

Chamber Voice

THE OFFICIAL PULLOUT OF THE PARKSVILLE & DISTRICT CHAMBER OF COMMERCE

President's REPORT

GARY CHILD

At our recent Annual General Meeting, we reviewed our financial performance over the past 12 months. This year has been difficult for the Chamber, and we are very proud of our accomplishments in very trying times. There are two key areas of challenge and success as relates to our financials, and I would like to take this opportunity to elaborate on these.

The first of these relates to our FSA (Fee for Service Agreement) that we have with the city of Parksville. This agreement outlines the fees that our municipality pays to the Chamber for the operations of the Visitor Centre. The Visitor Centre has historically had an operating budget of about \$105,000 per year, of which the city paid approximately \$70,000, government grants paid \$20,000 and the remaining \$15,000 was paid for from the Chamber's operating budget. Early last year, we were informed that the city would only provide \$40,000 for this service going forward, leaving us with a \$30,000 shortfall.

As a result, we were forced to review our entire operation. How can the Chamber expand our service to our membership and the community as a whole, with less resources? Any of you who own a business or manage a budget have been faced with this dilemma. It encourages a complete review of operations, offerings, staffing, expenses and revenues in order to manage a shortfall of this magnitude. I am happy to report that the Chamber has strengthened our offering and balanced our budget for 2010. I want to express my appreciation to the Board for having the wisdom to approve a review of this scope, and to Kim Burden, who through his hard work and dedication has defined and implemented operational changes that leave us stronger.

The second challenge area was exposed as an outcome of the review

process. About 15 years ago, our membership sponsored and built the Visitor Centre. We sold assets, assumed debt (which we of course paid), and leveraged the incredible generosity of our membership to build a world-class facility for our tourism industry and our community. This asset has been on our balance sheet as a building valued at over \$250,000. During our negotiations with the city, it became abundantly clear that the city owns the land, and the building. After seeking legal council and reviewing our contractual history, we are forced to concur.

As a result, we have reallocated this asset on our balance sheet from "Building" to "Leasehold Improvement". As I understand it, it remains an asset of value on our books, but its value is dependant on our lease. It is best that I leave any further analysis or impact assessment to experts, but I can say that we have worked closely with financial and legal professionals who have recommended this course of action.

In closing, I want to express my appreciation for the confidence that you have shown in electing me as President of the Parksville & District Chamber of Commerce. It is my privilege to serve. I also want to thank those Directors who have recently served and have chosen to move on. Your contributions have been enormous, and you will be missed. Finally, an enthusiastic welcome to our new Board members. We have a strong and dedicated board of professionals who will work together to ensure that your chamber is leading the way as a single voice dedicated to the prosperity of our business community.

Regards,
Gary Child
President
Parksville & District Chamber of Commerce



Executive Director's REPORT

KIM BURDEN

"The problem with communication ... is the illusion that it has been accomplished." (George Bernard Shaw)

The Parksville & District Chamber of Commerce prides itself on being the Voice of Business. "A single voice. Dedicated to the Prosperity of our Business Community".

In order to be that single voice we need to ensure we have the backing and understanding of our 470 member businesses. Therefore, the need for effective communication. I want to avoid the pitfall referred to in the opening quote by George Bernard Shaw and create a system where we can hear from our business members, our non member businesses and interested members of the general public.

The purpose: we are excited about the direction our Chamber is taking. Advocacy is the primary purpose identified in our last two strategic planning sessions and to that end we have assembled two dedicated member groups; our Policy Committee and Marketing Committee. The individual members of these committees are committed to the development of policy initiatives and communicating these initiatives to the Federal, Provincial and Local Govern-

ment bodies that can make the changes you are seeking. In order for them to be effective they need input and that input must come by using that most effective of communication tools ... LISTENING.

The Policy Committee has set as a 2010 goal to undertake the creation of a Chamber/Business Community vision for Parksville. In order to truly represent the business community we need your input. Please contact the Chamber by phone 250 248 3613 or e-mail info@parkvillechamber.com. In addition we are working on some changes to our website which will allow you to provide us with issues you believe are critical and that we as a group can address.

We are listening and can think of no better way to provide service to our members and our community than to be the voice of business.

In closing; "The most basic and powerful way to connect to another person is to listen. Just listen. Perhaps the most important thing we ever give each other is our attention.... A loving silence often has far more power to heal and to connect than the most well-intentioned words." (Rachel Naomi Remen)



Annual Chamber Golf Tournament

Mark your calendars for the annual Chamber Golf Tournament, Friday, June 4, 1:30 p.m., at Arrowsmith Golf & Country Club. The registration form is available on the Chamber website, www.parkvillechamber.com, or call the Chamber office at 250-248-3613. All skill levels welcome. Prizes, putting contest, dinner and a fun event for everyone! Sponsorship opportunities available.



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AT THE VC

“AN INVITATION TO EVERYONE TO THINK OUTSIDE THE BOX”!

It is that time of year that I enjoy – Spring - to think of new ideas - to think outside the box!

Wouldn't it be nice if we could all work together and give our Visitors a great experience, or should I say an “enticing experience” - to visit as many communities as they can fit in to their holiday?

Parksville Visitor Centre will be hosting two Markets this year on the grounds of the Visitor Centre, and with the economy the way it is, and the fact that everyone has endured cutbacks, I invite you to join forces and showcase what Vancouver Island has to offer.

We will be hosting our 2nd Annual Tourism Week Market (June 7 - 13, 10am-4pm) and our 2nd Annual Summer Weekend Markets (every Saturday and Sunday in July and August, 10 am - 4 pm), where we would like to showcase a number of different businesses from our community, but also from other communities (ie: accommodations, attractions, wineries, vendors, artists, tour companies, retail stores, theatres, etc). Now, besides marketing yourself and your company, you can

also talk about the area you are from, which will give the Visitors a better knowledge and a greater experience for all of Vancouver Island.

And, this is the best part, it's only \$25.00 (+tax) per day, and if you pay for the July and August markets before May 1, you save the HST, an extra 7%. We will have 25 sites available per day.

I think this is a WIN-WIN situation for everyone involved, so I hope that we can work together to make 2010 a great year for our Visitors!

Please email Patti for more information, patti@parkvillechamber.com or call 250-248-3613.

Our Summer by the Sea Street Market (Tuesdays on Craig Street from June 15 – August 17) is booking up quickly, but there are still spots available. Ruth, the Street Market Coordinator, is looking for volunteers to assist at the Market, weekly, or even just for one night. Ruth can be reached at the Chamber office on Mondays, 250-248-3613, or email streetmarket@parkvillechamber.com.

NEW BOARD OF DIRECTORS FOR CHAMBER



At the April 8, 2010 Annual General Meeting of the Parksville & District Chamber of Commerce, the 2010/2011 Executive and Board of Directors were elected. The Executive are all familiar faces, but there are five newcomers to the Board of Directors.

Executive:

- President** – Gary Child
1st Vice President – Doug Riederer
2nd Vice President – Rudi Widdershove
Secretary/Treasurer – Keith Anderson.

Board of Directors:

- Rhiannon Cosgrave, Natural Synergy Day Spa
Peter Morrison, Wallpepper Designs
Robynne Shaw, Sunrise Ridge Waterfront Resort
Gary Smith, Claimworks
Dave Willie, Black & White Party Rentals
Directors Shawna Broekhuizen, Bruce Cownden, Lisa Leger & Arlene Sandeman-Allen will be serving the second year of their two-year terms.
The Executive & Board members in attendance were sworn in by M.L.A. Ron Cantelon.

Benefits of Membership

Group Insurance Plan – A benefits plan designed for small, medium and large sized firms on convenient and competitive cost basis.

Merchant Visa/Mastercard Preferred Rates – A preferred merchant Visa rate of 1.68% and 1.79% for Mastercard.

Payworks – The most competitive priced program of on-line payroll services available. Will remit your Revenue Canada payments for free.

Husky/Mohawk Discount Program – 2¢ per litre discount on all fuel purchases.

PetroCanada Super Pass Card – 2¢ per litre discount off fuel purchases, 5% discount off service

at Centigard Car Care Centre and Petro Can carwash.

Shell Fleet Plan Gas Card – 3¢ per litre discount off fuel purchases.

Esso Imperial Oil Gas Card – 3.5% discount off of fuel, oil, top-up fluids or car wash.

Long Distance Telephone Savings – Primus offers 4.5¢ per min. long distance calling in Canada & the U.S. DSL bundles, DataSafe online data backup & Talkbroadband savings of 25% - 75%.

Members Serving Members – varied discounts offered by Chamber members to fellow Chamber members.

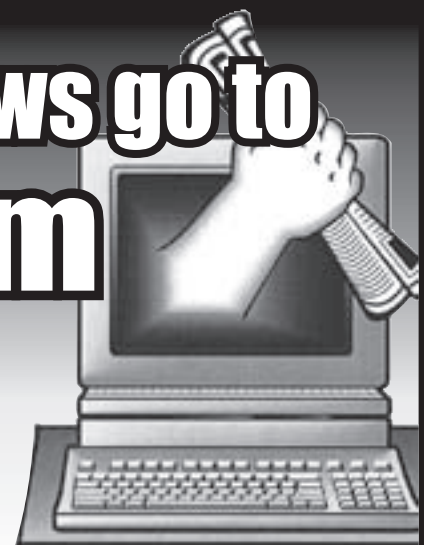
Membership Mailing Labels – pre-printed adhesive labels for your mailout. \$25/set + gst - requires 24 hours notice.

Website – Our website, linked to the BC Chamber of Commerce, contains a directory of all of our members. Your own listing and link are posted at no extra charge.

Monthly newsletter (Chamber Voice) & weekly e-flash – we stay in touch, so you're always in the know.

Brochure racking – rack your business cards or brochure at the Chamber of Commerce office/ Visitor Centre.

Online Today 4 up to date Breaking News go to www.oceansidestar.com



New Members

Havelock Storage Ltd.

– Colin & Diane Springford. 611B Alberni Highway, Parksville.
Mobile warehousing and trucking. Storage trailers and shipping containers providing storage space at your place.

250-248-3070

Bamboozle

– Piara & Diana Lagah.
774 Shawn Road, Coombs. Almost 2000 sq ft., featuring exciting fashions and accessories, soft furnishings, global home décor, art prints and more.
Open May through December.

250-954-2093

Claimworks

– Gary Smith.

201 Selby Street, Nanaimo.
www.claimworks.ca Full service insurance adjusting and investigation firm.

250-951-3950

VividLiving

– Sharon Tomczyk.

www.vividliving.ca. Strategies for authentic and self-empowered living.

250-752-3950

Island Highlander Co.

– Bobbie Garnons-Williams.

High-quality, handmade Scottish baked goods. 250-468-2005

Upcoming Chamber Dinners

Our annual joint meeting with the Qualicum Beach Chamber of Commerce will take place on Wednesday, May 19, 5:30 p.m. at the Qualicum Beach Civic Centre. Our guest speaker will be Joe Roberts, who pulled himself out of the pit of drug addiction, went back to school to study business marketing and sales, was top of his class and graduated with honours. He is now CEO of Mindware Internet Solutions, an Internet marketing campaign management company. He also works as a motivational speaker and has talked to thousands of people across North America about his "skid row to CEO" experience.

The Shoeboogieman Foundation (named after Joe's street alias) is dedicated to helping educate and empower young people to live their dreams and avoid the mistakes that can lead to homelessness and addiction. Today, as a volunteer, Joe shares his journey with youth everywhere on the dangers of making poor choices and the life it can lead to. RSVP: 250-248-3613.

Our June meeting will be held on June 10 at Morningstar Golf Course - ask about the afternoon's special green fees for Chamber members attending the meeting! Our guest speaker will be Mike Hooper, President and CEO of the Nanaimo Airport commission.

Don't forget to check the Chamber's calendar of events at www.parksville-chamber.com, for more information about upcoming Chamber events.

Benefit Facts

"The Top 10 List You Must Read" before you buy group benefits for your business

If you're thinking of adding group benefits to your company or looking for a replacement for your current plan – here are 10 great reasons to take a closer look at the Chambers of Commerce Group Insurance Plan®.

#10 – No Minimum Firm Size
Your company is eligible to apply even if it's a one-person operation

#9 – No Industry Restrictions
All for-profit businesses are eligible to participate in the Chambers Plan as long as they are members of a participating Chamber.

#8 – Guaranteed Approval
With three or more full-time people, you can choose options that guarantee coverage to you and your employees.

#7 – Guaranteed Renewable
The Chambers Plan guarantees your firm can renew coverage as long as you pay your premium each month.

#6 – Rate Stability
Claims are averaged over more than 20,000 companies just like yours. Higher than usual claims one year? You won't be singled out for a price increase.

#5 – Not-for-Profit
The Chambers Plan operates under the direction of the not-for-profit Chamber Insurance Corporation of Canada, by Chamber people, for Chamber people.

#4 – Outstanding Service
The plan's service centre works in concert with your exclusive, local Chambers Plan agent to

give you answers to all your questions.

#6 – Fast, Accurate Payments
Most health and dental claims turn around under 48 hours. You can also opt for pharmacy card and electronic dental claim submission, and even direct deposit to employee bank accounts.

#7 – You Choose the Coverage
Every firm participating in the Chambers Plan has a custom group benefit program, based on the coverages the owner selects.

#1 – You Control the Cost
Why pay for a package with benefits you don't want when you can customize? Customization puts you in control so you get top value for your dollar.

Your Chambers Plan representative is ready to help. Your local benefit expert will walk you through the wide range of choices the Chambers Plan offers and help you pick coverages that fit your company. Coverage is customized for every Chambers Plan client, so your group's premium will reflect the choices you make plus your company's demographics. Whatever your budget, we have benefit options that are right for you.

Your Chambers Plan Representative:
Frank Allen
The Frank Allen Financial Group Inc.
1605 Bowen Rd, Nan., B.C. V9S 1G5
Phone: 250-753-2101
Toll-free: 1-877-753-2101
mail: gillian@frankallenfinancial.com

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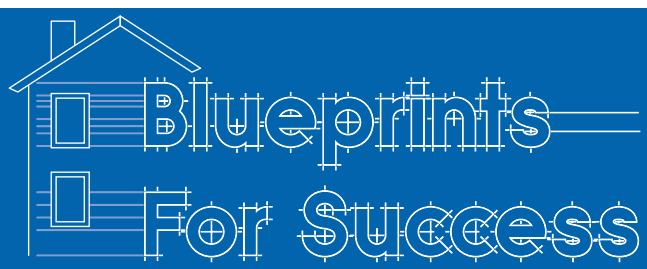
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OPERATIONS PLAN: A Blueprint for

Running Your Business

(reprinted from www.smallbusinessbc.ca)



Operations management is a key component of almost every business plan. It's a blueprint for running your business, and helps you anticipate and plan for contingencies.

Consider the "4 M's"

Operations management can be broken down into the 4 M's, each with its own subcomponents:

- **Money:** budget, cash flow, financial systems, point-of-sale systems, banking, taxes, and audit
- **Methods:** policies and procedures
- **Machines:** equipment, property, leases, insurance, repair and maintenance, and capital replacement
- **Manpower:** human resources, whether employees or contractors

The operations plan for your business affects all aspects of planning and running your business, from time management to budgeting. The following components should be considered when developing your operations plan.

Money

- **Budget.** The budget for your policies and procedures in your operations plan should be written and revised as you consider each aspect of your business operations. Try to be as accurate as possible in your budget, even though most of your numbers will initially be estimates.

Methods

- **Day-to-day operations.** Describe how you will run your business. In general, what will your business do from day-to-day? How will these activities be done? Who will do them?
- **Industry standards and regulations.** Are there any that affect your day-to-day

operations? Would it benefit your organization to be certified in any way (Organic, ISO 2000, industry association certification)?

- **Quality of service standards.** Are you setting any? If so, how will you monitor and maintain these standards?
- **Environmental standards/social responsibility guidelines.** Are you setting these types of standards for your business? Are they part of your marketing efforts?

Machines

- **Facility.** How does your facility fit into your operations plan? Everything from the access and size of your storage area(s) to the hours of operation, to the location of fire exits, needs to be considered. Ensure you are compliant with business licences, your lease, and zoning bylaws.
- **Equipment/vehicles.** Do you or your staff require training or certification to operate any required equipment and/or vehicles? Do you have the space required to store your equipment and/or vehicles? What power consumption do they require? Do you have or need to create safety policies and procedures?

- **Telecommunications.** Some small businesses start with a single cell phone, while others need an automated phone tree system.

- **Inventory/supplies/procurement.** Do you have space to store and stock your inventory? Do you require fixtures, display racks, or shelving? Do you have insurance to cover any potential loss or damage to your inventory? Does your inventory require any specific environmental conditions, such as temperature or humidity?

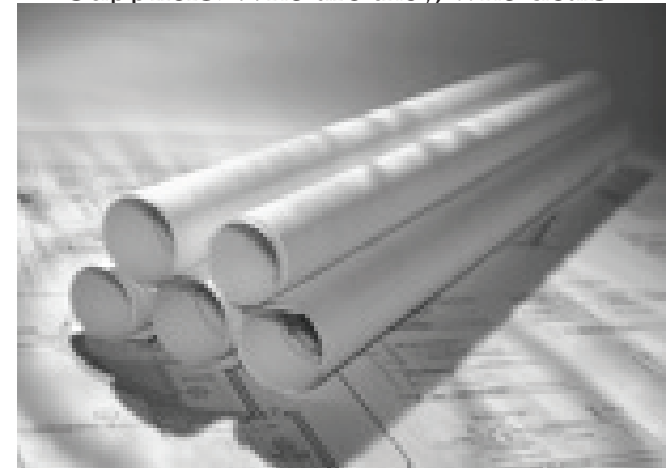
- **Information management and technology.** Are you able to assess, procure, configure, and operate the computers, software programs, point-of-sale systems, or other information technology required in the operation of your business? Do you need outside expertise to assist you? Do you have a plan for what to do if and

when something doesn't function properly?

- **Utilities.** How are your utilities integrated into your lease? How often do you pay these? Do you have a contingency plan if prices increase suddenly?
- **Insurance.** Ensure you are covered in the event of loss of property, breakdown of equipment, liability (directors/key personnel), or interruption of business.
- **Security.** How will you protect your staff and money? Is security included in your lease agreement?

Manpower

- **Suppliers.** Who are they, who deals



with them, and what are their fulfillment timelines? Do you have alternative suppliers or backup plans if your regular suppliers are not able to provide the materials you need to produce your products and/or services?

- **Customers.** Who are they? What is your relationship with them? How will you communicate with them? How will you deliver your products and/or services to them?

- **Staff/management.** Explain how you will recruit, retain, and motivate employees, if and when required. How will you manage their schedules, and will you have a contingency plan in the event that employees are unable to work? How will you monitor and conduct performance planning? How will you plan for vacations? Are there any union issues that you need to be aware of and accountable to?