



COMMUNITY COURIER

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 Yorkton Chamber of Commerce

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The VOICE of Business

President's Message

The Chamber is an environment where a number of intelligent people, representing a diverse group of businesses come together to advocate, promote and help to improve trade and/or commerce in all segments of business. The Chamber also looks at factors affecting the agricultural, economic, civic and social wellbeing of Yorkton.

We all know that there is a lot of uncertainty in the world economy right now. We must remain hopeful that there is light at the end of the tunnel. These are the times for small business owners to come together, help and support one another. Yorkton (and Saskatchewan) prior to 2007, was a sleepy little town. I believe changes in civic, provincial and Federal governments played a very important role in changing the overall economic forecast and attitudes, locally, provincial and nationally. With confidence and faith the mentality was completely shifted and people see Yorkton as a very viable city in which to do business. It's a great place to live with plenty of opportunities. I know for myself, I always saw this potential and we can all be proud of what our city has accomplished over the past 9 years.

It has been a pleasure sitting on the Yorkton Chamber of Commerce board for the past 5 terms. I have gained knowledge and experience while learning from past presidents, directors and business owners and I will bring this to the table in 2016.

The Chamber encourages businesses that are not a member to contact one of the directors to learn about all the benefits it has to offer.

The past two years I have accompanied the Mayor and the YBID committee on the annual "Business Walk with the Mayor". I would like to thank Mayor Manloney for taking time out of his schedule and joining the Chamber with meeting the Chamber Members face-to-face. What a great way to connect and be informed on issues and topics effecting our local business owners! Very positive conversations and dialogue between all.

Set your calendars for April 21/2016 for it is the year to Celebrate Business with the bi annual Celebrate Success Business Awards. Watch for the release of the Nomination Packages and then nominate your business!



Corey Werner
2016

Chamber of Commerce President

As owner of CORE Real Estate Inc. and President of the Yorkton Chamber of Commerce, I'm proud of all the businesses here in Yorkton that serve our community, awarding winning or not. Each and every one of us are important to the whole economic outcome of the City of Yorkton.

Thank you to Juanita and Sherry from the Chamber office for all their hard work and dedication. The 2016 Board of Directors has some amazing people on it and I'm looking forward to working with them serving our membership.

Congratulations!

- To Dave Rusnak of Rusnak Balacko Kachur Rusnak on being recognized with the honorary designation of Queen's Counsel (Q.C.)
- To Alicia Simoneau of Pumphouse Athletic Club on being named by Inside Fitness Magazine to the Top 100 Hot & Fit Canadian women
- To Saddles & Steel on 25 years in business
- To The Rock 98.5 FM on 10 years in business
- To the Sunrise Health Region on being in the top 95% of all accredited health regions in Canada
- To the Yorkton Sno-Riders on being named by Sno Rider West magazine as co-winners of the 2016 Sledtown Showdown.

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Painted Hand Casino • The Vintage Vault
Yorkton This Week • Sunrise Health Region
Canadian Tire • AJ Upholstery • The Soup Haven

Just to mention a few . . .

2016 Board of Directors



At a recent Chamber Business Breakfast, Mayor Bob Maloney conducted the Installation Ceremony for the 2016 Chamber Board of Directors.

The Board consists of Back Row (L to R): Susan Stewardson, Corey Werner, Kelly Price, Randy Hrykiw, Shawn Patenaude, Dustin Brears and Joel Martinuk.

Front Row (L to R): Don Rae, Sarah Kowalchuk, Gillian Potter, Carol Yaholnitsky, Brent Murdoch, Mike Popowich, Stephanie Buckle, Peter Krasny and Mike Stackhouse.

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Hello /Farewell to Chamber Directors

Each October, nominations are called for 8 Directors to begin serving a two year term beginning January 1. When the nominations closed Oct 31, exactly 8 nominees let their name stand so no election was required.

Returning to the Board are **Stephanie Buckle, Randy**

Hrwykiw and Carol Yaholnitsky.

New to the Board are **Dustin Brears, Sarah Kowalchuk, Peter Krasny, Gillian Potter and Mike Stackhouse.** The Chamber welcomes all the Directors who begin their new terms and looks forward to their fresh insights and new

ideas!

Leaving the Board December 31 are **Rob Bear, Brady Harland and Krissy Morrison.** Rob joined the Board in 2010 and served on a variety of committees; chairing the Marketing & Communications committee in 2015. Brady and Krissy both joined the

Board in 2014. Brady served on the Business Development committee while Krissy served on the Marketing & Communications committee.

Thank you to all the retiring Directors. Your interest in the Chamber, your wisdom and your ideas were all greatly appreciated.

MMRP: Cost to Your Business

The Multi-Material Recycling Program (MMRP) is a program focusing on the packaging and paper that goes out a business's front door and home with the customer. Saskatchewan businesses or organizations that supply or distribute packaging or printed paper to

Saskatchewan households are required to register for this program, report the tonnage of packaging and paper produced or distributed, and pay fees based on that tonnage.

Administered by the Multi Material Stewardship Western (MMSW), the

program goes into effect January 1, 2016. In essence, "businesses will assume responsibility for financing up to 75% of municipal net costs to operate recycling programs for residential waste packaging and paper". This model is similar to one used in British Columbia,

Manitoba, Ontario, and Quebec.

For more information about the Program, visit www.mmsk.ca

Upcoming Dates to Remember

February 4

Chamber Business Lunch at the Painted Hand Casino- Guest Speaker: Janice Tranberg, Executive Director, Sask Canola Topic: "Sask Canola - Farmers' Investment at Work Across Saskatchewan"

February 29

Deadline for submitting Celebrate Success Nomination packages

March 16

All Candidates Forum for Provincial Election, 7:00 pm Gallagher Centre

March 23

Celebrate Success Awards Finalists Lunch at St. Gerard's Parish Hall

April 21

Celebrate Success Business Awards, St. Mary's Cultural Centre

April 27

Chamber AGM

Future Entrepreneurs

Finding time, resolving differences and creating cash flow were some of the challenges facing the 3 groups of YRHS students enrolled in the Jr. Achievement program. But it was all worth it as each group realized a profit! And each group donated 10% of its profit to charity. In total

over \$300 was donated to charitable causes. Congratulations to the shareholders in Custom Cottons, Rustic Elegance and Perennial Times on all that you learned by enrolling in the Junior Achievement program! The class was instructed by Mrs. Val

Gendreau. The students presented their ideas, learnings and balance sheets at a recent Chamber Business Breakfast. The business people in attendance found the presentations very interesting and well done!



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Did You Know?

- The value of building permits issued by the City of Yorkton in 2015 equalled the value of the permits issued in 2014.
- In 2015, the City of Yorkton issued 104 new business licences!
- The business names and phone numbers of Yorkton Chamber members as of September 2015 are in the Saskatoon Chamber's Member Directory. Another way your business gains exposure by belonging to the Yorkton Chamber of Commerce.
- The Recycling program in Yorkton began in 1994. It has evolved to the point where it is diverting recyclables in the amount of 3 million kg per year from the landfill.
- Yorkton is the only city in the province collecting recyclables and garbage once per week. In other cities, recyclable

collection is less frequent or does not exist.

- Studies have found canola increases soil organic carbon, resulting in a reduction in greenhouse gas emissions. And a comparison of canola production in Germany and the Canadian prairies found fewer emissions on the Prairies. (Source: Western Producer - Dec 24, 2015)

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YQV Survey Results

In late 2015, the Chamber emailed a brief survey asking its members for feedback on their perceptions of the community's knowledge about the Yorkton Regional Airport. (The Transport Canada call letters for the Airport are YQV).

Business Community understands the importance of the Airport to Yorkton, 25% of the respondents said Yes; 69% said No; and 6% thought Perhaps.

In answer to the question about how the Advantages and Benefits of

Aviation Career Fair at the Airport.

Developing a marketing strategy using social media also topped the list of responses in answer to the question as to how might the Airport be marketed to people outside Yorkton. Other comments

When asked if they thought the Business Community is aware of the Yorkton Regional Airport, 69% responded yes while 19% responded No and 12% thought "perhaps". Some of the comments from the members were: "The Chamber has been promoting the Airport over the past 3 years and that has helped to increase awareness"; and "The Airport Authority, prior to City Council taking it over, was just beginning to make some headway in promoting the Airport".




When asked if they thought the

the Airport could be marketed to the people of Yorkton, the members had numerous suggestions. Topping the list was the development of a marketing strategy that uses social media. Ads in newspapers, on radio, TV and billboards were also suggested. A unique suggestion was to have an

received included, "The Regina Airport Authority recognizes the importance of the Yorkton Airport. Yorkton should engage with RAA to discuss further"; and "Develop the ground side land around the Airport to increase revenue and to give the Airport a fresh look."

The Chamber views the Yorkton Regional Airport as a valuable asset to both the City and the area and to the business community. The Chamber appreciates the time the members took to complete this brief survey and for the comments they provided.

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Celebrate Success Awards

The 2016 Celebrate Success Business Awards will occur April 21! This exciting event recognizes businesses and organizations for their achievements and contributions to the community.

There are 11 Award categories open for nominations. Be sure to nominate those businesses which you feel are deserving of recognition. And be assured that self-nominations are more than welcome. After all, no one knows your business better than you - the

owner or manager!

And the Judging Committee will select from all the Nominations received the Small Business of the Year and Large Business of the Year Awards sponsored by our Patron Sponsor EMW Industrial.

The Events committee is busy putting the final touches on the Nomination packages. Keep an eye on your Chamber email blasts about details and be sure to nominate.



Together, let's make the 2016 Celebrate Success Business Awards the best yet!

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