



The Voice of Business



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**Chamber and YBID . . .
Their Role in the Community**

While "out and about" this winter visiting with Yorkton Chamber members, the Chamber staff were asked a few times, "what's the difference between the Chamber and YBID?" Good question. These are the differences from the Chamber's point of view:

Yorkton Chamber of Commerce

- The "voice of business in Yorkton"
- Primary role is to advocate for its members and the business community
- Secondary role is to provide educational & networking opportunities for its members
- Voluntary membership
- Open to all
 - Members outside city limits
- Directors are elected by the membership
- Not a commission of the City
- No government funding (municipal/provincial/federal)
- Funded by membership fees, events, affinity programs, etc
- 122 years old!

YBID

(Yorkton Business Improvement District)

- Serves its members in a defined geographic area
- Non-voluntary membership
- Goal is "to assist local businesses and property owners in revitalizing and promoting their business in a redesigned shopping environment"
- Levy against each property owner in the District (generates ~\$100K/y); PLUS matching grant from City (~\$100K/y)
- Directors are appointed by the Mayor

While there are differences between the mandates of the two organizations, the Chamber and YBID often work together for the betterment of the business community and the community at large. In fact, many Chamber member businesses are located within YBID's boundaries.

So if your business, located anywhere in Yorkton, has concerns or issues, contact the Chamber. If you have ideas about how to make the YBID zone more attractive to customers/clients or other businesses, contact YBID.



President Mike Stackhouse and Director Mark Hoddenbagh attended the Sask Chamber's Political Forum in late January.

They met with the Opposition and the Government to discuss issues and opportunities affecting Yorkton and area.

The Chamber will be meeting with Cathay Wagantall, MP; Greg Ottenbreit, MLA; and City Council to further discuss the concerns of the business community.

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Yorkton Chamber of Commerce

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Congratulations!

- To Value Tire & Battery on 35 years in business
- Vanessa Andres, Triple A Directional Drilling, who received the SCSA's 2019 Health and Safety Administrator of the Year Award
- To Triple A Directional Drilling on being named a Finalist for the Worksafe Saskatchewan 2020 Safe Employer of the Year Award. Award recipients will be named in May at Regina

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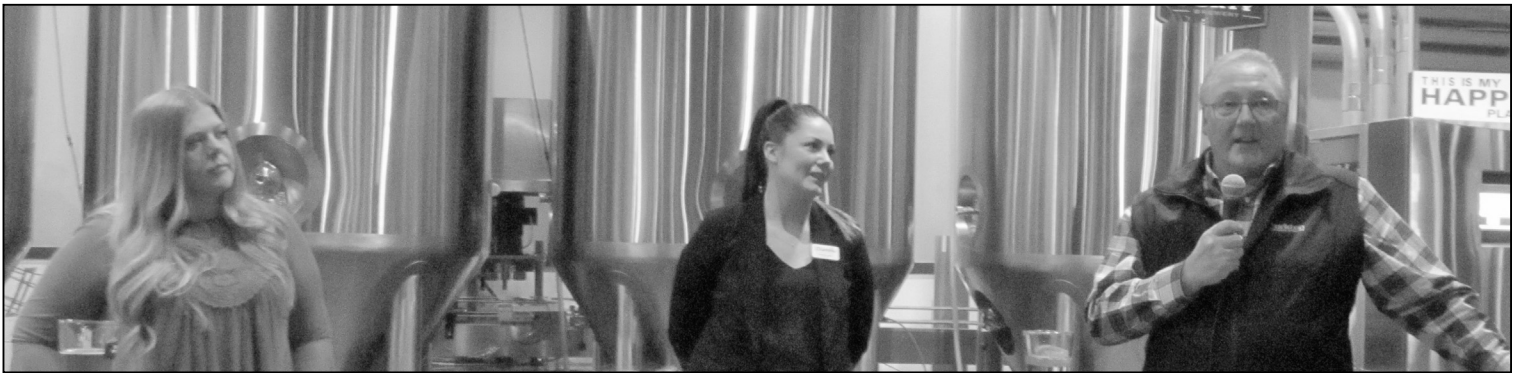
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Chamber On Tap



Director Kristen Zubko moderated the most recent Chamber on Tap held at Back 40 Brewery.

Guest Speakers Nicole Campbell and Guy Gendreau shared their journey transitioning the business from one generation to the next. Based on the number of questions they handled following their presentation, it was a topic of interest to those in attendance. Following the presentation, there was time to mix, mingle and network - a great way for business people to meet one another.

The Power Of Words . . .

At a recent Chamber Business Lunch held at the Painted Hand Casino, Pat Fiacco, former Regina mayor, shared his story about how the "I Love Regina" campaign began and how the community adopted it.

He said while words such as "I Love Regina" are good, feelings are better. He then talked about what he sees in Yorkton, describing Yorkton as a "sleeping giant" as it has so much going for it such as a campground in the city limits, the Gallagher Centre, the Yorkton Film Festival, golf courses, Western Development Museum proximity to lakes and so much more.

With Yorkton's slogan being "Where good things happen", Fiacco challenged the audience with the question "Do the citizens of Yorkton, students, newcomers, Indigenous residents think that good things happen in Yorkton?" If the answer is no, then it's time for Yorkton to tell it's story.



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Chamber In Action

Just 2 months into the new year and already there have been issues to advocate on behalf of the Yorkton Chamber members. The Chamber has sent letters to the following:

- Premier Scott Moe commending his government for switching the conversation with the Federal Government from the carbon tax to the environment and the many ways Saskatchewanians endeavour to reduce their carbon footprint.

However, the Chamber urged his government to continue to pressure the Federal Government to remove the carbon tax on the fuel used for drying grain.

- Cathay Wagantall, MP requesting that she and other members of the Opposition urge the

Government to work with the provinces and law enforcement agencies to bring an end to the ongoing disruptions of public services created by blockades occurring across Canada; and in particular, to restore all rail services immediately.

As mentioned previously, the Chamber was represented at the Sask Chamber's Political Forum in Regina where the Directors were able to pose questions to the Opposition and then to Government.

These included questions about the Urban Connector Program which would repair York Road as it links Hwy #16 and Hwy #9; and ideas to support training and stimulate innovation and entrepreneurship in rural, remote and northern SK by using existing resources such as regional colleges.



Scott Ginsberg has developed a list of 22 reasons why you want to wear a nametag and how doing so could change your life

Every day at work. I always thought, "It's Yorkton! Everyone knows who I am."

That was until I read an article by someone who stated that name tags not only easily provide your name to the people you meet, but they also suggest that the wearer of the name tag is accountable. That was interesting.

As the Executive Director of Yorkton's largest and

Do You Use A Name Tag?

- by Juanita Polegi

With the launch of the new Yorkton Chamber logo, I ordered name tags for all the Chamber Directors and Staff. Some of the Directors appreciate their new name tags; others have more of a "meh" attitude about their name tags.

Early in my career with the Chamber, I would wear my name tag to conferences and events out-of-town, but not

oldest business organization, accountability is part of the job. Wearing a name tag demonstrates to everyone that I know and accept that I am accountable. Since then, I put on my name tag every morning and wear it to the office every day.

Wearing a name tag has become such a habit, that I have caught myself reaching for my name tag when I'm preparing to go out on the weekend!

If recognition and accountability aren't enough to encourage you to wear your name tag, then perhaps the 22 reasons Scott Ginsberg has listed will cause you to pause about the purpose of name tags. You can find Ginsberg's list at www.hellomynameiscott.com

He suggests wearing a name tag could change your life forever! At the very least, his list of reasons will make you think about your own approachability and openness.

Ginsberg says this about his list of reasons for wearing a name tag: "If reading this list inspires you to wear nametags more often, cool. If not, that's cool, too. The goal is for you to use these elements, lessons and questions as mirrors for your own personal growth".

Upcoming Dates

March 4th - Countdown to Celebrate Finalists' Lunch at the Painted Hand Casino. Learn the finalists for the Celebrate Success Business Awards

March 25th - Celebrate Success Business Awards at St. Mary's Ukrainian Cultural Centre

April 22nd - Chamber AGM at the Gallagher Centre. Following a brief AGM, Mayor Bob Maloney will deliver his "State of the City" address

May 5th - Indigenous Awareness Training Level 1 at St. Mary's Ukrainian Cultural Centre

Did You Know?

- Yorkton's first Post Office opened in January 1884
- Yorkton became a city in 1928
- Yorkton is in Canada's top 10 cities for the most hours of sunshine and clearest skies year round
- Yorkton has more than 30 parks and recreation areas