



Selkirk & District Chamber Chatter

Keeping Members Informed



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Did you know?

- Chamber members - 136
- Chamber dollars purchased to date - \$93,000.00
- Attendees at largest General Meeting (Southbeach Casino) - 50+
- Chamber winners out of 10 categories at the North Red Business Achievement Awards - 8 members
- Finalist at the MCC Business Achievement Awards - Impact Productions
- Being a member of the Selkirk Chamber of Commerce - Priceless

Chamber Member Discounts

- AAA Alarms
- Ceridian - Powerpay
- Group Insurance Plan
- Christies Office Plus
- Enterprise Rent-a-Car
- Esso Imperial Oil
- F.H. Black Training Discount
- MTS Long Distance

Welcome!

It is with great pleasure that I welcome you to the first edition of the Selkirk and District Chamber of Commerce newsletter, Chamber Chatter.

Our goal with this communication device is keep our members informed of important news and events happening in our Chamber and community. The Chamber receives numerous notices of events, meetings and public information that we have been forwarding to our members by e-mail. But as our Chamber's profile in the community continues to grow, so has the number of announcements that we have been sending to our members.

It was felt that a Chamber newsletter would be an effective way to communicate some of this correspondence to our members.

Brian Kahler, owner of Fort Custom Picture Framing and Chamber Board Member, volunteered to design and edit this newsletter and we are thrilled with this first edition. We hope

that our Chamber Chatter will keep our members informed about up-coming events, meeting schedules, Chamber news, and other various points of interest which will be beneficial to your business.



We hope you enjoy this first edition of the Selkirk and District Chamber Chatter and we welcome your feedback to help strengthen the lines of communication with our members. Bev Clegg, our Executive Director, Sheri Skalesky, our Office Assistant and your entire Chamber Board are working very hard to strengthen our relationship with our members and increase our role in the community. We will

continue to partner with the City of Selkirk, the RM of St. Andrews, the RM of St. Clements and the RM of West St. Paul to make our region the best place to live, work, invest and raise a family!!

Regards,
Kelly Lewis

President – Selkirk and District Chamber of Commerce

Chamber Website

www.selkirkanddistrictchamber.ca

by David Bayluk

The Selkirk and District Chamber of Commerce web site has gone live and may be reached through the above link.



We have created this website for our members and for the community at large and hope that the information provided will be a benefit to your business and the community. On this

site, you will find information about the regions of Selkirk, St. Andrews, St. Clements and West St. Paul. You will also find community links to assist you in both business and home life. We have developed an on-line business directory from our membership which will be another marketing tool for our business community.

We hope this web site will be of value to your business and we welcome any feed back in order to evolve this site to suit all of the needs of our members and those taking advantage of this valuable resource.

Business Chuckles

One attractive young businesswoman to another, over lunch:

My life is all math. I am trying to add to my income, subtract from my weight, divide my time, and avoid multiplying.

Recently a man and a little boy entered a barbershop in Selkirk together. After the man received the full treatment - shave, shampoo, manicure, haircut, etc. - he placed the boy in the chair.



"I'm goin' to buy a green tie to wear for the parade," he said. "I'll be back in a few minutes."

When the boy's haircut was completed and the man still hadn't returned, the barber said, "Looks like your daddy's forgotten all about you."

"That wasn't my daddy," said the boy. "He just walked up, took me by the hand and said, 'Come on, son, we're gonna get a free haircut!'"

Would you like to market your business or organization to businesses in the Triple S District? Consider Chamber Chatter as part of your marketing strategy. Advertising space is competitively priced and an effective way to meet that market.

Business Achievement Awards

The 11th Annual North Red Business Achievement Awards Dinner was held on October 23rd. A total of 47 nominations were received by Community Futures for ten different awards.

The winners in each category were:

- **Youth Entrepreneur** - Blast-Off Fireworks
- **Site Enhancement** - Fort Distributors
- **Curb Appeal** - Benjamin's Restaurant & Catering
- **Tourism** - Evergreen Gate Bed & Breakfast



- **Restaurant & Hospitality** - Rembrandts Bistro
 - **Customer Service** - Packers Fashions
 - **New Business** - Ko-Ko Waste Systems
 - **Green Business** - Triple R Pallet & Glass
 - **Long Standing Pillar of Business** - Gilbert Funeral Home
 - **Entrepreneur of the Year** - Don Sargent - Steeltown Ford.
- Congratulations to all of this years nominees for being recognized as an integral part of our business community.

Upcoming Events

Nov 21 - Santa Parade of Lights. Deadline for entries Nov 18th

Jan 7 - Selkirk & District Chamber of Commerce Board Meeting

Nov. 25 - Manitoba Chambers of Commerce breakfast with Hon. Greg Selinger, Minister of Finance @ McPhillips Street Station.

Jan 21 - Selkirk & District Chamber of Commerce General Meeting. Guest speakers: Jim August CEO North Portage Development and The Forks and Rob Cox - Telus Cup

Dec 3 - Selkirk & District Chamber of Commerce Board Meeting

Welcome to new members!

The Selkirk & District Chamber of Commerce welcomed seven new members since late summer:

All Sport Athletic Therapy Services - 209A Superior Ave Selkirk - provides sport therapy services.

Riverbend Movers - 621 Sophia St. Selkirk - provides office & residential moving services by professional, uniformed movers.

Rosanna Sternat CGA - 226 Manitoba Ave Selkirk - provides accountant services

RM of West St. Paul - adjacent to the City of

Winnipeg, serves the residents of the RM.

Enterprise Rent-a-Car - 635 Morris Ave Selkirk - provides car rentals through neighbourhood and airport offices.

Sears - 228 Manitoba Ave Selkirk - provides catalogue order services, appliances, home and garden and electronics.

Mark's Work Wearhouse - 1031 Manitoba Ave Selkirk - provides casual & business wear, outdoor apparel for men & women, work-wear & safety wear,

If you have the opportunity please welcome these new members.



Basic Customer Courtesy in the Retail Sector

by Vivian Kistler (Courtesy Picture Framing Magazine)

Training your staff to deal with customers by displaying a positive attitude is an important part of retailing.

Regardless of the size or scope of your operation, your business is directly affected by the treatment your customers receive. While it may seem obvious that your staff should be courteous and have genuine concern for customers, you must realize that many people in their twenties and thirties have not been “waited on.” They shop in self-serve music shops, shoe stores, and clothing stores. The only contact with salespersons is to be frisked by them after leaving the fitting room. Your staff should be trained to serve customers with a positive, non-argumentative attitude while showing courtesy and respect.

What constitutes courtesy and respect? It is up to the owner to discuss the appropriate attitude towards customers. But it is always important to train your employees to treat customers with care. Here are some guidelines for showing that you care about them.

- Your reason for existence is your customers; without them you have no business.
- The customer takes priority over *everything* else. There is no task or conversation more important.
- The best parking spaces are for the customers—not the employee of the month or the boss.
- A cheerful disposition is the correct one—no whining or complaining. Remarks about being overworked and having an overwhelming personal life are better left unsaid.
- Bookkeeping and housekeeping tasks are not to be done while customers are in the shop.
- Never begin vacuuming or ringing out the register when a customer is present. That shows disregard and a lack of respect. You may as well tell him or her to leave.
- If you are pricing a product when a customer comes in — stop immediately.
- The customer always has the right-of-way in the shop. Open doors, step aside, walk behind, and always excuse yourself.
- No conversation should take place that does not include the customer. The customer is a guest in your shop. A personal conversation between employees is out of the question! Never answer a cell phone working with a customer.
- Problems should be handled in a whisper or in the back room.



- When an item is not ready when promised, make every effort to reach the customer before it is due. You really lose points if a customer shows up before you have contacted her.
- Hours of the shop are set for the convenience of customers. Be at the shop at least 15 minutes before your scheduled opening so that your shop and employees are ready to serve your customers promptly. If a customer appears at the door early, he or she should be asked inside.
- A customer is greeted after he or she has entered. But do not pounce. Wait 5 to 10 seconds before saying good morning. Give the customer a chance to get in and establish him or herself.
- If you are busy with a customer when others enter the shop, simply acknowledge that person with a hello. They are less likely to leave.
- First impressions are important. The entry doors and floor must be clean. Work surfaces and mat and moulding samples must be kept free from fingerprints and nicks.
- Don't ever mock a customer or do anything that creates an “us-against-them” attitude.
- Music and clothing of employees should suit the image your store wants to promote. Great care should be exercised when selecting music. Rock and classical music can be equally distracting. Music should not be too loud or even noticeable. Music is not for entertainment. It is used to create a mood and to fill the air when there are more employees than customers.
- Alternative methods of payment, such as a required deposit, charge cards, and layaway plans, are posted discreetly.
- Do not post signs that may “yell” or “demand.” Signage should not imply a lack of trust. For example, signs that state, “Items left at your own risk; not responsible for goods left after 30 days” diminish customer confidence.
- Never keep a customer waiting. It shows a lack of regard for a customer's time.
- Be careful when addressing customers. It's Mrs. or Mr. until you are notified by the customer to call her or him something else. Never use the term “Dear” to older people—it is not as welcome as you may think. You can't go wrong with the highest form of respect.

Indifference, rudeness, sloppiness, impatience, aggression, and incompetence must be stopped before they affect your business.

YOUR BOARD OF DIRECTORS



The 2008 Selkirk and District Chamber of Commerce Board of Directors (L-R): Glen Basarowich RM St Clements; Ted Lewis Scotia Bank; Bev Clegg (Executive Director); Kerry Hendry (1st Vice President) Sunova Credit Union; Rob Willitts Canadian Tire; Dave Bayluk (Past President) World of Water; Kelly Lewis (President) Packers Fashions; Reid Henderson McMillan Insurance; Connie Rapko Hair Fantasy; Marlene Cook City of Selkirk; Lesli Malegus (Treasurer) Selkirk Travel; Bill Hrabi (2nd Vice President) Ko-Ko Waste Systems; Brian Kahler Fort Custom Picture Frames; Bob Jefferson Century 21. Missing: Kelly Cook MTS Allstream, Pat Cordner PGC Accounting; Peter Mandryk Red River North Community Futures; Kurtiss Krasnesky RM St Andrews.

\$\$ CHAMBER DOLLARS PROGRAM \$\$

The Selkirk & District Chamber of Commerce encourages all members to welcome and accept the Chamber Dollars. In 2008, over \$93,000 in Chamber Dollars have been sold! This means over \$93,000 will go back into the local economy.

To help understand the program here are a few often-asked questions....

What is the Chamber Dollar Program?

It is a "shop locally" program that encourages and promotes purchases at local businesses in the Selkirk, St Andrews, St Clements area.

What is a Chamber Dollar? It is a cheque issued through the Selkirk & District Chamber Commerce that comes in different denominations, for example \$5, \$10, \$15, \$20, \$50, but

never more than \$100.

Who accepts Chamber Dollars?

Any Chamber member business who provides a product sale or customer service. To be listed on the Chamber Dollar directory, or for the most up-to-date listing, please contact the Chamber Office.



How do you accept the Chamber dollars? Consider them as you would a travellers cheque. Endorse the cheque and deposit it into your operating account - just like any other

cheque.

Who buys Chamber Dollars? Individuals, businesses, government agencies and non-profit organizations who want to support local shopping and the community's businesses.

The purchasing groups use them as prizes, or a thank you for employee recognition programs. This year Gerdeau Ameristeel of Manitoba purchased over \$89,000 to recognize their valuable employees. They make a great holiday gift for your employees, family or friends.

How is this program different from a gift card?

The individual who receives the Chamber Dollar can redeem their cheque from a wide variety of local businesses who are Selkirk & District Chamber Members.