

Educate, Engage and Inspire.

These were the goals of Smart Commute Central York's first employer champion workshop held recently at the Chamber offices. The workshop was facilitated by UrbanTrans, a consulting firm specializing in transportation demand management (TDM) solutions around the globe. Participants were given insight into the history of commuting and North America's love affair with the car. Did you know that TDM practices began during World War II? The government used a poster campaign to urge citizens to carpool in order to save not gas, not steel, but rubber! Rubber was in short supply and was needed for the war effort. At the heart of TDM is the challenge of getting people to change their behaviours. Workshop participants were enlightened with the science of how to change social behaviour using fun and innovative ways to market smart commuting options.

Our workshop goals were met and expectations were exceeded. A fun day was had by all as our champions learned, shared and networked with others! For more information go to www.smartcommutecentralyork.ca and be sure to visit us at the Newmarket Chamber Home Show.



Participants show off their results of a hands-on exercise where they depicted Smart Commute success stories on fictional magazine covers. (L-R) Christina Nagy-Oh, Manager of Environmental Initiatives, Town of Aurora; Aaron Gaul, UrbanTrans; Town of Newmarket Councillor Larry Blight; Jeremy Van Dam, Pearson Canada and Peter Paz, Program Manager, Smart Commute Central York.



MEMBER TO MEMBER DISCOUNTS

Every month the Newmarket Chamber will remind you of the advantages of membership for yourself and your employees. Your fellow members offer discounts that benefit you professionally and personally. Buy locally, step into a shop and shake hands to create a relationship that will last.

Over 20,000 discount cards were mailed out in January.

Do you have yours?

Drink 'N Water	(905) 657-1860	18 litre pure water refills \$2.29. Free basic installation of water treatment systems
Dutch Treats	(905) 775-6763	10% off all store products
Eagle's Back Custom Golf Clubs	(905) 895-7814	10% off any golf club with free online fitting, purchased off the internet & 10% off full custom sets with personal custom fitting included
East Side Mario's	(905) 830-6800	10% discount (not including alcoholic beverages)
e Copy n Print	(905) 853-2679	10% off all copying over \$50
E.S. Automotive	(905) 853-3777	10% discount on all parts & labour
Faye Longhurst Designs	(905) 895-2755	25% off custom blinds, drapery and reupholstering
Gamble Lock and Door	(905) 895-3348	10% discount on all parts
Glenway Country Club	(905) 853-5590 x 222	One month free and 2-for-1 Initiation Fees for Chamber Members and their families. Get your personal membership quote online at: www.glenwaycountryclub.com
Goodyear Newmarket	(905) 657-1101	Tires 40% off MSRP Castrol oil change \$19.95 most cars and light trucks