

Truro & Colchester
CHAMBER
of Commerce

Reinforcing Shop Local Message

By Sherry Martell

The Truro and Colchester Chamber of Commerce believes thriving communities and a healthy economy go hand and hand. That sentiment was at the root of the business organization's annual Small Business Week celebrations, aiming to grow awareness about the importance of supporting local businesses.

"We understand the challenges many businesses are facing right now," said Executive Director Sherry Martell. "Labour shortages across many sectors, increased pressures of high interest rates, supply chain demands, a

seemingly endless quagmire of "red tape" and a growing need to reboot consumer confidence, among many other challenges, are hampering business's ability to grow and thrive."

Martell said it is vitally important for consumers to adapt to a "local-first" mentality to support the overall health of their communities.

In Canada, about 98 per cent of businesses are considered "small" by meeting the criteria of employing less than 100 people. Looking at the membership of the Truro and Colchester Chamber of Commerce, 82 per cent its members employ 25 people



Sherry Martell

or less.

"These small businesses are the backbone of our community," said the Executive Director.

For every dollar spent at a local, independently owned business, 60 to 70 per cent is returned to the local economy by way of payroll, commercial taxes, sponsorships, donations to local charities, etc. to support economic growth.

"There are other ways to show support for your local business community that have no cost. Like or share their social media posts on-

line to boost their reach, give them a positive Google review, recommend their products or services to friends and family and be kind," said Martell

During the week-long business celebration, the Chamber hosted a Women in Business Breakfast and a Small Business Awards luncheon where 14 awards were presented to outstanding business leaders. This year a new award, Excellence in Diversity and Inclusion, was presented.

"The Chamber's Small Business Week awards program is an opportunity to celebrate excellence within our local community and allows us to share stories about the successes of our businesses while creating a greater awareness that we hope translates into increased efforts by consumers to support local," said Martell.

Sherry Martell ACE (She/Her) is Executive Director, Truro & Colchester Chamber of Commerce, 105B Walker Street, Truro, NS, B2N 4B1 and can be reached at: ed@tcchamber.ca or 902-895-6328



Ron Furlong, Executive Director of the Cumberland Chamber of Commerce, and Sherry Martell Executive Director of the Truro and Colchester Chamber of Commerce, have worked on several pieces of advocacy for small business together during their time leading their regional Chambers. Furlong is retiring from his position this month and was recognized for his dedication to the Cumberland business community. (Submitted)



Truro and Colchester Chamber of Commerce Executive Director Sherry Martell was the guest speaker at the Cumberland Chamber of Commerce's annual awards gala. Martell spoke about the collaboration between the two regional Chambers detailing the recent advocacy on the protection of the Chignecto Isthmus. (Submitted)

Elvis Stojko to Host Stars on Ice Event at RECC

Colchester residents or visitors will enjoy seeing two-time Olympic Silver Medalist, three-time World Champion and seven-time Canadian Champion **Elvis Stojko** at the RECC on December 3.

Elvis is hosting a holiday celebration that promises to be the premier party of the season. His guest list includes among the best and most popular figure skaters in the world, and thanks to the **2023 Stars on Ice "Holiday"** tour, everyone is invited! North America's preeminent figure skating show will visit Truro on Sunday, December 3 for a 4:00

PM performance at Rath Eastlink Community Centre.

Tickets went on sale on October 5th.

Stars on Ice delivers Elvis' special holiday rendition of its award-winning figure skating show to North America. Stojko's guest list for this special **Stars on Ice "Holiday"** tour features a star-studded cast that includes: three-time Canadian Dance Champions and three-time World Medalists **Kaitlyn Weaver & Andrew Poje**; two-time reigning Canadian Champion and Olympian **Keegan Messing**; Olympic Silver Medalists, World Champions and two-time and reigning U.S. Pair Champions **Alexa Knierim & Brandon Frazier**; two-time World Medalist and four-time Japanese Champion **Satoko Miyahara**; three-time Canadian Pair Champions and Olympians **Kirsten Moore-Towers & Michael Marinaro**; U.S. Champion **Mariah Bell**; and Canadian junior champion and social media sensation **Elladj Baldé**. Stay up-to-date on cast additions and show announcements at www.starsonice.ca.

Tickets for Stars on Ice "Holiday" went on sale

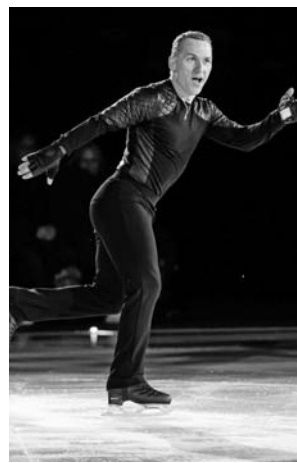


Karen McKinnon of Maritime Mosaic in Amherst was the guest speaker at the Truro and Colchester Chamber of Commerce's Women in Business Breakfast hosted during Small Business Week celebrations. Karen McKinnon of Maritime Mosaic in Amherst was the guest speaker at the Truro and Colchester Chamber of Commerce's Women in Business Breakfast hosted during Small Business Week celebrations. (Submitted)

Thursday, October 5th. Limited on-ice seating is available. Tickets are available via www.starsonice.ca and www.ticketpro.ca. Please visit www.starsonice.ca for the latest show announcements.



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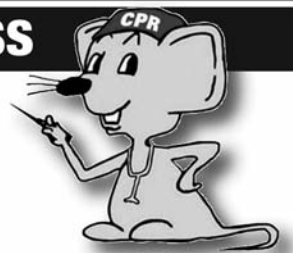
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Let's Revive the 90+ Birthday Party

For 10 years, during my ownership of the Shoreline Journal, I organized a Birthday Party for life-long area residents who had reached the milestone of 90 years young.

Then along came CoVid-19 and we were forced to stop. Now that we are feeling more comfortable about going out in public, **I would like to re-start the birthday party.** Maybe reducing the age requirement to 80.

I'll be contacting local volunteer groups and local churches to assist with pre-registration. I'll start accepting registrations.

Before December 31, 2023, I will need: Complete name; mailing address, date of birth, phone number and email address if available. Further details to be announced later.

The Shoreline
Journal

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