



# JUST THE FAX

Newsletter of the Morden and District Chamber of Commerce

[www.mordenchamber.com](http://www.mordenchamber.com)

Edition CCXL

March 20, 2009

## CHAMBER MARCH INFORMATION LUNCHEON

The *Morden Chamber of Commerce* arranged a series of monthly luncheons at the Friendship Centre to kick off 2009.

The third luncheon in the series is sponsored by *BDO Dunwoody Chartered Accountants* and will be held on **Tuesday, March 24<sup>th</sup> at 12:00 noon** in the **Morden Friendship Centre**. Our featured speaker **Ron Westfall of BDO Dunwoody** will discuss **Succession Planning for Your Business**.

Ticket prices are **\$20** per person for Chamber members or **\$25** for non-members. All are welcome. Seating is limited so email [chamber@mordenmb.com](mailto:chamber@mordenmb.com) or call **822-5630** today. Pre-registration is required.

## BUSINESS CONTINUITY & RESUMPTION PLANNING

The *Morden Chamber* has invited **Chris Kalansky**, Emergency Coordinator for S.E.R.C. to discuss **Business Continuity Planning** during lunch on **Tuesday April 21<sup>st</sup>** at the **Morden Friendship Centre**. Tickets are **\$20.00** per person.

Have you ever given thought to what would happen to your business if a disaster struck our area? Many questions could arise including: *How would I run my business if it was inside an evacuation zone and I couldn't return to it? How would I contact my employees? How would my employees contact me if I can't reach my office phone? How would I communicate with my suppliers and customers? What can I do to get my business up and running as quickly as possible after an emergency? How can my business help the community during or after an emergency incident?*

It is in our best interests to prepare in advance for an emergency, to mitigate the damage, and to have plans in place to re-open as soon as possible. Find out what you can do and where you can get help. **Register today**. Call **822-5630**.

## FREE SEMINARS FROM HEARTLAND COMMUNITY FUTURES

**Heartland Community Futures Development Corp** offers free video conferencing business seminars in the Winkler Chamber Board Room. To register call **1-877-472-7122**. Each seminar is described on their website: [www.cfheartland.ca](http://www.cfheartland.ca):

**Mar 24** – CRA-Small Business Tax Information Workshop; The Basics of Exporting;  
**Mar 26** – Starting a Business in Manitoba; **Mar 27**– Financial Fitness for Self-Employed Arts Entrepreneurs; **Mar 30** - Google Pay-Per-Click (PPC) Marketing Advanced.

## RIDING THE WAVE – PART 1

Allan Beaulieu Senior Analyst and Economic Advisor with the Institute for Trend Research (ITR) in New Hampshire, offers a cautiously hopeful outlook for the economy's long-range future. As the recession leaves CEOs of small and mid-sized businesses concerned about the future Beaulieu shares his expert insights.

"Don't lose sight of the all-important strategic focus. The national economic recovery will begin around March 2010." However, he stresses that complete recovery will not be swift.

The news isn't all grim for small and medium-sized business owners. Beaulieu encourages CEOs to build up their cash resources in preparation for the ascent and be bold when the opportunity to spend arises down the road.

"Risk-taking will be rewarded and that means they'll have to act with the courage they had earlier in their careers," said Beaulieu. "They should remind themselves that they need to have courage in their convictions, courage in their vision and ultimately, courage in their judgment."

So where can businesses look to find new clients and product avenues? According to Beaulieu, trends suggest looking to our aging demographic as the solution.

"As Baby Boomers age, they're going to need more healthcare and pharmaceutical resources," said Beaulieu. "If you can look to expand your market reach into these industries, you'll be a lot better off coming out of this recession than your competitor who didn't adapt."

Beaulieu based his predictions on national and local housing, employment and sales statistics. He gives perspective on what leaders can do now to successfully position their companies for the upturn in the cycle.

See **Riding the Wave Part 2** next week.

## COMING EVENTS

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| Mar 20 | Morden Farmers'   |
| -22    | Bonspiel – Curling Club   |
| 21     | South Central Cancer Resource Fundraiser: Rock'n Revival: Life's a Beach – Friendship Ctr                       |
| 21-22  | Toy & Collector's Show – Community Centre   |
| 22     | <b>Marketplace Wklr Cop Business VIP Night for Chamber members &amp; staff – 7 to 10 p.m.</b>                   |
| 23     | Town Council Meeting – Civic Centre   |
| 24     | <b>Chamber Luncheon – Succession Planning for Your Business – Friendship Centre</b>                             |
| 25     | Engaging New Canadians: How to Recruit & Support Newcomer Immigrant Volunteers – Winkler Library. Call 324-2804 |
| 25     | Come & Go Farewell for <b>Karen Wowk</b> – Parent & Child Resource Coord Adult Ed Ctr 6:30–8:30                 |
| Apr 2  | <b>Corn &amp; Apple Committee Meeting – Friendship Centre</b>   |
| 7-9    | Business Start Workshop – Days Inn, Winkler Register 1-877-472-7122   |
| 13     | Town Council Meeting – Civic Centre   |
| 14     | <b>Chamber of Commerce Exec Meeting – Motor Inn Meeting Room</b>  |

## OF MEMBERS & MORE

This *Just the Fax* Newsletter is distributed each Friday to Chamber Members and interested organizations. If you currently receive it by FAX and would prefer it EMAILED instead, please call the Chamber at **822-5630**.

The Morden Corn & Apple Festival welcomes **Pamela Grift** who has volunteered to chair the **Street Space Committee**. **Volunteers** are still needed for **Free Corn** and **Parade Luncheon**. Call **822-5630** to help.