



CHAMBRE DE COMMERCE
WEST NIPISSING OUEST
CHAMBER OF COMMERCE

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FOR IMMEDIATE RELEASE

Success of Chamber launch event bodes well for Business Community

Sturgeon Falls, Ontario – April 24, 2014

The West Nipissing Chamber of Commerce unveiled their new corporate brand on April 24th, 2014 at their first Business After 5 event of the year. The unveiling took place at Caisse Populaire Sturgeon Falls Limitée. The Chamber introduced the new logo and outlined the process taken to gain community and business input, as well as the overall brand strategy and development. “We had input from 100 respondents and we are proud to unveil our new logo and corporate brand that represents the business climate in West Nipissing,” said Mike Bozzer, Project Manager of the West Nipissing Chamber of Commerce.

Throughout the months prior, the Chamber conducted numerous community consultations by distributing surveys and consulting with their membership. The information gathered was influential in developing three unique and compelling logos. The Chamber’s Marketing Committee presented the finalized logos to the organization’s Board of Directors who made a final decision on the logo that was presented at the event.

The logo graphic represents the C and C of the Chamber of Commerce and how the organization is directly connected and intertwined with West Nipissing’s commercial sector. The colours chosen represent West Nipissing’s surrounding environment of rivers, lakes and forests. The slogan ties the corporate brand together by referencing the Chamber’s mission of delivering value to the private sector and representing the business community.

At the networking event, the Chamber also officially launched their new fully bilingual website. The site provides the only full and comprehensive business directory in West Nipissing. Consumers now have a resource for everything business and can rely on the site to find information on the products and services that they are looking for quickly and easily.

The site serves as a business resource, not only for consumers but also for business owners. Specific sections of the website highlight information on funding and economic development tools and resources that business owners can explore further when starting a new venture, or expanding an existing one. Furthermore, business owners can post job vacancies and promote their own discounts and coupons free of charge. The organization utilizes the site as a hub for everything Chamber related, from events and workshops to member benefits and member to member discounts.

In an effort to help expand markets outside of West Nipissing, the Chamber announced that they will be adding an E-commerce portal on the website in the near future. Business owners will have the ability to open an online store and sell their products nationally and internationally.





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The event included several door prize draws donated by local businesses including Thistle Marketing, the Tribune and Erin Byck, RMT. The Chamber also included 3 months of free website advising, valued at over \$200. The Chamber is offering a 20% discount to businesses that place an online ad before May 15th, 2014.

The Business After 5 event seen a total of 65 members of the business community in attendance. “The overwhelming turn out and support of our first Business After 5 event demonstrates that there is an appetite for this type of event in our community. We will continue to create a space where business owners can gather and foster meaningful network connections,” said Kathleen Thorne Rochon, President of the West Nipissing Chamber of Commerce. Rochon encouraged those in attendance to express their interest to the Chamber if they would like showcase their business and host a Business After 5 event in the future.

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