



## November 2011 Calendar of Events

- 5 ~ Gideon Studios Vocal Workshop 780.573.0228
- 6~ Jamboree Kin Hall 780.639.0065
- 9~ Geneology Club Monthly Meeting 780.639.2152
- 11 ~ Remembrance Day Chamber Office Closed
- 12 & 13 ~ Fall Arts & Crafts Show MFRC 780.594.6006
- 16 ~ Chamber Board Meeting Chamber Board Room
- 17~ Children with Special Needs Meeting 780.594.6006
- 18~ Seniors Bonspiel Cold Lake Golf & Winter Club 780.594.5341
- 19 ~ Kinosoo Performing Arts Society ~The PolyJesters
- 25 ~ Santa Claus Parade
- 26 ~ Festival of Peace Gala Dinner & Dance 780.594.5095

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## Cold Lake Regional Chamber of Commerce

# Chamber Beat

November 2011

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[www.coldlakechamber.ca](http://www.coldlakechamber.ca)

## Director's Message



Bob Buckle -Director

As us businesses begin either gearing up or shutting down for the upcoming holiday season I would like to dedicate this article to the acknowledgment of our city's sustainability quest ...its' success and what it means for all of us in the business community.

Being a City Councillor for the last 4 years,...some of you may accuse me of being a bit self serving ...but hey when it comes to this issue

we all need to pat each other on the back. This accomplishment was huge to the city, its residents and our businesses. So let me indulge and explain why.

The recent agreement to begin transferring the tax assessment revenues from the Air Weapons Range to the City of Cold Lake is the culmination of 5 years of work and the collective determination of Council, Administration, 4Wing and the citizens of Cold Lake. These revenues will begin around 11 million in 2012 and will increase yearly to full revenues estimated to be 17 million plus by the year of 2016. Suddenly, with a stroke of a pen the future of the city, its businesses and citizens became brighter. These revenues ensure our plight was no longer be committed to deteriorating infrastructure and no ability to correct. A previous future that was to be plagued with significant tax increases just to maintain existing services ...is no longer . Investors and Developers alike can spend their money with confidence the city can plan out and support with facilities and infrastructure.

With a stroke of a pen our city's future became exciting and positive. This funding agreement should make us all sleep easier. It will allow our business and development community to focus on building their businesses. I'm not saying all issues are going to go away or there won't be other financial challenges in the future. I'm simply stating that now the city is in a position to handle them ...compared to the hopeless position that existed previously. It was a position that threatened to have a moratorium on future development for some parts of the city or the inability to fix the backed up sewers in the north. Any of these fixes alone would have ensured double digit tax increases for all of us while potentially driving away investment.

We will be able to improve our facilities and thereby improving the quality of life and attracting new families. New fire halls to accommodate the new ladder truck which in turn will allow higher built development. A much needed, larger RCMP station will allow additional officers to be posted here. Lagoons, improved water pressure with larger lines and sewer replacement in the problem areas are all examples of work that can now be planned and proceeded. Many of these projects will take years to complete but the important thing is ...they can now be planned and will be done.

A special thanks to our MLA Genia Leskiw for her help and support through our journey and to Treasury Board President, Lloyd Snelgrove whose leadership and commitment to a final solution will always solidify him a special friend to this city long after we are forgotten.

So please join me on celebrating and acknowledging this city, its residents and our community partners at 4 Wing who all stuck to their guns, supported council and their vision and pushed for the kind of solution that was far reaching changing the trajectory of its future forever! Well Done!

Bob Buckle, Owner Original Joe's Restaurant and Bar

# Province Wide.....

## Focusing on priorities

A new line-up of ministries reflects a commitment to organize government in a way that will lead to services and programs being delivered to Albertans in smarter, more streamlined ways.

For example, a new ministry – called Human Services – has been created to recognize that Albertans most in need often require a wide range of services. Providing those services in one department allows government to better serve these individuals and families. The new ministry consolidates children and youth services, employment, homelessness and the Alberta Supports program.

With this commitment to better serve Albertans, priorities for Premier Redford's government will be adding funding to the education system, moving to restore public confidence in our health care system, and continuing to tell Alberta's energy story on the international stage.

She has acted swiftly on her commitment to add \$107 million to Alberta's education system. These funds aim to provide classroom-based supports to improve student learning and help set the stage to deal with inclusive classroom practices. For school boards, this means more funding for more teachers, smaller class sizes and more support in our classrooms.

<http://enewsletter.alberta.ca/albertagovt/View.aspx?id=307284&q=369931886&qz=6b5bd5>

## Province set to hear from Albertans about budget priorities

### Public input crucial to the budget process

Edmonton... Albertans are being asked for their input as the Alberta government prepares for Budget 2012.

"It's crucial that government has a conversation with Albertans about the global economic situation and its effect on Alberta's bottom line," said Premier Alison Redford. "This begins with our work to prepare next year's budget. We want to hear Albertans' vision of how government spends their money during these uncertain times, and how we should be saving for future generations."

To ensure as many Albertans as possible are able to share their ideas about Alberta's saving and spending priorities, input will be collected in three ways: regional roundtables, an on-line public survey and written submissions.

"While Alberta's economy remains relatively strong, we are not immune to the effects of global economic uncertainty," said President of Treasury Board and Enterprise Doug Horner. "These issues will be front of mind as we set our spending priorities for the next year."

The process will begin in early November with seven roundtable dialogue sessions with invited community members in Edmonton, Calgary, Red Deer, Grande Prairie, Lac La Biche, Medicine Hat and Lethbridge, hosted by the Minister of Finance, the President of Treasury Board and Enterprise, and the regional Political Minister. This will be followed by a public survey and the request for written submissions, which will be available at [alberta.ca](http://alberta.ca), until 4:30 pm, December 9.

"We are going into these discussions with a clean slate," said Minister of Finance Ron Liepert. "While I have the privilege of delivering our provincial budget, I want it to be a budget for Albertans and by Albertans. It will reflect the priorities of the people of our province."

Feedback received from Albertans will be reflected in Budget 2012.

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## Cut your way to profits in five steps

You may have heard the phrase, "You can't cut your way to profitability;" a true statement relative to business growth and acquisition, though managing and controlling cost is an often overlooked strategic tool which can add considerable profit to the bottom line.

Consider for a moment a company with annual revenue of \$200,000, purchases of \$120,000, and a profit of \$16,000 before tax. By achieving just a 5 per cent reduction in purchase spending, profits would increase by 38 per cent, or \$6,000. Achieving a \$6,000 increase in profit through increased sales, assuming similar purchases, might well require an increase of \$76,000 in sales, or 38 per cent. Considering the time and effort expended to increase sales, these numbers make cost reduction a powerful tool to increase profitability.

For many small and mid-sized organizations, achieving a 5 per cent reduction in operating costs is quite achievable, mainly as a result of primary efforts and resources having been invested in increasing sales, and not in managing or reducing cost.

Here are five strategies which can be employed to reduce cost and improve profits over the long-term:

**1. Develop a spend strategy.** Creating a simple, forward-looking document will help to identify spend patterns and plans, allowing for intelligent decisions related to investment of working capital. This technique is similar to developing sales forecasts; however, when spend strategies are combined with sales forecasts, the results are a more holistic view of business health. Many business owners naturally believe in times of increasing sales that profits are healthy and additional spending will have little impact on the bottom line, only to emerge from growth periods with profits which are less than expected. If not managed appropriately, increasing sales can result in increased cost, and when compounded by poor investment decisions profits are directly impacted.

**2. Just one is never enough.** Obtaining multiple quotes is a time consuming exercise, and can often seem wasteful and unnecessary. But setting a spend threshold over which multiple quotes will be obtained provides a means of managing time and ensuring best price on investments. If you were taking a trip to Montreal, you likely would book accommodations with little thought to cost. If you were taking a trip to the Bahamas, more than likely you would search out several offers to ensure you are receiving the best overall value. The same methodology should be applied to your business.

**3. Consolidate and leverage.** Compiling larger volumes of spend with fewer suppliers applies to any size of business. Several of our clients have been amazed at the cost reductions achieved by simply pulling together multiple but similar spend categories, and sourcing to fewer suppliers. Service levels typically improve, and increased spending provides leverage to achieve other profitable opportunities such as discounted payment terms.

**4. Manage relationships.** With today's volatile economic climate, discussions with your financial advisor are likely frequent and in some cases may be heated. You wouldn't trust your advisor outright with managing your investment funds without providing some input on your financial goals, so why would you simply turn over business to a supplier without periodically checking the competitiveness of pricing and service levels? Strong relationships are built on trust, and without proof it is hard to build trust.

**5. Monitor progress.** To ensure progress is being made in managing costs, you must track progress. The simple use of a bar chart with targeted savings goals and a view of your current position is an effective visual management tool that can track progression and keep employees engaged. Similar to tracking fund-raising events, having the ability to see progress is a means of realizing whether inputs and efforts are delivering the expected results. If they aren't, it is time to change the approach, the process or both.

It may seem that investing time into managing cost is not justifiable, particularly when increasing sales is the key to business sustainability and growth. Consider, however, the impact of our earlier example; by simply maintaining existing sales and spend levels, a simple reduction in cost of 5 per cent will increase profits by 38 per cent. If that doesn't make good business sense, I am not sure what does.

# Chamber Happenings

Cold Lake Regional  
Chamber of Commerce  
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*Sherri Bohme*  
Executive Director

*Nicole Mansfield*  
Administrative Assistant

*Kathy Dutrisac*  
Administrative Assistant



2011

## COMING EVENTS

November 16, 2011

Chamber Board Meeting

December 1, 2011

Holiday Hereos

December 1, 2011

Chamber Business Mixer

December 8, 2011

Maple Flag Meet & Greet

Call the Chamber office for more details

## VALUE ADDED PROGRAM

*Featured Program of the  
Month*

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and Hairstyling**

780.594.6757

**Major Projects Group**

[www.majorprojectsgroup.com](http://www.majorprojectsgroup.com)

# Cont'd.....

## October Business Mixer

Oct 26, 2011 ~ Our October business mixer was hosted by Original Joe's Restaurant and Bar. We had a great turnout and had the opportunity to mix and mingle with several city councillors as well as members from 4 wing Cold Lake including Wing Commander Col Laroche. Several attendees were lucky enough to walk away with a door prize. Thanks Bob for hosting!

If you haven't attended a mixer yet, (or even if you have) , mark December 1st on your calendar for the next one to be hosted by the Chamber of Commerce in conjunction with Holiday Heroes Day. Watch for further details coming soon.



## ***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.....

## **2011 Business of the Year Nominations**

Have you received exceptional service? Do you know a business deserving of recognition? **NOMINATE** a business today!

Our 2011 Business of the Year Awards evening is fast approaching. February 25, 2012 is the day we celebrate the accomplishments of our business community.

Visit [www.coldlakechamber.ca](http://www.coldlakechamber.ca) for a nomination form or watch for it in your city utility bill in the next few weeks.

### **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**

### **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.

### 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.

### 2011 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 <sup>nd</sup> 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	Brian Clark, ATB Securities Inc

#### Get the Chamber Working for Your Business!!!

[www.coldlakechamber.ca](http://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](mailto:admin@coldlakechamber.ca)

Make sure to include:

- ◆ business name & contact information
- ◆ position title/work description
- ◆ wage & deadline to apply