

Brilliant showing for #TMACPtbo

Hearty Congratulations this week to Peterborough and the Kawarthas Tourism.

Staff and hundreds of volunteers organized an incredible 4 day conference for the Travel Media Association of Canada (TMAC).

Travel writers from across Canada were treated to a dizzying variety of events, activities, and options as we put on our finest effort to showcase all that the Kawarthas have to offer.

The sheer effort in not only organizing all of these activities, but doing a fantastic, knock it out of the park job of it, should be applauded by everyone.

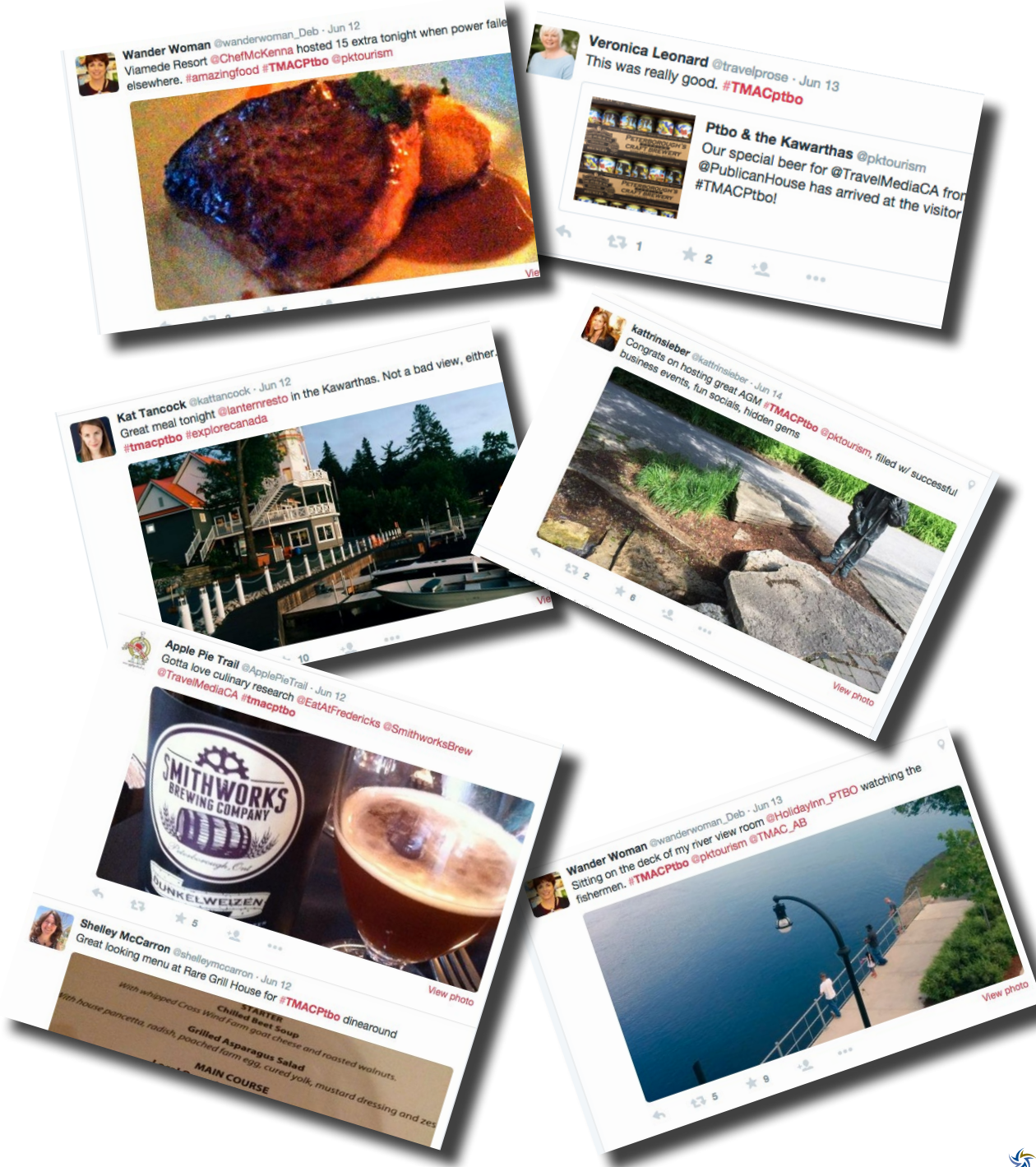
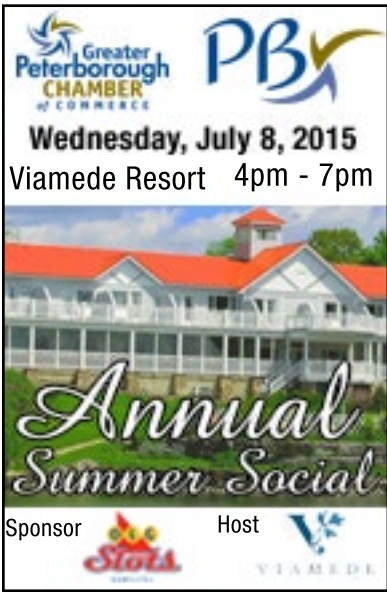
Is it worth it? Without question- yes! Here is a sample of some of the chatter from Twitter alone!

All this to say nothing of the impact of the stories and articles that will inevitably follow as we send delegates home with such a favourable impression of Peterborough City and County.

Well done everyone!

Stuart Harrison
President & CEO
Peterborough Chamber of Commerce

In the Haliburton-Kawartha Lakes-Brock and Peterborough Riding there are 1,051 businesses in the tourism sector, employing 13,065 people (tiac.travel/Tourism_Jobs.html).



CCC: Business win! Commitment to reduce internal trade barriers

On June 9, Canada's provincial, territorial and federal trade ministers announced that they are committed to renegotiating an internal trade deal by March 2016.

Here at the Canadian Chamber, we welcomed the announcement with enthusiasm as we have been pushing for the dismantling of internal trade barriers for years; this issue has also been part of our list of the Top 10 Barriers to Competitiveness since 2013.

This new agreement is the first step towards breaking down a significant barrier, leading to a more competitive and eventually a more prosperous Canada.

As part of the Business Alliance, composed of the country's top business associations, we called for a domestic trade deal as ambitious and as comprehensive as any trade agreement with another country. The agreement should enhance regulatory cooperation

among jurisdictions, provide for mutual recognition of goods and services and ensure an effective and efficient dispute resolution mechanism.

We look forward to contributing to the next steps in the reform process.

In the National Post on June 8th, the leaders of the groups making up the Business Alliance wrote a commentary on the internal trade issue. It included the following excerpt:

"Our members know: trade barriers stifle growth, limit productivity and hinder prosperity. They impede businesses' ability to grow and compete internationally. Disjointed and misaligned regulatory frameworks slow down projects and impact investment decisions. We have been stressing this message for years and the time has come for our political leaders to step up and give Canada the internal trade framework it deserves."

The Agreement on Internal Trade (AIT) is celebrating its 20-year anniversary on July 1, but there will be no fireworks. At the time of the original AIT, Canadians were promised a new era in interprovincial trade, a reduction or even an elimination of barriers between jurisdictions. That promise has yet to come to fruition. Some progress has been made, but the sad truth is that our international trade agreements are more ambitious and comprehensive than the AIT."

More information and a link to the full article can be found at connectingptbo.ca



PBX: X marks the spot to be for networking

• By Karen August, Manager of Membership Services, Peterborough Chamber of Commerce

The Peterborough Business Exchange, or PBX as it is affectionately known, was launched in January 2014. A PBX is a casual, lively, and fun professional networking event hosted once a month by a Chamber member business. The new format includes working with the host business to invite another group or organization to join us. So far we've invited our downtown merchants, neighbouring Chambers, the green business community, the Women's Business Network, the not-for-profit sector and others. As we've travelled around the city and county in the last 18 months, we have seen our attendance numbers double. We've created more value for our members, and opened the door for connections and business

building for the Peterborough and area business community.

Professional networking opportunities are clearly as important as ever, even in the 'age of the internet', where you may be forgiven for assuming that face-to-face networking is becoming obsolete. Smart professionals and entrepreneurs are leveraging the unique power of in-person conversations. They are then aligning their social media platforms to complement and support their efforts. They continue to build a meaningful relationship after a brief meeting in a group setting, or even introducing themselves online before a personal meeting.

There is an old proverb that says, 'One

hand washes the other'. It continues, 'and both wash the face'. Your personal networking and your social networking efforts each require an investment of time and energy. Used together, they can have a big impact on your business success.

More at peterboroughchamber.ca

Next PBX

- Wednesday, July 8, 2015
- Viamede Resort
- 4-7pm
- Carpooling recommended

"The Chamber: The Original Social Network"

(Tweets of the Week / LOVELOCALPTBO / LinkedIn)

LinkedIn:
"Peterborough ranks 72nd out of 209 municipalities"

"Peterborough ranks 72nd out of 209 municipalities and is in the top 25% for the access to health care and easy to walk, bike, and take transit categories. One could argue that Peterborough should rank very high in the strong arts & sports community category as well. So what is the "so what" factor? From 2014 to 2015 Peterborough jumped 19 places from 91st spot to 72nd, so Peterborough is improving. In fact a number of the key areas used for the survey have been top of mind in the Peterborough area recently."

Peterborough Chamber

LOVELOCALPTBO

@ptbochamber

"Looking out our back door... Love working & living in the beautiful #Kawarthas @PtboEcDev @ptbochamber @CHEXNewsWatch @angelammark"



www.peterboroughchamber.ca

Welcome New Members

CATALYST
finance

Name: Catalyst Finance

What they do:
A leasing and financing company with access to the capital small and mid size businesses need to grow



Name: Nirvana Homes Peterborough
thenirvanahomes.com

What they do:
Offers the perfect balance between luxurious living and enriched lifestyle



Name: The Mane Intent
themanaintent.ca

What they do:
Help teams and individuals uncover the possibility within themselves through facilitated equine experiential learning (FEEL)



Name: Walton Wood Farm
waltonwoodfarm.com

What they do:
Fun and funky gift products, specializing in eye-catching packaging, and entertaining copywriting that address real life issues and events



Name: The Gardener - Peterborough
hirethegardener.com/peterborough

What they do:
Expert Landscape Maintenance, Snow Removal & Grass Cutting



Name: Laridae Communications
laridaecomunications.com

What they do:
Focus on non profit and public sector organizations in managing and communicating change

--See a Member First--

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