

# CHAMBER VISION

THE EXPLOITS REGIONAL CHAMBER OF COMMERCE NEWSLETTER

## Premier Speaks at Chamber 59th Annual Meeting



Premier Kathy Dunderdale spoke at the Annual General Meeting and Elections of the Exploits Regional Chamber of Commerce. The Premier was introduced by Minister and MHA for Grand Falls-Windsor-Buchans, Susan Sullivan.

In the Premier's address to the Chamber, she gave a very detailed report on the Muskrat Falls development, and how important it is for the future energy requirement for Newfoundland and Labrador.

It is worth noting that this was the first time in recent memory that a Premier of our Province has spoken to this Chamber. Outgoing President, Gerald Thompson, made a point in his Presidential Report to thank the local MHA's, Susan Sullivan, Clayton Forsey and Ray Hunter, for their support over the past year.

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## Point of View

### "Please Listen to My Needs"

After 30+ years of being involved in retail sales, I cannot stress enough the importance of product knowledge. Those who have learned everything they can about their products have a distinct advantage over those who don't. Given a choice, customers would rather talk to the person who knows the most about the product they are considering.

In the sales business today, you had better know your stuff. Even to a junior salesperson, good product knowledge will give them confidence knowing they have something of value to tell the customer. Having said all that, I must point out that overuse of product knowledge can be a very bad thing. How, you say?

I went to a business to purchase a specific product. Upon entering the store, I was greeted with a welcoming 'Hello'. The salesperson approached me and started to tell me about a current promotion. He did a great job on the presentation of the product. I was impressed with his presentation of the benefits to me, to me, to me...

The only problem is that the person did not stop talking about this product long enough to find out what I needed. He did not find out why I was in the store.

Listening is more beneficial than talking. You need to figure out what your customer needs or wants. You will get an opportunity to impress your customers with your knowledge once you understand their needs. To figure this out, ask customers and listen carefully to what they are saying, then use your knowledge appropriately. Don't waste your time and theirs. Customers today do not want someone to waste their time.

Keep in mind that your objective in using product knowledge in the sales process is to procure an immediate or future sale, not to showcase your talents.

- Gerald



**EXPLOITS REGIONAL CHAMBER OF COMMERCE  
Board of Directors**

<b>President</b> Bernice Walker	<b>1st Year Directors</b> Regina Robinson Dave Pelley John Snow Joe Rideout
<b>1st Vice President</b> Scott Kenny	
<b>2nd Vice President</b> Tom Boone	<b>2nd Year Directors</b> Rose Bungay Bruce Hunt Cheryl Hillier Sharon Maidment Weldon King
<b>Secretary</b> Brian Barry	
<b>Treasurer</b> Keith Abbott	<b>Ex-Officio</b> Amy Coady-Davis Bryan King Kevin Jeans Ern Noseworthy
<b>Past President</b> Gerald Thompson	

**EXPLOITS - BAY D'ESPOIR**

Past President Gerald Thompson and Secretary Brian Barry travelled to Bay D'Espoir to meet with a group of business people. Discussions between the two groups centered around the formation of a Satellite Chamber in the area. Mr. Boyd Pack, President of the Newfoundland Aqua Services Ltd. is spear-heading this formation. In his address to the group, Gerald pointed out the many commonalities with both regions.

**MISSION STATEMENT**

The mandate of the Exploits Regional Chamber of Commerce is to promote and improve trade and commerce, and the economic, civic, and social welfare of the Exploits Valley Region.

**CONTACT INFO**

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**MEMBER PROFILE**

**Cheryl Hillier, Owner-Operator  
Safety Marketing Ltd., Bishop's Falls**

What started as her father's home-based marketing business has flourished since Cheryl Hillier became a partner. Safety Marketing now operates out of its own office building and has two full-time and one part-time staff.

The business now has two divisions, a marketing, promotional and graphic design component, and a new safety incentive program called 'Safety Reward' that Cheryl is looking to expand.

Cheryl has put a tireless amount of hard work into her promotional supply company, and admits that she hasn't had a proper holiday in 15 years, just a few long weekends. "If you want your business to be successful, you have to put your all into it." says Hillier.

Cheryl's main focus these days is Safety Reward, which is an original product she has developed over a year, and with the help of a session she attended from NLOWE, she was able to copyright Safety Reward. The program, which Hillier administers, rewards employees for doing their jobs safely and reporting hazards by giving them the opportunity to collect points and order items through Safety Marketing.

Employees can order anything from a mug to a digital camera. Many businesses offer incentive programs, but none give the employee the option to choose their prizes, "as far as I know, we're the only kind of company in Canada that is doing it the way we do it." says Cheryl.

Hillier got her first satisfied customer over 10 years ago. She explains that the longevity and success of Safety Marketing has been built on the rapport she has with her customers through simply being honest with them. "Our customers really do trust us," she says.

Cheryl has no formal business education, but her entrepreneurial intuition is finely-tuned. She's an ambitious, persistent, straight-shooter with clear goals and an ever-evolving business plan.

In the near future, Cheryl plans to expand Safety Marketing to an additional office space, hire more employees and gain more clients in the Exploits Region.

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MESSAGE FROM THE PRESIDENT



Dear Members,

I want to take this opportunity to thank you for your continued support of the Exploits Regional Chamber of Commerce. To the men and women who have in the past and continue today to serve as Directors, your time and Community Leadership is most appreciated.

Sadly, now that summer is just about to end, it's time to re-focus on the remainder of our year. Our regular projects, such as our Fall Craft Fair, Business Awards and Trade Show are all being planned well in advance. We continue to look for new opportunities to raise the profile of our members and enhance our bottom line.

2012 will be the Chamber's 60<sup>th</sup> Anniversary of serving the people of this region, and our Executive Board is currently discussing plans for this occasion. Members, you may not be able to attend our meetings because of other business commitments, but your support is most crucial to the continued operation of this Chamber.

In closing, as plans are put in place for our future, I will keep you informed.

Sincerely,  
*Bernice Walker*  
President  
Exploits Regional Chamber of Commerce

WHAT'S HAPPENING

**Small Business Week – October 16<sup>th</sup> -21<sup>st</sup>**

A luncheon is in the planning stages in cooperation with the Business Development Bank of Canada and the Community Business Development Corporation. We do plan to put placemats in the eating establishments throughout the Exploits Region.

**Christmas on the Exploits**

Our Fall Craft Fair is being planned for November 4<sup>th</sup> and 5<sup>th</sup> at the Beaumont Hamel Armoury. This will be done for the third year in cooperation with CNVAS and the Northcliffe Drama Club.

**14<sup>th</sup> Annual Business Excellence Awards**

This very successful event will take place again this year at the Royal Canadian Legion on February 16<sup>th</sup>. Now is the time to start considering whom you might nominate for the various categories.

**18<sup>th</sup> Annual Trade Show**

On May 4<sup>th</sup> & 5<sup>th</sup>, 2012, the Joe Byrne Memorial Stadium will again be the venue used for the Trade Show. Plans are underway to have a type of indoor/outdoor show. If you have some thoughts or ideas, please contact the Chamber Office.

**Celebrating 60 Years**

June 11<sup>th</sup>, 13<sup>th</sup> & 14<sup>th</sup>, 2012 are the dates set aside to have our 60<sup>th</sup> Anniversary Celebrations. It is planned to have a Luncheon in Botwood, Milltown, and on the 14<sup>th</sup>, have a part day Seminar with our partners, closing with a huge Banquet that evening.

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CHAMBER VISION

75 Years Of Service



Outgoing President, Gerald Thompson, presents award to Media Consultant JoAnne Sooley during the Chamber AGM.

During the Chamber AGM, two media organizations were recognized by the Chamber President, Gerald Thompson.

The Advertiser and VOCM were presented plaques commemorating their 75 years of commitment to both Central Newfoundland, and the Province of Newfoundland and Labrador.

Frank Howard Accepts Award



This year's Business Awards also marked the launch of a new award; The Desmond Kenney Hall of Fame Achievement Award.

This award is presented to a family business that "reflects outstanding Business Achievement and dedication to the area, including active involvement in businesses or other professional associations." To be eligible the nominee must operate and be active in the business, a member of the Chamber of Commerce, and have previously been inducted into the Hall of Fame.

The inaugural winner was Frank Howard of Riverview Motors. Mr. Howard continues to be active in the company he founded, that is now operated by his son. The award was presented by Scott Kenney, representing the Kenney Family.

**BUSINESS HALL OF FAME**

This years Business Awards saw three businesses inducted into the Hall of Fame: Mr. Frank Sweeney, Mr. Bill LeDrew, and Lefty's Pizza and Lounge. These awards continue to be the highlight of our business year.

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