

# Business Voice

## SMALL BUSINESS WEEK – Leadership In Action

### President's Message

The Chamber of Commerce is pleased to be celebrating Small Business Month. We have a number of exciting initiatives planned during the month including our keynote speaker on October 22, the Hon. Minister of Forests, Pat Bell.

Many people wonder what the Chamber of Commerce does. On top of the benefits program that our members can take advantage of including group insurance, discounted merchant rates, discounted gas rates and much more, we work as strong advocates on our community's behalf.

Over the last six months the Chamber has met with the following:

- Minister of Agriculture to discuss the Mobile Poultry Abattoir, Meat Producers Association and the FARMED group.
- Minister of Forestry to discuss the future and opportunities of the Forest Sector.
- Only Chamber in the North invited to present to the Forest Roundtable.
- Minister of Advanced Education to discuss Skills Training and Phase II of the College.
- Several meetings with the Minister of Small Business and Revenue to discuss regulatory reform. We have also been participating in the Small Business Roundtable Climate Action Committee that is discussing opportunities for Small Business. We have been working closely with Community Futures to promote video-conferencing.
- Minister of Transportation to discuss the return on the investment for the truck route.
- Provincial Northern Caucus Chair.
- MLA, MP and Mayor and Council on a consistent basis to highlight concerns and opportunities of our members.

- Chief Justice Hugh Stanfield to discuss faster, simpler, more cost-effective civil dispute resolution.

- BC Chamber on the Carbon Tax.

We have also been submitting monthly articles to Business Peace Cariboo promoting our community as a great place to live and invest. On the event front, the Chamber in partnership with the Cariboo Observer hosts monthly Women's Business. Some of the topics covered include, "Assertive not Aggressive," "Keeping Customers for Life," "Take Back Your Time" and "What the Chamber Can Do for Your Business." Attendance has been excellent with new people attending all the time. The Chamber organized an "Old Fashioned Picnic" this summer at Robert's Roost which was very successful. We also held the second annual "New Resident/ Business BBQ" in conjunction with the unveiling of the updated Visitor Information Centre.

On the marketing front over the summer we have worked with Media and Travel writers in partnership with Northern Development Trust and Rocky Mountaineer Vacations to promote Quesnel. The earned media buy of this initiative will be in the hundreds of thousands of dollars to our favour. This summer we also organized a successful "Staycation" campaign that encouraged people to discover the riches of their own back yard; a significant update to the website is in progress; an online media package is in progress; a full page ad was taken out in the 2009 Regional Travel Guide; a full page ad was taken out in the 2009 Touring Adventures guidebook, a 1/3 page ad was taken out in the 2009 Milepost Magazine and we took out an ad in the 2009 Regional Map Pad.

President:  
Keith Brookes



# Benefits of Chamber Membership

The Chamber of Commerce works hard to negotiate better rates for our members.

If you utilize the TD Merchant Visa, members pay 1.75% electronic deposit and 10 cents for direct Payment. Open a TD Canada Trust Business Chequing Account, using Easy Switch, and have your card transactions deposited as early as the next business day, with same day credit. And the deposits are not treated as chargeable transactions.

Other great discounts include gas discounts of 3.5% at Esso, 2 cents per litre at Petro Canada Superpass, 2 cents per litre at Shell and 2 cents per litre at Husky Mohawk

Primus Business Services is offering members 4.5 cents a minute long distance calling anywhere in Canada & the US and Primus DSL Bundles for Business.

The Chamber of Commerce Group Insurance Plan is at work for small business. It covers all industries including one person firms, home businesses and farms. There are dental and health options. Guaranteed renewable contracts with fully pooled price stability and business overhead benefits. The Member to Member Program is another great way to save money and to increase traffic to your business. Various businesses in the community provide great incentives to other Chamber members to utilize their services.

For more information on any of these plans, contact the Chamber office 250-747-0125

## Community Futures



Video Conferencing...The Final Frontier in Business Communications

Video conferencing is a great solution for business communications. Small businesses are feeling the pressures of escalating fuel prices and a shrinking labour force. It makes good business sense to utilize video conferencing as a means for communication and an alternative to travel for business meetings, training workshops, business seminars and/or interviews. It saves both time and money while reducing your carbon footprint.

Our Mission: To seek new uses of our technology while providing relevant and timely information and an efficient and effective way for businesses to both host and attend meetings. Small Business BC Seminars are just one way Community Futures is fulfilling this mission! Every month Community Futures is hosting business seminars/workshops via Video Conferencing. The workshops cover a broad array of relevant business topics such as Marketing, Legal Tips for your Small Business, E-Business, Understanding Financial Statements and more!

The Future is Now...so Sign up Today! It is easy, just check out our Calendar online at <http://www.cfquesnel.com/Calendar.aspx> or call 250-747-1212 for more information.

## Here are just a few of the October Video Conferencing Meetings:

### October 2<sup>nd</sup> 2008

How to get started series – Legal tips for business  
\$25

### October 10<sup>th</sup> 2008

The basics of selling on eBay  
\$99

### October 24<sup>th</sup> 2008

Selling a business  
\$39

### October 28<sup>th</sup> 2008

Going Global:  
Importing into Canada  
\$59

### October 7<sup>th</sup> 2008

Going Global: An introduction to international trade finance  
\$59

### October 20<sup>th</sup> 2008

Getting your business online  
\$25

### October 24<sup>th</sup> 2008

Buying a business  
\$39

### October 30<sup>th</sup> 2008

Recruiting and retraining top talent  
\$199

## The Chamber of Commerce Welcomes New Member:

**Canadian Rich Mom Enterprises Inc.**  
865 Anderson Drive  
V2J 6N8  
250-991-0073  
[savannah@canadianrichmom.com](mailto:savannah@canadianrichmom.com)

## Women's Business Professional Growth

**October 14<sup>th</sup> 2008**

8:15am – Networking  
8:30am – Presentations

Informational meeting for career and educational growth.

## Capital Ideas

Regardless of the product or service your company delivers, people are one of your most important assets. In fact, so vital are human resources that some organizations have considered listing human capital on their balance sheets. It should come as no surprise then that retaining top employees should be among your most important goals. Here're a few tips to help you hang on to your knowledge workers:

- Allow employees to grow. Even the most routine-oriented positions should allow employees some room for growth and learning. This could be as simple as encouraging task rotation or as complex as working with an employee to develop and achieve a series of professional goals.
- Keep the lines of communication open. Scheduled performance reviews create a vital link between you and your employees. When complemented by regular feedback and communication with employees, reviews provide an effective, structured forum for two-way dialogue. A review shouldn't include nasty surprises. Instead, deal with any concerns you may have on an ongoing basis, and encourage employees to discuss what motivates or irritates them.
- Draw a straight line between inputs and outcomes. While people are motivated by many different factors, few experiences are as de-motivating as feeling as though one's contributions don't count. To counter this, try to remind all employees of the importance of their contributions. Show them the value (whether expressed in dollars, desired outcomes or some other metric) their input creates.

*JobWave is delivered by WCG International HR Solutions in partnership with the Ministry of Housing and Social Development. WCG has helped employers fill over 68,000 job openings since 1995. For more information, call us today at 1-888-JOBWAVE or visit [www.jobwave.ca](http://www.jobwave.ca) or contact:*

ESP Consulting  
250-392-4446  
1-866-392-4446

or  
Walter Marin,  
Employment Solutions Representative  
1-888-562-9283

## Sustainable Business Consultations

A team trained in various aspects of energy and water efficiency available to come to your business location and provide one on one 15 – 45 minute consultations. You will learn ways to save on electrical costs, heating costs, water use and available rebates and incentives.

Electrical Use Efficiency: Myles Gregory - BC Hydro

Insulation/Weather Proofing: Bill Wilson Murray – Energuide Consultant from Quesnel

Water Conservation: Jessica Knodel - Water Wise Coordinator  
Cariboo Chilcotin Conservation Society

Incentives/Rebates: Tracy Bond – Project Coordinator, Fraser Basin Council

Phone Tracy Bond at (250)992-2295 to book an appointment or email [tbond@quesnelbc.com](mailto:tbond@quesnelbc.com).

First Come, First Served



## October Events

- 3-5** 38<sup>th</sup> Annual Fiddle Contest – Legion
- 10-12** 4<sup>th</sup> Annual Haunted House and Corn Maze – 250-992-8339
- 10-12** Traditional Thanksgiving Pow-Wow – 250-992-8347
- 11** Last Farmers Market of the season – 250-747-8543
- 25** CDC Family Variety Show Fundraiser – 250-992-2481
- 31** Annual Halloween Spooktacular at the Arts & Rec Center
- 31** Ghostly Town tour in Barkerville – 250-994-3302 ext. 29



# JobWave

# Quesnel & District Chamber of Commerce 15<sup>th</sup> Annual Business Excellence Awards

**Don't miss your opportunity to nominate** in one or more of the below categories. Or, if you own a business that you feel has excelled in the past year let us know about it. The nominee must have been in business in Quesnel & Area for a minimum of one year (with the exception of Young Entrepreneur that may have started a business within the calendar year). The award is based on the calendar year from January 1 to December 31, 2008. Deadline for nominations is November 30, 2008.

Your Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

**Retailer of the Year:** This award acknowledges a business that markets and advertises effectively. The business is proactive to changing market trends, provides a variety of products it willingly stands behind and gives good value. Business you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Tourism Excellence Award:** This award acknowledges the efforts made by an individual, business or organization that promotes Quesnel & area as a tourism destination and to facilitate the enjoyment of visitors to our area. Business/individual or organization you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Employee of the Year:** This award is presented to an employee who has demonstrated initiative and enthusiasm for the job, performs exemplary customer service and creativity and has taken a leadership role and worked on team spirit within their place of business. Individual you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Home Based Business of the Year:** This award recognizes those individuals that have sought out innovative ways to provide quality product(s) and/or service(s) through a home based business. Business/Individual you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Customer Service Award:** This award recognizes a business's dedication to customer satisfaction through integrity and excellent service and/or development of an outstanding product, beyond customer expectation. It also provides staff with updated training to meet changing customer needs. Individual you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Community Spirit Award:** This award recognizes a community service group project, business or non-profit organization whose accomplishments have significantly benefited the community over the past year. Business/organization you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Business Person of the Year:** This award recognizes an individual who has demonstrated personal strength while inspiring motivation and encouragement in others. Individual you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Go Green Award:** This award acknowledges the business that appreciated that the protection of the environment is a shared responsibility. It recognizes innovative businesses that are making a difference by encouraging physical activity, energy conservation, and producing environmental benefits. This business encourages others to strive for clean air, water and land. They also encourage sustainable use of renewable resources, protection of special spaces and species and the preservation of the Cariboo region. Business you would like to nominate and why or how you feel this nominee has excelled in the past year:

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**Young Entrepreneur Award:** An Entrepreneur, under the age of 30 years, who has demonstrated business excellence, innovation & leadership. Individual must have at least part ownership of business. Individual you would like to nominate and why or how you feel this nominee has excelled in the past year:

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Please send in nomination form to Quesnel & District Chamber of Commerce:

Fax: 250-747-0126 [gchamber@quesnelbc.com](mailto:gchamber@quesnelbc.com) or mail to:

679-B Hwy 97 South Quesnel, BC V2J 4C7