



# Chamber Chatter

## September 2011

### Corporate Sponsors



### President's Message

What a fantastic summer! On July 1st, our BBQ for Humans Helping Humans was a huge success - \$7,000 was raised! All other barbecues during the month of July were to help the Skate Club raise money for a new facility - over \$1,000 was raised!



Our Chamber's goals are to also attend other organizations board meetings. Whenever you see June, give her a hug; she works very hard for you. Thank you, June. I can never say that enough times!

Our Chamber continues to grow. Being a Chamber member is just good business. When you become a member of the Drayton Valley Chamber, you automatically become a member of both the Alberta Chamber and the Canadian Chamber. As a member, you will then see the benefits (gas rebates, insurance, etc). If you are not a member, your business is losing out.

Rocky Mountain House Chamber has 350 members; same with Edson and Whitecourt. I compare these because they have the same population as Drayton, and we have 140 members. Our Chamber is held together 100% by volunteers who are committed to keeping our Chamber growing.

Shopping Local is huge! Becoming a Chamber member and opening all the doors that will help your business grow is what your Chamber will do for you.

I am so excited about our upcoming event to raise money for our local Beehive! All information is on our website. Kathleen, you do a wonderful job! Thank you so much.

Watch for information regarding our Santa Claus Parade. Show your support!

Tom Campbell, President

**We're on Facebook!**  
[www.facebook.com/dvchamber](http://www.facebook.com/dvchamber)



## 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  
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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

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

Leah Sunderwood - 780.542.3113  
Beehive Support Services

Trish Wiersma - 780.542.5940  
Drayton Valley Bakery & Café

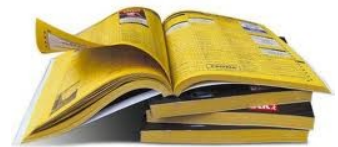
Deb Bossert, Town of Drayton Valley  
Dawn Konelsky, Brazeau County

## What's Happening this month?

September 22	Mayor's Gala
September 24	Little Raskals Garage Sale, Omniplex
September 30	Beehive Support Services Casino Night Silent Auction & Live Entertainment with "Canada's Mentalist" - Louis Pezzani Details elsewhere in this issue.
October 1	Harvest Craze Dayz Pancake Breakfast, Kids activities, BBQ, Beer Gardens, Live entertainment, Fashion Show, Drayton's Got Talent Chamber General Meeting, Ramada Inn, 9 am
October 13	Ducks Unlimited Fundraiser
October 15	Comedy Show at Eleanor Pickup Arts Centre
October 20	Health & Wellness Trade Show
October 21	Halloween Haunted House & Resource Fair
October 27	Christmas Light-up & Santa Claus Parade
November 18	Popovich's Comedy at EPAC
November 25	Moonlight Madness
December 2	Scratch & Save
December 10	Sunday Shopping
December 11 & 18	Late Night Shopping
December 15 - 23	

## 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)

## Member Showcase - Beehive Support Services

Beehive Support Services supports individuals with disabilities with programs that are based on what each individual needs and wants. These services range from provided 24 hour residential care, supported employment, independent living, community access, recreational and leisure supports, respite services as well as education (health, finances, food safe, rights and much more).

As one of their fundraisers, this year they decided to host a 2-day event full of entertaining and interactive activities.

On September 30th, Beehive will be hosting a Casino and Silent Auction, featuring Canada's Mentalist, Louis Pezzani, doing Mind Magic! Tickets are available at Beehive and Paperchase Office Products and are \$60 each or

two for \$100 - includes dinner, poker chips, entertainment, and 2 drink tickets.

The fun continues on October 1st with Beehive's Harvest Craze Dayz - Pancake Breakfast, kids activities, BBQ, Beer Gardens, live entertainment, a Fashion Show, pumpkin decorating, a pie eating competition, and more!

Beehive is excited to announce that Bob Layton will be a Celebrity Judge at the Drayton's Got Talent competition during Harvest Craze Dayz! The competition takes place at the Eleanor Pickup Arts Centre from 2-5 pm. Come cheer on your favourites!

The Farmers Market will be open at the Royal Canadian Legion from 1-5 pm.



*To make a difference in the lives of persons with disabilities by respecting, honouring and celebrating the equality of all people.*



25 BEST COMMUNITIES FOR BUSINESS IN WESTERN CANADA


## DRAYTON VALLEY



Agri-business and environmentally friendly practices don't always go hand in hand, but those behind Drayton Valley's so-called "Bio-Mile" are aiming to change that. In the process, they hope to revitalize a community that was hit hard both by the recent recession and the 2007 closure of the Weyerhaeuser panel-board facility.

The Bio-Mile is the very definition of a ground-floor opportunity, because while little has been done to date, there's a palpable sense of momentum behind it, not to mention some serious investments on the part of the provincial and federal governments. The basic idea behind **the Bio-Mile is simple: use the area's bounty of wood-related resources and the waste that comes from local wood-fibre processing operations to produce green energy.**

Otoka Energy has plans to start building a \$100-million power plant called the Drayton Valley Energy Campus in 2011, one that area officials expect will eventually produce 25 megawatts of electricity and prove the technological and economic viability of biomass energy. The upside is promising, too. In Alberta alone, the potential markets for ethanol and renewable diesel are 300 million and 110 million litres a year, respectively. Both fuels can be made from Drayton Valley's biomass material.

	6,893
Population	
	\$83,375
Median household income	
	\$16.5
Average lease rate per square foot (retail)	
	\$11
Average lease rate per square foot (office)	
	1.58%
Effective business property tax rate	

## Vote for your Favs!

The Drayton Valley & District Chamber of Commerce is preparing for their annual Small Business of the Year Awards. These awards pay tribute to the

significant contribution that small and medium-sized business owners make to our economy and gives them an opportunity to network with those interested in small business and dedicated to its development.

Now's the time to submit your nominations for Drayton Valley's three awards: Employee of the Year, Spirit Award (for volunteering), and Business of the Year.

Designed to recognize Drayton Valley and district businesses that provide top quality customer service and community support, the Business of the Year Award showcases the entrepreneurial spirit found in our business community.

Please visit the Chamber website at [www.dvchamber.com](http://www.dvchamber.com) to make your nominations today!



## FALL RAFFLE!

### 1st Prize

*Taylor Hall Signed  
Edmonton Oilers Jersey*

### 2nd Prize

*HP Mini Laptop*

### 3rd Prize

*\$250 Chamber Cash*

**Tickets \$10 each  
or 3 for \$25**

Tickets at Beehive Support Services, Drayton Valley Chamber of Commerce, or Paperchase Office Products

*Draw Date: December 31, 2011*

Funds raised by this raffle support programs hosted by Beehive Support Services Assoc. [www.beehivesupportservices.com](http://www.beehivesupportservices.com)

Raffle License No 319832

A poster for The Terry Fox Run for Cancer Research. It features a black and white photo of a man running. The text reads: "THE TERRY FOX RUN FOR CANCER RESEARCH", "Inspired By A Dream Grounded In Tradition Volunteer-Driven", "NO ENTRY FEE NO MINIMUM PLEDGE Walk-Run-Wheel-Ride", "SUNDAY, SEPTEMBER 18", and "Registration 11 am at the Omniplex". There is also a small logo that says "working together to outrun cancer".

"Going local does not mean walling off the outside world. It means nurturing locally owned businesses which use local resources sustainably, employ local workers at decent wages and serve primarily local consumers. It means becoming more self-sufficient and less dependant on imports. Control moves from the boardrooms of distant corporations and back into the community where it belongs."

- Michael H. Shuman, author of the book *Going Local*.

## 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



Canada's #1 Group Insurance Plan For Small Businesses

Chambers of Commerce Group Insurance Plan®

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

### 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



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



### Welcome New & Renewed Members

Advancing Safety Program Systems, Catmandoo Mechanical  
Cruise Holidays, M.K. Holdings Ltd  
Fuel Rebate Consultants, Serenity Funeral Service

### Drayton Valley



The Town of Drayton Valley's Annual Report for 2011 is now available on the Town's website at [www.draytonvalley.ca](http://www.draytonvalley.ca). The eight page report highlights just a few of the activities your local government has carried out over the last 12 months. The Annual Report is part of the Town's ongoing commitment to keep Drayton Valley residents informed regarding the actions of their local government.

**DRAYTON VALLEY & DISTRICT CHAMBER OF COMMERCE**

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**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)



**Social Media, Eh?**

Canada is Beautiful. Canada is Hockey. Canada is Big. What else is Big?

Internet ... Search ... Social Media ... Facebook ... YouTube ... Twitter ... Linked In

World Population: 6,800,000,000 ... Canada's Population: 33.9 million

75% of Canadians are online.

Which is the 4th highest in the World behind:

1. South Korea
2. United Kingdom
3. Japan

29% of Canadians' leisure time is spent ONLINE.

3/4s of Canadians use SOCIAL MEDIA.

Canadians spend, on average, 5.5 hours per week on Social Media.

15,800,000 Canadians are on Facebook.

68% of Canadians have Become a Fan of a brand on Facebook.

Facebook is the #1 visited site in Canada.

The amount of time spent on Facebook is up 700% from 2009.  
The amount of time spent on twitter is up 3700% since 2009.

CANADA is the 3rd highest tweeting country in the world.  
Toronto is the #3 tweeting city worldwide. Vancouver is #8.  
47% of Canadians use twitter.

In April 2010, 21.7 million Canadians watched over 4 Billion videos on Youtube.  
That's almost 110 videos per viewer in Canada.

23% of Canadians have received a job offer on LinkedIn.

The conversation about your brand is happening.  
Are you listening? Are you engaged? Are you building relationships with your consumers?

**You should be. The time is NOW to embrace Social Media.**

**one third** of consumers  
rely on **Social Media**  
when deciding **what to buy**  
but only **15%**  
of **Canadian companies**  
have a **Social Media** budget