



TGIT Newsletter

March 1, 2007

Didsbury & District Chamber of Commerce

1811 - 20 St., Box 981, Didsbury, AB T0M0W0

Your source for up-to-date information about your Chamber, Chamber members and the activities the Chamber undertakes on your behalf.

Trade Show a Sell-Out!

Holy smokes folks! With a month left to go and just one booth remaining, we can safely say the Trade Show is SOLD OUT!! The incredible support from exhibitors has been phenomenal. Even the committee is asking "why?" The Didsbury Trade Show is the largest trade show in Mountain View County, some exhibitors purchased two booths instead of just one this year, the committee always puts on a well-organized show, entertainment is second to none, new activities are introduced every year to encourage more spectators ... it could be any of these reasons, or more. Whatever the reason, the Chamber of Commerce is thrilled, and will work hard to make sure all these exhibitors have a great show!

Pancake Breakfast FREE this year!

Thanks to the sponsorship of Front Porch Realty and Didsbury AG Foods, this year's Trade Show Pancake Breakfast will be free to everyone! In the past, visitors to the Trade Show have paid their admission fee PLUS had to pay again for breakfast. The breakfast is hosted by the Zion Evangelical Church Youth Group, and if you've never had breakfast at the trade show, you're definitely in for a treat. We think they cook up the best flapjacks around! What a great way to celebrate the 15th Annual Breakfast!

Fashion Shows Soaring!

Show features the new spring lines from our own Didsbury clothing retailers. Things are coming together beautifully, thanks to the efforts of Fashion Show Manager, Tara Windsor, of Wild Rose Event Consultants.

The Didsbury High School students are very excited

Chamber Office Hours

9 am to 3 pm Tuesdays & Thursdays.
Office Manager: Bill Windsor

Noteworthy Dates

Wednesday, March 7, 2007
General Membership Meeting
6 pm at Macy's Restaurant
7 pm Meeting
Wednesday, March 7, 2007
Fashion Show participants
7 pm at the Chamber Office
Wednesday, March 7, 2007
Trade Show Meeting
7 pm at the Chamber Office
Tuesday, March 20, 2007
Regular Chamber Council Meeting
7 pm at the Chamber Office
March 31/April 1, 2007
Didsbury Trade Show

to be part of the fashion shows. Sixteen students have signed up and will be going to Calgary to Cameo & Cufflinks on March 18 for their gown and tuxedo fittings. They will be joined by three or four members of the Mountainview Colts hockey team, also keen to "strut their stuff". The students will also be modelling clothes at Sunday's show from The Closet.

Sunday's show features spring lines from Voszler Design Company, Fashions on Main, and Optionelle. Donna, Stella, and Eva are gathering the best clothes in their stores for this fashion show, and it is guaranteed to be a huge draw!

This is perfect timing for high school and college students looking for prom dresses, and for brides and grooms looking for caterers, limousines, florists, photographers, and of course, gowns and tuxedos. It's also perfect timing for our Sunday shows, with "spring fever" hitting, and new spring lines ready to be introduced.

Wait till you see how Gord from Victoria's Flowers & Gifts decorates the stage area in the Curling Rink. It truly will be "A Walk in the Park!"



Thousands of \$\$ in Door Prizes!

Here's another "Holy Smokes Folks"! Thanks to the efforts of volunteer Rod Neufeld, the Chamber of Commerce will be announcing TWO door prize winners every hour of the Trade Show! Special thanks to all the donors: ATB Financial, CIR Realtors, Curves for Women (2), Didsbury AG Foods, Didsbury Aquatic Centre, Didsbury Dollar Store, Didsbury Home Hardware, Didsbury Pharmasave, Dreamwood Homes, For Trees Co., Fountain Tire, Front Porch Realty, Golden River Restaurant, Mak Mystic Expressions, M. Lennox & Associates, Mountain View Credit Union, Mugs Coffee House, Parkland Agri Services, RE/MAX Mountain Aire, Royal LePage Wildrose, Tanas Concrete, Value Drug Mart, and Wander Wash. We cannot say enough about the support the business community is giving their Trade Show. Our show visitors are going to have a blast!

Next Trade Show Meetings

Wednesday, March 7, 2007, 7 pm, Fashion Show participants, Chamber Office (Train Station)

Wednesday, March 14, 2007, 7 pm, Chamber Office (Train Station)

Monday, March 26, 2007, 7 pm, Chamber Office (Train Station)

Gift Basket Opportunities

The Fashion Show committee will be providing two gift baskets this year, one for brides and one for grads. If you would like to provide a little something special in either the "Bride in a Box" or "Grad in a Box", give Tara a call at 335-4800. Other items in the baskets

ACC Group Insurance

Didsbury Chamber of Commerce members are eligible to enroll in the Alberta Chambers Group Insurance Program. The program itself is far too extensive to cover in a medium like the TGIT, however, if you are interested in obtaining more information about the ACC Group Insurance Program, please contact the area representative, Keith Fordyce, at (403)932-7846 or e-mail him at questfinancial@shaw.ca.

will be purchased at the Didsbury stores who have shown support to the Trade Show.

Trade Show Supplement

This year the committee has made arrangements with Mountain View Publishing and the Didsbury Review to publish a supplement in the March 28 issues of various newspapers. This 8-page supplement features trade show articles, and opportunities for exhibitors to invite people to their booths for special deals. 41,000 copies will be printed with 23,000 distributed through the Mountain View Gazette, 16,000 through the Rocky View Weekly, and another 2,000 available at the Trade Show itself. This supplement will hit all the Mountain View County communities, and Bowden, Torrington, Innisfail, Markerville, Crossfield, Chestermere, Bragg Creek, Cochrane, and so on. Absolutely fabulous coverage!

Please call Leanne for details: 335-3301, 556-7510, or e-mail advertising@didsbury.greatwest.ca. Deadline for advertising is March 13.

Grasse Lumber Sponsors Job Board

Exhibitors in the Trade Show looking for employees will be pleased to hear about this opportunity. The Centre for Employment Job Posting Booth is a place they can advertise job positions. As you know, the Alberta job market is desperate for people in many positions and the committee felt this would be a good opportunity to help our exhibitors possibly find people to fill their empty spots.

If you are an exhibitor, please contact Lucinda at the Centre for Employment at 556-3808. Tell her you are with the Didsbury Trade Show.

The Curling Rink Lounge (upstairs) will be made available for anyone wanting a place to talk to a potential employee and do initial interviews.

Exhibitor Dinner Open to the Public

Don't forget to attend the Exhibitor's Dinner on Saturday, March 31. The annual Exhibitor's Dinner is hosted by the 1st Didsbury Scouts Group, and is open to the public. What a great opportunity to visit one-on-one with your favourite exhibitors. Located upstairs in the Curling Rink Lounge. Full Dinner: \$8.50 (Roast beef dinner, buns, baked potatoes, variety of salads, coffee/tea/juice, dessert). Salad Bar Only: \$6.50. Cash Bar. Everyone is welcome!



Some Sponsorships still available

If you haven't already participated by booking a booth, offering a door prize, or provided something for the bride/grad gift baskets, you might want to consider sponsorship. Some opportunities are still available.

Why sponsor?

1. Corporate identification (e.g. Signage, promotion of your name/product/service wherever possible through the Trade Show's marketing program, on-site displays)
2. Target marketing (this is a great way to reach a self-selected audience, hopefully interested in purchasing your company's products or services)
3. Promotional Tie-in (use the Trade Show as a theme to gain attention from your industry and/or to drive consumers into your stores and dealerships)
4. Entertainment Opportunity (use the Trade Show as a place to entertain clients. The Exhibitors Dinner is perfect for this.)
5. Sampling or Couponing Opportunity (encourage product trials by offering samples or by passing out coupons)
6. Awareness (create public awareness of your brands or products)
7. Image (sponsorship could improve, enhance, or change your corporate, brand, or product image)

Use the event to encourage purchasing of your products, public relations, venue for a contest, celebrity tie-ins, demonstration opportunity, sales, employee incentives, community relations, mailing list generator, contact with other businesses, recruiting, maintain a relationship with your consumers ... the benefits can be tremendous!

Sponsorships Still Available

- * Wrap-Up ad in the Didsbury Review - \$300
- * To the Mountainview Colts for modelling - \$250
- * Lions Security - \$1,000 (available in \$250 increments)
- * Fiddlers Fuel - \$125 for gas coupons for 25 fiddlers
- * Fashion Show - Just 6, \$100 sponsorships remain

If you are looking for an event where you will receive a positive return on your sponsorship investment, look no further than the Didsbury Trade Show. For more information on how you can be a sponsor at the 2007

Chamber Office

1811 - 20 St., Box 981
Didsbury, AB T0M0W0
Phone: 335-3265
Fax: 335-3265

Trade Show, or if you would like to lock in your sponsorship for three years, please contact Gerard Fournier at 335-4843.

A Taste of Didsbury Sold Out Again!

Didsbury AG Foods are pleased to once again host "A Taste of Didsbury", a showcase of the local food establishments in town. What a great way to not only feature our local food establishments! Make sure you stop by for a bite to eat in our food court on Saturday between 11 am and 6 pm or on Sunday from 12 noon - 5 pm. Back by popular demand are: Macy's Restaurant, Country Nook Restaurant, Golden River Restaurant, and JD's Restaurant.

Trade Show Volunteers!

Greg Poirier and Kathleen Windsor, Co-Chairs
Gerard Fournier, Sponsorships
Bill Anthony, Art Show & Sale
Anne Bauer, Saturday Entertainment
Lucianne Trick and Teena Wilks, Fiddlers Jamboree
Rod Neufeld, Door Prizes
Didsbury 4-H Clubs, Admissions
Didsbury Army Cadets, Cleanup
Didsbury High School Grads & Mountain View Colts,
Fashion Show Models
Didsbury Lions Club, Security
Didsbury Scouts, Exhibitor's Dinner and Food Cart
Iwa Yama Karate Club, Bottle Returns
Zion Evangelical Missionary Church Youth Group,
Pancake Breakfast

Membership Certificates

2007 Chamber Membership Certificates and receipts will be mailed out to members in March. 2007 ACC cards will be included with the Membership Certificates which allow members to take advantage of ACC programs.

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