

COMMUNITY
COURIER

Attract, Retain and Keep Your Employees Happy!



Panelists Brady Harland, Nicole Campbell, Brook Andres, Rohit Sikand, Marilyn Britton and Dave Rusnak shared their experiences in attracting, retaining and keeping employees happy.

“Was great! Can’t wait to return!” was one of comments following the recent Chamber Business Forum. With most sectors of the economy experiencing difficulties in attracting and retaining employees, the Yorkton Chamber planned the Forum to address that topic. And who better to share their experiences and knowledge but local experts and employers.

Key Note Speaker was **Tamara Johnson**, President and CEO of **SIEL Human Solutions**, a Chamber member based out of Esterhazy. With over 20 years of experience as an HR Consultant and Business Coach, Tamara has seen first-hand what works and what doesn’t.

Tamara began her presentation by asking the Forum attendees if they knew their organization’s culture? She suggested that once you understand your culture, then you will have more success in finding people who will be happy employees.

Key Points:

- Use a variety of social media platforms to attract potential employees
- Get to know your employees – right from Day 1. Engage them and show they are valued
- Most employees want to know where the organization is going and how they can contribute
- Different people appreciate different forms of recognition

Parkland College (Suncrest College by the time this article is published) offers to employers the Business Strategy Internship program funded by Mitacs. **Gwen Machnee**, the Research Lead at the College explained how the program works.

- If a business, NFP, municipality or a hospital can identify a project that is novel/innovative for the business, they could qualify to get help from some outstanding students through a four month internship. Ultimately, the goal is help students become more employable.
- The cost to the business? Only \$7500. College staff will help the business develop and submit the proposal; handle the administration of the grant; contract and pay the student; and provide an experienced job coach to work with the student and the supervisor at the business to meet the project objectives.

Gwen then turned the podium over to **Randi Jones** who was an intern through this program at **Royal Auto Group**. Randi shared her experiences and challenges as she was responsible for the development of a strategic marketing plan for the Royal Group, including social media planning and implementation.

Natalie Ortynsky, Brand Manager at **Royal Honda** then shared Royal Auto Group’s experience as the employer. She explained that before Randi came to them, the managers at Royal Auto Group made a daily plan for the first month that Randi was working. In this way, she had a clear focus of expectations. They also allocated 30 minutes every day for the Manager to check in with her to provide guidance and answer questions. At the end of 2 four month terms, Royal Auto Group hired Randi as a full time employee! A win-win for both the employee and the employer.

The day concluded with a panel discussion. Panelists included **Brady Harland**, **Joe Beeverz Restaurant**;

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Congratulations

- To the **McDonalds Restaurants** owned by Paras Properties (Raj Baines) that combined, raised \$33,000 during the recent McHappy Day
- To **Key Auto Group** on having an employee, Brad Jones, selected as a Finalist for the 2023 WorkSafe Saskatchewan Safe Worker Award. **Key Auto Group** was also a Finalist for the Safe Employer Award
- To **Yorkton This Week** on receiving top awards from the Sask Weekly Newspaper Association. In Class B division, YTW received the Best Front Page and the Best Overall Newspaper



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Attract, Retain and Keep Your Employees Happy! cont'd

Brook Andres, Triple A Directional Drilling; Dave Rusnak, RBKR Law; Marilyn Britton, HR Manager Grain Millers Canada; Nicole Campbell, Yorkton Concrete 2012 Ltd; and Rohit Sikand, Divisional Sales Manager, Staples Professional. Gems from these experienced employers:

- Attracting is more difficult than retaining
- Retaining is more difficult than attracting
- Adopt GTHOTO (Get the hell out of the office) – and engage with your employees on a regular basis
- Happy employees = Brand ambassadors
- Provide incentives
- Reach out to summer students and train them
- Be flexible – recognize that employees have lives and sometimes need to have

- time for their families or themselves
- Have fun. Be spontaneous – surprise them with unexpected treats such as ice cream on a hot day
- If you look after your staff, your staff will look after your customers. And the customers will keep coming back

96% of the attendees rated the Forum as very good and good; and 98% rated the ROI on their fee and time spent as “Just Right”.

Thank you to Community Futures Ventures for sponsoring our Key Note presentation; and to **Scotiabank** for sponsoring our Refreshments. The Chamber also thanks the **ChamberPlan** for its support throughout the year.

Upcoming Dates

- July 5 – 8 Yorkton Exhibition Summer Fair
- July 8 – 11:00 AM Fair Parade. Theme is RCMP 150th Anniversary. Lots of floats make for a great parade. Great parades bring people to the community
- Sept 12 – Chamber on Tap
- Oct 4 – Annual Chamber Business Dinner

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Welcome New Member

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on becoming Yorkton Chamber’s newest members. Belonging to the Chamber empowers the Chamber to fulfill its purpose “to be the voice of the Yorkton and District business community”.

Thank You!

Thank you to the following businesses which have invested in their businesses by renewing their memberships in the Chamber:

BK Spine Centre, Comfort Inn & Suites, Good Spirit Housing Authority, Magic Lantern Theatres-Tower Theatre, Modern Stitch Co., Omega Auto Parts & Service, Quality Inn & Suites Yorkton, TeaPro Bubble Tea, The Co-operators, Yorkton City Centre Dental Clinic




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Yorkton Tribal Council is a not-for-profit organization that provides essential services to 6 Member Nations (Cote, Keeseekoose, The Key, Zagime Anishinabek, Kahkewistahaw & OceanMan First Nations) in the Treaty 4 territory.

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Chamber Addresses Council

At the June 5 meeting of Council, President Vanessa Andres addressed Council in relation to the sale of the building currently housing the Yorkton Public Library.

Key points:

- 1) The Chamber is concerned about the distress suffered by the purchaser – a member of the Chamber
 - 2) The sale of the building and the intention to relocate the Library is a **fiscally responsible decision**:
 - Efficient resource management
 - i. The one -time infusion of cash into the coffers
 - ii. The savings on operations and maintenance
 - iii. The collection of property taxes
 - A new business on Broadway West will enhance the traffic and visitors to neighbouring businesses, thereby revitalizing the neighbourhood
 - The parking pressure on Second Avenue and neighbouring streets will be alleviated with the movement of this business to the space formerly occupied by the library.
 - 3) To renege on the decision could have legal consequences and could create a situation causing the loss of future tax revenue to the city if no private business is willing to make a deal with Council
- As a Notice of Motion to rescind parts of the original motion became known just prior to the meeting, President Andres

asked Council to consider the following:

- 1) If the Library will not be located in the Gallagher Centre, to where will it move? Will the city have to purchase or build a building?
- 2) If a building is purchased, what will be the cost of the building and the resulting renovations?
- 3) If a building is purchased, what are the property taxes the city won't be collecting?
- 4) How will Council justify to the taxpayers the loss of the many financial benefits and efficiencies gained by the sale of 93 Broadway Street West if it refuses to relocate the Library to the Gallagher Centre?
- 5) While the Gallagher Centre is not centrally located, it is within City Limits and it is the centrepiece of our city. Perceived parking/accessibility and mobility issues can and will be addressed.
- 6) Council has heard from a small group of people who do not want to see the Library moved. The Chamber Board represents a large number of business people who applaud the relocation.

President Andres concluded her presentation by urging Council to very carefully consider the benefits to the city gained by relocating the Library to the Gallagher Centre. To reverse its decision will be a costly mistake for the taxpayers/voters to bear.



President Vanessa Andres addressed Council at the June 5 urging Council to very carefully consider the ramifications of not relocating the Library to the Gallagher Centre

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Just for Small & Medium Businesses

The Canadian Chamber has launched its **SME Institute** – the first of its kind, one stop service developed in collaboration with RBC just for small and medium sized businesses. The SME Institute will provide small and medium enterprises (SME) the training, support and advice they need to adapt, grow and thrive – all while benefitting from the Canadian Chamber’s public policy advocacy and its Business Data Lab’s economic insights.

By helping Canada’s SMEs prepare for a rapidly evolving future, the SME Institute will ensure the strength of their critical segment of the economy as it faces a new era of higher costs and slowing growth. To learn more about how you can benefit from the services offered by the SME Institute, visit smeinstitute.ca



Website Correct?

If you’re a member of the Yorkton Chamber of Commerce, please visit the Chamber’s website www.yorktonchamber.com and look for your business under the Member Directory. Do we have your business name spelled correctly? Do we have the correct address and phone #? Is your website linked?

If there are any corrections needed, please call the Chamber office so we can update both the website and our contact list.



People Like Yorkton!

Following the recent **Yorkton Film Festival**, Randy Goulden, Executive Director shared the following note of thanks YFF received and the Chamber liked it so much, we want to share a somewhat abbreviated version with the business community:



I wanted to thank you both for creating an incredibly special experience in Yorkton. I came home feeling like my faith in humanity was restored. Why, you might ask? I live in a city where people do not acknowledge others as they walk down the street. In Yorkton people not only acknowledged you but gave so much of themselves. Every volunteer I encountered was kind, welcoming and engaging. The city of Yorkton rolled out the red carpet. I loved the pride in the antique car owners who shuttled us back and forth to the Tower Theatre as though we were attending the Oscars in Hollywood. The shuttle service to and from the airport and various venues was incredibly well organized. And finally you fed us like royalty. Everything was delicious but the progies were out of this world.

I was touched by how the folks of Yorkton gave up their time, energy and resources to the festival attendees. There was such a feeling of celebration, generosity and collaboration. Yorkton is a very special gathering for Canadian filmmakers. Congratulations on a really exceptional job. I think someone should do a documentary on this amazing festival!

Chamber Meets with Council

In mid June, the Policy committee of the Yorkton Chamber met with Mayor Hipsley and a number of City Councillors. The City and the Chamber try to meet 3 or 4 times a year to discuss topics of importance to the business community. Some of the topics covered at this meeting included the reconstruction of York Road; the condition of Grain Millers Drive; locations of charging stations for EVs; and the legislation around non-resident business owners voting in municipal elections.

