



The YEP program will support aspiring, young entrepreneurs launching successful, new businesses in the surrounding communities across Central Hastings. In addition, individuals will have access to resources through the Madoc & District Chamber of Commerce and their membership. YEP members will have access to more inclusive benefits with a range of specialized workshops and networking opportunities to help them realize their ambitions of business ownership.

Together, we can strengthen the next generation of Canada's business leaders. This program is lead by motivated, enthusiastic, determined professionals who want to make a positive difference in their community. With their leadership, each youth will be given the opportunity to attend exciting workshops, dynamic field trips to local businesses and participate in all Chamber activities as a full active member.

Participating ages are between 13 and 25, annual membership fee of \$25.

**Success made
Simple with YEP!**

BENEFITS & PROGRAMS FROM YOUR LOCAL CHAMBER



WE'RE STRONGER

TOGETHER!

BENEFITS OF BELONGING TO THE CHAMBER

Everyone wants to Belong, whether it's belonging to a service club, group of friends, or just a family, belonging is a sense of having a stake in something bigger than yourself. Belonging to the Chamber is like belonging to a family. We share common interest, like the economy, legislation and we even share the need to connect with others whom we belong with. A wise person once said, people do business with people they know. Well, the Chamber has known that for years, and we've even built in a core practice that commits this organization in developing programs that hinge on connecting people with people so they can get to know one another.

Belonging from a community perspective is about uniting our voices, to ensure business can continue to be vibrant, so jobs can be created and kept, and prosperity can be generated for this and advanced generations. We've got a lot going for us in Central Hastings, we have a fantastic location, we have a diverse economic structure and we have a Chamber of Commerce that is committed to growing our community in a manner that speaks to prosperity, health and safety. Belonging to the Chamber strengthens our voice and empowers the business community to keep our community progressive. We've a lot of work to do yet, that's why we invite you to Belong, be part of our family, get to know more like-minded entrepreneurs and help us build the community we all want.

We are not a chamber of yesterday. Instead, we are defining the chambers of tomorrow. As a Chamber Member you can expect...

Networking - Assistance with the growth of your business. Networking is one of the most common reasons businesses join the Chamber. Your participation in Chamber events such as Business After Hours or the Lunch & Learn allow for introductions to other businesses and individuals, allowing you to develop relationships with other members. The Chamber also offers other promotional and advertising opportunities such as a advertising in the News On 7, our Weekly Newsletter and the Chamber website and our weekly Community Voice program.

Cost Savings - To improve your bottom line. The Chamber has secured member discounts from a variety of local businesses as well as a discounted merchant MasterCard/Visa rates. The Chamber also offers members with 1 to 50 employees or more a very competitive and comprehensive Group Insurance Plan. All Chamber Perks are listed our website.

Advertising Opportunities are also available through the many publications that we publish such as News On 7. We can help you expand your brand and increase your exposure.

Education - Help in training you and your employees. The Chamber offers a wide range of cost-effective and timely educational opportunities.

Political Clout and Representation - The Chamber to be your business advocate. The Chamber is the "Voice of Business" for the Central Hastings business community at all levels of government. We also interpret various policies and distribute the information through our Chamber newsletter, Keeping You Up To Date.

TO KEEP YOU INFORMED

The Chamber communicates with its members in several ways through our newsletter, regular mailings with notices for special events, News On 7, and the Chamber Business Directory.

MINDFUL LEADERSHIP WORKSHOPS

Building connection and trust to drive your team's performance to new levels

The Madoc & District Chamber of Commerce members are thought leaders on a wide variety of topics ranging from leadership development, business start-up courses, social media training, safety education, and more. If you are interested in putting on a Workshop that will benefit other members or in our business community, please reach out to the chamber office to book your event.

UPCOMING EVENTS

DIFFICULT CONVERSATIONS

Although good communication is always an important element in business, there are some difficult conversations that can have a great impact and lasting effects. Most people are not well prepared for these discussions, and this puts them at a distinct disadvantage. This course provides the tools needed to improve skills and outcomes in handling difficult conversations.

LEADING EFFECTIVE MEETINGS/MAKING IMPACTFUL PRESENTATIONS

Presentation skills are critical for today's business professional. How you present information to a group can determine the influence you have with others; it affects your credibility and makes a remarkable difference when getting your message across to your audience. The goal of this workshop is to give you the skills necessary for effective presentations and to help you effectively engage your listeners.

STRATEGIC/MARKETING/SOCIAL MEDIA

Strategic marketing drives organizational success for businesses by translating customer desires into effective strategies. Learn to assess market opportunities, segment target markets, and create strategies and tactics that help achieve organizational goals. Build a solid foundation and develop skills across the spectrum of marketing activity, from research, through strategy development and planning, sales, digital marketing and social media, and persuasive communication across media platforms.

SALES STRATEGIES AND METHODOLOGIES

In every business everybody sells! This workshop focuses on the practical skills and methodologies used in selling goods and services in a business-to-business (B2B) environment. Attention is devoted to the art of persuasion as a life-skill and to the need to develop professional relationships in business. The overriding sales philosophy is relationship focused and the customer approach is collaborative.

These are just a few of what we will be offering annually for new members and business owners within the community. All workshops are open to members and non members.

Pricing for all day workshops includes lunch.

Members: \$95

Non Members: \$110





ADVERTISING OPPORTUNITY

News On 7 is publication that the Chamber creates once a month and distributes in print and in digital form.

Why Advertise?

- Members pay a reduce rate.
- Featured Member each month on the back cover.
- Print copies distributed in the following areas:
 - Havelock
 - Marmora
 - Madoc & Madoc Township
 - 62N to Bancroft
 - Tweed
 - Kaladar, Northbrook

THANK YOU ADVERTISERS! WWW.MADOCCHAMBER.CA 613 473 1616 IN PRINT, ONLINE & ON SOCIAL

MONEY SAVING BENEFITS

In addition to its advocacy, professional development and networking opportunities, membership in the Madoc & District Chamber of Commerce can also help to save you time and money. Time, because we provide access to a number of best-in-class programs for business, so you won't have to do extensive research to find them, and, Money, because most of these programs provide savings which are exclusive to Chamber members.

CHAMBER AFFINITY PROGRAMS

Your Chamber membership gives you access to benefits negotiated by our national and regional Chambers. Choose any or all of these, ranging from the largest and most flexible group insurance plan in the country to preferred rates on your debit and credit payment processing to business or personal travel discounts.

- Freight Discount Rates
- Esso Business Card
- Insurance
- Merchant Sales (Debit Machine)
- Chamber Group Benefits
- Rogers Business Centre
- & more

PROMOTIONAL OPPORTUNITIES

Within the Chamber, we offer a number of cost-effective ways to promote yourself to the public and other chamber members. The choice is yours, ranging from website or News On 7 ads, to sponsoring an event or exhibiting at a mixer.

- Member To Member Discounts
- News On 7 Promotion – Featured Member Of The Month
- Social Media Promotion
- Discount Rates For Advertising In The News On 7
- On-line Advertising on the Chamber's Website



MEMBERSHIP REFERRAL PROGRAM

The Member Referral Program is to help grow the Chamber and provide rewards and recognition opportunities to members who forward prospects that result in membership. A growing membership strengthens the Chamber's voice advocating on issues of importance, enhances services for our members and provides more business connections.

How does it work?

- Identify a colleague, friend or client who could benefit from a Chamber membership.
- Submit your referrals online below.
- A Chamber account executive will contact the referred business.
- If your referral joins the Chamber within 60 days of receiving the referral, and pays for one full year of membership dues, you will receive a \$10 credit.

Referral Terms and Conditions

- When we contact the referred business, we will mention you or your company as the referring business.
- There is no limit to the number of referrals you can make.
- Submit referrals to be eligible for the \$10 credit towards the following year membership.
- The referring member must be in good standing with current year's dues fully paid.



NETWORKING EVENTS

BUILDING BUSINESS OVER BREAKFAST
LUNCH & LEARN
BUSINESS AFTER 5
YOUNG ENTREPRENEURS & PROFESSIONALS

THESE MAYBE OFFERED VIRTUAL OR IN
PERSON DEPENDING ON SOCIAL
RESTRICTIONS

OPPORTUNITIES TO SHOW CASE YOUR BUSINESS		
WEB SITE ADVERTISING	NEWSLETTER ADVERTISING	SPONSORSHIP
<p>Scrolling Banner on Home Page \$75 Quarter or \$250 / Year</p> <p>Priority Placement in the On-Line Directory \$100 / Year</p> <p>Enhanced Listing in your On-line Directory Description Page \$200 / Year</p> <p style="text-align: center;">Bundle All 3 \$500 / Year</p>	<p>Clickable Banner Ad on Weekly Newsletter \$40 / month \$180 / 6-mths \$380 / Year</p> <p>Clickable Logo on Weekly Newsletter \$15 / month \$65 / 6-months \$130 / Year</p>	<p>Chamber Sponsored Events Networking Annual Golf Tournament Christmas Parade B2B Trade Show (2022)</p> <p>Chamber Quarterly Membership Meeting (Held in Jan, April, July, Oct)</p> <p>Building Business Over Breakfast 1st Friday of Each Month</p> <p style="text-align: center;"><i>Please call the Chamber Office for Sponsorship Pricing.</i></p>
2021-2022 Rates		

ADVERTISING OPPORTUNITY - FREE

This is an opportunity for Chamber members to share their story of entrepreneurship and professional journey on how they ended up where they are today. Or you may want to speak about a certain topic that will be valuable to our community.

Every Wednesday at
Noon to 12:30pm



COMMUNITY VOICE

Would You Like To Be A
Guest Speaker
Book Your Spot Today!

613 473 1616 | madocchamber@gmail.com



Presenting Sponsor \$1500 (1)

The presenting sponsor will be the main sponsor of the event, they will have the most exposure and recognition of all the sponsorship options. The presenting sponsor will receive a series of benefits including gala branding, name placement on awards, logo placement during event, logo placement on both the events pages and the home page of the website, mentions in all chamber media related to the gala, 5 minutes of speaking time during the gala, a 40 second promotional video to be shared on all chamber social media channels, website and 4 tickets to the gala.

Awards Sponsor \$500 (8)

Awards sponsor has the opportunity to pick an award of their choice and get to announce and present the award during the event. The benefits for the awards sponsor include name placement on the awards, logo placement during the event, logo on the events page, 6 social media mentions, from the chamber, one newsletter mention, a 30 second video shared on all chamber social media channels, logo on marketing materials, banner placement at the event and 2 tickets to the gala.

Friend of The Gala \$250

Friends of the Gala sponsors are sponsors who cover dinner and event related expenses and get recognition for such during the event. Friends of the gala will each receive a unique poster/logo placement depending on which package they sponsor, they will also receive logo placement on the events page of the chamber website, social media recognition, logo placement during the gala, a banner at the event and one ticket to the gala.



FALL EVENT STARTING 2022

The Annual Business Excellence Awards Gala will be the Chamber's premier event and a must-attend night for business owners in the Region! The Gala is a celebration of business excellence, recognizing Chamber members who have made exceptional contributions through their involvement and leadership in the community. It is a time for the business community to come together and show their appreciation towards business and organizations that have helped shape Central Hastings.

ABOUT THE EVENT

Every year, the Business excellence Awards Gala will be attended by members, including the area's most respected and recognized industry leaders. Organizations of every size are represented, from international companies to mom-and-pop shops.

Eligibility

In order to be eligible for nomination for any of the award categories the nominee must be located within the District of Central Hastings.

You have the opportunity to submit nominations in two categories per business. Businesses nominated in multiple categories MUST only select 2 categories to put forth for submission. In any given category, the previous year's recipient is ineligible but may apply again in future years.

All qualified candidates are encouraged to nominate themselves, or you may nominate any qualified individual, or business for any of the award categories. Forms are available online or by calling 613 473 1616.

JUDGING

All completed nominations are reviewed by the Judging Committee. Judging is based solely on the information provided within the application form. Judges will assign a score (0-5) for each section. The more thorough, comprehensive and/or informative the application, the higher the potential points score. The Chamber reserves the right to contact the nominee to verify facts.

BUSINESS EXCELLENCE AWARDS DESCRIPTIONS

Small Business of the Year Award (1-10 Employees)

Awarded to an outstanding business or organization with 1-10 full-time employees that, in the past year, has:

- Been in operation for a minimum of two consecutive years
- Demonstrated innovative & proactive leadership within their business or industry
- Demonstrated measurable success as a business and/or as an employer
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment

Business of the Year Award (11-50 Employees)

Awarded to an outstanding business or organization with 11-50 full-time employees that, in the past year, has:

- Been in operation for a minimum of two consecutive years
- Demonstrated innovative & proactive leadership within their business or industry
- Demonstrated measurable success as a business and/or as an employer
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment

Community Builder Award

Awarded to an outstanding business or organization that, in the past year, has:

- Been in operation for a minimum of two consecutive years
- Supported charitable or not-for-profit organizations on an on-going basis
- Demonstrated a willingness to make the community better
- Demonstrated a vision of a better community and has taken steps to make it happen
- Practiced good corporate citizenship
- Made exceptional contributions by promoting community betterment

New Business of the Year Award (<2 Years)

Awarded to a business or start-up that has:

- Been in operation for less than 2 years but more than 3 months, based on the nomination closing date
- Demonstrated proactive and innovative leadership within their business or industry
- Demonstrated measurable success, growth, or promise as a business and/or as an employer
- Practiced good corporate citizenship and made exceptional contributions by promoting community betterment as an employer.

Service Excellence in Hospitality & Tourism Award

Awarded to an outstanding business or organization that has demonstrated a commitment to providing top-quality customer service and guest experience in hospitality, tourism, and/or the entertainment industry. This business may have:

- Been in operation for a minimum of two consecutive years
- Exceeded customer expectations in the hospitality and service industry, and offers a superior-quality product or service
- Been a key player in increasing awareness of the Central Hastings area
- Demonstrated measurable success
- Made exceptional contributions by promoting community betterment

Innovation Award

Awarded to a business or organization that has been in operation for a minimum of one year, and has created, invented or developed an innovative product or process, that has resulted in significant and measurable increase in revenue or job creation; productivity or quality; reduction in costs; and/or improvements in service, in the following areas:

- New product(s)
- Technology, Management
- Manufacturing processes, Customer service

Non-Profit/Charitable Award

Awarded to an outstanding non-profit/charitable organization that has achieved excellence through:

- Demonstrated innovative and proactive leadership within the organization or non-profit sector
- Implemented initiatives that have resulted in significant and measurable outcomes benefiting the overall services of the organization
- Developed the skills, knowledge and performance of its organization and volunteers
- Has been in operation for a minimum of two consecutive years.

Young Professional of the Year Award

Awarded to an individual under the age of 25 who has tackled the challenges of entrepreneurship and/or has demonstrated professional growth and success in their respective field of work. This individual:

- Is under the age of 25 (as of October 30, 2021)
- Is an individual who is part of a Member Business in good standing
- Has demonstrated leadership within their workplace and/or within the community
- Has contributed to the community through active participation in community initiatives
- And/or has demonstrated entrepreneurial ability and innovation in any of the following areas:
 - New product(s) and/or customer service initiatives
 - Technology, Management and/or processes

All nominees MUST be members, in good standing, of the Madoc & District Chamber of Commerce and support the Chamber's mission, core values, beliefs, and goals.