



Chamber Dinner and Auction/Small Business Week

The Nelson and District Chamber of Commerce is all set for our annual Gala Dinner & Auction. The Dinner and Auction takes place Saturday November 7th at the Prestige Lakeside Resort and Convention Centre. This is our primary fundraiser each year and one of the year's premier social events. There are still a few tickets available for this year's dinner. If you would like to attend, please give us a call at 250 352-3433, or drop and email to info@discovernelson.com.

The night gets underway at 5:30 with some light jazz entertainment. Enjoy a No Host Bar and Hors D'oeuvres while you view the auction items. There are thousands of dollars of items to bid on, thanks to your support. Dinner gets underway at 7pm with Chef Cliff Schroeber providing another great buffet dinner. The Live Auction portion of the evening will get underway at 8 pm featuring the antics of our MC/Auctioneer Reg Clarkson. We will also have a few Blackjack tables open later in the evening with some great prizes. Tickets are \$45 each or \$300 for a table of 8.

The Board of Directors would like to thank you all for your continued support of this event. The ongoing support of the business community is greatly appreciated. Nelson and area has always been very supportive of the Chamber Auction, and this year is no exception. The business community has come through with flying colours. Thanks to Chamber Auction Chair Karen Pilipishen and all the extra staff time that has been invested in the event.

Small Business is Big Business in Nelson and Area

Small business is big business in British Columbia, and small business owners in the West Kootenay don't take a back seat to any region when it comes to entrepreneurial spirit. The Chamber will be celebrating Small Business week October 18th-24th.

Working with our Economic Development Partner Community Futures of Central Kootenay, we will be hosting a "Small Business Boot Camp" October 21st, 8am-1pm at the Prestige Lakeside Resort. The cost is just \$20 with lunch included.

The half day session will focus on a number of key topics of interest for the business community.

Our Keynote address will be Social Media Marketing featuring Rik Logtenberg of Yellowseed Web Design. Social media marketing is a process of promoting your website or business through social media channels. By utilizing the heavily populated internet, Social media marketing is the fastest growing marketing method. Those who ignore the importance of social media primarily fall into a couple of categories; the ones who don't know much about social media, the ones who are interested but don't know how to use it, and those who don't understand or believe in the value.

Other topics of interest include breakout sessions on Business Succession Planning, Gen Y , HST as well as "Demystifying Local Economics and Buy Local Campaigns"

The Nelson Economic Development Partnership believes one of the strategies that can be most effective in building our communities economic strength is through supporting entrepreneurs with appropriate infrastructure as well as providing opportunities to receive training, while establishing strategic community networks through local, regional, provincial and federal initiatives.

Business Retention & Expansion was one of five priority items that the Nelson Economic Development Partnership has committed to since its inception. The NEDP also has a keen interest in Business Investment & Attraction, Communications and Sector Strengthening, and Labour Market Issues

Small businesses are the lifeblood of cities and towns across our region, and the Nelson Economic Development Partnership salutes small business owners, entrepreneurs, and employees for enhancing our communities and expanding opportunities for all of us. The hard work and creativity of our small business community goes a long ways to sustain economic strength, and foster future growth.

Small Business in BC

- **98% of Companies in BC are considered small business**
- **370,000 small business operating in the Province**
- **Small business employees more than one million people in BC**
- **57% of all private sector jobs are provided by small business**
- **Small Business is Big Business in Nelson**
- **The City of Nelson issued over 1200 business licenses last year**
- **Nelson Chamber Membership 503**

Shop Nelson Campaign Rolls Out

In the interest of keeping dollars within our community and supporting local businesses, the Nelson and District Chamber of Commerce have partnered with the Nelson Business Association and the Nelson and District Credit Union to launch an exciting new “Shop Nelson and area” marketing campaign.

Kicking off in November and running through the important Christmas retail season, the multi-media marketing campaign will involve advertisements, public relations and editorial in every form of local media from print to radio.

As an added value, a “Shop Nelson and area” web site will showcase your businesses print ads, along with editorial content regarding local economies and the need to continually support local business in order to maintain our distinc-

tive Nelson character. At the heart of the campaign is our belief, as small business owners, that our strengths lie in personification. We are active members of the community who not only offer great face-to-face service but we also offer employment to our fellow citizens, are active volunteers with service clubs, churches or sports organizations, raise our children here and put our money back into the community that we cherish. In short, we envision a “faces” campaign that showcases local business owners, that illustrates how they contribute to the community and explains why shopping locally benefits everyone. (Please see the example ad attached.)

The Chamber of Commerce and the Credit Union have each contributed \$5,000 dollars to the success of this campaign, but in order to truly put “faces to the businesses” we look for your support.

As a participating business you will receive:

- Two 1/4 page print ads
- Your share of name credits on supporting Shop Nelson radio commercials
- Your Business ad showcased on the Shop Nelson and area website
- Professional photo shoot for the campaign (Melissa Welsh Photography)
- Ad creative development (Wonow Media)

Your investment: \$525 or \$550 if you would prefer to split your payments in half with post dated cheques. (Payable to the Nelson & District Chamber of Commerce.)

Should you have any questions, **Vince Hempsall of Wonow Media Ltd.** is the point person for this campaign and he can be reached at the following: (phone) 250-352-0921; (cell) 250-354-7535; (e-mail) info@vincehempalls.com.

There has already been intense interest in this campaign and there are only a limited number of businesses that can partake so it will proceed on a first paid/first served basis.

Supporting local business and shopping locally sustains more jobs, helps fund more local services, and encourages neighborhood improvements.

Sincerely,

Cal Renwick President
Nelson and District Chamber of Commerce

**Got an event coming up?
Go to www.discoverNelson.com
and post it to our on-line
calendar. It's free!**

**You can also add your
business information to
our business database.**

That's free too!

Nelson Kootenay Lake Destination Marketing Organization

The idea of working together on a regional basis isn't new, but it is certainly one that seems easier to talk about than act upon. As a greater community, we all know that it makes sense to support each other's efforts, celebrate each other's successes, and generally try to coordinate our efforts to achieve results that are mutually beneficial. That was the feeling behind the Chamber of Commerce's push to create a regional Destination Marketing Organization.

There have been various efforts in the past to move towards a collaborative approach to tourism marketing with limited success.

When the Nelson Chamber of Commerce applied to Tourism BC a couple of years ago to participate in the Community Foundations process, it started the first steps towards a true collaborative

approach. Through this program, the Chamber of Commerce was able to access a Tourism BC facilitator to work in conjunction with local industry stakeholders, community groups and area politicians. This working group conducted an in-depth review of Nelson and area tourism amenities and attractions. A SWOT analysis was completed to identify our area strengths, weaknesses, threats and opportunities.

The original partnership became a model for Nelson's proposed Destination Marketing Organization. It was at that time that the Chamber wanted to explore the viability of becoming more of a regional entity and discussions got underway with the Village of Kaslo.

The feeling was that there are tremendous synergies between the communities and we could continue to build even more regional alliances. Through lots of hard work and cooperation we have come full circle with the creation of the Nelson Kootenay Lake Tourism Society, our new Destination Marketing Organization.

The DMO will provide leadership and a unified direction to the tourism industry in the region. By leveraging other resources regionally, we can create a sustainable tourism economy in our area and a sustainable marketing organization that operates with secure funding and strong governance.

Throughout the process the Chamber conducted very positive and transparent discussions with accommodators. We have met with each accommodator currently collecting the Hotel Tax to discuss the DMO concept and to garner their support for the Implementation of the 2% Additional Hotel Revenue Tax. Following the consultations we were able to gather more than enough support to move forward. We would like to thank the accommodators for their support.

The job of the Destination Marketing Organization is to sell our area as a destination, to potential visitors. The DMO will make consumers aware of the existence of the Nelson Kootenay Lake Area, and what services and amenities it has to offer.

By building on the strengths of existing organizations, and our abundance of regional product, Nelson and area is well positioned to develop tourism as a stronger and more consistent economic generator. Collectively the tourism potential of the region can be achieved and promoted through strategic alliances both locally and regionally.

Many individual businesses and organizations are making advances in this area, but gaps remain. The NATP believes we can build on the strengths of the programs already underway. The possibilities for partnerships and strategic alliances will work most effectively if we have the "point of contact" organization to create and manage these opportunities.

The framework of economic development partnerships coupled with the tourism partnership makes an unprecedented opportunity for communication, collective participation, leadership, efficiency and a strong united voice for the region.

Thanks to the City of Nelson and Council The Village of Kaslo, Area Directors Andy Shadrack, Ramona Faust, and Ron Mickel for their support.

Thanks to Chamber Director Graham Edwards for his help in moving the initiative along. Thanks to the following for agreeing to step to the plate as directors:

Joy Barrett Nelson Cultural Development Officer

Maureen Crawford Willow Point Beach House

Chris Drysdale The Cloudside Inn

Debra Hamilton Wingcreek Resort

Mary Laird Toad Rock Campground,

Norm Mackie Ainsworth Hotsprings Resort

Travis Mann Granite Pointe Golf Course

Ryan Martin The Martin Hotel Group

Kim Palfenier Nelson Regional Sports Council

Anne Pigeon Whitewater Winter Resort

Tom Thomson NDCC

Rob Vuik Alpine Motel



Kootenay Rockies Tourism Launches The Powder Highway

Ready yourself for the Greatest Winter Getaway contest ever offered!

Take one of the most coveted ski destinations on the planet. Add time to delve into it for three entire months, on famed mountain ranges like the Rockies, Purcells, Selkirks and Monashees.

Drop in seven deeply delirious resorts. The highest concentration of snowcat and heli operations anywhere. Plus, endless glaciers, peaks, tree stashes and bowls, all linked together by one wonderously adventurous road, and then make it all free.

Throw in cozy accommodation and a sweet ride for three months, one very lucky winner and you've got the The Powder Highway Ultimate Ski Bum!

Wow.

Yeah, that's what we're thinking.

It's a dream that's just missing one thing.

You. The Ultimate Ski Bum.

You can now submit a 90 second video, explaining why they should be the Ultimate Ski Bum, and why they deserve to have their mind blown by one of the most incredible winter destinations on planet earth.

Videos will be accepted now, through to November 22, 2009 with the winner to be announced on December 1, 2009, as voted by video viewers and the Powder Highway Ski Resort judges.

"This place has long been a haven for ski bums from around the world. We're sharing that adventure through the experiences of one person—the Ultimate Ski Bum. No agenda, no job, just snow, mountains and a road that links it all together," explains Chris Andrews, Kootenay Rockies Tourism.



For contest details, or to follow contestant submissions, visit www.PowderHighway.com

Whitewater gears up for the Ski season with Job Fair

Imagine yourself in a world of white, gazing up at Ymir Peak, so majestic it takes your breath away. The snow so light and fluffy that the word "powder" just isn't good enough. It's like a dream...a postcard from a magical place that people can only imagine. Just think: this could be *your* office! The 2009-2010 Whitewater Job Fair will be on Sunday October 25th, from 10am-6pm at the Hume Hotel. For more information Check online at: www.skiwhitewater.com/employment

Pilot project helps Nelson and Area employers address skills shortages

While all the indicators are telling us our economy is struggling, there are signs the turnaround may not be far off. And when that happens, we need to deal with the labour shortages still facing many of British Columbia's key industries, including trades, construction and hospitality.

An aging population and declining birthrates are just some of the reasons why those shortages haven't gone away, despite the current economic slowdown.

For many employers, one solution to the labour crisis is to hire skilled, internationally-trained workers. Last year, to make it easier for business owners to access the information they needed to hire foreign-trained workers, with funding from the federal and provincial governments, the B.C. Chamber of Commerce published an employer's guide, "Quick Links to Hiring Foreign Workers," that was distributed to local Chamber of Commerce offices and made available online.

This year, as a follow-up to the guide, the B.C. Chamber of Commerce is pleased to announce the launch of the **Foreign Worker Resource Network** to provide more intensive, one-on-one support to employers who are interested in hiring internationally-trained workers.

Nelson and District Chamber of Commerce has been selected as one of four organizations to participate in the six month pilot project which is designed to provide employers with easy access to the information they need to recruit, train and retain foreign workers. This project was made possible with funding from the Government of Canada's Foreign Credential Recognition Program in partnership with BC's Ministry of Advanced Education and Labour Market Development

For more information, please call Tom Thomson, Executive Director, Nelson and District Chamber of Commerce at 250 352-3433



Community Fear of Investment Turns Away Potential Investors

A recently completed research report exploring the investment climate in the Kootenay region highlights a fear of investment in Kootenay communities. "According to investors, it depends on who you run into on the street; you could receive a chilly reception or an open-arms welcome," says Dr. Terri MacDonald of Perception Research

According to interviews with thirty-nine investors from Grand Forks and the Boundary area, Castlegar, Creston, Kaslo, Nelson, and Revelstoke, a chilly reception from residents or an unfriendly municipal council is enough to send potential investors and their investment dollars elsewhere. In contrast, a welcoming municipal council and friendly, informal interactions with local residents largely influence an investor's decision on where to invest.

The research report, funded by the Invest Kootenay Partnership, includes a number recommendations aimed at improving the investment climate in the region as a whole, including the need for community education and engagement focused on setting a vision for future investment

"It is important that residents realize a proactive as opposed to reactive approach to investment attraction is possible, based on sector targets that form a larger investment vision" says Tom Thomson of the Nelson and District Chamber of Commerce.

Visit the recently upgraded www.InvestKootenay.com website to access the research report entitled, An Assessment of the Investment Climate in Invest Kootenay Partner Communities, and to access the CONNECT! database, a free online tool allowing Kootenay residents to list investment opportunities.

The Invest Kootenay Partnership

The Invest Kootenay Partnership was established in 2004 as a regional partnership between municipalities, Chambers of Commerce, economic development organizations and Community Futures offices. Participating communities include Grand Forks and the Boundary area, Castlegar, Creston, Kaslo, Nelson, and Revelstoke.

Targeted investment attraction, retention and expansion activities highlight lifestyle and opportunity advantages of doing business in the Kootenay region. The Invest Kootenay Partnership has a strategic plan in place that focuses on key priority areas, including marketing and promotions, communications and public awareness, engaging local networks, partnership expansion, investor outreach, research and development, and sector strengthening.

The Invest Kootenay First Point of Contact Representative for Nelson and Area is Tom Thomson. Tom can be reached at 250 352-3433, or email at tom@discovernelson.com

Are you selling land or a business? Do you have a joint investment opportunity? Register with Invest Kootenay to present your opportunities and connect with Investors.

It's easy, it's fast, and it works



Looking for investment opportunities in the Kootenays? Register with Invest Kootenay and stay connected with new and existing opportunities that match your investment preferences.

It's easy, it's fast and it works.

Business community vital to the success of the KLH Foundation CT Scanner fundraising

A casual meeting at the Harrop Fall Festival between Kootenay Lake Hospital Foundation Administrator Bryna Idler and Oso Negro owner Jon Meyer. A quick chat on how Oso Negro could help the fundraising cause, and within days, a cheque for \$1000.00 arrived at the Foundation office. These are the types of conversations and business commitments that will bring a CT scanner to Nelson.

Of course the conversations about bringing that CT Scanner to KLH can happen in every coffee shop and every business in the region. The business community can be the ambassadors for this project and in fact they already are. Every week new ideas cross the Foundations desk. This month Cowan Office Supplies is donating all proceeds from recycling ink-jet and toner cartridges for refilling; Granite Pointe Golf Club is donating \$15 from each participant from their year end golf tournament on October 25; and Bill Lynch House Inspections is contributing \$25 from every inspection; and the New Grande is dedicating their annual Wine Fest to the cause. Last month Finley's Bar & Grill and Sage Tapas restaurant managed to raise \$2,830 through a meal promotion. A fine culinary contribution to the cause!

These creative business promotions keep us involved and energized and provide unique ways to contribute to a successful fundraising campaign. The question is will it be enough. In most years the business community accounts for 20% of the Foundations donations but in most years they only have to raise \$300,000. This year the goal is \$1.5 million and without the Foundation's commitment the CT Scanner would probably not be a part of the major addition at KLH. The foundation took on the challenge knowing the importance of a CT Scanner at Kootenay Lake Hospital and knowing that our energy and creativity would make it happen.

These promotions are a terrific way to make a larger contribution than most business could normally achieve. Most years businesses choose to make cash donations and become a Caring Company.

So how is it going? The RDCK and Osprey Foundation grants amount to \$98,000; clubs, auxiliaries and associations have added \$118,000; business have put in \$40,000; and individuals have contributed \$99,000. In the business category as with all groups, a few large donations have made a big difference. The Martin Hotel group, Shambala Festival, and Wildlife Genetics have been the big contributors so far. Although a majority of the sum has come from donations over \$1,000 what's most important is that \$100,000 has come from hundreds of smaller business and individual donations. Of the 76 donations received this month 67 were less than \$1,000 and over time they will have an enormous impact. They have to

Since the benefits of a CT Scanner are not limited to one age group, or health situation sometime in the next few years you will know somebody whose health outcome improves because of this equipment. In the end the Foundation expects one third of the fundraising to come from the cumulative power of smaller donations. Watch for a greater grassroots campaign to engage every individual, business, and community. The Foundation will be partnering with some major groups to share the message and distributing posters and brochures throughout the region.



So if you've already donated or plan to make a contribution please give them a call and ask for a poster or two. Be an ambassador. And if you have an idea that helps you and your clients get involved call Bryna at the Foundation office for a business promotion form and a copy of their poster that promotes your efforts. This is a major community campaign with many community benefits and the Foundation thanks everyone for all their efforts so far.

Welcome to our New Members

Mint Agency

Morty Mint
560 Baker Street
Nelson, BC
V1L 4H9
250-352-7844

Yellowseed Design

Rik Logtenberg
6-507 Carbonate St
Nelson, BC
V1L 4P4
509-0335

Canadian Gold Panning Adventure

Ryan Verbruggen
Box 255
Rossland, BC
VOG 1Y0
505-0455

Sysco Kelowna Ltd

David McCulloch
9385 Jim Bailey Road
Kelowna, BC
V4V 15A
250 505-6061

Language101.com

Brent VanArsdell
203 Victoria St
Nelson, BC
V1L 4K2
250-505-5471

Western Auto Wreckers 1974 Ltd

Cory Scanlon
2374 Granite Road Nelson, BC
Nelson, BC
V1L 6T9
250-354-4802

Cornerstone Children's Centre(First Baptist Church)

Dorothy Westnedge
611 Fifth Street
Nelson, BC
V1L 2X1
352-9910

Paws-itive Apparel

Sean or Aviva
306 Victoria Street
Nelson, BC
V1L 4K5
604-588-7052

A1 Nelson Vacation Rentals

Kaayla Lea
#15 38 High Street
Nelson, BC
V1L 6E7
354-7702

Graham Marine Construction

Cheryl Graham
PO Box 171
Balfour, BC
VOG 1C0
229-2169

Thanks to all Renewing Members

Valhalla Riversuites
Arica Gardens B & B
Castlegar RV Park and Campground
Ted and Carol Ryan
Van Houtte Inc.
Five Gables Inn
Mermaid Lodge & Motel
Superior Lighting & Bath
Visitors Choice Publications
Whitewater Winter Resort Ltd.
Spa Oasis
Nelson Junior Leafs Bottle Depot
Canadian Gold Panning Adventure
Kutenai Clothing Company Ltd
Max & Irma's Kitchen

**Is your firm paying too much for
group insurance?
Discover The Chamber of
Commerce Group Plan**

I represent the program exclusively in our area and, with the local Chamber's endorsement, my job is to ensure you're aware of the unique approach we take to helping small-to-medium size businesses.

What makes the Chambers Plan different? Over 20,000 firms that we cover today each have custom coverage based on the types and amounts of insurance the owner selected. The Chambers Plan lets you control the cost, because you control the coverage you purchase and premiums are a deductible business expense.

Whether you're a one-person firm or have 35 employees, choosing custom coverage is easy and affordable. Start with employee life insurance. You can add medical, prescription drug, dental, disability income, critical illness, office overhead, retirement savings, employee assistance, even "Cost Plus" top up benefits for owners and executives.

For over 30 years, the Chambers Plan has been delivering outstanding group insurance to the kinds of businesses too often overlooked by traditional insurers.

Let's develop a quote for your firm, call me today. When we meet, you'll tell me about the kinds of coverage that interest you and what you want a benefit plan to accomplish for your company. Then I'll build a custom recommendation based on your objectives.

Let's put the Chambers Plan to work for you!

Glenn Sutherland ,B.A.,CSA
Phone: 1-877-552-3518
Fax: (250) 352-3544
sutherg@netidea.com

**2009 Nelson and District
Chamber of Commerce
Board of Directors**

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Kastlerock Bed and Breakfast

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Harry Davidson: Glass House Optical

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John Knox: Nelson Realty

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Melissa Welsh: Elephant Mountain Gallery Melissa
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Tom Thomson Executive Director