



THE CHAMBERS VOICE

THE BRIDGEWATER AND AREA CHAMBER OF COMMERCE supports local business and economic growth in Bridgewater and area and engages its members in ways that inspire a progressive business climate and contribute to the steady economic growth of the South Shore. Members contribute to the prosperity of our community as a whole through initiatives and events targeted to the business goals in our area.



Bridgewater and Area
Chamber of Commerce

LETTER FROM THE PRESIDENT

It is hard to sum up the events of the past months and year in one address or letter. It has been a year of surprises, and unprecedented changes for all of us.

Coming into our 2019-2020 session, the board of the **Bridgewater and Area Chamber of Commerce** had plans to continue the momentum that we had worked hard to build over the past year.

Unfortunately, the Covid pandemic forced us to put many of those plans on hold. We turned our focus instead to helping our members find their way to the most reliable and up-to-date information available each day.

We have continued to expand our communication vehicles with a successful launch of this newsletter, **The Chambers Voice**, and an ever-growing community on our **Facebook** pages. We are currently working on our online presence to provide value to the members and ensure a consistent and easy-to-navigate source of information.

We were forced to adapt our existing programs to the new reality of doing business during this time. By going virtual, we were able to continue our **Lunch and Learn sessions**, allowing our community to continue to connect. As well, last month, we finalized our **7th successful education session** provided through our partnership with the NS Department of Labour and Advanced Education. Our latest program, focusing on customer service excellence, is in progress now and you will find information in this newsletter about the next program 'Digital Marketing Strategies' starting on November 17. Our education committee continues to plan future programs – if your business has a need that we have not yet focused on, please reach out so we can do our best to make sure your needs are met.

We were also able to continue to see growth in our membership. We have added new members into our ranks each month this year and ended 2019 with a 5% increase in membership over 2018.

We look forward to continuing to support our members and local businesses as we navigate the new normal that 2020 has brought into our lives – working with our local partners to ensure that we all continue to thrive in these uncertain times.

I want to thank our members, municipal partners, and everyone who has played a part in protecting our communities over the past months. Thanks to our first responders, fire and police departments, medical staff, teachers and educational staff, and front line workers in our service and retail industries. Thanks to everyone who continues to work each and every day to provide us with what we need to keep safe and help our communities continue to rise above the challenges that we face. Let's continue to get through this, together.

Best wishes,

Jim Brown
President



IN THIS ISSUE:

Inspiring **GOOD NEWS STORIES** from local business owners who have managed to survive and even thrive during this pandemic

An overview of **FREE on-line courses** and expertise available to help your business

New **member engagement opportunities** and what your Chamber has planned for **2021**



Stacey Mailman
Accounting Services

Stacey Mailman Accounting Services has never been busier. So busy in fact, that there is a waiting list for their services. That’s an unusual thing to hear these days... but when everything started to shut down mid-March, many people were scrambling to figure out how they were going to keep their businesses going, pay their bills and navigate access to the government support they were hearing about. Who ya gonna call? Your accountant of course!

It’s made for an extremely busy time for Stacey and her team. Made more so because she’s had a difficult time finding the right ‘skill level’ and would love to hire another full-time employee. The pandemic caused a definite spike for Stacey, as servicing regular clients became much more involved.

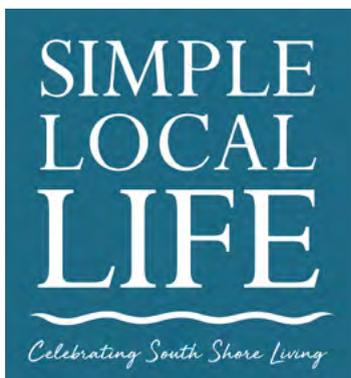
It was critical for her to be on top of the news each day, as programs of support were being announced, and most people were uncertain as to what they could qualify for – how to submit claims or calculate wage subsidies and complete the correct paperwork. Accessing help on the CRA website is not easy and calling the 1-800 # usually means being on hold for hours; something most business owners don’t have time to do.

What do clients want to hear the most? That there is HOPE. And that they are not alone. Many people are going through the same challenges, and Stacey knows that clients are looking for reassurance... ‘you know me and my business, what would you do?’

This is the added value that a trusted accountant can bring, and currently she finds there is more of a need for listening, counseling and advising than normal – and encourages clients to reflect on what is most important to them right now. “It’s an ever-changing landscape which makes it a good time to hunker down. Don’t compare 2020 to other years, don’t look at it as the ‘new norm’; ride it out as best you can.”



Stacey Mailman
902.543.9658
stacymailmanaccountingservices.com



Jennifer Naugler is the owner of **Simple Local Life**, a media company celebrating South Shore living.

For Jen, there was definitely a feeling of uncertainty when the pandemic first hit, and she experienced a sudden loss of some business that had been planned. Fortunately, there was a noticeable lift from clients who realized the value of having an on-line store and/or presence by promoting their business on social media

channels. The focus on ‘supporting local’ was kicking in – exactly what Jen has built her business on: “We work with local businesses on unique, social media focused campaigns to help you get the word out.”

Facebook Live interviews have been a great way to engage, raise awareness and see the face behind the business. In fact, she has heard the stories of some business owners who have had an excellent year – companies that were quick to pivot and offer a wider range of services or products, and other companies that were suddenly busy providing the essentials to customers setting up a home office, taking on home renovation projects or enhancing the ‘at home’ experience.

Jen feels that 2021 is difficult to gauge. She remains hopeful that businesses will continue to see the value of staying visible – realizing that social media is a way to stay engaged and share your passion for what you do – and making it easy for customers to support them whether that’s by ordering online, or visiting a location in person.

Make sure to follow Simple Local Life on Facebook and sign up for their newsletter – ‘What’s Happening on the South Shore this Weekend’ and ‘Sunday Morning Coffee’ are two great regular features – highlighting events happening in our area, local ‘feel good’ stories, recipes and more.



Jennifer Naugler
902.298.2446
jen@simplelocallife.com
www.simplelocallife.com

Tell your fellow Chamber members about your business!
Share your **successes, special offers** and **good news** here:
[Bridgewater Area Chamber of Commerce Facebook page](#)

[Chamber’s private Facebook group](#)

We want to hear
from you!



Langille's
PLUMBING & HEATING LTD.
Water Treatment Specialists

A merger during a pandemic? Who would do such a thing? Rhyno's that's who! In reality, the merger between Rhyno's and Langille's Plumbing & Heating had been in the works for over a year and the final agreement coincided with the start of the shutdown.

Jayme Rhyno had a big decision to make. Should they hold off on the announcement to the public and remain at their separate locations until things were back to normal? Or would they go ahead with their plans and gather everyone under one roof? After much discussion, they decided they would be 'better together.' And they have not regretted making that decision.

Zoom meetings were a challenge with 44 people tuned in, but right from the start, Jayme was so impressed with his staff. They were dedicated to the newly merged company and wanted to work. Together they were brainstorming ways to keep busy; how could they pivot to help the community? They were united in their support, knowing they were all in this together and wanted to contribute in any way they could.

At first, the Rhyno's-Langille's team could only offer emergency service, but Jayme and the management team took a big leap of faith and guaranteed each employee 30 hours a week in wages. The government programs for wage subsidy proved to be an additional challenge and required endless reporting with uncertain results, but they believed in their team. They did experience a dip in residential work at first, but they soon experienced a boost as many people were working from home and diving into home improvement projects. The commercial work is just coming back now as tenders were held back early on.

With a huge sigh of relief, they know they've made it through a very tough time. Zoom meetings continue to be key as a way to communicate with everyone, but Jayme looks forward to the day when they can all be together, in person, to properly celebrate the merger.

If there is one thing that Jayme Rhyno has learned through this experience it is this: Listen to your people. Ask them what they would do if they were a manager and listen to their feedback – you might be very surprised at the creative input you get back!



Jayme Rhyno, President
1.800.595.4737
www.rhynosltd.com



When the reality of Covid-19 hit in mid-March and facilities were closing to the public, **Shelly Skinner, Coordinator of the HB Studios Sports Centre**, found herself in a dark, empty building wondering what to do next.

All of the scheduled events and programs, including March break activities and the Healthy Living Fair, were suddenly canceled. Shelly has been associated with this club for many years – heavily involved with the Soccer Association as a past president and parent– so she's passionate about this place. Yes, this was going to be challenging, as it was for so many businesses, but she chose to keep a positive attitude, think creatively and carry on.

The first challenge was to investigate the programs being offered by the government and apply for what the centre was eligible for. Then she took on the task of updating the main entrance and office area with a new colour scheme. It seemed like they would be in the 3rd or 4th phase of reopening – possibly August – so she was caught off-guard when Premier MacNeil announced that fitness centres would be allowed to reopen on June 15. It was a bit of a mad scramble to finish the painting (which she mostly did herself), get plexiglass and signage installed, and make sure that hand sanitizing and social distancing measures were in place.

Since the reopening, Shelly has been very busy, doing her best to inform the public of all the possibilities that the centre offers as well as keeping regular members engaged with fun activities like scavenger hunts on the walking track. She was able to hire a summer student, Libby Morash, who brought a creative energy to help with events like the 'Summer Walking Challenge', 'Paint Night', 'Washer Toss Tournament' and the popular 'Kilometer Club.'

Thankfully, the Sports Centre did not lose a single tenant – as independent business owners, they took it upon themselves to offer services and classes on-line to stay connected to their clients. They continue to offer on-line and in-person services which has expanded their offering.

The biggest challenge right now is to raise awareness of what this great centre in our community has to offer. She would love to see more bookings of the track, the sports field and the multi-purpose areas – there are endless possibilities of how you can use their space!



Shelly Skinner
manager@hbssc.ca
www.hbssc.ca
Facebook: [HB Studios Sports Centre](https://www.facebook.com/HBStudiosSportsCentre)



COMING SOON!

We will be showcasing member businesses as a monthly feature on the **Chamber of Commerce Facebook page**. An excellent way to tell your **GOOD NEWS STORY!**

FULLY FUNDED ONLINE PROGRAM

SKILLS FOR GROWING YOUR BUSINESS WORKPLACE EDUCATION PROGRAMS

We want your business to have all the tools for success. The Bridgewater and Area Chamber of Commerce has partnered with the NS Department of Labour and Advanced Education to bring you a wide range of exciting fully funded training opportunities.

Don't miss the last course being offered for 2020:

Digital Marketing Strategies

A 40-hour program that goes beyond Social Media

Start date: **Tuesday, November 17th from 1 - 4 pm**
or

Wednesday, November 18th from 1 - 4 pm

This program addresses the question, “**where are our customers, and how do we get ourselves in front of them?**”

Highlights:

- Understand and employ tactics to enhance an Internet presence
- Evaluate on-line marketing channels
- Decide which on-line channels to participate in
- Develop and maintain an on-line presence
- Understand the advantages and drawbacks of on-line marketing
- Tie an on-line strategy with the overall marketing strategy
- Understand on-line advertising (Facebook and Ad-words)
- Assess ROI of energy and money invested in on-line marketing
- Use on-line analytical tools

Each training session has a **CAPACITY OF 12 ATTENDEES** so reserve your seat now office@bridgewaterchamber.com



FULLY FUNDED ONLINE PROGRAM



FREE 20-hour Master Class

New classes starting January 2021

Visit www.forcedtopivot.com/training
for more information!

LUNCH & LEARN ONLINE

Don't miss the last Lunch & Learn session for 2020:

November 26, 2020 from noon-1PM

Please RSVP your attendance no later than November 24
to ppickering@isans.ca

The link for the online session will be provided.



Paul Pickering

Workplace Culture Coordinator
ISANS

The Workplace Culture Program at Immigrant Services of Nova Scotia (ISANS) is an employer-focused service dedicated to enhancing intercultural skills and increasing business success across Nova Scotia. The service covers livestream webinars, workshops, organizational assessments and HR support. It develops individual and organizational capacity in intercultural conflict resolution, communication and leadership. All services are funded with no charge to employers.

Paul Pickering has been the coordinator of the Workplace Culture Program at Immigrant Services Association of Nova Scotia (ISANS) for 8 years. He worked for 7 years at the National Policing Improvement Agency in England as a diversity specialist; in development training, the national policing train the trainer program, immersive learning, online programming and HR. He has developed and delivered diversity, communication and management courses for urban community programs, and taught English as a Foreign Language in South Korea and Czechia. He has a BA in Cultural Anthropology and an MA in Communication Studies, both from the University of Maine, and a Diploma in Lifelong Learning from London, England. He immigrated to Canada in 2011.

Would you like to do a Lunch & Learn?

If you have something of value to present to Chamber members, please reach out to us at office@bridgewaterchamber.com

There are currently lots of spots open for 2021, but they won't be for long! There is one Lunch & Learn scheduled each month and runs from 12 -1 pm.

MEMBER RESOURCES



[Click here to join the Chamber's private Facebook group](#)
Chamber Network is a place where members can communicate with fellow members, hear about '**members only**' offers and **promote their business and products**



[Bridgewater Area Chamber of Commerce Facebook page](#)
for all the latest local and provincial updates on Covid-19 and coming soon: **FB LIVE interviews!**

We are pleased to announce that we will be launching a **new website** in early January 2021!

FEATURING:

- easy-to-use directory of members
- calendar of events
- on-line registration for lunch & learns and other events

BUY LOCAL

Why is it important to **STEP UP** and support local?

Small businesses
employ
70%
of all Canadians. 👤

Money spent at locally
owned businesses
creates tax revenue
to fund
🏥 healthcare, 🎓 education,
safer communities, 🚶 streets and sidewalks. 👤

45¢ per \$
spent at locally
owned businesses
stays in the local
economy.

Small businesses
represent
99.8%
of business in
Canada. 👍

Local businesses
donate
2.5x
more
to local nonprofits. 🤝

Indie business adds
colour, taste,
character and
social
capital
to their communities. 😊

@StepUpForLocal

Shop | Eat | Give | Celebrate Local

Stepping up for local is a mindset. It's about supporting our neighbours and our neighbourhoods. It's about celebrating the good in our communities. It's about the humanity behind our economy.

revolve We listen, untangle, create.

Visit www.stepupforlocal.ca and get your **TOOLKIT** for local businesses to celebrate and promote buying local.

The TOOLKIT lets Chamber members show they are a local business, help celebrate local, and encourage others in Bridgewater to do the same. There are links to download logos and other artwork for use in their marketing and communications, both on-line and off-line. This is a great initiative that will assist business owners as we emerge from the COVID-19 business impact.



Supporting LOCAL
means ALL of the
Atlantic Provinces!

CHAMBER LOYALTY PROGRAM

The Chamber is pleased to announce the following businesses who support our Loyalty Program. Provide your membership number to receive the following discounts:



Receive a \$10.00 gift certificate on catering and food orders of \$100.00

GOLD STAR ACCOUNTING

Save 10% on services. Receive a \$25.00 credit for personal accounts and a \$50.00 credit on business accounts for referring a new client and securing a new account.



Helping Nature Heal
ECOLOGICAL RESTORATION

Save 10% on Consultation Services

Who will win the BEST HOLIDAY STOREFRONT?

Bucks Home Building Centre has won this award two years in a row! Let's do our best to brighten the season with a little friendly competition!



2020 BOARD OF DIRECTORS

PRESIDENT
Jim Brown

VICE PRESIDENT
Blair Lipsett

SECRETARY
Shawn Patterson

TREASURER
Lee Wallet

EXECUTIVE DIRECTOR
Dan Hennessey

BOARD MEMBERS

Debra Porter
Bill McInnis
Reid Whynot
Brooke Nodding
Bruce Anderson
Liam Finney
Stacey Mailman
Jayme Rhyno
Rae Ann Bonneville
Josh Healey



We're here to help you with your business needs! Staples offers all BACC members **20% discounts on all print** (business cards, rack cards, letterhead, envelopes, cheques, flyers, mail outs) **and marketing** (promotional items, clothing, signage and digital development). Simply use the **BDP # 8402261278** for services in-store and on-line.

As valued BACC members, you have a dedicated account manager to assist you: **Brad Beardsley 902.844.1172** brad.beardsley@staples.ca

Call today to see how we can help your business grow!

UPCOMING BOARD MEETINGS

We continue to meet monthly to work on how we can bring more value to our membership!

Friday, November 13 8:30 - 10 am
Friday, December 11 8:30 - 10 am
Friday, January 8 8:30 - 10 am

For information, please contact:
office@bridgewaterchamber.com



www.bridgewaterchamber.com

Thanks to Stone Court Studios Inc
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www.stonecourtstudios.com

