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Milton Chamber of Commerce



P.O. Box 52
Milton L9T 2Y3
Tel. 878-0581

New Directions:

WHAT'S HAPPENING

A Monthly Newsletter of the

FROM THE PRESIDENT...

MICHAEL BOURGON

CHRISTMAS IN AUGUST?

If you were a participant in last year's 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 year's 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 by 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
905-281-8580 Fax - 905-281-8583
With over 60 years of combined experience the senior staff of MGM Consulting Inc. offer value added development management, planning, engineering and project management services.

Karleen Heisler - Owner
SAFETY CONSULTANTS
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Eda Doutré - Owner
KIDZ KORNER
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
Milton, ON L9T 2X7
Phone - 878-5494 Fax 876-0135
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Peggy Grall - Therapist
KOBASA, 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	Hood Chemical
All Fired Up!	Hunt Plymouth Chrysler
Aspex Services Ltd.	J & E Wulfers Inc.
Bretco Electric	Milton Evergreen Cemetery
Creative Accounting Solutions	Smelko Foundry Products Ltd.
Dorland Haight Galleries	The Document House
Dr. Jan Boxall	Toronto West KOA
Drs. Ron Strohan & Angelika Koeth	Wilkinson Softwood Shavings
Halton Uro Design	Woolworth Canada Inc.

COMING UP...

Tuesday, September 24, 1996
BUSINESS AFTER HOURS
Winkwood 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
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500 Steeles Avenue,
Milton, ON L9T 3P7
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Janet Magbert - Owner
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Lynn Summerfield - Office Manager
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Cathy McKinley - President
CAM CORP
Milton, ON
Phone - 876-3690 Fax - 876-3824
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Brian Bell
BRIAN'S AUTO REPAIR
390 Ontario Street South,
Milton, ON L9T 2V1
Phone - 875-1522
Brian's Auto Repair can satisfy all your repair needs.