



# THE CHAMBERS VOICE

AUTUMN 2021

**THE BRIDGEWATER AND AREA CHAMBER OF COMMERCE** welcomes businesses of all sizes and type. We are committed to engaging our members in ways that inspire a progressive business climate and contribute to the steady economic growth of the South Shore. We're here to support you and help you face the future with confidence.

## LETTER FROM THE PRESIDENT

Happy autumn to everyone! We are cautiously optimistic as we move into **Phase 5 of the NS government's Reopening Safely Plan**. As more vaccines happen, we move closer to a 'post-pandemic' world. Let's all continue to work together, stay vigilante, and keep taking care of ourselves and our neighbours.

We had the pleasure of hosting two election debates in the past few months. The first one was held on August 10 at the Bridgewater United Church. Thanks to all who attended and congratulations to **Becky Druhan**, our new MLA for Lunenburg West. The federal election debate was held at Bridgewater Best Western Hotel on September 7. Thanks to everyone who attended or watched the Facebook Live on our page. Congratulations to **Rick Perkins**, our new Member of Parliament for South Shore – St. Margaret's. Special thanks to **Patrick Hirtle** for carrying both events live on our Facebook page. We also want to thank NSAR (Nova Scotia Association of Realtors) for their generous support as our sponsor for both events.

Your chamber is presently working on bringing together our new premier, **Tim Houston**, with the two new representatives for a 'fireside chat' in January 2022. This will be carried live on Facebook and hopefully can be attended in-person as well. Watch for news of this upcoming event!

As many of you know too well, we are experiencing a critical labour shortage in Canada, and in particular, right here on the South Shore. This is affecting local business owners as some are struggling to fill positions and meet customer demand. Please be patient as they continue to deal with this on-going problem. Our government committee is discussing ways to advocate on your behalf – more news on that to come.

Please take the time to read the inspiring stories of three members showcased in this issue, who share what the last 18 months have been like and how they managed to pivot as needed, think creatively and continue to keep their businesses going. Let's continue to support our local businesses and if you are able to, plan a staycation – we have so much available to us on the South Shore and the rest of Atlantic Canada.

For all the latest information about the Chamber, go to our website: [www.bridgewaterchamber.com](http://www.bridgewaterchamber.com). There you will find the latest business news, free online courses being offered in partnership with the NS Department of Labour and Advanced Education, upcoming Lunch & Learn opportunities, and downloadable resources.

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.

Jim Brown,  
*President*



**Bridgewater and Area**  
Chamber of Commerce

## SHOP. DINE. PLAY.

Think local first!  
Let's continue to support  
our local businesses.

Plan a staycation today:

[visitsouthshore.ca](http://visitsouthshore.ca)

[coastalresortcollection.ca](http://coastalresortcollection.ca)

[capelahaveadventures.ca](http://capelahaveadventures.ca)

[oakhillpines.com](http://oakhillpines.com)

[oakislandresort.ca](http://oakislandresort.ca)

**HAVE  
YOU VISITED  
OUR  
WEBSITE?**

[Click here to  
check it out!](#)

## IN THIS ISSUE:

**Stories** from member business owners reflecting on the last year and what 2021 looks like, plus a list of helpful resources

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

Member-to-member Loyalty Program

# Moissanite. Morganite. And a trend in dark stones. It's a whole new era in jewelry design.



Chic. Modern. Comfortable. Welcoming. These are the words that come to mind when you enter the Northwood Custom Jewelry showroom.

**Founders Laurel and Allan Hill** weren't always in the jewelry business. In fact, they met while working in the hospitality industry. A change in careers was spurred by a piece of oak and an idea.

"In 2009 when Allan and I were married, I quickly found out that I was allergic to my wedding ring," says Laurel. "With limited resources and no limit of creativity, we decided to try to make a new ring ourselves. Our first goal was to determine what to make a ring out of, and having grown up on a farm called 'Lot of Oaks', the oak tree was the perfect starting point."

Northwood's beginnings in 2012 were modest, with an Etsy store and online sales. By 2017, they had grown and were operating upstairs at their current location on King Street in what was once the old 'Chances' bar.

In 2017, Laurel became a certified CAD jewelry designer, while Allan pursued courses in California, honing his skills in gemsetting and jewelry repairs to become a well-rounded bench jeweler and goldsmith. Soon after, they added a 3D printer to their toolset and the design possibilities became almost limitless.

**"As we grew and added employees and began needing larger supplies of material, a third pillar of importance became evident to us – ethical sourcing, doing no harm, and advancing equality for all."**

"We love creating beautiful jewelry for our customers, but even more than that, we love knowing that with a little extra effort we can not only avoid causing harm to others, but help lift our community and our world towards a better future."

Offering a good living wage is part of that commitment. In fact, the main reason that the Hills joined the Chamber was to access the Group Benefits Plan to offer a fair package to their employees.

Sustainability and earth-friendly practices is also part of that commitment. This is no ordinary jewelry store. Every piece is made onsite using 100% recycled metals, sustainably harvested wood and ethically sourced gemstones. **Have you ever seen a 'lab-grown' gem?** They are gorgeous. As people become more socially aware, ethical options are in greater demand.

When the pandemic hit, Laurel and Allan were well-positioned to handle it. Their online store was already in place. Curiously, most sales were to US customers, but they were happy to see a boost in Canadian sales as more people were looking to support Canadian businesses.

When the opportunity came to secure the space downstairs, they jumped at it. Laurel was thrilled to work with a 'blank canvas' and design the shop she had dreamed of for many years. They officially opened their beautiful new space in February '21.

Drop in to see the newest styles, or bring in your repairs and older jewelry to be reworked into something new you'll love again.

*FYI: Moissanite is a lab-grown diamond alternative. Morganite is a Beryl variety gemstone (like aquamarine or emerald) and is most sought after for its pink-peachy tones.*

[northwoodrings.com](http://northwoodrings.com)

Laurel & Allan Hill  
902.240.8989

517 King Street  
Bridgewater, NS

**ETHICALLY SOURCED MATERIALS**

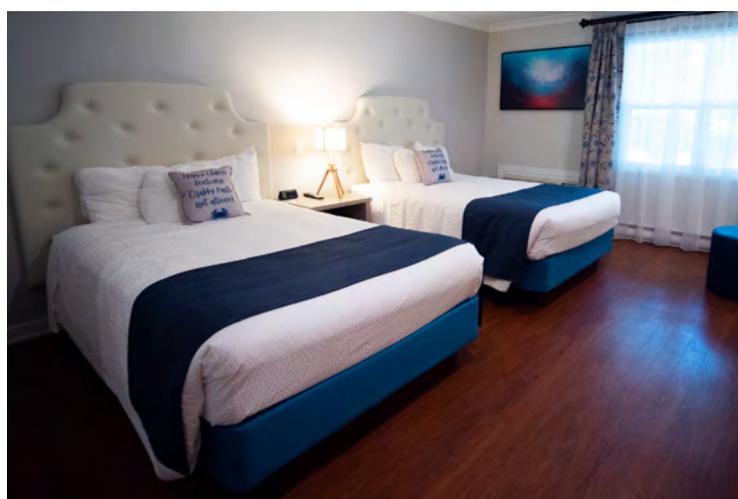
**EARTH-FIRST PRACTICES**

**CUSTOM DESIGN**





## A heartfelt thank you to the Nova Scotians who chose to 'staycation' with us



Like so many other businesses, the last 18 months have been challenging for **Oak Island Resort**. For the first time ever, we had to shut our doors for the winter season of 2020. Unfortunately, it came shortly after beautiful updates had been made throughout the guest rooms and common spaces like the **Oak & Oar Eatery** and **Three Sheets Bar + Social**.

It was a hard hit for some of our employees to lose their work and income. And then it was a challenge to regain the employees needed to run the resort smoothly again. This, unfortunately, put a huge weight on the shoulders of the reduced number of staff.

Throughout this unique experience, we have learned two important lessons:

### 1. We cherish our staff more than ever.

The work they have done to keep us running over the summer is nothing short of a miracle. Maintaining clean, beautiful spaces for our guests, decorating and serving our wedding guests, and going above and beyond to offer a great experience for everyone. We cannot thank them enough.

### 2. We cherish our guests more than ever.

Of course we've always loved our guests, but it's so true that 'absence makes the heart grow fonder'. We were so pleased to be able to welcome guests back to the resort this past spring after the quiet winter months. We've been especially grateful for their patience as we navigate these times and do our best to create a wonderful experience that they will remember forever.

Since we've re-opened, we are so thankful to the lovely Nova Scotians who chose to 'staycation' with us. We were well booked all summer and continue to have bookings into the fall. This has given us the boost we needed to get back on track.

We've also made great connections with local businesses to encourage a fun, relaxing and enjoyable 'staycation'. These packages included staying with us and enjoying a round at **Osprey Ridge Golf Course**, or a tour with **Salty Dog Sea Tours**, or a relaxing day at **SENSEA Spa**.

As we plan to remain open for the upcoming season, we are pleased to offer **new packages for fall and winter - coming soon!** Keep an eye on our Facebook page, Instagram account and our website for all the great deals. We'd love to see you at the resort!

[oakislandresort.ca](http://oakislandresort.ca)

902.627.3361

36 Treasure Dr,  
Western Shore, NS

**RESORT & CONFERENCE CENTRE**

**FOUR SEASONS STAY, WORK,  
DINE & PLAY**

**ROOMS, SUITES, CHALETs  
& VILLAS**

**VACATION PACKAGES**



# “We buy from local bakeries, local breweries... it’s so important to support the local economy”



**Robert Keevill** has been the proud owner of the River Pub for 20 years. He grew up in Waverley, NS, and then moved to Toronto, but after 7 years in the big city, he knew he didn’t want to stay. His parents owned a pub at the time and he was really drawn to the idea himself. It just so happened that one of the owners of the River Pub was visiting his parent’s pub in Annapolis Royal and mentioned that their pub was for sale in Bridgewater.

Although Rob had grown up in Nova Scotia, he knew very little about Bridgewater. But that didn’t stop him. He got on a plane and bought the pub on May 28, 2001. He’s never looked back.

**“I love the town, the area, the river, the beaches... and the people. This is my home now.”**

Over the last 20 years, Rob has been very involved in the development of the town, chairing committees like the Riverfront Renaissance, the Marina formation and the creation of King Street Court. He’s also been on the board of the United Way for about 17 years.

The idea for a renovation of the exterior of the pub started over two years ago. Plans were drafted but it wasn’t quite what Rob had in mind. Then the idea for a metal roof popped up and once the colour scheme was set – bronze metal with black exterior – it came together quickly. Everyone watched the transformation happening last year in anticipation of what the end result would be. It turned out very well.

**This year marks the 20th anniversary since Rob took ownership of the pub**, but there was little celebration. Like most businesses in town, the pub was closed due to the second shutdown of the pandemic.

Rob brushes that off. “Yes, it would have been nice to have a celebration, but the good news is, we’ve never been busier. In fact, in January 2021 business was up 5% over last January. We are having our best year ever.

“We listened to some good advice early on to pare down the menu and focus on what we do best. We lost 4 tables and 30 seats to maintain the six foot distancing but most people eat in tandem, so it hasn’t hurt us much. We have line-ups constantly and it’s very important for us to be consistent by offering the same level of service and quality of food that people expect. This summer we were happy to see lots of tourists and now we’re settling in with more of the regulars, which is nice too.

“We are fortunate to have a great kitchen staff and experienced wait staff. We’ve had to add more people to each shift and for a while we were closed on Sundays just to give everyone a rest. There is a lot of anxiety all around the world and people feel it.

“I’ve always been a big believer in supporting local, and **if there’s one thing this pandemic has shown us is that supporting our local economy is vital to our success.** When we support the local bakeries, breweries, and farmers... and they spend that money locally on things that they need, it goes around and around. That’s how we can all be successful.”

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

902.543.1100

750 King Street  
Bridgewater, NS

Mon-Sat: 11am - 11pm  
Sunday: noon - closing

*One of the menu favourites is the **Maple Chili Bacon Extreme Cheesy Burger**. Some have said it’s the best burger they’ve ever tasted.*



# SHOP LOCAL, BUY LOCAL, VACATION LOCAL

Earlier this year, the Province of Nova Scotia announced an **\$18.2 million tourism restart package** that provides operators with new grant programs and marketing support.

Check out the tourism program opportunities available now: <https://tourismns.ca/>

## Business Tools and Resources:

<https://tourismns.ca/business-tools-resources>

<https://www.novascotiabusiness.com/business>



## LUNCH & LEARN

There is one Lunch & Learn scheduled each month and runs from 12 -1 pm. Check the [Upcoming Events](#) page and calendar on our website to RSVP.

### Would you like to do a Lunch & Learn?

**We are currently taking bookings for 2022.** Now is your chance to present something of interest to the business community and connect with local business owners. **Please reach out to us at [info@bridgewaterchamber.com](mailto:info@bridgewaterchamber.com).**

## BRIDGEWATER AND AREA CHAMBER OF COMMERCE IS ON BOARD!

The *Capturing Freshwater Contaminants at the Source: Reducing Microplastic Release from Laundry Machines in Lunenburg County, Nova Scotia* project led by Coastal Action will reduce the amount of harmful microfibres released from laundering into freshwater ecosystems and increase awareness by engaging local citizens, small businesses and municipalities from July 2021 to April 2023.

This will be accomplished by installing 25 microfibre capturing devices on the laundry machines of local residents and small businesses, assessing materials captured and conducting an effective environmental awareness campaign through workshops, citizen science and a variety of digital communication tools.

The Bridgewater and Area Chamber of Commerce will be partnering with Coastal Action on the project by collaborating on the following:

1. Provide consultation on participant selection, particularly small businesses;
2. Encourage community and small business participation by sharing outreach and participant recruitment events/material with network;
3. Coastal Action hosting a workshop for Bridgewater and Area Chamber of commerce board of directors and members on the project and microfibre capture technologies/methods.
4. Assist In the coordination of workshops/focus group sessions, marketing and promotion
5. Participate In regular strategy meetings with project team/Chamber



## Caring about our planet

Becoming a sustainability leader requires changes in core business practices but the effort to do so is worth it: in environmental, social and economic terms. Putting sustainability first not only enables business to drive the transition to a better and more just world, it makes plain business sense.

# REPORT FROM



## REMEMBRANCE DAY OBSERVANCES

Currently, organizers are planning for the 2021 Remembrance Day service at the Cenotaph in Bridgewater to be observed on November 11 in much the same way as last year: because of gathering limits it will be requested that folks consider watching the live stream provided by the Town of Bridgewater from home on Facebook or tuning in via local radio.

As Phase 5 of the Province's re-opening plan comes into effect, changes to the event plan may happen. Stay tuned to the [Chamber's Facebook page](#) for more details.



## CHRISTMAS ON THE LAHAVE



The Town of Bridgewater is planning for Christmas on the LaHave to return in full with a grand street parade on **Saturday, November 27**, beginning at 6 p.m. The parade will begin at the NSCC on High Street, descend Empire Street to King Street, and then conclude at the intersection of King and Dufferin. Fireworks will follow the conclusion of the parade, weather conditions permitting.

Please note that this event is also contingent on Phase 5 of the Province's re-opening plan in compliance with the directives of Nova Scotia Public Health.

With or without the parade, the Christmas on the LaHave Committee is excited to be working on a number of other initiatives to make Bridgewater shine for the holidays, including downtown light and snowman installations, home and business decorating contests, live music, and more!

For more information, including a parade participation application, visit [www.bridgewater.ca/christmas](http://www.bridgewater.ca/christmas).



## WE WANT MORE TIRE SNOWMEN!

Are you interested in making your own "tire snowman" similar to those seen around Bridgewater last year? The Christmas on the LaHave Committee has some white wrap that they're willing to share with local businesses! Contact them today!

For more information, visit [www.bridgewater.ca/christmas](http://www.bridgewater.ca/christmas).



## BUSINESS IMPROVEMENT DISTRICT

The steering committee behind Bridgewater's Business Improvement District is continuing to work with and listen to local property owners and merchants in the heart of the community to figure out how best to help Bridgewater's business community grow and thrive.

If you're interested in learning more about this initiative, including how to get involved as a supporter or to just offer your input into how Bridgewater can grow through events, beautification, and more, contact Alison Lynes with the Town of Bridgewater by e-mail at [Alison.Lynes@bridgewater.ca](mailto:Alison.Lynes@bridgewater.ca).

## FAÇADE IMPROVEMENT PROGRAM

With the autumn upon us and life slowing down just a little, now is the perfect time to apply to Bridgewater's Façade Improvement Program. If you own a commercial property on King Street or you're a tenant, **you may be eligible for a matching grant of up to \$5,000 in value for an exterior renovation project.** For complete project details, visit [www.bridgewater.ca/facade](http://www.bridgewater.ca/facade)





## You can shape the future of the Municipality of the District of Lunenburg!

We're inviting residents to participate in our **Your Government, Your Ideas** engagement campaign this October, and tell us what's important to you.

MODL has a master plan, which along with resident input, informs our strategic priority setting. As you can imagine, a number of priorities end up being fairly consistent year after year, while the actions we take to reach goals within those priorities may change.

Each year, we select a short-list of projects to focus on. This is based on information we receive from residents, community groups, provincial and federal government, and staff.

In late fall, Council meets to brainstorm on where our focus will be, keeping in mind the feedback and information we've received from these many sources.

After much discussion, Council approves the Municipality's strategic priorities for the next 18 months. Council then works with staff over the winter to pass a budget in the spring based on these priorities.

## We want to hear from you!

Visit [engage.modl.ca/YGYI2021](https://engage.modl.ca/YGYI2021) to learn about each of our current strategic priorities, and add your comments or questions. You can also attend one of our in person meetings – visit [engage.modl.ca/YGYI2021](https://engage.modl.ca/YGYI2021) to see event dates.

**FULLY FUNDED ONLINE PROGRAM**

## SKILLS FOR GROWING YOUR BUSINESS WORKPLACE EDUCATION PROGRAMS

We want your business to have all the tools for success, so we have partnered with the **NS Department of Labour and Advanced Education** to bring you a wide range of exciting fully funded training opportunities.

Go to the [Upcoming Events page on our website](#) to see what's on the go – the most popular courses do tend to be offered again, so watch for news by email or on the Facebook page.

Each training session has a **CAPACITY OF 12 ATTENDEES**. More courses will be on offer soon and you will have a chance to RSVP for them.



# MEMBER-TO-MEMBER LOYALTY PROGRAM

As a member of the Chamber, you have the unique opportunity to **offer any type of gift, discount or incentive to your fellow members.**

Contact us with your idea and we will share it on our member-to-member Facebook page and the website.

***This community is committed to helping local businesses succeed! #shoplocal***



Chamber members who shop at J & S PAINTS will be given a 25% discount on paint and 10% on sundries.

**902-543-8210**

215 Dominion St, Unit 3B, Bridgewater



Chamber members who market with SaltWire will be given a **15% discount** on print and digital products. Furthermore, any Chamber members will be given a complimentary print ad with any content campaign. <https://www.saltwire.com/>



Go to [www.bridgewaterchamber.com/downloads](http://www.bridgewaterchamber.com/downloads) to view this exclusive offer from Staples for Chamber members. Print out the loyalty card to use in-store or online for instant savings on eligible print & marketing products.

**Tell your fellow Chamber members about your business! Share your successes, special offers and good news here:**

**[Chamber's member-to-member Facebook group](#)**

**[Bridgewater Area Chamber of Commerce Facebook page](#)**

**We want to hear from you!**

# It's Fall! And what is just around the corner? The Holiday Season!



**Staples has so much to offer this holiday season!! Ways to recognize and reward your hard-working employees and staff.**

Check out the entire catalogue here: [2021 Holiday Gift Guide.pdf](#)  
There are items made in Canada, food items, and some downright cozy gift ideas.

Watch for news  
of our Holiday  
Window Decorating  
contest!  
There just might be a special  
twist to it this year!



## 2021 BOARD OF DIRECTORS

**PRESIDENT**  
Jim Brown

**VICE PRESIDENT**  
Blair Lipsett

**PAST PRESIDENT**  
Shawn Patterson

**TREASURER**  
Lee Wallet

**EXECUTIVE DIRECTOR**  
Dan Hennessey

### BOARD MEMBERS

Debra Porter  
Leitha Haysom  
Cheryl Fougere  
Brooke Nodding  
Bruce Anderson  
Liam Finney  
Stacey Mailman  
Jayme Rhyno  
Rae Ann Bonneville

## UPCOMING BOARD MEETINGS

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

Friday, Oct 8      8:30 - 10 am  
Friday, Nov 12    8:30 - 10 am  
Friday, Dec 10    8:30 - 10 am

For information, please contact:  
[info@bridgewaterchamber.com](mailto:info@bridgewaterchamber.com)



**Bridgewater and Area**  
Chamber of Commerce

[www.bridgewaterchamber.com](http://www.bridgewaterchamber.com)

**STONE COURT**  
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[www.stonecourtstudios.com](http://www.stonecourtstudios.com)