



COMMUNITY  
COURIER

# The VOICE of Business

## Power in Numbers

The Yorkton Chamber of Commerce has long billed itself as the "voice of business in Yorkton". It has the privilege of doing so because of the voluntary memberships businesses pay each year. Membership enables the Chamber to do the work of a Chamber. Over the past few years, the Chamber's membership has been steadily growing. Currently, the Yorkton Chamber has over 450 members. Representing the entire business community, there's power in numbers. Governments take notice.

A Chamber's primary role is to serve as an advocate for business to all orders of government.

To the City, the Chamber has been advocating for a review of the land costs and levies; re-implementation of EZIP; and new models for the Yorkton Airport Authority. The Chamber Directors take turns attending City Council meetings. The Chamber has worked with the City in helping to inform the community about the study "Transportation and Growth Opportunities for the Yorkton Region".

To the Provincial Government, the Chamber has indicated its disappointment in the termination of the Small Business Loan Association (SBLA) program. The Chamber has also indicated to the Government the need for the

province to provide adequate funding to the Sunrise Health Region to meet its staffing and medical facilities needs.

The recent changes to the Temporary Foreign Workers

### MEMBERSHIP ROI CALCULATOR

Assuming your business falls into the **2 - 5** employees category, fee is **\$210**.

If the Average # of new customers is **3**; and the average value of each new customer is **\$100**; then the ROI is **43%**.

*If your business uses any of the Affinity programs, the ROI will be even higher due to the savings on the preferred rates for Chamber members.*

Program has created labour supply shortages for a number of businesses. The Chamber has expressed to the Federal Government the need for a reinstatement of the program.

The secondary role of the Chamber is provide networking opportunities for its members. The best method for building business relationships is to network by meeting people. Through Chamber events - such as Business Breakfasts, Business Lunches, Celebrate Success, Employee

Recognition Event and the Annual Chamber Business Dinner - members meet other members.

The ROI on membership fees is a powerful number. Affinity programs save Chamber members huge dollars. The Chamber Group Insurance Plan is considered one of the most affordable and flexible plans for businesses with 1 to 50 employees. First Data Merchant Services has preferred rates for Chamber members and offers a full suite of credit card services. First Call for HR also offers preferred pricing for Chamber members and helps small business with their Human Resource concerns.

In 2012, the last time the Chamber conducted member visits, 95% of the respondents indicated they were happy with what the Chamber has been doing on behalf of the membership. There is still much to do. The Board of Directors will strive to continue to advocate for the interests of the business community.

The Chamber's legacy is not in what it builds but in what it enables to be built by business. As a business, display your Chamber membership sticker with pride. Let your customers know that you're a member of an organization that works to build business which results in a strong community. The power is in the numbers.

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Yorkton Chamber of Commerce

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## Congratulations!

- To **Flashpoint Media** on winning the Chamber's Testimonial Contest. The prize includes a complimentary sign space for 3 years on the Chamber's Sign Board and a one year complimentary Banner Ad on the Chamber's website.
- To **Painted Hand Casino** on receiving the Builder Award from the Yorkton Film Festival.
- To **Deneschuk Homes** on 40 years in business!

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*Just to mention a few . . .*

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## Yorkton Chamber AGM



At the Yorkton Chamber's recent AGM, Carol Yaholnitsky was presented with the 2014 Director of the Year Award. Selected by the 2014 Directors, Carol was considered to be the Director who most demonstrated dedication,

enthusiasm and "positivity" for the Chamber. The Award was first established in 1997 by Evan Ortynsky in honour of former Chamber Manager, Ruth Shaw. Congratulations Carol!

President Joel Martinuk presented Past President Don Rae with a plaque recognizing his contribution to the Chamber as 2104 President. 2014 was a good year for the Chamber. A number of highly successful events were held, the Building repairs were completed and the membership grew to 466 members.



## Upcoming Dates to Remember

### June 6 & 7

Painted Hand Casino annual PowWow, Gallagher Centre

### June 30

Deadline for submitting nominations for the Sask Chamber's ABEX Awards

### July 1 - 4

Yorkton Exhibition's Annual Summer Fair. Parade morning of July 4; RCMP Musical Ride July 3 & 4

### October 7

Annual Chamber Business Dinner



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## Did you know?

- The Sunrise Health Region had 2,942 employees as of March 31, 2015.
- Coin sets depicting the historical buildings of Yorkton are available for sale at Tourism Yorkton.
- The symbols on the Chamber logo signify education, manufacturing, agriculture and transportation

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# Sask Chamber AGM



Sherry MacDonald, Director of Marketing & Administration received a bursary from the Chamber Group Insurance Plan to attend the Sask Chamber of Commerce Conference on Business in early May. Sherry, located in the back row, is pictured with bursary recipients from other Chambers around the province. The Yorkton Chamber thanks the Chamber Group Insurance Plan for the bursary. Juanita Polegi, Executive Director also attend the Conference. Highlights from the Conference included a meeting of Chamber Staff to discuss methods for advocacy and marketing plans; Sask Chamber policy updates; a briefing by the Workers' Compensation Board; and speakers on a variety of topics including the province's future in agriculture, rail transportation and the petroleum industry.

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# Directors to Policy Round Table



Curtis Hemming, Director of Government Relations with the Sask Chamber (second from Left), discussed policies with Yorkton Chamber Directors Carol Yaholnitsky, Brent Murdock and Mike Popowich at the Sask Chamber's Policy Round Table recently held in Yorkton.



Sask Chamber President Randy Beattie and Yorkton Chamber President Joel Martinuk discussed opportunities in Yorkton at the recent Sask Chamber Policy Round Table. The Round Table was a unique opportunity for Yorkton and Sask Chamber members to meet with the Sask Chamber and share their thoughts on local business concerns. In turn, the Sask Chamber shared some of the advocacy work it has done on behalf of Sask businesses and the results of that work. New policies were also discussed. We were pleased that representatives from both the Melville and Canora Chambers were able to join us for the Policy Round Table.

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# The Chamber in 5 Years



Each January, the Directors of the Chamber meet to discuss the direction of the Chamber for the year. But there was no long term plan in place. On May 21, the Directors undertook the task of creating a vision for the Chamber over the next 5 years. Harvey Linnen of HJ Linnen Associates facilitated the session. While the photos caught the Directors appearing to be very

contemplative, there was much laughter as the Directors developed the Vision, Mission, Values and strategic focus for the Plan. All the Directors participated in the pre-session interviews and ten of them were able to attend the actual session. For information about the Strategic Plan, please call the Chamber office or talk to a Director.



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