

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

### Council Positions Available

Please don't glance over this without reading it. We need your help!! Due to changes in occupations for a couple of people, the Didsbury & District Chamber of Commerce has positions open on Council. We really need these spots filled in order to get the business of the Chamber done, and to meet the requirement of our Bylaws.

The Council just meets once a month. You do not have to be a business owner to sit on the Chamber board, you can be an employee of a Member. If you would be interested in becoming involved on the Chamber Council, please call Tammy at the Chamber office. The terms for current vacant positions are until May only. Election for the 2008—2009 Council takes place at the AGM

on May 14th. This is a good chance to participate in the Council to see if it is something you would like to do for the coming year!

### Chamber Office Hours

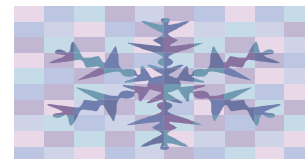
9:00 AM—11:30 AM  
 Tuesday—Friday  
 Office Manager  
 Tammy Brooks

### Rosebud Run Website

If you haven't had a chance to visit the Rosebud Run website, please take the time now. Thanks to Dwayne Neustaeter, a really terrific video from last year's races is front and centre. You can hear the dogs barking, see some of the mushers making their way around the trail, and get a real feel for the event. Visit the Photo Gallery page and see almost 200 pictures of previ-

ous races. Mushers from around the world can check out the trail status and see how things are coming along as they train their dogs and prepare for the race. Sponsors are the foundation of the races and they are prominently listed on the website. But perhaps the best part of the website is the History page. This page gives you insight into the dream behind the event, the people who made it happen and the

tribulations of hosting a dog sled race in Chinook country. Over 100 volunteers are involved in hosting these races, and the Chamber of Commerce is very proud to be a part of it all. The website is located on the internet at [www.rosebudrun.ca](http://www.rosebudrun.ca).



### Back by Popular Demand!

The 23rd Annual Didsbury Trade Show is being held April 5 & 6, 2008 and visitors will be very pleased to see the return of last year's very successful "A Walk in the Park" fashion area. Introduced last year, this feature has opened new doors for businesses in the

region. Many businesses felt they had more exposure than ever before in this room, and were quick to book their booth again this year. With two bridal/grad fashion shows on Saturday, and shows featuring clothes by local stores on Sunday, organizers were beaming

last year as they hauled out more and more chairs for all the people anxious to see the models showcase the new spring lines.

...see Pg 2

## Noteworthy Dates:

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*Trade Show Committee Meeting*

*Feb. 11th*

*General Membership Meeting*

*Feb. 13th*

*Valentine's Day—don't forget to pick up flowers!*

*Feb. 14th*

*Rosebud Run Sleddog Classic*

*Feb. 23rd & 24th*

*Council Meeting*

*Feb. 26th*

## Who's New?

**Didsbury Country Inn**

**TRS Heating**

**Shorthorn Art Studio**

**Revibe**

The Council and Membership of the Chamber welcome these businesses as NEW members!

## Back by Popular Demand! ...cont'd

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There's only 6 or 7 booths left in the Curling Rink. If you are a business that caters to the grad or wedding party, specifically limousine rentals, photographers, cake decorators, china and crystal, giftware, caterers, hoteliers, travel agents, candles, jewellery, party rentals, makeup and spa treatments, facilities, and of course, gowns and tuxedos, this show will give you exactly what you're looking for—a target market!

Saturday's fashion shows will feature grad and bridal outfits courtesy of Cameo and Cufflinks. They were very pleased with the sales made as a direct result of the Didsbury Trade Show and were more than happy to be asked to return again this year. Sunday's fashion shows feature new spring lines available through Didsbury's fashion stores, Optionelle, Ulla-la Boutique, Potentials and Fashions on Main. The Trade Show Committee

is especially pleased that the local stores recognize the marketing potential the more than 4,700 people attending the Trade Show offers their stores. It's a great showcase opportunity for them. With the addition of "A Walk in the Park", your target market just became even more targeted. To book your booth in this area, please contact Trade Show Manager, Joelle Fournier at 335-9201. More information can be found at [www.didsburychamber.ca](http://www.didsburychamber.ca).

## Trade Show Supplement

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Because of the huge success of last year's Trade Show supplement, the committee has made arrangements with Mountain View Publishing and the Didsbury Review to once again publish a supplement in the April 1st issues of various newspapers. This 8-page supplement features trade show articles, and opportunities for exhibi-

tors to invite people to their booths for special deals. 40,000 copies will be printed with 23,000 distributed through the Mountain View Gazette, 16,000 through the Rocky View Weekly and another 1,000 available at the Trade Show itself. This supplement will hit all the Mountain View County communi-

ties as well as Bowden, Torrington, Innisfail, Markerville, Crossfield, Chestermere, Bragg Creek, Cochrane and so on. Absolutely fabulous coverage! Please call Alan for details: 335-3301, 556-7510 or e-mail [achambers@oldsgreatwest.ca](mailto:achambers@oldsgreatwest.ca).

**Deadline for advertising is  
March 12th**

## Chamber Membership Meeting—Feb. 13th

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The February Membership meeting will be at the Chamber office (Train Station) February 13th at 7:00 PM. On the agenda: committee reports, financial reports and guest speaker. Dessert and coffee for just \$5.00.

This month's speaker will be Patricia Simoneau, the "creative genius" of **mouse-jockey.com**. Patricia has 25 years of experience as a designer in

both the print and electronic media, including 6 years with Xerox Canada in both sales and operation of graphic services business units. In July 2005, Patricia founded mouse-jockey.com to provide print and web design for small business in central Alberta. In 2008 Patricia will create a whole new business, **Smarty Pants Creative**, tailored to

helping clients define and refine their corporate image, branding and marketing strategies. Patricia will discuss the value of a marketing plan, offer tips on newspaper ad layout and design and the value of pre-planning your advertising program.

## Bookings Going Fast!!

We always say “bookings going fast!”, and it’s always true, but this year IT’S REALLY TRUE!! On February 5, 2005 we had sold 45 booths. On January 30, 2006 we had sold 49 booths. As of January 28, 2008 we have sold 94 booths!! Why the boon?? We don’t know. We know that the Didsbury Trade Show has a reputation of being a “buyer’s show”.

We also know that the Didsbury Trade Show is the largest trade show in Mountain View County. What we also know is that if you are a business in Didsbury, and you’re looking for a really good opportunity to showcase your products and services to over 4,700 people in just two days, having a booth at the Didsbury Trade Show is defi-

nately the way to go. If you’re still not sure, check out the Exhibitor Tips & Tricks article on the Chamber website at [www.didsburychamber.ca](http://www.didsburychamber.ca). This will help you with your decision and help you learn how to sell productively out of your trade show booth.

## Why Sponsor the Trade Show?

1. **Corporate identification:** signage, promotion of your name/product/service wherever possible through the Trade Show’s marketing program, on-site displays
2. **Target Marketing:** A great way to reach a self-selected audience, hopefully interested in purchasing your company’s products or services
3. **Promotion 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, publish 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! Check out the various sponsorship opportunities on the web at [www.didsburychamber.ca/trade.html](http://www.didsburychamber.ca/trade.html). We have sponsorships available from as low as \$15. What a great way to get your name out there. 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 2008 Trade Show, or if you would like to lock in your sponsorship for three years, please contact Joelle Fournier at 335-9201

## Points of Interest

### 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 small medium like TGIT, however, if you are interested in obtaining more information about the ACC Group Insurance Program, please contact the Chamber office at 335.3265 OR call ACC directly at 1-800-984-2658

### Mission Statement

*The Didsbury & District Chamber of Commerce is a community-based volunteer business organization, whose purpose is to support, promote, nurture, and educate for the improvement of our business community*



Get involved  
Volunteer  
Today!

## It's Time to Renew!

Chamber Membership Fees for the 2008 year were due January 1. If you have not received your membership renewal notice, call Tammy at 335-3265.

Membership by businesses in and around Didsbury is critical to the continued success of the Chamber. Be sure to renew your membership to prevent an interruption of your membership privileges.

Don't forget! The Chamber is placing an ad in an upcoming issue of the Didsbury Review. This ad will highlight all our members. Make sure you don't miss out on this free promotion for your business.

### Member Homepage Offer

Thinking of testing the waters with a site on the Internet? The Chamber of Commerce is offering to host your homepage on the internet. Now members can have their own homepage for \$100.

This is a great opportunity to get Didsbury businesses "on the map". For more information check out the Benefits of Membership on the Chamber's website at [www.didsburychamber.ca](http://www.didsburychamber.ca).

### Gift Basket Opportunities

The Fashion Show committee will be providing three gift baskets this year. One for brides, one for grads and a special basket. If you would like to provide a little something special in either the "Bride in a Box", "Grad in a Box" or "Spring Gift in a Box", give Tara a call at 586-0650. Any purchases will be made at the Didsbury stores who have shown support to the Trade Show.

### Next Trade Show Meeting:

Monday, February 11th, 2008—6:30 PM at the Chamber Office  
(Train Station)

## Trade Show Exhibitors Dinner Open to the Public

Don't forget to attend the Exhibitor's Dinner on Saturday, April 5th. 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 favorite exhibitors. Located upstairs in the Curling Rink Lounge. Full Dinner: \$8 prepaid, or just \$10 at the door.

This is a great roast beef dinner, buns, baked potatoes, variety of salads, coffee/tea/juice, dessert. Cash Bar. Everyone is welcome! If you are not an exhibitor, but would like to attend, call Lora Lowther at 335-8432. All proceeds go toward the Didsbury Scouts' fundraising efforts.

### TGIT goes Monthly

TGIT is the Chamber's newsletter. We have now developed a firm schedule and that will help you keep track of what's going on with the Chamber. The deadline for the March issue is February 28th, with a distribution date of March 4th. If you have anything you would like your business friends to know about, please call the Marketing Chair, Kathleen Windsor at 335-9445 or send an e-mail to

[office@windsorgraphics.ca](mailto:office@windsorgraphics.ca).

### Wine Glass Rentals

The Didsbury & District Chamber of Commerce has 300 wine glasses available for rent. If you are hosting an event and need wine glasses, contact the Chamber Office at 335-3265 for rental details. Rental rates are very reasonable and it's a lot better than having to drive to the city.

### "LOCAL FIRST"

#### Purchasing Policy

The Didsbury & District Chamber of Commerce Purchasing Policy reads: In the case of purchasing services, materials and/or merchandise, the Chamber will abide by a Local First philosophy. In all cases, the purchasing of services, materials and/or merchandise by the chamber will be done according to the following list of enterprises in the listed order of priority:

1. Chamber Members
2. Didsbury businesses
3. County businesses
4. South-central Alberta businesses (Red Deer, South)
5. Alberta businesses
6. Canadian businesses