



COMMUNITY COURIER

The Voice of Business

Entrepreneur & CBC Dragon's Den Judge Guest Speaker at Chamber Business Dinner

The Yorkton Chamber of Commerce is very pleased to have Bruce Croxon, Entrepreneur and CBC Dragon's Den Judge as its Guest Speaker at the annual Chamber Business Dinner, October 3.

Long before "social networking" became a buzzword, Bruce Croxon made his mark as a digital pioneer by co-founding Lavalife in 1987 and revolutionizing how people connect.

Under his direction, he grew this early tech start-up into the marquee brand in online dating with over two million users (and countless successful marriages!). In a variety of positions, including partner, chairman and CEO, Croxon helped lead the company's growth from four to 600 employees, and achieving revenue of just under \$100 million. After its spectacular rise, he led the sale of the company for a stunning \$180 million dollars.

Since that time, Bruce has been active as both an investor and advisor in early stage companies in the technology and hospitality sectors, continuing to expand the reach of his entrepreneurial successes.

As the newest investor on CBC Dragons' Den, he is adding a broad range of businesses and products to his portfolio that tap into his



Entrepreneur Bruce Croxon will be the Guest Speaker at the Yorkton Chamber of Commerce Business Dinner October 3. Mr. Croxon is also one of the judges on CBC's Dragon's Den.

passion for digital media, health and marketing. Croxon currently helms Round13, a company dedicated to incubating and investing digital start-ups. With a focus on healthy living, he also owns Vida, a chain of high-end holistic spas on the west coast of Canada.

When it comes to "going offline" Bruce is always game to pursue his other passion - the great outdoors. He sees Canada's landscape as his own backyard where he likes to surf, golf, and kayak. By bike or by ski, he can be found spending his free time on the slopes of Whistler Blackcomb. Closer to home, he enjoys taking time out with his wife and two young children at their eco-friendly cottage perched on an island in Georgian Bay.

Bruce lives in Toronto where he is a passionate environmentalist who sits on the board of the Trans Canada Trail. He is also a supporter of several not-for-profit organizations including Anaphylaxis Canada.

To book a table or tickets, contact the Chamber office 783-4368.

Would you like to Share Dinner with Bruce Croxon?

Ever wondered what it would be like to have an informal chat with one of CBC's Dragon's Den judges? That can become your reality at the Chamber Business Dinner October 3 with Bruce Croxon sitting next to you. The business that purchases the Platinum Table will receive 10 tickets - 1 for Bruce and 9 for guests. In addition to having Mr. Croxon at your table, the purchaser of the Platinum Table will be provided with unique recognition. For details about the Platinum Table, contact the Chamber office.

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Email: yorktonchamber@sasktel.net

 Yorkton Chamber of Commerce

Website: www.yorktonchamber.com



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Just to mention a few . . .

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*Tip: Turn Customer Complaints into compliments
By using the seven magic words:
"What would you like us to do?"*

SEVEN LAWS OF SATISFACTION

- ~ Treat the Customers you have as though they're prospects.
- ~ View Customers as partners-members of your team.
- ~ Consider recruitment as serious business—hire only the best.
- ~ Give your staff members the tools they need to build skills and develop professionally and evaluate them on what they accomplish.
- ~ Prepare for the inevitable, conflicts arise in any customer relationship with the thought in mind: "It's how you handle the problems that sets one profession or organization apart."
- ~ Invite Customer complaints as a learning experience.
- ~ Foster exchanges among your organization's groups and individuals to get their ideas on how to better satisfy customers and test what you assume is working-even in your best programs.



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Diversity Among Directors Attracts Board Member

Serving his second term as a Director on the Board of the Yorkton Chamber of Commerce, Ryan Hoffman is enjoying his work on the Board. "I ran for the Board because I was interested in working with a diverse group of Directors, to further the interests of the Yorkton business community", he said. "This is an important time in Yorkton's growth and it's an exciting time to be a part of it."

The top priority of the Chamber's 2012 Board is to support the development of a strong labour market in Yorkton. Ryan agrees. "Yorkton and region are experiencing a period of unprecedented growth. Ensuring that the business community has a supply of qualified, trained employees who have access to affordable housing will help build a foundation to enable the community to continue to prosper", he said.

The establishment of a Trades & Technology Centre at the Parkland College has the full support of the Chamber. As the College's Director of Finance and Administration, Ryan has been a member of the team that has been working on this project for the past 4 years. His primary focus has been with respect to the capital planning and financing, identifying the costs for both the initial construction of the Centre and ongoing

Director Ryan Hoffman thinks the Chamber plays an important role in advancing the interests of business and economic development in the Yorkton area.



maintenance; and assessing the operational/program costs.

In addition to volunteering for the Yorkton Chamber, Ryan serves as a Director with Yorkton Minor Hockey and coaches his sons' hockey teams. Ryan and his wife, Nicki have 3 children: Tanner, Grady and Halle.



Recently, Potash Corp announced it will match funds raised by the community for the new Trades & Technology Centre to a maximum of over \$1.2 million. To make a donation that will be matched by Potash Corp, contact William Litchfield, Director Advancement, Parkland College 786-7331.

Upcoming Dates to Remember

July 5

Deadline for submitting nominations for the Saskatchewan Order of Merit. Nomination forms are available at www.gov.sk.ca/com

July 9

Business Lunch 12:45 pm at the Ramada. Guest Speaker Hon. Don Morgan, Minister of Advanced Education. Mr. Morgan will share his government's vision for advancing a skilled workforce for Saskatchewan in this booming economy and his Ministry's view on the proposed Trades & Technology Centre. Please pre-register.

July 19

Business Breakfast 8:00 am Painted Hand Casino. Guest Speaker Mr. Johannes Vervloed, Consul General from the Netherlands. With the new EU directive on 10% renewable fuel content, the opportunity to export canola to EU via the Port of Rotterdam is promising. Pre-register.

July 31

Deadline for submitting written input on the renewal of Labour Legislation.

Sept 12, Nov 28 & Dec 12

New OHS Standards Information Sessions, 1:00 - 5:00 pm at the Gallagher Centre.

Sept 25 & 26

STEP Trade Conference, Saskatoon.

October 3

Chamber Business Dinner. Guest Speaker Mr. Bruce Croxon, Entrepreneur and a judge on CBC's Dragon's Den.

October 10

All Candidates' Forum for the city election. 7:00 pm at the Gallagher Centre.



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Did You Know?

- The Chamber is on facebook. If your business is a member of the Chamber and is also on facebook, let us know so that the Chamber can "like" your business.
- The best way to deal with graffiti is to remove it immediately. The Australian city of Cockburn has some information about graffiti on its website www.cockburn.wa.gov.au Go to Quick Links, Residents Information and Dealing with Graffiti.
- The Yorkton Chamber will be giving its website a fresh, new look. Watch for details in your email blasts later this summer.
- Two Yorkton condominium developments, totalling 20 entry-level homes, are receiving \$3.4 million in financing through the HeadStart on a Home (HeadStart) program. One of the developments will be located on Good Spirit Crescent, a 14-unit project which received \$2.4 million in financing under the

program. The second project, Fifth Avenue Estates, received \$972,000 in financing to build six homes.

- The Government of Saskatchewan is proposing to modernize, simplify and amalgamate labour legislation as well as explore the creation of a Saskatchewan Employment Code. The Government has prepared a discussion paper that includes questions on a range of issues to assist stakeholders in developing feedback and to initiate discussion.

Stakeholders and interested parties are encouraged to send written input by July 31 to:
Ministry of Labour Relations and Workplace Safety
300 - 1870 Albert Street, Regina, SK S4P 4W1
or submit electronically to:
labourlegislationLRWS@gov.sk.ca
To view the discussion paper, visit
www.lrws.gov.sk.ca/modernizing-legislation

It is the Law!

Every person or business conducting business in the city of Yorkton is required to have a Business Licence. The Licence must be on display and available for inspection by the Building Licence Inspector at all times. There are, however, instances where businesses, especially those from outside Yorkton, choose to ignore this Bylaw. While the city's Business Licence department makes every effort to enforce this requirement, the Bylaw Officer cannot be at all places at all times. The Department, therefore, requests that businesses aware of others coming into Yorkton and conducting trade and/ or providing services without a valid Licence contact the Business Licence Department immediately. Businesses refusing to purchase a Business Licence are subject to a minimum \$1000 fine.



All businesses are required to purchase a city Business Licence in order to conduct business in Yorkton.

How Old Are You?



The Chamber wants to recognize the milestone years of its member businesses.

If your business is celebrating a milestone year in 2012 or 2013 (5,10,15 years, etc.) the Chamber would like to know about it so your business success can be recognized in the Courier. Just call the office or send an email with the details. Longevity deserves to be recognized!

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The Yorkton Chamber of Commerce was honoured to receive an invitation to participate in the Grand Entries at the 12th Annual Painted Hand Casino PowWow. Executive Director, Juanita Polegi, represented the Chamber at the Grand Entry on Sunday and was presented with gifts of tobacco and a beautiful star blanket. Making the presentation were Rob Bear, Operations Manager of the Casino and Director of the Yorkton Chamber; and Rina Quewezance, Executive Assistant.