



JUST THE FAX

Newsletter of the Morden and District Chamber of Commerce

www.mordenchamber.com

Edition CCLXIX

October 17, 2008

PLANNING FOR MORDEN CHRISTMAS KICK-OFF

We've just closed the Farmers' Market and have eaten most of our Thanksgiving leftovers and now we must prepare for our Christmas sales season.

James Steedsman of Giant Tiger and some other local business people are currently planning our annual **Christmas Lighting ceremony for Friday November 14th on 8th Street** at the **Kinsmen Suncatch Park**.

Contact James at **822-3298** to find out how you too can get involved.

HEARTLAND BUSINESS SEMINARS

Free video conferencing seminars sponsored by **Community Futures Heartland** continue in the Winkler Chamber Board Room. Register **877-472-7122**:
Oct 20 – Cash Flow is King; Marketing Basics (1 of 4); Marketing Research (2 or 4)
Oct 21 – Co-op 101; Advertising & promotion (3 of 4); Developing a Marketing Plan (4 of 4); The Opportunities & Pitfalls of High Risk Capital.
Oct 23 – Branding Basics
Oct 27 – Canada Border Service Agency Customs Workshop
Oct 29 – Managing your Credit; Canada Border Service Agency - Vehicle Importation

BUILD BUSINESS SUCCESS: ASSEMBLE YOUR TOOLKIT

The **Morden and Winkler Chambers of Commerce** together with **Manitoba Agriculture, Food and Rural Initiatives** and **Heartland Community Futures** presents a **Seminar for Women in Business or interested in Business, Saturday, November 15th, 8:45 a.m. to 2 p.m.** at **Smitty's Restaurant** in the Southland Mall, Winkler. The cost is \$15 which includes lunch.

Speakers include **Lori Mitchell**, President and CEO of Tomboy Tools Canada who will speak about Attitude – Five P's of Success; **Lavonne Kroeker**, PHEc, Rural Leadership Specialist, MAFRI will speak about Networking; A **Panel of local Business Women** will share success stories and experiences; **Sandra Altner**, CEO of Women's Enterprise Centre will discuss Strategic Planning for Growth; and **Linda Fehr**, Extension Coordinator, MAFRI will talk about Marketing.

To register contact **Lavonne Kroeker**, MB Agriculture, Food and Rural Initiatives at **319-0387** or lavonne.kroeker@gov.mb.ca by November 7th.

Other upcoming Red River Go Team events are: October 21 – Business Meet & Greet in Altona; October 24 & 25 – Take the Leap Entrepreneurship Conference in Dauphin; October 28 – Business Succession Seminar in Treherne. Call **319-0387** for more information.

CHAMBER INTERESTED IN BUSINESS RETENTION & EXPANSION – PART 4

The **Morden and District Chamber of Commerce** Executive is committed to helping our local business community to become more successful. To do this, we have joined **Business Retention and Expansion International** (www.brei.org). We are sponsoring the Business Retention and Expansion (BR+E) project which is designed to stimulate economic development and growth by assisting existing business.

A key aspect of this project is confidentiality. We will not publish information on individual businesses. The project is very careful about this confidentiality issue.

Before a community can assist existing businesses it must identify the businesses' needs, concerns and problems. Through the BR+E project, local volunteers visit businesses and gather information.

The information gathered from the visits is compiled and analyzed. It is then reviewed and local leaders try to solve the problems or better meet those needs identified by the businesses.

Recommendations are written for future economic development initiatives. This report is shared with all the stakeholders: businesses, Town and Rural Municipal Councils, provincial and federal representatives, etc. This then forms the basis for short-range tangible results as well as long-range plans for the community.

To volunteer to interview businesses call **822-5630**.

COMING EVENTS

- Oct United Way Campaign
Dr. Henry Marshall
Photography – Art
Gallery
- 19-25 Small Business Week**
- 19 Curves Walk for Breast
Cancer – 536A Stephen
- 21 Morden Integration
Committee/Friendship
Centre Public Forum –
Friendship Centre
- 22 Pan Canadian Folk
Ensemble – Timbers
- 22 My Strength, My Vision,
My Dream, Our Future
Conference – Rec. Centre
- 25 Board Development
Workshop – Friendship
Centre
- 25 Pumpkin Carving
Workshop – Fossil
Discovery Centre
- 28 Historical Society
Meeting – Friendship
Centre
- 30 Friendship Centre Variety
Show – Kenmor Theatre
- 31 Hallowe'en Party -
Legion
- Nov 1 Christmas Craft Show –
Rec. Centre
- 4 BR-E Informational
Meeting – Friendship
Centre**
- 10 Remembrance Day
Banquet – Legion:
Tickets \$13
- 10 & 24 Town Council Meetings –
Civic Centre
- 11 Remembrance Day –
Recreation Centre
- 14 Christmas Lighting**

OF MEMBERS & MORE

Congratulations to **Rick and Linda and Don and Mary Knight of the Morden Dairy Queen** who have recently announced the sale of the business to **Jerry and June Letkeman** of Plum Coulee effective January 1. Jerry and June are well known in Morden as the previous owners of the Kenmor Theatre.