



Business After Hours 2017 Mark your calendar!

Tomorrow!

**Thursday,
February 23, 2017**
4:30 pm to 7:00 pm
hosted by



co-hosted by:



We are fully booked for 2017

Thursday, March 23, 2017
Asian Art Academy & 4MMM

Thursday, April 27, 2017
Mini-Trade Show
Hosted by The Labour Market Group
at Yes Employment Services

***Please visit the
Events Calendar
for more events
throughout the year***

***Advocacy
Connections
Growth
& Value***

What is the province's business community looking for in the 2017 Ontario Budget?

Drawing specifically on the resolutions passed by Ontario's Chamber Network at our annual general meeting, our [2017 Provincial Pre-Budget Submission](#) outlines four key budget priorities and 13 specific recommendations that we believe the Government of Ontario should adopt to restore fiscal balance and spur economic growth for the economy.

The Government of Ontario must ensure that it utilizes the budget as a tool for economic growth and to support Ontario business. This requires removing the costs of doing business in Ontario, emphasizing strategic infrastructure development and working to foster business competitiveness that allows municipalities to thrive.

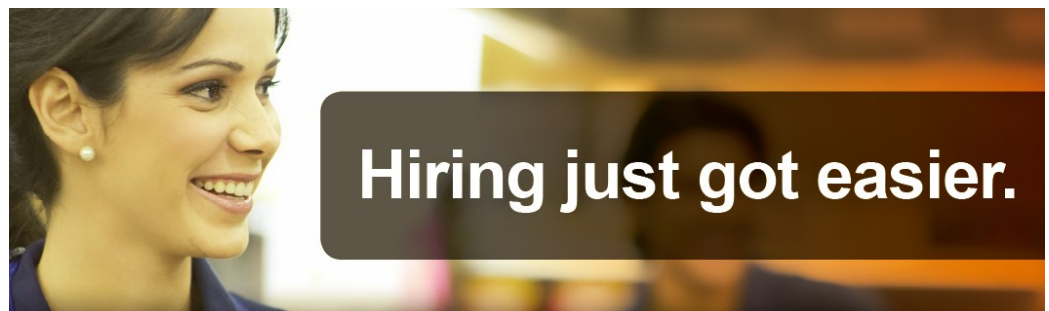
Our pre-budget submission outlines many opportunities for business and government to work together to develop a coordinated response to these challenges. We firmly believe that the recommendations outlined in our submission will strengthen Ontario's economy and ensure that Ontario remains an attractive environment for capital investment. [Read the submission.](#)

OCC wants the federal budget to prioritize strengthening trade networks and closing the fiscal gap

At a time when the Canadian economy is facing significant challenges, our competitiveness as a Nation has become even more critical to our growth and prosperity. We believe that Canada needs a strategic plan for long-term economic growth, one that includes:

- Correcting the fiscal gap for Ontarians;
- Strengthening Canada's trade relationships to spur economic growth;
- Boosting productivity and growth through infrastructure spending; and
- Stewarding the innovation ecosystem through appropriate programs, incentives and taxation.

Our [2017 Federal Pre-Budget Submission](#) lays out nine recommendations across four key policy areas that, if adopted, will form the basis of a long-term economic growth strategy for Canada. We look forward to the 2017 budget and will continue to work with the federal government on behalf of Ontario's business community. [Read the submission.](#)



GETTRAINEDWORKERS.COM

District of Nipissing





Happy 150th Canada Offer

TAKE YOUR MEETING OUT OF THE OFFICE AND SAVE EARNING TRIPLE BW POINTS!

It's never been easier to transform your next meeting into a power house of ideas, synergy and new-found camaraderie!

Meeting Package includes:

Continental Breakfast
Morning Refresher
"The New Deli Buffet - Soup, sandwiches & wraps, crudité, Brownies & Tarts with Coffee & Teas
Or
The Taste of Italy Buffet - Our homemade sauces, Caesar Salad, Chef's Homemade Cannoli & Layered Tiramisu Torte with Coffee and Herbal Teas"
Afternoon Refresher
Meeting Room Rental

Added Value:

Complimentary Wi-Fi
Complimentary Flipchart and markers, Projection screen
Complimentary indoor & outdoor space for team building
Complimentary A/V
Preferred 15% off Best Available Rates on guestrooms

\$45 per person*

Give your meeting a fresh perspective and let the team at Best Western, North Bay take care of the details!

Contact us today 705-474-5800 toll-free 1-800-461-6199
Shayn Knapp Sales & Catering Coordinator
whg4601csm@whg.com

*To take advantage of this offer, simply book and host your next meeting between January 4th and March 20th, 2017. Minimum of 20 people.

Best Western
North Bay,
Favara Restaurant,
FAB Lounge

Best Western North
700 Lakeshore Drive
North Bay, Ontario
P1A 7 G4

Phone: (705) 474-5805 ext. 704
Fax: (705) 474-8599
E-mail: whg4601csm@whg.com



SELECT SWEEPSTAKES

SAVING ON INSURANCE IS GREAT. WINNING IS BETTER.



Mercedes-Benz CLA draw date is April 7, 2017.
Prizes may not be exactly as shown.



JUNE 2016
Ford Fusion

AUGUST 2016
Jeep Wrangler

OCTOBER 2016
MINI Cooper 3 Door

DECEMBER 2016
Buick Verano

FEBRUARY 2017
Toyota Tacoma

APRIL 2017
Mercedes-Benz CLA

You're eligible for exclusive group discounts on car and home insurance through your organization. Call for a quote and be entered for a chance to win a \$250 gas card or 1 of 6 new cars!

Call today.

705-472-5950

kennedyinsurance.ca

Visit selectsweepstakes.com.



KENNEDY
INSURANCE BROKERS INC.

The Economical brand includes the following property and casualty insurance companies: Economical Mutual Insurance Company, Perth Insurance Company, Waterloo Insurance Company, The Mutual Insurance Company. Economical Select is underwritten by Waterloo Insurance Company. Due to government insurance plans, Economical Select does not offer auto insurance in British Columbia, Saskatchewan or Manitoba. Economical Select does not offer insurance in Newfoundland and Labrador, Northwest Territories, Nunavut or Yukon. The agreement between Economical Select and your group sponsor may be terminated in accordance with its terms. Upon such termination, Economical Select will continue to provide the program to existing policyholders until their respective renewal dates. Discount rating is based on a standard auto and home insurance policy underwritten by Waterloo Insurance Company with no previous discounts applied and does not take into consideration other insurance provider policy rates. No purchase required. Contest closes March 21, 2017 at 11:59 p.m. ET (earlier closing dates for some prizes). 298 prizes available to be won: 202 \$250 gas card prize, and is vehicle prizes: Ford Fusion (ARV \$22,499), Jeep® Wrangler Sport S (ARV \$30,200), MINI® Cooper 3 Door (ARV \$24,050), Buick® Verano Base 4 Door Sedan PWD T8 (ARV \$25,590), Toyota® Tacoma 4x4 access cab s+ (ARV \$30,200), and Mercedes-Benz® CLA (ARV \$35,300). Regional allocation of gas card prizes. Prizes will decrease as awarded. Still testing question required. Odds of winning depend on number of eligible entries before Contest closing dates. Limit 1 entry / 1 vehicle prize per person. Entrants' information may be used for marketing. For Sponsor's privacy policy see: economicalselect.com/privacy. For full rules visit: selectsweepstakes.com/rules. Ford has no affiliation with the contest, pricing, allocation or promotion. ICA Canada Inc. is not a sponsor of this contest. *BMW Canada Inc., including its parent company, subsidiaries, divisions and other operating entities, has neither authorized, sponsored, nor endorsed this contest. *General Motors Canada has neither authorized, sponsored, nor endorsed this contest. *Trademark of Toyota, Toyota is not a sponsor or co-sponsor of this promotion. *Mercedes-Benz Canada is not a sponsor of this contest. ©2016 Economical Insurance. All rights reserved. All Economical intellectual property, including but not limited to Economical® and related trademarks, names and logos are the property of Economical Mutual Insurance Company and/or its subsidiaries and/or affiliates and are registered and/or used in Canada. All other intellectual property is the property of their respective owners.



enterprising
women^{ca}
dream, share, succeed



PARO Centre
For Women's Enterprise
pour l'entreprise des femmes
705-474-5800 • 240-240-2400

The Business Centre
NAPISING PERRY SOUND
turning ideas into enterprises

JANET
PODLESKI

Bestselling Author
Looneyspoons

.....
TV Host
Eat, Shrink & Be Merry

March 9th
Best Western
North Bay

Inspiring Success in Each Other
2017 Enterprising Women



www.paro.ca
www.thebusinesscentre-nps.com



@parocentrenorth
@BusinessCtr_NPS



PARO Centre
BusinessCtrNPS



Inspirational keynote dinner with Janet Podleski
& local keynote lunch



Engaging workshops & speed mentoring sessions



Enterprising women dinner & awards



Unique tradeshow & networking opportunities



Silent auction & fundraising activities

FedNor Canada

Ontario
Business Development
Bank Corporation
Société de développement du Nord
du Commerce

Ontario

Ontario Network of Entrepreneurs



www.nbdcc.ca

ONTARIO'S #1 HEALTH CARE BENEFITS UP TO 50 EMPLOYEES

Chambers of Commerce
Group Insurance Plan®

REQUEST A QUOTE

Shop Local! Support your
colleagues in business.

Increase your exposure to like-minded professionals,
gain referrals and sharpen your networking skills.

LUNCH & LEARN

FREE
to Attend

February 28, 2017
11:30am Doors Open / Lunch Provided

Chamber of Commerce Boardroom
205 Main Street East
North Bay, ON



Guest Speaker - VS Group

Join us for a lunch hour of networking
and learn about Digital Marketing and
Funding Opportunities.

To RSVP or for more information please visit our website or call us at
www.professionalnetworkers.ca | 705-475-0323

Renowned CBC "Dragon"

Arlene Dickinson

Thursday, March 30, 2017 · 7:30 PM

"The purpose of marketing is to deliver results," says Arlene Dickinson, renowned CBC "dragon" and one of Canada's most successful communications entrepreneurs. Whether explaining how to leverage marketing in even the toughest of economic times, sharing backstage stories from "The Den," or giving audiences a look into her personal story of success, Dickinson's experience and expertise always shine through.

Regular \$60
Stage Door \$55

Not suitable for 14 years and under.

Performance Series

Assante 101 McIntyre.ca

Offstage Catering Media

Box Office Corporate Underwriters Corporate Alliance Media Plus Season

150 Main Street East North Bay, Ontario 705-474-4747 www.capitolcentre.org

Facebook Twitter Instagram YouTube



Attention Employers...

YOU HAVE A WEALTH OF KNOWLEDGE.

ISN'T IT TIME TO SHARE IT?

iion
Innovation Initiatives
Ontario North

We're seeking innovative companies to share their expertise with the next generation of workers and entrepreneurs.

Employ a youth and in return we'll provide a competitive wage subsidy of approximately \$11 per hour to cover some of the hiring costs.

IION-YEPP is a 16-week paid placement program (May to August) that provides you with a well-matched, qualified employee. Your company must be located within one of these districts:

- Nipissing • Parry Sound
- Timiskaming • Muskoka

For more details call 705-474-7600
at ext. 5660 or email emily@iion.ca



Program funded by:



Employers... send us your current employment opportunities and we will post them on the **North Bay and District Ontario Jobs** facebook page.

[CLICK HERE](#) to send us your info.

Share opportunities with family and friends; you never know who wants to move back home!

Poutine Pints & Plaid

Get your *best* plaid on 'ya, and the *best* pints and poutine in 'ya!



Friday February 24

8:00 pm

Admission \$30 per person

presented by

Rotaract

Rotary Club Partner



Live music performed by **Angry Pants**



poster design donated by
penneyandcompany.com

poster printing supported by PrintPlus
NIPISING



For tickets call: **705.845.8587** or email: **mail@rotaractnbn.com**
Or pick up at these locations:
Big Brothers Big Sisters - 169 Lakeshore Drive
Big Brothers Big Sisters - Northgate Mall - Beside Customer Service
Cecil's Brewhouse and Kitchen - Wyld Street

You're invited to participate in artsVest North Bay!

artsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. These components are thoughtfully created to build sustainable partnerships between arts and businesses and to spark sponsorship opportunities. As an added incentive, artsVest participants can apply for matching grants - for every one dollar raised in sponsorship, Business for the Arts will match it with another dollar - doubling their sponsorship opportunity.

The program provides local arts organizations with:

- Free live sponsorship training workshop
- Individualized mentorship sessions with Canada's top sponsorship and board governance experts
- Peer-to-peer training workshops
- Webinars, marketing and branding tutorials
- Access to our 6-module e-Learning sponsorship course
- A resource bank of sponsorship tools and templates

A total of \$30,000 in matching incentive grants is available to selected participants in North Bay who secure sponsorship from businesses throughout the 10-month program. Combined with those sponsorship dollars, this will translate to an investment impact of at least \$60,000 into North Bay's cultural economy over the period of one program year.

For more information on the program and to view past results, visit www.artsvest.com.

The artsVest program in North Bay is made possible with funding from the Ontario Trillium Foundation & the Government of Canada, as well as municipal support from The City of North Bay.



Thursday, February 23, 2017

Capitol Centre - Galaxy Lounge
150 Main Street East
North Bay, ON

artsVest Information Session & Workshop
1:00 - 5:00pm

An information session which will provide important insight about how to successfully apply to artsVest 2017-2018. This event is only open to local arts, culture and heritage organizations with an annual budget of under \$1.5M.

Sponsorship experience level: beginner to moderate

Please note that your attendance at the workshop and the Information Session is required if you intend to apply for artsVest!

artsVest North Bay Launch Celebration
5:00 - 6:00pm

All members of the community including local municipal leaders, business professionals and cultural organizations are invited to join Business for the Arts for a launch reception celebrating North Bay's success in securing the program!

Registration is Required

All attendees must register at
<https://artsvestnorthbay.eventbrite.ca>



Implement a Winning CRM Strategy for Success!

Drive Sales, Improve Customer Relationships and Maximize Your Export Growth

Two New Dates | One Outstanding Workshop

Thunder Bay - March 30th, 2017 | North Bay - April 6th, 2017

Dear Colleagues,

As a small or medium-sized business owner, sales and marketing manager, and/or other executive responsible for growing your firm, no doubt you have heard a little about customer relationship management (CRM). In fact, chances are many Northern Ontario firms like you have an interest in CRM but are concerned about, among other things, implementation challenges, how to gain buy-in and train staff, how to adapt CRM to larger sales teams or more complex organizations (e.g. with agents and representatives), or perhaps you simply do not think that the return will justify your investment. It is time to address these concerns head-on!

As part of the Northern Ontario Exports Program, we are proud to offer two additional full-day comprehensive workshops for Northern Ontario firms on how to implement a winning CRM strategy. Designed as a non-technical session for business professionals, it includes a step by step game plan on how to successfully implement CRM strategies, technologies and processes into your business.

Upon completion of this fast paced workshop, participants will be able to:

- Clearly understand the benefits and importance of CRM in achieving your business goals and strategic initiatives
- More accurately estimate budgets, timelines and tasks for your CRM implementation
- Learn processes and strategies that will help you define and manage customer, prospect and partner touch-points
- Improve the measurement of customer interactions, sales productivity and opportunity management
- Increase profitability by identifying and eliminating or reassigning non-productive tasks
- Put into action proven techniques to plan, implement and support successful CRM initiatives in your business

This workshop will be led by *Rick McCutcheon*, a *Certified Sales Professional (CSP)* and *CRM MVP* - as in 'most valuable player!' Rick is an expert in Sales Productivity, Social Selling and CRM with considerable personal and professional experience in implementing CRM and Sales Force Automation solutions.

Upon completing this workshop, you will appreciate CRM not as a tool, but as a business philosophy that lets you know your customers better, share information more thoroughly, and interact more completely. On behalf of the workshop leader, I hope that you can join us in Thunder Bay on Thursday, March 30th 2017, or North Bay on Thursday, April 6th 2017. This will be an extremely valuable and informative learning experience for business owners, management teams, and business development, sales, and marketing staff. Looking forward to seeing everyone.

Scott Rennie
Project Manager
Northern Ontario Exports Program



PLANNING For CRM Success!

MORNING

08:00 Continental Breakfast / Meet and Greet
08:30 Workshop Starts

Part One - Introduction to Customer Relationship Management

- The 3 Pillars of CRM Success - People, Process and Technology
- Understanding CRM Applications:
 - Sales Force Automation
 - Marketing Automation
 - Customer Service
 - Partner Relationship Management
 - CRM Applications
- The real ROI of CRM - How to Position the ROI on CRM for
 - C Level Executives
 - Customer Experience Managers
 - Marketing Teams
 - Sales Management
 - IT Management
 - CRM Developers

Part Two - Planning & Designing Your CRM Project

- Overview of Steps to CRM Success
 - Planning your CRM project
 - Designing your CRM system
 - Planning your CRM Technology
 - Building a Successful User Adoption Program

12:00 Buffet Lunch and Networking

AFTERNOON

1:00 Workshop Continues

Part Two - Planning & Designing Your CRM Project Cont'd

- Avoiding CRM project failures and pitfalls
- Assemble your CRM project team
- Creating a successful CRM project plan
- Setting budgets, time requirements, priorities, and project objectives
- Mapping your CRM business processes for
 - New Business Development
 - Account Management
 - Marketing
 - Customer Service

- Best practices in customization
 - Leveraging pull downs, pick lists and workflows
 - Template requirements and design
 - Integration with email
 - Data management

Part Three - Building a Successful User Adoption Program

- Winning with People & Managing Change
- Best Practices for Training
 - Train the Trainer
 - Classroom Training
 - Web Training
 - Coaching
 - Recorded Sessions
- Strategies for User Adoption Success
- Creating a Culture of CRM
- Planning for the future

4:30 Workshop Adjourns

WHO SHOULD ATTEND

- Sales, Marketing & Customer Service Leaders responsible for implementing company-wide CRM solutions
- Business Owners, Presidents, Vice Presidents and Regional Managers responsible for sales force, marketing or customer service management and automation
- IT and Project Management Professionals responsible for CRM solutions

WHEN/WHERE

THUNDER BAY
Thursday, March 30th 2017
Italian Cultural Centre
132 S. Algoma Street
Thunder Bay, ON P7B 3B8

NORTH BAY
Thursday, April 6th 2017
The Grand Event Centre
300 Wyld Street
North Bay, ON P1B 8K3

INVESTMENT

\$150 +HST per attendee (max. 30 attendees)
Cost includes participant workbook, buffet lunch, and morning/afternoon refreshments

REGISTRATION

Seating is limited and registration is mandatory. Please contact Scott Rennie at 705-674-4455 X4403 or scott.ennie@exports.ca to reserve your space.

First come first serve and a minimum of 48 hours notice is required for cancellations with refund.



www.nbdcc.ca

LUNCH & LEARN

Position Your Business for Growth
presented by

Paul Daigle & Kathy Boissonneault from RBC

Wednesday, March 1st, 2017
12:00 p.m. to 1:00 p.m.



Session Includes Information on:

- Keep the cash flowing
- Financing growth—the right way
- Expanding outside Canada
- Leveraging electronic capabilities
- Protecting your business

All Lunch & Learn sessions
are held at North Bay City Hall

200 McIntyre Street East
6th floor boardroom

Please register in advance by contacting
The Business Centre

E: michelle.hong@thebusinesscentre-nps.com
T: 705-474-0400 x2528

Sessions are "brown bag" style,
please bring your own lunch.



CAPITOL CENTRE
YOUR HOME FOR ARTS & ENTERTAINMENT
2016 - 2017

take a
peek

Menopause The Musical®

Tuesday, March 7, 2017
7:30 PM

The Hilarious
Celebration
of Women and
The Change!®



Regular \$45
Stage Door \$40
U - Go \$25

Not suitable for 14 years and under.



150 Main Street East
North Bay, Ontario

705-474-4747
www.capitolcentre.org



FEBRUARY 24, 2017

**The Summit
The Voyager
123 Delaware Ave.
North Bay**

**LADIES
FIRST
LADS**

FINAL SHOW!

**DOORS OPEN 8:00 PM
SHOW STARTS 9:00 PM**

PRESENTED BY:



705-497-3560

TICKETS
\$30 \$35
ADVANCE AT DOOR
AVAILABLE AT
ACNBA | THE VOYAGER

THIS IS A LICENCED EVENT / ADULT CONTENT

April is Daffodil Month

We are in need of **VOLUNTEERS** for:

Door-to-door canvassing during April &

Pin selling — April 6, 7 & 8, 2017



Relay For Life

June 23, 2017

Looking for **PARTICIPANTS & VOLUNTEERS** (perfect way to get student hours)

Let us know if you'd like to participate or volunteer to help —

dmarson@ontario.cancer.ca 705-472-9072x3737