

Make the Most of your Membership

Things are back in full swing after the holidays, as most members are aware. We are sending information out almost daily. This is a great time of year to make the most of your Chamber membership with the many events planned. Visit our website for details. As well, work has begun on the 2012 Chamber directory. Our phone book is delivered to all residents in Halton Hills through the Independent Free Press and is also available year round through the Chamber office. Only Chamber members are featured in the yellow pages. Contact Donna to discuss placing an ad for even greater exposure.

It was with great sadness that Halton Hills Chamber of Commerce learned of the passing of a great friend and Chamber supporter, Mani Mitera. Mani was past owner of Barrager's Cleaners and past Chairman of the Board from 1996-1997. Mani passed away peacefully on Friday December 23rd, 2011 at Georgetown Hospital. In memory contributions to the Cancer Assistance Services of Halton Hills would be appreciated by the family.

There is still time to send in your nominations for the 2011 Business of the Year Awards. Deadline for nominations is January 29. This is a great opportunity to recognise some of Halton Hills many outstanding businesses. The Chamber is proud to promote our local businesses and to highlight the best of the best.

Take a moment and let us know who you feel deserves this special recognition.

Don't forget to take a copy of BusinessLink with you

From the President's Desk

Sue Walker



if you are heading south or to the slopes. We'd love to feature you on the cover of our April issue reading this newsletter on your holiday.

Is your business currently facing challenges? Membership with Halton Hills Chamber of Commerce has many benefits for businesses that are struggling with rising costs. Examples include:

- Save 3.5 cents a litre on gas
- Reduced Credit/Debit card transaction fees
- Access to Chamber Group Health Plan
- No charge listing in Halton Hills Chamber Directory
- No charge listing on Chamber website (over 19,000 searches each month)
- Many networking events to promote your business in person.

Need more information? Contact Donna at 905-877-7119 for complete details.

Generation Gap: Better Understanding the Values of Today's Workforce

By: Steven Prestipino, Express Employment Professionals

Business leaders are struggling to understand the various values of the generations in their organization and it's affecting the performance and retention of their teams. In a recent hiring trends survey conducted by Express Employment Professionals, 41% of leaders cited the values of the different generations of their workforce as being difficult to appreciate.

Today's workforce is more diverse in terms of age than any other time in modern history. It includes four distinct generations, each with their own idea of what a career and work day looks like, how a company should treat its employees, and how employees should interact with their supervisors. It is not unlikely for your business to include members who are Traditionalists (born 1925-1945), Baby Boomers (born 1946-1964), Generation Xers (born 1965-1981), and Millennials (born 1982-early 2000s).

With a workforce spanning nearly 80 years, it's no wonder that finding a workplace approach or setting that works for everyone is nearly impossible. Additionally, this diversity is leaving some business leaders struggling to keep their top talent.

That doesn't have to be the case though. Here are a few ways you can connect and develop a better awareness of the needs of each generation at your company.

Traditionalists

The generation that experienced the end of the Great Depression and World War II is now mostly retired or coming to those of their careers. They are most likely loyal, hardworking, and tend to be quiet about workplace issues they see as secondary or minor. Unfortunately, this group has information and knowledge that often goes untapped in a modern work setting, so it's important to ask for their opinion and advice in situations.

Baby Boomers

With nearly 77 million making up the generation that, for the most part, experienced economic prosperity, Baby Boomers are typically in leadership positions and have been for a while. They can be perceived as both optimistic and competitive, but they will almost always be hard working and loyal. On the other side though, a study by Deloitte, a consulting firm, showed 32% of Baby Boomers citing lack of leadership as a key turnover trigger. This generation is also reaching a time when retirement is an immediate focus, so look to offer creative ways to keep them on board. A consulting

position with the company requiring less hours spent in the office may be an attractive offer to keep some of the most knowledgeable and passionate workers still involved in the business.

Generation Xers

Most members of this generation are in their 30's and 40's, hold college degrees, and are operating in management positions. They've seen a major recession in the economy before and are willing to work through lean times to get the job done. A recent study conducted by three universities in Canada showed this generation as being the most unsatisfied in regards to their pay, career advancement, and training and development. "The theory of generations says you have dominant generations and recessive generations and they tend to alternate, and GenXers are definitely a recessive generation caught between two much more dominant, louder, impactful generations," said Sean Lyons, professor at the University of Guelph and lead author on the study.

If you are leading and working with members of Generation X, provide them with opportunities to lead and prove themselves as capable of becoming a senior level leader. The same study in Canada also showed that this generation places the most value of any generation on balancing hours at work and in their personal lives.

Millennials

The newest part of the workforce is entering at a time when jobs are difficult to find and student loan debts are at record-breaking levels. Also known as the "boomerang" generation for the many who have moved back in with their parents, Millennials are facing tough times, but have a lot to offer businesses that are looking to expand. They bring technical skills and knowledge other generations don't have, and a willingness to work extra hours because they most likely haven't started a family yet. According to a survey by Elance, an online freelance jobs board, on the Millennials generation, 78% of Millennials are optimistic about the direction of their career paths. If you want to attract and keep the top talent from this generation, keep the workplace fun and employee-centered and consider if the job could be done partially through telecommuting.

Managing a team of age-diverse employees offers unique challenges that can keep leaders up late at night. With a better understanding of each generation and what they're looking for at work, you can make sure 2012 is the most successful year yet for your organization.

David Alexander, CA
Shawn Kelman, CGA
Maria Vicente, CMA
Sean Ashbee, CA
Anne Starret, CA

35 Main Street South
Georgetown, Ontario
L7G 3G2

www.gmallp.com

RAYMOND JAMES WELCOMES

Scott Becksted in Mississauga knows that investors have different needs, and he believes your investment portfolio must be tailored to meet your individual goals.

Scott chose to be part of Raymond James because he likes our independent approach towards providing individual solutions. We are pleased to welcome Scott Becksted to our winning team.



Scott Becksted, Financial Advisor

Raymond James Ltd.
Suite 200 - 176 Robert Speck Parkway
Mississauga, ON | L4Z 3G1

Phone: 905-281-5516 | Toll Free: 877-251-5500 | Georgetown: 905-873-6640
scott.becksted@raymondjames.ca | www.raymondjames.ca/scottbecksted

Raymond James Ltd., Member-Canadian Investor Protection Fund.

RAYMOND JAMES

NORTH HALTON POWER & SAIL

COURSES START NEXT MONDAY

Call to register OR register at the
Georgetown Market Place
Thu. Jan. 19 - 7-9, Fri. Jan. 20 - 7-9
Sat. Jan. 21- 10-3

Boating \$220 Fundamentals of Weather \$110
Boating License \$65

For Reservations
Call Dave Aitken 905-878-2035

Get the skills you need to get out there and get back safely.

**DON'T JUST GET A LICENSE
LEARN HOW TO BOAT**

Call out to vendors & sponsors



MARCH 31, 2012

Christ the King Secondary School • 161 Guelph Street, Georgetown
10:00AM TO 3:00PM

50+ LOCAL
BUSINESSES
TO SHOP

FAMILY
FRIENDLY
EVENTS

SUPPORTING
A GREAT
LOCAL
CHARITY

NEW AND
EXCITING
FEATURES FOR
THE SPRING

Browse, Shop, Play.
For more information visit us at

www.haltonhillsmompreneurs.com

