



March 2011

6 -Jamboree ~ Kin Hall 780-639-0065

9 -Cold Lake & District Genealogy Club
Monthly Meeting 780-639-2152

11-13- Crop Haven Scrapbooking Week-
end MFRC 780-594-6006

12 - 2nd Annual Ling Up
Register @ Clarks General Store &
Eatery

17 - St. Patrick's Day

17 - Children with Special Needs
Meeting MFRC 780-594-6006

19 - Spring Fling
@ Grand Centre Golf & Country Club

19- Year End Carnival, Norlite Skating
Club JJ Parr 780-815-5093

23 - RE/MAX Business Mixer
RE/MAX Cold Lake 2000

25-27- Mixed Bonspiel Cold Lake Golf
and Winter Club 780-594-5341

26 - Lobster Bash
@ Cold Lake Energy Centre

31 - Cold Lake Regional Chamber of
Commerce Annual General Meeting
Cold Lake Energy Centre

TBA- Carnival on Ice JJ Parr Cold Lake
Figure Skating Club 780-639-2694

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Cold Lake Regional Chamber of Commerce

Chamber Beat

March 2011

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www.coldlakechamber.ca

Director's Message

The Essentials of Marketing Your Business



Carla Beaupre - Director

So what is marketing? In the broadest sense, marketing incorporates everything about understanding your market, bringing your product or service to a market, and even developing new markets. It's something every business owner, manager, and support staff should have an understanding of. Often people use the word marketing as though it were just another word for advertising or promotion. Marketing is a far broader topic; promotion is more of a sub-function of marketing, and advertising a sub-function of promotion.

Whatever your current understanding is, you should ensure that you have a good grasp of what marketing is, and how to use marketing to massively improve your business.

Marketing includes activities such as Business Development, Product Development, Market Development, Market Research, Competitor Analysis, Pricing Strategy, Public Relations, Customer Service, Promotions, Brand Development, and Company/Corporate Identity.

The foundation of all good marketing is to know your market. This includes your customers. The well marketed business is completely customer focused. They identify what the customer wants or needs, and then supply it at a price the customer is prepared to pay. The customer is always right, a classic saying which has fallen from favour in recent years; however, it is true provided that they are the *right* customer. The tricky part is that you really need to know who your customers are and what they want even before you can make them your customers.

Don't forget the four P's of marketing; Product, Price, Place, Promotion. Every business, and every product or service, will need its own special blend of these four elements. The 4 P's of marketing all inter-relate to create an overall mix that you can control, and in doing so, can find the optimum blend for your customers and market conditions.

These are just the very basics of marketing. Promotion is just one part of the mix; advertising a part of promotion. Keep in mind; advertising cannot make a bad business a good business. If your business is in need of a new image, a higher level of customer service, more product knowledge or expertise, etc. you need to start there. These types of things must be in alignment to maximize the return on your advertising investment.

Marketing is essential to the growth of your business. The most important thing about planning your marketing is..... *planning your marketing!* All too often, amidst trying to run a business, marketing goes to the bottom of the pile to be looked after 'tomorrow'.

Everything you do, from hiring your staff to renewing your lease and ordering your merchandise, has a deadline. But marketing and advertising decisions always seem to be postponed. The biggest problem with that is businesses often end up doing last-minute promotions, rather than strategically holding the course on building their brand. Not planning and not sticking to your plan is also the biggest contributor to over-spending on your advertising.

Do yourself and your business a favour by marking a certain day on your calendar to regularly plan and review your marketing.

Carla Beaupre, 95,3 K-Rock Station Manager

Province Wide.....

A message from Premier Ed Stelmach

As you know, I've recently announced my decision not to run in the next election. While this has created some speculation about Alberta's future, I hope it won't distract us from all we've accomplished together as Albertans.



We're emerging from the worst recession in decades in great shape. Dollars have been tight, but 1,700 homeless Albertans got a new start, and a new home in 2009. Last year, we opened the doors to 18 new schools in Edmonton and Calgary. And this year, work will start on new hospitals and health facilities, with a focus on rural communities and new cancer treatment facilities.

Through the recession, government has continued to invest in the things that matter most to Albertans. I think we made the right choices for our province during a difficult time. In the coming months, we need to focus on taking the next steps to position our province for growth and success in the new economic order that is emerging.

While I am Premier, I will continue to fulfill commitments I made to Albertans to advance the interests of Alberta to the best of my ability and put my full effort into this work. Albertans have every reason to face the future with pride and confidence, as they have always done.

<http://enewsletter.alberta.ca/albertagovt/View.aspx?id=252205&q=0&qz=ab6ba0>

Experts selected to lead oil sands monitoring

Alberta has taken another step forward in building a first-rate environmental monitoring system for the province.

A group of independent experts from across North America has been chosen to help create a monitoring, evaluation, and reporting system for Alberta's oil sands.

Leading the panel as co-chairs are Hal Kvisle and Howard Tennant. Both have extensive leadership experience. Kvisle is the former president and CEO of TransCanada Pipelines Limited. Tennant is the former president and vice-chancellor of the University of Lethbridge. The remaining panel members represent a broad range of expertise from the scientific, academic, public administration, regulatory, and health fields.

A world-class monitoring system requires appropriate governance and validation, credible data analysis from a science authority, transparent reporting via an information portal, and an exceptional physical monitoring network. The panel will provide recommendations on all of these aspects.

Along with helping to build the foundation for a top-notch water monitoring system in the oil sands region, the panel will provide detailed action items on how the environmental system can be expanded to all areas in the oil sands region - air, land, water and bio-diversity - and how the system can extend throughout the entire province.

The panel will report back to the Minister of Environment by June 2011. [See the monitoring panel's terms of reference](#)

<http://enewsletter.alberta.ca/albertagovt/LandingPage.aspx?id=684706&lm=21814540&q=283712146&qz=c43d8877007c7640bd5fbeb7e91bf087>

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Canada Wide

Better Business Bureau Top Ten Scams for 2011

This year's Top Ten Scams looks at not only those scams that affected us in 2010, but what to watch out for in 2011. One of the biggest trends is in scam artists taking advantage of the public's eagerness to embrace new technologies and services, like social media and online commerce, which allows them to cast a net over countless victims from a safe distance.

The following Top Ten Scams list, themed "How to Spot Them and How to Stop Them", is developed jointly by BBB, Consumer Protection BC, and Competition Bureau of Canada. In no specific order, here are the Top Ten Scams to be on the lookout for in 2011.

1. **Door to Door Scams** - Every new season seems to attract a new door-to-door scammer offering unbelievable deals; roofing contractors in the spring, paving contractors in the summer, and heating contractors in the fall. These fraudulent contractors use high pressure sales tactics to frighten people into expensive yet substandard - and often unnecessary - work, with no way to contact them when the product fails.
2. **Not-so-Free Trial Offers** - Online ads may tempt you to try out a diet product, acne cream, or teeth whitener, but be careful about signing up for so-called 'free' trial offers. Many websites that offer a free trial for products do not disclose the billing terms and conditions on their website. Before giving the company any credit or debit card information, review the website fully and be aware that free trials may result in repeated billing.
3. **Anti-Social Network** - Social networks like Facebook and Twitter are becoming more and more popular. Users are often subject to targeted advertising and direct messages, and scams of all colours use social networks to operate. Fraudulent work-at-home job offers are sent through Tweets and Facebook messages, deceptive "free" trials are advertised, and "clickjacking" on Facebook convinces users to post malicious links on their status updates.
4. **Advance Fee Loans** - Consumers have reported losing substantial sums of money responding to advertisements that "guarantee" loans to people, often online. Consumers complete credit applications and are told the loan (from \$5,000 to \$100,000) has been approved and the promised funds will be received once a fee is paid. After payment, the loan is never received as promised.
5. **Phishing, Vishing, and Smishing** - Identity thieves are always looking for new ways to strike, and taking advantage of new technologies is a boon for scamming unsuspecting users. "Phishing" scams send emails that look legitimate, requesting that your "account information needs to be updated." Recipients are sent to a phony, but legitimate looking website and prompted to enter their information details. "Vishing" attacks come via telephone, usually through a recorded message that tells users to call a toll-free number. The caller is then typically asked to punch in a credit card number or other personal information. "Smishing" scams target mobile device users, sending text messages that might ask a recipient to register for a service that downloads a virus or warn that the consumer will be charged unless he cancels his supposed order by going to a website that then extracts such credit card numbers and other private data. These are all tactics to get you to reveal personal or financial information.
6. **Relative Scam** - This phone scam targets grandparents who think they are aiding their grandchildren by sending money for an emergency situation, but are in fact giving thousands of dollars to con artists. The victim receives a distressed phone call from someone he believes is his grandchild, who typically explains that he has been arrested or involved in an auto accident and need the grandparent to wire money to post bail or pay for damages—usually amounting to a few thousand dollars.
7. **Job Scams** - In tough economic times, scammers target the unemployed and others through work-at-home, online, and mystery shopper job scams. Online job-hunters are told they will be paid to work from home once payment is sent for a start-up kit that never arrives. Mystery shoppers are hired to secret shop a wire-transfer service; they're sent a cheque, told to deposit it, keep a small percentage of the money as their wage, wire the rest, and then complete the survey on the service you encounter. The so-called business address often turns out to be fake, with the money wire-transferred to another unknown location. In the end, the cheque received is a counterfeit or bogus, which the victim finds out only days later when it's returned by their bank and they are out the money transferred.
8. **Business Opportunities** - You may have heard about a new investment opportunity presentation in your neighbourhood. Perhaps a good friend or family member has invited you to attend a presentation. These investments appear lucrative, but often are more hype than substance. Attendees don't know anything about the company and are desperate to hear that it is legit. The promoter convinces investors that they can be part owners of investment portfolios if they enlisted new recruits, often promising commissions.
9. **Business Directory Scams** - Small business owners are often targets of scammers. Unauthorized invoices, unordered packages, and phony business directories are all common tactics used to bilk businesses out of money. Many businesses have received lookalike, or phony, invoices for advertising space in the familiar, locally distributed yellow page directories. These invoices are actually solicitations for listings in alternative business directories that differ from the well-known yellow pages. In fact, the different directory may not be that widely distributed, can be of little or no value to advertisers, or may never be published at all.
10. **Overpayment Scams** - Online buyers and sellers, particularly those that use websites like Craigslist and Kijiji, are potential targets for overpayment scams. A person selling merchandise is contacted by someone claiming to be interested in buying the product. The purchaser arranges to make the payment by cheque and even offers more than the value of the product, asking for the extra money to be sent back to them by cheque or wired to an account. The cheque turns out to be fraudulent, leaving the shipper out of both funds and product.

Chamber Happenings

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Chamber of Commerce
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Sherry Bohme
Executive Director

Sharon Martin
Coalition Coordinator -
Hearts for Healthcare

Jessica Lavoie
Administrative Assistant

Nicole Mansfield
Administrative Assistant



2011 COMING EVENTS

March 23, 2011

Remax Business Mixer

March 23, 2011

Board Meeting

March 31, 2011

Annual General Meeting

April 6, 2011

Wages at Work Workshop

April 15 - 17, 2011

Home & Leisure Trade Show

VALUE ADDED PROGRAM

**Featured Program of the
Month**

PUROLATOR DISCOUNT PROGRAM

The Purolator volume
discount program can save
you up to 30% every time
you use their services.



For information on this or any other "Value
Added Program" please contact the Cham-
ber office @ 780-594-4747

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Welcome New Members

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J & E Filipino Food Store

Phone: 780-594-1100

2010 Business of the Year Awards

CONGRATULATIONS to all the Nominees and Winners!

February 26, 2011 ~ The Cold Lake Regional Chamber of Commerce once again celebrated the successes of our local businesses at our annual awards presentation "An Evening with the Stars". We would like to congratulate all of the nominees and winners of the evening. In Category 1 ~ "9 Employees and Under", Tangles Hair Salon took home the award. The Award for Category 2 ~ "10 Employees and Over" was won by a very excited group of ladies (and a few men) Todd Drake Findlater LLP and in Category 3 ~ "New Business of the Year" was awarded to longtime Cold Lake resident, Bev McNeil from Evergreen Birch Lodge. A "surprise" award was also presented to an unsuspecting Chris Gill from 95.3 K-Rock. He received the "City of Cold Lake Ambassador" award for all of his hard work and dedication to our community.



KB Jordan representative Karen Young presents Tangles Hair Salon with the award for "9 Employees and Under"



Bev McNeil from Evergreen Birch Lodge accepts her award from Accounting Plus representative Ajaz Qu raishi



Todd Drake Findlater LLP stand proud after accepting their award for "10 Employees and Over"

Check out our facebook page for more Business of the Year photos.
****Photos courtesy of Patricia Sutterfield****

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

[Evergreen Birch Lodge](#) - Contact: 780-639-3114

[Furniture Galaxy](#) - Contact: 780-594-3602

[Kia Cold Lake/Budget Rent A Car](#) - Contact: 780-594-6200

[Livingstone Art & Gem](#) - Contact: 780-594-7315

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

[Renegade Recreation](#) - Contact: 306-236-3210

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.

**Cold Lake Regional Chamber of Commerce
Would like to welcome two
New Corporate Sponsors**



PLATINUM SPONSOR

KB Jodan Inc., is an aboriginal owned business from Cold Lake First Nations with the office located in Lac La Biche, Alberta. KB Jodan Inc., specializes in Safety Training and Drug and Alcohol Training Courses, with a private medical clinic to perform pulmonary function tests, pre-employment medical, audiometry, drug and alcohol testing and medical examinations for motor vehicle operations



SILVER SPONSOR

Osum is a pure play oil sands company with four significant projects concentrated in two areas of Alberta, Canada.

As the only junior oil sands company with a project in the established Cold Lake thermal trend, Osum is on the fast track to commercial production. No piloting is required at Cold Lake, saving crucial years at the front end of the development process.

Cold Lake is home to the largest thermal oil sands projects in North America, including Imperial Oil's 160,000+ barrel per day mega project. Husky, Shell and CNRL also operate in the area. Full infrastructure development is in place, including roads, pipelines, water and power.

Osum's Cold Lake operations team has over 150 years of oil sands experience.

Osum is also the third largest resource holder in the bitumen-bearing Saleski

2011 Home & Leisure



Trade Show

Book Your Booth Today!

Dates: April 15 6:00 pm to 9:00 pm
April 16 9:00am to 6:00 pm
April 17 10:00 am to 4:00 pm

Only 16 booths left!

Location: Cold Lake Energy Centre

More information or to register Call the Chamber office @ 780-594-4747
or email: admin@coldlakechamber.ca

China Trip

Limited Space Left!

The Cold Lake Regional Chamber of Commerce

invites you to experience

China with us as we partner with Tianjiao International to host a ten-day tour

(May 18-27, 2011)

For more information Call the Chamber

@ 780-594-4747

Wages at Work Workshop

This workshop provides a comprehensive hands-on experience designed to provide participants with a better understanding of the rights and obligations of employers and employees under employment standards legislation.

April 6, 2011 @ the Cold Lake Regional Chamber of Commerce.

NO COST TO ATTEND THIS

WORKSHOP.

PLEASE R.S.V.P TO THE CHAMBER

Minimum of 12 participants needed.

This workshop is designed for business owners, managers, supervisors, human resource practitioners, and payroll and accounting administrators.

GRAND OPENINGS



Mayor Copeland, the Cold Lake Regional Chamber of Commerce, and various representatives from 4 Wing, along with the owner's of Michel's Chinese Kitchen cut the ribbon to mark the Grand Opening of

MICHEL'S CHINESE KITCHEN

on January 29, 2011

Congratulations!!

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 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	Brandon Vik, Remax 2000
Director	Lisa Borowitz, ATB Financial
Director	Brian Clark, ATB Securities Inc

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