Rotary, Chamber to host Christmas Dinner event



One of the key strategies any business needs in place to achieve success is strategic partnerships. Forming these partnerships help businesses grow and reach new markets. Not unlike a business, service groups and clubs can use strategic partnerships to grow and strengthen their position in the community, too. At a recent Rotary Club of Colborne meeting, Brighton-Cramahe Chamber of Commerce (BCCC) manager Sherry Hamilton spoke fondly of how strategic partnerships have strengthened the BCCC and been a key pathway to the chambers continued success in 2015.

Hamilton also provided insight into the Chambers role in the community and how it acts as a voice of business, for both large and small operations in our community. She also illustrated the BCCC's commitment to small business at the provincial and federal levels. The Chamber of Commerce services the Cramahe-Brighton business community and also has members from outside the area who support its mission and vision. Over the past year the BCCC has been working hard to maintain its voice for the local business community, despite funding cuts, by attending regional conferences such as ROT8 and local roundtables hosted by stakeholder groups. A core



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Rotarian Rick Hoffman presents Brighton - Cramahe Chamber of Commerce manager Sherry Hamilton with a thank you memento courtesy of Hoselton Sculptures for her presentation to the Rotary Club of Colborne about the role of the Chamber of Commerce in the Cramahe community.

area development is strengthening its membership base in both communities via membership campaigns, social events and through advocacy and participating in programs such as the First Impres-

sions Community Exchange sponsored by the province.

At a more directly local level, an example of a partnership in motion is the upcoming 2015 The Merchants' Dinner Christmas Event at the Keeler Centre on Dec. 5. The event is co-hosted by the Colborne Rotary Club and Brighton-Cramahe Chamber of Commerce. The concept behind the event is to provide an oppor-

tunity for small business owners, sole proprietors and Rotary Club members from both communities to attend a 'company Christmas party' which is both affordable and of networking value to the groups. By creating a strategic partnership for the event the Rotary Club and the Chamber are supporting their common community and using their leverage to support small business and "give thanks" for the hard work and dedication small business owners perform in our community.

In addition to this Rotary / Chamber partnership, guests of the Merchants' Dinner event will be supported by another wonderful partner: the Northumberland Y's Operation Red Nose program. Operation Red Nose is a national program dedicated to the fight against drinking and driving. It is a free, confidential, volunteer-driver service offered to any individual who has been drinking or who simply does not feel fit to drive their vehicle home.

The Colborne Rotary Club and The Brighton-Cramahe Chamber of Commerce are excited to be working together for this unique social event. If you are interested in attending this event, please contact the Chamber at 613-475-2775 of 905-396-7601 for tickets and information. The event starts at 6:30 p.m. to 12 midnight and is dinner is prepared by King's Plate Catering. Please contact either group for tickets and remember to buy local this holiday season.

