



January Calendar of Events



- ◆ Chamber Board Meeting
Wed. Jan 16 7PM
- ◆ Festival of Words
Sat. Jan 26
Harbourview
Community
Centre
780.639.3134
- ◆ Family Fun Night/
Winter
Carnival. Parent
Link Centre
780.594.8025



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Happenings



Cold Lake Regional Chamber of Commerce

Chamber Beat

January 2013

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www.coldlakechamber.ca

Director's message

Happy New Year!



Carla Beaupre—Director

We are about to embark on another exciting year – it's fresh and new, and we have every opportunity to light it up! Start by taking a closer look at your business – plan to keep what's working and prepare to change what's not! Business is a journey with plenty of ups and downs, but it's how we weather the sunshine and the storms that count. Explore new initiatives and look into every corner of the company, at all of your existing relationships – with employees, with customers, with investors, and with the communities in which we operate. Profits, for some, can still be increasingly difficult to eke out despite our exploding economy! Why? It's time to realize opening your doors is just not enough! We need to build a strategy for resilience and growth. The world crisis, natural resource technologies, labor shortages, breakthrough technologies, increased local and global competition, and a whole range of many other variables constantly present new dynamics and challenges for business. We need to provide innovation, service, and a connection to society. We need to be in synch with our consumers and keep them happy – they have other options! We need our employees to go beyond merely serving customers to creating unique, delightful experiences. We need them to nurture the company's brand. Do you have one? Branding is building a sustainable competitive advantage. Your brand communication must be clear and potent with a solid foundation of trust – if it looks like a duck, walks like a duck, sounds like a duck, and swims like a duck, we trust that it's a duck. But if it swims like a dog.... Trust is important – it's the ultimate shortcut to a buying decision. Think of these charismatic brands; Apple, Coca-Cola, and Nike. Make 2013 your best year yet! These are exciting times - a lush landscape for great business opportunities! Take your business on a journey of passion and purpose with a positive attitude! On behalf of the Cold Lake Regional Chamber of Commerce, we wish for you much success in 2013 and the realization of goals, profits, and happiness!

Carla Beaupre—General Sales Manager Newcap AB East

Province Wide.....

Here are 10 tips for exponential entrepreneurial growth in 2013:

1. Stop trying to do everything at once and do one thing well. My own mentor often reminds me to stop trying to move a million things an inch and focus on moving three things a mile. And he's right. 'Entrepreneurial ADD' can be one of our greatest assets and also one of our greatest downfalls. Learn to focus on a few ultra-important things and push them as far forward as you possibly can.

2. Know your ideal customer. Most entrepreneurs struggle because they don't have a clear idea of who their ideal client is. When you're that in tune with your customer profile, attracting them becomes so much easier. What do they read? Where do they work? How much money do they make? What keeps them up at night? Where do they live? How much deeper could you dig down to learn about them? Answering these questions is invaluable.

3. Shift from customer pursuit to customer attraction. Everyone is focused on pursuit while a relative few are putting the magnets in place to attract. Build and spread your intellectual property. Write a book. Write articles. Build a new website. Engage in Twitter and other forms of social media. Do everything you can to build your intellectual firepower. Let them come to you. You can use Twitter to talk about break-fast or force yourself to create snippets of intellect in 140 characters or less. I try to do three a day.

4. Get yourself a mentor. Mentors differ from coaches and yet you might need both of them. A mentor should be able to help you strategically, as well as advise you and offer solicited feedback in your endeavours. Don't be afraid to pay for mentorship. People are often needlessly apprehensive to pay for a mentor or a coach. What does that say about your belief in yourself? Some of the best mentors I know don't come cheap.

5. Stop caring about complainers and critics. Stop worrying about what others may say or think of you. Accept only the feedback you've asked for. Nothing more.

6. Make the greatest investment possible...in yourself. I spent close to \$30,000 on my own personal development last year. If there was an area where I thought I could improve, or do better, or a new skill I wanted to attain, I invested in myself. It's the greatest investment you can possibly make. Need to improve your sales or marketing? Attend a specialized workshop. I've attended multiple seminars and workshops over the past twelve months. I have my own mentor and coach and I'm also involved in mastermind groups. In addition, I've already made the bulk of these investment decisions for 2013. I have yet to find an investment with this good of a return.

7. Reinvent yourself. If 2012 was a slow year, it might be time to reinvent yourself. I don't mean that you need to change your business model, but you need to reinvent *yourself* in the marketplace. The marketplace will forgive almost anything but boring and, thankfully, they often forget boring when they're presented with new and remarkable. Make 2013 a year where they'll be sure to remark about you.

8. Join or create a mastermind group. You've heard it before that successful people hang out with other successful people. Build a mastermind group of people who can support and help propel you to new levels. Find an already existing group you can join. Mastermind groups will also help to hold you accountable for meeting deadlines.

9. Create life balance. Don't check your e-mail first thing when you wake up. Go for a run. Don't be constantly glued to your iPhone. Shut down all technology at 5 p.m. Everything else can wait. There are far more important things in life than focusing on your business 24/7. You never have to miss your kids' dance recital for a phone call. Who's kidding whom? The call can almost always wait.

10. Jump. Entrepreneurs are always talking about 'the fear of failure' The best entrepreneurs recognize their failures and learn from them. But beyond that, great entrepreneurs realize that tomorrow is another day and become avid risk takers. They learn to jump and jump often. Regardless of how bad you screw something up, you're most likely going to wake up tomorrow. You're not going to be living on the streets. You'll still have an iPhone in your pocket. Might as well get used to jumping - what's the worst that could happen?

Published in the Globe & Mail Dec 21, 2012, Written by Noah Fleming

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NEW BLOG POST: The 3 Worst Mistakes You Can Make Starting a Business

Posted by [Arlene Dickinson](#) on October 28, 2012 at 9:30am

Many nine-to-fivers who have dreams of becoming entrepreneurs often press their noses up against the glass of the entrepreneurial lifestyle and fall into a swoon imagining the paradise that awaits once they embrace it.

I certainly don't want to discourage anyone with entrepreneurial dreams from setting down that path, but if you're contemplating the leap, you have to be careful not to fall into the trap of romanticizing the lifestyle or of underestimating what it's going to take to get your enterprise off the ground. Here are some thoughts on a few of the most common things I've seen entrepreneurs underestimate when they're first starting out.

1. Underestimating the time and energy your business will take

Deciding to become an entrepreneur isn't all that different from deciding to run a marathon. You can't just plunge in. You have to be in shape, and you have to understand the level of commitment that running a marathon involves. Are you prepared to arise at four in the morning in sub-zero temperatures to put in your training miles? Are you ready to take sizable chunks of time away from your family so you can give your goal the often-obsessive focus and attention it requires? Are you prepared to take on a physically, mentally and emotionally draining task? I hope so, because if you're not, you won't last.

If you're thinking of launching your own business, you may be imagining the exhilarating freedom of dictating your own hours and control and flexibility you'll enjoy with respect to those hours. I hear that sort of thing from aspiring entrepreneurs a lot. But what if you wind up having no hours, no control and no flexibility? Building a business is a round-the-clock job. There's always *something* to do. So if you have a picture in your mind of an idyllically well-balanced life or business that runs itself, you need a reality check.

2. Underestimating the finances you'll require

Another big mistake I see entrepreneurs make when they're first starting out is underestimating how much money they'll need to launch their business. There are very few certainties for entrepreneurs, but one I've found that one you can pretty much count on is that a new venture always costs more than you think it will. Most entrepreneurs are ideas people; financial savvy isn't typically their strong suit. Pie-in-the-sky thinking works beautifully for visionaries, but it doesn't work so well on the financial side. Don't forget to think through all the potential costs carefully before you start, and ask others whose expertise you trust to eyeball your projections in case you've omitted something. Then put your numbers through hypothetical stress tests to make sure they'll hold up under pressure. That way at least when a crisis comes--and it will--you'll be ready.

3. Underestimating the need to balance your skills

One mistake that many would-be entrepreneurs make when they're first starting out is thinking they can do everything themselves. You can't do it all. It's essential to surround yourself with others whose skills are complementary to yours. The people you hire don't have to be your best friends--you're not running a social club--but they do have to be individuals you respect and they should believe in what you're doing. You also need to accept that you'll probably have to hire them before you can really afford to. If you wait until you're one hundred per cent ready, you'll never get your venture off the ground.

There's a Chinese proverb I like to quote about how you can't take two leaps to cross a chasm. You have to think through how you're going to approach the jump, get in shape for it, and consult others with more knowledge of physics and variables like wind and weather to ensure you've considered all the variables. Before you leap, you want to make the unpredictable predictable to the greatest extent possible. Even when you do all that, though, you can never really be sure if you're going to land. You need to sometimes just make that leap with the information you have at the time, along with your instincts. That, in a nutshell, is what being an entrepreneur is about. So, do you think you can handle that?

I'd love to know what you think was your worst mistake starting out? What would you do differently if you e chance to start over?

Chamber Happenings

Cold Lake Regional
Chamber of Commerce

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Sherri Bohme

Executive Director

Nicole Mansfield

Administrative Assistant

Kathy Dutrisac

Administrative Assistant



2013

COMING EVENTS

**Chamber Board
Meeting**

Jan 16, 2013

**2012 Business of the
Year Awards**

Feb 22, 2013

Lakeland Job Fair

Mar 13, 2013

VALUE ADDED PROGRAM

FEATURED PROGRAM OF THE MONTH

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Welcome New Members

Cold Lake Recycling & Bottle Depot

789-594-6259

Grand Parlour Productions

780-815-0597

Hearts For Health Care

780-594-4747

MC Homes Renovations

780-639-1469

Edge Harley Davidson

780-875-3373 (Lloydmisster)

2012 Business of the Year Awards

Join us in honoring our Business Community

February 22, 2013

Tickets on sale now.

Contact the Chamber office for tickets or additional information



Don't miss your chance to be on the VIP list

We would like to welcome



JV Driver Projects

To the Chamber of Commerce.

**Our newest Gold Corporate
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DJD 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.

Chamber Happenings

Cold Lake Regional
Chamber of Commerce
Regular Office Hours

- ◆ Mon- 8am-5pm
- ◆ Tues-8am-5pm
- ◆ Wed-8am-5pm
- ◆ Thurs-8am-5pm
- ◆ Fri-8am-5pm
- ◆ Closed
- ◆ Closed



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Maple Flag Meet & Greet



2012 Holiday Heroes Winners



Lakeland Credit
Union
Over 10 Employees



Lakeland Humane
Society
Under 10 Employees



Digital Messaging Centre

Thinking of new ways to advertise for the new year? Why not take advantage of our digital messaging centre. This advertising is only available to members of the Cold Lake Regional Chamber of Commerce. Contact our office for details. 780.594.4747



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

Baby Bear Specialty Boutique- Contact: 780-594-1303

Furniture Galaxy - Contact: 780-594-3602

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

Marina Bowling Centre - Contact : 780-639-2950

A warm welcome to our newest Board Members!

Dean Burkart: Owner/Operator of Taco Time Restaurant

Bio not available

Susan White: Small Business Advisor, Rural Alberta Business Centre, Cold Lake

Susan was born in Cold Lake and has lived here most of her life. She had worked in the finance and accounting industry before taking on her own Business. Susan was owner and operator of the Red Rooster Convenience store from 2001-2011. Currently she holds the position of Small Business Advisor for the Rural Alberta Business Centre.

Ben Fadeyiw: Owner of Budget Blinds of Northeastern Alberta

Ben, along with his wife Leila have been owner /operators of Budget Blinds of Northeastern Alberta for the past 3 1/2 years. Prior to moving to Cold Lake, Ben owned an Automotive business in Edmonton. Also Ben held the position of District Manager for the Canadian Federation of Independent Businesses.

Trevor Benoit: Part owner of Value Master Homes

Trevor has been in Cold Lake since 1986. He is a journeyman carpenter and has been building homes for Value master Homes for the past 16 years.

Sherine Leiper: Manager of Country Hill Homes

Bio not Available

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	Vacant
Vice President	Vacant
Director	Chris Emerson, Canada Brokerlink Inc
Director	Lisa Borowitz, ATB Financial
Director	Dave Piche, J.F.D. Contracting
Director	Trevor Benoit—Value Master Homes
Director	Carla Beaupre, K-Rock 95.3FM
Director	Susan White—RABC
Director	Patti Ouellette, Remax 2000
Director	Dean Burkart, Taco Time Cold Lake
Director	Ben Fadeyiw—Budget Blinds
Director	Sherine Leiper—Country Hill Homes

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