



Chamber Beat

OCTOBER 2009

October 2009 Calendar of Events

8-Thanksgiving Dinner

Cold Lake Friendship
Centre 780-594-7526

9-Literacy Spelling Bee

Kin Hall 6:30pm-8:30pm
Debbie 780-639-3134

12-THANKSGIVING DAY

14-Lakeland United Way

2009 Gala Event
Ajaz 780-826-0045

24-Fall Bull-A-Rama

Exhibition Park
Tina 780-594-0667

TBA-Year End Supper and

Awards Cold Lake Sailing
Club Joyce 780-826-6026



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www.coldlakechamber.ca

Director's Message

On Thursday, September 17, ATB Financial sponsored the Chamber/EDAC Luncheon at the Lakeland Inn. With 48 members in attendance, the topic for the luncheon was "Economic Outlook 2009: Where Do We Go From Here?" presented by Todd Hirsch, Senior Economist with ATB Financial. Todd was an excellent speaker, and provided us with greater insight into what happened to the global economy in 2008, and what moved us into the worst recession in decades.

Todd's main focus is the impact that the global and North American economies are having on Alberta, and reports these findings to the ATB Financial Executive for use with various lines of business in the financial services industry. He also writes columns for the Globe and Mail, is an economic commentator on CBC Radio, and appears regularly on various local and national news programs.

Todd writes a "Daily Economic Comment" that can be found on the ATB Financial web site. Users find it very informative and relative to Alberta. On September 29, 2009, Todd wrote the following economic comment, which highlights our region. Please enjoy reading the article below, and don't hesitate to sign up at www.atb.com to receive Todd's Daily Comment right to your "In Box!"

Red Deer Takes Off

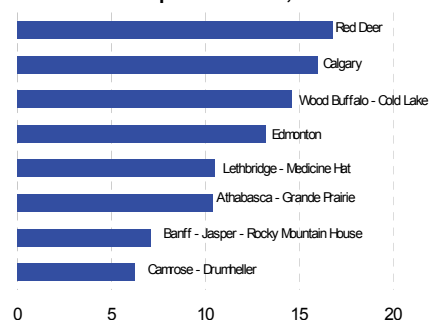
In terms of sheer size, Edmonton and Calgary combined account for about two-thirds of the entire provincial population. But just because they are big doesn't mean they are the fastest growing population regions.

That title goes to the Red Deer region, which between the years 2003 to 2008 grew by 16.8%. Calgary, which has often billed itself as the fastest growing major city in Canada, grew by 16.0%. Edmonton, on the other hand, grew by 13.2%.

Spurring growth in Red Deer during this 5-year time period was a tremendous expansion of manufacturing, growth in oil and gas field service activity, and gains in retail and personal services in central Alberta. Some of these sectors, however, have faced difficulties in 2009, which may be tempering the pace of growth in the region this year.

Wood Buffalo – Cold Lake was another fast-growing region with an expansion of 14.6%. Most of this is attributed to a rapid inflow of workers to Fort McMurray and the oil sands projects. Growth there has moderated this year as well. The slowest growing region between 2003 and 2008 was the largely rural region of Camrose – Drumheller, which grew by only 6.3%.

Percent Population Growth, 2003-08



Submitted by Lisa Borowitz—Director

* by economic region. Source: Alberta Finance and Enterprise

WELCOME New Members

**"I Do" Wedding &
Special Event
Planning**

**Cold Lake Dental
Centre**



**Cold Lake Regional
Chamber of Commerce
Contact Information**

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www.coldlakechamber.ca**

**Sherri Bohme
Executive Director**

**Sharon Martin
Executive Assistant**

Province Wide

Labour Force Developments

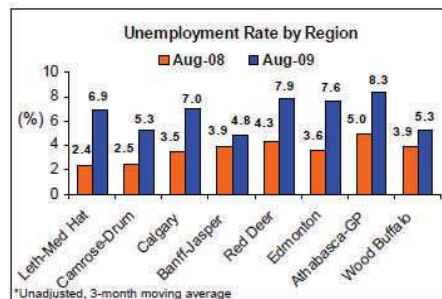
Alberta employment declined by 6,700 in August, largely driven by the 10,300 job losses in the manufacturing sector. The unemployment rate edged up 0.2 percentage points to 7.4%. The Canadian economy gained 27,100 jobs in August, but the unemployment rate increased from 8.6% to 8.7% as more people entered the labour market.

Alberta continued to lose jobs in August...

On an unadjusted basis, employment in Alberta was down 32,100 (-1.6%) compared to the same month last year. Since peaking in October 2008, Alberta employment has declined by 56,100. The province's unemployment rate increased to 7.4% from 7.2% in July. Nonetheless, Alberta still has the third lowest unemployment rate among provinces, next to Saskatchewan (5.0%) and Manitoba (5.7%).

Part-time employment continued its upward trend with a monthly gain of 4,700 on a seasonally adjusted basis. However, this was more than offset by the 11,300 losses in full-time positions. Meanwhile, youth (aged 15-24) continued to face headwinds in the labour market with employment down 12,400 from July. Although the unemployment rate for this age group remained at 13.6% this month, it is up significantly from 7.4% in August 2008.

Employment in the manufacturing sector dropped by 10,300 in August, its biggest monthly job loss ever. Notable employment declines were also observed in trade (-5,400), transportation (-3,300) and public administration (-2,800). These losses were partially offset by gains in finance, insurance and real estate (5,200), information (3,900), accommodation and food service (3,600) and agriculture (2,500).



Alberta August Highlights

Employment	1,979,100
Monthly Net Jobs	-6,700
% Change	-0.3%
Unemployment Rate	
Alberta	7.4%
Canada	8.7%

Meanwhile, employment in the construction and the oil and gas industries declined by 800 and 2,000, respectively

Average hourly wages in Alberta went up 2.4% from July to \$24.90 in August. Compared to August 2008, hourly wage increased 5.9%. Year-to-date, hourly wages were up 5.0% over the same period last year.

Canadian employment increased in August...

The Canadian economy created 27,100 jobs in August, due solely to an increase in part-time work. The unemployment rate, however, inched up 0.1 percentage points to 8.7% as the labour force increased by 49,100.

Private sector employment increased by 49,200 in August, its first increase since last September. Meanwhile, employment in the public sector and self-employed categories declined by 11,500 and 10,600, respectively.

Six of the provinces experienced employment growth in August, with Ontario leading the nation with a gain of 12,200, followed by British Columbia (8,600) and Quebec (8,300). Saskatchewan (-3,200) was the only other province beside Alberta that reported sizable job losses.

US job losses continue to moderate...

US non-farm employment fell by 216,000 from July, its smallest decline since August 2008. This pushed the total job losses to more than 6.9 million since the recession started in December 2007. Payroll losses, however, have moderated substantially in most industries in recent months after severe declines earlier in the year. Over the past three months, US employment has fallen by an average of about 318,000 per month, compared to an average of about 691,000 for the first quarter of 2009. After a surprise decline in July, the US unemployment rate increased by 0.3 percentage points to 9.7% in August, it's highest level in over 26 years.

SOURCE: <http://www.finance.gov.ab.ca/aboutalberta>

Canada Wide

Upping the "WOW-factor"

At a time when Canadian retailers are challenged to attract increasingly cautious consumers to their stores, a new survey by Retail Council of Canada, Verde Group and the Baker Retailing Initiative at the Wharton School of the University of Pennsylvania reveals that meeting this challenge may not be as complicated and expensive you might think.

A survey of Canadian and American shoppers conducted last month found that employee engagement and a great "brand experience" rank highest among factors contributing to an exceptional shopping encounter. Consumers in both countries indicate that polite staff who are genuinely interested in helping and who listen carefully to the customer's wants and needs go a long way to leaving a lasting impression.

The study also revealed that unlike their American counterparts, Canadian consumers indicate exciting store design and atmosphere play a significant role in creating a "wow" experience.

"In these tough economic times, retailers are working hard to control their costs while continuing to provide value to their customers," says Andrew Siegwart, Vice President, Retail Council of Canada. "The results of this survey will certainly assist our members as they navigate their way through the current recession and look for new and innovative ways to attract and retain customers."

"When a customer truly has that 'wow' experience, our study shows that their loyalty to that store increases dramatically," says Paula Courtney, President, Verde Group. "What we've also found is that price is not always the main ingredient for building customer loyalty."

Key findings:

- Over 50% of shoppers reported having an "especially great" shopping experience either within the past 6 months or at some point in their shopping history
 - On average, a shopper who has a "great" experience will tell 4.5 other people about it
 - Generally, the more "great" experiences a shopper has, the more likely they are to talk about them
 - Shoppers who have a great experience are 80% more loyal than those that don't
- "*Discovering the WOW in the Retail Shopping Experience — 2009*" was a study conducted with over 1,006 respondents using an online panel with 60% American and 40% Canadian consumers between May 11 and May 13, 2009. All respondents were randomly selected and qualified if they had purchased products at a retail store in the past month.

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Some exclusions apply.

780-815-5789 or

hillary.massage@yahoo.com

Chamber Happenings

WE'RE ON THE MOVE.....

We are please to announce that the Cold Lake Regional Chamber of Commerce will be relocating to the Visitor Information Centre located along Highway 28 in Cold Lake South.

"The Chamber of Commerce is a key partner in our community's economy," said Mayor Craig Copeland. "It makes sense to team up with them to strengthen services that build on our common goals."

"This is a great opportunity for the Chamber of Commerce to gain more visibility and exposure in the community and the region," said Chamber President, Rob Brassard. "We're pleased to help serve and promote the community at the Information Centre. It's what we do and now we have the perfect location."

The Information Centre closed for the season on September 7th, 2009 and we will transition to the facility over the fall and winter with January 2010 being our official 'move in'.



Rona Starts Construction!



A sod turning was held on Sept. 24 to mark the start of construction of Rona's new building located on Highway 28 beside the Sear's store. The new location will be nearly double the size of their current location. The new 30,000 sq. ft store will bring about 20-30 new jobs to the area. Construction is expected to be completed by early spring.

Pictured are Rob Brassard, Chamber President, Rona Staff, Owners Linda & Gerry Kolewaski, and Jay & Tracy Kolewaski, and Mayor Craig Copeland.

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WELCOME!

We have a new face at the chamber office!



Please join us in welcoming Sharon Martin to our team.

Sharon has recently relocated to Cold Lake from Prince Albert, Saskatchewan.

Sharon can be reached at:

executiveassistant@coldlakechamber.ca

Or 780-594-4747

Coming Soon!

2009 Holiday Heroes Chamber Charity Luncheon

December 2, 2009
Lakeland Inn

ALSO!

2010 Maple Flag Meet & Greet!

December 2009

Tickets On Sale November

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

NO SHOW/PAYMENT POLICY

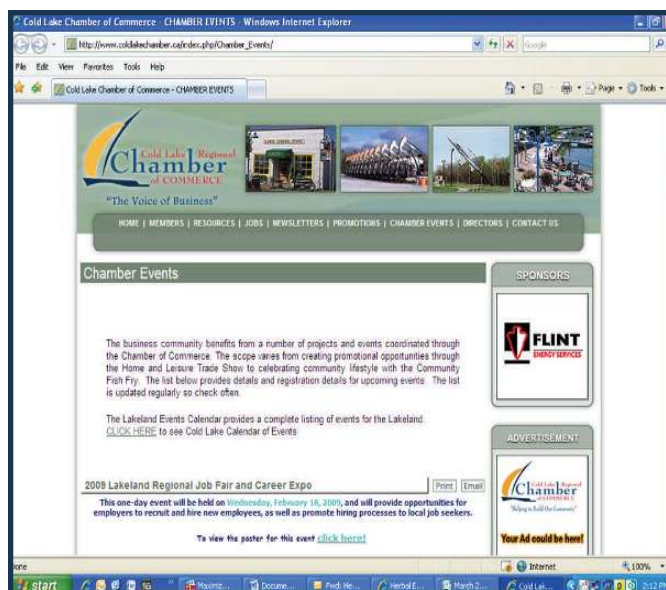
Remember:
When registering for a Chamber event, payment should be received at the time of registration unless prior arrangement has been made. Members who sign up for, but do not show up for an event, will be billed. Please give 48 hrs notice of cancellation as meals are often purchased according to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

Promote Your Business @ www.coldlakechamber.ca

The Chamber website is a marketing tool that can make the difference for your business.

The promotions page is available to all Chamber members and can be used to let the community know about special sales and services.

Look to the Chamber of Commerce website for information, resources, and updates on the business community.





MEMBER-TO-MEMBER DISCOUNT PROGRAM

The Cold Lake Chamber of Commerce is over 300 members strong, representing the purchasing power of thousands of consumers. The Member-to-Member Discount Program is your opportunity to target that market and encourage financial success. By providing incentives for members, you are promoting your business. You generate profits for you, and savings for members. Also included in your membership are preferred rates on all Cold Lake Chamber events and services.

Providing incentives for members is an excellent way to network with other Chamber members. Not only do you generate new clients for your business, but you are helping keep the cost of business down for fellow Chamber members. This demonstrates your support and commitment to the economic prosperity of the region.

[Contact the Chamber Office today to set up a discount program that works for you!](#)

SOME OF OUR MEMBER TO MEMBER BENEFITS

[Action Plus Flooring](#) - 10% discount on all products and services. **Contact: 780-594-0013**

[Andrea's Nails](#) - 10% discount on all products and services. **Contact: 780-594-2230**

[Cold Lake Golf and Winter Club](#) - Military rates on green fees **Contact: 780-594-5341**

[Divided Fashions](#) - 10% discount on all regular priced merchandise. **Contact: 780-594-4989**

[Kia Cold Lake/Budget Rent A Car](#) - 10% discount for daily rentals on time and mileage. Valid only and Kia Cold Lake location on in stick vehicles. **Contact: 780-594-6200**

[Furniture Galaxy](#) - 10% discount on regular priced appliances and electronics. 15% discount on regular priced furniture and mattresses. *No payment, no interest for 6 months O.A.C. **Contact: 780-594-3602**

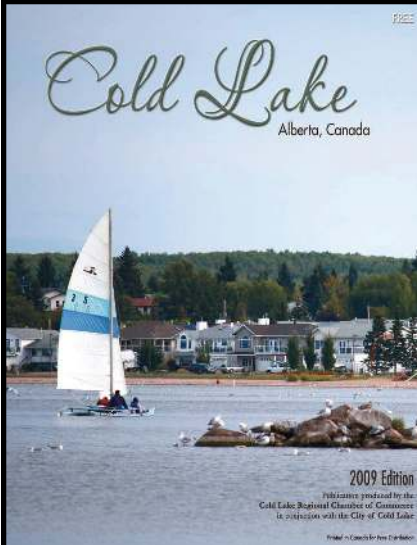
[Renegade Recreation](#) - 20% discount on all parts and accessories. Cost plus 4% on all whole goods. **Contact: 306-236-3210**

[Piece O Cake Event Planning](#) - 10% discount on total cost of any event **Contact: 780-639-1417**

[Hilary Weston Massage Therapy](#) 10% discount on treatments of 30 minutes or longer. Some restrictions apply. **Contact: 780-815-5789 or hilary.massage@yahoo.com**

2010 COMMUNITY GUIDE

The Community Guide has been published annually for over 10 years and is the most widely distributed Guide in the Cold Lake area.



Each year approximately 15,000 copies are printed and distributed at:

- ◆ Tourist Information Centres throughout Alberta
- ◆ Trade Shows and Tourist Conventions throughout Alberta
- ◆ Cold Lake Regional Chamber of Commerce and other Chamber offices
- ◆ 4-Wing Cold Lake
- ◆ Maple Flag Planning Conference
- ◆ Real Estate Offices
- ◆ Hotels
- ◆ Relocation Packages
- ◆ Local Businesses
- ◆ Local Community Groups and Organizations
- ◆ NorthWestern Air flights to and from Cold Lake.
- ◆ Cold Lake Sun for insertion and distribution.

All ads are printed in full color so you can be sure that your ad or announcement is receiving maximum coverage at an affordable price.

The City of Cold Lake & the Chamber of Commerce present:

3rd Annual Photo Contest

Looking for fresh new photos for our 2010 Community Guide!

Categories

- | | |
|-----------------------|--------------------------------|
| -Air | -Wildlife |
| -Community Events | -Water |
| -Economy & Employment | Nature |
| -Family | -Recreation/Outdoor Activities |

Submission Deadline October 15th

Visit www.coldlakechamber.ca

Or contact the Chamber office at (780) 594-4747 for more details!



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.

2009 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 2009 Board of Directors

President	Rob Brassard, Lakeland Credit Union
Vice President	Greg Sylvestre, Ross Topylki & Sylvestre LLP
Past President	David Forbes, ATCO Electric
Director	Bob Buckle, Original Joes Restaurant & Bar, Husky Market
Director	Dave Piche, Quinn Contracting
Director	Ajaz Quraishi, Accounting Plus
Director	Troy Schmeichel, Digital Connections
Director	Eva Urlacher, Ketron Construction Ltd.
Director	Todd Munday, Grey Munday Stolfa LLP
Director	Lisa Borowitz, ATB Financial
Director	Brian Clark, ATB Securities Inc
Director	Chris Emerson, Canada Brokerlink Inc

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