



Representing the Interests of Business for the Growth and Prosperity of Our Members and Communities

President's *Message*

What has the Chamber done for me? What do I get in return?

These are the most common questions we as a Chamber get when talking to a business about the value of their membership. These questions relate to the broader question, just what does the Chamber of Commerce do?

I think it's time to explain. First, I understand why these questions get asked. Everyone wants dollars from you. It is your job as business owner to insure value for dollar spent. These days everyone is looking for a concrete, direct benefit.

We do offer direct benefits: access to a great group insurance plan, reduced Visa and MasterCard rates, Member First Referral programs, lending dollars, networking opportunities and more. We are looking for more direct benefits everyday. Our Business Development Committee has come up with some great ideas to provide our members opportunity to showcase their business and their success. Look forward to hearing more.

It is the "intangible" work we as a Chamber do that is difficult to quantify in dollars and cents, in return on investment. This work is often done in the background and not always visible. The core of our work centers around being an advocacy group for business. Let me explain it to you this way.

You as a business owner have risked your resources to invest in this City and area in the interest of making a profit. You must focus all your efforts on your business. Yet your

business operates within an economic environment. You need that environment to continue to strengthen so that you can grow your business and reward your risk taking. If I offered your business a chance to **employ 18 people for \$6.00 a year each** to work on your behalf throughout the community and the region to ensure:

- A healthy business climate exists where companies will stay, grow and expand here.
- The local public policy is business friendly.
- The local business community has a credible means by which they can communicate their views, ideas and concerns. And that these get acted on.
- Local success is recognized and celebrated.
- The area attitude is positive, regional based and growth and prosperity oriented.
- Partnerships and alliances are formed with economic partners interested in achieving the same goals so the area keeps moving forward.

Would you take me up on my offer?

Our average Chamber membership is \$110 per year. And that is what you get. Sixteen volunteer directors (all business owners or business associates) and two paid staff members who spend an entire year focused on the local business environment to ensure your business can grow and enjoy prosperity. You concentrate on your business; the Chamber will concentrate on the overall environment. Intangible "stuff", but very important to your success.



Cheryl Denesowych
2003 Chamber President

And remember if you are the paying person, the employer, you have every right to give the 18 workers your guidance and your expertise to make sure they get your job done well. They are, after all, working for you.

That is a Chamber of Commerce. That is what we do.

So when you think about your Chamber and wonder what it has done for you lately I ask you to think in broader terms. We do provide direct benefits to membership but you are also supporting a concept, a thinking machine, your very own advocacy group. It's difficult to quantify that in dollars and cents. When things are difficult to quantify you have to look at the subject from the opposite angle. You need to ask yourself if your business will benefit from the Chamber working to ensure a positive attitude and a growth and prosperity mentality prevails in the local economy.

Please support our efforts.

Cheryl Denesowych
Chamber President ♣

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U P C O M I N G
Chamber
E V E N T S

◀ **April 11th** ▶

LUNCHEON

Travelodge - 12:00 Noon

- Guest Speaker -

SAMA

"Income Approach to Valuating
Commercial Property"

◀ **April 23rd** ▶

DINE-A-NITE

An Administration Associates

Evening to Enjoy!

St. Mary's Cultural Centre

- Guest Speaker -

DARCI LANG

"Magnify Your Attitude"

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For Ticket Information

◀ **May 9th** ▶

LUNCHEON

Dine-A-Nite



Darci Lang

Darci started her business career at Mallabar Tuxedo Rentals 15 years ago and within six years had purchased the failing company. Within five years of the purchase, at the same time as owning and operating a second business, she was able to turn the business into an award winner! Her second business is X-L Enterprises, which develops, produces and organizes the Most Incredible Bridal Show at the Centre of the Arts in Regina. As the demand increased for Darci to tell her personal story of turning business into success she turned to professional speaking and training - her third business endeavor. She has now sold Mallabar Tuxedo Rentals to pursue her speaking career (and her role as Mom) full time. Darci, her husband, Darren, and daughter, Jayda, live in Regina.

Her dedication and entrepreneurial skill has paid off. Darci has won The Saskatchewan Woman Entrepreneur of the Year Award and an Achieving Business Excellence (ABEX) Award. She is a two time nominee for the YWCA's young Woman of Distinction Award and a three time nominee for the nationally recognized Entrepreneur and Young Entrepreneur of the year Awards.

Darci believes the key to her success, in both her personal and professional life, is her positive attitude and her commitment to providing exceptional customer service. Darci has spoken to thousands of people across Canada, sharing her personal experiences on a variety of topics such as maintaining a positive attitude, customer service, management and entrepreneurship. She is truly someone who walks the talk. ✦

**GOT TO
HAVE IT!**

- DO YOU HAVE A "CALL A MEMBER FIRST DIRECTORY"?
- A LIST OF OUR MEMBERS ALPHABETICALLY, WITH E-MAILS.
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Action Yorkton

Business Development Committee Report

The Business Development Committee has had their first meeting of 2003 and wishes to extend an invitation to all Members and Non Members to share your concerns with them.

The first question that the Business Development Committee wishes to ask is:

What are the issues concerning you as a Business that helped or hindered you in your development stages, and what can they do to help you start or expand your business?

The Committee consists of:

Todd Haas 783-9461
Jason Farrell 783-4477 and
Ron Hana 782-9410 as
Co chairs.

They can be contacted at the numbers provided.

Fact of the Month

Small investment in recreation, parks, sports and arts/culture often yield large economic returns. Money generated by events, capital development and provision of on going services is spent several times in our community.

Member Profile

Bank of Montreal

**Bank of Montreal Yorkton
One Hundred Years
Feb 18, 1903-2003**

On Feb 18, 1903 the Bank of British North America opened on the corner of Broadway and Second Avenue, where Cutters Hair Salon is now located, its first manager being Mr. G.F. Laing. Shortly after, the Bank of Montreal purchased The Bank of British North America, as Bank mergers were common at the time.

In the years following, Yorkton's business community grew to include 8 different banks, no doubt all eager to serve the needs of the growing community. Through various mergers and closings, by 1942 we had only 4 banks in Yorkton. They had outgrown their premises and took over those vacated by the Canadian Bank of Commerce that was located where the

parking lot is now. Those premises served them well until the mid 1970's, when the existing building was constructed and the old premises removed.

Following the first manager, Mr. Laing, who moved to Vancouver in 1908 were many others, Mr. J. MacDonald, Mr. D.C. Patterson, Mr. C.G. Dunning, Mr. W.A. Shields, Mr. Thomas Matheson, Mr. C.W. McBride, Mr. Fred Davis, Mr. Al Bonneland, Mr. Tom Gallant, Mr. Jim Mickle, Mr. Dennis Coates, Mr. Larry McWilliams, Mr. Barry Wicks and others who are lost to history.

In the early 1800's, The Bank of Montreal issued Canada's first currency, before any of the governments of the day.

Congratulations Bank of Montreal on 100 Years of Business Excellence.



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Your Memberfirst Referral Benefit

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- Nova Promotions
- Harvest Meats
- The Yorke House
- Boston Pizza
- Holiday Inn
- Travelodge
- St. Mary's Cultural Centre
- Aspen Bluffs Villa
- D sign & designs
- Yorkton Exhibitions Associations
- Imperial 400
- Kentucky Fried Chicken
- Yorkton Regional High School
- Academy of Learning
- The Chalet Restaurant and Lounge
- Saddles and Steel Music Productions
- City of Yorkton
- Chicken Delight
- Parkland Printers
- Dowie Quick Print
- Fraser Estate Wines
- Noah's Ark Pet Supplies
- Westerhaug Bus Lines
- Staminos Leland Koskie
- Hitching Post
- Terry's Pawn and Bargain
- Comfort Inn Suites
- David Dedman Pontiac Buick GMC
- Haas Nissan
- Urban County Dodge
- Royal Ford
- Key Chev Olds
- Auto Hire Rent-A-Car
- July Food Service
- Days Inn
- The Market
- Paw Pet Prints
- Michele Platz Fifth Ave Jewellery

Thank You!

On March 11th, 2003 the Yorkton Chamber of Commerce hosted our **Annual Business Evening.**

We brought together over 230 people to bring their issues face to face with our Government.

Our "tiger" strength as a Business community was very strong and in full force.

Thank you all who attended and we hope to see you again next year.

Jeans to Work?

- Wear them to the Chamber luncheons!
- The Chamber luncheons are for everyone, not just suits!
- Business is done by people wearing suits and people wearing jeans!

WELCOME NEW MEMBERS

Prairie Centre Policy Institute

Box 102, Dubuc, SK S0A 0R0
Bill Ackroyd - Contact person
Ph. 877-4753

Lane Realty Corp.

Box 87, Yorkton, SK S3N 2V6
Doug Jensen - Manager
Ph. 621-9955

Take Two

Music & Comedy Entertainment

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Ken Goodman - Contact
Ph. 783-7779

Yorkton Sports Hall of Fame

Contact person - Don Phiefer
Ph. 783-4368

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Grant Drotar - Owner Operator
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At this time
The Yorkton Chamber of Commerce
would like to thank all those who have renewed their Memberships.

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