



# BusinessNews

THE MILTON CHAMBER OF COMMERCE BUSINESS TO BUSINESS NEWS PUBLICATION

The Milton Chamber of Commerce proudly presents the 16<sup>th</sup> Annual

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### CHAIR'S MESSAGE

## Greetings from our New Chair

New Year's is a time of transition. A time to look back on the past year and make plans for the year ahead. That's true at the Milton Chamber, too.

In December, Teresa Fujarczuk completed her 2 year tenure as board Chair. Teresa did an outstanding job. I was honoured to be nominated for this position and have accepted the position as Chair.

I've had the opportunity to be involved in many Chamber initiatives over the years and I can honestly say that there is no other organization better suited to navigate the ever-changing business landscape of our community.

Having been Co-Chair of the Government Relations Committee, I know first-hand how important it is to keep the lines of communication open between all levels of government and the business community. As a Chamber, we are very aware that there are many issues which need attention in the coming months: Ontario's Minimum Wage and labour reform; NAFTA; and changes to the Employment Standards Act, to name a few. Our affiliations with the Canadian and Ontario Chambers mean that our voice is amplified and together we can voice concerns and affect change.

At heart, Chamber Membership is about building relationships and your business. I urge you to take advantage of the many opportunities to network, learn, and grow your business.

From Business After Hours to our popular Golf Tournament, Chamber events provide a way to connect with like-minded business people and potential customers on your terms and in an atmosphere that suits



**Walter Heyden**  
Chair

you.

The Sports Celebrity Dinner & Auction in February is a great opportunity to meet and hear from sports heroes while raising money for our Scholarship fund. The Incredible Race offers great team building and bragging rights.

From Webinars, to our HR Roundtable and learning sessions, there are opportunities to learn at every level of business.

Looking for a more practical application? We help promote our members through member-first referrals, Chamber sponsored publications and sponsored events. The Milton Chamber offers members the opportunity to participate in our affinity programs, discounted plans to assist with the responsibilities of operating a business, including group health insurance, fuel discounts and office supplies to name a few.

If you are a Milton Chamber of Commerce member, I look forward to seeing you at one of our upcoming events. If you are not a member, I urge you to meet with our staff to learn what we can do for you. Membership has its privileges and can help you prosper in this highly competitive environment.

I look forward to helping the Milton Chamber represent the business community in Milton.

Sincerely,  
Walter Heyden, Dufferin Aggregates

## Business News

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## UPCOMING EVENTS

# Upcoming events

To register for any of the following Chamber events please visit [www.miltonchamber.ca](http://www.miltonchamber.ca) or call 905-878-0581

### CLIC: STAFFING FOR SUCCESS

JANUARY

Tuesday, January 9, 2018  
12:00 pm - 1:00 pm  
Milton Chamber of Commerce, 251 Main Street, East  
Topic: Inspire Exceptional Performance

### MILTON YOUNG PROFESSIONALS - SPEAKER SERIES

Wednesday, January 17, 2018  
5:00 pm - 7:00 pm  
MEV Innovation Centre - 555 Industrial Drive, Milton, ON  
Speaker: Darrell Keezer, Candybox Marketing  
Topic: Seriously Disruptive Digital Marketing Methods  
Hosted by: Paramount Fine Foods.

### BUSINESS AFTER HOURS

Tuesday, January 23, 2018  
5:00 pm - 7:00 pm  
Hosted by: The Centre for Skills Development and Training  
550 Ontario Street South, Milton, ON

### CLIC: STAFFING FOR SUCCESS

FEBRUARY

Tuesday, February 6, 2018  
12:00 pm - 1:00 pm  
Milton Chamber of Commerce, 251 Main Street, East  
Topic: TBA

### SPORTS CELEBRITY DINNER & AUCTION

Tuesday, February 6, 2018  
Autographs starting at 5:45 pm  
RattleSnake Point Golf Club

### BREAKFAST WITH THE MAYOR

Friday, February 16, 2018  
Registration 7:00 am | Breakfast 7:30am  
RattleSnake Point Golf Club

### MILTON YOUNG PROFESSIONALS

Wednesday, February 21, 2018  
5:00 pm - 7:00 pm  
Location: TBA

### BUSINESS AFTER HOURS

Tuesday, February 27, 2018  
5:00 pm - 7:00 pm  
Location: TBA



See: Meet Legends p. 7

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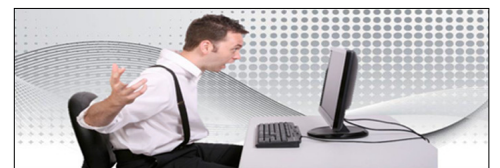
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## PRESIDENT & CEO'S MESSAGE

# Welcome new Board of Directors

The start of the calendar year also means the start of the year for our new Board of Directors.

We welcome Walter Heyden from Dufferin Aggregates as the new Chair of our Chamber. Although, saying 'welcome' seems odd since Walter is certainly not new to the Board. Walter has been an integral part of our Board since 2011, as well as serving as Co-Chair on our Government Relations committee.

There are three people joining the Board for the first time: Karen Galasso (RBC Royal Bank); Kim Majetic (Gordon Food Service); and, Amanda Moss (Chudleigh's). We are thrilled to have their input and expertise at our Board table.

Typically, a Board Chair serves a one-year term. Teresa Fajarczuk, who has now moved to be Past-Chair on the Board, served a victory lap and was Chair for two years. This was an extraordinary commitment and we thank Teresa for seeing us through the transition of Chamber staff leadership (from Sandy Martin to me) and for leading the Chamber's growth.

We were also very fortunate, with the generous support of CN, to be able to recognize our Chamber volunteers at an Appreciation Reception just before the holidays. In order for the Chamber to run efficiently and host so many special events, volunteers are crucial. Fortunately, we have close to one hundred people that donate



**Scott McCammon, CCE**  
President & CEO

their time and talent. Thank-you to our amazing volunteers and to CN for your on-going support.

In this issue of Business News, you'll read a lot about the upcoming Sports Celebrity Dinner & Auction. I hope you're planning on joining us. It's a very special evening meeting and hearing stories from sports legends, as well as being able to bid on some amazing silent and live auction items.

What you may not know, is the Sports Celebrity Dinner & Auction is one of the key fundraisers for our Chamber's Scholarship program. Since 1990, the Chamber has offered \$1,000 scholarships to students attending their first year of post-secondary education; one for a student from each Milton high school including E.C. Drury for the Deaf, one for a high school student registered in an Ontario Youth Apprenticeship Program and one for a child of a Chamber member. Your generous support of the Sports Celebrity Dinner & Auction allows this scholarship program to continue.

And speaking of scholarships, applications are now being accepted for 2018. Our deadline is March 31st. So, if you know of a worthy recipient, make sure they get their submission in!



Above: The Chamber recognized our 2017 volunteers with a new Volunteer pin.

Right: Milton Chamber President & CEO Scott McCammon thanks the many volunteers who bring our events and initiatives to life.



# Want to know what's going on at Town Hall? Attend the Mayor's Breakfast



Mayor Gord Krantz addresses Milton Chamber of Commerce Members at the 2017 Mayor's Breakfast.

Milton continues to be one of Canada's fastest growing communities. But, what does the future hold?

- Will there be more record-breaking years of non-residential approvals in order to increase the number of businesses in Town?
- What businesses might locate in the Derry Green Business Park?
- What is happening with the new Laurier University campus in terms of timing also with the mixed use development in proximity?
- What is in the Transportation Master Plan that might assist business?

• With the Municipal election in October this year, what will be the key issues?

The Breakfast with the Mayor gives Miltonians the opportunity to get answers to these questions from Mayor Gord Krantz and Town staff. The Town's presentation will be followed by a moderated Q&A session.

## Event Details:

Breakfast with the Mayor 2018  
Friday, February 16, 2018  
RattleSnake Point Golf Club  
5407 Halton Regional Rd 25, Milton, ON  
Tickets: Members - \$45 (plus hst)  
General Public - \$60 (plus hst)  
Register at: [www.miltonchamber.ca](http://www.miltonchamber.ca)

## Milton Chamber 2018 Business Directory

The 2018 Milton Chamber of Commerce Business Directory will be mailed to all Milton businesses during the first week of January 2018 and delivered to all Milton and surrounding area homes on Thursday, January 11, 2018 in The Canadian Champion Newspaper.

If you do not receive your copy of the Milton Chamber of Commerce Business Directory in January, additional copies are available at the Chamber located at 251 Main Street East, Suite 104.

A special thank you to all of our advertisers as the Chamber would not be able to produce such a valuable product without your support. Thank you to Melissa Janjevich for all her hard work on the Directory.



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Welcome to the following new Chamber Members. We invite you to participate in Chamber events and encourage you to take part in the Chamber committees.

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## UPCOMING EVENTS

# Meet Legends while supporting local youth scholarships

The true magic of the Sports Celebrity Dinner & Auction is the interaction between sports legends and the fans that keep their legends alive. No other local event allows Miltonians to get autographs and see these magnificent athletes up close, then hear behind the scenes stories that bring the athlete experience to life.

This year's lineup features an impressive array of sports legends including:

- One of the 100 Greatest NHL Players of all times, the "Roadrunner" Yvan Cournoyer.
- Defenseman Geraldine Heaney who has been compared to a female Bobby Orr.
- Dennis Maruk who scored 60 goals in the 1981-82 season.
- Multiple International medal winning wrestler, Corey Jarvis.
- Key member of the Maple Leaf's 1966-67 Stanley Cup winning team, Ron Ellis.
- James MacDonald, winner of the 2017 World Driving Championship (harness racing).
- SportsNet's Ken Reid will act as Emcee and do interviews throughout the night.

The evening at RattleSnake Point Golf Club begins with autographs at 5:45 pm

and includes a live and silent auction throughout dinner. The highlight of the evening is the HotStove event which gives Ken Reid the opportunity to engage each athlete in discussion and for the group to comment at will. The result is a naturally flowing conversation filled with laughter and seldom heard stories.

For the athlete's, one of the biggest draws of the evening is that the event raises funds for the Chamber's Scholarship Fund. Since 1990, the Milton Chamber of Commerce has been awarding local students with scholarships to help pursue post-secondary education.

The Sports Celebrity Dinner & Auction Committee has assembled an impressive array of Live and Silent Auction prizes which have been donated by businesses, many of them located locally.

Don't miss your chance to **Hear Stories, Get Autographs and Meet Legends** on **Tuesday, Feb. 6, 2018**

Tickets: \$ 175 pp | \$1600 per table of 10 (plus hst)  
Buy tickets at [www.miltonchamber.ca](http://www.miltonchamber.ca) or call the office at (905) 878-0581.



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We encourage you to book a complimentary intro session with a coach to see if we are a good fit and how you can get started on your journey to a fitter you. Drop by to see why we say "Nothing is stronger than family!"



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## FEATURED NEW MEMBER

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year, industry was responsible for financing the Ontario blue box program at a cost of \$150 000 000. This cost is expected to rise to \$300 000 000 by 2025.

Compliance to these programs is time consuming and highly technical; most businesses end up over-reporting, resulting in inflated remittances, and often experience loss of knowledge, data or process documentation over time due to staff turnover. Steward Wise provides expert skills in complying to regulatory requirements and develops compliance programs for our clients that result in long-term risk mitigation and optimized fee payments. Additionally, Steward Wise

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## Resolved to travel?

Last few seats left on Scotland Trip



The Chamber's trip to Scotland this summer has a few remaining seats.

If you would like to learn more about the trip, join our current travellers for an information night hosted by our tour guides, Allan Jenkins and John Watson of Your Man in Scotland.

### Information Session

Monday Jan. 22, 2018  
Time: 5:30pm to 6:30pm  
Hugh Foster Hall

Please call to RSVP  
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### 2018 Sports Celebrity Dinner & Auction

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As a result, most firms arrange to have employees pay the entire disability premium. If your firm still decides to pay some, or all, of the premium, make sure your employees understand the tax consequences of any disability benefits they receive. Though insurance companies may deduct tax from disability payments, it may not cover the entire tax liability.

The Chambers Plan online administration utility includes an Employee Deduction Calculator that easily manages cost sharing arrangements with employees that can minimize any tax liability on disability payments.

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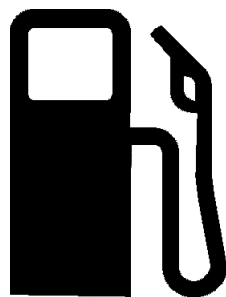
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## ONTARIO CHAMBER OF COMMERCE

# Bill 148 Comes Into Effect



ontario  
chamber of  
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The Provincial Government has made changes to the Employment Standards Act, Labour Relations Act and the Occupational Health and Safety Act, including:

- Raising the minimum wage to \$14 per hour (effective January 1, 2018), and then to \$15 (effective January 1, 2019)
- Equal pay for equal work for casual, part-time, temporary and seasonal workers (effective April 1, 2018)
- One weeks' notice or pay in lieu of notice for employees of temporary help agencies if longer-term assignments end early (effective January 1, 2018)
- Change in scheduling rules (effective January 1, 2019)
- Minimum of three weeks' vacation after five years with the same employer (effective January 1, 2018)
- Up to 10 individual days of leave and up to 15 weeks of leave, without the fear of losing their job when a worker or their child has experienced or is threatened with domestic or sexual violence (effective January 1, 2018)
- Expanded personal emergency leave in all workplaces (effective January 1, 2018)
- Unpaid leave to take care of a critically ill family member (effective January 1, 2018)

Further details on Ministry of Labour site.

The Ontario Chamber of Commerce released a comprehensive handbook to help

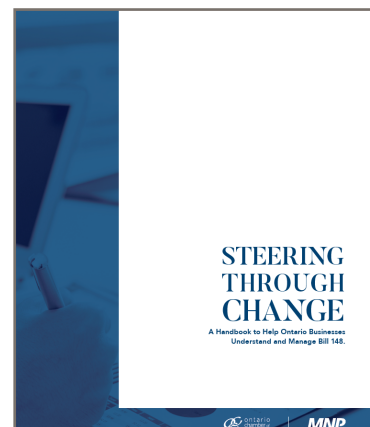
Ontario Businesses understand and manage Bill 148 (Fair Workplaces, Better Jobs Act).

The handbook outlines the potential risks employers can expect from Bill 148, and offers human resources and operational strategies to help mitigate the impact.

The handbook outlines the impacts businesses are likely to see from the numerous changes and identifies that small businesses are most likely to face four main issues:

- **Profitability:** businesses may not be able to keep up a sustainable profit margin;
- **Staffing levels:** businesses may not have the capacity to maintain current staffing;
- **Competition:** to keep their doors open, businesses will be forced to raise prices; and,
- **Taxation:** with higher wages comes higher payroll taxes and contributions to EI and CPP.

Read the Handbook



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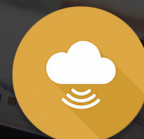
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# In Praise of Profit



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It may be politically incorrect to say this today. But, that doesn't make it any less true. It's good when businesses make money. Profits are important to the Canadian economy. They're what generate jobs. They're the mainstay of prosperity for the middle class—and for all Canadians. It's a fact all too often forgotten in today's policy environment. Governments at all levels seem more intent on raising taxes on business rather than lowering them. Regulatory compliance costs are rapidly increasing. Governments are getting ready to unleash a flood of new charges and user fees for regulatory approvals. And, minimum wage rates and payroll contributions are being raised more rapidly than the cost of inflation. Whether it's with respect to improving environmental performance, workplace health and safety or product standards, the first reflex of government is to regulate and penalize, rarely to provide positive incentives for

By Jayson Myers Senior Vice President, Policy of the Canadian Chamber of Commerce

business to make the investments they need to be able to modernize and comply.

Clearly, these are measures put in place by people who know nothing about business finance, who all too often think that higher business profits come at the expense of jobs and social policy goals. Just the opposite is true. It's when businesses are profitable that they're able to grow, create jobs and invest in the new products, processes and technologies required in order for them to meet more stringent stakeholder expectations while remaining competitive. The record of the last 30 years speaks for itself. First, look at the relationship between business profits and jobs. The more profitable Canadian companies are, the lower Canada's rate of unemployment is. Changes in profitability (measured in terms of after-tax profits as a per cent of GDP) are followed immediately by changes in the unemployment rate. Canada's unemployment rate goes up only when profit margins come under pressure.

Next, look at the relationship between corporate profits and capital investment by

Canada's business sector. Changes in the amount businesses invest in non-residential structures, machinery and equipment follow closely on changes in after-tax profits. Simply put, profit drives business investment. The most effective thing governments can do to incent companies to invest more in innovation, productivity enhancing technologies and improved environmental performance is to leave more money in the hands of business to make those investments.

The role profits play in driving business growth and assuring economic prosperity for Canadians should be a fundamental tenet of all government decision-making. Our governments must at least be aware of the negative impact higher taxes and regulatory compliance costs have on profits, job creation and business investment. It's an important message for all of us to convey. So, let's celebrate profit in 2018! Let's create jobs, incent investment and ensure greater prosperity for Canadians by championing a more profitable environment for Canadian business.



## Know a student who could use \$1,000?

The Milton Chamber of Commerce offers a \$1,000 scholarship to a high school student from each high school in Milton, a student entering an apprenticeship program and a child of a Chamber member.

Applications are now available at [MiltonChamber.ca](http://MiltonChamber.ca) deadline: March 31, 2018

## Make It YOUR Business...



**70% of those suffering from domestic violence are victimized while at work. Employers are now obligated by law to protect employees experiencing abuse in the workplace. (Make It Our Business, Bill 168)**

**Learn how to recognize and respond to signs of domestic violence and how to help your employees and co-workers find the support they need.**

**Halton Women's Place** facilitates the Government of Ontario-funded public education campaign, *Neighbours, Friends and Families*, to community groups and businesses. The presentation focuses on the impact of gender based violence in the workplace, and outlines the responsibilities of employers to "take every reasonable precaution" to protect their employees.

For more information on how to book a session for your workplace, please contact Laurie Hepburn, Clinical Manager: 905-332-1200 ext. 224.

[www.haltonwomensplace.com](http://www.haltonwomensplace.com)



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# Here's Why You Need to Stop Keyword Stuffing your Website

Sandeep Sambhi, Sandbox Media



An old technique of creating content for search engines is now being penalized by search engines. Find out why you need to stop stuffing your content with keywords.

Today, I want to talk about Keyword Stuffing and how it's not a good idea for you to be continuing that type of content creation if you are still doing so. In the past, when writers and content marketers were putting together the copy for their website, they would repeatedly use the same keywords that they were trying to rank for in search engines, in the body text on their website.

For example, if you had a site that was

focused on selling used cars, they would use the word "used cars" over and over in the copy rather than using prepositions and other words to describe what they were talking about. An example of this would be: "I sell used cars. The used cars I have are the best. The warranty on my used cars is the best. The service I have on used cars is the best." All this repetitive use of the same words is something that Google has now adjusted its algorithms to recognize, and then penalize websites for doing so.

So how do I rank if I can't use my keywords? Related topics!

A good way for you to put content together

for your website on a specific topic is to think about the subtopics that connect to the main topic you're talking about. If you're talking about used cars, you can start to talk about the reliability of these used cars, the warranty you provide on the cars, the service or even the performance levels on the cars that you're selling.

If you can start to talk about areas relevant to your topic that connect to the keywords and subject matter that you're trying to promote in the first place, you'll be sure to provide your users with a better experience when they come to your website and you'll be sure to pique the interest of search engines that will find your content more relevant.

I'm Sandeep with this week's Digital Marketing Moment. I hope you found this tip valuable, and if you did, subscribe to our YouTube channel where we'll be posting a new tip every Monday.



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# Turn Down the Volume!

Neil Persaud, Candybox Marketing

It's a peaceful day at work. Colleagues are speaking in hushed tones, the coffee is brewing, and you are surfing the internet looking for informative articles and business-related content. You visit a website that is impeccably designed and that features some incredible blogs that you and your team will benefit from when all of a sudden music blasts from your computer speakers. You jerk back in your chair, knocking over your fresh cup of joe and sending a cascade of papers to the floor. You frantically exit all sites on your browser and look around you to see if anyone noticed this comical display of panic. To your dismay, every single person is staring at you, mentally judging you and your work ethic. A typical day at the office just became one that you will remember for months to come, all because a website decided to embarrass you publicly.

Video is not new. For years, YouTube held the title of being the primary provider for online videos. Over the years, social media platforms have recognized the potential for

video and have incorporated it into their offerings. Even companies have begun to realize the benefits of sharing videos, and have chosen their website to be the perfect way to convey this information while adding greater personality to their digital marketing strategy. Although included on the site in hopes of better serving online visitors, videos that automatically play sound can negatively impact your business on a monumental scale.

A website is designed to convey a message to target audiences. Companies strive to gain website visitors on a daily basis through social media marketing, online ads, and through implementing the latest updates in search engine optimization. If a website plays music or video upon opening, no matter how valuable the content is, people are going to leave the site and never return, missing out on the incredible products and services that it has to offer! As a business owner, this means lost sales and even worse, lost money. Now we aren't saying that all videos are bad, as designers

have been integrating videos into websites for years. We are saying, however, that if a site is playing sound without the visitor's consent, it might as well be removed from Google altogether.

At Candybox Marketing, our team knows good website videos when we see them. That is why we are offering all Milton Chamber Members the chance to sign-up for a free 30-minute consultation. We will show you where your website is lacking, why potential customers are leaving it, and how you can take your website from a catalyst for public embarrassment to an interactive selling machine. Register here to help your website stand out, in the best way, today!

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Whether it's developing new websites, helping our clients be found on Google or managing

social media campaigns, rest assured the Candybox team has you covered! As part of our commitment to the Milton Chamber we're pleased to offer MCC members a special discount towards our digital marketing services. Contact us today to receive a free 30 minute consultation or complete the following Milton Chamber Offer here.

### Did you know?

These and other member to member offerings can be found on the Chamber website [miltonchamber.ca/member-to-member-discounts/](http://miltonchamber.ca/member-to-member-discounts/)

## How Word of Mouth Works

Fred Scheuer, Intrigue Media

I meet with business owners frequently, and our conversations centre around marketing. Time and time again I hear about the best way to market your business, and I always hear the same three words. If you guessed 'word of mouth,' then you are correct.

For many, many years, word of mouth has been the most powerful way to market a business. It still is! Think about it, it's older than the radio, billboards, television and the Internet. It's stuck around for a reason. Here is how word of mouth marketing works: your company sells a product or service to a person, that person then tells a friend about that experience—especially if it was really great or really bad. If it was great, the friend also goes in and buys the same product or service. It all starts with the experience of the client.

The first impression a client gets when working with you is so important. You need to create realistic expectations and a special experience. Recently, when I purchased a pair of glasses at Matador Eyeworks, Mark and Zeena were so passionate about making me look good in my glasses. They took the time and care to make sure I got just the right pair. They created realistic expectations with timelines, prices and customer service. Then they delivered on all

of these expectations. I have found myself talking about it to my friends, family and work colleagues on many occasions. Clients can get a "special" experience with a positive experience. But they can also feel that "special" experience by sharing similar beliefs and values.

Angelo De Medicis at Milton Home Hardware has had a community-first hardware store in Milton since 1964. I have spoken to a lot of the staff there, and most of them have been working there for a long time. It's because they treat their staff, their customers and their community right. People who buy from them know that the money is going to help some great causes like Sick Kids, Special Olympics and My Giving Moment. And they feel good about it!

'Word of mouth' is the oldest and most powerful tool to grow a business. To do it you need to give your clients an experience worth talking about. People love it when they've been taken care of. People also love when they get to work with an organization that has good values and that gives back to the community.

**Fred Scheuer is a part owner of Intrigue Media in Milton and Oakville. He generates leads for businesses by helping them develop a marketing strategy. His process integrates a mix of online strategies, community visibility, and networking. Contact: [fred@intrigueme.ca](mailto:fred@intrigueme.ca)**

**Have content of interest to our members? email [cheryl@miltonchamber.ca](mailto:cheryl@miltonchamber.ca)**



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Convenor Christine Walker was joined by Mayor Gord Krantz at the November Business After Hours held at FirstOntario Arts Centre Milton on Nov. 28, 2017

The 2017 AGM was held at Granite Ridge Golf Club on Dec. 6, 2017. Attendees were invited to stay for a Volunteer Appreciation reception following the AGM



Former Milton Chamber Executive Director Sandy Martin was recognized at the 2017 Volunteer Appreciation event with an Honourary Chamber Membership.

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