Prince Edward County Chamber of Tourism & Commerce Newsletter
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Serving Prince Edward County Since 1905

Fall /Winter 2009

MESSAGE FROM THE PRESIDENT

From the Desk of Dave Ashton

As some of you might know Rainer Prill of LARP Consulting has announced his retirement. Rainer has been PECCTAC's go to person for all IT related concerns and developments. He has been instrumental in developing PECCTAC's website and on-line accommodation availability and reservation system. He has ensured the sites to be state of the art and current. On behalf of the Board of Director's and membership I want to thank Rainer for his dedication and support over the last 9 years.

A strong membership makes strong Chamber members. Dave

A New Face for Visitor's Information!

As part of Prince Edward County's Chamber of Tourism and Commerce's (PECCTAC) ongoing commitment to meet the needs of visitors and community residents, the Chamber now has a beautiful, new entranceway giving greater accessibility to the Visitors' Information Centre and Chamber office at 116 Main Street, Picton. It is thanks to a grant from the Ontario Trillium Foundation, which financed the project, and the talented team from Scott Wentworth Landscaping Group Ltd, who designed and built it, that everyone now has easier access to the Chamber building and services.

"Now, we are accessible for all visitors as well as residents of the County," states Lawrie Ackerman, General Manager, "As a central source of information services, we will continue to look at ways in which we can improve upon our services and facilities for everyone, visitors and residents alike."

Dear Members:

All our newsletters are posted on our website at www.pecchamber.com. If you do not want to receive a printed copy of the newsletter please call and let Jan know and we will take you off the mailing list.

WELCOME NEW MEMBERS

Blossom Ridge Farm Vacation
Del-Gatto Estates Bella Vigne
Hinterland Wine Company
Humanity Calls Centre for Learning
Laurie Nadeau – Commerce Advertising & Marketing
MTO - Glenora Ferry Service
Scott Wentworth Landscaping Group Ltd.
Skypower
The County Tack Shop

MEET & GREET ....

A great turnout at the October Meet & Greet held at Loyalist Lofts.

Julia Latendorf Owner of Loyalists Lofts hosted the event.

Gillian Chapman, Business Development Manager from Prince Edward/Lennox & Addington Community Futures Development Corporation (PELA CFDC) was on hand to announce the winners of the 5 year $50,000 Business Plan award. Congratulations to McDougall Stanton Insurance for receiving this award.

Winners of the $5,000 regeneration competition went to: East & Main Bistro, Armstrong Glass Works and the Side Street Gallery.

CHRISTMAS MEET & GREET

Everyone enjoyed the wonderful festive evening at Brown's Manor B&B. With the talented auction master Rick Caruso, members raised $675.00 for the CAS Christmas Angel Campaign. A big thanks to all that could make it and special thanks to our hosts Diane and Ross Lindsay and Pat from Del-Gatto Estates Bella Vigne Winery.

2010 MEET & GREETS

April 12th – Saraswati Spa
June 14th – Moontide Studio & Gallery
October 19th – Casa Dea Winery
December 14th - TBA

WINNERS OF THE 2009 QUINTE BUSINESS ACHIEVEMENT AWARDS!

CONGRATULATIONS to all the winners of the 2009 Quinte Business Achievement Awards held at the National Air Force Museum of Canada on Friday October 23rd, 2009.

Prince Edward County was well represented at this year's GALA event with many Prince Edward County winners:

NEW BUSINESS AWARD: **DIXIE LEE CHICKEN & SEAFOOD RESTAURANT & COUNTRY FARM MARKET**

SERVICE PROFESSIONAL AWARD: **INDULGENCE SPA & SALON**

Deb Izumi, Indulgence Spa, and Mayor Leo Finnegan

RETAIL AWARD (LARGE): **PICTON HOME HARDWARE**

HOSPITALITY/TOURISM AWARD: **MILFORD BISTRO**

Veronica & Chris from The Milford Bistro accepting their award from MP Daryl Kramp and MPP Leona Dombrowsky along with Brighton Mayor Herrington.

MANUFACTURING AWARD: **THE CARRIAGE HOUSE COOPERAGE**

For all the details please go to: http://www.qbaa.ca/winners_2009.html

Special thanks to all the members that attended and congratulations to all the nominees. You are all winners.

REMEMBRANCE DAY 2009

Brian Munro, PECCTAC Vice President and PECCTAC member Tamara Porter of Design Planet ready to lay their wreaths.

PECCTAC SURVEY

The Prince Edward County Chamber of Tourism & Commerce is requesting insight from its members as we develop a new strategic plan. We are also reviewing our offered programs and services with the

hopes that we can tailor them more effectively towards our members needs. Please take a few moments to provide us with information about your business. The results of this research will help focus future planning on areas members think need improvement and or change. To access the online survey please go to www.pecchamber.com and click on PECCTAC SURVEY.

UPDATE from the Bay of Quinte Tourist Council

THE POWER OF CO-OP MARKETING

The Bay of Quinte Tourist Council invites you to participate in an exciting Tourism initiative to help your business expand and enhance your marketing dollars. The Bay of Quinte Country website is currently undergoing an innovative remake which will represent the entire region, designed to interlink with the businesses and tourism attractions that surround us. As a stakeholder you will have a voice in how you wish to see the Bay of Quinte region promoted and through the innovative Bay of Quinte Country website bring business to your door and enhance economic growth of the entire region. All the details of this extraordinary opportunity are on our website at www.pecchamber.com.

Contact Alison Dickey, BQTC Marketing Coordinator 613.813.3702 info@bayofquintecountry.com for more information.

The Bay of Quinte Tourist Council is made up of representatives from the Prince Edward County Chamber of Tourism & Commerce, Taste the County, Belleville & District Chamber of Commerce, Quinte West Chamber of Commerce, Brighton & District Chamber of Commerce, and the Napanee & District Chamber of Commerce.

NEW PECCTAC WEBSITE OFFERS OUTSTANDING MEMBER OPPORTUNITIES

The Prince Edward County Chamber of Tourism & Commerce is pleased to announce that we are undergoing a complete new look to our website. The redevelopment includes:

- Email Forwarding
- Site Design
- Articles Module
- Newsletter component
- Membership Management
- Directory Management
- Email System
- Ad Management
- Event Registration
- eCommerce
- Forms & Surveys

The new website, expected to launch in the New Year, will include opportunities for members to increase their web presence through "company profiles". All members in good standing are listed in the database under their classification or category as part of their membership. Each member 'listing' containing pertinent contact information has the ability to be "Expanded", offering a direct route to their existing website and acts as a mini-website for smaller firms who have no web presence at all. "Enhanced Listings" will include a Company profile page, Google map, photo gallery plus printable coupons and articles page. The new website will have video capabilities.
Also available will be banner ads throughout the website itself for optimum exposure. All ads will be included in a monitoring system which will track 'hits' and 'visitors'.

To get more information about our new website and how to improve your on-line presence call us at 613.476 2421

JUST TO LET YOU KNOW
WEB hits on the www.pecchamber.com in
July 7,516 per day and August 5,656 per day

YTD average per day web hits 3,889!