



July Business Voice

At the Quesnel & District Chamber of Commerce, we are proud to join with our community to celebrate Canada day. July 1st is the annual celebration of Canadian Independence from British Rule: Canada Day.

While the American's separated from British Rule in 1768, Canada waited another 100 years, finally gaining independence in 1868. The annual celebrations did not begin until after the 1950's, and in 1982 officially changed to

Now Canada Day is communities all over the of these patriotic celebrate the Independence of the provinces.

Canada Day is July 1st of all Canadians to enjoy time with family & friends.

In Quesnel, come to on July 1st to celebrate friends and family. At 11, begins, with the opening at 12:30. There is an official Cake Cutting taking place at 1:00. Other features of the Canada Day celebration in LeBourdais Park include a kids zone, face painting, races, relays and much more. The Celebrations in the park will take place until 5 pm. There is no cost to join the festivities at LeBourdais Park.

We look forward to seeing everybody at the park on July 1st.



Dominion Day was Canada Day.

celebrated by country. Quesnel is one communities that of Canada and the union

every year. It's the day for relaxation while spending

LeBourdais Park at 11:00 Canada Day with your the Stage Entertainment ceremonies taking place

We are making some Exciting Changes to our Newsletter starting August 1st. We will be highlighting some of the amazing businesses, services and unique products that are available here in Quesnel. This is part of the Quesnel & District Chamber of Commerce's Shop Local Campaign. We value our community and what services and products are available here, and are working hard to increase awareness. Check back next month and see the new newsletter format.

At the Quesnel & District Chamber of Commerce, we are serious about Business in Quesnel.



BC's Largest Free Family Festival- in Quesnel!

The first Billy Barker Days festival took place July 18-21, 1974. Since 1974, the Quesnel & District Chamber of Commerce has been a proud supporter of our community and dedicated to the enhancement of the Billy Barker Days celebrations.

Included in the events of the first ever Billy Barker days were sports, dances, games, a parade, rodeo and even the Fraser Bridge opening. There was also a fun event involving a barrel in the Fraser River; a barrel was dropped in the Fraser River 5 miles North of the Old Fraser River Bridge. The people would then guess how long it would take for the barrel to reach the bridge, and prizes were given out to the winner.



The Chamber also sponsored a decoration contest for shop owners in Quesnel. The prizes were for the best window display, decorations throughout the shop, and for the best dressed staff. The contest was a great way to inspire Quesnel residents and business people to get excited and take part in Billy Barker Days. After all, celebrating our community heritage should be as fun as possible.

Our Billy Barker Days Festival is now the largest free family festival in British Columbia. We maintain the parade tradition, but other activities have

changed. We have a kids day, a seniors day, stage entertainment in the park all four days of the festival, the Fair, and fabulous street mall. A Beautiful fire works display and a friendly pie eating contest are also going to be staples of 2010's 37th Billy Barker Days celebration. Mud and Stock Car racing and the always popular Crash to Pass are also part of the Billy Barker Days celebration. The rodeo is also available three days of the festival. There are activities going on constantly during Billy Barker Days, with something that fits everyone's taste.

While the Chamber of Commerce was originally involved in the planning and organizing of Billy Barker Days, today the Billy Barker Days Society runs the event independently from the Chamber with a number of wonderful volunteers. The support of businesses and community allow the Billy Barker Days Society to continue to put on the largest free family festival in British Columbia, and allow us to celebrate our unique community heritage. Billy Barker Days 2010 is from July 15-18th.

At the Quesnel & District Chamber of Commerce, we are dedicated to improving business and community in Quesnel. We are proud to offer the largest free family festival and look forward to celebrating our community's heritage this Billy Barker days.



If It Feels Good, Do it! – Music, Your Business & SOCAN

Music is one of the truly universal things that make people feel good all over the world. It also sells - ideas, services, products. The value of music to business owners is obvious and, in some cases, integral to their success. Imagine a dance club or an aerobics program without music. In restaurants, music helps create the desired atmosphere. When music is performed or communicated to the public, the people who write and publish these songs must be compensated for it. In

Canada, the Society of Composers, Authors and Music Publishers of Canada (SOCAN), is the organization that makes sure customers acquire the correct licence when music is publicly performed.

“We, at ABLE BC, appreciate the willingness of SOCAN to work with our association as a partner. This positive relationship has resulted in SOCAN keeping us better informed, proactively communicating with our members and having profile at industry events; a partnership that, like the music they license and we all enjoy, benefits everyone.” (Kim Haakstad, Executive Director, Alliance of Beverage Licensees of BC)

SOCAN provides music users, or customers, with a “one-stop-shop.” For the applicable licence fee, we offer access to virtually the world’s entire repertoire of copyright-protected music. As well, SOCAN is a not-for-profit organization, and more than 80% of all monies collected from SOCAN customers are distributed back to the writers and publishers who are entitled to it.

“Many people don’t realize that SOCAN is a not-for-profit organization owned and controlled by the actual songwriters and publishers. We receive money when our songs are played

during live performances, on the radio and TV, but I know people also enjoy dancing and listening to music while eating and socializing so collecting money for that is equally as important. We love to be able to make music for a living and part of that is continuing to write great songs. SOCAN actually gets us paid for working! Now who doesn’t want that and think it’s fair?!” (Jacob

Hoggard, lead singer, Hedley)

SOCAN helps music creators – songwriters, composers, lyricists and their publishers, as well as members of affiliated international performing rights organizations – by

selling access to their music based on licence fees set out by the Copyright Board of Canada in tariffs published in the Canada Gazette. By paying their licence fees, SOCAN customers also have a hand in the success of SOCAN members.

“I am attached to SOCAN for survival. No matter what goes wrong within the industry, SOCAN is right there every 3 months with my performing rights cheque. For many years, the March SOCAN cheque was how I paid my income tax. The assistance they’ve given me over the years has been invaluable. SOCAN is there for the new up-and-coming writer as well as the established ones. I am proud to be a member of SOCAN.” (Randy Bachman, founder of the Guess Who and Bachman-Turner Overdrive)

Obtain the appropriate SOCAN licence(s) for your business and know you play a part in supporting the music creators of the world. For full details on SOCAN and our tariffs, visit www.socan.ca or give us a call at our toll free numbers. For new customers, please call 1-866-944-6210, and for existing customer queries, please call 1-866-944-6223.





Northern Health advising restaurant owners of phone scam

Northern has recently become aware of an apparent telephone scam where the caller claims to be an NH “health inspector”. Calls have been placed to restaurants, seeking sensitive information including tax details. In some cases, the calls have included the threat of a fine for not providing the requested information.

Northern Health is advising operators of restaurants and other regularly-inspected facilities that NH Environmental Health Officers are NOT in the practice of seeking financial or other personal information over the phone. EHOs also carry Northern Health nametags that clearly identify them as NH employees, and can be further verified by calling the local Health Unit.

Media reports indicate similar calls have been placed to facilities in other health regions of BC, as well as in Ontario, and the United States.

Business owners and members of the public should always be cautious about providing personal information over the phone, or online. They should also request official identification from anyone seeking such information in person.

The 2nd Annual Tourism Awareness Day

The Quesnel Visitor Centre is hosting its 2nd Annual Tourism Awareness Day on **August 20th, 2010 at the Visitor Centre in LeBourdais Park**. We are encouraging local celebrities, business owners, and Chamber Members to join us in being honorary Visitor Information Counsellors for the day. The purpose of this event is to raise awareness on the growing importance of tourism in our province, region, and of course our community. We would also like to showcase the exceptional customer service our centre provides to visitors in the Quesnel area.





My Trip to Tofino, BC

I decided to take a surfing Vacation in June, and we went to Tofino, British Columbia. I had never gone to that side of Vancouver Island, and let me tell you, it's worth the trip. 4 of us from Quesnel packed into our car and started the long drive, with excited images of surfing the waves and resting on the beach. We were lucky; our surf instructor told us that it was the first weekend that Tofino had seen sun all year, and all weekend the sun was brilliant.

We rented a cottage at the Long Beach Lodge Resort, and it was exquisite. Those who know me, know that I do not camp. I travel in style. The Resort offered us a beautiful private 2 story cottage, our own hot tub and semi private yard, and was a 2 minute walk to the beach at Cox Bay. The 5 star restaurant in the lodge offered the most amazing food I've ever had- I'd go back again just to eat there.

Of course, the most exciting part of our trip was when we finally got to hit the waves. After taking an eternity to get into the wet suits (and trust me, it was no easy task) we finally got to go out surfing. It was wave we caught (and stomachs) had the hooked. We spent trying desperately to and some of us were right into the beach. curious and excited, serious case of



and try our hand at fantastic. The first (and rode in on our entire group of us the rest of the day get up onto our feet, able to ride the waves We left Quesnel and came back with a surfing addiction.

We also spent some time in town. The shops were adorable, and the people so inviting and informative. Almost all of the clothing is organic and the food and products are all made naturally, and they go to great lengths to buy local.

We took in the local Farmers Market on Saturday. It was one of the most interesting collections of products I have ever seen. I bought a beautiful handmade, one of a kind necklace that has been winning me compliments ever since.

All in all, I highly recommend taking an adventure in Tofino. There is so much to do, sea kayaking, surfing, scuba diving, beach walking or just enjoying the unique community.

We will definitely be returning.

Holly Durocher, Chamber of Commerce



Parade Participation....Huge Hassle or Huge Opportunity?

With Billy Barker Days fast approaching, I thought it timely to discuss Parade Floats as they relate to Advertising and Marketing. I am sure many of you have participated in parades, and are hopefully already planning your entry for this year, but I am sure there are also those of you who never considered the parade to be a part of your marketing strategy. The Annual Billy Barker Days Parade is a great opportunity to promote your business. As the **most attended** event of the year, you are given a chance to put your business name in front of a huge number of people who are engaged, and looking to be entertained. Deliver something creative and interesting, and you will be remembered for it.

This type of advertising falls into the “Brand Awareness” category. While important, this type of advertising is often unaffordable for many small businesses. A Parade Float though, can be done well on a small budget since there is no fee for entry in the Parade, and can often be made from inexpensive materials. When considering a Parade entry for marketing purposes, it is especially important to think creatively and outside of the box. To really make an impact, and cause people to talk about your business your entry needs to be something new and interesting.

Some things to consider:

- Brainstorm with your employees for a theme – Encourage creative and unique ideas.
- Enlist as much help as you can in the creative process – the more ideas the better.
- Don’t constrain yourself to a traditional “float” – an entry can be anything on any kind of wheels (scooters, golf carts, lawn tractors etc) or a walking entry (drill team etc.)
- While having some kind of tie-in to your business is great, the most important thing is that what you enter is interesting, engaging and unusual.
- Once you have an idea – start Googling. There are loads of ideas out there for decorations, costumes, and how to make the elements of your float. It is amazing what you can make from recycled objects and some parts from the hardware store!

While a Parade entry can require a lot of time, if you do go for it, the returns it will pay on your investment could be huge in both brand awareness and community goodwill. Good luck and I hope to see you at the Parade!

Amy Quarry is the owner of AdBoom Studio, a local Marketing and Graphic Design Company. You can find her at www.adboom.ca, on Facebook, and at 250.983.5675.



Amy Quarry of Ad Boom Studio



July Events

Date	Event Name
Jul 01	Dominion Day Celebrations
Jul 01	Canada Day Barbeque
Jul 01	Senior's Tea
Jul 01	Canada Day Celebration
Jul 03	Fun Badminton Tourney
Jul 04	Fun Badminton Tourney
Jul 05	Rocky Mountaineer Vacation Train Schedule
Jul 06	Quesnel Singles Social Group
Jul 06	Nature Exploration
Jul 07	Rock Climbing Wall Belay Certificate
Jul 09	Ducks on the Moon
Jul 10	Artists in the Market
Jul 10	Clear Sailing Dog Sports - Agility Weekend
Jul 11	CHAAPS Fundraising Clinic
Jul 11	12th Annual Golf Tournament - Quesnel Millionaires
Jul 12	Camp Eras
Jul 12	Rocky Mountaineer Vacation Train Schedule
Jul 14	Rocky Mountaineer Vacation Train Schedule
Jul 15	37th Annual Billy Barker Days Festival
Jul 15	Amusement Rides with the Youth Centre
Jul 19	Rocky Mountaineer Vacation Train Schedule
Jul 20	Quesnel Singles Social Group
Jul 21	Rocky Mountaineer Vacation Train Schedule
Jul 21	Rocky Mountaineer Vacation Train Schedule
Jul 25	Prospector's Car Club Barbeque - The Cariboo Cruise
Jul 26	Nature Education Centre Summer Day Camp
Jul 29	Telephone Workshop
Jul 30	ArtsWells Performers
Jul 31	ArtsWells Performers