WESTBANK & DISTRICT
Chamber of Commerce

Chamber News

■ Official newsletter of the Westbank and District Chamber of Commerce
■ Unit #4, 2375 Pamela Road, Westbank, B.C. V4T 2H9. Phone 768-3378 Fax 768-3465
■ E-mail: chamber@westbankchamber.com; Web site: www.westbankchamber.com
■ Supplement to the Westside Weekly

First impressions from chamber president

If someone would have told me 10 years ago that I would one day be the president of a Chamber of Commerce, I would have said, "You are mad," but here I am at the beginning of 2010, humbled and honoured to be in this position.

I would not be in this position without the support of the board and for that I thank them and I look forward to a productive year.

Being president of anything requires some adjustments. The first came via a phone call from a journalist. I was asked many questions and answered as best I could. One of those questions was, what does a chamber do? I thought for a minute and said, "we educate, advocate and connect." Let me expand on what I think that means.

To educate can have different meanings. It can be the programs or resources we put together to help members be more successful. For example, in 2010, education seminars will be held the last Friday of every month (except July and August). Our first session is called Unlocking Your Brand Potential; Adam Less from Think Marketing will be our guest speaker.

To educate can also mean members "educating" us on what matters to them, this process is key to the next element of a chamber's activities, advocacy.

Advocacy is the process by which the chamber takes the concerns of its members and advances those issues to groups or agencies that can affect change. Some issues we currently are advocating are tourism, transportation, and affordable housing. An issue we will be exploring more this year is economic development.

We have tremendous untapped potential and I encourage anyone with ideas to come forward and share with us. We look forward to working with the municipality of West Kelowna, Westbank First Nation and the regional district to develop a strategy to ensure our common economic future.

Connecting is what we do to help members meet other members. The flagship event of any chamber is the monthly networking event Business After Hours. This event is specifically held to facilitate member to member contact. These events are open to non-members. For 2010 we will host a Business After Hours on the second Thursday of every month, make sure you include it in your calendar.

We promise to build on the success of our last event held at HSBC where more than 175 attended, it was fabulous. Connecting can also mean the links the chamber forges to help advance the issues of our members. Those links can include public officials as well as staff or chairs of organizations and agencies. These connections facilitate dialogues and are crucial to fostering understanding.

These three words educating, advocating, and connecting are the simplest way to convey what a chamber does; of course the reality is more complex. If have never been involved or been a member of a chamber come check us out, consider joining our organization.

You never know, one day like me, you may end up as president.

Philippe Daigle
President

Food for thought at chamber's Breakfast & Learn

The Westbank & District Chamber of Commerce on Dec. 4 held an educational session at the monthly Breakfast & Learn, which took place at 19 Steakhouse and Lounge at Two Eagles Golf Course.

Robert Fine, Economic Development Commissioner and Angela Reid, CEO of GreenSteps Sustainability and Kelowna city councillor, gave wonderful presentations to the membership and guests on why and how businesses can take the leap to make their business green. The newly elected board of the Westbank & District Chamber of Commerce goal is to provide monthly education to our members. This was our first session and we focused on Sustainability and what it means to be green and how in the long run this concept will save the businesses money and give pride to their organizations. Thanks to Ken Kunka from Flywheel Building Solutions who sponsored this breakfast and learn.

Chamber President Philippe Daigle, left, Robert Fine, Economic Development Commissioner, and Angela Reid, CEO of GreenSteps Sustainability and Kelowna City Councillor.

We look forward to our next educational Breakfast and Learn Session on Friday Jan. 30 7 a.m. to 8:30 a.m. at 19 Steakhouse and Lounge at Two Eagles Golf Course. The morning sponsor is Okanagan Business Examiner; thank you Craig Brown.

Our special guest speaker is Les Adams from Propeller Creative Brand Strategists and his topic is "Unlocking Your Brand Potential"

To be successful and achieve growth, all businesses must develop strong strategic marketing foundations. Advertising tactics alone simply don't provide the long-term platform upon which to build a successful business model with the potential for unlimited growth through all the dynamic challenges of a competitive marketplace.

Developing a powerful brand is like mixing the concrete foundation of your marketing house. With it, you can build unbreakable relationships with consumers that transcend the conventional tactics of product and price advertising.

Brands give your marketing efforts focus, save you money and provide your business a competitive advantage regardless of the nature or size of your business.

This presentation reveals the true financial benefits of brand building and the techniques used to create powerful brands that earn market distinction, produce long-term marketing strength and help you maximize your advertising efforts to achieve financial results.

Cost to attend for members is $17.00, non-members are welcome $22.00. RSVP is required by calling 250-768-3378.

Remembering Business After Hours in December

The annual Christmas Business After Hours was hosted on Dec. 10 at HSBC Bank Canada's newly located bank on Louie Drive in Westbank.

Our Christmas function usually is a packed house and this year was no different with almost 170 members and guests networking and enjoying the appetizers from Kelly O'Bryans Restaurant and Edo Japan and the delicious wines from Quails Gate – thanks to the co sponsors.

The networking was fast and furious and the event, which was supposed to end at 7:30 p.m., was still buzzing way after 8 o'clock. Thanks to all who came to network and enjoy themselves, all the great door prizes from our members, Cats Without Hats, Mount Boucherie Secondary School Jazz band and HSBC for making our annual event a delight.

The next Business After Hours will be hosted on Jan. 14 at Flaman Fitness Centre on Carrington Road from 5:30 to 7 p.m.

Members can attend at no cost, but the public is welcome to attend for $5.00. Members are encouraged to bring door prizes and bring guests. RSVP is required as space is limited contact the chamber at 250-768-3378.

Lower taxes for commercial rural recreation sites

The Westbank & District Chamber of Commerce applauds the province, which announced in Victoria on Dec. 23 that they are easing the tax burden for commercial rural recreational accommodation properties.

In 2007, the Westbank & District Chamber of Commerce listened to our membership who were concerned with the loss of campgrounds, forestry campsites and recreational venues, and with this concern, we took to the B.C. Chamber of Commerce Annual General meeting, a resolution on "Stemming the Loss of Campgrounds."

One of our recommendations is being addressed by this new policy. This shows the power of the chamber movement and even smaller chambers can become an influence and create a better community, province and country.

The province recognized these large tracts of land are not used entirely for commercial purposes, announced Bill Bennett, Minister of Community and Rural Development.

"Rural recreational accommodation properties are currently subject to business property tax rates, which can be much higher than recreational property tax rates," said Bennett.

"This amendment means portions of wilderness camps, fishing resorts and guide outfitter camps will be taxed as recreational properties."

"As we work to meet our goal of doubling tourism revenues by 2015, we need to support rural recreational accommodation businesses in every corner of this province," said Kevin Krueger, Minister of Tourism, Culture and the Arts.

"This amendment will make it easier for these business owners to continue to host tourists in some of B.C.'s most unique locations."

The Council of Tourism Associations (COTA) requested the review that led to this change, which is being implemented for the 2010 Assessment Roll.

"This is great news for the tourism industry," said Jim Storie, chair of COTA. "These businesses contribute significantly to the allure of the province's most remote locations, and attract thousands of tourists annually who are interested in outdoor activities such as fishing, hunting, kayaking, mountain climbing and hiking."

B.C. Assessment has estimated that approximately 1,300 rural recreational accommodation properties will be affected by the regulation. The total savings for these properties is estimated to be between $500,000 and $600,000, based on 2009 tax rates.

NEW EXECUTIVE

At the regular Westbank & District Chamber of Commerce December Board of Directors meeting, the Executive was elected by the current board members.

Serving the 2009-2010 year will be: President Philippe Daigle of Invis, First Vice-President Ann Stanley of Re/Max, Second Vice-President John Byland form Byland Garden Center and Secretary/Treasurer Nicole Posiak from CIBC.

With five new board members, five retuning and one appointed our eleven-member board is complete.

Six of the board members attended B.C. Chamber of Commerce Best of the Best Board Governance training in Summerland; this will give the board the tools to govern the Westbank & District Chamber with the skills required for the coming year.

The directors retreat will be held on Jan. 30 where the board will review the current short and long term strategy and evaluate and revise their goals for the coming year.

Members with suggestions on governance and issues that the Westbank & District Chamber could lobby for are requested to contact the chamber office to discuss your issue.

Join the Olympic party

The Olympic Torch Relay will be coming to the Westside on Jan. 25 and what a party it will be.

The District of West Kelowna will be hosting the celebrations at Royal LePage Place with musical performances by school choirs at 6 p.m.

The celebrations will continue from 7 to 8 p.m. with a free family skate in the Jim Lind Arena.

The theme is "Light the Way" and the District is encouraging people to come to the celebrations with a flashlight or glow sticks.

They are also hoping that residents will leave their Christmas lights on their houses until the 25th and will turn them on that evening when the torch comes through.

To add to the fun, everyone is encouraged to "paint the town red" and wear red and white to the relay celebrations.

Both the District of West Kelowna and Westbank First Nation are involving the schools and children in their Olympic Torch Relay celebrations.

The schools are not only creating Olympic inspired artwork that will be displayed but they are also learning to sing the Okanagan Nation song, which will be sung by some of the students when the torch stops on the lands of Westbank First Nation.

All in all it is going to be a great celebration and party!

So mark Jan. 25 on your calendar, keep those lights up a few more weeks, get your flashlights ready and get decked out in your best red and white gear!

CHAMBER CHATTER

Jan. 14 Business After Hours hosted by Flaman Fitness Centre, 303-3550 Carrington Road, Westbank. 5:30 to 7 p.m. No cost for members to attend, non-members are welcome to attend at $5.00. Business After Hours are a great opportunity to network with other chamber members and their guests. RSVP is required as there is a limit on attendee's 250-768-3378.

Jan. 29 Breakfast & Learn at 19 Steakhouse & Lounge at Two Eagles Golf Course. Speaker: Adam Less from Propeller Brand Strategists: Topic Unlocking Your Brand Potential.

The breakfast sponsor is Okanagan Business Examiner. Breakfast and Learn, Members $17, Non-members $21. Includes Tax & Tip. RSVP is required 250-768-3378.

Feb. 5 Key Business Awards Sponsors Wine and Cheese, this event will feature all our wonderful Sponsors for the Key Business Awards and announce the Semi Finalists for each category. Cost is $15.00, place to be confirmed so check our website events www.westbankchamber.com

Feb. 11 Business After Hours hosted by Quail's Gate Estate Winery, 3303 Boucherie Road, West Kelowna 5:30 – 7:00 pm. No cost for members to attend, non-members are $5.00. RSVP is required 250.768.3378

March 6 Key Business Awards will be hosted on at Our Lady of Lourdes Parish Hall. There are 13 categories of Business and Community excellence that will be awarded to businesses, organizations and individuals. RSVP to this event will go on sale in January.

Members on the Move:

Hairline Studio has moved to 309-2440 Old Okanagan Hwy, Linda is waiting for your call to book your New Year's look at 250-452- 6536.

Beyond Ink is moving from the location on Dobbin Road to the new RE/Max Centre on Louie Drive.

Cabella Hair Design is moving this spring from Westbank Town Centre Mall to Unit 5 – 1515 Westgate Road, which is close to the Mohawk Gas Station.

NEW & RENEWED

NEW:

PROFILE MARKETING INC.
Po Box 41073 - RPO South
Lake Country, BC V4V 1Z7
CONTACT: Tom Cockrell
PHONE: 250-766-1515
FAX: 250-766-2602

PROFILE: When we think of promotional products we are reminded of their many uses such as awards for employee or volunteer recognitions, customer appreciation, team building, company branding, promotion and advertising, awareness programs and sometimes, just plain fun.

Profile Marketing offers almost one million items to suit every need, budget and taste, all custom imprinted with your logo and/or your message. The company's promotional product lines include items such as jackets, watches, briefcases, luggage, bags, pens and more.

The company also supplies small signs, banners and decals and offers great pricing on retractable banners.

Do you have a project or requirement coming up, such as pens, mugs, clothing, calendars, or Christmas gifts? If so, call us! We are just a phone call away.

Profile Marketing is a Kelowna based company serving the Okanagan for over 7

years, and is represented in the Westbank -West Kelowna area by June Swenson.

Profile Marketing has recently partnered with the Westbank & District Chamber of Commerce to produce the 2010 edition of the chamber's Business Phone Directory which will feature listings and advertisements of chamber members. The directory offers advertising opportunities exclusively to chamber members. For details contact June at 250.768.4657.

Profile Marketing Inc… your logo, your name, your message on almost anything.

www.promar.ca
June@promar.,ca
Ph:250.768.4657
Office Toll-Free
1.877.230.1186

WESTGATE LUBE X
3010 Louie Dr
Westbank, BC V4T 3E1
CONTACT: Tammy Westgate
PHONE: 250-768-3010
FAX: 250-763-3026

PROFILE: Dan and Tammy of Westgate Lube-X store in Westbank would like to invite you to stop by and see our friendly staff where our mission is to provide excellent service, well priced, at your convenience. Our warranty approved services include:

•Oil Changes • Fuel Filters • Fuel Injector Cleaning

•Transmission, Radiator & Differential Services

•Air Filters • Cabin Air Filters • Wiper Blades

We will change your oil and have you on your way in about 15-20 minutes. Treat your car right. Come and visit us at 3010 Louie Drive (Right behind Staples)

VOLCANIC HILLS ESTATE WINERY
2845 Boucherie Rd
Westbank, BC V1Z 2G6
CONTACT: Bobby Gidda
PHONE; 250-768-5768 – (as of March 2010) 778-755-5550
FAX: (as of March 2010) 778-755-5595

PROFILE: Since 1978 Sarwan Gidda and his family have been producing grapes throughout the Okanagan Valley. It was Sarwan's dream to produce a world class wine from the area where the family farmed since the early 60's.

Volcanic Hills Estate Winery now located in the Westside of Kelowna pays homage to Mount Boucherie, a 60 million year old extinct volcano. Teaming up with long time Okanagan winemaker, Elias Phiniotis, the Gidda Family has crafted wines with layers of complexity that will erupt your taste buds…

PAM FERENS
Vernon BC
PHONE: 250-550-9837

PROFILE: Pam is a versatile singer/songwriter based out of Westbank, BC. The Manitoba-born singer's lifelong affair with music began when she was a child with local talent contests.

Pam's dream unfolded in 1983 when she placed as one of the top two performers in a national music competition, along with Canadian recording artist Joan Kennedy.

As Pam's passion for her art grew, her success grew also leading to a 1995 Nashville recording and CD release in US and Europe.

Pam continues to write, records and performs her original material live. She is strong in styles that range from Trisha Yearwood, Linda Ronstadt, Jann Arden to K.d. lang and Patsy Cline.

RENEWED:

Astral Media Radio GP
Blue Valley Water
Bylands Garden Centre
CapServCo (Grant Thorton)
Dalrymple Engineering Ltd
Del Oro Towing Ltd
Family Wellness Centre
FinnTech Metals Ltd
Giant FM
Horizon Travel
Interior Savings
Kalala Organic Vineyards Ltd.
Kelequip Diesel Ltd.
Little Miss Chief Gourmet Products Inc.
Maple Leaf Directories
Okanagan Lake Resort
Peace Hills Trust
Scotia Bank
Seclusion Bay Resort
The Good Guys
The Music Room
Valley Glass
Vibrance Wellness Centre Ltd.
Walmart
Whiski Jack's Pub
Wine Kitz
Wagner Appliances