

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

Director Cassidy Westberg

Cassidy Westberg likes to keep busy so when the nominations opened for Director of the Chamber in October 2008, she decided to let her name stand. Now into her second term as a Director, Cassidy has found plenty of Chamber work to keep her busy. Having served on the Marketing & Communications and the Business Development committees, she is now Chair of the Marketing Committee with its new terms of reference. And becoming a new mom last year hasn't changed Cassidy's commitment to the Chamber. In fact, young Sam is already a veteran meeting "goer"!

Cassidy has an interest in business and knew that the Chamber is there to assist the growth of the business community. "I have really enjoyed meeting so many new people and being involved in the interaction between the community and businesses," she said.

The way in which the Chamber welcomes new members is something that pleases Cassidy. "The Chamber makes an effort to announce its new members and invite them to events. This makes them feel part of the community and Chamber." Cassidy also thinks the Chamber does a good job of providing information and services to its existing members.

In the two years Cassidy has been a Director, she feels the Chamber has two important accomplishments. "We have been supportive of the Yorkton Airport Authority and the worthwhile work they are doing. The Chamber has also forged a strong link to the Parkland College and is supporting its expansion."



Cassidy Westberg, serving her second term as Director, is the Chair of the Chamber's Marketing committee. Son Sam often accompanies his mom to Chamber events.

As Chair of the Marketing Committee, Cassidy would like to see the Chamber explore new ways of reaching business. "I'd really like to see the Chamber reach businesses that aren't yet aware of the Chamber and its activities. Perhaps we can achieve that through social media such as facebook and Twitter."

In terms of the future direction of the Chamber, Cassidy believes that building on what has been achieved is the right way to go. "So much has been accomplished in developing partnerships and relationships. If the Chamber can build upon those, the exciting times in Yorkton are sure to continue!"

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**Interested in becoming
a Chamber Member?**

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YOUR MEMBER FIRST REFERRAL February 2011

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and the most popular page on the Website is the Member Roster. To visit our Website go to www.yorktonchamber.com**

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Dual Income Families

This is the second part of a series of articles submitted by the Family Life Work Balance Committee.

As there become more and more dual-income families, we are confronted with a number of challenges, especially balancing work and family. To maintain a healthy relationship between both work and family, a healthy balance must be achieved. Each member may have to take on multiple responsibilities to maintain family and work functions. Some helpful hints to maintain this balance:

- Organize family meetings to identify what is working and what is a challenge. Brainstorm ideas with all members of the family.
- Develop a family workplan where everyone has clear responsibilities. Review this workplan in two weeks and make necessary changes if needed.
- Have a support network in place including family, friends, neighbours who can help you.
- Set limits at work and home. Don't be afraid to say "no". This may be difficult at work but ask for help from colleagues to make work life easier. If you're always saying "yes" at work then most likely you're saying "no" at home.



Schedule family fun time and get all members of the family to plan the activities

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The challenges that are faced by dual income families can be dealt with in a manner to not cause hardships and stress and maintain a healthy and balance work and family life.

Upcoming Dates to Remember

March 16

Chamber Business Lunch, Parkland Room Painted Hand Casino. Guest Speaker University of Saskatchewan President Peter McKinnon. Please pre-register.

March 17

SEDA AGM & Conference, Parkland Room Painted Hand Casino. Special rate for Chamber members. For details, visit SEDA website (www.seda.sk.ca) or Yorkton Chamber website.

April 1

Chamber Business Lunch, Royal Canadian Legion. Guest Speaker Hon Ken Krawetz - the Provincial Budget

April 5

Regional Housing Conference, Gallagher Centre. Watch for more details.

April 8

Chamber Business Lunch. Guest Speaker Leader of the Opposition Mr. Dwain Lingenfelter.

Apr 13

Youth Summit - TBA - Contact Andrew Sedley, Sunrise Health Region

April 14

Community Youth Planning Event - TBA - Contact Andrew Sedley

May 4

Employee Recognition Event - St. Mary's Ukrainian Cultural Centre

Did You Know?

- In 2000, the Yorkton branch of the Saskatchewan Abilities Council recycled 800 tonnes of paper, cardboard, plastic, and tin.
- In 2010, the amount collected had increased to 2100 tonnes!
- The blue bags currently being used by city

residents for their recyclables are also recycled once the contents are emptied!

- Yorkton SARCAN will handle over 8,000,000 beverage containers in one year!
- The life expectancy of the current land fill is 6 - 8 years.

- The estimated cost of the first phase of a new landfill is between \$6 - \$8 million. This includes the cost of a retention pond for run-off, liners, roadways, drainage tiles and fencing. The new land fill is expected to last for 20 years.



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Recycling Important to Yorkton

Just a reminder to businesses that the recycling bins set out in the community are for residential use only. Businesses must make their own arrangements for recycling.

Recently, the Chamber was told that the new system of residential recycling was not being utilized as well as the old system. So we spoke to Stefan Bymak, Program Director Prairie Harvest Employment Program (PHEP). Stefan informed us that the new system is actually going over quite well:

"At the beginning of the switch to the clear bag system there were fewer people recycling. This occurred most likely because they hadn't purchased bags or were not certain about the new process. From the start of 2011, the volume of material that we are delivering to the Kinsmen Recycling Center is approximately the same as the overall averages from 2010. On any given day it might appear that there are fewer people recycling. This is due to the increased amount of material that people can now leave on the curb. Previously residents would set their bin out weekly or bi-weekly. Now most residents are able to set out their recycling materials every 2 or 3 weeks. So although there may be less people setting out material on any given day, the overall volume of material collected is the same. We have had a number of individuals giving us positive feedback concerning the change. We are aware that the program continues to grow, as each week new families choose to participate. The new program has also enabled our workers to complete the routes sooner in the day. As we had hoped, this gives us the opportunity to vigorously promote recycling so that every home in Yorkton is using the community's recycling services. The best estimates that I can provide regarding volumes of material collected are as follows:

- 2009- 4.8t/week
- 2010- 5.6t/week
- 2011- 5.5t/week



YORKTON SOLID WASTE
MANAGEMENT COMMITTEE

Presidents' Plaque

In 1984, former Chamber Presidents Stan Stephenson and Ron Balacko presented to the Chamber a Presidents Plaque. Each plate on the plaque has been engraved with the name of a former President of the Yorkton Chamber dating back from 1898. The final plate was engraved with Lori Walsh's name in 2009.

The Chamber extends its appreciation to NR Park & Sons Jewellery for its recent donation of a new President's plaque. Lawrence Wegner's name is engraved on the first plate of the new plaque marking his presidency in 2010. When will the Chamber require a new plaque? 2108!



President Dolores Harris (left) accepts the new President's Plaque from Shirley Lamb (right) donated by NR Park & Sons Jewellery.

Connecting Saskatchewan Business with the World

Are you looking to market your goods or services outside Saskatchewan? Not sure how to do that? The Saskatchewan Trade and Export Partnership (STEP) is available to help you!

STEP was officially launched in 1996 with a mandate to increase Saskatchewan's exports to existing markets and to tap into new markets by initiating sales, contracts, and projects for Saskatchewan exporters.

The Mission of STEP is "to work in partnership with Saskatchewan exporters and emerging exporters to enable commercial success in global ventures".

Members of STEP have access to a variety of services. These services are structured to develop export sales while enabling Saskatchewan companies to emerge, grow and stay strong in the global marketplace.

For more information about STEP and the services it can offer your business, visit STEP's website at www.sasktrade.ca



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