

## Newest Member Jersey Store



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**FREE**

**Business Profile**

## Social Media Update

The social media program is moving right along; we have many likes on our facebook page, twitter account and are following many companies on our LinkedIn account. The focus for the last part of the program will be on converting video and PowerPoint presentations for viewing on our You Tube channel.

We are in the middle of a series on featuring our Non- profit members on facebook; following this we will be holding an information session on December 5 at 7pm at Van Horne Manor to inform our nonprofit members on the ins and outs of social media.

If you are a non-profit member we still have a few spots left in the facebook series. In order to have your organization profiled

please contact the Chamber of- fice and speak with Liz Stone. We have limited seating for the information session please re- serve your seat today. We will be providing light re- freshments and handouts of the presentation. If any of our members have and ideas or suggestions in regard to social media please forward them to Liz Stone Social Media Coordinator

[www.smithsfallschamber.ca](http://www.smithsfallschamber.ca)

## Crummy Media Solutions

Centrally located in Lanark County, Crummy Media Solutions offers excellence in graphic design and visual communications services. We help small businesses build and maintain their corporate image with the creation of promotional and advertising products. Sherry Crummy, owner and founder, has gained over 20 years experience in the advertising and web industry. With her creative flair, thorough understanding of target audiences, and strong pulse on the latest

online marketing trends, Sherry will propose the best options for your business with diverse web, print and branding tools, resulting in cohesive marketing solutions for your local business.

Social media is growing at an overwhelming rate. This online dialogue with clients presents an unprecedented way of doing business, and it is important to be strategic to maximize its full potential. Crummy Media Solutions will bring clarity and direction to your social media market-

ing plans. We will get your business up and running, train you how to use the tools, and provide management and maintenance services for those who prefer not doing it themselves.

Contact us to learn more about our services, we offer a no-obligation consultation at your convenience and look forward to meeting you!

Phone: [613-880-1806](tel:613-880-1806)  
[www.crummymedia.com](http://www.crummymedia.com)  
[Visit us on Facebook](#)  
[Follow us on Twitter](#)

**Welcome to our Newest Board Member  
John Maloney of The Rideau Winery**

### **Upcoming Events in Smiths Falls**

- September 17 - December 21 - Lest We Forget Exhibit
- November 3 - December 19 - 31st Annual Art Show & Sale
- November 5 - December 23 - Christmas at Heritage House
- November 10 – Lest We Forget Veteran Cemetery Tour
- November 15 – Christmas Open House at Heritage House Museum
- November 17 - National Capital JKA Shotokan Open Youth Karate Championships
- November 18 – Capital City Chorus Performance
- November 25 - Santa Claus Parade
- November 28 - Beyond the Big City Lights
- December 5 - Non-Profit Seminar
- December - Christmas Open House and Light Up Smiths Falls Bus Tour Dates to be Determined

**The Smiths Falls & District Chamber of Commerce extends a sincere PAGE 3  
“Thank You” to the following Corporate Sponsors.**

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**Congratulations to our  
2012 Business Person of the Year  
Chris Saumure**

**Guy Saumure & Sons Construction Ltd.**

**2012 Small Business Person of the Year  
Lori Lawrence**

**Smile Sensations “Your Independent Dental Hygiene  
Clinic”**

**2012 Aesthetic Award Winner  
Hunt & Dopson Insurance Group**

**2012 Community Appreciation Award Winners  
Mayor Dennis Staples  
Wayne Cavanagh**

**A special “Thank You” to:**

**Our Guest Speaker  
Gary Gzik**

**Our Emcee  
Wayne Cavanagh**

Roger Cooke of Ross & Cooke Chartered Accountants  
Councillor Shawn Pankow  
Bob Cheetham, Director of Economic Development  
Blair & Sons Funeral Directors  
Wayne Cavanagh and Rogers Media/Jack FM  
Mike Cimilyan of Paradime  
Sherry Crummy of Crummy Media Solutions  
Dan Cyr and Rob Roy’s Pub  
Councillors Robert Taylor and Jeff Banks from  
The Township of Rideau Lakes  
The Parks and Recreation staff

**Thank You to the following for their  
generous donations:**

Rideau Lakes Esthetics  
Brew Bye You  
Lombard Glen Golf & Country Club  
Gemmell’s Flowers Ltd.

# Leveraging the Skills of Internationally Educated Professionals

Why you should do it and how you can do it well!

November 21st, 2012 12:00pm - 1:30 pm

The Smiths Falls Youth Arena Hall 150 Elmsley St N,

## Free Workshop.

Hiring internationally trained newcomers is an excellent solution for businesses looking to meet labour needs, increase productivity, efficiency, and diversity to their workforce. Ultimately leading to success and a stronger competitive edge.

Many newcomers arrive in Canada and our community with specialized skills from their home country, a strong work ethic and a desire to work. This workshop offers information, resources and practical tips related to hiring newcomers in the Smiths Fall area.

### Workshop Facilitated by :

hire | embauche  
immigrants ottawa

Facilitator Kelly McGahey, Senior  
Manager of Stakeholder Relations, HIO

### Topics Covered:

Business Drivers – labour market,  
demographics, value-add

Employer Challenges

### Guest Speaker :

Ram Mogandas of Chuckles Jack Restaurant on  
his experience as a newcomer entrepreneur in  
Smiths Falls

Recommended Strategies/Activities

Employer Tools and Resources

Pre- registration is required. To reserve your spot  
please register by Nov 19th 2012. See details blow.

### **Contact Information**

Name:

Phone Number and/or email:

### **Company/Business Information**

Company/Business Name:

Which of the following best describes the industry in which you represent:

- Art, Culture, Recreation or Sport
- Business, Finance or Administration
- Health
- Manufacturing or Utilities
- Sales or Services
- Sciences
- Social Sciences, Education, Government or Religion
- Trades or Transportation
- Other

To the best of your knowledge, are there currently Internationally Educated Professional(s)

employed with the company/business you represent:

yes

no

**PLEASE RETURN THIS FORM FILLED OUT**

**[sfchamber@smithsfalls.ca](mailto:sfchamber@smithsfalls.ca) OR CALL (613) 283-1334**

**TO REGISTER.**



## Smiths Falls & District Chamber of Commerce

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Website: [www.smithsfallschamber.ca](http://www.smithsfallschamber.ca)

The Voice of Business Since 1889.

## Victoria Park Is Now Closed For The Season

Advertise on our  
website for as  
little as \$30 a month

## Valley Heartland - Money Matters

### Innovation

Entrepreneurs embrace risk. It is an inherent element in all entrepreneurs. They thrive on meeting and overcoming challenges and they do agree with the notion of innovation and adapting the way that things are done. However, entrepreneurs are also very pragmatic and they need to assess the costs of exploring innovation with their expectation of financial reward and increased profitability. Often innovation means incurring expenses with an uncertain return on investment. This can result in a reluctance to pursue potential development opportunities due to the costs involved and the uncertainty of the outcome.

There are a wide array of government programs designed to encourage and

assist with the exploration and adoption of innovation. These range from the Eastern Ontario Development Program support for up to 50% of the costs to a maximum payment of \$10,000 when companies adopt innovative technology or Information Communication Technologies to improve their performance, increase their sales or enter into new markets. What could be supported by I & ICT? Development of E-commerce, on-line quoting systems, on-line reservation systems, VOIP technologies to permit work-at-home expansion for service companies, refurbishing of equipment to implement compatibility with new technologies, adopting new technology within an existing process, and so on.

Sometimes a company resists exploration of innovation due to shortage of staffing or simply overworked staff. In

these situations there may be a role for the Industrial Research Assistance program and the Small Project Grants, or an Applied Research and Commercialization project with a post-secondary educational institution at either the college or university level. Not sure how to make these contacts or who to call? Start with your local Community Futures office: Valley Heartland CFDC. Your local Community Futures office will help you access the financing and/or the funding you need to invest in innovation and invest in the future of your company. Not sure if what you want to do fits the description of Innovation? No problem, the Community Futures office can help assess where your project fits within the landscape of government programs. [www.valleycfdc.com](http://www.valleycfdc.com) 1-888-784-7605 or 613-283-7002 x106