

**CHAMBRE DE COMMERCE
DE GRAVELBOURG
CHAMBER OF COMMERCE**

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OUR MISSION:
TO FOSTER AN ENVIRONMENT WHERE
GRAVELBOURG AND AREA BUSINESSES
CAN PROSPER

OUR VISION:
TO BE THE VOICE OF GRAVELBOURG &
AREA BUSINESS

MAKING GRAVELBOURG A BETTER PLACE TO LIVE, WORK AND INVEST

Are we doing the right thing?

As a Chamber of Commerce we speak to people every day on a wide range of issues. Lately the discussions have been about the weather and farming, but we also need to ask and hear about the status of businesses. When I became President of Gravelbourg Chamber of Commerce, I felt a sense of obligation to lead this as a Company, with the same ideals as running a business of my own. In reality, it's a bit different than I expected. As President of an organization that has 41 members, it's a challenge to understand the many different companies, their business operations, and the expectations of the business owners.

Another challenge of the Chamber is to ensure we keep one eye on the issues facing businesses today and the other eye on the horizon. We need to ensure we are dealing with current issues and that we are also doing research on the challenges and opportunities of tomorrow. While it can, at times, make a person feel cross-eyed, it's right where we like to be and we want to do even more in the future.

Are we asking the right questions? Are we going in the right direction?

Clearly Gravelbourg and surrounding area has many more opportunities than challenges (and isn't it nice to be in this place?). That gives us the freedom and responsibility to look at opportunities that would have seemed ludicrous a while ago. For example:

- We can think about the sidewalk sale of June 2013: a great opportunity to show the community your profession. This event will take place again June 21, 2014.
- The 2013 Trade Fair: An event where the community could explore the wide range of businesses available in Gravelbourg and surrounding area.
- The Christmas promo: to get more traffic into your store.
- Business Community Breakfast meetings: an opportunity to network with fellow business owners.

There are several advantages to having a membership with the Gravelbourg Chamber of Commerce. For example, there are benefits in Merchant Service (Debit/Credit Terminal), Small Business Loans with access up to \$20,000, Data protection with Cloud back up and much more. Please call me to purchase a membership for your business or if you have any questions. I look forward to hearing from you.

Fred Hundersmarck, President

Check us out!
www.gravelbourg.ca

THANK YOU SPONSORS!

You're at home here.



**GRAVELBOURG
ECONOMIC DEVELOPMENT**

BUSINESSVIEW

VOLUME 5

JUNE 2014

MAYOR'S MESSAGE: RÉAL FOREST

Finally, warm weather is upon us and the farmers are putting in long hours to get the crop in the ground. If the farmers have a good crop, as they did last year, the local business community will again benefit.

I have on my office wall a 2014 calendar from the Saskatchewan Council for International Cooperation (SCIC) which highlights 12 different people who made a difference. They are people like you and me who "just started with where they are and who they are".

Vicki Nelson, SCIC's Executive Director says, "This calendar is a celebration of the last 40 years of SCIC, working to build local and global movements for a better world". Humanitarian Ian Hill had the same message when he visited our community in late November of last year encouraging all who heard him speak to get involved and to take small steps, together.

As we all know, there is strength in numbers. We can achieve much more as a group, as an organization, as an association or as a business community than we can individually. If I could issue a challenge to the readers of Business View,

that would be it. Ask yourself: how am I involved in my community? How can I use my God given talent to better my community, my province, my country, my world? Being environmentally conscious (keeping one's property clean, picking up surrounding debris, recycling, etc.) is certainly a step in the right direction as is (or would be) volunteering (e.g. Summer Solstice Festival, Renaissance Gaiety Theatre, Centre culturel Maillard), sitting on a board (e.g. Sports, Culture & Recreation, Museum, Library) or helping to plan a fundraiser (e.g. the Festival of Trees, Community suppers, Special events). How about running for Council? There are many opportunities, some bigger, some smaller. Give it some thought!

Congratulations to Sven Haug and Michael Eva who purchased and recently renovated Kingside Investments & Insurance at 316 Main Street.

Nous sommes tous, qui que nous soyons, bénis d'un talent ou d'un autre. Avez-vous songé à le partager: en aidant votre voisin, en rendant un service à une personne âgée ou en difficulté, en siégeant sur un comité, en planifiant une collecte de fonds pour une bonne cause, en livrant des repas à domicile C'est ensemble qu'on construit une communauté et un monde meilleur.

ECONOMIC DEVELOPMENT OFFICE

WHY DOES IT MATTER.....

By making choices to shop locally, our local economy grows stronger and our community is more prosperous and vibrant. When we choose to purchase from locally-owned businesses, we strengthen our communities in ways that reach beyond us as individuals or businesses.

It's easy to live local. All it takes is one simple decision - look for a local choice. Whether it's a book from your local bookstore, or grabbing a coffee from your local coffee shop- living local is easy. Stroll to the local boutique instead of hitting the mall in the cities or see a show at the local theatre instead of driving to one of the big box cinemas. Start by trying it once a month, then once a week. Before long, you'll find that living local is second nature and you'll wonder why you didn't live local sooner. Celebrate the diversity and choice in our community!

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YOUTH ENGAGEMENT

Youth are the future. To be effective leaders of the community, region and country in the future, they will require the opportunity to gain skill sets and experience. A healthy community finds ways to engage all sectors of the community from seniors to youth. Engaging youth should not be about patronizing an age category but instead demonstrating in a meaningful way that they have true value and a contribution to make. For a community to have appeal to all age groups, the community requires input from all age groups to identify their concerns and the areas in which they have pride. Just as attempting to attract new business is most effective when existing businesses can identify why the location has been successful for them, it is important that a community that wants to attract youth can identify what aspects of their community is appealing to youth and which areas require improvement.

Some suggestions came forward from the business community regarding how to engage youth in the community. The range of ideas included setting up a shadow youth council to including youth representatives on existing boards in the community. These suggestions provide youth with an opportunity to gain experience in leadership and organization management while working with experienced people in the community that can provide them with guidance and mentorship.

Youth should also be encouraged to consider entrepreneurship as a viable career path. Many business owners require post-secondary education or trades training prior to launching their own businesses. Youth who have the opportunity to interact with existing business owners or have an opportunity to take entrepreneurship education in school will have the opportunity to evaluate if that is a potential career path for them. Today's youth could be the community's future entrepreneurs or new business owners when some of the current business owners reach retirement stage. Any opportunity to expose youth in the community to entrepreneurship should be embraced. It could involve encouraging youth to enter provincial business plan competitions or initiating a "Lemonade Stand" business competition at the local high school.

Either way, this is another opportunity for the BRE Taskforce Team, the Chamber of Commerce and the business community to partner and focus on a common goal – a youth engagement project.

BRE Strategies, Sonja Dahlman

DID YOU KNOW...

- The Town of Gravelbourg, along with the Town of Lafleche, Gravelbourg R.M 104, Wood River R.M. 74 and Thomson Lake Regional Park have formed a regional alliance to guide economic development?
- The town now has a Facebook page? Make sure to 'like' us! You could win \$50. Watch for details.
- There will be free swimming on June 14th from 1-5pm?
- Effective July 1st, yellow garbage tags will no longer be accepted as payment at the landfill? (Bring cash!)
- We have a town compost pile for your use? It's free!

Mitigation, Prevention, Response and Recovery of an emergency is the mandate of the Gravelbourg Emergency Measures Organization. In the case of a disaster or an emergency, Gravelbourg E.M.O has a Control Group and Emergency Plan in place. The E.M.O.C.G. meets regularly throughout the year. Fellow volunteers and fresh ideas are always needed. If you are interested in participating in this exciting and rewarding organization please contact the EMO office at 1-306-648-3301 Ext. 2

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GRAVELBOURG BUSINESS NEWS: CHANGES IN THE LAST 5 YEARS

Gravelbourg has been fortunate within the business community with 'natural' succession. Here are several examples within the last 5-10 years:

- Rollin Rock purchased Main Street Inn
- Sven Haug/Michael Eva purchased Gravelbourg Financial from Denis L'Heureux (now Kingside Investments)
- Homestyle Floors & Interiors purchased R & R Flooring
- Grondins purchased Piché Hawkins Funeral Chapel
- Podevin family purchased former O'Neil Pharmacy building from Dale O'Neil (La Beautique)
- Dominique Simonsen purchased Café Paris from Toos Giesen-Stefiuk
- Small Town Plumbing & Heating purchased building from Carrobourg Accounting
- Carrobourg Accounting purchased Trailtech's former administration building
- Marcel's Repair purchased Parkview Motors building
- No Problem Welding & Repair purchased building from Wayne Rud
- Hawks Agro & HB Junction purchased former Hamon's service station
- Flowers Etc. (Monique Carrobourg) purchased from Audrey Lizée
- Clever Cat Curiosity Shop purchased former True Value-Macleod store from Roger Pittet
- Rexall Drugs purchased pharmacy from Neil Maskell (Gravelbourg Drugs)

AND so on.....the list will continue in the next newsletter edition in September

BEST WAY TO KEEP CUSTOMERS FROM LEAVING

Existing customers seldom jump ship because of price or functionality. Here's the real reason they booted you out:

- 75% bad customer service
- 52% poor quality
- 25% price
- 15% needs have changed

Finding new customers can be expensive and time consuming. Selling to existing customers is cheap and easy. Sale campaigns launched at a base of existing customers often have success rates as high as 70% according to the book, "Customer Winback".

That's why losing a good customer to the competition is always a bad thing. You have to work more than 10 times as hard to get enough new customers just to make up the revenue that you lost.

As you can see, when it comes to keeping your existing customers, customer service is 3 times more important than price and 5 times more important than functionality. That's ironic because most businesses, especially smaller ones, are focused on price. Priority should be given to quality and customer service.



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ROCK2RELAX

Jackie Hundersmarck

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