

# NEWSLETTER

*Your chamber source for upcoming news & events*

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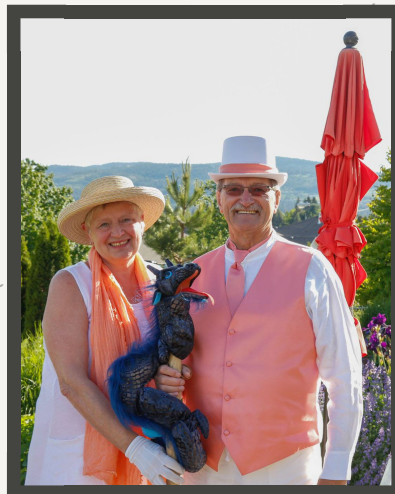
## AD LIB GALLERY A HIT!

### MAY BUSINESS MADE SOCIAL

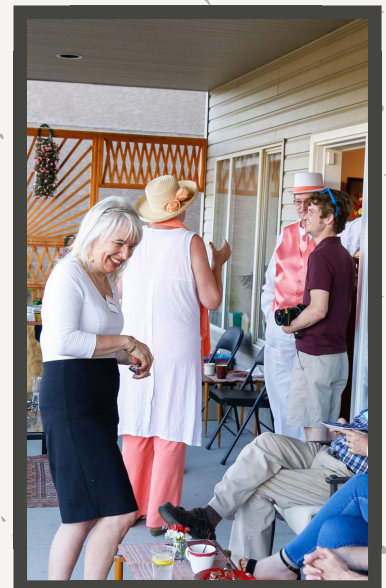
We had an extremely successful May Business Made Social event! Jim & Claudia of AD LIB Gallery, graciously hosted the monthly networking event complete with DELICIOUS homemade Viennese cakes and coffee (topped with fresh, homemade whipped cream).

Members were blown away by the enthusiasm and passion of our hosts and the beauty of the gallery and gardens. We were also treated to a live piano concert by Claudia and power-point presentation.

To learn more about AD LIB Gallery visit [www.claudiakargl.com](http://www.claudiakargl.com)



Linda Lea and Bruce Klippenstein (Okanagan Town Crier) in their Peachy outfits.



**"You can literally see how passionate Claudia is about art by the way her smile lights up the room as she talks. Her enthusiasm was definitely infectious & those in the room could feel her incredible energy..."**

**- Business Made Social, AD LIB Gallery**



## CO-HOSTESS WITH THE MOSTEST

JUNE BUSINESS MADE SOCIAL

We're kicking off the summer season networking with the Peachland Visitor Centre and BEEPS (Bat Education and Ecological Protection Society) as they co-host June's Business Made Social event.

**DATE:** Thursday, June 28th

**TIME:** 5:30 - 7:30pm

**LOCATION:** Peachland Visitor Centre

This is an ideal opportunity to chat with your fellow chamber members and share what's what for the upcoming, busy season!



**Did you know that June is the birthing month for our Peachland Bats? We have a live feed in the visitor centre where you'll be able to see the pups!**

Please RSVP to  
peachlandchamber@gmail.com

## TOURISM WEEK 2018

BY JENNIFER CLUTE

Tourism Week in Canada is a grassroots initiative that brings attention to the **economic opportunity available to Canada through travel and tourism activity.**

Communities across the country took part in promoting Tourism Week by using the hashtags

#BCTourismMatters and  
#TourismWeek.

The Peachland Visitor Centre took part in Tourism Week with two displays highlighting economic, social and environmental statistics in BC's tourism economy as well as promoting local tourism companies including Peachland's Zip Zone, Okanagan ATV Tours and Winelicious Tours.

**Did you know that visitors spend 25% of their travel budget on food and beverage? That money recirculates into the local economy - helping support BC business owners and workers.**

## 3 MARKETING TIPS FOR START UPS

VIA: SMALL BUSINESS BC

**FIND YOUR NICHE** - Establish who your **target market** is and tailor your advertising effort toward them. Speak to these potential customers, understand their lifestyles, concerns and needs. The better you know them, the more effectively you can sell to them.

**MAKE USE OF SOCIAL** - **Social media is one of the most powerful tools at your disposal.** Join in the discussion on social, talk to potential customers without giving them the hard sell.

**ATTEND EVENTS** - Though we live in an increasingly digital age, **networking events still serve an important purpose in the business world.** Identify events in your industry and attend. Take the time to introduce yourself to people and ask questions. Grow your network of potential customers by speaking to them face-to-face.





# 2018 PEACHLAND CHAMBER GOLF TOURNAMENT

THANK YOU FOR A  
SUCCESSFUL EVENT!



Chamber Office Assistant, Jennifer Clute

A little bit of rain didn't damper the spirits of our enthusiastic golf teams during the Chamber's 10th Annual Golf Tournament hosted at Sumac Ridge Golf & Country Club. Teams participated in 18 holes, enjoyed pizza from Murray's Pizza on the 9th and competed in the Putting Challenge and Hole in One.

On behalf of Peachland Chamber of Commerce staff and Board of Directors, we would like to thank our sponsors and donation contributors for their support of the 2018 Golf Tournament. A considerable portion of our success is due to the commitment made by them.

We greatly appreciate the help and we want to ensure our contributing businesses know how important their commitment is to the chamber the overall success of this event.

Please accept our heartfelt thanks for your generosity!

*many thanks*



## Thank you --

1st Class Auto Glass & Upholstry  
BEEPS  
Dan Ashton, MLA  
Coldwell Banker  
New Monaco  
Johnston Meier Insurance Agencies  
Group  
Peachland Pharmacy  
Lakeside Autocare  
Ace Hardware  
Morrison Ridge Developments  
TNI The Network Inc.  
Xocolicious  
Valley First West Kelowna  
Edward Jones - Financial Advisor:  
Shayn Moritz  
Peachland Visitor Centre  
Nexgen Hearing  
At the Top of the Hill B&B  
Pineacre on the Lake B&B  
Pen2Paper  
Get Organized with Meg  
Travis Oleniak Photo, Video &  
Design.  
Murray's Pizza



## CANADA DAY CONCERTS

OH, CANADA!

The Canada Day Concerts are back! This hugely successful Canada Day FREE celebration is just around the corner.

Grab your friends, family, lawn chairs and blankets to settle in for a great night of entertainment!

**Special musical guests are Niki Martinus, Grant Eisworth, Pam Ferens and Marty Edwards!**

We're accepting sponsorship's for this event.

**Bronze Partner - \$200.00**

**Silver Partner - \$350.00**

**Gold Partner - \$600.00**

**Event Partner - \$2,000.00**

If you are interested in sponsoring this event or would like to know more about the perks of sponsoring, please email [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

## TREAT OF THE MONTH

BOSLEY'S BY PETVALU PEACHLAND

**June Treat of the Month:** Save \$2 on Old Mother Hubbard Dog Treats 20 oz bags and get 20% off PureBites Freeze-Dried Cat Treats 26 g to 44 g bags.



## RIDE DON'T HIDE.

**Join WINMAR in the Ride Don't Hide** as we ban together as a community in support of mental health.  
<http://ridedonthide.com/bc/ride/kelowna/>



# HOW TO MAKE THE MOST OF NETWORKING

VIA: BC BUSINESS

### 1. Take advantage of the time before the event begins

If you want to make sure you get a good seat, go into the room and place something on your chair to save it. But don't sit down and wait for the event to happen.

### 2. Introduce yourself to everyone at the table

Before the event starts, make sure that you get up and walk around the table and meet everyone. Exchange business cards, and have a brief conversation.

### 3. Toss out a conversation topic

There are usually 30 minutes before the actual speaker presentation begins. Do something bold; ask a question that allows everyone to contribute an answer.

### 4. Carry at least seven cards

Most business or association functions have tables set for eight—you'll have a card for everyone at your table. But bring more. Best mantra: You can never have too many business cards, only too few.







## Chambers of Commerce Group Insurance Plan®

# CHAMBERS OF COMMERCE GROUP INSURANCE PLAN

The Chambers of Commerce Group Insurance Plan has been protecting Canadian firms for over 40 years. More than 30,000 small to midsize businesses choose the Chambers Plan to protect their employees with comprehensive group benefits, including Health and Dental insurance, making it Canada's #1 employee benefits plan for small business.

The Chambers Plan is the simple, stable, smart choice for business; combining accessibility, flexibility and the stability of pooled benefits. Firms choose the Chambers Plan year after year because it offers unsurpassed value and customer service.

The Chambers Plan – it's for your benefit.

### **Employee benefits don't need to be confusing.**

In fact – they can be EASY! Your local Chambers Plan® advisor can take care of everything, from start to finish. From helping you design a program that meets your needs AND budget, to answering your employees' questions - a Chambers Plan advisor can help you get the most from your benefit plan.

**If you are interested in hearing more about the Group Insurance Plan, please contact Patrick Van Minsel, C.A.O. at [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)**



CHAMBER  
PEACHLAND

# TIPS FOR TURNING OFF THE WORKDAY

VIA: CHAMBER PLAN

### **1. Make a list.**

Not only do lists help you stay focused and prioritize what needs to be done, checking off completed items is a physical acknowledgment of what you have accomplished.

### **2. Tidy up.**

Taking a few minutes at the end of the day to file away stacks of papers and declutter your work space really helps to close one workday and prepare for the next.

### **3. Resist temptation to unload at home.**

It can be so tempting to provide friends and family with a blow-by-blow description of the workday's events to unload the day's frustrations. But hauling negativity and stress into your personal sphere can ultimately do more harm than good, and does nothing to help establish those important boundaries between work and home.

**Achieving true work-life balance can be tough. But some subtle changes can really help ritualize the important transition from a day's work to the personal space you need to fully recharge and be present with family and friends.**

**Know what's on BC's mind.**

BC Chamber of Commerce



## Network Link

# BC CHAMBER OF COMMERCE AGM

The BC Chamber of Commerce 2018 AGM & Conference told a story of strong engagement and collaboration among our network. 52 resolutions were put forward with various levels of collaboration on 27 of those policies -- from co-submitting resolutions to many resolutions with supporting chambers. The end result? Deeper, richer and more meaningful policies that have potential for a wider impact. That's the power of the network!

We had 61 Chambers represented at the AGM & Conference which highlights the commitment of Chambers and Boards of Trade across the province in moving the dial on issues impacting their communities.

To put the collaboration piece in perspective, in 2015 with 22 policy submissions we only had one supporting Chamber or Board of Trade. We've come a long way! Let's keep it up.

A BIG THANK YOU to the Kamloops Chamber of Commerce for being excellent hosts and for ramping up the fun at this year's AGM.

**AGM Media Coverage Potential Reach - 1.9 MILLION**

**38 stories across BC media in print, digital, radio and tv.**



# WHY & HOW YOU SHOULD BE THANKING YOUR CUSTOMERS

VIA: CHAMBER PLAN

## **1. It can increase your value in the market.**

Satisfied customers tend to give better reviews of your business, signaling to potential customers that you're better than your competitors.

## **2. It can raise customer loyalty.**

Appreciated customers are loyal customers. They enjoy their relationship with your company and don't want to do business elsewhere – even if someone else offers the same product or service for less. (Feeling appreciated can trump lower prices).

**Making customer appreciation a priority is your first step. The next step is to show it.**

## **3. Open up your space.**

If you have it, provide a room where a small group could meet up. It's a helpful gesture and some group members could turn into new customers.

## **4. Give exceptional customer service...always.**

Make great customer service business as usual, and you will be thanking your customers with every single transaction.





## MEMBER BENEFITS DID YOU KNOW...

**Chamber members receive exclusive hotel discounts worldwide with Local Hospitality and reduced room rates.**

The BC Chamber of Commerce hotel and car rental discount program is provided exclusively for our members and their employees. Access worldwide business and leisure travel discounts and car rental discounts.

BC Chamber members access exclusive discounts on hotels and car rentals. Savings may be as much as 50%, and average 10 to 20% below market rates.

**Ask us how you can access these benefits!**



## MEMBER BENEFITS DID YOU KNOW...

**Chamber members receive FREE Racking in our chamber and visitor centre offices.**

Chamber members receive free racking of promotional literature in the Peachland Visitor Centre which sees approx. 18,000 visitors a year. Word of mouth and referrals are an important element of marketing and our specially trained staff members and volunteers are ready to talk you up!

**Please bring us your promotional items - can't make it to us? Let us know and we will come pick it up from you!**

## UP FOR GOLFING ON FRIDAY?

CONTACT DARLENE PAPPAS AT  
[FIRST@FIRSTCLASSGLASS.CA](mailto:FIRST@FIRSTCLASSGLASS.CA)

### **8 MORE GOLFERS NEEDED!**

Golf Tournament in support of the Food Bank - Prime Rib and Chicken Buffet, Golf, Golfers Registration Cooler Bag w/ loads of goodies in it, Prizes for all golfers, 50/50 Draw, Special Hole Sponsor Prizes and more!

150.00 per person which includes the above.

540.00 for a foursome

Contact DARLENE PAPPAS at  
[first@firstclassglass.ca](mailto:first@firstclassglass.ca) for more information about the tournament.

**Support the Food Bank!**



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Jennifer Clute, Office Assistant  
Patrick Van Minsel, C.A.O.

## STAY CONNECTED



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@peachlandchambe



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## NEWSLETTER CONTRIBUTIONS?

SEND US YOUR NEWS!

If you have any information that you would like to share with our membership in our monthly newsletter, please email us at [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

## E-BLAST

Can't wait for the newsletter? Send us your information and we will send out an e-blast to your fellow chamber members! Please email us at [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

## BLOG CONTRIBUTIONS?

If you would like to contribute to our chamber blog, please visit our website at [www.peachlandchamber.com](http://www.peachlandchamber.com) and have a look at the Blog Contributions guidelines. We'd love to have you share your knowledge and expertise with your fellow members!