



March 2012 Calendar of Events

5 ~ Procurement Day Workshop

10 ~ MS Society Walk

Brenda - 780-645-3441 x 226

16-18 ~ Crop Haven Scrapbooking Weekend

MFRC - 780-594-6006

17 ~ St. Patrick's Day

17 ~ Lobster Bash

17 ~ Year End Carnival

Northern Lights Skating Club

780-815-5093

19 ~ Breakfast with Eddie Lemoine

Chamber - 780-594-4747

21 ~ Children with Special Needs Meeting

MFRC - 780-594-6006

22 ~ Retail & Hospitality Job Fair

780-594-1984

28 ~ Chamber AGM

Phone: 780-594-4747

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Cold Lake Regional Chamber of Commerce

Chamber Beat

March 2012

Phone: (780) 594-4747

Fax: (780) 594-3711

www.coldlakechamber.ca

Director's Message



Ajaz Quraishi -Director

16th Annual Cold Lake Regional Chamber of Commerce Business of the Year Awards – A Great Success. Ajaz Quraishi Chamber Director and Chair of the "Business of the Year Award" Committee.

It was wonderful turnout and record breaking crowd.

Now, I would like to congratulate the Business of the Year Award winners and runners up.

Category 1 (9 Employees and Under) Winner: *"I DO" WEDDING & SPECIAL EVENT PLANNING*

Runner up: *HUSKY MARKET*

Category 2 (10 Employees and Over) Winner: *VALUE MASTER HOMES COLD LAKE*

Runner up: *KIA COLD LAKE/DISCOVERY MOTORS*

Category 3 (New Business of the Year) Winner: *RITZY RAGZ*

Runner up: *HONEY HAIR STUDIO, CHRYSALIS DAYCARE SOCIETY*

MILESTONES Celebrating:

15 YEARS Cold Lake Home & Commercial Inspections Ltd, Investment Planning Counsel

10 YEARS Cyr, Dyck & Associates, Busy Bee Sanitary Supplies Inc.

5 YEARS Husky Oil Operations – Tucker Lake, Cornerstone Industrial Bonnyville Post, Northlake Concrete and Landscaping

Now I would like to thank the following:

Specialty Sponsors: City of Cold Lake, – Venue, OSUM – Wine, Cenovus – Meal Sponsor, Imperial Oil – Hor D'oeuvres Sponsor, *I Do" Wedding & Special Events Planning* – Décor,

Table Sponsors: Cornerstone Industrial, K-Rock, Ritzy Ragz, Cold Lake Victim Service, Todd & Drake LLP RE/MAX Cold Lake 2000, Grand Centre Lions Club, Husky Market, Accounting Plus, Lakeland United Way Value Master Home

Media Sponsor: K-ROCK 95.3FM

Award Sponsors: Lakeland Credit Union, TD Bank, ATB Financial

Planning Committee : Ajaz Quraishi, Carla Beaupre, Chris Emerson and

Chamber Staff: Sherri Bohme, Nicole Mansfield, Kathy Dutrisac.

Selection Committee: Mayor Craig Copeland, Andrew Serbia - Cold Lake Sun, Aaron Reinhart - Todd Drake LLP, Joely Patrick - Todd Drake LLP, Beverly McNeil - Evergreen Birch Lodge, Brenda Brouwer - Tangles

Finally I would like to thank Chris Gill and Carla Beaupre for a tremendous job as the emcees for the evening

Ajaz Quraishi

Province Wide.....



Twenty six \$1,000 scholarships available! Apply today!

Retail Council of Canada, in partnership with industry sponsors, will award more than **\$85,000** in scholarships and benefits to students entering or currently enrolled in a business, marketing or retail-related program at a Canadian post-secondary institution.

A **\$5,000 Scholarship** will be awarded by Interac Association to the top Retail as a Career Scholarship applicant.

Who can apply?

Students entering or currently in a retail or business-related program at college or university who are working at least part-time in retail

What you'll need:

- Proof of enrolment to post secondary program
- Reference letter from current retail employer
- Typed essay
- Official student transcript for last two semesters

Completed Application and Release form

Application & release forms along with complete application details can be found at www.retaileducation.ca or call 1-888-373-8245 ext. 320

Deadline for applications Friday March 30, 2012

NEW THIS YEAR: RCC is also launching a social media campaign for the 2012 Retail as a Career Scholarship program. Beginning March 5th, past winners of the scholarship program will be featured on our Facebook page and our YouTube channel to give a glimpse into the many ways this important scholarship program has impacted their retail career and their life. Winners will discuss the personal and professional growth opportunities of retail on our LinkedIn group page. Updates, insights and videos will be also shared daily on twitter (#RAAC2012).



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BRONZE



SCAFFOLDING • INSULATION

Ban This Language From Your Customer Service Vocabulary

Great customer service does not have to be complicated, costly, or even "procedural." Sometimes it's as simple as just tweaking your speaking. The very specific ways in which we speak to our customers can make all the difference in the world. The qualities of real customer-focused speech can be so subtle as to seem like nuance. But this is an area in which a little goes a long way, and one in which a surprisingly high number of companies fall short.

Just a few common examples and alternatives:

BAN THIS: "I can help who's next" - I'm sure it goes unnoticed by most people, but this phrase drives me *crazy*. It's usually uttered by someone behind a counter or register while looking off into space with what the Marine Corps calls the "thousand-yard stare." Aside from the fact that the phrase is not even proper English, it is passive, ambivalent, and even insulting, especially when customers are waiting in line to be helped. The person behind the counter *knows* who's next and exactly where she is standing, but instead of addressing that person and welcoming her business, the employee is essentially making a vague statement that he has the ability to take the next customer, whomever that random customer may be.

Instead, if your business is of the face-to-face variety, look the very next customer right in the eyes, smile, and say "hello, may I help you," or any gracious, personal variation thereof. If the word "you" is not in the sentence, it's probably not right. This modification changes the customer from an object into a person of value to your business.

BAN THIS: "You need to / You're gonna have to / I need you to" - Very common among airline employees and others in positions involving some level of control or authority (as in "I need you to put your phone away.") It's usually delivered in a passive-aggressive, condescending manner. Also commonly used in one form or another in many phone support interactions.

Instead, simply ask nicely. There's no place for passive-aggressive or haughty down-talking in customer service. Saying "Miss (or Ma'am or Sir), can I trouble you to turn off your phone" can be done without compromising anyone's authority. Or if helping someone over the phone, try "I'm so sorry for the hassle, but I have to ask if you can track down the serial number so I can solve this for you." There's a universe of difference between that and "You need to find me that serial number if you want me to help you."

BAN THIS: "I don't know who told you that, but..." - a common and infuriating response when a customer can't get efficient or satisfactory service and is forced to move up the customer service ladder (which shouldn't happen in the first place). Basically this statement tacitly suggests that the customer is lying. Even if you think the customer is wrong, has misunderstood something, or even bending the story a bit -- probably in a desperate effort to get help -- don't belittle or subtly accuse him.

Instead, say "It sounds like we might have given you some incorrect/confusing information (even if you didn't). Let me see if I can get the right information to try to resolve this for you." No matter what you think or know, this is no place for pride or defensiveness. Take it on yourself, keep the customer's frustration from escalating, then just try to help solve the problem as best you can.

BAN THIS: "I'm sorry, there's nothing I can do" (or any variation thereof).

Instead, find something you can do. There is almost always something you can do. Maybe it's not 100 percent of what the customer wants, but can you do 50 percent? Can you make a gesture that will make the customer feel a little better? Most of the time I'll bet you can if you're motivated.

You may think that some or all of this sounds ridiculously obvious -- "duh" suggestions, if you will -- but the fact is, very few companies consistently master the simple art of customer-focused speech.

Most customers begin an interaction expecting a blah experience at best, while hoping against hope to be pleasantly surprised. If your company is the one to deliver that surprise, it will pay dividends... and it costs you nothing but common sense, compassion and a dose of the golden rule.

There's a very easy way to know how your customer-speak measures up: *Just see if you can make 'em smile* (even on the phone -- you know if someone is smiling). The smile says it all, and more times than not, if you say the right thing in the right way, you'll get that priceless reaction and the returns that come with it.

What other words and phrases do you think should be banned, and how would you replace them?

Chamber Happenings

Cold Lake Regional
Chamber of Commerce
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Website:

www.coldlakechamber.ca



Sherry Bohme

Executive Director

Nicole Mansfield

Administrative Assistant

Kathy Dutrisac

Administrative Assistant



2012

COMING EVENTS

March 19, 2012

Breakfast with Eddie Lamoine

March 21, 2012

Chamber Board Meeting

March 28, 2012

Chamber AGM

April 10, 2012

Luncheon with Todd Hirsch

April 13-15, 2012

Home & Leisure Trade Show

VALUE ADDED PROGRAM

*Featured Program of the
Month*



Payworks would like to introduce to our Chambers and their members an easier way to handle their payroll.

Payworks has created an innovative payroll service by rolling the best qualities of software packages, service bureaus and the power of the Internet into one system. Payworks has also integrated Chambers Group Insurance Administration through their partnership with the Johnston Group Inc.

AT WORK FOR
SMALL BUSINESS
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Call Today

Bryon Pearman

Phone: (780) 594-1857

Toll Free: (888) 594-1857

Email:

bpearman@assante.com

www.chamberplan.ca

Welcome New Members

Extreme Speed RV Ltd.

Phone: 306-236-3009

Taco Time

Phone: 780-594-2713

CONGRATULATIONS TO THE 2011 BUSINESS OF THE YEAR WINNERS.....



**9 EMPLOYEES & UNDER...
“I DO” WEDDING & SPECIAL
EVENT PLANNING**

**10 EMPLOYEES & OVER...
VALUE MASTER HOMES
COLD LAKE INC.**



**NEW BUSINESS OF THE
YEAR**

RITZY RAGZ



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.

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*



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Chamber of Commerce
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Breakfast with Eddie LeMoine

Eddie LeMoine is a world renowned Author, Business Trainer, and motivational speaker.

Attend this seminar on Employee Engagement and learn how to inspire your workforce, focus people on common mission, help them reach new performance levels and ultimately maintain their level of contribution to the business through these turbulent times and beyond.

March 19, 2012

Lakeland Inn

\$10.00/ticket

7:00 a.m Breakfast/Networking

7:30-9:00 a.m. Presentation

*Call **Before March 12** to register! (780) 594-4747*

2012 Home & Leisure



Trade Show

April 13 - 15, 2012

Cold Lake Energy Centre

**WE ARE MORE THAN 50% SOLD - DON'T MISS OUT,
BOOK YOUR BOOTH TODAY!!**

For more information call the Chamber at:

780-594-4747

Well Done Cold Lake!!

The note below was an email received through our website! It's wonderful to see the business community, service clubs and municipal government work so well together and make such a great impression.

"Rarely does one experience the genuine support and welcome from the business-people of a community as I and staff of our new venture are enjoying. From the encouragements to bring our business into your community, to the spontaneous and beyond the call of duty assistance and service, we have been warmly accepted and served by businesses and clubs alike, and from such, we promise to do our very best to carry on such high standards as are obviously being practiced in your community of Cold Lake.

Corey Lapointe and Colbrooke Homes who have stepped up so quickly to help out, Larry Melanchuk and Remax, Roger Rhyason (building manager), Jimco Electrical, Ed from Mach One Sports, Jurgen and Val from Kinosso Ski Hill, the Ingrahm family and Dan Cookson and the CLMRC, Dean Dube and Chad Gingras and members of the Snowmobile Club, Bruce Davidson and the Military ATV Club, the City Council and Mayor Copeland who seem to have deep appreciation for the needs of their citizens, many of whom are already very good customers of our existing business.

These People and more have all contributed very positively to our decision to bring Power Merchants Ltd. to Cold Lake, and with business license application in place, please reply with your Chamber of Commerce membership application to your great business community."

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



Alberta Chambers of Commerce

CHAMBER NOTICE:

Coalition Seeks Action on Labour Shortages

Coalition Calling for Action on Labour Shortages

The Alberta Chambers of Commerce is among 19 Alberta business organizations that have banded together to call upon the federal and provincial governments to work with industry to address the labour shortages descending upon Western Canada.

The Alberta government is forecasting there will be 114,000 more jobs than people to fill them in coming years, a trend which is increasingly evident across Western Canada. This shortage of labour will slow economic growth; costing jobs and reducing government revenue to support vital government social and economic programs such as hospitals, schools and roads. The coalition is asking the federal and provincial governments to engage quickly with employers in developing and implementing new strategies to help overcome the expected shortage.

"We recognize that finding qualified employees is primarily the responsibility of employers, and we take that responsibility seriously," said **Ken Kobly**, CEO of the Alberta Chambers of Commerce. "Coalition members are up-training and re-training their employees to better meet future challenges, and tapping into non-traditional markets in Canada and abroad."

Recommendations of the coalition include:

- Change the point system of the Federal Skilled Worker Program to place greater emphasis on labour demand and validated employment offers.
- Expand opportunities to transition temporary workers to permanent immigrants such as the Provincial Immigrant Nominee Program and the Canadian Experience Class.
- Change National Occupation Codes, used in both the permanent and temporary streams, to reflect employer needs and recognize a broader range of existing skilled positions.
- Reform Temporary Foreign Worker processes to recognize employer pre-qualification, cross-industry based shortages of workers, and streamline the application and approval process.

The coalition held a news conference in Edmonton Thursday morning to announce its recommendations.

The full **press release** is at the link below.

http://www.abchamber.ca/wp-content/uploads/2012/03/Labour_shortages_coalition_March1_2012.pdf?utm_source=Chamber+notice+--+Labour+shortages&utm_campaign=Labour+shortage&utm_medium=email

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	Ajaz Quraishi, Accounting Plus
Director	Carla Beaupre, K-Rock 95.3FM
Director	Eva Urlacher, Ketrion 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