



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

From the President's Desk

This month started with the Trade Show, which was a great success thanks to our many volunteers who work tirelessly on this committee. We are currently working on Membership Certificates which should be delivered in the next couple of weeks. We have been working on behalf of our members to put together a refreshed Commerce Connection Radio Advertising program, the details of which are covered separately in this TGIT. We are also very busy preparing budgets, arranging for an audit and generally getting ready for our Annual General Meeting which takes place on May 14th, 2008. This will be election night for next years Chamber of Commerce Council and nominations are open for any member of the Chamber. Kathleen Windsor has written an article with this in mind and has graciously allowed me to include it as part of my report.

"Be a Part of Your Chamber's Future"

Nominations for the 2008-

2009 Didsbury & District Chamber of Commerce Board of Directors are officially open. There are up to nine board member opportunities to represent a dynamic member organization which represents the business interests of our region.

Do you want to see Didsbury enhanced as the place to live, work, play, and invest? You can make a difference. The benefits of volunteering with the Chamber are many. Chamber Directors hold leadership positions in the community and initiate exciting new programs that positively impact the business climate and economic prosperity of the region.

All nominations will be considered and accepted, as long as the nominee meets the criteria set out in the Chamber bylaws, available on the "About Us" page on the Chamber's website, www.didsburychamber.ca

Each elected Director will begin a one year term effective May 14, 2008 at the Chamber Annual General Meeting, and is asked

to commit three to five hours per month on the Chamber Council and its committees.

The Didsbury Chamber is a member of the Alberta Chamber of Commerce and presents commentary on issues members face. Articulating business interests to our community and key decision makers is an important component of the Chamber's Strategic Plan. As an advocate for local business, our voice is heard across the street, in our Town office, in Edmonton, and across the province.

Please give serious consideration to nominating a Chamber member who will champion the goals and initiatives of the Didsbury Chamber, thinks strategically, and is able to balance courageous decisions with good judgment. For additional information on the Didsbury Chamber and its strategic vision, call the Chamber's President, Margo Ward, at 556-5201. Let's work together to make 2008-2009 the very best ever!



Get involved
Volunteer
Today!

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

Chamber thanks Didsbury Volunteers

With the 2008 edition of the Didsbury Trade Show now just a memory, the Didsbury & District Chamber of Commerce looks to celebrating National Volunteer Week, April 27 - May 3, 2008, by acknowledging the many people who devote their time and energies to making our community so very strong.

We look first to our trade show, the largest trade show between Airdrie and Red Deer, and looking forward to celebrating 25 years in 2010. More and more we are hearing that our Trade Show is one of the most respected trade shows in the province. "I've been asked many times what makes the Didsbury show so successful," says Co-Chair Kathleen Windsor. "I've been asked by other communities, agricultural societies, and Chambers, 'what's your secret?'," she adds, "and I'm pretty sure there's not just one answer."

Didsbury's success has a lot to do with the high profile nature of this type of event. It also has to do with timing, and location. But there is another force at work. The Didsbury Trade Show reflects the maturity and confidence of a strong team of people who work at making the event successful.

There are about ten people on the Trade Show committee – each volunteer heads up their own sub-committee. We have calculated these jobs encompass almost 600 volunteer hours. Using a minimum hourly rate of \$8.00, this equates to a donation of

approximately \$4,800. And that doesn't include the volunteer hours posted by the Didsbury Lions, Scouts, Zion Youth Group, DHS graduating class, Didsbury Army Cadets, Child & Youth Clubs, or the West Didsbury 4-H Club members. It doesn't include volunteer hours chocked up by Town staff, or non-profit exhibitors. It doesn't include our entertainers, MCs and hosts, booth judges ... the list goes on and on! "Now that's an economic impact!", says Windsor.

Of course, to prepare a true economic impact report, you need statistics gathered and survey results analyzed. While that data is not available for the Didsbury Trade Show, it has been collected from other shows. Two quite different formulas both result in the same conclusion. The economic impact of the Didsbury Trade Show to the area is in excess of \$80,000! The average wage earner's annual salary is less than half that, and the Trade Show brings this to town in just two days!

Besides the financial benefit to our community through direct sales in lodging, food establishments, grocery or fuel purchases, and so on, the Chamber of Commerce itself contributes to the community. As with any organization, there are benefits to membership. The Trade Show is joined by the Rosebud Run Sleddog Classic and Country Christmas, providing the operating

capital necessary to manage the Chamber of Commerce each year. In turn, these events provide the wherewithal for the Chamber to offer its members added advantages and leverage within the community. With this advantage, the members of the Chamber retain more revenues in the community, which perpetuates the economic development of tomorrow.

The quality of service at all Chamber events extends beyond the event itself and into the community, with a significant financial legacy that impacts not only local and regional business, but also local government.

"The entire community has become ambassadors for the success of the Trade Show, and all Chamber events," says Windsor. "The Chamber is proud to play a leadership role, and very proud to work with so many wonderful individuals who all have the same dream for Didsbury - that of growth, and a true sense of community."

This region has key elements in place – an enormously enthusiastic and supportive community, an experienced team of event managers, and our world-famous western hospitality.

It's no wonder the Chamber is eager to join the Town and celebrate National Volunteer Week!

Mental Health: Make it your Business

The Didsbury Mental Health Clinic is hosting a special event in Didsbury, with free hotdogs and juice in the Victoria Square Mall parking lot on Tuesday, May 6 from 11:30 am - 1:30 pm. The Calgary Health Region hopes many of Didsbury's businesses and employers will get involved by at-

tending and helping to raise awareness for a mentally healthy and productive business environment. Please plan to attend this event. Invite and encourage your employees to attend. If you are able to donate a door prize, please call JoAnne Dulaney at 335-7285 before May 2nd.

Congratulations to Trade Show Winners!



People's Choice Award

Unique Stained Glass Works

Best Booth Award Winners

1st: Greenwood Furniture

2nd: CIR Realtors

3rd: La Greenhouse

Chamber Office Hours:

9:00 AM—11:30 AM

Tuesday—Friday

Office Manager: Tammy Brooks

Noteworthy Dates:

<i>1st Didsbury Scouts & Didsbury Cadets –bottle drive</i>	<i>May 3rd</i>
<i>Chamber of Commerce AGM</i>	<i>May 14th</i>
<i>Council Meeting</i>	<i>May 27th</i>
<i>Community Literacy at the Mountain View County Building—335-3142 for details</i>	<i>May 31st</i>

Members in the Media!

As most members know, Craig Jessop, owner of member business Prairie Sky Electric is a busy guy around these parts.

BUT, did you know, that Shelley, Craig's wife is making some big inroads to cattle country? Big Sky Farms made the Calgary Herald in April. For local food fans this is very

exciting. Big Sky Farms specializes in Alberta Lamb. Shelley and Craig started out with six animals, and this year have 60 ewes and are expecting 100 lambs this spring.

See the full article in the April 13th edition of the Real Life section of the Herald. You can search their site at www.canada.com/calgaryherald

C4E the place to be!

The **Centre for Employment** is hosting the 5th Annual Mountain View County JOB FAIR is taking place at the Olds Sportsplex on May 8th from 10 AM to 6 PM. Hundreds of jobs in trades, health care, oil & gas, law enforcement, retail and more! Call 556.3808 for information, or visit the site at www.c4e.ca

Commerce Connection advertising opportunity

Great News! In collaboration with 96.5 CKFM we are reintroducing the Commerce Connection. This is an advertising opportunity for all of our members, but especially the smaller businesses who do not have large advertising budgets and are looking for a way to get their name out there without necessarily advertising a specific product or price. A super opportunity also for service oriented businesses. It will also give the Chamber an opportunity to increase promotion of our Didsbury Chamber events.

For every two members that we have involved we receive a Chamber Event ad followed by a 15 second ad for a chamber business and

another 15 second ad for a non conflicting chamber member. Each business is guaranteed 5 commercials per week for \$38.00 per week. You must sign up for the full year which is \$1976.00 per year but it may be paid by the quarterly amount of \$494.00. This is an amazing deal, considering that a normal ad would cost you \$16.00 per 15 seconds or \$80.00 per week. The other amazing thing is that these ads will air Monday-Sunday from 6 a.m. to 12 a.m., catching some of the driving traffic in the morning.

Participation in this program will be handled by the Chamber and therefore payments will come to the Chamber. When the new Rock station is up and running we will have the opportunity

to move from station to station, on a controlled basis, if that is the desire of the advertisers. We will be able to do this on a monthly or quarterly basis, but all advertising must be moved back and forth at the same time. This gives us the ability to catch two distinct audiences with our advertising. Your actual ad copy will still be handled by the radio station and you are free to change that at anytime. There will be reminders go out periodically as we get into unique seasons like Christmas, Mothers Day, Thanksgiving, etc., any of those where you may have a little different ad that you wish to run. For information contact Tammy at the Chamber office: 335-3265.

Great numbers at the Trade Show!

Despite the fact that a number of Didsburians were celebrating Spring Break and weren't in town, the numbers attending the Didsbury Trade Show were great! On a par with last year's head count of about 4,500, one of the interesting things is that a full one-third of all residents in Didsbury attended the Trade Show this year - that's simply incredible!

The next communities in attendance were Olds, Carstairs, Calgary/Chestermere/Strathmore, and Sundre/Cremona/Water Valley. Our promotion to Carstairs this year was a success, as more people from that town attended than in 2007. All in all, considering the holiday weekend, it was another superb show attended by new and existing customers for our exhibitors.

117 businesses, 128 booth exhibitors - our highest ever!

Didsbury businesses - 58

Chamber members - 26

13 businesses pre-booked 14 booths for 2009

New this year: Exhibitor Parking and Exhibitor Entrance. Survey results were that this was really well received. The 4-H Club manning the

public entrance was pleased too. We'll fix some bugs for next year and plan to keep the two entrances. Great traffic flow solution.

New this year: The Floor Plan. A last minute decision, closing the entrance from the Information booth to the Curling Rink met with many positive comments as well. Signage and maps will be improved for next year and we're already working on entertainment enhancements for 2009.

Any ideas for 2009? Call the Chamber office at 335-3265.

The Chamber of Commerce could not possibly put on an exposition of this magnitude without the assistance of individuals and community groups who enjoy working together on such a great event. Our thanks are extended to the following:

- Greg Poirier and Kathleen Windsor, Co-Chairs
- Joelle Fournier, Sponsorships
- Bill Anthony, Art Show & Sale
- Tammy Bedard, Saturday Entertainment
- Lucianne Trick and Teena Wilks, Fiddlers Jamboree

- Rod Neufeld, Door Prizes
- Ian Kennedy, Staffing
- Didsbury Child & Youth Clubs, Bottle Returns
- Didsbury Lions Club, Security
- Didsbury Scouts, Exhibitor's Dinner and Food Cart
- Didsbury Army Cadets, Cleanup
- West Didsbury 4-H Club, Admissions

Zion Evangelical Missionary Church Youth Group, Pancake Breakfast

Special thanks to Joelle Fournier, Trade Show Manager, and Tara Windsor, Fashion Show Manager. The Didsbury Trade Show is a success because of the efforts of these two ladies. Thank you!



Who do you know...?

The Didsbury Historical Society would like to know....they are looking to hire a Summer Student to assist their Archivist to input data into the Past Perfect Museums Sys-

tem. The student must be at least 16 years old and attending school. The position is for 30 hours per week for 6 weeks at \$10.00 per hour. Please submit a resume with

two letters of reference. One letter from a teacher and the other from a responsible adult. Please forward to the Didsbury Museum at 2118—21st Avenue, Didsbury, AB T0M 0W0

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

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.