



May 2012 Calendar of Events

3-5 ~ Carnival

780-594-4494

5 ~ Hearts for
Healthcare Gala

13 ~ Mother's Day

16 ~ Children with
Special Needs
Meeting

MFRC - 780-594-6006

21 ~ Victoria Day

Office Closed

25-27 ~ Crop Haven
Scrapbooking
Weekend

MFRC - 780-594-6006

28 ~ Maple Flag
Begins

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Cold Lake Regional Chamber of Commerce

Chamber Beat

May 2012

Phone: (780) 594-4747

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www.coldlakechamber.ca

Director's Message



Chris Emerson -Director

After what many will call a mild winter for our region, it is now just about summer. We will soon see boats in the water, the fish will be biting, and people will be over the winter blues.

As our summer approaches, so do our annual events. Race the Base is back in August, and of course Maple Flag in May. Businesses really look forward to these events as it brings people into our community. Usually when people come to our community, they realize how beautiful it really is; they are happy, and they support our local businesses.

The Chamber of Commerce has recently erected an LED sign for advertising purposes. This sign is available to members of the chamber. You are able to purchase an advertising spot, or perhaps two back to backs if you are a member of the chamber. We also have a limited number of special non-profit spots available.

Over the past few summers, Cold Lake has experienced some major water damage losses to both personal and commercial property. The city recognizes the area as a concern; however, the onus to repair or replace items that are lost or damaged rests solely on the property owner. As a business owner, there are two types of insurance available to you. Sewer Back Up/Water Escape insurance is one type, and Flood insurance is another. Many people believe Flood insurance is not needed, as we do not live in an area like Manitoba. Flood is not just rivers or lakes overflowing, it can be considered rising water. If this rising water did not enter your property through a sewer back up, you could risk having your claim denied if you have no Flood coverage. As for sewer backup coverage, the insurance industry has seen changes such as raising deductibles, limiting coverage, or not offering water damage coverage at all. It is important that you try to do as much as you can to prevent water damage claims. Some simple steps might be to install back flow preventers into your sewer pipes, install water sensors through your alarm company or to take annual inspections on your pipes to ensure you do not have any problems that might lead to a pipe burst. These simple and inexpensive steps could help you to limit potential claims, and or eliminate them and the due diligence will ensure your insurance company will still provide you with the coverage you need if something were to happen.

Another important part of business insurance is Business Interruption. You should check your policy and make sure that it does have this coverage, and if you are unsure, contact your insurance broker to make sure it is there, if it is available. Some common types of Business Interruption losses include physical damage to your property, failure or breakdown of public utilities, transportation related accidents, physical damage to neighboring premises, loss caused to the property of a major supplier or customer, actions of a regulating authority, or ancillary causes such as strikes or lock outs. If any of the above happens to you, your business income could be at risk and you may have to take the burden of the loss on your own, if you do not have this coverage. Some interruption policies will cover your "fixed" expenses only, while some may even include your profit margin.

Although these are only two components of a typical business insurance policy, these are two common issues faced by businesses. I urge you to remember to review your policy and ask your insurance agent if you have any questions or concerns. You purchase insurance for the peace of mind that you will not have the burden of paying a claim, and it is important that your insurance responds the way you expect it to. There should be no surprises. Never assume. With that, I hope you all have an amazing spring, and an even better summer! We have a lot to show off in this community. We should be proud of the community we all call home.

Sincerely, Chris Emerson, CAIB – Commercial Account Executive with BrokerLink Insurance.

Province Wide.....

News Release

May 8, 2012

New Cabinet team focused on growing Alberta's future *New structure to change the way government does business*

Edmonton... Premier Alison Redford has named a new Cabinet team that will help bring about the change that Albertans recently voted for.

"This restructuring is about achieving our goals and aligning our workforce with the priorities of this government," Redford said. "This new Cabinet structure allows us to focus on the things that matter most to Albertans - a strong fiscal framework, caring for our most vulnerable citizens, promoting our resources, and solid consultation processes that ensure Albertans are heard."

"We have a good mix of new and experienced MLAs. This is a team that is committed to the positive, constructive plan that we put forward during the election campaign that will help to build Albertans' future."

A significant change is the position of Deputy Premier. The new Deputy Premier, who will not be responsible for a Ministry, will be chairing the Operations Policy Committee, which will ensure that policies reflect Albertans' needs and that government consults regularly with Albertans.

"Thomas Lukaszuk will give a unique energy to the role of Deputy Premier and will help successfully drive the political agenda for this new government."

This streamlined structure will allow Doug Horner, President of Treasury Board & Minister of Finance, to focus on one of the Premier's main priorities: results-based budgeting.

"Results-based budgeting is an important initiative for this government. Albertans expect their government to treat their tax dollars with the same care and respect they do," said Redford. "We will scrutinize all costs, challenge automatic growth in spending, and invest funds where we know they are going to make a positive difference in the lives of Albertans and their communities."

The new Cabinet will take the helm of a revitalized government structure that will target three priority areas:

- **Investing in Families and Communities** - Supporting healthy and strong families and communities is an investment in Albertans and Alberta's future.
- **Securing Alberta's Economic Future** - Making strategic investments in both human capital and infrastructure to strengthen Alberta, grow our knowledge-inspired economy, and improve Alberta's competitiveness in the global marketplace.
- **Advancing World-leading Resource Stewardship** - Developing our natural resources responsibly to protect our environment and grow our markets.

The new structure also includes:

- Under the Minister of Service Alberta, an Associate Minister is responsible for Accountability, Transparency and Transformation, which will review Alberta's *Freedom of Information and Protection of Privacy Act* (FOIPP) and oversee the change in the way the Government of Alberta does business.
- Seniors is moving to the Ministry of Health to enhance continuity in the short and long-term care of Alberta's aging population.
- Sustainable Resource Development and Environment are consolidating.
- Justice and Solicitor General are one under the Ministry of Justice & Solicitor General.
- Aboriginal relations will have its own ministry, and their first priority is to finish the review of the *First Nations Consultation Policy*.
- PDD and AISH are now under Human Services.

Premier Redford will chair her first Cabinet Meeting after the swearing-in by Alberta's Lieutenant Governor on May 8 at Government House. Steve Young has also been named Government Whip. "Albertans have put their trust in us and going forward, we will demonstrate beyond a doubt that our government will be the change that Albertans are looking for," Redford said.

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Lloydminster seminar - Early-bird rate ends in 3 weeks!

This is a courtesy reminder - there are only 5 weeks remaining to receive the Early-bird rate for Jeff Mowatt's upcoming seminar in Lloydminster. The half day seminar will be held on Friday, June 8th. If you haven't registered yet, doing so now will save over 25% off of the standard rate. Here are the details...

Boost your Business without Cutting your Prices

Smart business people know that your options to stand out from the competition are limited... cut prices? Not very profitable. Improve product quality? Certainly, but that can take substantial time and money. The fastest, most cost-effective way to differentiate yourself is to focus on your service. Customer service can no longer be merely average or simply *friendly*; it needs to be *remark*-able. Here's your opportunity to make that happen for your team...

Jeff Mowatt's half day seminar, "*The Art of Customer Service... Influence with Ease*"

Some people claim that taking customer service to the next level complex. Jeff Mowatt disagrees. That's why he calls his seminar, *Influence with Ease*. Jeff reveals easy-to-apply tips, tools and phrases that generate significant results including:

- Strengthen customer loyalty
- Increase spending per customer
- ◆ Recharge customer service teamwork

Jeff believes that smart customers no longer value you as an information provider. For information, customers can search Google in less than a second and it's free. Free is worthless. Fortunately however, there are 3 core elements that customers do want from you - better yet to receive them, they are willing to pay a premium. You'll discover how to apply these 3 elements so you're perceived less as an *information provider* or *order-taker*, and more as a Trusted Advisor.

Whether you and your team members deal with *external* customers or *internal* coworkers you'll learn valuable skills that generate immediate results.

British Columbia
Campbell River - May 1
Fort St. John - June 19
Nelson - May 31
Port Alberni - May 2
Prince George - April 24
Saanich Peninsula - May 3
Trail - May 30

Saskatchewan
Humboldt - May 17
Lloydminster - June 8
Prince Albert - June 6
Regina - June 4
Saskatoon - June 7

Alberta
Airdrie May 10
Brooks - April 17
Canmore - May 8
Fairview - June 20
Fort McMurray - April 26
Grande Prairie - June 18
Lethbridge - April 19
Lloydminster - June 8
Medicine Hat - April 18
Peace River - June 21

Northwest Territories
Yellowknife - June 27

Lloydminster Location: Tropical Inn - 5621-44 Street

Seminar times: Morning session Check-in: 8:30am - 9:00am. Program: 9:00am - 12:00 noon.

OR Afternoon session Check-in: 1:00pm - 1:30pm. Program: 1:30pm - 4:30pm.

Registration: Early-bird \$145 Standard \$197

Enrolment is limited. To guarantee your seating register today by calling us at 1-800-JMowatt (566-9288). Or [click here to register on line](http://www.jeffmowatt.com/seminar/register.html).

Bonus! This seminar includes Participant Learning Guides and Continuing Education Certificates for 2.75 hours of professional development. Jeff's training tools and resources will also be available at special seminar rates.

<http://www.jeffmowatt.com/seminar/register.html>

Chamber Happenings

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Chamber of Commerce
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Sherri Bohme
Executive Director

Nicole Mansfield
Administrative Assistant

Kathy Dutrisac
Administrative Assistant



2012

COMING EVENTS

June Business Mixer
June 14, 2012 5pm-7pm

Hosted by 95.3 K-Rock @
Original Joe's

August 8

14 Annual Fish Fry

Call the Chamber office for more
details

VALUE ADDED PROGRAM

*Featured Program of the
Month*



Johnson Home & Auto
Insurance Program

Johnson Inc. offers Chamber
members Home and Auto
insurance discounts. Johnson
will develop a comprehensive
group program tailor made for
you and your staff on 10% off
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Toll Free: (888) 594-1857
Email:
bpearman@assante.com
www.chamberplan.ca

Welcome New Members

Cold Lake Ag Society

Phone: 780-594-0667

Cold Lake

Sailing Association

Phone : 780-826-6026

Chamber Happenings

Digital Messaging Centre

We are pleased to announce that our new messaging centre is up and running. This advertising is only available to members of the Cold Lake Regional Chamber of Commerce so don't delay, call to book your ad space now!



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.

Member	\$350.00 monthly
Non Profit Member	\$175.00 monthly (2 spaces available per month at
Back to Back AD space	2nd AD 50% off (\$175.00)
Member 1 yr contract (not eligible on special non profit	\$3150.00 (25% discount)
Mid month change fee	\$75.00

Chamber Happenings



6th Annual Photo Contest

*Don't Leave your
cameras at home
You might miss
that perfect shot!*

*Contact the
Chamber for
contest rules and
registration forms*



**Cold Lake Regional
Chamber of Commerce**

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2012 Home & Leisure



Trade Show



April 16, 2012 Cold Lake Energy Centre

Top~ The field house all set up and ready to go.

Top left~ Marlow's Kayak's showing the different types and colors of kayaks.

Left ~ Bill Parker, Owner of Sears Cold Lake and Chamber Executive Director Sherri Bohme make the draw.

Winner of the Eskimo Tickets & Stay at the Ramada,
Compliments of the Ramada Edmonton - *Kathy Cupid*

All other winners have been notified



GRAND PRIZE WINNER

*Vern Jones -
3 Piece Outdoor Set
compliments of
SEARS COLD LAKE*

14th Annual FISH FRY



*Bring the whole family
for the best fish around!*

** MARK YOUR CALENDER...
DETAILS TO FOLLOW **

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

[Renegade Recreation](#) - Contact: 306-236-3210



Preparing for Canada's new **polymer** bank notes

Issue dates

- \$100s and \$50s in circulation now
- \$20s starting November 2012
- \$10s and \$5s by late 2013

Benefits for you

Polymer notes are more secure, with leading-edge security features that are easy to check and hard to counterfeit. They're also very durable, lasting at least 2.5 times longer than cotton-paper notes and leaving a reduced impact on the environment.

How this affects you

Check that your equipment is compatible with polymer notes

If your business uses equipment like cash counters, ABMs, self-serve checkouts or vending machines, they may need to be upgraded for polymer notes, or in some cases, replaced. Contact your equipment supplier or manufacturer for questions about machine compatibility and plans for upgrades.



Note: The Bank of Canada offers manufacturers and suppliers an opportunity to test each new note on their machines several months before they go into circulation to allow for a smooth transition.

Separate polymer and paper notes

The Bank will work to remove paper notes from circulation as more denominations become available on polymer to minimize the amount of time that paper and polymer notes co-circulate. You can facilitate the removal of paper notes by keeping polymer and paper notes separated in your tills and bank deposits.

Note that polymer notes have no ultraviolet (UV) light feature

While there is no UV feature on polymer bank notes, there are a variety of new security features that you can easily check. Contact the Bank of Canada for free training materials or to book a training session.



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	Vacant
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 Stolfa 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