

Think Global ...
Buy Local



Pontiac at the Dragway

Volume 4 Issue 2

May 2011

Pontiac Days at Luskville Dragway

The Pontiac Chamber of Commerce is pleased to announce the 1st Annual Pontiac Days at the Luskville Dragway on the weekend of June 18-19, 2011.

We are inviting all businesses in the Pontiac region to become involved and to do this we are offering **free admission tickets** for all spectators. The ticket give away will be for all chamber member businesses or for businesses who sign up for a sponsorship.

There is absolutely no cost to chamber businesses for the free tickets, however if your business would like to give away a door prize at the event, we would be more than thankful. We will promote, through public address announcements at the track, all businesses that have become involved in sponsorship or with door prize.

As a chamber member, your business has been sent 10 free tickets to distribute to your customers or employees, so they may attend at no cost. We encourage you to stamp the back of the tickets with your business name and/logo to promote your business.

We are also pleased to announce that two of the area's businesses have put up extra prize money for the drivers. This will guarantee a great turnout of competitors who will put on a great show for all attendees.

If you would like to get your company involved, please contact any of the numbers or email addresses listed below.

info@pontiacchamberofcommerce.ca
Tom Orr – 819-647-2670
Arnie Malcolm – Luskville Dragway
Office: 613-224-1162
Track: 819-455-9614
e-mail: arnie.malcolm@sympatico.ca
web site: www.luskvilledragway.com

Pass out the free tickets and make this weekend a special event for the Pontiac.

Events

**Annual General Meeting
Thursday, May 26, 2011
6:30 pm**

Venturing Hills, Luskville

Report on chamber business from 2010-2011, election of executive and board members for 2011-2012 and information on upcoming chamber events.

A open discussion will take place at the end of the meeting.

A light meal will be served at 6:30. This is a chance to enjoy a meal and network with other Pontiac business owners. The AGM will follow at 7.

The Chamber is looking for 3 sponsors to help offset the cost of the AGM. If you would like to promote your business through this event, please contact the chamber. Your logo will be included with all advertising and your business can be promoted at the AGM.

**Pontiac Days – Luskville Dragway
June 18-19, 2011**

4,000 free entrance tickets

Check web site for the most up-to-date information.

**Monthly SADC Business Breakfast
First Wednesday of the month**

7:30 am – \$2.50

SADC Office – Campbell's Bay

If you have a business event you would like advertised, please contact the chamber.

Nominate a Board Member

Board Nominations now open for 2011-2012

To nominate someone you feel would be a strong Director (even yourself), please submit a nomination to info@pontiacchamberofcommerce.ca. Nominations from the floor will be accepted at the AGM in accordance with the current bylaws.

Building a healthy organizational culture

FEBRUARY 7TH, 2011
HIRING AND MANAGING STAFF

As a small business owner, it is a good idea for you to foster a healthy organizational culture. You may wish to improve on any particular business weaknesses before they develop into real problems: remember that corporate culture can affect the bottom line.

Organizational or corporate culture is the attitude of the people who make up the organization or business, reflected in their values, behaviours and ideas. A healthy culture will allow your workforce to feel connected to the big picture and share a common sense of purpose. If you create a positive environment, it is more likely that your employees will enjoy their work and be more productive. Factors that form the basis of an organizational culture include:

- Beliefs, common stories and experiences that your employees pass along
- Attaining goals and the standards involved
- An adherence to symbols, values and rituals

Building a strong organizational culture is more than simply enjoying a pleasant atmosphere. The goal is to influence employees in a positive way so that they will always strive to improve performance and productivity. Employee satisfaction can also result in customer loyalty, enhancing profitability.

It makes sense to pay attention to any signs that your organizational culture is becoming unhealthy, so that you can rectify the situation:

- Staff arrive and leave right on time, take longer lunches and breaks
- Poor attendance at company events
- On the rise absenteeism
- Higher turnover and recruitment problems

You, however, have the power to create a strong organizational culture by:

- Being aware of the top-down effect. As a role model to your employees, the examples you set (lifestyle, ethics, relationships with others, pursuit of quality) may define your business. After all, actions speak louder than words.
- Sharing your vision - a clear vision will prevent your business from being reactive.
- Treating all employees equally and with respect, including any family members on your staff.
- Recruiting staff that fit into your organizational culture.
- Making effective communication a priority. Enlist your employees' help in solving problems.
- Not ignoring an unhealthy culture; it can damage your business.

No one type of organizational culture is best for all situations. Even within your business, you may find that various pockets reflect different organizational cultures.

CREDIT: WWW.CANADABUSINESS.CA

Welcome to the Chamber!

Businesses who have joined the chamber or renewed their membership since the last newsletter.
Lynn's Accounting Services

Check the chamber web site for links to these businesses.

Support your local businesses!

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News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge.

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Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) — www.chamber.ca and the Quebec Chamber of Commerce (FCCQ) — www.fccq.ca. You and your business can take advantage of benefits listed on their web sites.



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Would Like to Join the Chamber?

Membership fee of \$100 entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:

The Pontiac Chamber of Commerce
PO Box 119
Campbell's Bay, Quebec, J0X 1K0
1-866-861-0509 or 819-648-5174
www.pontiacchamberofcommerce.ca
info@pontiacchamberofcommerce.ca

If you received this newsletter via regular mail and would like to receive it via email, please let us know a valid email address. We do not share our lists.

Think Global ... Buy Local
Support Those Who Support You
Small Businesses Make Small Towns Work!
 Consider this when you're buying ...
As business operators, our actions shape our communities.