



“The Voice of Business”

MEMBER MANUAL 2021

Welcome Aboard!

Please find enclosed, information regarding the Cold Lake Regional Chamber of Commerce. Take a few minutes to read through the membership package and discover how your business benefits from your investment in your local Chamber.

The Chamber is a driving force in community economic development. Established in 1964, the Cold Lake Regional Chamber of Commerce has a longstanding commitment to supporting local businesses. We are proud to be an independent association, much like many of our members. The Chamber brings together all elements of the business community into a single influential and respected voice.

Should you need more information on any of the programs offered to members, or have any questions or concerns, please feel free to contact the Chamber office.

Thank you for joining the Chamber. We look forward to working with you.

Sincerely,

**The Staff and
Board of Directors**

Strategic Direction

Vision

*The Cold Lake Regional Chamber of Commerce
is the unified business organization of choice
Progressive, supportive, and professional.*

Mission

As a catalyst in the business and community development process, the Chamber is the common vehicle mobilizing enlightened members from all segments of the business community to work together for the common good of the community as a whole.

With the common aim of achieving economic success, the staff, volunteers, and business people strive to keep the region's economic conditions the highest level. Everything the Chamber does, is with and for its membership.

Strategies For Success

- ◆ Strive for a better understanding of our members
- ◆ Support efforts to grow in the business community
- ◆ Increase value on all services, and help create innovative new products and services
- ◆ Improve our ability to communicate with our members and stakeholders
- ◆ Further develop communication plans and promotion tools
- ◆ Work with regional leaders within our government, business community, advocacy groups, and the media



Ryan Lefebvre-President

Coldwell Banker Lifestyle



Joanne Roch-Vice President

Royal LePage



Bob Buckle

Buckle Development



Sherine Leiper

Corks & Caps



Brenda Brouwer

Tangles



Raymond Cowell

Wicked Watersport Rentals



Steve Engman

SE Design and Consulting



Megan Nicholls-Schaub

Ageless Living



Wendi Meise

RENU Hair Salon



Bonnie Folkard

Boom 95.3 FM



Femi Ajayi

Kaft Professional Corporation

Sherri Buckle**Executive Director**

Sherri has served as the Executive Director of the Chamber since 2008. An entrepreneurial business owner, Sherri is active in many local initiatives to ensure the Chamber and it's members have a voice at all levels of government. Your investment in the Chamber is in good hands with Sherri at the helm overseeing the budget and everyday running of the office.

Nicole Mansfield**Executive Assistant**

Since 2010, Nicole has been the driving force behind the Chamber's projects. From organizing the annual Trade Show and Business of the Year Award ceremonies to producing content for the Cold Lake Community Guide, Nicole will be found at the forefront. When not organizing projects, Nicole is busy with finance and administration.

Jackson Kjenner**Membership Coordinator/Admin. Assistant**

Jackson joined our Chamber team in January 2020. He is tasked with coordination of membership activities and providing office assistance to the other staff.

Chamber of Commerce Levels



- Works to improve the local business climate, and provides a forum for making business contacts
- Through contact with the provincial and national Chambers, local Chambers speak on behalf of their business community members. Your local Chamber also keeps these provincial and national Chambers of Commerce informed of their community's local concerns



- Focuses on the concerns of Alberta, and lobbies the Legislature on behalf of its members
- A powerful voice that represents a wide cross-section of businesses, industries, and professionals. Its submissions in most instances are requested
- Maintains contact with business and government officials to assist with information, ideas, and suggestions
- Strives to promptly and efficiently resolve issues affecting the Alberta business community



- The strongest lobbying voice in Ottawa
- Influences the federal government's decisions and legislations
- Provides the opportunity for businesses and their representatives to participate in determining policies and procedures for the economic future of Alberta

Being a member of the Chamber of Commerce has many benefits. Affordable marketing tools are available to members at special prices.

Home & Leisure Trade Show

Over 2500 people attended in 2019

LED Sign Advertising

Great / affordable advertising available on the Chamber LED sign located right at the entrance to the City.

This is only available to our Chamber Members.

Grand Opening Services

Customized event that introduces your business to the community

Email Fan Out Services

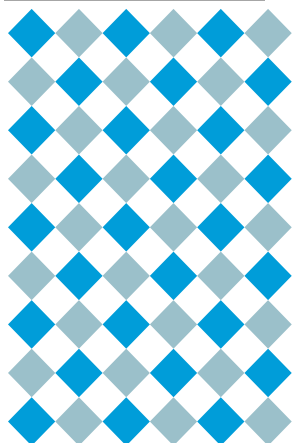
Directly targeted to hundreds of businesses and employees

Community Guide

15,000 copies distributed throughout the community and Alberta including tourist information centres

Membership Database

With membership only; hundreds of referrals annually

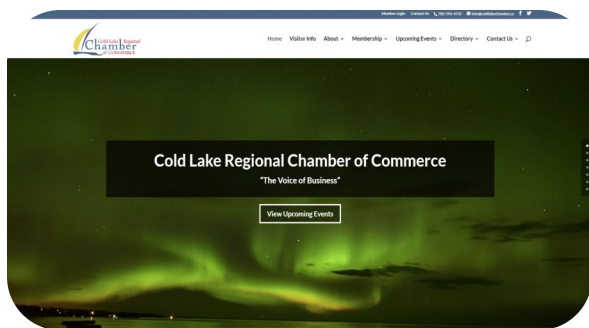


Take full advantage of your membership! Our website allows our members to login to edit your information, register for events and see what we have upcoming.

The member information centre allows you to post any job opportunities you have available, post member to member deals and even pay your dues online.

This online streamlined service will save you time and allow us to have the most accurate information.

Facebook is also another platform used by the Chamber to share event photos or event listings and allows the public to interact with us. Our Facebook page has a large number of people who like and follow it.



The Cold Lake Regional Chamber of Commerce is run with a full time staff however, volunteers are key to the Chamber's success.

The Board of Directors provides leadership, sets goals, volunteers time and expertise to keep the Chamber of Commerce moving forward.

Our Chamber is funded through membership fees, partnerships with likeminded organizations, sponsorships and a variety of events like speaker series and major projects such as the annual Home & Leisure Trade Show.

Opportunities exist for members to apply for positions such as on the Board of Directors, Executive, Committee or Volunteer positions. The membership votes annually for the board of directors. Directors are committed to a professional organization that will further their knowledge of commerce and governmental affairs.

What the Chamber is NOT

It is important for people and businesses to understand that the Chamber is a not-for-profit membership-driven organization, as the Chamber is commonly thought to be a bank or government organization.

Who Can Join as a Member?

All persons, corporations, partnerships or societies directly or indirectly engaged in trade, commerce or the economic and social welfare of the district shall be eligible. There is something for everyone!

Value Added Programs

As a member you are entitled to the corporate discounts negotiated by the Alberta Chambers of Commerce.

Member-to-Member Discount Program

(Some rates apply only to business owners)

The Cold Lake Regional Chamber of Commerce is 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.

Partnering With Other Chamber Members

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.



Chambers of Commerce Group Insurance Plan®

The Chamber Group Insurance plan is Canada's leading plan in group benefits for businesses with under 50 employees. It is open to all industries, including home based businesses, and offers a full range of benefits and coverage normally reserved for "big businesses". With outstanding service and assistance, Chamber Group Insurance will tailor a benefit program to suit your needs. Visit the Chamber Group insurance website at www.chambers.ca, or call your local representative at: **(780) 594-1857**.

2020 Corporate Benefits Packages

Instant and full access to Chamber events and promotions. Let the community know you support business in the Lakeland.

MEMBER QUOTE

"The Cold Lake Regional Chamber of Commerce has been a great supporter and resource to my business over the years. They have been responsive to my queries and have brought many innovative initiatives forward that have provided value to my business and clientele. I feel that I get great value for the money with my Chamber membership."

Rick Hetherington



The Chamber of Commerce would like to help you promote your business by sharing your incentives with other Chamber members. With the Member-to-Member Benefits Program, you will be showing your support and commitment to the Chamber, and to the members that hold fast to the Chamber initiatives and vision.

You will be committed to this agreement on a yearly basis unless we are advised otherwise. Your discounts will be offered in every new membership package.

Lakeland Connect Media

10% off advertising, but cannot be combined with any other discount or offer

780-207-5898

Cold Lake Consulting

50% off consultation on renovations, contract/customer mediation

780-639-2220

Furniture Galaxy

10% discount on reg. priced appliances & electronics 15% discount on reg. priced furniture & mattresses.

780 594 3602

Cold Lake Golf & Winter Club

Military rates on green fees

780-594-5341

Klean City

10% off for members Commercial cleaning, Janitorial daily cleans, stripping waxing, carpet shampooing, move out clean up, post-construction clean up, lawn maintenance, snow removals

780-201-7954

K3 Promotions

10% off all products -

780 594 4633

Ramada By Wyndham**Cold Lake**

30% discount on rack rates for members

780-594-7747

KIA Cold Lake & KCL Rentals

15% off auto & light truck windshield rock chip repairs and wheel alignments

15% off RV trailer winterization

780-594-6200

Cold Lake Chrysler Ltd

Employee pricing on new in stock vehicles. "You pay what we pay"

780-594-2277

Wicked Watersport Rentals

10% off rental services

780-545-0938

Black Bear Custodial

5% off any cleaning contract

10% off move out clean

780-815-5472

Ageless Living

15% discount on all products & services

780-594-0025

Bean Satisfied

20% off the monthly service of a machine placed in a business

780-813-0718



Esso Discount Program

Maintain control, save time and money with Esso Business Cards. Whether you're a single sales force or a large fleet, Esso will give you exceptional fuel savings and help you manage your costs. Esso proudly has over 2,000 stations across Canada. **Member businesses and their employees save 3.5¢/litre off retail**

Pamela Philip, 780-340-8746 Email: pamela.philip@wexinc.com

ATB Financial

Payment solutions you can rely on - Exclusive offer for Chambers of Commerce member business preferred pricing.

Sign up for ATB Merchant Services and amplify your business with:

-No setup fees for your merchant account

-No cancellation fees for your merchant account

-Preferred Chamber of Commerce member merchant rates

- A free review of your current merchant provider bill, so we can point out any hidden or unnecessarily high fees and ensure you're getting the best deal.

Plus signing up for ATB Merchant Services supports your local Chamber of Commerce too.

To activate this offer, please contact your local chamber.

ATB Business™

Purolator

The preferred shipping partner of the Alberta Chamber of Commerce

As a Member of your local Chamber of Commerce you can receive volume discounts up to 45% on Purolator Express and Purolator Ground Services. Use the Purolator Mobile App, E-Ship services and online billing options.

Visit www.Purolator.com/acc for more information or to register

Purolator

RevGenApps.com

Manage, monitor and improve your online presence and marketing results with easy-to-use software, strategies, tools, best practices, tutorials, webinars and workshops from RevGenApps.com Claim your CORE MARKETING TOOLSET at RevGenApps.com

Claim your Marketing Toolset. A \$275 Gift for you! 1-800-507-2459

**CHAMBER
MEMBER
PORTAL**

Powered by
RevGenApps.com

Payworks**Not just a service provider – your business partner****Payworks Payroll for Chamber of Commerce Member Save up to 30%**

Payworks is a leading expert in the field of total workforce management solutions, providing innovative cloud-based solutions for Payroll, Human Resources, Employee Time and Absence Management to more than 20,000 businesses across Canada.

Contact: 1-866-788-3500 or sales@payworks.ca

Visit payworks.ca | Facebook.com/Payworks | or follow @PayworksInc

**Petro Canada**

Realize significant savings, convenience, control and security Discounts of \$0.02/litre on all grades of gas and diesel, 20% discount on car washes and 3% discount on vehicle propane. Petro-Canada also introduces their pre-paid card, available in denominations of \$10, \$25, \$50 and \$100. A minimum of 200 litres/month must be purchased to qualify for this discount. For more information click the logo.

Contact Paul Fox, Account Manager Cell: 778 874 9498 pfox@suncor.com

**SafeDay Canada**

The purpose of this program is to allow the ACC, their chambers, and the businesses they represent to quickly, simply and cost effectively acquire the PPE they require to operate, in accordance with Alberta government health guidelines. SafeDay has a dedicated account manager for the ACC, its chambers and their members.

Please call 587-404-5242 with questions, suggestions or concerns

**Chamber Office Supplies**

Chamber members enjoy preferred pricing on office supply, office furnishing, and promotional products through Chamber Office Supplies

To get started, contact Chamber Office Supplies – email info@chamberofficesupplies.com or call 403.755.6695.

**Johnson Insurance**

Best Rate Home & Auto Insurance. Johnson Inc. offers Chamber members discounted Home and Auto insurance. In addition to exceptional coverage and premiums, Johnson Inc. also offers 1 Air Mile for every \$20 in premium.

Quotes available by telephone 1-877-742-7490



Foster Park

Our specifically tailored program offers preferred rates for your Chamber and your members' insurance need. Including coverage for directors' & officers' liability, special events coverage including host liquor liability, specialty coverage.

To find out more about the Chamber Advantage with FPB contact:
Wanita Quaia, Account Executive Direct: 780-930-4399 Fax: 780-486-0169
Email: Wanita.quaia@fpb.ca



Vexit

Vexit matches you and your business with top, vetted lawyers, accountants, financial advisors and consultants who are best suited to meet your unique needs. If your specialty is law, accounting, consulting or financial advising, your Alberta Chamber of Commerce membership gives you a 20% discount on our annual Professional Membership.



Constant Contact Chamber Program

Email-Event -Social Media -Survey A complete marketing solution that helps you connect with customers and build your business. Save up to 25% off when you sign up through your local Chamber of Commerce even if you are already a Constant Contact user!

Visit www.ConstantContact.com/partners/chamber Or call 1-800-221-2793
email to chamberprogram@constantcontact.com



LegalShield

Legalshield/Idshield is happy to partner with Alberta Chambers of Commerce to bring you preferred rates for Chamber members in Alberta.

Have questions? Please contact:
Serena Pawluk – LegalShield Independent Associate
Mobile: +1 (587) 435-6425
Email: Serena@teampawluk.com



Peninsula

Call our dedicated 'Employer Assist line', set up exclusively for members.

Gain the right advice and solutions on such matters such as:

- Employment contracts • Employee wages, entitlements and policies •
- Advice on terminating employees legally and fairly

Call 1 (833) 247 3654

Every chamber member signing up receives an exclusive 15% discount. It'll save you the hassle and costs of hiring new employees to fill your HR and health & safety gaps, while offering the same benefits. Driven to help small business owners succeed 1 (833) 247- 3654 peninsula-ca.com



Let us take care of it. We do the research to find the best solutions to your business' most pressing needs. You can reach our business concierge by email at cbs@chamber.ca or by phone at 416.868.6415 (3251).

Anova Energy

Anova Energy extends its services to member businesses seeking to meet their carbon emissions obligations under government regulations or to become more "green".

Canadian Chamber Insurance Services

Get preferred rates on group home, auto, travel, commercial and D & O liability insurances.

Chambers Shipping Program (Freightcom)

Enjoy discounted rates on shipping within North America and worldwide.

Chamber Printing Program (Adverttek)

We have teamed up with Adverttek to offer you the following: printing services, promotional materials, bindery and finishing, digital printing services, car wraps and other forms of advertisements.





Cold Lake Community Guide

A visitor information guide put together by the Cold Lake Regional Chamber of Commerce in conjunction with the City of Cold Lake on an annual basis. It allows our members to advertise their businesses in a widely distributed guide.



Business of the Year Awards

Recognizing the best in business. Awards Include:

- Most Promising New Business
- Outstanding Small Business
- Outstanding Large Business
- Outstanding Not for Profit

Lakeland Lifestyle Expo



Something New Is Happening..... Our Trade Show Is Being Completely Revamped!!!

Details to follow



Feast at the Beach

Giving is one of the best ways to celebrate the season. Join the Chamber in this no-cost event for the entire community. Held at Kinosoo

Beach the Labour Day weekend.

Ribbon Cutting

The ribbon cutting ceremony is an important part of your marketing plan, and a great way to kick off your grand opening. Key leaders in the community can get acquainted with your neighbors and Chamber members. A Chamber Ambassador, along with a City representative, will conduct the ceremony, complete with banner, commemorative photo, and a very large pair of scissors!

Includes:

Ribbon cutting ceremony

Information on great discounts from Boom 95.3 or Country 99 and the Cold Lake Sun

Announcement in the Business Buzz newsletter, and photo of the ribbon cutting ceremony in the next month's issue

All free of Charge!

*Non-Member Cost for Service is \$125.00.

Service does not include food or beverages, ribbon, or guest invitations other than to the City Rep, Chamber staff and Ambassador

Make sure to send out invitations to customers, suppliers, friends and family.

Simply call the Chamber to schedule

Tips

- ⇒ Plan all details early on
- ⇒ Plan photos to ensure attendees and dignitaries are acknowledged
- ⇒ Send a note of thanks following the event to persons or firms who attended or sent flowers for your grand opening
- ⇒ Network and mingle to ensure you and your staff greet as many people as possible

Grand Opening Special Offers



Boom 95.3 will offer an on-location package for only **\$1000.00**

Regular price for this service is \$1200.00

Package includes (25) 30 second Reach2 commercials, **plus** (4) hours on location with (3) 60 second cut ins per hour.

REACH 2

Rotating commercials target each of our radio day parts from 6am to Midnight.

Reach Plans are designed to reach the largest amount of potential consumers whose listening habits vary throughout the day.

Peak time is 6am to 7pm.



COUNTRY 99 offers a 30% savings for Chamber members:

Regular package: \$750.00

(25) 30 second commercials

(12) 60 second live cut-ins

Digital website event listing

Pre-event social media post

(2) Social media live posts

Chamber member exclusive price: \$525.00

Grand Opening Special Offers Cont.

The Cold Lake Sun (a division of Postmedia) congratulates you on the opening of your new business.

To welcome you to our business community, Postmedia is pleased to offer you the following introductory advertising discount with the Cold Lake Sun to help you promote your Grand Opening Celebration:

1/4 Page Ad (Colour) & 20,000 View Digital Marketing Campaign
\$425+GST

The Sun accepts photo submissions of ribbon cutting ceremonies with names of those present.* Alternatively you may purchase an advertorial campaign with a guaranteed publication date.

Please contact our sales department:

Marlena Grenier

587.982.0121

780.594.5881 ext. 729013

mgrenier@postmedia.com

Brad Harrison

780.201.4234

780.594.5881 ext. 729014

bharrison@postmedia.com

**No guaranteed publication date but it will be within 12 months of submission*

MEMBER QUOTE

"While we are busy running our small business, its comforting to know we have the Chamber of Commerce looking out for our best interests in the Community."

Damian & Andre Gagnier **A & A Glass Ltd.**

The following items are just a sample of what the Chamber has available for rent.

Please contact the office for more information.

	Deposit	Members	Non-Members
Grand Opening Banner	Credit Card	N/C	\$10.00/Day (1st 3 Days)
Grand Opening Scissors	Credit Card	N/C	\$25.00/Day
Coffee Pot (100cup)	Credit Card	\$10.00	\$15.00
Room Dividers	Credit Card	\$10.00 first 8 \$7.50 after	\$15.00 first 8 \$7.50 after
Photocopying	Credit Card	\$0.10/B&W \$1.00 Color	\$0.15/B&W \$1.25 Color
Epson Projector	Credit Card	\$85.00/Day	\$125.00/Day
Flip Chart	Credit Card	\$10.00	\$15.00
Chair Covers White or Black	Credit Card	\$2.50 ea	\$3.00 ea

Cost is based on a 24 hour period. Replacement charges may apply.

GST not included in pricing.

Platinum**cenovus**
ENERGY**Gold****Silver**

Chambers of Commerce
Group Insurance Plan®
www.chamberplan.ca

**Bronze**



Visit us @

Cold Lake Regional Chamber of Commerce

Information Centre

4009 - 50th Street

Cold Lake, AB

T9M 1K6

Phone: 780-594-4747

Toll Free: 1-800-840-6140

Website: www.coldlakechamber.ca

Email: info@coldlakechamber.ca