

NAPANEE &
DISTRICT CHAMBER
OF COMMERCE



2019

I BELONG - NOW WHAT?

2019

Getting the Most from Your Membership



IN ADDITION TO
THE MONTHLY
CHAMBER CONNEX,
SALES &
MARKETING
CLUB
AND VARIOUS
OTHER
WORKSHOPS
THROUGHOUT
THE YEAR,
THE CHAMBER
ALSO RUNS
THESE
LARGE SCALE
EVENTS



The
TAKE OVER

A LOCAL FOOD & BEVERAGE EVENT

May 11, 2019



July 4, 2019



Recognizing achievement in your local community

October, 2019

women with
momentum

November 2019 / March 2020

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From the President

DEAR NEW MEMBER

Thank you for joining us. Your membership with the Napanee & District Chamber of Commerce gives you and your business many advantages. It is your opportunity to join a collective that represents millions across the province as advocates for small and medium business. It is an invitation to many local community, business and networking events. It is a discount on several of the things you may already pay for. This Guide will show you how to make your membership most effective. I look forward to working with you through 2019.

STEP 1 - REVIEW YOUR MEMBERSHIP PACKET

This manual is a valuable resource that contains the information you will need to make your Chamber membership work for you. Keeping it nearby with easy access and share it other staff members who will also benefit from this.

STEP 2 - IDENTIFY WHAT YOU HOPE TO GAIN FROM YOUR MEMBERSHIP

Whether you're looking to build relationships with peers and potential customers, develop professionally through educational workshops and programs, raise your profile as a community leader, or utilize discounts that drive dollars to your bottom-line, the Chamber is the place for you and your employees to get connected.

STEP 3 - INCLUDE YOUR ENTIRE STAFF IN YOUR MEMBERSHIP

Your membership includes your entire staff, and the more they are involved, the more your membership will blossom. The Chamber offers a variety of events and programs that will benefit individuals in all types of positions within your organization. Visit our website at www.napaneechamber.ca for our latest events and programs.

STEP 4 - LEND US YOUR VOICE

Be part of conversations that move business forward through committee opportunities, legislative affairs, meetings and community conversations.

STEP 5 - CONNECT WITH FELLOW MEMBERS

Make meaningful connections with your business peers and prospects through member events and business celebrations. Extend your networking opportunities by joining the Chamber's online communities on Facebook, Twitter and LinkedIn.

STEP 6 - USE ONLINE MEMBERSHIP DIRECTORY AND DO BUSINESS WITH OTHERS

The online directory contains a list of members with contact information. They share your interest in making our community thrive and we encourage you to take a look at their businesses when making purchasing decisions. The Member 2 Member Discount also helps in further discount.

STEP 7 - MAKE YOUR MEMBERSHIP WORK FOR YOU

The Chamber offers many cost-saving products and services to help reduce your bottom line. You can save on shipping, fuel costs, office supplies and much more. Need group insurance? Take advantage of Chamber Insurance only through membership.

Throughout this manual, you will be inspired and encouraged to take advantage of all the benefits to which your membership in the Napanee & District Chamber of Commerce (NDCC) entitles you.

These benefits and programs are open to members of the NDCC only. In order to maximize your benefits, there are some key points to remember. They are as follows:

Networking

Dozens of opportunities to meet, greet and exchange information and business cards with other like-minded business people.

Member Discount Privileges

We offer opportunity for small businesses to buy like big businesses. VISA/MC/Debit Program, Health & Dental Benefits Program, Gas Card Program, Shipping Program, Office Supply Program and more to come all the time.

Keeping You Informed

Through our monthly newsletters and our email blasts, you will be connected to the local business community, the Ontario Chamber of Commerce and the Canadian Chamber of Commerce at all times. Stay connected by following us on social media at Facebook, Twitter, Instagram and LinkedIn.

Marketing/Promotion

Expose your business to hundreds of potential customers through sponsorship during the Business Awards, Lifestyle Showcase, Lunch & Learns and other special events. Other opportunities include putting your message in this manual, in our monthly newsletter or on our website for constant visibility.

Your Advocate

The Chamber will take your concerns and questions to all levels of government and help you get the information or the answers you need. We lobby on behalf of businesses for better ways to grow our local economy.



Did you know that if your company is a member of the Chamber, all of your company's employees can benefit?

What follows are some of the key programs and services available to help with various aspects of your business, including increasing its public profile. Let us help you grow, thrive & succeed.

Chamber Perks - M2M Discounts!

Check www.napaneechamber.ca for a complete listing of Member 2 Member discounts. Discounts listed are available to Chamber members and their employees. To receive your discount just present your card at time of purchase. This program is to encourage our members to do business with each other. If you are interested in offering a discount, contact us.

Board Room Rentals

Large or small boardrooms are available during the day time. We can also make available the following equipment: Flip Chart, Screen & Projector. Call ahead to reserve your spot.

Ribbon Cutting

Ribbon cutting is the ceremonial opening of a brand-new or newly renovate/relocated business that has opened within the last 12 months. It can inaugurate a business's first day of business or it can take place weeks after the business's soft opening. We have extra-large promotional scissors and a guideline sheet with the right contacts to help your big day.

Send Us Your News!

Job Posting? Won an award? Wanting to promote your programs or services? We would love to hear from you. Let us know the latest news so we can pass it on to our followers

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Chamber ConneX

2019

Monthly Networking Events

Season's Fine Foods- February

Sand n Sea - March

Rocky Mountain Smoothie Co. &
Downtown Napanee Business Hub- April

L&A Financial- May

The Spa Co. - June

OSPCA & CanDo IT- July

Career Edge- August

People Power Press

& Catherine Arnold - September

Wartman Funeral Home - October

Deadleaf & Touch of Wellness- November

For dates and times visit
www.napaneechamber.ca

Secrets of Positive Networking!

Never Leave Home Without Them!

One of the most important tools in your marketing and branding arsenal are business cards. Even in the modern digital age, handing out these small, simple items are the best way to make an introduction to a new partner, new customer or new employee. Ensure you always have an adequate supply with you. Keep extras in your vehicle, your mobile/tablet/laptop case, or with your credit cards. A snappy looking card, that emphasizes your brand, could be the first step in a successful and lucrative business relationship.

Establish, Extend, Exchange, Engage

For even the most seasoned of entrepreneurs, it is always a little intimidating when you are meeting someone for the first time, especially in the pressurized environment of a business meeting or sales call. In every encounter, it's important to come across as someone knowledgeable and confident about their company, their brand, product or service. Establish eye contact and maintain it throughout the exchange. At the same time, extend your right hand and offer a firm handshake. And it doesn't hurt to smile either! And most important - listen. Allow the other person to finish their comments, ask questions and even give them time to think. Interruptions, looking hurried or distracted and generally being brusque and too aggressive can end a relationship before it even starts.

Working the Room

If you are attending a networking event where you know there will be a number of people, ensure that you adopt a congenial, friendly, and open demeanor. You may have to go a little outside your comfort zone if you are unaccustomed to crowds, but it will be a growth experience that could pay off in positive and tangible ways for your business. Get a lay of the land when you arrive and then just dive right in, perhaps starting to mingle with people you already know. Move around the room and introduce yourself to people you don't know, making sure to follow the advice about conversations mentioned in the previous paragraph. And adopt the philosophy that you are there to be helpful, not make a sale. No one goes to a networking or social function looking to be plied by salespeople. Ask about issues or problems and offer solutions if they are appropriate. There is a big difference between polite and pushy!

Repeat, Repeat, Repeat

You need to keep repeating these tips and practice them over and over in order to get really good at them. You will find your own secrets along the way too. You know that with every habit you have, it's because you have done it over and over. Even if your desk is piled up - don't stop networking. It is the only thing that leads to opportunities. So keep going and realize the Power of Positive Networking.

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