



MISSISSAUGA BOARD OF TRADE e-Bulletin

Volume 6 - February 17, 2010

Upcoming Events

February 2010

18	Growth & Power Session Four: <i>Where have all the salespeople gone?</i>
22	Speed Networking
23	<i>*Special*</i> MBX with Brampton Board of Trade
25	Educational Seminar - Bill 168 Violence in the Workplace

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Communications

▶	Missed an issue? View e-newsletter Archive
▶	View MBOT news
▶	mbot magazine
▶	Advertise in MBOT's e-Bulletin or Policy & Politics: View advertising opportunities
▶	Connect to other members and save with MBOT's Member-to-Member Discount Program Click here for details!

Tips & Topics

Protecting your brand online - free seminar March 4
- [click here](#) -

Community Events

Members! Go green, get outside and volunteer
CGA Ontario Peel Chapter hosts a themed Evening in Italy fundraising gala supporting BBBS of Peel
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Membership

Affordable group insurance available to MBOT members
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New Members

MBOT is pleased to welcome new members for January
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Upcoming MBOT Events

Speed Networking - Feb. 22
Joint MBOT / BBOT event - Mississauga Business Xchange - Feb. 23
Seminar - What your business should know about Bill 168 (Violence in the Workplace) - Feb. 25
Good Morning Mississauga - March 11
- [click here](#) -

Member-to-Member Discount Program

Mississauga Convention Centre
***New* MyDigiWallet**
Nelnet Canada Inc.
- [click here](#) -

Communications/Publications

Time's running out! mbot wants to promote your business!
- [click here](#) -

Business Marketplace

PPL Legal Care of Canada - seminar Feb. 25
- [click here](#) -

Community

▶	Healthy City Stewardship Centre (HCSC)
▶	Research Innovation Commercialization (RIC) Centre
▶	Smart Commute Mississauga

2010 MBOT Executive

▶	Chair Affimex Customs & Trade Services (ACTS) Inc. Syd Martin
▶	Past Chair Fielding Chemical Technologies Ellen McGregor
▶	Vice Chair - Policy University of Toronto Mississauga Andrew Stelmacovich
▶	Vice Chair - Membership & Programs Business Development Bank of Canada Ian MacFadden
▶	Treasurer ICICI Bank Rajesh Ramakrishnan
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▶	Executive Mary Kay Cosmetics Ltd. Eva Liebermann
▶	Executive Solutions for HR Inc. Grant Clark

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▶	Citigroup Fund Services Inc. Len Brooks
▶	City of Mississauga Economic Development Office Larry Petovello
▶	Easton Group of Hotels Reetu Girdhar



Let MBOT Pay You!

\$250.00

For Every New Member Referral

Introduce any potential new member by email or in person by **June 30, 2010**.
On approval of membership we will credit *your* MBOT account with

\$250.00

Your credit may be used toward membership dues, events, sponsorship or advertising.
Credit must be used by August 31, 2010.
New member must join and pay first year membership dues by July 31, 2010.

TIPS & TOPICS

Protecting your brand online

With all the social media and self publishing tools available on the internet, businesses are realizing that they must take an active role in managing what is said about their brand online. Online conversations can have a detrimental impact on your business if not managed correctly.

Join Ashlee Froese and Declan Treacy for this very useful presentation and group conversation on the perils of taking your brand online, and how you can monitor and protect your brand in cyberspace.

This presentation targets the following key issues:

1. Tips on growing your brand and business online;
2. Employ tools to monitor online conversations regarding your brand;
3. Strategies to respond to third party negative information on your brand;
4. Legal options to prevent copyright and trade-mark infringement;
5. Tackling domain name squatters - an overview of domain name disputes.

Presenters:

Ashlee Froese, Intellectual Property and Branding Law, Keyser Mason Ball, LLP
Declan Treacy, Online Marketing Specialist, Gilaroo.com Interactive

Date: Thursday, March 4

Time: 8 a.m. - Light breakfast
8:30 a.m. - Start
9:30 a.m. - Conclude

Location: Keyser Mason Ball, LLP - Main boardroom
4 Robert Speck Parkway, Suite 1600
Mississauga, Ontario

Seating: Seating limited to 25 people

RSVP: Cheryl Woolcott at cwoolcott@kmblaw.com or call 905-276-9118 (ext. 437).

Cost: The seminar is free

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COMMUNITY EVENTS



Members! **Go green, get outside and volunteer!**

Every year, volunteers plant thousands of trees in Mississauga parks and woodlots. These trees create habitat for animals, improve the health of our air and water, and beautify our neighbourhoods.

Now you have the chance to get involved in this valuable work. The City of Mississauga, Parks and Forestry department invites you, the business community, to volunteer and plant trees.

These are great team-building activities. Events for groups of 10-50 people can be booked to fit your schedules. To book a tree planting event, call 3-1-1.

For more information please visit our website at www.mississauga.ca.

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MBOT Staff

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CGA Ontario Peel Chapter hosts a themed Evening in Italy fundraising gala supporting BBBS of Peel

For the past three years the Certified General Accountants of Ontario (CGA Ontario) Peel Chapter has been involved in organizing cultural themed fundraising galas in support of Big Brothers Big Sisters of Peel.

The year's event will be held on Saturday, March 27, and is geared towards everything **Italiano**. It will draw from Italian culture, providing a night filled with entertainment in true hospitable Italian fashion. The evening will begin with a reception at 6 p.m. at Speranza Banquet Hall in Brampton, followed by a fun-filled night with live entertainment, a delicious Italian dinner, an auction, in addition to raffle and door prizes. A semi-formal dress code does apply and a cash bar will be available.

Come out and network with certified general accountants (CGAs), students in the CGA program of professional studies and their families and friends from Peel, Toronto, Kitchener, Waterloo and Hamilton. It will also be an opportunity to mingle with local, provincial and federal government officials, prominent members from the local business community and members of the media.

Individual tickets sell for \$75 (\$65 if purchased before March 1, 2010). Sponsorship & advertising opportunities, as well as corporate tables, are available upon request. For further information please contact Resty del Rosario at resty.delrosario@rogers.com or Leslie Davidson at ldavidson@wajax.com.

Be sure to register early for this exciting event in support of Big Brothers Big Sisters of Peel!

Certified general accountants see more than numbers.

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MEMBERSHIP

RIC Centre
Pam Banks
Commercialization Director
pam.banks@riccentre.com
www.riccentre.com

Affordable group insurance available to MBOT members

As a member of Mississauga Board of Trade, your organization can take advantage of affordable group insurance programs offered exclusively through Execu-Comp Insurance Agencies Inc.

Since 1976, hundreds of small and medium-sized businesses have utilized the competitive benefits and rates, as well as the corporate and personal insurance planning offered through Execu-Comp.

Motor Vehicle Office
Square One Shopping Centre
Pat Clarke, Manager
T: 905-276-4357

MBOT's member plan, known as **Chamberplan**, offers the following *full range* of benefits:

- Group Term Insurance
- Accidental Death & Dismemberment
- Dental: basic, major and orthodontics
- Short and Long Term Disability
- Dependent Life Insurance
- Prescription Drugs including Pay-Direct
- Extended Healthcare
- Group Registered Retirement Savings Plan (GRRSP)
- Best Doctors
- Critical Illness
- Employee Assistance Plan

Unique features:

100% full pooled. Regardless of the number of claims you submit as an individual company, rates will not be penalized. The costs will remain the same as the costs for all other companies on the plan.

Pay-Direct prescription drugs: Present the personalized drug card at the drug store and claims are paid. No drug claim forms to complete, no waiting for the reimbursement, no lost claims, accurate, fast and easy.

The Plan is endorsed by:

Mississauga Board of Trade (since 1976)
Over 200 Boards of Trade / Chambers of Commerce in Ontario
Over 800 Boards of Trade / Chambers of Commerce across Canada
Over 12,000 companies across Canada who participate in the plan

Benefits are available to any size company and to any type of business.

Plan underwritten by Imperial Life. For a review of your current plan or to obtain a no-obligation quote, contact Roman Kozanczyn, plan administrator, at 905-828-2853 or roman@execu-comp.com.

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NEW MEMBERS

MBOT is pleased to welcome new members for the month of January

Art Smart Digital Printing Inc.
7-6760 Davand Drive
Mississauga ON L5T 2L9
Rick Dalmus
(905) 564-9992

Asima Realty
50 Burnhamthorpe Rd. West
Mississauga ON L5B 3C2
Marco Da Silva
(905) 275-9595

BOSS - The Business Owner's
Success System
940 The East Mall, Suite 200
Toronto ON M9B 6J7
Howard Isenberg
(416) 621-4494

Bright Ideas
576 Deloraine Avenue
Toronto ON M5M 2C4
Sandra Harssar
(416) 665-2044

Budget Blinds of Southern
Mississauga
6-2400 Dundas Street West, #501
Mississauga ON L5K 2R8
Niraj Mohan
(647) 409-9770

Certified Emergency Response
Training
1750 The Queensway, Suite 112
Toronto ON M9C 5H5
Lisa McDonnell
(416) 916-2378

EXNP Inc.
6975 Meadowvale Town Center, Unit 9
Mississauga ON L5N 2W7
Nina Sikic
(905) 488-0308

Fox College of Business
1A-780 Burnhamthorpe Road West
Mississauga ON L5C 3X3
Bryan Law
(905) 897-2596

Futurian House of Printing Inc.
7210 Lancaster Avenue
Mississauga ON L4T 2L3
Matt Misra
(905) 673-8989

GDS Energy Management
Consultants Ltd.
200 Bond Street, Unit 104
Oshawa ON L1J 2L7
Greg Potter
(905) 720-2226

Gilaroo
16-1375 Southdown Road, Suite 145
Mississauga ON L5J 2Z1
Declan Treacy
(416) 477-1917

Good Team Electronics
Technology Co. Ltd.
70 Absolute Ave., Suite 1508
Mississauga ON L4Z 0A4
Ivy Xu
(905) 848-5997

Kerreigh Ernst Insurance
Agencies Ltd.
#17 - 2345 Wycroft Road
Oakville ON L6L 6L8
Kerreigh Ernst
(905) 827-2626

Mainway Hunter Creighton
Insurance Inc.
101 Queen Street South
Mississauga ON L5M 1K7
Dominic Albanese
(905) 826-3215

Sil's Complete Auto Care Centre
2133 Royal Windsor Drive, Unit 29/30
Mississauga ON L5J 1K5
Carlo Sabucco
(905) 823-2626

Trish Miners
c/o Royal LePage
1654 Lakeshore Road West
Mississauga ON L5J 1J3
(905) 822-6900

Maya Pithadia
c/o HSBC Bank Canada, Leasing Division
70 York Street, 7th Floor
Toronto ON M5J 1S9
(416) 868-8067

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UPCOMING MBOT EVENTS



Mississauga Board of Trade's
**Speed
Networking**
One-on-One Sessions (2 minutes each)
with **20** potential Business contacts!

Speed Networking is an exciting, structured networking event designed to guarantee attendees with face-to-face business interaction. Attendees move from different "hot spots," where they will engage in fast-paced networking and exchange of business ideas. Spaces are limited!

DATE:

Monday, February 22, 2010
4:30 p.m. to 6:30 p.m.

LOCATION & EVENT SPONSOR:

Boston Pizza Aimco
1510 Aimco Boulevard
Mississauga, Ontario, L4W 5K1

Members: \$25 each | Potential Members: \$40 each
[Event & Registration Information](#)

Mississauga Board of Trade Presents

A Special MBX
MISSISSAUGA BUSINESS XCHANGE

With Brampton Board of Trade

MISSISSAUGA BOARD OF TRADE

The Brampton Board of Trade Since 1887

A great event for sales staff, MBX is an unstructured networking event, providing a chance to interact with other attendees in a social atmosphere. Bring lots of business cards!

DATE:

Tuesday, February 23, 2010
5 p.m. to 7 p.m.

LOCATION & EVENT SPONSOR:

Playdium Mississauga
99 Rathburn Road West
Mississauga, Ontario, L5B 4C1

Free for both members and potential members
[Event & Registration Information](#)

**Bill 168-
Violence in the
Workplace**

*It Impacts
Every Business*

Featuring guest speakers:

Andy Balaura, Pallett Valo LLP
Alison Growse, Pivotal Integrated HR Solutions
Janis Seaman, Industrial Accident Prevention Association

DATE:

Thursday, February 25, 2010
7:30 a.m. to 11 a.m.

7:30 a.m. Breakfast & Networking
8 a.m. Seminar

LOCATION & EVENT SPONSOR:

Centre for Health & Safety Innovation
5110 Creebank Road
Mississauga, Ontario, L4W 0A1

Sponsored By:



Members: \$25 each | Potential Members: \$35 each
[Event & Registration Information](#)



Meet 100 potential business clients, partners and suppliers
before the start of your workday!

Buffet breakfast - Business Profile Presentations - Contact list provided to all
attendees

DATE:

Wednesday, March 11, 2010
7:30 a.m. - 9:30 a.m.

LOCATION & EVENT SPONSOR:

Pyman Media Group
2196 Dunwin Drive
Mississauga, Ontario, L5L 1C7

MBOT members: \$14 each | Potential members: \$25 each
[Event & Registration Information](#)

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MEMBER-TO-MEMBER DISCOUNT PROGRAM

Featured companies:

Company	Contact Information	Discount
Mississauga Convention Centre	Cliff Silveria 905-564-1920 cliff@mississaugaconvention.com Business Category: Convention Services and Facilities	\$100 credit towards any event or meeting with a minimum contract value of \$1,000 or more
New! MyDigiWallet	Steve Brar CEO & Founder 416-671-1243 sb@mydigiwallet.com Business Category: Internet - Products and Services	MyDigiWallet is offered FREE to MBOT members! Increase revenue, build strong customer loyalty, reduce costs and "go green" with MyDigiWallet. Visit www.mydigiwallet.com to learn how you can issue your own digital membership, VIP, rewards and loyalty cards to your customers, along with associated digital promotions, coupons they can use, and event information they may need.
Nelnet Canada Inc.	Greg Poster Senior Account Executive 905-285-7603 greg.poster@nelnet.net Business Category: Education and Training	ResumeEdge and Nelnet Service is a leading online resume writing and editing service. We are offering a 10% discount for all MBOT associated company employees by contacting us directly at 905-285-7603. We also offer a commission program for any MBOT company that would like to advertise ResumeEdge on their website.

A complete list of all member discounts can be found by [clicking here](#).

For more information or to participate in this program, please contact Jennifer Jodha at 905-273-6151 ext. 23 or jjodha@mbot.com.

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COMMUNICATIONS/PUBLICATIONS

Time's running out - Advertise with mbot magazine!

Business development is a challenge and Mississauga Board of Trade is your partner in building success.

Our magazine – *mbot* – is an excellent advertising solution for your business. Our next issue focuses on the hospitality industry. Take advantage of advertising opportunities with the magazine by reserving an ad space or advertorial before **March 5, 2010**. The issue will be out in early April.

mbot is a dynamic business resource providing practical articles and advice as well as updates on recent board of trade activities. Circulated to 1,600 businesses per issue, mbot reaches key business decision-makers and representatives in Mississauga and offers advertising opportunities starting as low as \$350.

Not sure about an ad - consider instead using one of your company's existing marketing materials such as a flyer or brochure, and include it in the magazine's polybag mailing.

For further information about advertising opportunities, please contact our sales rep Jim Campbell at 905-273-6151 ext. 29 or jimcampbell@mbot.com.

[View past issues of mbot here.](#)

BUSINESS MARKETPLACE



You are invited to attend our **Small Business Breakfast Club** event featuring Fran Tarkenton and Bob Burg via conference call.

Hosted by MBOT member Una Cherry (Group & Small Biz Specialist, PPL Legal Care of Canada) on Thursday, February 25, 2010 at 8 a.m.
Location: Centre for Health & Innovation, 5110 Creebank Rd, Mississauga

Please RSVP: 1-866-753-3922 or www.eventsrsvp.biz
[View event flyer for all the details](#)

For more information about the e-Bulletin or **Business Marketplace**, contact Jennifer Jodha at 905-273-6151 ext. 23 or jjodha@mbot.com.