



BUSINESS VOICE

July 2008

“Discover the Riches of Your Own Backyard”

The Quesnel & District Chamber of Commerce (Visitor Centre) would like to take advantage of the rising fuel costs this summer and the undecided summer visitor to create a targeted marketing campaign designed to motivate residents of the near in markets to holiday in the North Cariboo.

Our strategy consists of a “Staycation” media campaign targeting Prince George, Williams Lake, Vanderhoof and 100 Mile.

WE NEED YOUR HELP!

The success of this strategy depends on the local tourism sector working together over the next two weeks to develop either a two day package or four day package that will “hold the hand” of guests to our region and make their summer trip planning easy. We have a very short window (a funding possibility was just made available this week) and Chamber and Visitor Centre staff will be focusing our attention on accessing the funding and making ad buys so, we need the tourism sector to take initiative and work with their colleagues to develop the packages.

Possible ideas could be an accommodation business partnering with an adventure business such as rafting, horseback riding, golf or fly-fishing. Maybe you have a Bed & Breakfast and you put together an Arts & Culture package. Other package ideas could be a “Girl’s weekend”, “Discover Billy Barker Days”, “Boot Camp of Adventure” or “Environment with Bird Watching.” The possibilities are endless and we encourage you to work with Wells, Barkerville and Bowron and other surrounding communities.

Perhaps your business has already developed a package. We can use that information as well; it just needs to fit one page.

It will not cost you any money to market the package as we are focusing all our attention on raising the funds in order to put more money in your pocket. The campaign will only be using the packages that are submitted by July 9th electronically to qchamber@quesnelbc.com). We will also be using the information submitted to develop itineraries for Travel Writers.

What should the itinerary or package look like?

- We need it to fit on one page.
- We need a photo.
- Description of the package.
- Estimated Cost.
- Times when the package would be available (for example if we are targeting a weekend market are you open on the weekend?)

We will need this information by July 9th in order to maximize the summer opportunities. Please forward the one page of information to qchamber@quesnelbc.com

We apologize in advance for not having staff available to discuss the project or assist you with putting the package together. We did not get all of our staffing funding this year through the summer student program.



Women's Business 1st Anniversary "Picnic in the Park"

New Date

Wednesday
July 9, 2008

Time: 5:30 – 7:30 PM

Location: Robert's Roost
3121 Gook Road

- Please bring your own picnic & lawn chair
- Juice & dessert will be provided

Hope To See You There!

For more information & to RSVP
call the Quesnel Visitor Centre at
Phone: 992-8716
Email: qvisitor@quesnelbc.com

Next Chamber lunch is September 24th from 12:00-1:00 at the Legion



Member Profile

When **Cariboo Building Systems** started manufacturing wood trusses using beetle-killed wood and metal connector plates two years ago, it seemed that the requirements for a 'green' technological process were being met. Efficiencies in resource use and minimal impact on the environment were among **Cariboo Building System's** strengths.

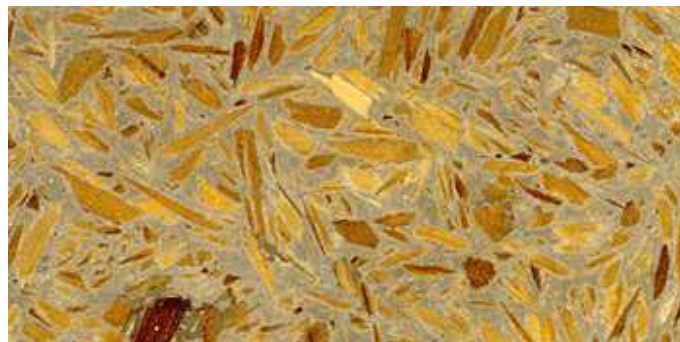
However, with expansion in production, an unforeseen issue arose. Wood waste from the trimming process started to accumulate. With no current use for this material it was destined for the landfill, an unacceptable cost to both the company and the environment.

With no market for this waste material, diversification was the only solution. Recent studies showed that beetle-killed wood had an enhanced compatibility with Portland cement and a new material, **Beetlecrete**, has been developed based on those findings.

Beetlecrete is a composite basically made of wood chips from beetle-killed timber and Portland cement. It is strong and water resistant like a slab of concrete but it keeps some of the properties of wood-based panels, such as nail holding capacity and workability. **Beetlecrete** is fire resistant and moldable which makes it suitable for many interior applications such as countertops, floor and ceiling tiles, partition systems, and desks.

Now the trim ends are chopped, ground, and screened into aggregates for making **Beetlecrete**. **Cariboo Building Systems** is proud of using no petroleum-based binders, resins, or other toxic compounds in the manufacture our products. Wood, metal and cement are the materials we work with. **Cariboo Building Systems** is dedicated to incorporating innovative methods in its manufacturing processes and to improving green building practices.

Cariboo Building Systems is a progressive, locally owned, truss and cabinet design company offering a variety of products and services to residents in the Quesnel area of Central British Columbia.



Wood cement product

Welcome New Member Triple 'J' Ranch

Exclusive rides are available. Please call for more details.

All rates subject to GST.

Gold Nugget Ride to Barkerville (Wagon Train)

July 19 - 27, 2008

"The experience of a lifetime!" Imagine yourself exploring the land as they once did. Ride the Wagon Train or on horseback to Beautiful British Columbia's #1 single attraction, "Historic Barkerville", just like the old days..... Take the opportunity to enjoy the famous [Billy Barker Days](#).

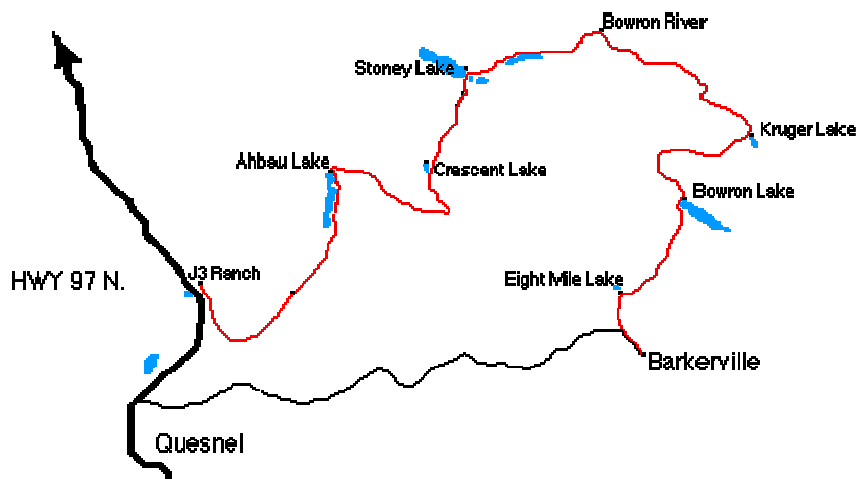


Try your hand at panning for the Gold Nugget! We setup camp at six lakes and the Bowron River along the way and wind up with a ride through Barkerville on the last day. After a day riding, reward yourself with a swim on horseback or just kick back after the chores are done. This working ride is sure to be a breathtaking and unforgettable adventure. So "Cowboy Up" to this "Real Cowboy Experience". Space is limited - early [booking](#) is recommended. Limit of 20 saddle horses and 10 wagons.

- \$1500.00 - 1/3 deposit required upon booking

[Information letter for future guests of the Triple J Wagon Ride to Barkerville](#)

ROUTE MAP:



Ultimate Itcha Trip

Chilcotin Itcha Ilgatchuz Pack Trip

August 15 - 24, 2008

This spectacular ten day pack trip takes us along the Bazzeco River to the Itcha Ilgatchuz Park, where hundreds of caribou and many other species of wildlife roam. The pristine wilderness and unforgettable sunsets can't be forgotten. It's a trip you'll wish you could do again and again.

- \$1500.00 - 1/3 deposit required upon booking
 - Please [call us](#) for more information.

Cottonwood River Ride

Trip #1: July 11 - 14, 2008

Trip #2: July 29 - August 1, 2008

Trip #3: August 8 - August 11, 2008

Trip #4: August 29 - September 1, 2008

This 4-day, 3 night magnificent pack trip is sure to be an adventure you'll never forget. Along with exploring Historic Cottonwood House; riding in the river, fishing, gold panning, even wildlife viewing "*if you're quiet*", are just some of the "Real Cowboy Experiences" you'll enjoy! Visit: <http://www.cottonwoodhouse.ca/> for more information on this Historic Site.

- \$600.00 per rider

Trail Rides

May thru August

- Hourly Rides --- \$25.00 per hour per rider - Minimum 2 hour ride
- Day Rides --- \$100.00 per rider, includes lunch

FREE - One night camping with Trail Ride

Field Trips for School Groups and Special Interest Groups

May and June

For your "*end of school year*" outing, you'll enjoy a day of fun and adventure at the ranch which includes:

- A Horse Safety Demonstration
 - One hour of Horse Back Riding
 - One hour of Hiking
 - A Scavenger Hunt
- \$30.00 per child

Helmets are provided

Helpers ride for free (*6 for each school group*)

Bring your own lunch

(A fire can be lit for roasting hotdogs and marshmallows)

Minimum group of 10 is required

Must Be Booked in Advance

Camp Triple "J" (Horse Camp-Out for Kids)

SORRY - NOT AVAILABLE IN SUMMER 2008

"Calling all kids for 5 days and 4 nights!"

We consider it a privilege having children come to camp, doing our best to make their stay as fun and rewarding as possible. We pride ourselves in providing a "Real Cowboy Experience," just like the old days. Along with all the other things that happen at camp, kids learn "Outdoor Survival on Horseback". Friendships and memories that are made will be carried throughout the lives of all who participate. A typical day includes:

- riding horseback
- hands-on horse care
- horse safety and saddling
- camping out
- meals around the campfire
- mug-up before bed
- swimming and fishing
- games and crafts

- treasure hunt/scavenger hunt
- how to use a compass
- building a lean-to shelter
 - For ages 9 - 13
 - \$600.00 per child

1st Annual Chamber Golf Tournament a Success

The weather cooperated and a good time was had by all on June 26th for the First Annual Chamber Golf Tournament. A special thank you to our sponsors:

Achieve Advertising
Best Western Tower Inn/Begbies
Cariboo Propane
Denny's Restaurant
Gold City Fitness
Greg Andrews Insurance
Info Book
J D Meats
Job Wave
Maple Leaf/Schneider's Meats
Quesnel Cariboo Observer
Quesnel Vending
Sandman Hotels Inns & Suites
Scotia Bank
Shark Club
Wal-Mart

Special Offer For Chamber Members

The Business Peace Cariboo is doing a special offer that is only to Chamber members in their next issue. This would give Chamber members a chance to come on board with Business Peace Cariboo at a special rate. The ads would appear around the Chamber column each month. It would give a greater focus to the Quesnel area. If you are interested in more information please contact Joanne at: **Business Peace Cariboo The Voice for Local**

Business

Local 758-2684 ext. 124 **Fax:** (250) 758-2668

Toll Free: 1-866-758-2684 ext. 124

2345B Delinea Place, Nanaimo BC V9T 5L9

joanne@businessvi.ca

Video Conference Workshops Offered at Community Futures

Call 747-1212 to register

Start Smart! \$10

Date: Tuesday, July 08, 2008

Time: 9am - 12pm

This seminar covers basic small business start-up information and is designed for the client in the "thinking of starting a business" stage. Includes information on all the basic legal requirements including company structure, business name reservation and registration, licensing, GST, PST, and WCB registration, income tax and labour requirements. All of the resources and services of Small Business BC are highlighted with emphasis on business planning tools, seminars, export services, a demonstration of our website and other resources such as the Centre's library and bookstore.

Marketing and Sales \$20

Date: Thursday, July 17, 2008

Time: 1-4pm

Marketing includes everything from understanding your customers to product development, distribution and pricing. This workshop focuses on tools that allow you to identify profitable target markets and develop an efficient marketing system that will generate customers and revenue with less time and money. Discover your own unique sales style and learn how to build rapport to strengthen your customer relations. Explore how to align your values, goals and unique sales strengths to sell more effectively. Whether selling a product or service learn the negotiating skills necessary to build your B2B and B2C client base.

HR for Small Business \$20

Date: Thursday, July 17, 2008

Time: 9am - 12pm

Understanding the basics of employment law and sound human resource processes and procedures will set you and your business on the right path to growth. Knowing how to recognize when you can use a contractor over an employee is useful in maximizing your potential and minimizing potentially expensive mistakes. Finding, motivating, and growing productive and happy employees is key to your own happiness as a business owner. Learn the basics of setting up a simple but adaptable system that can grow as your company grows and avoid the pitfalls of bad hires and bad HR systems.



WCG's JobWave Changes Lives with the Support of Local Chambers


"Look at me now!" says Shawna. As a single mother who had been out of the workforce for four years, Shawna was suffering from feelings of low self-esteem and inadequacy when she came to JobWave. Today, Shawna is literally a different person. With the support of the JobWave team and its valued partners, Shawna now feels "like a somebody."

"How others perceive me has changed. I walk tall. I used to look down, avoid everything and everybody and now I can look people in the eye...My whole attitude and outlook has changed."

At WCG, partnerships are integral to our ongoing success. Our alliance with 33 Chambers of Commerce, 65,000 businesses and 349 local service providers help us deliver exceptional JobWave and Triumph programming in more than 250 communities across British Columbia.

We are proud to partner with the following Chambers of Commerce:

- The British Columbia Chamber of Commerce
- Alberni Valley Chamber of Commerce
- Campbell River Chamber of Commerce
- Comox Valley Chamber of Commerce
- Duncan-Cowichan Chamber of Commerce
- Greater Nanaimo Chamber of Commerce
- Parksville & District Chamber of Commerce
- Qualicum Beach Chamber of Commerce
- Greater Victoria Chamber of Commerce
- North Vancouver Chamber of Commerce
- Richmond Chamber of Commerce
- Sechelt & District Chamber of Commerce
- Abbotsford Chamber of Commerce
- Burnaby Chamber of Commerce
- Chilliwack Chamber of Commerce
- Surrey Board of Trade
- Tri-Cities Chamber of Commerce
- Castlegar Chamber of Commerce
- Cranbrook and District Chamber of Commerce
- Creston Chamber of Commerce
- Kamloops Chamber of Commerce
- Kelowna Chamber of Commerce
- Nelson & District Chamber of Commerce
- Penticton and Wine Country Chamber of Commerce
- Quesnel Chamber of Commerce
- Salmon Arm Chamber of Commerce
- Greater Vernon Chamber of Commerce
- Westbank Chamber of Commerce
- Williams Lake Chamber of Commerce

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- Smithers District Chamber of Commerce
 - Terrace & District Chamber of Commerce
 - Prince George Chamber of Commerce
 - Vanderhoof Chamber of Commerce

Please contact us at :

ESP Consulting

250-392-4446

1-866-392-4446

or

Walter Marin,

Employment Solutions Representative

1-888-562-9283