

Powell River Chamber of Commerce
6807 Wharf St.
Powell River, BC V8A 2T9
President, Dave Formosa
Manager, Kim Miller
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www.powellriverchamber.com

Summer 2010



Executive:

President: Dave Formosa –Davic
Powell Lake Marina
Vice President: Stacey McCausland
– Villani & Company
2nd Vice President: Pam
Krompocker –Community Futures
Treasurer: Kevin Unger -
Accumen Profesional Support
Services
Past President: Pat Hull – RONA,
PR Building Supplies

Directors:

Stew Gibson – Catalyst Papers
Dan Agius – Modern Windows
Mark Hassett – Three Leaf
Contracting
Don Krompocker – CUPE 798
Jack Barr – Town Centre Hotel/Mall
Jerry Herter – Island View Lodge
Bruce Robertson – Quality Foods
Don Bilodeau –Personal Touch

Manager: Kim Miller
Admin Assistant: Theresa Slack

Spotlight on a new Business

Jason Vranjkovic is very excited to be getting into the Powell River area with his new business. **Jason's Electrical Service Ltd** is fully licensed, bonded, and insured, a member of the International Brotherhood of Electrical Workers and the newest member of the Powell River Chamber of Commerce. Jason recently moved to the area and bought his first house. As an electrical contractor Jason is equipped to provide a full range of quality electrical services and installations. Jason says his business "is a solid source of quality work, always doing the job right, with all necessary permits and inspections". Jason is looking forward to connecting with other local contractors and doing commercial and residential work. A website is being developed at www.jesbc.ca but in the mean time you can call Jason at **604-483-1281**

LIVE BLOGS – Community happenings

Laura Walz, Peak Editor, live blogs from City of Powell River committee-of-the-whole and council meetings. Walz says she believes the blogs provide taxpayers with more detailed information about the issues city officials consider, the dynamics at the table and how decisions are reached.

The blogs also include readers' comments. Anyone can participate by sending in a comment, which can be anonymous.

Usually the meetings are held on the first and third Thursday of the month. Committee meetings start at 11 am and council at 7 pm. However, both times and dates can change and special meetings are held from time to time. Schedules at www.powellriver.ca

For people with Twitter accounts, follow either Peak_Aboo or Laura Walz, to find out when a blog is scheduled. Blogs are available on the Peak's website, www.prpeak.com. Click on Blogs, or click on the link contained in the Twitter widget on the front page.

Hire A Student

Summer's going by quickly, but it's not over yet, and chances are you still have a list of chores you wish would get done.

No problem! Many local youth are registered at the Powell River Service Canada Center for Youth; they are willing and able to do just about any kind of job. If you have at least two hours of work that needs done, whether it is physical labour, childcare, technical help, or housecleaning, call Mariah at (604) 485-2721 ext. 25 and she will find a student for the job!



Government
of Canada

Gouvernement
du Canada

Welcome New Members:

CMG Printing, 489-0133
Dans Auto Performance, 485-3750
Finishing Touches Ent, 483-6266
Jason's Electrical Service Ltd, 483-1281
Seaside Escape Guest Cottage, 414-8774
Seaside Décor Consulting, 483-6093
Digital Shepherd Technology Solutions, 223-3994
Maywood Design, 487-1597
Lisa Stretton Accounting Services, 485-9184
Sea Spider Charters, 487-4321
Shooting Fish In A Barrel Marketing, 483-1474
Little Hut Curry, 223-2446
Westie Enterprises, 485-2237
Windfall Farm, 483-3061
Stage 3 Renewables Inc., 414-8905

Phone Book Distribution

The Powell River Chamber of Commerce is the official distribution point for both the Powell River Telus phone book and the Powell River/Sunshine Coast Phone Directories Company book.

These books will still be delivered to all residents and businesses but the chamber office will have extra copies available throughout the year.

"If you think you are too small to be effective, you have never been in the dark with a mosquito." – Unknown

A Customer Is...

- A Customer is the most important person in any business.
- A Customer is not dependent on us. We are dependent on them.
- A Customer is not an interruption of our work. They are the purpose of it.
- A Customer does us a favor when they come in; it is not us doing them one by waiting on them.
- A Customer is part of our business not an outsider.
- A Customer is not just money in the cash register. They are humans with feelings like our own.
- A Customer is a person who comes to us with their needs and wants. It is our job to fill them.
- A Customer deserves the most courteous attention we can give them.

Therefore Customers are the lifeblood of every business. They pay our salaries. They pay our bills. Without them we would not be in business.

Treat people as customers and they will come back.

Remember, our tourist season is here now and we must treat tourists as customers as well. Not just lip service, but really treat them with respect and as you would want to be treated when you go on holidays.

We have to do this!

We challenge all business people to make a conscious effort to try and live up to one of the points in this definition each day. Soon it will become a habit, if it's not already.

Upcoming Events



July 6-10 – Kathaumixw

July 10/11 – Texada Sandcastle

July 23-25 – Sea Fair

July 30 – Aug. 1 - Townsite Centennial Celebration

Aug. 14-20 – Blackberry Festival Week

Aug. 21/22 – Art In Park

Congratulations

Congratulations to a Powell River youth, Alicia Butula, who was thrilled to get a summer position at the First Credit Union. Alicia is now their community relations coordinator and will be helping plan some fun community events. Watch for Alicia representing the First Credit Union this summer. You can contact Alicia at 604-489-2006.



Information and more

Powell River Direct

We found it so you don't have to!

Business Directory Events Calendar
Arts & Culture Classified Ads
Community Groups & Resources

www.powellriverdirect.com

Norah - 604.487.0177 or Ryan - 604.487.4556

Horizon Business Awards & Dinner

Saturday, November 6th

At Dwight hall. Watch for nomination forms in the Peak and on our website.

"The way to succeed is to double your failure rate." Thomas J. Watson

Industry Canada Announces Loan Increase

Small businesses in Canada with a gross revenue of \$5 million or less are now eligible for a maximum loan of \$500,000 from Industry Canada.

Loans can be used to finance up to 90 percent of the cost of

- purchasing or improving land, real property or immovables;
- purchasing leasehold improvements or improving leased property; or
- purchasing or improving new or used equipment.

For more information on the Canada Small Business Financing Program: Check out www.ic.gc.ca/csbf or contact Industry Canada:

Tel. (toll free): 866-959-1699

Fax: 613-952-0290

Email: CSBFP-PFPEC@ic.gc.ca



"The consultant said I was wearing too many hats."

Selling Promises



What are you promising? You say you are selling something. Your sign, brochures, slogan, and advertising say you will deliver something: Quality! Lowest Prices! Reliable! Warranty! Experience!

Exaggerations and half-truths?

Have you ever seen the best price plus amazing quality? You are in business – you know this is not usually possible. Lower-priced products and services usually mean lower quality or little selection, no warranty...or something else. Did your customer ever expect that?

Does your promotional material promise too much? If you say “high quality” and give “low price, OK quality”, expect upset customers. If you say you give fast friendly service but you are grumpy and always late, expect people to be upset.

While grumpy and late are not typical business traits, some grumps still do well in business. Just don't have customers expect something else. “You want fast and friendly go to Wal-Mart, if you want old world craftsmanship come see us.” Promise what you can deliver.

Give some thought to what you want to tell your customers. You can't manage all of their expectations, but you can control what message you put out. If the customer gets what they expect or better, they will be back. Give them the unexpected, and expect to hear endless whining and complaining. And you can't take whining and complaining to the bank.

Submitted by Derek Johnson, Powell River Community Futures Development Corporation.

"Early to bed, early to rise, work like mad and advertise".

-Ted Turner



"Do what you do best and hire others to do the rest."

Want more customers?!



www.ShootingFishInABarrelMarketing.com

Arnold Carlson Memorial Business Scholarship

Arnold Carlson was involved with the Chamber of Commerce for many years going back to the 1980's.

This year the chamber board decided to start an annual scholarship in his name, to provide financial assistance to a graduating Brooks Student who will be furthering their education in business related studies.

Congratulations to QUINN LAMBERT who was presented with \$500. by president Dave Formosa at the recent Gap @ Gown/Awards event.

Beware of this copycat scam

www.yelowpage-britishcolumbia.com

This is NOT Telus yellow pages. If you compare the logo on your telus phone book to the one on the website, you will note the fingers are reversed.

The website is offering to advertise your business for \$119 a month. You sign a contract. This company is from Amsterdam. The BBB and TELUS are aware of this copycat scam. Please do your research and scrutinize all possible advertising avenues.

Small Business Employee Training Program

Career Link would like to thank local business owners for their enthusiasm for the Small Business Employee Training Program.

The pilot project, running until September 30, 2010, assists small business owners (with fewer than 50 employees) with identifying and paying for training for their 'growth employees'. Training is individualized to suit each employees needs. Currently, they have employees across the region gaining skills in areas ranging from administration to commercial driving.

There are just a few seats left in the program, so if you are a small business owner and have training ideas for your employees, please contact Kate Cooper, Training Coordinator, ASPECT SBET Program, to discover what the Small Business Employee Training Program can offer. Phone: 604.485.7958 (Career Link office) or email: kate.businesslink@careerlinkbc.com

Important information to help you save money on credit and debit card payment processing

TD Merchant Services has provided preferred credit and debit card processing rates to members of the Canadian Chamber of Commerce and their affiliates across Canada. We would like to extend this offer to you!

As a member of your chamber, you can receive a number of benefits, one of which is preferred pricing on *Visa*, *MasterCard* and *Interac* Direct Payment transaction processing which can save you money. This comprehensive offer, regardless of your annual card sales volumes, will support your requirements for payment card processing.

With the TD Merchant Services program, you will receive a number of benefits together with the potential for an improved customer experience. The following offer is available to you as a member of the Chamber of Commerce:

- ✓ 1.68% *Visa* Credit Rate
- ✓ 1.79% *MasterCard* Credit Rate
- ✓ \$0.09 *Interac* Direct Payment Transaction Fee
- ✓ Freedom IV Point of Sale (POS) terminal which has the ability to process transactions faster through a secure high-speed internet connection (where applicable), resulting in communication cost savings and an improved checkout experience
- ✓ Free on-site terminal installation and training
- ✓ On-site technical support within four hours
- ✓ Deposits to your TD Canada Trust account are not treated as chargeable transactions on your account and you receive your funds as early as the next business day. Deposits to your account at another financial institution may be considered a chargeable transaction on your account and are deposited generally within 2 -3 business days

We would like to discuss with you how our offer can help save you money and provide you the best value for your business. Please contact our regional sales executive, Nancy Hadden at 604-418-7693 or by email at nancy.hadden@td.com.

HST to benefit business

Something seems to have been lost in the conversation around the HST: The facts.

On July 1, every small business in B.C. will see an immediate seven-per-cent saving in the cost of doing business. That's a saving that B.C. businesses can either pass on to consumers like you and me or reinvest in their businesses to help grow the B.C. economy and drive our province out of the global recession. Either way the HST is a win for the people of B.C.

Small businesses have long been able to claim back the five-per-cent GST they pay on the things they need to run their businesses. But they have never been able to claim back the seven-per-cent PST they pay, leaving them no choice but to pass along that seven per cent on to consumers. The HST finally corrects this situation.

B.C.'s small businesses will soon be able to claim back the full 12 per cent they pay in sales taxes on the things they need to run their businesses. These are the same small businesses that employ most of the people in this province; the same small businesses owned and operated by your friends, your neighbours and your family members.

The HST cost savings will apply to practically everything a business needs to function. The list, for anyone who bothers to seek it out, is extensive and includes everything from office furniture, software, vehicles, computers and machinery to office supplies, business travel costs, legal fees, advertising, phones, cellphones, energy and packaging costs.

The HST is going to give B.C.'s small businesses a seven-per-cent shot in the arm, and the resulting lower prices, increased investment, increased competitiveness, new jobs and other positive benefits will revitalize the B.C. economy.

These are the facts about the HST that have somehow been lost in the conversation.

Submission From Surrey Leader - June 14, 2010

1st Annual Blackberry Bon Fete A Celebration of local Flavours and local Impact

*Wine Tasting *Art Showing *Silent Auction *Appys, Chocolate & more

Recognition of Leaders of the Way - Hosted by United Way & Quality Foods

Wednesday August 18th, 7pm - 10pm - Dwight Hall - Taking place during Blackberry Festival week

This ad made by The SunnySide Coffee Break



Tickets available at ... **\$35 each**
Rona, Beacon Wealth Management &
Rodmay Heritage Liquor Store