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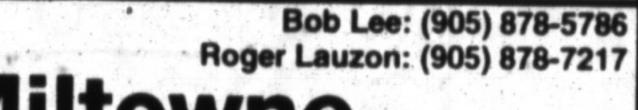
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## New Directions:

# WHATSHAPE

# A Monthly Newsletter of the

### FROM THE PRESIDENT ... MICHAEL BOURGON

**CHRISTMAS IN AUGUST?** 

If you were a participant in last years Christmas Bonus Dollar program, you should have received a phone call from the Chamber by now. As of this date, we have thirty

retailers committed to this years program who were participants last year. First of all, what is the Christmas Bonus Dollar program? This program was initiated by the Milton Chamber of Commerce in conjunction with the Halton Community Credit Union last Christmas shopping season. The goal was to provide an incentive for Milton residents to "shop locally" at Christmas time buy providing them with interest free loans. The only proviso was that you had to spend these "free" dollars with participating merchants. The participating merchants were Milton based. The program this year will be much the same as last year.

Advertising will begin in late October in the Canadian Champion and two other local newspapers. Plans are to advertise in north Oakville and south Georgetown as well. Bus shelter ads and GO station ads will be up in November. Shopper applications will be available through newspaper inserts at about the same time.

The reason I'm mentioning this now is that it's important to get involved early. Merchants who signed up early will have their participation noted on point of sale advertising materials. Why participate? Well, first of all, it is an excellent encouragement to shop locally. Interest free loans are hard to come by and there is a real consumer incentive to save. Those that participated last year, and used the program, really profited from participation. This year, we will bring the success stories forward and get those merchants to share their secrets with the rest of the community. Secondly, I believe that this is the year where a merchant who does not participate will be noticed more than the merchants that do. Shoppers with the advanced loan will be looking to do business with participating merchants.

So, put the sun screen away and pick up the phone. Call 878-0581 and ask for Corey or Sandy today.

N.B. A fond farewell to Jane Watkins, Milton's Library CAO. Jane has been an excellent friend of the chamber having served two terms as Director and an insight to us all. Jane leaves Milton having made a difference in her community. On behalf of the Board, the Chamber's members and the business community as a whole, we wish Jane and her Family the best on their move to the 'left' coast.

### NEW MEMBERS ...

Grahame Rice- Principal MGM CONSULTING INC. 3660 Hurontario Street 10th Floor, Mississauga, ON L5B 3C4

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150 Nipissing Road, Milton, ON L9T 5B3 Phone - 878-4697

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Mary Caravaggio - General Manager GRANITE RIDGE GOLF CLUB 9503 Dublin Line

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Peggy Grall - Therapist KOBSA, GRALL & ASSOCIATES 540 Childs Drive. Milton, ON L9T 5G1 Phone - 875-4636 Fax - 876-0430

### BUSIEST TOURISM SEASON YET!!

Kathy Love, Summer Supervisor

The Tourist Information Centre at the Milton Chamber of Commerce is experiencing its busiest season ever. Statistics for the number of cars, the number of visitors and the type of inquiries are kept by the summer staff at the centre. Since May 13, 1996 we have helped 2,758 cars and 5, 158 people. The last four weeks we have averaged 378 cars per week which is an enormous increase over last year's numbers.

The majority of the inquiries are for local directions to various places in the Milton and surrounding area. 39% of the visitors were interested in the many attractions in the area such as the Renaissance Festival, the conservation areas, pick-your-own farms and the museums.

Phone calls are also a part of the statistics kept by the staff. We average 38 calls per week. 32% of the phone inquiries are about the attractions in the area with the majority of these calls requesting information about the Ontario Renaissance Festival. in addition, most of our inquiries about local accommodations including camping, bed & breakfasts and hotels are via the phone.

### MEMBERSHIP RENEWALS

A special thanks to the following business for renewing their membership in the Milton Chamber of Commerce.

Aim Lock & Safe All Fired Up! Aspex Services Ltd. Bretco Electric Creative Accounting Solutions Dorland Haight Galleries Dr. Jan Boxall Drs. Ron Strohan &

Angelika Koeth

Halton Uro Design

Smelko Foundry Products Ltd. The Document House Toronto West KOA Wilkinson Softwood Shavings Woolworth Canada Inc.

J & E Wulfers Inc.

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Hunt Plymouth Chrysler

Milton Evergreen Cemetery

COMING UP ... Tuesday, September 24, 1996 **BUSINESS AFTER HOURS** 

Winklewood Lane & Campbellville Area Business Association

5:00 - 7:00 p.m.

Tuesday, October 22, 1996 BUSINESS AFTER HOURS Kelsey's Restaurant & Telehop Communications 45 Chisholm Drive

5:00 - 7:00 p.m. Tuesday, November 26, 1996 SPRINGRIDGE FARM

7256 Bell School Line, Milton 5:00 - 7:00 p.m.

### NEW MEMBERS ...

Mark Mallalieu - Broker MILLPOND REALTY INC. 500 Steeles Avenue,

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Janet Manbert - Owner HENDERVALE EQUESTRIAN COMPLEX 5244 #1 Sideroad, R.R.#6,

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Lynn Summerfield - Office Manager RAYMOND STEEL LTD.

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