372.5831, or send an email to cobourg_cofc@eagle.ca



HEALTHY WORKPLACE AWARDS



**Healthy
Workplace
Award**

Businesses that reap the benefits of their workplace health initiatives are about to see another payoff!

Winners of the first-ever "Healthy Workplace Awards" are to be announced on October 23rd during the Professional Development Committee's "Small Business Week" keynote speaker event!

Hosted by Health For Life and the Cobourg and District Chamber of Commerce, the announcement will be made at 6:00 PM on Thursday, October 23, at the Cobourg Yacht Club, 111 Hibernia Street.

The *Healthy Workplace Awards* were initiated at the start of this year to recognize businesses and organizations in the area that demonstrate a commitment to workplace health. The awards are being presented during Healthy Workplace Week, which runs concurrent with Small Business Week.

According to the award sponsors, many businesses in Cobourg and area are making workplace health an integral part of their operations. "We see that in the high caliber of nominations that came in for the *Healthy Workplace Awards*," says Hallie Atter, a Health Promoter with Health For Life's Workplace Health Program. "It was a very difficult process to select the winners."

For further details on this exciting announcement, please contact the Cobourg & District Chamber of Commerce at 905.372.5831



THE FISH! PHILOSOPHY

On Thursday, October 23rd, in celebration of Small Business Week, your Professional Development Committee is very pleased to present Performance Motivator Rosalie Wysocki. As one of Canada's leading speakers on personal leadership, Rosalie will be discussing North America's hottest training program: The Fish! Philosophy.

WHAT IS THE FISH! PHILOSOPHY?

There are four main concepts highlighted in FISH! These are the ingredients that make the World Famous Pike Place Fish Market an engaging environment for workers and customers alike.

PLAY - It's about having fun, enjoying yourself, being spontaneous and creative. Life is too short to spend it frowning, and FISH! brings a smile to your face.

MAKE THEIR DAY - It's about doing something special for your customers and co-workers. When you make someone's day, you have given them a special gift they won't soon forget. It feels good to give it.

BE THERE - It's about being totally focused on the moment and on the person or task with which you are engaged. When we are fully present with our customers and with each other, we listen deeply and important opportunities do not escape us.

CHOOSE YOUR ATTITUDE - It's about accepting full responsibility for all of our choices, even our attitude at work. A positive attitude is a decision we make, moment to moment.

This special "Small Business Week" event takes place on Thursday, October 23rd, 5:00 PM at the Cobourg Yacht Club. Join us for an hour of Networking, presentation of Cobourg's first "Healthy Workplace Awards" at 6:00, a light supper at 6:15 followed by the presentation. Tickets are \$10 for Members, \$12 for non-members, and should be reserved by calling the Chamber office at 905.372.5831.

HOW CAN THE FISH! PHILOSOPHY HELP?

1. The FISH! philosophy is built around accountability (e.g. to choose your attitude each day).
2. FISH! Can help us discover the keys to a high-energy, high morale workplace.
3. FISH! Is a great antidote to the stress we all face in today's high pressure world.
4. FISH! will make your organization more attractive to the talented workers you want to recruit and retain.
5. FISH! portrays the playful atmosphere necessary for creativity to flourish.
6. FISH! models an advanced form of teamwork. Everyone accepts responsibility for doing what it takes for the team to be successful.
7. FISH! is about integrity, and integrity is the foundation of trust. When we live a life centered on the values we hold dear – values like respect, accountability, excellence, joy, mirth, passion, contribution, and teamwork, we are living with integrity. This is the bedrock of trust.

Rosalie is one of Canada's leading speakers on personal leadership. She is passionate in her delivery on basic strategies to improve the personal and professional performance of others. A speaker/trainer who truly "walks her talk"!



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MEMBERS IN THE NEWS



Congratulations to **ALLEN INSURANCE** on their centennial, and best wishes for the next century!

Congratulations Henry Matser Sr., Henry Matser Jr. and Steve McCrillis of **H. MATSER UPHOLSTERY** and Kustom Dream Street Rods - for picking up three awards at the recent "North of the Border Car Show" hosted by Costly Obsessions in Kitchener. Out of approximately 600 entries, the trio won 1st place for "Most Wild Under Construction", 2nd place for "Volkswagen Audi Mild Custom" and 3rd for "Pre '95 Honda Civic Mild Custom". For details, contact H. Matser Upholstery at 905.377.0737

Barbara Nutley Hunter of **PINE RIDGE WRITING SERVICES** presents "Writing Fiction: The Art of the Short Story", (intermediate) on Tuesday evenings or Thursday mornings beginning in November. For details or to register, please call 905.373.9214

Dorothy Langhorne has recently become a sales representative for **WILSON DUNN PROMOTIONS LTD.** of Markham, Ontario, a well established, respected company offering a wide range of promotional products, awards and corporate gifts. Dorothy, a long time resident of Cobourg, will be happy to assist you with your requirements in any of the above areas. She may be reached by telephoning (905) 372-4699, faxing (905) 372-9899 or e-mailing langhorne@sympatico.ca.

Benefit Facts

CHAMBERS GROUP PLAN – A UNIQUE, EXCLUSIVE BENEFIT FOR MEMBERS

It's been more than 30 years since the Chambers of Commerce Group Insurance Plan® took shape. The plan thrives today because the need for it has not changed.

Traditionally, smaller businesses have had the most difficult time getting group benefits. That's why the Chambers of Commerce Group Insurance Plan was introduced in 1970, as a benefit to small business members of Chambers and Boards of Trade across the country.

But the Chambers Plan, while competitively priced, really emphasizes overall value. It does so through a program that lets business owners customize coverage from dozens of options, and it delivers the critical features employers value, especially when they compare the Chambers Plan to packaged programs. The Chambers Plan delivers:

- Flexible design;
- Pooled benefits (sharing the risk among similar participating firms);
- Guaranteed renewable coverage;
- Guaranteed minimum levels of coverage for companies with 3 or more employees;
- 48 hour processing of typical health and dental claims;
- Optional pharmacy cards for on-the-spot claim payment;
- Direct claim deposit to employees' bank accounts;
- Cost control options and new coverages, from managed health care to critical illness benefits.

Your business shouldn't have to settle for someone else's idea of a group benefit plan, whether you want basic coverages or a comprehensive program. The Chambers Plan puts your company in the driver's seat.



Contact **Arnold McCurdy of
McCurdy Financial Services Ltd.**

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FAX: (905) 372-4946

www.chambers.ca/mccurdy_financial/
arnold@thfinancial.com

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**Adjustment Hour: 6 p.m.
Dinner: 7 p.m.**

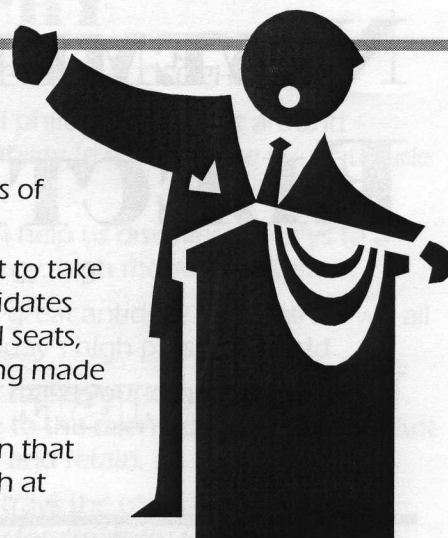
Cost: \$40.00 per person
**For more information please
contact Rick Hoffman at
905-372-4077 or
rick@maccoubrey.com**

MEET THE CANDIDATES

Municipal elections are slated for November 10th, and your Business Relations Committee has been hard at work to help you learn more about the candidates. Watch for next month's special "Election Issue" newsletter, where Cobourg Municipal candidates will respond to a series of questions posed by the Chamber of Commerce.

In addition, the Committee has organized a "Meet the Candidates" event to take place on Tuesday, November 4th, 7:00 PM at CDCI East. With two candidates running for the office of Deputy Mayor and ten vying for the five council seats, the event promises to be very popular. Arrangements are presently being made to have the event broadcast live on 1450 CHUC.

Thanks to the Hamilton Township Ratepayers Association, constituents in that Municipality will have a similar opportunity on Wednesday, October 29th at Plainville Public School.



NORTHUMBERLAND HILLS HOSPITAL



On Wednesday, October 22, 2003 patients at the Northumberland Health Care Centre will take part in the move to the Northumberland Hills Hospital, located at 1000 DePalma Drive off Burnham Street near the Highway 401. During this time, hospital staff will be working closely with Health Care Relocations (HCR) of Peterborough, professional movers who have facilitated the moves of health care facilities throughout North America.

"This move has been two years in the planning," comments Brenda Weir, Relocation Co-ordinator for the Northumberland Hills Hospital. "Together, we plan to make this move as smooth as possible. We thank our patients, their families, visitors and the community at large in advance for their patience and understanding during this time."

On the day of the patient move, visitors will be welcome from 2 p.m. to 7 p.m. in accordance with the hospital's regular visiting hours. Nursing staff will discuss any special patient needs, and review the move plan with patients and families a few days prior to the move.

The day before the move, family members will receive the new room number where their loved one will be staying. Dedicated volunteers and additional staff will be on hand to verify patient room numbers in the new hospital's front lobby (in case of unexpected changes), and to assist with wayfinding throughout the facility.

Move day will be a day filled with activity. Patients will receive breakfast earlier than usual, and then will be prepared by nursing staff for the move. Patients will then be transported by ambulance or Wheel-tram vans, and will be accompanied by nursing staff as required. Patients will be received at the new facility by nursing staff. Once patients have been made comfortable in their new rooms, lunch will be served.

Please note that the hospital's main phone number will remain the same at the new hospital: (905) 372-6811. Extension numbers, however, will change. Switchboard staff will be able to assist members of the public, where necessary, with any phone calls that need to be made to the new facility.



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NOVEMBER 10TH IS ELECTION DAY

EXERCISE YOUR RIGHT.



UNITED WAY WORKSHOP SERIES

The Northumberland United Way is offering workshops to all charitable and not-for-profit agencies provided through the Leadership Development Services.

There will be two workshops on "Don't Be Bored on the Board". One on Thursday, October 30, 2003 at the United Way office in Cobourg and the other workshop is on Wednesday, November 12th at the Campbellford Public Library. Topics to be covered include Board Roles & Responsibilities; Clear Role Descriptions; and Enhancing Board Involvement and Development.

Next is "Human Resources: Managing Your Assets" on Tuesday, November 4th, 2003 at the Port Hope Town Park Recreation Centre. Topics include Developing HR Policies & Procedures for Your Agency; and Exploring Interviewing Techniques.

On Wednesday, November 5th, 2003 the workshop will be Write Winning Proposals, taking place at the Brighton Lions Centre. Topics to be covered are: Identify Strategies for Writing Successful Proposals; and Essential Elements of a Successful Proposal.

The "What's Your Plan?" workshop on Tuesday, November 18th, 2003 at the United Way office in Cobourg covers: The importance of Planning for Your Organization; Strategic Planning; Effective Meeting Planning; and Make Annual Meetings Work for Your Organization.

Workshops are from 6:30 p.m. – 9:00 p.m. and cost \$20 each, including resources and handouts. Please registration at least one week in advance by contacting Cathy Mosole, Leadership Development Coordinator at the Northumberland United Way office at 905-372-6955 ext. 204 or 1-800-833-0002 or email office@cobourg.unitedway.ca

The Leadership Development Program is made possible by a grant from the Ontario Trillium Foundation.

For more information check out the website at www.cobourg.unitedway.ca or contact Lynda Kay Executive Director of the Northumberland United Way at 905-372-6955 or 1-800-833-0002 or email office@cobourg.unitedway.ca.



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NORTHUMBERLAND MALL WINS AGAIN

The Northumberland Mall has once again received national accolades at the **International Council of Shopping Centres** annual Canadian shopping centres convention and awards presentation held recently at the Toronto Convention Centre.

Each year the ICSC recognizes excellence in the shopping centre industry. All contest submissions go before a panel of judges made up of industry professionals and must meet strict criteria. This year, Northumberland Mall entered "Shop Locally" under the 'Marketing Partnerships' category.

We are proud to announce that Northumberland Mall has once again won the prestigious Maple Leaf award (the highest industry standard). "I am especially proud of Karen and the rest of our team to have won an award of this magnitude two years in a row! With the growth in the shopping centre industry, we faced even stiffer competition from centres all across Canada, many of whom have

marketing budgets several times greater than ours!" said mall manager, Dave Clark.

In 2002 Northumberland Mall won the Maple Leaf award for the "Twoony Trail" promotion – a fund raising event for the new hospital.

Mall Marketing Director Karen Stinson said "I am extremely honoured to accept this award on behalf of Riocan and Northumberland Mall, but I feel the credit belongs to all the Shop Locally partners – The Cobourg and District Chamber of Commerce, the Cobourg Community Development department, the DBIA, the Cobourg Daily Star, 1450 CHUC and the Northumberland News.

The Shop Locally campaign raised awareness of the importance of spending our retail dollars at home. As a result of the campaign's success, Shop Locally Phase 2 was launched on October 1st 2003 and will run until the end of the month.

GATEWAY SIGNAGE

The Cobourg & District Chamber of Commerce's "Gateway Signs" are now in place, and there's still time for you to take advantage of this affordable advertising opportunity!

Strategically located on Division Street (*opposite Motel 401*) and King Street East (*at Wilmott Street*), each of these eye-catching signs feature 7 single signs (20" X 20") and 4 double signs (20" X 41") available exclusively to Chamber Members on a "first come, first served" basis.

The annual cost is \$300 (+ GST) for single signs, \$650 (+GST) for double signs, plus production costs. A discount is also available for Members booking signs at both locations. Once confirmed, sign-holders will be given a three year price guarantee and first right-of-refusal at renewal time.

To take advantage of this advertising opportunity, or for further details, please contact Chamber Manager Kevin Ward at (905) 372-5831, or email kward@eagle.ca



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CALENDAR OF EVENTS

October 2003

Monday, October 20

MEMBERSHIP SERVICES COMMITTEE

4:00 PM, Chamber Boardroom
Call (905) 372-5831 for details

Tuesday, October 21

BUSINESS AWARDS COMMITTEE

5:00 PM, Chamber Boardroom
Call (905) 372-5831 for details

Wednesday, October 22

H&R BLOCK OPEN HOUSE

5:00 PM, 94 King St. W., Cobourg
See page 2 for details

Thursday, October 23

THE FISH PHILOSOPHY

HEALTHY WORKPLACE AWARDS

5:00 PM, Cobourg Yacht Club
See pages 2 & 3 for details

Monday, November 3

MARKETING COMMITTEE

5:00 PM, Chamber Boardroom
Call (905) 372-5831 for details

Tuesday, November 4

MEET THE CANDIDATES

7:00 PM, C.D.C.I. East
See page 5 for details

Wednesday, November 5

EXECUTIVE COMMITTEE

4:30 PM, Chamber Office
Call (905) 372-5831 for details

Wednesday, November 5

BUSINESS AWARDS COMMITTEE

5:00 PM, Chamber Boardroom
Call (905) 372-5831 for details


Thursday, November 6

SPECIAL EVENTS COMMITTEE

4:30 PM, Chamber Boardroom
Call (905) 372-5831 for details

Monday, November 10

MUNICIPAL ELECTIONS

SUN	MON	TUE	WED	THU	FRI	SAT
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5	6 	7	8	9	10	11
12	13 	14 	15 	16 	17	18
19	20 	21 	22 	23 	24	25
26	27	28	29	30	31 	

November 2003

SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	29
30						

THE
COBOURG & DISTRICT
CHAMBER OF COMMERCE

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