

General Manager's Report

If the business or organization you work for is a Halton Hills Chamber of Commerce member, you have access to Chamber events, services, programs and products.

A unique characteristic of the Chamber is that "Members" aren't "people". Memberships are held by the business or organizations. Each business identifies a person or persons from their organizations that becomes the communication point for the Chamber and are asked to share and relay news of our activities, including such things as this newsletter. Once a business or organization is accepted as a Chamber member, all owners, managers and staff within it are considered part of the Chamber family and are welcome to draw on our resources, attend events and functions or participate as a volunteer on a Chamber event or committee.

Locally, provincially, nationally and globally, the Chamber of Commerce/ Board of Trade is the largest, most broadly based business organization in the world.

Watch for the 2008 Buyers Guide to be delivered in mid-May. Local residents prefer our phonebook as it contains local businesses. Did you know that the only businesses listed in the yellow pages are those that are Chamber members? This is the consumer's assurance that they are dealing with a reputable business located

General Manager's Desk



Sue Walker

in their community. If you want to be listed in the Chamber directory contact our office. Your listing is complimentary with your paid membership.

If your business accepts VISA/ MasterCard and/or debit cards and you are a member of the Halton Hills Chamber, make sure that you are receiving the special low rates exclusive to Chamber members, for those transactions. Our current Chamber rates are \$0.09 for each debit card transaction, 1.69% for VISA and 1.79% for Mastercard. Not sure what rates you're paying? Contact our First Data representative Carolyn Fox at 1-888-879-4044, ext. 5092 and she'll let you know if you are on the Chamber plan.

With summer holidays fast approaching, don't forget to save this copy of BusinessLink to pack in your suitcase. Send us a picture of you reading this on your holiday and we'll put you on the cover. Email your pictures to sue@haltonhillschamber.on.ca

**LOW MONTHLY RATES
A-PLUS
SELF-STORAGE INC.
905-866-7464**

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- RECORD STORAGE
- HEATED
- FIRESAFE
- SPRINKLER
- RENTAL DISCOUNT
- UNITS ALL SIZES

VIDEO CAMERA SURVEILLANCE
24/7 DAY COMPUTERIZED ACCESS & SECURITY SYSTEM
FREE USE OF TRAILER

**2 ROSETTA STREET -
NEAR "GO"
Georgetown, Ontario**

CROWNSEAL INC.

INDOOR OR OUTDOOR BASEMENT WATERPROOFING

~ ~ ~

CUSTOM SUMP PUMP INSTALLATIONS

BASEMENT WATERPROOFING

Call for a **FREE Estimate**


20 Year Written Guarantee

TEL:
905-564-3575

NORVAL, ONTARIO

Member of the HALTON HILLS Chamber of Commerce





**49 Commerce Cres.,
Acton, Ontario
L7J 2X2
519-853-3540**

info@galvcast.net
visit our website: www.galvcast.net

GMA LLP
Chartered Accountants

Graeme Goebelle, FCA (retired)

A. Brian MacAdam, CA, CFP David Alexander, CA
Melanie McCracken, CA Ron Starret, CA
Anne Starret, CA Darren Turcotte, CA, CPA
Tracey Bastedo, CA James Raptopoulos, CA

37 Main Stree South, Suite 201 Tel: (905) 877-5155
Georgetown, Ontario Fax: (905) 877-5905
L7G 3G2 Toll Free: (866) 554-2030

www.gmallp.com

JOHN A. GIBSON

Chartered Accountant

Financial Statement Preparation

Small Business Accounting

Personal Tax Returns

Corporate Tax Returns

905-873-0996
10 MOUNTAINVIEW RD. S., SUITE 203
(MOUNTAINVIEW & GUELPH)

**A Wealth of Investment Expertise
in Halton Hills.**



- Retirement Planning, RRRSPs, RRIFs
- Mutual Funds, Stocks, Segregated Funds
- GICs, Bonds
- Fee-based Managed Accounts

R. Scott Becksted, BES
Investment Executive

(905) 873-6640 or (905) 796-5024
Toll Free: 1-800-263-2454
Fax: (905) 450-6343
scott_becksted@scotia-mcleod.com
www.advisors.scotiamcleod.com/sbecksted



ScotiaMcLeod
ScotiaMcLeod is a division of Scotia Capital Inc., a member of the Scotiabank Group.

Logos - Planning your First Impression

Your company logo is the first thing your customer sees. It is the cornerstone of your corporate identity. What kind of an impression does it make? A lot about your business is conveyed by your logo. Both the meaning and message of your company is transmitted through the visual elements of your logo; the typography, the shapes and the colours.

To make a great first impression a logo should be concise and simple, easy to understand, and elicit an emotional response from your customer. It does not need to tell the entire story of your company. Your customer, consciously and subconsciously will react to your logo. It is your responsibility to ensure it is the reaction you desire: that is the desire to use your company, your products and services. People respond favourably to good, thoughtful design.

When you consider developing your logo, think thoroughly about the type of emotion you want to charge it with. What do you want to convey: stability, flexibility, or leadership? Or is your business dynamic or cutting edge? Do you offer fun and entertainment?

Every business is different.

Once you have determined how you want to "charge" your logo and you have identified your target market, you are ready to select the fonts, determine a colour palette and consider which shapes you will use. There are countless fonts to choose from, each suggesting something different. Know the difference and choose based on what you want to accomplish.

The same is true for colour selection. For example, blue evokes an entirely different response than red. Finally, the same can be said for shapes. Strong lines and angles send a more aggressive message versus smooth edges and curves which emit a more subtle, comforting message.

The bottom line is to do your homework, know what you need your logo to do before you embark on its creation. The process will be faster and far more successful when you have clearly defined the goal of your logo.

Suzanne Frick
Design Alpha Creative Corporation
Milton, ON L9T 1P6
905-875-2679

WESTERVELD CONTRACTING LTD.

LOCALLY OWNED & OPERATED

DISPOSAL CONTAINER SERVICE

IDEAL FOR:

- RENOVATIONS • SHINGLES
- HOUSE & YARD CLEAN-UP • DIRT
- GRAVEL DELIVERY
- DRIVEWAY FRIENDLY

519-853-3332
905-702-2339
1-877-633-6259



ROLL OFF TRUCK GOES WHERE LARGER TRUCKS SHOULDN'T

LEFERINK TRANSFER
Limited

11597 TRAFALGAR ROAD
GEORGETOWN, ONTARIO
L7G 4S4

PHONE (905) 877-1420 FAX (905) 873-0919

www.leferink.com
BERT LEFERINK
President




STATION LOCATED AT
57 ARMSTRONG AVENUE