

"Peterborough has all of the right ingredients..."

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

Question: What happens when you get two of Peterborough's amazing entrepreneurs and one of Canada's leading business advisory minds on the same panel? Answer: Seven pages of notes and insight into the reality of cultivating your own business.

Thank you to Marty Laskaris, The Publican House Brewery; Cam Taylor, OUTDOORsmart; and Peter Lawler, VP of Business Advisory Services, BDC for their knowledge and commitment.

Every business faces the questions around growth. How to grow? When to grow? Why do I want to grow? What is the full spectrum of issues in dealing with growth? What are the needs of the business for capital investment, human resources, marketing, etc? What are my needs?

The following is a summary of the panel discussion that happened at the Peterborough Chamber's Business Summit 2016.

Business Development

- Take the time and effort to understand each channel of the industry we were in
- Aspirational growth has to match cash flow
- Businesses need to plan for growth, otherwise they can get



caught in the cycle of being unable to grow because they can't keep up yet needing to grow because can't keep up with demand

- Two main ways a company can grow: 1. As a reaction to demand for your product or service; 2. Through acquisition and integration of existing businesses
- Figure out the "who" in your business. What is your mission?
- Find uncontested market space
- Develop a fluid business plan for your year
- Spend money to accelerate
- Know your business and be able to identify the pain points
- Invest in technology and software. This helps in several ways: you can collect more data and find ways to be more efficient
- Understand that there could and most likely will be legislation at each level of government that could impact your business
- Get smart about your business

Nurturing Your Human Capital

- Have a solid network to support you and take time for yourself
- Business advisory panels are a tremendous resource
- Invest in your people and when hiring look for people with enthusiasm, passion, and initiative
- Find the common mindset and develop core values about the business that all employees share
- Establish guardrails and communicate what the business wants to achieve as a team
- Authenticity and legitimacy are paramount in business success
- Customer service is what will set you apart

The session wrapped up with a great question from the audience: As a community what can we do to help business?

Our panelists had a few ideas:

- Support entrepreneurs
- Share ideas

- If asked, be a part of an advisory board
- Strengthen the thought leadership around the vision of our local business community
- Invest in young people to help build the future workforce e.g. mentoring or internship
- Understand that there is no magic wand to wave to create the perfect city or economy, but at the same time government and business need to limit the disconnect between the two and understand projects in a larger context

Canada is really good at starting companies. Peter Lawler of BDC told us that 98% of small and medium-sized businesses in Canada have 1-99 employees and that 1 business in 1,000 passes the 100-employee mark to move into that next level. Lawler says ideally encouraging and supporting businesses to move to the next level is key.

Our panelists agreed that Peterborough does have all of the right ingredients for success and our time is now.

CCC: Keep calm and climate on

The fight against climate change had what we in the biz like to call "momentum." Countries agreed to limit rising temperatures in the UN's 2015 Paris Agreement. Two other deals were struck to check emissions in the aviation sector and to move away from HFCs-a potent greenhouse gas. The world was on a roll!

This undoubtedly pleased the Prime Minister, who champions action on climate change both at home and abroad. But political climates can change even faster than global ones and some cold winds are blowing on Canada now.

President-elect Trump will transform the U.S. from a driver of

international momentum on climate to a roadblock. He will pull out of the Paris Agreement, and in the meantime will ignore commitments made under the UN's "gentlemen's agreement" style of lawmaking.

So far, Prime Minister Trudeau's response has been to keep calm and carry on, with no announcements to change direction. He will need to consider how best to react to the threats and opportunities (both exist) inherent in this American change of heart.

The loss of the Clean Power Plan, which would move the U.S. power grid off coal, would be a blow to Canada's hydroelectricity producers. They were set to triple exports as

demand for clean electricity grew.

The case for federal carbon pricing, the centre of the Prime Minister's strategy, has changed less than you might think. The unexpected arrival of President-elect Trump does not change the fact the U.S. was never going to impose a carbon price.

Still, provinces accounting for 80% of Canada's GDP are moving forward with a price on carbon. Canada needs a plan to ensure that uncoordinated policies do not erode competitiveness.

For the full article: chamber.ca

Author: Katrina Marsh, Director, Natural Resource and Environment Policy, Canadian Chamber of Commerce

#LOVE LOCALPTBO
STRENGTHENING BUSINESS

Make sure #LoveLocalPTBO is part of your Holiday Shopping this season!

GREATER Peterborough Chamber of Commerce
STRENGTHENING BUSINESS

STRENGTHENING BUSINESS. ONE MEMBER AT A TIME.

JOIN US

Member Milestones: putting Peterborough on the map



Move to downtown Peterborough complete for local spa

Congratulations to the new Euphoria Wellness Spa has opened its doors at 290 Water Street with even more services. Their philosophy is one of integrated health, wellness and rejuvenation. Euphoria is the only 5 Star Accredited Spa of Canada in

the Kawarthas. Services include medical spa wellness, day esthetic treatments, yoga & fitness, complete wellness, the Aveda salon and new Caffè Euphoria.

More: euporiawellnessspa.com

Peterborough accountant honoured with highest professional designation

Congratulations to George Gillespie of McColl Turner LLP on his

investiture as a Fellow of the Chartered Professional Accountants of Ontario.

Fellows are bestowed with the right to use the prestigious FCPA designation, the profession's highest distinction, in recognition of their significant career achievements and community contributions.

Fellows are nominated and elected by their peers and reflect the diversity of the profession.

More: mccollturner.com



#LOVE LOCALPTBO
STRENGTHENING BUSINESS

Amy Nolan @awolan - Nov 23
Beauty morning for a stroll to work. #ptbo #ptbocanada #lovelocalptbo
[instagram.com/p/BNJ463xDm14u...](https://www.instagram.com/p/BNJ463xDm14u...)

www.peterboroughchamber.ca

Event Calendar

TUESDAY, December 6th, 2016

One-Stop Gift Shop
The Junction
257 George Street North
4:00pm – 7:00pm
Details: December's PBX will give attendees the opportunity to shop in a central location to get their gifting in order for the holidays (especially those who love to procrastinate).
#LoveLocalPTBO draw for a \$1000 shopping spree at one of our #lovelocalptbo sponsors.
Cost: Free, courtesy of Shorelines Slots at Kawartha Downs

TUESDAY, December 13th, 2016

Marketing 101: Use An Influencer
Carousel Restaurant
116 Lansdowne Street East
Coffee's on at 7:00am
Speakers from 7:30-8:30am
Speaker: Michelle Ferreri, michelleferreri.com
Cost: Pay for your breakfast

WEDNESDAY, December 14th, 2016
(Chamber & WBN members only)

Network Like a Magician
Chamber Boardroom
175 George Street North
12:00pm – 1:00pm
Speaker: Jason Chessar, J's Magic
Details: 5 tips using only a business card, including 3 you've never heard before.
Cost: Free (bring your own lunch)
Sponsor: Bell
Note: Pre-registration is required

WEDNESDAY, January 25th, 2017

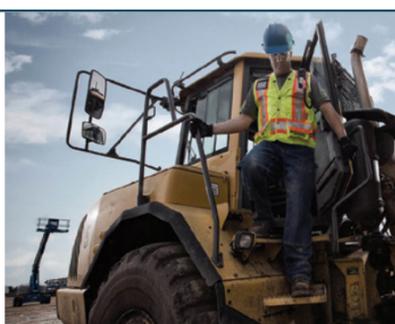
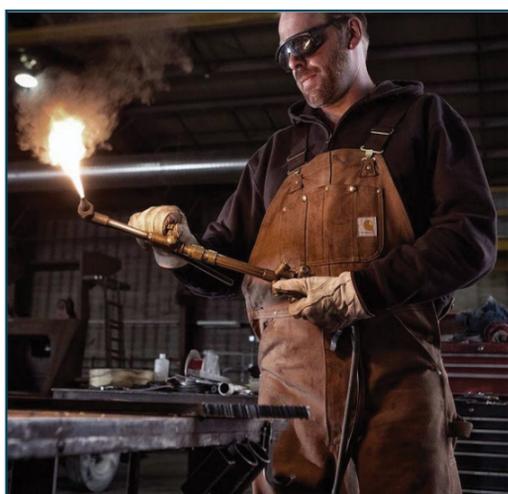
An Evening with our Elected Officials
The Venue PTBO
286 George Street North
5:30pm-9:00pm
Details: Guests will hear from our MP, MPP, Warden, and Mayor as they reflect on their mandates so far, and look toward the next two years.
Tickets: \$65 Members/ \$75 Non-Members
Note: Pre-registration is required

Chambers of Commerce Group Insurance PlanSM

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400



Mark's
COMMERCIAL

1135 Lansdowne St. W. | 363 Kent St. W.
Peterborough | Lindsay
(705) 748-9570 | (705) 878-8908
markscommercial.ca

**INDUSTRIAL FOOTWEAR
EMPLOYEE PROGRAMS
AVAILABLE**



INDUSTRIAL WEAR

we have you covered from head-to-toe in industrial clothing and safety footwear

