



Chamber Beat

JULY 2009

July 2009

Calendar of Events

1 Canada Day Fun & Festivities - Fun & Games for the Whole Family!

Serena (780) 840-8000 ex.7111

11 Little Britches Rodeo - Cherry Grove Rodeo Grounds.

Fred - (780) 594-3498

11 Charlie Callaghan Pursuit Race - CL Sailing Club. Joyce (780) 826-6026

12 Lakeland United Way Golf Tournament - Ajaz. (780) 639-2400

18-19 Family Cruise Weekend - CL Sailing Club. Joyce (780) 826-6026

18-19 Men's Open Golf Tournament - CL Golf & Winter Club. (780) 594-5341

22 Junior Golf Tournament - CL Golf & Winter Club. (780) 594-5341

28-29 Seniors Open Mixed Golf Tournament - CL Golf & Winter Club. (780) 594-5341

TBD - Lakeland Gymkhana - Riverhurst Hall. Georgina (780) 826-4642

In This Issue

Page 2 Province Wide

Page 3 Canada Wide

Page 4 Chamber News

Page 5 Marketing News

Phone: (780) 594-4747



Fax: (780) 594-3711



www.coldlakechamber.ca

Director's Message



Ajaz Quraishi - Director

11th Annual Community Fish Fry

Ajaz Quraishi, Chair of Cold Lake Regional Chamber of Commerce Community Fish Fry, would like to invite everyone to attend the **11th Annual Community Fish Fry** on Wednesday, August 5th 2009 at the Cold Lake Marina.

There will be 3 seatings between 4:30 pm and 7:30 pm, with 200 tickets available for each seating:

Seating 1 – 4:30 pm – 5:30 pm

Seating 2 – 5:30 pm – 6:30 pm

Seating 3 – 6:30 pm – 7:30 pm

Patrons will again be treated to a hearty meal of delicious fish along with various salads, potato, desserts and refreshments.

This annual event has grown from 60 people to last year's attendance of 700 and continues to sell out each year.

If anyone would like to help out as a volunteer please call [Ajaz at 826-0045](tel:7808260045).

Sincerely,

Ajaz Quraishi, Director

Cold Lake Regional Chamber of Commerce

Province Wide

WELCOME New Members

*Mr. Stitch
Embroidery

*Northlake Concrete
and Landscaping

*Panago Pizza

*Assante Wealth
Management

*ATB Securities Inc

*Chrysalis Daycare

*KB Jordan Inc

*Travel Professionals
International

*Cold Lake Community
Church



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

Sherrri Bohme
Executive Director

Trish Flathers
Administrative Assistant

Samantha White
Administrative Assistant

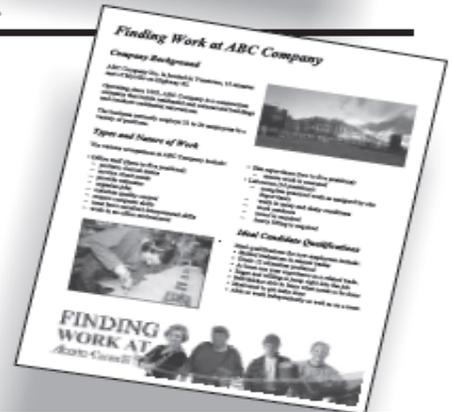
Finding Work at... Your Organization!

Employers, are you looking for a new way to promote job opportunities in your organization? We can help. "Finding Work..." is a personalized web-based tool to help you attract workers to your company.

There is **no charge** for your participation.

Highlight your organization to potential applicants with:

- Company background
- Photographs
- Types and nature of work
- Ideal candidate qualifications
- Training opportunities
- Hours, pay, benefits
- Application process
- Contact information



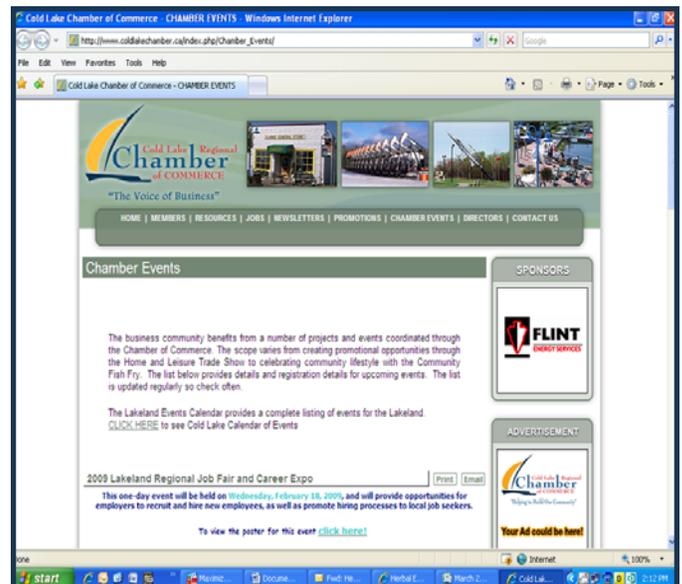
To ensure your organization is included, contact: Emilie Lessard at 780-826-3252 or by e-mail at shaw@bonnyvillechamber.com

In partnership with:



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.



NORTHWESTERN AIR

Scheduled Air Service

COLD LAKE TO **EDMONTON** INTERNATIONAL AIRPORT

Beginning June 16th, 2009

Operating Tuesdays and Thursdays

\$160.00 + GST

COLD LAKE TO **CALGARY** INTERNATIONAL AIRPORT

Operating Tuesdays and Thursdays

\$250.00 + GST

Contact Northwestern Air Reservations

TOLL FREE

1-877-872-2216

Flights depart from Medley Terminal Cold Lake AFB.

Book Online at www.nwal.ca

Corporate Sponsors

PLATINUM



Imperial Oil



GOLD



SILVER



Canada Wide

Sales Tips to Thrive

Making sales thrive in a difficult economic climate can be a daunting challenge for small business. But by focusing your efforts on strategies in 3 key areas, you can increase your chances for success.

Your Product or Service

Know every feature of what you are offering, and what advantages it can offer customers today. Also, give customers a reason to respond, such as special offers or discounts.

Your Customers

Listen to and know your customers. Find out what they think of you. Retention is key, as it not only keeps the regulars coming back, but also provides valuable referrals to prospective clients. Also, think about offering loyalty programs, designed to increase sales from your best customers.

Your Message

Stay in touch. Keep your message foremost in customers' minds with brochures and flyers. Keep it current and re-vamp your image with a website.

Happy Canada Day!



Chamber News

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



Chad and Amy from 99.7 The Wolf aren't really liking what they are seeing!



Lakeland Credit Union employee Nicole Masson is overworked!



Chamber President Rob Brassard and Lakeland Credit Union employee Renee Looy show off the 100kg "collection".

On April 22, 2009 Staff from the Chamber office and volunteers from various local businesses pitched in and picked up 100kg of garbage from the downtown area. Special thanks to Joslyn from Busy Bee Sanitary Supplies for the donation of the garbage bags and to Bob from Original Joe's Restaurant and Bar for the donation of the gloves.

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Email: bpearman@assante.com

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What Should You Spend on Advertising?

It's a ticklish question for every company. See what your rivals are doing, and then think about what's going to be effective

How much should my company spend on marketing and advertising?

It's a conundrum that vexes many corporate leaders and business owners, from emerging entrepreneurs to seasoned CEOs. Unfortunately, instead of seeking a rational answer to the question, many of them just ignore it and hope it will go away.

As a rule, emerging businesses and companies focus most of their time and talents on meeting the needs of customers, as well they should. If they don't take care of the customers they already have, everything else will be academic. Strangely, however, many neglect the function of "winning" customers in the first place. Others naively assume that if they simply provide excellent products or services, their reputation will precede them. But the world has too many other things to do with its time than beat a path to your door. That means you need to structure your profit-and-loss statement in such a way that you can profitably allocate a reasonable percentage of your revenue to marketing.

The Big Question: How Much?

While there is no definitive answer as to how much any business should spend on marketing, there are general guidelines any company can use to develop a formula that works for them.

Your first step should be to try to find out what the advertising-to-sales ratio typically is in your field. Public companies in your industry may give a figure for their marketing spending in their financial statements (found in their annual reports). With a simple calculation, you can figure out what percentage of their overall revenue that represents. If you can't find any public companies that seem similar enough to yours, you might want to start at 5% and then adjust your projected spending up or down based on the size of your market, the cost of media, what you can learn about how much your competitors are spending, and the speed at which you'd like to grow. If you're in a services business, you might want to bump your starting point higher than 5%.

The important thing is intentionally and deliberately to set aside some rational percentage of your sales to get out there. That way, the question you have to answer isn't "How much should we spend?" but rather, "How do we spend most effectively?"

Submitted by Carla Loffler~ K-Rock

VENDORS!

Interested in becoming part of our concessions at the

Cold Lake Air Show?

Check out our website at

www.coldlakechamber.ca

for more information on how you can be part of this exciting event!



Cold Lake 11th Annual Fish Fry

Bring the Whole Family for the Best Fish Around!!

Date: Wednesday, August 5th, 2009

Times: Seating 1: 4:30-5:30pm
Seating 2: 5:30-6:30pm
Seating 3: 6:30-7:30pm

Venue: Cold Lake Marina

Cost: Adults: \$20.00, Children: \$12.00 (GST Included)

****Includes fish, salad, potatoes, dessert & refreshments!**

Call the Chamber office for tickets, or phone
Ajaz Quraishi at (780) 826-0045

**Tickets MUST
be Purchased in
Advance!
Limited Seating
Available.**

RATE INCREASE FOR NON-GROUP PRESCRIPTION DRUG PROGRAM

The government of Alberta has announced it will be significantly increasing its rates for its heavily subsidized "Non-Group" prescription drug program administered by Alberta Blue Cross. Rates for this program will increase 188% by July 2010, and coverage for chiropractic services, traditionally covered by the provincial medical plan, will be completely eliminated by the summer of 2009.

The GOOD news, is that these services are offered to you and your business through the Chambers Plan. Providing coverage to member firms for more than 35 years, Chambers Plan offers small firms a wide range of benefits typically found only in larger firms, such as prescription drug coverage, chiropractic, massage, physiotherapy, out of country travel, disability, life insurance, critical illness, and much more!

Find out more at www.buychambers.ca!

Information on Premiums with Alberta Blue Cross:

www.ab.bluecross.ca

Can YOU live without
prescription Drug Coverage??
Can you live with a **188% increase**
in your Alberta Blue Cross Non
Group Premiums??
There's an alternative RIGHT
HERE!

buychambers.ca
At work for small business... online!

Grand Openings

Grand Openings for May/June 2009



Chrysalis Daycare



Crystal Portraits Photography



Contact the
Chamber office
to book your
Ribbon-Cutting
Ceremony!

Cold Lake Community Church

No Photo Available



EVER WONDER WHAT THE CHAMBER OF COMMERCE IS ALL ABOUT?

What is a Chamber?

A Chamber of Commerce is a non-profit organization designed to meet community or area needs - a voluntary organization of individuals and businesses that work together to advance the commercial, financial, and civic interests of the community. A Chamber of Commerce is funded by their membership with the assistance of fundraising activities.

What Does a Chamber Do?

Run by a Board of Directors, serving as volunteers, the Chamber of Commerce acts as a catalyst to mobilize members of the business community to work together to achieve economic success.

The Benefits

In the community, it is only from the profitable operation of business that all other benefits result. Succeeding in this goal, a community can provide the jobs and wealth to finance the cultural and charitable needs a community is faced with every day.

A membership in the Chamber of Commerce is an investment in the present and future of the individual's and the community's welfare. Source: Alberta Chambers of Commerce, www.abchamber.ca

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

[Northlake Landscaping](#) - 10% off all sod orders over 1000 square feet . Free Estimates. [Free use of Rallies](#)
*A portion of all proceeds will be donated to the Lakeland Housing Society. Contact: 780-201-1038

[Marina Bowling Centre](#) - Free Shoe Rental Contact : 780-639-2950

[TanUp Salon](#) - 10% discount on all tanning and waxing. Contact: 780-594-5516

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

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



THANK YOU!

The Cold Lake Regional Chamber of Commerce would like to thank the following individuals and businesses for the generosity and hard work they brought to the 17th Annual Home & Leisure Trade Show:

2009 Home & Leisure



Trade Show

Community Partners & Sponsors

Cold Lake Energy Centre & Staff
The City of Cold Lake, Fire Department & Sparky
Grand Centre Lions Club
Tim Horton's, Cold Lake
95.3 K-Rock
The Cold Lake Sun
Husky Market, Cold Lake
Original Joe's, Cold Lake
Lakeland Credit Union, Cold Lake
EmployAbilities, Cold Lake

Chamber of Commerce Staff, Directors,

Trade Show Committee & Volunteers

Sherrri Bohme, Executive Director, CLRCC
Trish Flathers, Administrative Assistant, CLRCC
Samantha White, Administrative Assistant, CLRCC
Rob Brassard, President, CLRCC
Jazz Logan, Director, CLRCC
Dave Piche, Director, CLRCC
Bob Buckle, Director, CLRCC
John Croteau, Energy Centre
Esther Quiambao, Energy Centre
Brock MacMillan, Volunteer
Kyle Brassard, Volunteer
Corbin Brassard, Volunteer



venue and
This wonder-
assistance
and hard
work of eve-
ryone in-
volved in the
17th Annual
Home & Lei-



This year's Show was a success, with a new venue and many new faces both showing and attending! This wonderful event would not be possible without the assistance and hard work of everyone involved in the

17th Annual Home & Leisure Trade Show.
This year's show was a success, with a new many new faces both showing and attending! wonderful event would not be possible without the

**Thank you for participating, and
join us next year for another
great event!**

sure Trade Show.

As a Chamber member, your business...

- ◆ Is a part of an organization that represents over 250 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
Past President	David Forbes, ATCO Electric
Director	Bob Buckle, Husky Market, Original Joes, & Buckle Foods Ltd.
Director	Dave Piche, Quinn Contracting
Director	Ajaz Quraishi, Accounting Plus
Director	Troy Schmeichel, Digital Connections
Director	Eva Urlacher, Ketrion Construction Ltd.
Director	Todd Munday, Grey Munday Stolfa LLP
Director	VACANT
Director	VACANT
Director	VACANT

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