

## #iheartsmallbiz... how small business powers the economy

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

- Over 99% of businesses are small to medium sized, they are the heart of our economy and their success is essential to Canada's growth.
- There are 829,000 entrepreneurs in Canada who run small businesses.
- #DYK? There are more than 1.3 million small businesses in Canada.
- Our economy depends on small business, with 9 in 10 Canadians working for an SME in the private sector!
- Small business has a BIG impact: over 41% of Canada's GDP is contributed by SMEs!
- With nearly 33,000 new entrepreneurs each year, it's vital to ensure the survival of SMEs in #Canada.

This is Small Business Week. We are celebrating the small businesses in our community. The definition of small business is 100 employees or less which captures a lot of the workforce in Peterborough. The Peterborough Chamber of Commerce has almost 900 members and 93% of them are in this category.

Recently, we celebrated over 50 businesses at the Peterborough



Business Excellence Awards night. The videos profiling all finalists are available on YouTube and are a shining example of the great work and workplaces we have in Peterborough. Check them out and learn more about the businesses in our community.

Often, and as is the case with the current municipal election, the creation of jobs is a topic that receives a lot of attention. So, we feel it's worth understanding what it takes to create a job...

As Chamber President and CEO Stuart Harrison explains: "Simply having an employee in the building costs roughly 50% more than that employee's salary. There is the cost of the building, the utilities to run it, the multiple taxes, the cost of regulation compliance (let alone the fees for the privilege of complying), and this doesn't even scratch the surface. Most small businesses operate on a profit margin of 10% or less. This means that for every dollar that goes into the cash register it costs the owner 90 cents. That leftover dime is typically sunk back into the business for expansion, new equipment, building improvements, new employees, etc."

"This is above and beyond any government legislated cost increases such as when hydro rates go through the roof, and when wages get a legislated increase," adds Harrison. "It leaves a business owner with very few options, and only 10 cents to solve the problem."

All this to say that, unless you've sat in the chair of a small business owner and faced the responsibility of mounting expenses, take a moment before judging. We need our small businesses to thrive and be successful and to have an environment in which there are fewer barriers, so that they can create more jobs and have more opportunities to give back. The strength of the community is reflected in the strength of the business community. We're stronger together.

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## Congratulations to #ExcellencePtbo Recipients

A hearty congratulations from the Peterborough Chamber of Commerce.

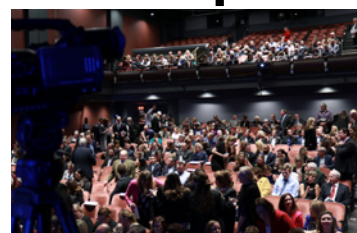
After an evening of wonderful celebration of our vibrant and innovative business community, don't forget to check out the finalist videos on our website.

Watch for photos of the evening on our social media platforms.

A full list of finalists and recipients can be found here:

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

Don't forget to say congrats the next time you visit these businesses!



**BUSINESS SUMMIT** Platinum Sponsor  
STRENGTHENING BUSINESS **bdc**

WEDNESDAY, NOVEMBER 28, 2018  
7:00am - 11:30am  
Ashburnham Reception Centre | 840 Armour Road

Workshop Session 1:  
A. Workforce 4.0  
B. Creating a Cyber Resilient Business

Workshop Session 2:  
A. Digitize Now, Transform Your Business  
B. Building a Marketing Plan

Get your tickets: [peterboroughchamber.ca/business-summit-2018](http://peterboroughchamber.ca/business-summit-2018)

**Your Business + The Chamber**  
#StrengtheningBusiness

Learn how: [peterboroughchamber.ca](http://peterboroughchamber.ca)

## Event Calendar

**WORKSHOPS** **Sold Out!**  
**WEDNESDAY**  
October 24<sup>th</sup>, 2018

### Mental Distress Recognition & Response

Chamber Boardroom  
175 George Street North  
7:30am - 10:00am

**Details:** Workshop participants will learn about the difference between mental health and mental illness along with simple verbal de-escalation techniques and communication strategies.

**Sponsors:** Workforce Development Board, Canadian Mental Health Association - Haliburton, Kawartha, Pine Ridge, Peterborough Chamber

**Note:** Pre-registration required.

### Put these November events in your calendar!

**PBX** **TUESDAY,**  
Peterborough Business Exchange **November 6<sup>th</sup>, 2018**

### Peterborough Distribution Inc

1867 Ashburnham Drive  
Peterborough **SHORELINES**

4:00pm - 6:00pm

**Details:** PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

**Cost:** Free, courtesy of Shorelines Casino Peterborough

**CHAMBER AM** **TUESDAY**  
November 13<sup>th</sup>, 2018

### The Reality of a Virtual Reality Business

The Carousel  
116 Lansdowne Street East

Coffee's on at 7:00am  
Speakers from 7:30-8:30am

**Cost:** Pay for your breakfast

**Speaker:** Sanu Somaweera, Kavtech

**Details:** The Chamber Breakfast meetings are a great way to fuel up for your busy workday. Network with fellow Chamber members, have a delicious fresh breakfast and enjoy a short presentation from our guest speaker.

**Note:** Pre-registration encouraged

**Chambers of Commerce** **FOR FIRMS WITH 1-50 EMPLOYEES**  
Group Insurance Plan

**Insurance for small business that's anything but small**

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

**PTBO CHAMBER MEMBER**

**Member Milestones**

- Peterborough Regional Health Centre has a new Pediatric Oncology Satellite Clinic.
- Trent Valley Archives will be hosting the 2nd Annual Home Movie Day on Oct 20th from 1 PM to 4 PM. This event is cosponsored by Trail College and the Cultural Studies Dept at Trent.

- Congratulations to **Crawford Building Consultants Inc.** on 30 years in business! They are hosting an open house at their Lakefield location at 36 Concession Street. The event is happening October 23rd from 5-7pm.
- Congratulations to the **Publican House Brewery** on 10 years in business. The brewery itself has grown and the company recently added the restaurant. Find them at the corner of Charlotte and Rubidge.
- Congratulations to **Shorelines Casino Peterborough** on their grand opening. The new facility adds 188 jobs. Five Counties Children's Centre is their Signature Charity to which they made a \$5000 donation.

### Featured Member Discount Program: Merchant Services

**Merchant Services**  
Discounted credit card processing services, E-commerce, wired & wireless terminals, mobile pay, gift card and cheque guarantee solutions.

**Preferred Chamber pricing**  
Visa 1.44%  
Mastercard 1.46%  
Interac Debit \$0.05 per transaction

**First Data.**

Call 705.772.2132  
bruce@K2Xpos.com

Chamber members, send your Member Milestones to [reception@peterboroughchamber.ca](mailto:reception@peterboroughchamber.ca) or call 705-748-9771 x 0.



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

## Together we're Making Steps Count

Thank you Peterborough! Our Making Steps Count campaign was a big success.

To our walkers, donors, sponsors and helpers, thank you for making a difference in our community. The funds we raised will go to local causes, along with Big Brothers Big Sisters of Canada, Breakfast Clubs of Canada, and Boys and Girls Clubs of Canada.