

Greater Sudbury Chamber of Commerce

# Virtual Voice of Business

e-newsletter



## "Virtual Voice of Business e-Newsletter"



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## member<sup>2</sup>member

expert sessions

I Need Money - What Do I Do? Have you ever sweat over an application for business financing? Then this session is for you! Learn what your banker is looking for; how to present a solid and persuasive request and get the "insider" perspective on what bankers are looking for. Click [here](#) for details and to register.

The workplace is an ideal place to promote health because most workers spend over half of their waking hours there. The place where you work and the work that you do can affect your health. Moreover, how you feel can affect how well you do your job. For more information click [here](#).

## Welcome

### Virtual Voice of Business September 22, 2009

#### Your Chamber - Right Now

This week the Greater Sudbury Chamber of Commerce is reviewing two issues: the Maley Drive Extension and the city's business licensing and permit bylaw.

The City is in the planning stages of how to strategize the procurement of infrastructure funding for the Maley Drive Project and the chamber is re-examining the May 2008 consultants report in anticipation that the project will go ahead in the near future.

As well, your chamber is investigating whether the operation of a non-local, temporary, wholesale auction, being held in the city is valid according to the city's business license and permit bylaw. Finally, last week, city council voted to approve the Audit Charter for the Office of the Auditor General of Greater Sudbury. Click [here](#) to view the Charter.

#### Chamber Events

##### Membership Directory

In preparation for the publication of the chamber's annual membership directory, this week you can expect to find update packages in your mailbox. If you would like to advertise in this one of a kind directory, please fill out the forms and return them.

##### Did you know..

If you have not visited the website lately, you will find that there have been significant changes. This new, user-friendly interface now allows you to update your information and register for events, all from the comfort of your office! A new feature of the website is a weekly poll of topical issues. Click [here](#) to check it out!

##### A.C.C.E – Executive Livecast Sessions

The Greater Sudbury Chamber of Commerce, through its membership in the American Chamber of Commerce Executives, is offering Executive Educational Livecast productions to our members. In the series of four livecasts, America's top business thought leaders, who are also New York Times bestselling authors, will share key insights into: leadership strategies, spearheading change, igniting innovation, and achieving greater influence in your personal and professional life. Please note, the first of the series will take place on October 13, 2009 with Vijay Govindarajan. The last in the series is scheduled for January 19, 2010. Click for detailed [information](#) or to [register](#).

##### Business to Business Tradeshow

The chamber is hosting a Business to Business Tradeshow on **November 5th, 2009**. For more [information](#) or to

**youradhere** to check for availability  
and secure your spot  
contact:  
*Erin Newell*  
673.7133 x 224



Look here each week to find the m2m feature discount of the week. The **member-to-member Discount** Program is an avenue for chamber members to increase their exposure to the business community. It has an added benefit for chamber members by providing them with cost savings when purchasing through other chamber members.

These discounts are listed in the **Chamber Business Directory**, and are represented by the red exclamation symbol next to the company information. If you would like to see your m2m business discount featured here, please **e-mail** your request.



Cranky Joe's Roadhouse offers a 10% discount to all Chamber members.

941 Notre Dame Ave., Sudbury, 705-524-9393

### *Reminder to all members*

We at the chamber would like to remind all employers that our functions, special events, member benefits and learning opportunities are extended to your employees as well. The Virtual Voice of Business is our way to keep you informed of current events. We encourage you to share this weekly publication with your employees.



To learn how you and your employees can benefit from these engaging and effective courses, click **here**.

### **register**

*Christmas Party!*

*Remember to mark your calendars for our 2009 Chamber Christmas Party!*

*WHEN: Saturday, December 5<sup>th</sup>, 2009 at 6:00pm*

*WHERE: Caruso Club - 385 Haig Street*

*WHO: Entertainment will be provided by Absolute Entertainment*

*COST: \$45.00 + GST (Members), \$65.00 + GST (Future Members)*

*Menu to be announced.*

### **Mystery Shopper Program**

The Canadian Chamber of Commerce, Competitactics and the Greater Sudbury Chamber of Commerce have partnered to bring our members the Mystery Shopper Program. What is Mystery Shopping? Mystery Shopping is a form of market research. Posing as a typical customer, the mystery shopper observes service quality in an establishment. An effective mystery shopper is careful to blend in with other customers so as not to be 'discovered'. Mystery Shopping is an effective way to identify gaps and best practices within an organization by observing how the business operates under everyday conditions. For further details on this program, please call 1-877-447-5189 or click **here**.

### **New Members**

More and more businesses are recognizing the value of becoming a chamber member. Members see the chamber of commerce as their "voice" to all levels of government and as their network to the local economic community. The chamber would like to welcome its new members for the month of September. If you haven't had a chance to introduce yourself to your newest fellow members yet, click **here** to find out more information about them.

### **After Business Attendees**

Thank you to OLG Slots for sponsoring and hosting this month's very successful After Business. OLG Slots were presented with a 10 year anniversary plaque from the chamber in recognition of this milestone. With approximately 100 people in attendance, it was an evening filled with great food, great people, many laughs, and lots of networking. Special thanks to the exhibitors:

- Arseneau Virtual Assistant
- Beyond Wireless
- Cambrian Insurance
- Comfort Keepers
- Digi Coins
- Junkala & Associates
- Northern Ontario Families of Children with Cancer
- Regional Business Centre
- Science North
- Scotiabank
- Simplified IT
- 3e solutions
- Travelodge Hotel
- T3 Tech

If you would like to learn more about the many benefits of hosting an After Business at your location or for sponsoring or exhibiting opportunities, click **here** to submit your request.

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### **Ontario Chamber of Commerce**

The Ontario Caucus has finalized a package of policy resolutions in anticipation of the Ontario Chamber of Commerce's Annual General Meeting in Victoria this coming October.

This year, the Ontario Caucus supported 53 policy resolutions for the AGM. The AGM provides member chambers from local communities across Ontario an opportunity to hear from experts, debate policy resolutions and formulate the annual advocacy strategies. Local chambers bid to host the AGM & Convention so we can see and learn about all geographic areas of our country.

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### **Canadian Chamber of Commerce**

Last week, just prior to the meeting between Canadian Prime Minister Stephen Harper and United States President Barack Obama, the Canadian Chamber of Commerce and U.S. Chamber addressed the Canadian Senate Standing Committee on Foreign Affairs and International Trade. The joint presentation highlighted the conclusions and recommendations uncovered in the report by both the Canadian and U.S. chambers during the summer entitled: "Finding the Balance: Shared Border of the Future". The presentation addressed short-term and practical recommendations for making the border more secure and trade-efficient.

Canada and the United States have the largest trading relationship in the world with \$1.6 billion in two-way trade and 300,000 travelers crossing the border every day. Our two-way trade goes beyond the sale of final goods and services to each other, as benefits flowing from this relationship include 7 million jobs in the United States and 3 million in Canada.

#### *Free Trade - Changes*

The federal government is set to eliminate all import tariffs on machinery and equipment, reinforcing its commitment to freer trade.

Last Friday, Finance Minister Jim Flaherty announced consultations on his plan to expand a previous tariff reduction initiative to other components that automotive part makers, sawmills, printers and other companies require to become more productive. In the January budget, the federal government eliminated \$440-million in tariffs on \$2-billion worth of machinery and equipment. Removing the remaining taxes could save companies as much as \$300-million, according to government estimates.

#### *Bill C-300 Before Parliamentarians Again*

With another session of Parliament starting up last week, MPs will be examining Bill C-300, a private member's bill that proposes to increase government oversight of Canadian mining and oil and gas companies operating in foreign countries. The Bill proposes to penalize companies that run afoul of good governance standards that exist for companies operating mines in Canada. The bill has passed second reading in the House of Commons, and will be debated in committee this fall. If it clears the committee stage, it would go back to the House of Commons for voting.

Under C-300, citizens can take complaints about Canadian resource companies directly to the federal government, regardless of what foreign country they are working in. If the complaint is accepted, an investigation (no longer than eight months) would begin. If the company is found guilty of environmental or human rights abuses, it would be ineligible for financing from Export Development Canada (EDC) or the Canada Pension Plan Investment Board (CPP).

Critics say the bill will cross into the affairs of legitimate, sovereign states who have their own laws and standards governing foreign companies operating in their country and put undue costs on Canadian companies, many of whom may decide to relocate outside of Canada. The bill is being proposed by Liberal MP John McKay (Scarborough – Guildwood).

#### *H1N1 Preparedness*

The CCC is again reminding local businesses that it is a good idea to be prepared for the upcoming flu season.. Make sure you are prepared to handle multiple sick employees. Check [here](#) to learn more about business pandemic planning.

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#### **Business How-To Red Tips**

##### *What to consider when writing a Business Plan?*

The most important driver for almost any business plan (whether it's called a business plan, a sales plan, an operational plan, an organizational plan, marketing plan, marketing strategy, strategic business plan, or other department business plan) is return on investment. When laying out your business plan, consider the following:

- Conduct Market Research that focuses on the information you need, to help you to formulate strategy and make business decisions.
- Your ideal customer profile and demographic, break out by industry sector.
- Pricing and Customer Perception, needs, preferences, buying patterns.
- Define your products and/or services.
- Customer trends and demographics.
- The routes you will take to get to market.
- Your competitors' strengths, weaknesses, products, prices, sales methods.

##### *How do you win a room?*

You may have heard that entering a room with confidence goes a long way to winning the room. You want to appear confident and strong; not arrogant and cocky. Body language is everything so use it to your advantage and display to the panel that you are absolutely the right choice for them. Your prospective client wants a partner and a confident, experienced team to work with them. It is important to acknowledge everyone in the room and introduce yourself and your team. Make it a point to walk up to everyone, greet them with a smile a solid handshake and present them your business card. Never make the mistake of tossing your business card across the table, this is a sign of disrespect and in some cultures you would be thrown out of the room.

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#### **Unemployment Assistance**

The City of Greater Sudbury has set up an office to help people cope with the difficult economy. The Worker Support Centre is the result of a collaboration between the city, Xstrata Nickel and the CAW. It is funded by the Ontario government. The centre will assist individuals affected by the economic downturn – those who have been laid off and are currently unemployed – with resources, referrals, support for retraining. To contact the staff office, please call 222-4118 Monday-Friday, 8:30am-4:30pm.

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#### **Member Events**

Crime Stoppers' - Night at the Races

Come out to Sudbury Downs for a fun evening of live harness racing while supporting Sudbury Rainbow Crime Stoppers.

Sudbury Rainbow Crime Stoppers is holding a Night at the Races fundraiser at Sudbury Downs on Saturday, October 3<sup>rd</sup>, 2009.

Tickets are \$50/person. Ticket holders will enjoy a Prime Rib buffet in the Mardi Gras Dining Lounge, free Race Programme, an optimal gaming package and have a chance to go home with a prize.

To purchase tickets or for more information contact  
Sudbury Rainbow Crime Stoppers  
675-9171 ext:5692

Email: [sudburycrimestoppers@vianet.ca](mailto:sudburycrimestoppers@vianet.ca)

Website: [www.sudburycrimestoppers.com](http://www.sudburycrimestoppers.com)

Home for a Hero

The William (Billy) Kerr Home for a Hero project would like you to make a difference. There are two ways you can get involved. The first is to collect **pledges** and do the walk. The second is to buy a Red KICX Home for a Hero **shirt** for \$10.00. All proceeds are going to the home for Bill Kerr (while also helping to raise awareness for "Wear Red on Fridays").

Your **Business Network**

Greater Sudbury  
Chamber of  
Commerce



Chambre de  
commerce  
du Grand Sudbury

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