Cold Lake Regional Chamber of Commerce

Chamber Beat

SEPTEMBER 2009

Phone: (780) 594-4747 Fax: (780) 594-3711 www.coldlakechamber.ca

September 2009 Calendar of Events

6 - Jamboree (780) 639-2172

15-16 - Lakeland United Way Days of Caring, Ajaz (780) 639-2400

17 - EDAC Luncheon, CL Chamber of Commerce (790) 594-4747

18-20 - Swing & Sweep Tournament and Bonspiel, CL Golf & Winter Club, (790) 594-5341

27 - Fall Supper, Lutheran Church (780) 639-4673

TBA - Terry Fox Run & Great Canadian Head Shave, Serena (780) 840-8000 ex. 8145

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Director's Message



Bob Buckle, Director

Mediation ...a process for regional fairness or continued Inequity ??

As we approach the end of the mediation process, you as business owners must be anxiously awaiting to see if the city can resolve some of its financial concerns. As one of your Director's who happens to be sitting at the mediation table in my capacity of city councilor, I am limited to how much information I can provide on this process. It appears to be a "wait and see"...but I can say fundamentally, differences in philosophies between the city and the other municipalities continue to prevail. The city sees itself with significant growth and infrastructure demand with not enough revenue from taxation, specifically industrial. It sees this as an inherent problem stemming from the early days of forming a city with little or no tax base. A problem much anticipated in the early days and well document by past city leaders. In essence we are one of the poorest cities situated in one of the richest regions of the province if not the country.

On the other hand, our neighbors see this as a too bad so sad...learn to live within your means type scenario. One in which they are more than happy to provide costs sharing relief on a case by case scenario if it falls within their plans (although when approached on occasion such as signalization of hwy 55 & 28 they suddenly became quiet). They feel there is more than enough room to raise taxes.....or go without.

In the end as both a city resident and business owner I feel my taxes are more than excessive for the services rendered. The city needs to provide for its' citizens. Core services such as adequate water & sewage stations, police, fire halls and yes will I dare say ...new arenas, are all part of community living. Being home to most of the oil patch workers while being the regional retail centre ought to count for something. Our city needs assurance on funding formulas and its' residents need a break on taxes. If the city is not successful in gaining some of this through the mediation process than regional growth and quality of live issues for all will be negatively impacted. I am hoping that in the end we can all recognize that a spirited regional approach will help all of us grow and prosper both within and outside the city. All our futures are tied regionally whether one wants to admit or not. Let's hope this can get spelled out in the mediation process and we're not left with the status quo. A position the city can no longer operate in.

WELCOME New Members

Hillman Design
Dairy Queen
Straightline Towing & Auto Repair
Zenful Spas 2 Go
Cold Lake Dental Care

Cold Lake Regional Chamber of Commerce Contact Information

Phone: (780) 594-4747
Fax: (780) 594-3711
4910 50 Avenue, 109
Box 454, Cold Lake
Alberta, T9M 1P1
www.coldlakechamber.ca

Sherri Bohme
Executive Director

Trish Flathers
Administrative Assistant

Samantha White
Administrative Assistant

Province Wide

A Voice With Government

The Alberta Chambers of Commerce has eight agricultural policies for which we are continually advocating. The number of agriculture policies in our policy book is second only to those related to labour and finance.

The existing agriculture-related policies are:

- **Agriculture Policy Framework**
- **Enhance domestic markets and recapture closed international markets for agriculture production**
- **Freedom to market: Reforming the Canadian Wheat Board to promote economic growth in Western Canada**
- **Alberta Farm Fuel Benefit Program**
- **Grown-in-Canada label: Marketing Alberta's livestock**
- **Agriculture can help Canada meet its greenhouse gas targets**
- **Future of agriculture industry depends on comprehensive management policy**

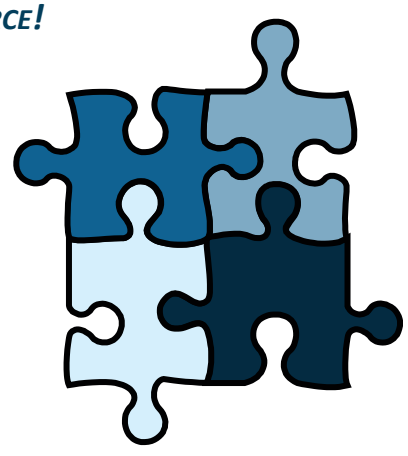
Every year, individual Chambers are invited to develop policies and present them to out federation for potential adoption at out Plenary Policy Session.

Our policies remain active for three years, unless the government has implemented a policy's recommendations and our members invite us to mark it as "complete".

ACC's advocacy work includes meeting regularly with provincial cabinet ministers, participating on task forces, writing letters responding to specific issues, making submissions to government, issuing media releases and opinion editorials, and hosting events such as out MLA Dinner and Deputy Ministers' Dinner, which give our members a chance to discuss issues important to their communities directly with government officials.

YOU BECOME PART OF THIS PROCESS WHEN YOU JOIN YOUR LOCAL CHAMBER OF COMMERCE!

Canadians benefit from high quality and affordable food due to the commitment of Canadian farm families and agriculture related business. The Chambers in Alberta care about the challenges faced by the agriculture sectors!



Canada Wide

ARE YOU TRYING TO MEASURE YOUR ADVERTISING?

The quest for measuring advertising's ROI (Return on Investment) has been going on ever since the late 1800's when department store magnate, John Wanamaker was quoted as saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half."

Newspapers have published coupons in their ads, yellow pages have issued 'traceable' phone numbers to advertisers, and some misguided radio stations have even aired ads which said, "Say you heard it on the radio", to prove their results.

In the late 1990's it was the dot com kids in silicon valley who made millions capitalizing on marketers' thirst for measurable advertising results, promising measurable 'click-throughs' and responses.

But online marketing expert, Ari Rosenberg, wisely says that online media taking credit for the actions of consumers is "like taking credit for the sale of coffee because you work at the Dunkin' Donuts cash register."

Human action is preceded by a complex chain of influences that takes place over time, long before action is actually taken. Before any action or purchase, our minds travel from unawareness of a product to awareness and from awareness to interest, from interest to liking, from liking to preference and on to actually taking action.

The dangerous and underestimated irony in this process is that the closer we get to measurable action or response, the less opportunity marketers have to influence or change that action. Once the consumer has clicked on the Ford truck website or has their check book out to buy the Ford truck, they are less easily persuaded that the Chevy might be a better truck.

Your advertising dollar reaches unaware consumers and influences them long before they are at the preference or action end of the decision-making scale.

The problem is, consumers don't really know why they do the things they do, so the last point of contact receives credit for the purchase decision, like giving credit to the girl at the Dunkin' Donuts counter for the coffee sale.

Submitted by Carla Loffler, 95.3 K-Rock

Corporate Sponsors

PLATINUM

City of Cold Lake

Cold Lake Ford

EnCana

Imperial Oil

Esso

GOLD

Lakeland Credit Union

Municipal District Bonnyville No. 87

SILVER

Contain Enviro Services Ltd. — Specialists in Secondary Containment

Flint Field Services Ltd. — Integrated. Integral.

Lake City GM — Motor Products • Cold Lake

Ross Topylki Sylvestre LLP — Chartered Accountants

Welcome New Board Members!



Lisa Borowitz, ATB Financial - Director

Lisa joins us from ATB Financial in Cold Lake.



Brian Clark, ATB Securities Inc - Director

I was born and raised in Brandon, Manitoba. I moved to Cold Lake in June of 2007 to fulfill the role as a Financial Advisor with ATB. I've been married for 10 years to Michelle and have two daughters, Ashley age 9 and Morgan age 2. I am looking forward to meeting new individuals and businesses while working with the Chamber and being able to help them in any capacity.



Chris Emerson, Canada Brokerlink Inc - Director

My name is Chris Emerson, and I'm a Commercial Account Executive with Canada Brokerlink. I moved to Cold Lake last summer with my wife of 3 years and co-worker, Michelle. We love it here, and although the winters are pretty darn cold, we look forward to being able to call this our home for many years to come! I plan on making Cold Lake my permanent home and look forward to getting more involved in the community. I have been in this field since graduating from the Insurance Program at Grant MacEwan in 1998. My hobbies include Golf in the summer and hockey in the winter.

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Chamber Happenings

EDAC/Chamber Luncheon

Lakeland Inn
Thursday, September 17 2009
11:45 a.m. – 12:50 p.m.
$10.00 per person

GUEST SPEAKER

Todd Hirsch
Senior Economist ATB

RSVP the Chamber Office: (790) 594-4747

Coming Soon!

2009 Holiday Heroes Chamber Charity Luncheon

December 2, 2009
Lakeland Inn

ALSO!

2010 Maple Flag Meet & Greet!

December 2009

Watch for tickets!

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.



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.

Networking Made Easy

Does the thought of walking into a room full of strangers and making relevant small talk make you nervous? You're not alone. Networking is the Achilles' heel of many businesspeople, says Dave Howlett, a Toronto-based consultant and speaker who specializes in networking and business development skills. Keeping a conversation going is hard work and doesn't come naturally to many of us. And that can result in awkward pauses, social gaffes -- and less than memorable encounters.

Howlett offers these networking tips to help you stand out in a crowd and build mutually beneficial personal and professional relationships:

Once you get beyond the introduction, "Hi, my name is... Nice to meet you," most people resort to the classic -- yet boring, "What brings you to this event?", says Howlett. Try a different approach to put your new acquaintance at ease and help you make a lasting impression: First, pay a compliment. A flattering comment about a person's watch, clothing or something else they are wearing can break the ice and impress the recipient. Just be sure it's sincere; nothing puts off someone faster than false flattery. Next, try to establish areas of common interest by asking about personal passions; for example, what they do for fun on weekends. People like to talk about themselves. If you let them, they'll go away thinking of you fondly.

Instead of approaching networking with a "what's in it for me" attitude, focus on finding ways to ease someone else's pain. Ask about business challenges or industry issues, for example. You'll position yourself as someone who cares and can solve problems. Make it easy for others to initiate conversations with you by wearing pins or broaches that represent your special interests. Howlett, for example, always wears either his Distinguished Toastmaster lapel pin or an Ironman pin, which he says prove to be valuable conversation starters.

Send two, handwritten, postage-stamped notes per week to people you want to build relationships with. Write notes at the same time every week to make it a habit. "People delete e-mails but display thank-you cards in their offices, where it makes them look like heroes in the eyes of their colleagues," says Howlett. "On top of that, they'll smile and think of you every time they see those notes." ***~~From Canadian Business Online, November 30, 2006***

"People delete e-mails but display thank-you cards in their offices, where it makes them look like heroes in the eyes of their colleagues,"

Chamber News and Events

11th Annual Fish Fry

Our 11th Annual Fish Fry was held on Wednesday, August 5th at the Cold Lake Marina. An amazing assortment of volunteers helped feed and accommodate over 600 attendees, and everyone enjoyed the delicious assortment of foods and each other's company! We look forward to seeing everyone again next year!







Cold Lake Air Show 2009

The Cold Lake Air Show took place over the weekend of August 1st & 2nd. It drew spectators from all over the province, and gave residents and visitors alike an amazing display of talent and entertainment.







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

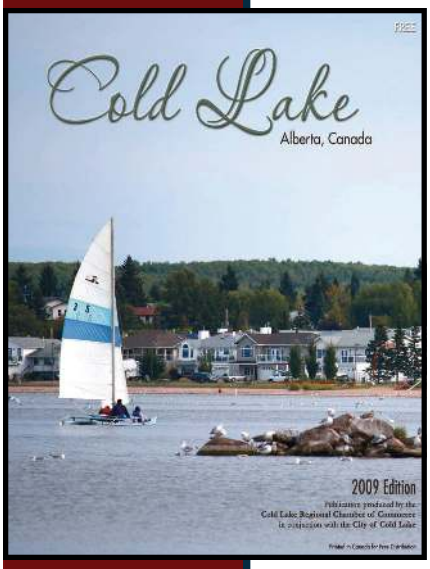
Furniture Galaxy - 10% discount on regular priced appliances and electronics. 15% discount on regular priced
furniture and mattresses. *No payment, no interest for 6 months O.A.C. Contact: 780-594-3602

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

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

City of Cold Lake

Cold Lake Regional Chamber of COMMERCE
"The Voice of Business"

Submission Deadline October 15th

Visit www.coldlakechamber.ca

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

The Lakeland United Way

Wednesday, October 14th , 2009
Exhibition Park, Cold Lake

Your invited to join us for a special 4 part evening on 1 special night.

Let's come together and have some fun while helping the efforts of the Lakeland United Way.

7:00 p.m. – Tapas & Cocktails
7:30 p.m. – Ajaz Roast
8:30 p.m. – Live and Silent Auctions
9:00 p.m. – Hotel California

****Tapas** is the name of a wide variety of appetizers, or snacks, in Spanish cuisine. They may be cold or warm. In North America and the United Kingdom, tapas have evolved into an entire cuisine. Patrons of tapas restaurants can order many different tapas and combine them to make a full meal. The serving of tapas is designed to encourage conversation since you are not so focused upon eating an entire meal that is set before you. Enjoy!

TICKETS: $50.00 per person * $500.00 Corporate Table (8)

For more information, tickets, or to donate an auction item, please call Ajaz at 780-826-0045.

If you would like an opportunity to roast Ajaz, please call K-ROCK at 780-594-2459.



****The Original Tribute to THE EAGLES**
Hotel California prides itself on creating the illusion that you are listening to the actual Eagles. They've shared the stage with the Doobie Brothers, Lynyrd Skynyrd, Styx, REO Speedwagon and many more International Artists. They've performed in Dubai, Japan, India, Bermuda & all over North America.

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
2nd 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
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Director	Ajaz Quraishi, Accounting Plus
Director	Troy Schmeichel, Digital Connections
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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