



Selkirk & District Chamber Chatter

Keeping Members Informed

Spring 2009



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Did you know?

- You are welcome to forward Chamber Chatter to your other contacts electronically. Feel free to forward the email copy along to others. Or, perhaps you might want to make hardcopies for your waiting area or lunch-room.
- You can use Chamber Chatter to market your products or services. Advertisements are reasonably priced.

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

Citizen of the Year Nominations Now Open

Nominations are now being accepted for the 2008 Citizen of the Year. The annual award is designed to recognize an individual, who through their own initiative, ability and effort has made an exemplary achievement in their field or to the community or area.

The only restriction in the nomination process is that the nominee must reside in the RM of St. Andrews, RM of St. Clements or the City of Selkirk. Nominations are welcome from any individual, organization, busi-

ness, association or institution.

Written nominations must be submitted to the Chamber office by March 31st and must include:

- Detail of accomplishments
- Range of involvement with results to the community
- Duration of involvement (number of years)
- Community based achievements
- How has this individual made Selkirk & District a better place to live and work



2007 Citizen of the Year Michael Buhr accepting the award from Kelly Lewis

The award will be presented at the Citizen of the Year Banquet April 30th at Larter's G&CC.

New Executive Director Sheri Skalesky

The Chamber welcomed Sheri Skalesky as the new Executive Director on January 1st. Sheri replaces Bev Clegg who has returned to her role with the Selkirk & District Community Foundation.

Previously, Sheri provided casual clerical assistance with the City of Selkirk and brings with her a strong administra-

tive background from the financial and telecommunication industries.



Sheri Skalesky

The position is filled on a part time basis, Monday - Thursday 9:00AM to 4:00PM

Any inquiries regarding Chamber membership, local initiatives and events can be directed to Sheri in person at the Chamber Office 200 Eaton, via telephone 482-7176 or via email at: sadcoc@cityofselkirk.com.

Chamber Strategic Plan Ready For Approval

by Bev Clegg

In August of 2008 the Selkirk & District Chamber of Commerce embarked on developing a Strategic Plan that is designed to increase the Chamber's public awareness while providing direction for the Board of Directors and staff. The Plan outlines the three core services that the Chamber provides to their Membership, local businesses and community leadership groups within the City of Selkirk, R.M. of St Andrews, R.M. of St Clements and the newest municipal partner the R.M. of West St Paul.

The principal objective of the Plan is in keeping with the Chamber's Mission Statement: "To promote and expand economic trade and commerce along with civic and social



needs of the Selkirk, St Andrews and St Clements region."

The Plan covers a 16-month period, August 2008 through to January 2010 and features the following three core services: Annual Community

Events, Special Events and Operations.

Within each of these categories there are action items, timelines and the identification of the project leaders and/or chairpersons along with support volunteers and staff. There is also a status category that provides a monitoring mechanism to ensure projects are "on track". The Strategic Plan's "watch-dog" will provide a status report to the Board Members quarterly and annually to the General Membership at June's AGM.

After the Executive reviews the final draft of the document it will be presented to the Board of Directors with the approval expected in early April.

It is very inspiring to see that much of the activities and action plans are being fulfilled efficiently and effectively. Watch for the full document on the website in early May!

Welcome New Members

by Ted Lewis

The Selkirk & District Chamber of Commerce welcomed five new members this year:

CYGNAL Technologies

Eric Jorgensen - 619 Erin St. Winnipeg - Authorized Nortel, Cisco, and Ayaya Systems. Cabling, lanwan, internet, and voice applications.
www.cygnal.ca

Derrick Blaine Homes Inc.

Derrick Reykdal, East Selkirk - custom home building, design, and renovations. www.derrickblainehomes.ca

SIW Storage Ltd.

Ruth Fuller, 511 Robinson Ave. Selkirk - Indoor & Outdoor storage.

Hayles Geoscience Surverys Ltd.

John Hayles, 511 Robinson Ave., Selkirk- Geophysical surveys for engineering, environmental, and mining exploration.
www.haylesgeoscience.ca

Lawn Boys Ltd.

Brent Boychuk, St. Andrews. Year round total yard care maintenance.

A big thank you to existing members as we're ahead of last year's pace with over 65% renewed memberships.



If you haven't already received your renewal package, or if you require additional information regarding the new website features, please contact Sheri at the Chamber office.

Mark Your Calendar

April 1 - Board Meeting

April 8 - General Meeting

April 10 - Good Friday

April 12 - Easter Sunday

April 20-26 - Telus Cup Selkirk Recreational Complex

April 30 - Citizen of the Year Banquet at Larter's G&CC

May - Small Business Workshop

May 6 - Board Meeting

May 10 - Mother's Day

May 13 - General Meeting

May 18 - Victoria Day

June 3 - Board Meeting

June 10 - Annual General Meeting

Is Your Glass Half Full? The Optimist Creed

Market share is critical to your success in a tough economy, and the two key 'A' factors to your market share in these times will be Attitude and Advertising. Your attitude will also be an infectious factor to increase sales. Your optimistic outlook will spread to your staff and your customers.

Optimist International, the service club that 'Brings Out the Best in Kids', has a creed that is especially relevant in this economy. We've copied it here for you, as you might want to post it in your office for a little self-affirmation every day.

The Optimist Creed

Promise Yourself;

- To be so strong that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends

Bad news will always jump out of the front page of the paper at you. It's up to you to play a leadership role in your organization by finding the silver lining in every cloud.

- feel that there is something in them.
- To look at the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best, and to expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.
- To wear a cheerful countenance at all times and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have no time to criticize others.
- To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

For example, did you ever stop to think that an 8% unemployment rate really translates to a 92% employment rate? Scoring 92% in any test I know of is usually considered to be pretty darn good! And if your market is down a corresponding 8%, did you realize you only have to increase your market share by less than half of 1% to capture the same revenues you captured before the market was down?



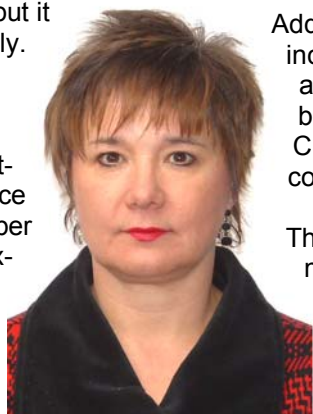
Advertising won't persuade someone to buy who has no intent to buy. What the right advertising message can do, however, is persuade those who are willing to buy, to buy from you instead of your competitor. It's all about market share.

Annual General Meeting Mark your calendar

The Annual General Meeting will take place on June 10th this year. The location was not finalized at press time, but it will be announced shortly.

All Chamber Members should plan to attend this very important meeting. Of major significance is the election of a number of new officers to the Executive and Board of Directors.

President Kelly Lewis, who has devoted countless hours of her time and leadership



**President Kelly Lewis
Stepping Down**

towards getting the Chamber on track, will be stepping down. Her two year term is drawing to a close as the constitution requires a new president be appointed after two years.

Additional agenda items will include the presentation of a strategic plan which will be used to guide the Chamber's efforts in the coming years.

This is a very important meeting for the Chamber and its members. Please be sure to attend.

Business Chuckles

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 on the chair.

"I'm going 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 lad. "He just walked up, took me by the hand and said, 'Come on son, we're going to get a free haircut.'"

Triple S Fair & Rodeo Parade July 11, 2009

The Triple S Fair and Rodeo is still a number of months away, but if you'd like to take advantage of sponsor opportunities you'd better



act quickly. The sponsor packages are summarized below.

Gold Sponsor - \$1,000

Name and Logo on Parade Banner, on entry forms for the parade and logo published in the Selkirk Journal and a Plaque of recognition from the Selkirk and District Chamber of Commerce

Silver Sponsor - \$500

Name and Logo on Parade Banner, entry forms for the parade and name and Logo published in the Selkirk Journal.

Bronze Sponsor - \$250

Name and Logo on entry forms for the parade and name published in Selkirk Journal.

Honorary Sponsor - \$25-\$100

Name published in Selkirk Journal.

Contact the Chamber office at 482-7176 for more information.

The Telus Cup Sponsorship Opportunities

The TELUS Cup, Canada's National Midget AAA Championship, will be held in Selkirk April 20-26th. It will feature the best Midget teams from five regions across Canada (Pacific, West, Central, Quebec and Atlantic) along with the host Winnipeg Thrashers, who were silver medal winners at last year's event in Arnprior, Ontario



The Selkirk and District Chamber of Commerce is pleased to announce its participation and support to this important event which will place the District in the national limelight.

We have taken on the responsibility of not only welcoming these talented athletes, but also beautifying our community with a wonderful display of flag pageantry. With the assistance of the City of Selkirk and Manitoba Hydro, we have chosen to display the flags of the 10 Canadian provinces throughout the City of Selkirk.

You can help by having your business or organization purchase one of the Selkirk Pageantry/Ticket packages. We have designed a range of options to suit any budget ranging from the Provincial Flag Sponsor at \$28.00 to the Coast to Coast Package at \$599.20. Many of the packages include tickets to the games.

For further information please contact the Chamber office at 482-7176. but don't wait! The sponsor schedule must be finalized by March 25th.



Goaltender Christopher McDougall sees action in the last year's event

Let's welcome these great athletes to the District.

Featured Member

Riverside Grill-386 Eveline Selkirk

This years marks the 60th anniversary Riverside Grill has been in business. Owner Larry Patzer, who along with his wife Norma operate the community landmark, said the business was originally opened by his parents Dan and Hurta in 1949. "Dad actually went out into the bush and cut the logs for this building," said Patzer. "They were shipped on the train from the Pine Falls area."

The restaurant's appearance hasn't changed much in 60 years. It still carries the 50's style décor with a long counter and stools to match. That décor has attracted movie mak-

ers who are like the setting for films depicting that era.

One of the house specials is the 'Bison Burger', but Patzer feels the familiar setting is what brings many of the regulars back.

The restaurant is open at 8:00AM six days a week.



Framing the usual & unusual!
Member discounts on certificates, posters & pictures.



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