



MORDEN & DISTRICT CHAMBER OF COMMERCE

Business Talk

Featured in this Newsletter

Shop Morden Retail Campaign

2011 Strategic Plan

Security Workshop January 20th

Evan Vermette from Thornview Grocery is Caught in the Act
Canadian Chamber of Commerce Advocates for Business on Bill C-300

South Central Immigration Services Open House

Big Brothers/Big Sisters has a new Executive Director

This newsletter sponsored by:

PEMBINA
HILLS

Art

GALLERY &
GIFT SHOP

*Inviting you to shop at the Art Gallery for your Christmas Gifts,
these gifts are sure to impress!*

Christmas Hours:

Tues & Wednesday 10:00 – 5:00

Thursday & Friday 10:00 – 8:00

Saturday 10:00 – 5:00

And for any last minute gifts: December 24th Open till 4:00

Shop Local Buy Original!

Chamber News:

MORDEN & DISTRICT



CHAMBER OF COMMERCE

Shop Morden Campaign

The Morden & District Chamber of Commerce, introduces a new initiative to support the local retailers in their marketing efforts. The Shop Morden Christmas Campaign hit the press this past week. This project is a collective effort by the retailers in Morden to build awareness of the shopping options available in Morden.

The Chamber executive started talking about this campaign back in October and when presented to the retailers the interest was immediate, within one week all available were sold. In total 15 retailers took part in this campaign with others interested for the future. The real power behind this campaign is that by combining our advertising dollars the reach is increased, here are a few details about the campaign: We purchased the centrespread of the newspaper reaching Morden, Winkler, Altona, Carman and rural areas in the Pembina Valley, 12-day radio campaign with 4 commercials each day on the Eagle 93.5 and 8 commercials per day on Maverick 105.1 FM, Mini Banner on the Homepage of Pembina Valley Online and Box ad on the Morden/Winkler Times Online newspaper for the entire month of December. Both online ads are linked to: <http://www.mordenchamber.com/morden-gift-guide.html>

Again, thanks to all the retailers who participated and to those who wanted to participate but due to limited space was unable, we will be doing more of this in 2011.

2011 Strategic Plan for the Morden and District Chamber of Commerce

Its that time of year again, where a new year is about to begin and the strategy and projects for the coming year must be planned and developed. Our mission is to provide value and business services based on the expressed needs of all business sectors. Working towards that end your elected Board invites you to provide your input on the topics that should be included in the plan for 2011.

Some of the topics currently in discussion are:

- 1) Workshops & Seminars that should be brought to town
- 2) Tradeshow for the general businesses to showcase their products
- 3) More Retailer Marketing Campaigns
- 4) New computer and help in the office that will allow us to provide improved services
- 5) Ideas for networking ie/Business After Hours
- 6) New members of the Board of Directors
- 7) Financial Plan

If you are interested in knowing more about the discussions around these topics or if you would like to add a topic for discussion please call the office at 822.5630. When we have a completed strategic plan we will provide a copy to all members.

SECURITY AWARENESS EVENT

Thursday, January 20th 2011. 11:45am-1:00pm
Timbers at Minnewasta

Presenters:

- Winkler Police Service
- DA's Security Services
- Solutions

Winkler Police Service will be discussing best practices for businesses in terms of Crime Prevention and their evidentiary requirements from a prosecutorial standpoint.

DA's Security will be discussing the growing need and importance of Event Security.

Solutions will discuss the basics of a Camera Surveillance and its role in preventing/prosecuting criminal acts.

In a depressed economy, random acts of graffiti and theft are on the increase, this series will serve to educate the local businesses on this, as well as preventative steps that can be taken to protect their organizations and assists in prosecution.

Please RSVP before January 13th, 2010

To RSVP or for more information, please contact the Chamber office at (204) 822-5630 or email marketing@mordenchamber.com



EVAN VERMETTE FROM THORNVIEW GROCERY you have been Caught!

Doug Wilson noticed your exceptional service as you filled his and many other tanks, your friendly smile and sincere greeting are a worthy example.



will run Monday, November 1) directed at MPs and the future of corporate income tax rates. [A copy of that ad](#) is available for you to share with your members and your MP.

- 1) [This week's win on bill C-300](#); we worked with our chamber network to help defeat this piece of legislation that would have adversely affected Canada's extractive sector.
- 2) The Canadian Chamber of Commerce, in partnership with its provincial/territorial and regional chambers, has placed an ad in *The Hill Times* (that

Community Announcements

South Central Immigrant Services

Open House

Come and join us

Tuesday, December 14th

10 a.m. - Noon

200-379 Stephen Street

Learn about our services and meet our staff!

Refreshments will be served

For more information, **please call 822-4387**



NEW EXECUTIVE DIRECTOR

Big Brothers Big Sisters announces new Executive Director Gail Deere. Call Gail at 325-9707 for any inquiries about Big Brothers Big Sisters.



**Big Brothers Big Sisters
of Canada**



CANADIAN FOSSIL DISCOVERY CENTRE

“Bruce” Mascot - \$1000.00 Sponsorship

- The sponsorship will last for the duration of the mascot costume and will combine to purchase a mascot costume and hockey jersey (shown below).
- Your logo will be placed upon the mascot and any associated outward (i.e. hockey jersey, interchangeable t-shirts)
- There are 4 spots in total and 3 are available.

Call Tyler at 822-3406 to sponsor!



is pleased to invite you to the

Pembina Valley Forum 2010

Thursday, December 9, 2010

Winkler, Manitoba

Join us for an informative lunch hour session featuring the following topics:

Employee Onboarding - Beyond the First Day

Presented by Dawn Haus

Director of Operations, STRATA Business Solutions

Time and resources go into recruitment and selection - don't throw it away with the absence of an effective employee onboarding process. This session will focus on ensuring new employees are productive from Day 1. You'll learn:

- Why you should have a formal onboarding process
- Risks of not onboarding
- The process of acquiring, accommodating, assimilating and accelerating new employees into your organization

Measuring Success

Linking Your HR Metrics to Your Business

Presented by John Ferris

Managing Director, STRATA Business Solutions

HR Objectives must support the success of the overall business objectives. Your key metrics should link with the core measures of success of the entire organization. We'll show you how to integrate your standard metrics with key business strategies.

Please join us at:

Smitty's

777 Norquay Dr

Winkler, MB

11:30 a.m. - 1:00 p.m.

(Lunch will be served promptly at 11:30 a.m.)

Fee: Complementary