

## Setting your business up for success at Business Summit 2016

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

With a vision statement of strengthening the business community and a mission that recognizes the Chamber's role as the leading organization providing business advocacy, networking and education for our members and the community at large, we are proud to host Business Summit 2016. The 1/2 day professional development event is full of great learning and networking opportunities.

The event kicks off with a keynote on Scaling Up with Peter Lawler, Executive Vice President, BDC Advisory Services and centre around a recent BDC study titled: "The Scale Up Challenge: How are Canadian Companies Performing?" With just over one million businesses in Canada and 99.8% small or mid-sized firms, the BDC study asks how many are ascending to a higher level? What are the barriers to transitioning to another category and what are the main obstacles to growth? An interesting finding is that very few small businesses are growing to have at least 100 employees and moving into the mid-sized business category. With many of the new jobs in our economy anticipated to be created through our smaller businesses, understanding the pathway and how to make it a smoother transition would be beneficial.

**Workshop 1A: Telling your Business Story**  
 Prevail Design+Media

**Workshop 2A: The Business Case for Going Green**  
 WILDROCK, PDI

**Workshop 1B: The Scale Up Challenge**  
 THE PUBLICAN HOUSE BREWERY, OUTDOORsmart!

**Workshop 2B: Assessing your Digital DNA**

Join us November 10th  
**REGISTER NOW**

After the keynote breakfast, participants at the Summit will move into the workshop and speed consulting phase of the program.

The workshops are panel discussions with a significant amount of time for questions and answers.

In the first grouping Peter Lawler of BDC will join a panel with Marty Laskaris, The Publican House Brewery and Cam Taylor of OUTDOORsmart! to talk about the finer points of Scaling Up and how they have approached this challenge.

The concurrent workshop at 9:00 am is all about effectively **Telling Your Business Story** with a discussion featuring Sofie Andreou of Sofie Andreou & Associates, Jeffrey Macklin of Prevail Media & Design, and Jennifer Garland of The Mane Intent.

In the second workshop block, Melanie Kawalec from City of Peterborough, Cathy Mitchell from PDI and Scott Murison of Wild Rock Outfitters Inc. will be talking about the **Business Case for Going Green**.

Assessing **Your Digital DNA** is the fourth workshop available and will feature a discussion around content marketing, being found on Google and mobile technology with Michael O'Farrell from The Mobile Institute,

Alysha Dominico from Tangible Words and Ken Pipher of PMD.

This solid line up of local business leaders ready to answer your questions shows there is something for everyone.

**NEW** to the Summit this year is **Speed Consulting** with seven Chamber members ready to sit down with Summit participants for a 10-minute speed consulting session. As a Summit participant, you will have the opportunity to meet with experts on trade marking, insurance, business start up and resources, energy conservation, content marketing, risk and financial strategy and learning about the Fast Start program for student entrepreneurs.

The Summit will wrap up with lunch and a **conversation with City of Peterborough CAO Allan Seabrooke**. How does he see the future of Peterborough? What are some key decisions on the horizon?

With all this information and connections at your fingertips in just a half a day, the Business Summit is great way to kick start the planning and goal setting for your business in 2017. See you there!

More information: [peterboroughchamber.ca/business-summit-2016](http://peterboroughchamber.ca/business-summit-2016)

### What you need to know

- 1/2 day Summit
- **Breakfast Keynote:** Addressing the Scale Up Challenge with BDC's Peter Lawler
- **4 workshops:**
  - Scaling Up
  - Telling Your Business Story
  - The Business Case for Going Green
  - Assessing Your Digital DNA
- **Speed Consulting on:**
  - Trade Marking
  - Business Start Up
  - Insurance
  - Content Marketing
  - Risk and Financial Strategy
  - Energy Conservation
  - Fast Start program
- **Lunch Keynote:** In Conversation with Allan Seabrooke, CAO, City of Peterborough

## Event Calendar



**TUESDAY**  
November 8<sup>th</sup>, 2016

### Managing Money and Debt Wisely: It Pays To Know

Carousel Restaurant  
116 Lansdowne Street East  
Coffee's on at 7:00am

Speakers from 7:30-8:30am

**Speaker:** David Noronha, Vice President at BDO Canada

**Cost:** Pay for your breakfast



**THURSDAY**  
November 10<sup>th</sup>, 2016

### Ashburnham Funeral Home & Reception Centre

7:00am-2:00pm

**Details:** Workshops with business leaders in Peterborough. Keynote Address on Scaling Up and Lunch: In Conversation With... Peterborough CAO Allan Seabrooke.

**Tickets available at** [peterboroughchamber.ca/business-summit-2016](http://peterboroughchamber.ca/business-summit-2016)

**Note:** Pre-registration is required



**WEDNESDAY**  
November 16<sup>th</sup>, 2016  
(Chamber & WBN members only)

### Content Marketing: What to Say, and How to Say It

**Chamber Boardroom**  
175 George Street North  
12:00pm - 1:00pm

**Speaker:** Javed Khan, EMpression

**Details:** What you say, and the way you say it (tone, date & time, frequency) and providing relevant content to a targeted audience is how you will attract, engage and be share worthy to your audiences.

**Cost:** Free (bring your own lunch)

**Sponsor:** Bell



**WEDNESDAY**  
November 16<sup>th</sup>, 2016

### Her Cancer Journey with Holistic and Conventional Treatments

**Chamber Boardroom**  
175 George Street North

7:00pm - 9:00pm

**Speaker:** Joanne French

**Cost:** Free



Insurance for small business that's anything but small

**contact:** Brian Bulger at 741-1400

**BUSINESS SUMMIT 2016**  
PROFESSIONAL DEVELOPMENT + NETWORKING + MORE!

November 10, 2016  
7AM - 2PM

Ashburnham Funeral Home & Reception Centre

Keynote: Scaling Up  
4 Panel Discussions  
Speed Consulting

[peterboroughchamber.ca/business-summit-2016](http://peterboroughchamber.ca/business-summit-2016)

## CCC: On November 8, will the fever break?

After the U.S. election is finally over, will the fever break? For months, the Trump campaign has been a frothing festival of misery, calling the U.S. economy "terrible," "very bad" and "a complete disaster." The consensus explanation for Mr. Trump's support is that the working class is struggling desperately in a weak economy and will vote for anything to shake up the system. Will this continue or will Americans wake from a fevered dream to realize that things are ok?

It's certainly true that not everyone benefits from the global economy. Trade and technology tend to displace low-skilled jobs and create higher

paying, high-skilled jobs. We recognize that people have been through tough times. But America is not a nation of unemployed textile workers, and there is actually a lot of good news in the U.S. economy.

Let's start with jobs. Since 2011, the U.S. has been a job creation machine: its 72 months of consecutive gains produced an average of 200,000 jobs per month, the biggest growth run on record. The unemployment rate is now just 5%, which also means that job security is dramatically improved.

What about wages? Well it's true, of course, that real household

income has stagnated for the past 16 years. However, 2015 saw real household incomes climb 5.2%, the fastest rate on record. And the bottom 10% of incomes (the poor) received the greatest gains with incomes rising 7.9%. Consumer confidence is up near record levels.

If improving economic circumstances don't calm this fever, is there anything that policymakers and business leaders can do? It might help to better explain how trade and immigration make us wealthier, as well increasing training for workers.

*Author: Hendrik Brakel, Senior Director Economic, Financial & Tax Policy, CCC*

## STRENGTHENING BUSINESS. ONE MEMBER AT A TIME.

JOIN US

## Member Milestones: reaching new heights

### Local companies receive award at national conference

Pan-Oston is the driving force behind a collaborative initiative that brings together four local Peterborough companies under a collective sales initiative called Complete Retail Solutions Inc. The companies are Optifi which measures brand impressions in high traffic venues, Woodarts, whose millwork can be found everywhere from the LCBO to the National Library, Technilite, which provides LED large screen signage, and Pan-Oston a leader in manufacturing checkouts and commercial display fixtures. The Complete Retail Solutions alliance has attracted Southern CaseArts, a US based specialty manufacturer of refrigerated and hot food display

ceases. The initiative was introduced at the Grocery Innovations Canada Trade Show where they met with instant success, receiving a Best of Show award, and attracting a lot of attention. Congratulations to everyone on this fantastic local collaboration.



More: [peterboroughchamber.ca/member-milestones](http://peterboroughchamber.ca/member-milestones)

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STRENGTHENING BUSINESS

PTBO Mailer and 1 other liked  
 Kawartha Local @kawarthalocal - Oct 28  
 Putting together next round of Kawartha Breakfast Boxes - a lot of local goodies in a little box. #lovelocalptbo shop.kawarthalocal.ca

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

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