



JUST THE FAX

Newsletter of the Morden and District Chamber of Commerce

www.mordenchamber.com

Edition CCLXXI

October 31, 2008

MORDEN MOOLAH ENCOURAGES SHOP LOCAL

In the fall of 2002 your *Chamber of Commerce* introduced **Morden Moolah**, an initiative for businesses or individuals to utilize similar to gift certificates at ANY business in Morden.

Since that time **\$114,035.00** has been spent in Morden businesses!

We encourage everyone to consider **Morden Moolah** for gifts, employee rewards, prizes, etc. It is available for purchase at face value from the *Chamber* and is redeemed at face value as well. Call **822-5630** to find out more.

CORN & APPLE FESTIVAL LOTTERY DRAWS CONTINUE

The Corn and Apple Festival Lottery Draws for October have been completed. Our lucky winners are: **Paulette Fletcher** and **Denise Steedsman** who share **\$1,000**; **Carol Fehr**, **\$100** and **Ron** and **Cheryl Peters**, **\$100**.

The funds raised by the sale of Lottery tickets this year will pay a portion of the cost of replacing the wheelchair ramp on the portable washroom trailer set up on 7th Street during the Festival and the Festival's commitment to the Town of Morden for upgrading the electrical service on Stephen Street, a total of \$7,000 per year for 5 years. The 2008 payment will bring our total to \$28,000 and the final will be paid in 2009.

MORDEN CONSIDERS INTERNATIONAL RETAIL MARKETPLACE

Morden Community Development Corporation (MCDC) is planning a meeting and information session to determine interest in establishing an international marketplace mall on **Wednesday, November 12th, 2008 at 7:00 PM at 327 North Railway Street** (across from The Friendship Centre, next door to the Liquor Commission). This meeting is open to anyone interested in starting a retail business in an open European market setting. In particular, MCDC feels that this type of European Market setting will be ideal for small start-up businesses and other established business considering a target market of both newcomers and long-term residents in the Pembina Valley. Bring a Friend!

TOWN REMOVES TOURISM MARKETING TEAM

The Town of Morden has relieved the members of the **Tourism Marketing Team** from their positions. A working sub-committee proposed changes to the operating policy and submitted them to Town Council. Council accepted the changes and will consider revamping the structure and Policy for marketing Morden's Tourism assets.

The Morden Tourism Marketing Team was comprised of community volunteers using funding from the Town to research, design and recommend tourism initiatives such as highway billboards, community signage, tourism publications, advertisements, represent Morden at Travel Trade Shows, provide information displays in local businesses and much more.

CHAMBER INTERESTED IN BUSINESS RETENTION & EXPANSION – PART 6

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; all responses will be summarized as percentages or averages in the report.

Volunteers are currently being recruited to visit businesses early in the New Year to conduct a survey which will identify local businesses' needs, concerns and problems. Questions beyond general operating queries cover such topics as future plans, markets, information/assistance requirements, human resources, financial structure, business climate and local community.

The information analysis 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.

COMING EVENTS

- Oct Dr. Henry Marshall Photography – Art Gallery
- 31 Soup Lunch – St. Thomas Anglican Church
- 31 Hallowe'en Party - Legion
- Nov 1 Christmas Craft Show – Rec. Centre
- 4 **BR-E Informational Meeting – Friendship Centre**
- 9 Tea, Bake Sale & Silent Auction - Legion
- 10 Remembrance Day Banquet – Legion: Tickets \$13
- 10 & 24 Town Council Meetings – Civic Centre
- 11 Remembrance Day – Recreation Centre
- 12 International Marketplace Mall Information Mtg – 327 N. Railway St
- 13 Sales & Customer Service Seminar with speaker Jeffrey Gitomer – Wpg Art Gallery – 204-926-3500 for tickets
- 14 **Christmas Lighting Ceremony – Kinsmen Suncatch on 8th Street**
- 14 Morden Area Foundation Donor Recognition Night – Minnewasta Golf Club
- 15 *Chautauqua Spirit –High-Tech History: Digitizing Your Photographs & Records – Friendship Ctr*
- 15 **Build Business Success: Assemble Your Toolkit – Smitty's, Winkler**
- 18 **Chamber Executive Meeting – Motor Inn**

OF MEMBERS & MORE

Carol Fehr announced that she has merged **EmployNet** with **Pinnacle Staffing** an international staffing agency. Call **Carol** at **822-5555**.

Call **James Steedsman** at **822-3298** to find out how you can help with the **Christmas Lighting Ceremony**.