

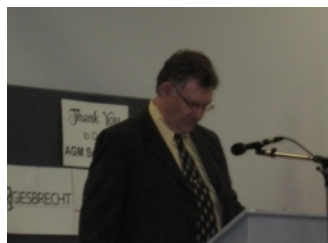


## MORDEN & DISTRICT CHAMBER OF COMMERCE

# Business Talk

### Upcoming Events

- Apr 8 7:00 Tea With A Twist**  
Morden Friendship Centre 822-3555
- Apr 12 7:00 Town Council Meeting**  
Civic Centre
- Apr 16 3:15 Coffee with Town Councillor**  
Morden Friendship Centre 822-3555
- Apr 16 12:00 Age-Friendly Luncheon**  
Morden Friendship Centre 822-3555
- Apr 17 7:30 pm That 60s Show -  
Fundraiser for the Back 40 Festival.**  
Kenmor Theatre  
Jocelyn Unrau at 325-8140
- Apr 18 12:00 Manitoba Lotteries  
MS Walk**  
Morden Community Centre  
Deb Maddock at 822-2707 or
- Apr 20 7:30 am Lean Mfg  
Breakfast**  
Heartland Inn Winkler  
Ian Marshall at 204-612-9321
- Apr 23 8:30 Mentoring Works  
Healthy Communities Conference 2010**  
Morden Community Centre  
Rick Durand at 204-428-2736
- Apr 25 2:00 Morden Festival of the Arts  
HI-LITES CONCERT**  
Morden Alliance Church  
Marlene Britton at 822-5794
- Apr 30 10:00 Barnswallow Quilt Show**  
Morden Community Centre  
The Quilters Jewel at 204-822-3105 or  
[www.thequiltersjewel.com](http://www.thequiltersjewel.com)
- May 12 Manitoba Homecoming 2010**  
Downtown Celebration
- May 15 Social at Rec Centre**
- Aug 27 Corn & Apple Festival**



### Annual General Meeting

The Morden and District Chamber of Commerce held its annual meeting on March 23, 2010. Thank-you to all the members that came to hear about the future of the Chamber of Commerce and listen to Mayor Doug Wilson's State of the Town Address. Plans for 2010 will revolve around the B.R.E.I. report that was completed in 2009. A few items that are top priority are: tourism, customer service and revenue/budget.

Developing our great tourist attractions has been identified as the largest opportunity for growth in Morden. Providing trained staff in our tourist booth and offering additional training to service industry employees will encourage tourists to spend more time in Morden, which in-turn will have them spend money at our businesses.

The B.R.E.I. identified customer service as being one of the area's that need the most improvement. Good customer service will attract local residents to shop more frequently in Morden it will also attract people living outside of Morden to shop here. Recognizing that tourism is our greatest potential for growth, a tourist town **must** have a very strong commitment to customer service excellence. It is nearly impossible to compete with large chain stores and the bigger city centres on marketing/promotion or price but we do have the ability to compete on customer service and unique one-of-a-kind products. Consumer survey's all state that a business that offers great customer service will have the customer coming back regardless of the price. The question is: **How do we, as a community, come together to provide an experience of great customer service to our neighbors and visitors?**

The budget was discussed at the AGM, Kent Winning, says "The budget is always somewhat challenging. The funding we receive from the Town of Morden has been decreasing in recent years, and we hope that number can come back up in the future. We hope to receive more funding this year to operate the Morden tourist information booth." Without additional funding it will be very difficult to provide staff for the Tourist Booth, let alone address the issues outlined in the B.R.E.I. Report.

### Corn & Apple Update

The Morden Corn & Apple Festival organizing committee is happy to welcome new Chairpersons **Earl Lautenschlager** for **Free Cider** and **Jake Bueckert** for **Corn Husking**. Chairperson **Doug Jones** is still looking for volunteers to: co-chair the Parade, the raw Corn & Cider selling booth and a group to look after setting up and removing the ground level seating at the main stage. Volunteers to drive the vehicle towing the Morden float in regional parades throughout the summer are also needed. If you can help out or would like more information call **823-CORN (2676)**.

The **Fundraising Committee** will be sending out letters with information about sponsorship, check your mailbox. If you sponsored or bought an ad last year, thank you, we look forward to continued support. If you have not yet participated, there are many opportunities available for you to get involved.



**DOWNTOWN  
CELEBRATIONS**

Are U having a sidewalk sale?  
Would U like space on the street?

Call the Chamber for information  
204-822-5630



### 80th Anniversary

The Morden & District Chamber of Commerce is happy to wish the Welcome Wagon a happy 80th birthday. For information on sponsorship or to arrange for a visit call **Mary Janzen** at

### NEW OFFICE HOURS

**Mon- Tue**  
by appointment call 822-5630

**Wed - Thu - Fri**  
9:00 - 5:00

# MORDEN & DISTRICT CHAMBER OF COMMERCE

## Community Announcements



### Back 40 Festival launches "Fill the Bowl" Campaign

Back 40 Festival is giving individuals and businesses the opportunity to really make a difference and get involved with the June Festival. "Fill the Bowl" is a successful campaign launched last year with great success and great promise this year.

We are looking for ways to expand our festival audience within the community to ensure that no one misses out on this world-class festival hosted in Morden, Manitoba June 6, 2010. With a contribution of \$150 you will receive 10 festival passes to give out to employees, family & friends and an event poster 2 - 3 weeks prior to the festival. You will be listed on the "Back 40 Fill Up The Bowl Roster" at the upcoming "That 60's Show" April 17<sup>th</sup>, at the June festival and on the website.

Captain Bubbles is going to make an appearance for the kids along with the usual packed and colourful craft tent with fishing ponds and apple bobbing fun for all ages. A variety of food vendors are also part of the Back 40 Festival and do a great job serving your cravings throughout the day. Artisans from all over Southern Manitoba also come out to display their craft with everything from bedding plants, pottery, jewellery and paintings.

Adults are \$15 with advance tickets and kids 12 and under get in free making it a family friendly and affordable event. Tickets at the gate are \$20 which means by taking part in the "Fill up the Bowl" campaign you can save \$50! To get involved and learn more about The Back 40 Festival visit [www.back40folkfest.com](http://www.back40folkfest.com)

Centre On Aging, University of Manitoba



### Age Friendly Manitoba & Age Friendly - Town of Morden An Invitation to Lunch

You are invited to a community meeting to discuss what it means to you and your community to become more age-friendly.

#### **Is Your Business Age Friendly?**

*When possible, replace existing heavy doors with automatic doors.  
(explore available grant and funding opportunities)*

*Place clear signs on building that indicate wheelchair accessibility.  
Public washrooms with accessibility for people with mobility challenges  
What other benefits can be considered?*

*We would like to hear your ideas and recommendations, so please join us.*

Date: **Friday April 16th, 2010**

Time: **12.00. Noon**

Place: **Morden Friendship Centre 306 North Railway**

Contact for more information: **Pat Plett: 822-3555.**

RSVP to: **e-mail [ppllett@mts.net](mailto:ppllett@mts.net) or [moelyn@mts.net](mailto:moelyn@mts.net)**



## COMMUNITY FUTURES HEARTLAND WORKSHOPS

Call 1-877-472-7122

|        |       |   |
|--------|-------|---|
| Apr 1  | 3:00  | <b>Business Opportunities and Ideas - Choosing the Right One!</b>   |
| Apr 6  | 1:00  | <b>Marketing Cluster Part 1 Marketing Basics</b>                    |
| Apr 6  | 3:00  | <b>Marketing Cluster Part 2 Marketing Research</b>                  |
| Apr 7  | 1:00  | <b>Marketing Cluster Part 3 Advertising &amp; Promotion</b>         |
| Apr 7  | 3:00  | <b>Marketing Cluster Part 4 Develop a Marketing Plan</b>            |
| Apr 14 | 1:00  | <b>How to Start a Business in Manitoba</b>                          |
| Apr 16 | 1:00  | <b>Retail Loss Prevention</b>                                       |
| Apr 20 | 10:30 | <b>PST: An Introduction to Provincial Sales Tax</b>                 |
| Apr 20 | 12:30 | <b>GST Information Workshop</b>                                     |
| Apr 23 | 10:00 | <b>CRA - Small Business Tax Information</b>                         |
| Apr 26 | 12:00 | <b>Employee Relations Problem Solving</b>                           |
| Apr 28 | 9:00  | <b>Selling your Product or Service to the City of Wpg</b>           |
| Apr 28 | 10:45 | <b>Selling your Product or Service to the Province of Manitoba-</b> |
| Apr 28 | 12:00 | <b>Selling your Product or Service to the Government of Canada</b>  |
| Apr 29 | 2:00  | <b>Selling and Negotiating to Win</b>                               |