



January 2012 Calendar of Events

1 ~ New Years Day

2 ~ Office Closed

11 ~ Chamber Board
Monthly Board
Meeting

13-15 ~ Crop Haven
Scrap Booking
Weekend

MFRC - 780-594-6006

18 ~ Children with
special needs Meeting

MFRC - 780-594-6006

28 ~ Festival of Words

Harbourview Community Cen-
ter - 780-639-3134

In This Issue

Page 2 Province Wide

Page 3 Canada Wide

Page 4 Chamber

Happenings



Cold Lake Regional Chamber of Commerce

Chamber Beat

January 2012

Phone: (780) 594-4747

Fax: (780) 594-3711

www.coldlakechamber.ca

Director's Message

Happy New Year!



Carla Beaupre -Director

2012 is here and all signs suggest prosperity is sweeping the Province of Alberta! Unemployment is low, cash registers are ringing – okay, I'm showing my age – and discretionary spending is back on the rise! Alberta Finance has relayed the message that key economic indicators related to overall economy, labour market, price indexes, and household and business sectors have Alberta poised to lead the Canadian economy! Strong oil prices, higher drilling activity, and growing oil sands projects in our region all contribute to the optimism! Positive news is welcome and the future truly seems bright for 2012!

We are blessed to live and work in such a vibrant community as Cold Lake and to be a part of the Lakeland region! It is a beautiful place with much to offer. It seems the amenities and services provided here are growing each day! Choice is becoming more and more abundant in the business sector. And *we* can help that continue for years to come. Each time we spend a dollar, we would do well to consider the full value of our choices. Community based businesses are essential to charitable and community endeavors frequently sitting on local boards and supporting a variety of causes. Local businesses also employ our children, relatives, and friends and they hire a wide array of supporting services. Accountants, sign companies, office supplies, and repair services just to name a few. When you spend your dollar locally it truly stimulates economic growth right in our own backyard. Be a part of the community where you live and work and help to build an even stronger local economy!

On behalf of the Cold Lake and Regional Chamber of Commerce, we urge you to think about the positive affects of supporting local business...and we wish you a wonderful new year filled with abundance, success, joy, and treasured moments with your family and friends. May 2012 be your best year ever!

Carla Beaupre, NewCap Radio

Province Wide.....

Helping rural businesses

The Rural Alberta Business Centre Pilot Program is a new partnership between the Government of Alberta and organizations actively involved with the business community in eight locations throughout Alberta. Each office will be staffed by a small-business advisor who will assist local entrepreneurs in growing and expanding their businesses by providing one-stop access to timely and relevant information and support services.

The rural business centres will provide services to entrepreneurs, small business owners and managers at all stages of the business life cycle from the start-up to expansion to succession planning. The services will include one-on-one business advice, seminars, workshops and access to information about small businesses and business opportunities.

The communities participating in the pilot program are Camrose, Cold Lake, Fort Macleod, Grande Cache, Hanna, Rocky Mountain House, Slave Lake and La Crete.

Small businesses are an important component in the overall economic and social success of communities throughout Alberta. The pilot program promotes stronger linkages between Government of Alberta programs and businesses in rural communities and supports Alberta's competitive and productive economy. The \$2 million program is led by Treasury Board and Enterprise, with contributions from Agriculture and Rural Development and Human Services. This includes previously announced funding for the centre in Slave Lake as part of the Lesser Slave Lake Regional Wildfire Recovery Plan.

The centres will begin operations in early 2012.

<http://enewsletter.alberta.ca/albertagovt/LandingPage.aspx?id=892852&lm=21814540&q=406204829&qz=22a29694ec14fe252aa0f14f4ca862bd>

Safer roads goal of new impaired driving legislation

Alberta's new impaired driving law will help keep you and your family safer on the road by reducing the number of impaired drivers and the number of deaths and injuries caused by these drivers.

The implementation of the new law will begin in the coming months. This is a collaborative effort among Transportation, Solicitor General and Public Security, and Justice and Attorney General working with law enforcement officials, the hospital industry and other partners to create an implementation plan that outlines everything needed to enforce the law, including training and regulations.

The focus of Alberta's new impaired driving law is on tougher sanctions for drivers with a blood alcohol concentration of .08 or greater and for repeat offenders. These sanctions will be implemented first.

The law also strengthens the existing penalties for drivers with a blood alcohol concentration between .05 and .08. These penalties will be implemented following a public education and awareness campaign. We want to help all Albertans understand the new law and know that these sanctions do not target responsible individuals who choose to have a drink with dinner. The campaign will also highlight the importance of planning ahead for a safe ride home.

You can learn more about the new impaired driving law at:

www.transportation.alberta.ca/impaireddriving.htm and on Facebook at <http://www.facebook.com/EndDrunkDriving>.

<http://enewsletter.alberta.ca/albertagovt/LandingPage.aspx?id=900897&lm=21814540&q=406204829&qz=8521579836f167541876a745fc008a07>

Corporate Sponsors

PLATINUM



GOLD



SILVER



BRONZE



SCAFFOLDING • INSULATION

What to do when customers start to run out

The price of doing a great job carving out a unique niche is that the specialty that made you successful can start to hold you back.

If you make the world's greatest \$5,000 wine fridge, you may have a nice, fat-margin business – until you run out of people willing to spend \$5,000 to keep their wine cool.

To brainstorm how to grow beyond the niche that got you started, consider the [Ansoff Matrix](#).

It was first published in the [Harvard Business Review](#) in 1957 but remains a helpful framework for business owners today.

Sometimes called the Product/Market Expansion Grid, the Ansoff Matrix shows four ways that businesses can grow. It can help you think through the risks associated with each option.

Imagine a square divided into four quadrants representing your four growth choices, which include selling

1. Existing products to existing customers
2. New products to existing customers
3. Existing products to new markets
4. New products to new markets

The four choices are presented from least to most risky. In a smaller business, with few dollars to gamble, focusing your attention on the first two options will give you the lowest-risk options for growth.

Existing products to existing customers

It's natural to feel like you're being greedy when you go back to the same customers for more of their dollars, but the opposite can often be true. Your best customers are usually the ones who know and like you the most, and are often pleased to find out that you – someone they trust – are offering something they need.

When I was 16, I worked in a hardware store. My boss was an enterprising entrepreneur who understood Ansoff's Matrix (although he certainly didn't call it that).

We cut keys for people in the store and made more than a 150-per-cent mark up on each one.

The problem was that our key cutter was hidden in a corner and nobody knew it was there. As a result, we didn't cut many keys.

One day, my boss decided to move the key cutter and position it directly behind the cash register so that everyone paying for their hardware could see the machine.

Customers started to see the cutter and realized – often to their pleasant surprise – that we cut keys.

Not surprisingly, we started selling a lot more keys to our loyal customers.

If you want to sell more of your existing products to your existing customers, draw up a simple chart of your products and services.

Don't be afraid to dust off those old products that you haven't paid much attention to lately. List your best customers' names down one side of the paper and your products across the top.

Then cross-reference your customer list with your product list to identify opportunities to sell your best customers more of your existing products.

New products to existing customers

A friend of mine owns a [BMW](#) dealership. His typical customer is a family patriarch in his forties.

When my friend felt like he had saturated the market for well-heeled forty-something men in his trading area, he thought about what other products he could sell to his existing customers.

But instead of defining his customer as the forty-something man, he decided to think of his customer as the financially successful family, and his market as their driveway.

So instead of trying to sell more BMWs into a market of diminishing returns, he bought a [Chrysler](#) dealership so that he could sell minivans to the wives of his BMW buyers. He then realized a lot of his customers had kids in their teens, so he bought a [Kia](#) dealership to sell the family a third, inexpensive car.

When your growth slows, it can be tempting to diversify out of your core.

But the least risky growth strategy will be to figure out what else you could sell to your existing customers.

Chamber Happenings

Cold Lake Regional
Chamber of Commerce
Contact Information
Phone: (780) 594-4747
Fax: (780) 594-3711
4009 50 Street
Box 454, Cold Lake
Alberta, T9M 1P1
Email:
info@coldlakechamber.ca
Website:
www.coldlakechamber.ca



Sherri Bohme
Executive Director

Nicole Mansfield
Administrative Assistant

Kathy Dutrisac
Administrative Assistant



2012

COMING EVENTS

January 11, 2012

Chamber Board Meeting

February 25, 2012

Business of the Year Awards

April 13-15, 2012

Home & Leisure Trade Show

Call the Chamber office for further details
780.594.4747

VALUE ADDED PROGRAM

Featured Program of the Month

HUSKY/MOHAWK DISCOUNT PROGRAM

Husky is pleased to present a Group Plan commercial credit card program to all Chamber of Commerce members. Receive a \$0.02/litre discount with no minimum volume requirements at any Husky/Mohawk location. Other benefits include saving time, getting great service, and enjoying quality products while working with a great business partner.



For more information on this or any other "Value Added Program", please contact the Chamber office 780-594-4747.

AT WORK FOR
SMALL BUSINESS
SINCE 1970



Chambers of Commerce
Group Insurance Plan®

www.chamberplan.ca

Call Today
Bryon Pearman
Phone: (780) 594-1857
Toll Free: (888) 594-1857
Email:
bpearman@assante.com
www.chamberplan.ca

Welcome New Members

Budget Blinds

Phone: 780-639-3111

Crew Barbering & Stylist

Phone: 780-594-6111

Redfern Enterprises

Phone: 403-735-5130

December Chamber Business Mixer



Dec 1, 2011 ~ The Chamber Christmas mixer was a great success. Thank you to Eva from *Ketron Construction* for the donation of goodies for the evening. The mixer, in conjunction with Holiday Heroes Day allowed us to collect over 1200 lbs of food that was then donated to the Cold Lake Hamper Project. Thanks to Pastor Jeff Manwarren for being on hand to accept the donations.



Welcome

The Cold Lake Regional Chamber of Commerce would like to extend a warm welcome to Hearts for Healthcare new Executive Director ~ Lora Prentis

Lora relocated here from Kingston, Ontario mid 2010 with her husband Cory and their two sons. Lora's background is in advertising and public relations, as well as experience running online businesses. She is excited about this new position, and hopes that she is able to set Hearts for Healthcare on a path to ensure its longevity for many years. We are looking forward to working with Lora. Should you wish to contact her, she can be reached at 780-594-4747 or heartsforhealthcare@coldlakechamber.ca

SHOW YOUR CARD AND SAVE.....MEMBER TO MEMBER BENEFITS

Action Plus Flooring - Contact: 780-594-0013

Cold Lake Golf and Winter Club - Contact: 780-594-5341

Down Comfort - Contact: 780-594-2775

Furniture Galaxy - Contact: 780-594-3602

Kia Cold Lake/Budget Rent A Car - Contact: 780-594-6200

Marina Bowling Centre - Contact : 780-639-2950

DID YOU KNOW.....

The Chamber has several items that you can rent for your next function. Some of the items we currently have available include:

- 100 cup Coffee Pot
- 30 cup Coffee Pot
- Room Dividers
- Sandwich Board
- White Pedestals
- Aisle Markers
- Draw Barrels

Contact us for more details.....

NO SHOW/ PAYMENT POLICY

Remember:
When registering for a Chamber event, payment should be received at the time of registration unless prior arrangement has been made. Members who sign up for, but do not show up for an event, will be billed. Please give 48 hrs notice of cancellation as meals are often purchased according to the number of attendees.

As a Chamber member, your business...

- ◆ Is a part of an organization that represents over 300 local businesses and over 22, 000 provincially.
- ◆ Benefits from business referrals that non-members do not receive.
- ◆ Develops instant credibility through the Chamber Seal of Trust.
- ◆ Is positioned to access and communicate with all levels of government on issues that affect business
- ◆ Will learn about rising government issues that affect business and your voice is heard on these issues.
- ◆ Benefits from great networking opportunities.
- ◆ Receives a monthly copy of the Chamber Beat newsletter, keeping you informed.
- ◆ Gains access to information on workshops and seminars that will keep you on the cutting edge of business.
- ◆ Can be showcased at a Grand Opening event.
- ◆ Reduces costs through Chamber discounts on all activities and events.
- ◆ Receive substantial savings by taking advantage of the Alberta Chambers of Commerce and Cold Lake Regional Chamber of Commerce's discounts available to you and your staff.
- ◆ Is eligible for Group Insurance - medical, dental, and disability.
- ◆ You can be a part of the Chamber member discount program when you offer discounts to local members in exchange for advertising.
- ◆ Can deduct membership fees on your income tax.

2012 Membership Investment

# of Employees	Membership Fee	GST	Total
1-5	\$165.00	\$8.25	\$173.25
6-15	\$275.00	\$13.75	\$288.75
16-50	\$400.00	\$20.00	\$420.00
Over 50	\$500.00	\$25.00	\$525.00
Non Profit	\$61.00	\$3.05	\$64.05
2 nd Business	\$30.00	\$1.50	\$31.50

Core Chamber Activities:

- ◆ Building a successful environment for a business
- ◆ Membership services
- ◆ Lobbying
- ◆ Economic development
- ◆ Member to member benefits
- ◆ Networking/Promotions
- ◆ Information services

Chamber of Commerce 2010 Board of Directors

President	Rob Brassard, Lakeland Credit Union
Vice President	Greg Sylvestre, Ross & Sylvestre LLP
Director	Chris Emerson, Canada Brokerlink Inc
Director	Bob Buckle, Original Joes Restaurant & Bar
Director	Dave Piche, J.F.D. Contracting
Director	Ajaz Quraishi, Accounting Plus
Director	Carla Beaupre, K-Rock 95.3FM
Director	Eva Urlacher, Ketron Construction Ltd.
Director	Patti Ouellette, Remax 2000
Director	Lisa Borowitz, ATB Financial
Director	Todd Munday, Grey Munday Stolfia Wowk LLP

Get the Chamber Working for Your Business!!!

www.coldlakechamber.ca
Your online business portal.

FREE JOB POSTINGS

If you are in a labor crunch, email the position details to;

admin@coldlakechamber.ca

Make sure to include:

- ◆ business name & contact information
- ◆ position title/work description
- ◆ wage & deadline to apply