



# Chamber Chatter

## May 2011

### Corporate Sponsors



### President's Message

Wow! We've been busy this winter!

March 17 - 20, our Chamber participated in the Edmonton Boat & Sportsmen's Show. We shared a booth with Brazeau Tourism and Eagle-Point Blue Rapids Parks Council. This was a huge opportunity for us to promote Drayton and surrounding area. Due to the success, plans are already in the works for 2012!



Our Chamber will again have representation at the Alberta Chamber of Commerce Provincial Conference & Policy Session, May 12 - 14. This conference will be held in St. Albert.

Our local Trade Show will be held on June 10 & 11 at the Omniplex. Please go onto our website to download the package. This is your opportunity to show off your business. We count on your support!

Tom Campbell, Chamber President

### Chamber Membership Worth every penny!

1-2 employees	\$ 65.00
3-10	\$115.00
11-25	\$195.00
25+	\$295.00

Application form is on the web:  
[www.dvchamber.com](http://www.dvchamber.com)  
Memberships are due January 1st

### Welcome New & Renewed Members

- Cruise Holidays
- M.K. Holdings Ltd
- Fuel Rebate Consultants
- Serenity Funeral Service
- Powerhouse Financial



[www.abchamber.ca](http://www.abchamber.ca)



*In 2010, there were 171 building & development permits in Drayton Valley with a total permit value of \$17,196,453!*

## Board of Directors

*Please contact any member of the Board with your questions, concerns, or ideas for programs or activities.*

Tom Campbell, President  
780.898.7988  
Drayton Valve & Fitting  
dvchamberpresident@gmail.com

June Leach, Vice-President  
780.542.4645  
Paperchase Office Products  
juniper1966@gmail.com

Kaylyn Airey - 780.238.9087  
Eagle Point Blue Rapids Park Council  
780.238.9087

Jerry Greiner - 780.621.2555  
Measurement Inc

Mark Havin - 780.542.3377  
Tim Hortons

Diane Huska - 780.542.7040  
The Cake & Coffee House

Brenda Jabs - 780.542.7529  
Brazeau Regional Tourism

Craig Jeffrey - 780.621.1625  
Appara Shoes

Wayne Krick - 780.542.4044  
DV Home Hardware

Rose Lattman - 780.334.1818  
Canalta Hotels (Ramada Inn)

Norma Lucero - 780.542.3377  
Tim Hortons

Janet Plumb - 780.542.5125  
McGee's Men's Wear

Angela Rancier  
Valley House of Flowers

Julie Strocher - 780.621.0045  
Julie's Windows, Kitchens, Bed & Bath

Trish Wiersma - 780.542.5940  
Drayton Valley Bakery & Café

Jennifer Zatco - 780.542.3773  
TD Canada Trust Bank

Deb Bossert, Town of Drayton Valley  
Dawn Konelsky, Brazeau County

## What's Happening this month?

### May 5

**Chamber Meeting, 9 am, Ramada**

**Guest Speaker: Dale Friedel**

**Regional Traffic Safety Coordinator**

May 5

Beehive Support Services BINGO, 6 pm

May 5

12 Steps of Success Planning Seminar

Lakeview Inns & Suites

Call Brazeau County to register

May 6 & 7

"The Best Advice", Musical Comedy Theatre

Hosted by Cause for Critters & Beehive

Support Services. \$55/ticket

May 7

Lil Rascals Garage Sale

Omniplex, 9 am - 1 pm

May 8

Mother's Day!

May 10

Seniors Wellness Conference

Mackenzie Conference Centre

May 17

Brazeau County AGM

Rocky Rapids Hall

Dinner at 6 pm, Meeting from 7 - 9 pm

May 19

Beehive Support Services BINGO, 6 pm

May 23

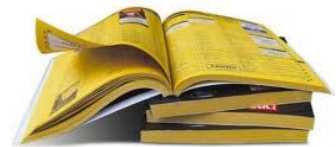
Victoria Day

### June 10 & 11

**Drayton Valley Trade Show**

## Business Directory

The DV Chamber's Business Directory on the website not only includes our member's contact information ( business name, phone, fax, e-mail, and website), but also includes a business description.



Remember to check your listing. If there's any information missing, send it to [office@windsorgraphics.ca](mailto:office@windsorgraphics.ca). Remember, the more info we have on the Chamber's site, the higher our rankings on the search engines, and the better chance area consumers have of finding you.

### Newsletter Editor

Kathleen Windsor, Windsor Graphics

[www.windsorgraphics.ca](http://www.windsorgraphics.ca) ... [office@windsorgraphics.ca](mailto:office@windsorgraphics.ca)

## It's Trade Show Time!

The Drayton Valley Chamber of Commerce is pleased to invite you to participate in our Annual Trade Show & Sale on Friday, June 10 and Saturday, June 11.

Held in conjunction with the Brazeau County Fair, the Trade Show is one of the biggest events in Drayton Valley, and this year's show promises to be bigger and better as we showcase businesses from Drayton Valley and right across the province.

The Trade Show offers an excellent venue to showcase businesses, products or services, and businesses are pleased with the amount of exposure they receive. Last year's show consisted of more than 70 booths and drew over 5,000 visitors from all over West Central Alberta, and a few from out of province.

We always hear comments from our trade show visitors," says Show Chair, Diane Huska. "People want more

chances to buy things. They want to know what's new, and they want to know how to do different projects like painting techniques and laying patio stones, that type of thing."

Besides the Trade Show, visitors to town will enjoy the midway, livestock shows, pancake breakfast, parade, clowns, train rides, dunk tank, antique tractors, farmers market, and a bench show.

"We hope all businesses take advantage of the opportunity to showcase their products and services," adds Huska. "It's a great chance to meet with their customers face to face. They must take advantage of this great opportunity."

Anyone interested in booking a booth at this year's Trade Show should contact Diane Huska at 780-542-7040. Exhibitors Package is on the website at [www.draytonvalleychamber.ca](http://www.draytonvalleychamber.ca).

*Trade Show pictures courtesy Western Review*



### Drayton Valley Trade Show June 10 & 11



**Build a relationship first and do business second.**

*Jim McCann, CEO,  
1-800 Flowers*

## We're on Facebook!



<http://www.facebook.com/pages/Drayton-Valley-and-District-Chamber-of-Commerce/159161860787502>

## Business Insurance

Over 27,000 companies participate in the Chambers of Commerce Group Insurance program.

Whether you're a solo entrepreneur, home-based business, or part of a large firm, benefits are a very important part of your financial security. Chambers Plan Group Health Insurance lays a solid foundation for that security, based on a benefit program designed specifically for you and your company.

For more information, visit [www.chamberplan.ca](http://www.chamberplan.ca)



**Our Places, Green Spaces** was celebrated in Drayton Valley during Earth Week 2011. It was designed to showcase local organizations who work to provide eco-friendly products and services. Beginning in mid-April, the Chamber of Commerce joined other organizations to inspire a **Get 'er Green** mentality in our community.



The Chamber worked with Eagle Point-Blue Rapids Parks Council, Brazeau County, Drayton Valley FCSS, and the Town of Drayton Valley, to host a series of events to celebrate Earth Week. Thanks to everyone who volunteered to make this event such an incredible success!

High school students in our community produced short video answers to the question - As a leader in your community, if you could start a chain of events that could change the world, what would it be and where would it start? Winners received a weeklong trip to the Park Canada Palisades Stewardship Education Centre.

Park Play Day saw friends and families "Get Active, Get Outdoors"! Programming promoted fun, active living through environmental education and game play. A Refuel Station offered complimentary BBQ goodies for all, with any donations going to Cause for Critters – a local charity.

A free movie screening of 'Play Again' brought free fun to our community as this moving and humorous documentary followed six teenagers through their first unplugged, wilderness adventure.

Our **Get 'er Green** Eco-Fest engaged our community with opportunities to learn about existing programs, to volunteer in a variety of events, participate in eco-workshops and to join in our district-wide clean-up program. A trade fair displaying our local business' eco-friendly products, current stewardship programs and initiatives was very popular. Special guests and workshops included: comedy ventriloquist and puppet builder Val Hilliker, our Master Composters Talking Trash, Green Cleaning, Responsible Recreation, ways to Seed Your Knowledge and eat locally and many more. Meal options showcased locally produced delights. All in all, everyone had a great time!

## Special Event in Drayton Valley

**"The Best Advice", a Play by Faith Halldorson**

Dinner Theatre/Musical Comedy - May 6 and 7

Mackenzie Centre - Put on by "The Max Factory"

Produced by Cause for Critters and the Beehive Support Service Association



The premise of "The Best Advice" is of a young man with a problem; he goes many places to get the best advice. It is a play on psychology, and was written by Drayton Valley's own Faith Halldorson. The cast ranges in age from 12 to mature adults.

Friday's performance is a fundraiser for Cause for Critters, and Saturday's performance supports the Beehive Support Service Association.

Tickets are just \$55 for the dinner and theatre. For tickets, contact Jennifer at the Beehive 780-542-3113 or Tracy or Sandy at Cause for Critters at 780-898-7297.

Doors open at 5:30 pm, show is at 6:30 pm and the dinner begins at 7 pm.

## The Community that supports local business

People shop local, local employs local, unemployment is lowered, more employed people spend more money locally, more businesses open employing more people, and the cycle continues. Crime rate declines (gainfully employed people are less likely to smash your truck window for your laptop), more taxes are collected for our community, business has cash for local charities. Win win situation.

Remember, every dollar spent in the community can circulate seven times locally, where every dollar spent outside is gone forever. So that next quad, flooring job, pair of jeans, pair of shoes, computer, television, truck, package of bandages, auto repair, box of paper, or window coverings, whatever it is, you can probably find it locally from your friends or neighbours.

The Chamber has decals for businesses to put on their doors for the Shop Local/Be Local campaign.

If you would like one, contact Tom Campbell at 780-898-7988 or you can pick them up at Paperchase Office Products. And thank you for shopping locally.

The Chamber itself has a "Shop Local" policy. The purchasing of services, materials, or merchandise by the Chamber of Commerce will be done in the following order:

1. Chamber Members
2. Drayton Valley businesses
3. County businesses
4. Alberta businesses
5. Canadian businesses



*It's not about how much money you've got, but how much you can keep circulating without letting it leak out.*

New Economics  
Foundation researcher  
David Boyle



Local First is a community driven marketing initiative that allows any business to download the logo and branding elements online, and free of charge, to join us in saying "We support local community First!"

Local First represents the goals and philosophy of community development and economic prosperity within every business, industry, and sector of the community.

For more information, visit [www.mylocalfirst.ca](http://www.mylocalfirst.ca).

Are you familiar with BizPal? BizPaL is an innovative project that provides entrepreneurs with simplified access to the information on permits and licences that they need to establish and run their businesses.



Business starts here

All you do is answer a short series of questions about your current or proposed business to create a customized list of the permits and licences you may need from all levels of government.

It saves time, cuts paperwork, and helps entrepreneurs. And it's free!

For more information, visit <http://bizpal.alberta.ca>

## We Were There!

Brazeau Tourism, DV Chamber and Eagle Points Park were at the Edmonton Journal Alberta Summer Travel Show on April 30th and what a success that was! We promoted our town BIG TIME with the Brazeau Tourism Guide and the Brazeau County/Drayton Valley Guide. A lot of people never realized what all we had to offer. Now they do! :- ) We hope to see our campgrounds, parks and town full of visitors this year! Thank you to the businesses who supplied us with some "giveaways" and here's to an even more successful show next year!

**DRAYTON VALLEY &  
DISTRICT CHAMBER  
OF COMMERCE**

Box 5318  
Drayton Valley, AB  
T7A 1R5

Phone: 780-542-7578

Fax: 780-542-2688

dvchamberpresident@gmail.com

**Mission Statement**

*To promote and  
enhance free  
enterprise and the  
economy of Drayton  
Valley and district.*

We're on the web!  
[www.dvchamber.com](http://www.dvchamber.com)



## Business Visitation/Import Replacement Survey

The municipalities of Drayton Valley, Brazeau and Breton, will be undertaking an extensive survey of the businesses in their municipalities in the months of April and May. The data collected will better enable us to create economic development programming and implementation strategies which will benefit existing and new businesses.



**The benefits of a Business Visitation/Import Replacement Program:**

- To help determine what skills are needed so that the municipalities are able to work with the province and educational institutions to bring people with those skills to our community.
- To identify what goods and services are being imported into our community, and determine if they could be produced locally. .
- To determine what type of businesses are missing in our community and would enhance and support the businesses we already have. .
- To develop a relationship with our businesses.
- To determine which businesses in the region are looking to expand and incorporate that information in future land use planning.
- To determine which factors and trends are impacting the businesses in both a positive and negative way, and use this information in future business retention and expansion projects.

As a business owner or operator you will be approached by a representative of one of the Municipalities for an interview. All information will be kept confidential and will be disseminated and analyzed by consultants from Millier Dickinson and Blais.

## TIPS FOR SMALL BUSINESS OWNERS

Have you been following the Chamber's website? If not, you might have missed out on the "Tips for Small Business Owners" page. Some of the topics covered include:

- Simple Steps to Building a Strong Business Brand
- The only Business Partner Guidelines you will ever need
- The affordable way to launch a new business
- The right technology can take your business to the next level
- Every business should be offering gift cards
- Are you ready to reinvent your business?
- Trust makes a comeback in business
- It's up to us to rebuild main street

Check them out the next time you visit the Chamber website. You might find some pearls of wisdom to help you and your business.