

# Chamber Voice



LEADING THE WAY...

Parksville & District  
Chamber of Commerce

A Single Voice... Dedicated  
to the Prosperity of  
Our Business Community

THE OFFICIAL PULLOUT OF THE PARKSVILLE & DISTRICT CHAMBER OF COMMERCE

## Member Benefits: The Value of Chamber Membership

Chamber membership is one of the best values in business today. With dozens of benefits exclusive to members, and more being introduced all the time, the Chamber provides value and positive return on your investment many times over. Parksville and District Chamber of Commerce members receive many valuable benefits throughout the year.

When we talk to our current members about their reasons for membership they cite Networking, Advocacy and Direct Benefits and Discounts, but the #1 reason you should join a Chamber is Consumer Confidence.

When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favourably of it and 63% more likely to purchase goods or services from the company in the future.

**In addition Chamber Membership Offers:**

### Business Referrals

As the foremost business organization in the region, the Chamber receives requests for business referrals throughout the year by phone, drop-ins and website searches. Each such inquiry is an opportunity to refer business exclusively to Chamber members.

### Representation and Advocacy

As 'The Voice of Business', one of our Chamber's primary mandates is to convey to government and to the public the concerns of its members. The Chamber makes both proactive and reactive presentations and submissions to government on a myriad of issues, which directly affect you and your business. Members benefit from the Chamber's role as the collective voice of business when issues arise that will impact them in the Parksville area. The Chamber also seeks appointments to serve on local and regional task forces to address public policy issues.

### Networking Opportunities

The Chamber hosts many networking and special events throughout the year. Registration for events is available by contacting the Chamber office at 250 248 3613 or by email at [info@parksvillechamber.com](mailto:info@parksvillechamber.com)

### Web Site Presence

All members in good standing receive a complimentary listing with a direct link and pre-programmed map link to their location. Additional opportunities for advertising on the site are available – call or go to [www.parksvillechamber.com](http://www.parksvillechamber.com) for more information.

### Post the Chamber Logo on Your Web Site

Members have access to the Chamber logo for posting on their website, invoices and advertising to show their professional affiliation, and can access a variety of formats for free from the website.

### Access to Elected Officials

Opportunities are available throughout the year to form relationships with local and provincial elected officials through many Chamber events, committees and initiatives. The Parksville & District Chamber of Commerce is a member of the BC Chamber of Commerce, and a Policy Manual is prepared annually for legislative reform that is presented to the Provincial Government.

### Educational Opportunities

Throughout the year, the Chamber provides a series of educational seminars and workshops to help businesses and their employees. Each educational event draws upon experts to give the best educational experience possible.

### Membership Discounts

Members receive preferred pricing to attend Chamber events as well as for selected goods and services offered by other members. Always ask merchants and vendors if they offer discounts to fellow members; many do without a stated policy.

### Benefit & Discount Program

Chamber members are eligible for the Chambers of Commerce Group Insurance Plan - a very competitive program which many Parksville & District Chamber members take advantage of. In addition, there are a variety of affinity programs available to our members that help save money on everything from merchant credit card fees to fuel.

### Marketing Opportunities

Increase your exposure through becoming a Chamber Sponsor. These advertising and marketing options include annual sponsorships, event sponsorships, website sponsorships, weekly e-newsletter sponsorships, and more.

### Mailing Labels

The membership mailing list is available to members only, for one-time use mailing labels. Contact us at [info@parksvillechamber.com](mailto:info@parksvillechamber.com) to make your request.

### Volunteer Opportunities

Volunteer committees contribute their time and expertise to Chamber programs and initiatives, while developing new skills, leadership training and networking. Such committees include, Policy, Marketing, Membership and Business Initiatives. Please contact our membership department for additional information at [info@parksvillechamber.com](mailto:info@parksvillechamber.com) or 250 248 3613.

### Membership Recognition

Receive recognition as an involved member of the business community with a membership sticker/decal for the window of your business or your vehicle. Members also have access to a Proud Member logo for use on your website. Remember, Members like to do business with Members and consumers like to do business with Chamber members.

## 26TH ANNUAL FANTASY AUCTION

– “Lights, Camera...Auction!”

Get your tickets today!

On October 16, 2010, the Chamber of Commerce will be hosting

its 26th Annual Fantasy Auction – “Lights, Camera, Auction!”

The Fantasy Auction is a night of fund raising! Your Chamber of Commerce takes on many responsibilities and projects within our community, such as economic and social development (business start up and relocation counseling, residential relocation packages, retail promotions, etc), Community Awards night, new community entrance signage, and hosting public meetings. As well, the Chamber of Commerce operates the Visitor Centre year round.

The annual Fantasy Auction fundraiser includes a gourmet dinner, Silent and Live Auctions, draws and dancing to the rockin' sounds of the Maloomba Boogie Band! It's one of Parksville's premier social events and you don't have to be a Chamber of Commerce member to enjoy this special night. Just call 250-248-3613 for your tickets. They're \$85 each, or bring a group of 8 friends for \$650, 10 for \$800.

A member of our committee may be calling or dropping by your business to see you in the near future. We hope that you will consider supporting this event by making a donation. A pledge form is available on the Chamber of Commerce website at [www.parksvillechamber.com](http://www.parksvillechamber.com).



### WorldHost Training Services in the Parksville Qualicum Beach Area.

As the delivery organization for WorldHost Training Services in the Parksville-Qualicum Beach area, the Parksville & District Chamber of Commerce is pleased to offer these first-class training sessions to the community. According to one participant at a recent Fundamentals workshop, the workshop “exceeded expectations” and taught “very useful problem-solving skills”. For more information on upcoming workshops, call 250-248-3613.

## President's REPORT

GARY CHILD



I am excited about the future of Parksville! A few nights ago I had the opportunity to listen to Michael von Hausen speak about the development of downtown. It was not anything tangible; it was just a discussion about what might be. Michael took us on a virtual tour of a number of projects he has done around the world and painted a beautiful view of a vibrant and welcoming downtown. This view included high residential density, open promenades, and significant commercial offerings for consumers. Parks, trees, markets, wide sidewalks, beautiful new buildings with one story commercial and two stories residential... Ah, but wait, we first must complete an OCP review. Could there be a more critical time for business to make its case?

I have heard discussion recently about denying business its voice in this process. I have heard it in the media, in the council chamber and in the community. I have heard suggestion that the business community is acting solely in its own self interest, and therefore is not eligible to sit at the table. I thought it was time to remind everybody the importance of business to our community.

The business community provides jobs! Jobs are necessary to every socioeconomic group. Each social class has a dependency on jobs, whether that dependency is the creation of goods and services or the consumption of those goods and services. Those that have the

good fortune to no longer need income, or the misfortune to not be able to work, still have a critical dependency on the services provided by their community and their governments, driven and funded by jobs.

The business community sponsors and presents a wide variety of social events, including Canada Day, BeachFest, Show & Shine, Fantasy Auction, Glassie Awards, Cinema Under the Stars, Christmas Parade, Craig Street Market ... the list goes on!

The business community supports and sponsors education with bursaries and scholarships, supports sports programs through team sponsorships and donations to fund raising efforts, and continue to be responsive and enthusiastic to help whenever asked.

In these tough economic times, the community as a whole should work diligently in support of business that makes all of this possible. When planning for the future, especially the future of municipal land use, business should be embraced as a key contributor to the process. Those that seek to exclude us, or undermine us, clearly do not understand the relationship between business and our quality of life. The Parksville & District Chamber of Commerce is proud to be a single voice dedicated to the prosperity of our business community.

*Gary Child* President  
*Parksville & District Chamber of Commerce*

Follow us on 

Follow us for  
timely updates and events...  
we'd love to follow  
your tweets in return.

## Executive Director's REPORT

KIM BURDEN



As leaders in the business community it is important that we set an example in the operation of our business and "Lead the Way" in all that we do.

I have spent a good part of the summer examining how we conduct business as an administrative organization and part of that examination related to membership and membership fees.

Traditionally, membership fees have been collected based on the size of your business, the number of seats in your restaurant and/or the number of rooms in your hotel. That is about to change. All our members are equal, they all have an equal say in the operation of the organization, and they all receive an equal service from the organization so why should we charge some, more, based on the size of their operation. In essence, we were asking the larger businesses to subsidize smaller businesses; sort of like taxing the rich to subsidize those who by choice or circumstance are not as rich. At our September Board meeting the Chamber Board approved a recommendation to go to a membership structure that charges a basic fee to all members with the exception

of the accommodation members; who do receive an increased service through the Visitor Centre.

In addition, during this examination I explored the reasons for being a Chamber member. Research tells us that Advocacy, Networking and Benefit Programs are significant; however the number one reason you should be a member is consumer confidence. 63% of consumers will frequent a Chamber member business because they believe Chamber members are Leaders in their industry, Leaders in their community and above all they are reputable. As a Chamber it is our job to ensure member businesses adhere to our code of ethics and to encourage them to promote themselves as members. Be Proud To Be A Member of the Parksville Chamber of Commerce.

Keep your web directory on [www.parkvillechamber.com](http://www.parkvillechamber.com) up to date by logging in. The Chamber website has recently been updated and will soon include member only benefits that members only can access.

## AT THE VC

Well, Fall is certainly in the air. All the students have returned to school and we have started fall hours. For the month of September our hours are as follows:

September 1 - 17 (open everyday from 9 am-5 pm)

September 18 - 30 (Monday-Friday: 9 am-5 pm; Saturday & Sunday: 10 am-4 pm).

We have quite a few new books in our gift area now:

- Vancouver Island and the Sunshine Coast (by Vancouver Island North Film Commission)
- The Essential Vancouver Island Outdoor Recreation Guide (by John Kimantas)
- Secret Beaches (2 editions) one of Southern Vancouver Island and the other of Greater Victoria (by Theo Dombrowski)
- Amazing British Columbia - A Natural History from A to Z (by Audrey Owen), great book for kids
- Some books brought in by our well known artist Bill Helin - these books are written by Karin Clark about Pacific Northwest Coast Aboriginal Art ("What Am I Seeing"; "Learning By Doing"). Both books (different volumes) give a glimpse of Pacific Northwest Coast aboriginal art and shows you how to identify many of the things you will see (ie: boxes, masks, etc.) and also how to draw or

carve items - really interesting books and some in different languages.

We also welcome some new artists who are displaying their artwork in our Visitor Centre:

- Lydia Brittany (Earth Empress) who has some very unique earring trees
- Craig Carmichael (Island Exposures) local photos laminated on wood
- Laine Hepburn (Hairy Potter) who does some very unique pit fired pottery
- Bruce Bird (Antler Art) who does amazing carving on antlers (ravens, eagles, owls); very delicate work
- Bill Helin has come out with some new items. Besides his jewellery, paintings, scarves, he now has playing cards, coasters, aprons, tea towels, salad tongs, mugs, shot glasses, pot holders, trivets and there is a coffee line that is available at the Pacific Brimm Coffee & Tea Co. in Parksville.

And if that isn't what you were looking for, we also have Parksville T-shirts and our DVD Postcards available at our Centre.

Don't forget, if you are new to the area, we are also a distribution centre for Telus & Canpages phone books and we have a relocation package that is filled with some great information about the area.

Patti Lee,  
Visitor Centre Manager

## New Members

### Pacific Shore Optical

– Franco Bavaro.

250-248-1010

#2 – 139 Hirst Avenue, Parksville. 100% locally owned and operated by experienced opticians. Mobile service, if necessary. Specialize in difficult prescriptions.

### Zenith Training International

– Ricia Adair.

250-248-5508

www.zenithtraininginternational.com.

Zenith Training International (ZTI) offers workshops, training sessions, seminars plus group and one-to-one coaching for businesses of all sizes and shapes - right here on Vancouver Island. In their curriculum, they offer general business, sales and marketing training from great masters in business and personal development. Choose courses from their Roster of Excellence or have Ricia Adair and her team of certified trainers design a custom program for you and your employees.

### Radcliffe Development Corporation

– Garwin Wuerch.

250-954-1777

www.radcliffe.ca.

Established in 1992, Radcliffe specializes in development and construction of multifamily residential, providing a professional standard of quality, craftsmanship, business integrity, and dedication to innovative design and building technologies which encourage protection of the environment. Radcliffe is committed to serving its community and developing a range of housing choices that fit with today's lifestyles.

### Beach Club Apartment

– Neil Heard.

250-951-0773

194 Beachside Drive, Parksville. www.beachclubapartment.com. Fully furnished and equipped, oceanfront apartment at The Residences at The Beach Club.

### Offside Marketing

– Sean Kimmel.

250-240-3741

www.offsidemarketing.com.

Producer of two coupon books, bi-annually, as well as promoter of local businesses via website and Social Media.

### Accura Denture Clinic

– Stephen Aiken.

250-586-0443

4 – 125 McCarter Street, Parksville. Denturist.

### Island Serenity Fly Fishing Guide Service

– Rory Glennie.

250-248-8881

#318 – 251 Moilliet Street, Parksville.

Year round fly fishing guide services, freshwater and saltwater. Salmon, trout, steelhead and other species. A discreet and wise waterside companion to genteel fly fishers. "Angling to exceed your expectations".

## Our September Chamber Dinner



Over 80 members and guests attended our September 9 Chamber Dinner at the Quality Resort, to network and to hear our guest speaker, Michael von Hausen. Michael von Hausen is President of MVH Urban Planning & Design Inc., an international consulting practice in sensitive land development

planning, sustainable urban design, and community partnerships in Canada, United States, Russia, and Mexico. Michael uses a unique community and land-centred "SEE" approach to urban and rural planning, design, and development with amazing results.

Michael is the chief instructor, curriculum coordinator, and associate of the award-winning Urban Design Certificate Program at Simon Fraser University. He is also adjunct Professor in the Graduate Urban Studies Program at Simon Fraser University. In addition, Michael developed and facilitates the three courses that form the School of Development for the Urban Development Institute, Pacific Region. His latest handbook "100 Urban Design Principles" outlines his innovative planning and urban design methods. His graduate work at Harvard University specialized in real estate development economics and urban design.

Michael spoke about downtown revitalization and we were very pleased to host such an inspirational speaker.

## Upcoming Chamber Dinners

Due to our 26th Annual Fantasy Auction on October 16, there will not be a Chamber dinner in October. Our November Chamber dinner will be on November 18 at The Beach Club Resort.

Don't forget to check the Chamber's calendar of events at www.parkvillechamber.com, for more information about upcoming Chamber events, such as Business After Business and Food For Thought.

# AGS

### AGS Business Systems

Nanaimo, #1-1970 Island Diesel Way, V9S 5W8  
P 250.716.9117 or 866.248.4251 F 250.716.9118

Parksville, 124 Alberni Hwy, Box 1138, V9P 2H2  
P 250.248.4251 or 866.248.4251 F 250.248.2800

Courtenay, #103-1995 Cliffe Avenue, V9N 2L2  
P 250.871.0116 or 866.248.4251 F 250.871.0117  
www.agscanada.com sales@agscanada.com

Sales, Service, Parts, Supplies  
Desktop Printers, Colour, B&W  
Multifunction Office Equipment  
Production & Printing Systems  
Shredders, Cutters, Folders

AGS Business Systems, Exclusive to RICOH,  
Exclusive to Vancouver Island for 33 Years!

## TIPS FOR HEALTHY GROWTH

As a business owner, you're probably looking forward to seeing your business grow over time. But it's important to keep in mind that if you're not prepared for it, sudden growth can create its own problems. Here are a few tips to help you manage growth and avoid strain on your staff and finances.

### Plan for it

The growth you expect for your business should be part of your overall business plan. If you see your business as dominating the market a year from now, develop a strategy for your operation that accounts for the demands of the kind of output necessary to maintain that position. Your strategy should include your staff, facilities, and suppliers.

### Don't overpromise

Your business reputation is a valuable asset. While it may seem like bad business practise to turn down an order, accepting contracts that you don't have the capacity to fulfill can result in substandard service and unhappy customers. Although you may not have the capacity to fulfill currently, you could always let your client know of your growth plans and interest in doing business with them in the near future.

### Manage "bursts" with temporary resources

If you expect a temporary surge in your business, look into temporary contractors who can help you manage it in terms of staff, suppliers, and/or facilities. Review their credentials and establish relationships now, while you have time, and keep their information on file for when the rush comes.

### Arrange credit before you need it

Increased capacity may necessitate increased financial flexibility. Talk to your banker or financial advisor about short and long-term financing to ensure you have the credit you need when you need it.

### Think about doing credit checks on all new clients

Getting paid on time is always important, and late payments can become more problematic during periods of growth. Consider asking for deposits on large orders.

### Focus on what you do best

Don't let expansion distract you from your areas of expertise and specialization. Consider outsourcing new services unless you are sure you have the capacity and expertise to incorporate them into your core offerings.

### Take it slow

Give yourself time to put together the resources you need in order to meet your goals. Add resources and build your staff in stages. Review your growth plan regularly and objectively to make sure your goals are reasonable.

Reprinted from [www.rbcadvicecentre.com](http://www.rbcadvicecentre.com).

## 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](mailto:gillian@frankallenfinancial.com)

## Find strategies to do the most with your retirement planning

*How to take strategic action to simplify, manage, protect assets and reduce taxes*

**PARKSVILLE, BRITISH COLUMBIA**  
– Canadians: There are many bright ideas for your retirement lifestyle. A financial expert's new book has outlined 49 key strategies to save retirees money, time and energy.

With expert retirement financial planner Grant Hicks' Canadian Retirement Planning Mistakes: 49 Key Strategies on How to Take Action to Avoid them, those planning for retirement can make simple financial adjustments, focusing on Hicks' four strategic areas. Simplify – as in simplify your finances; Manage – build a retirement income plan and investment strategy; Reduce – minimize and defer taxes; and Protect – safeguard

your assets. For so many Canadians planning to retire or who are already retired, it might seem easier to plan in the traditional way. But there are different ways to think about retirement, Hicks says. Many retirees want to get rid of "hassle assets" such as real estate or holding companies, and they have time to pay attention to taxes and want to minimize their tax bite each year in retirement. Hicks' manual gives retirees ideas to take to their accountants, lawyers and financial advisers to get the advice they deserve. "Start today by making a to-do list," Hicks says. "Then start to enjoy the fruits of your success."

Hicks' advice includes "outside the

box" thinking to bring other options that can be possible. Anyone 55+, nearing retirement or already retired, or anyone advising or helping to plan for another's retirement will find Hicks' advice invaluable. Partial proceeds from the book will be donated to Nanaimo and District Hospital Foundation.

### About the Author

Grant Hicks, RDB, C.I.M., FCSI, is a well-known financial authority among retirees, publishing a regular column and a blog "Where it Counts," in the Parksville, Qualicum News, and on My Senior Site, the retirement planning Web site. A former professional hockey

player in Europe, he operates Hicks Financial. He has helped hundreds of retirees develop retirement income plans using his process, "The Island Lifestyle Retirement Planning Program." He has spoken at numerous organizations including TD Bank, Manulife Financial, Standard Life, Registered Deposit Brokers Association, Vancouver Island University, and others. He is co-author of "Guerrilla Marketing for Financial Advisors" (Trafford, 2003). Find him on the Web at [www.ghicks.com](http://www.ghicks.com)

Canadian Retirement Planning Mistakes.

Available from: [www.trafford.com](http://www.trafford.com), [www.bn.com](http://www.bn.com), and [www.amazon.com](http://www.amazon.com)

