



CORNER BROOK DOWNTOWN BUSINESS ASSOCIATION

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April Newsletter

Welcome New Businesses!

The DBA would like to extend a warm welcome to several new businesses that have opened in the downtown.

Brooke's Bridal - 51 West Street

Western Newfoundland Model Forest – 19-21 West St.
WNMF has recently relocated downtown.

Reading Success Western – Millbrook Mall

Lockford Pharmacy – Millbrook Mall

Broadway Family Health Clinic – 3 Herald Avenue

Physical Rehab Inc. (3rd location) - 3 Herald Avenue

Downtown Pharmachoice - 3 Herald Avenue

Goudie & Goodland Law Office - 93 West Street

Shoppers Drug Mart celebrates their 30th Anniversary in the same location!

The Downtown Business Association is pleased to welcome to Christina Tulk, as the new Associate/Owner of Shoppers Drug Mart on West Street. Congratulations are also in order! On April 26th, Shopper's Drug Mart celebrated their 30th Anniversary at that location.

Things have changed quite a bit on West Street over the past 30 years but one thing that has remained the same is the excellent customer service. There is a core group of employees who have been with this location for over 20 years providing customers with the stability they need. As an added bonus, younger employees' customer service improves through association with long-time staff members, ensuring that this level of excellence will continue for years to come.

To management and staff, congratulations and we look forward to your continued success!

Downtown Clean Up

The DBA is partnering with Tim Horton's to clean up the downtown this coming Sunday, May 4th; from noon to 4:00pm. Tim Horton's has very generously agreed to supply our student volunteers with t-shirts and gloves.

Volunteers will be asked to do small but important chores such as sweeping the sidewalks, cleaning windows, picking up garbage, etc. A little effort can make an enormous difference. At the end of the day, the DBA will host a barbecue to thank our volunteers for all their hard work.

Crime Prevention

During the February board meeting, Constable Bob Edwards provided a very interesting presentation on crime in Corner Brook specifically pertaining to business owners. The presentation contained a list of tips relating to crime prevention. If you'd like to receive a copy of this list, contact the DBA and it will be emailed to you.

Canadian Sailing Expeditions

Last month, the Corner Brook Port Authority hosted an information session for business owners in this region. Canadian Sailing Expeditions are doing five 7-day trips that begin and end in Corner Brook starting July 20, 2008. There will be 77 passengers and 24 crew members.

This company believes in supporting the local economy. They will buy their supplies; produce, meats – particularly wild game – berries, baked goods. They are also looking for activities, transportation services, etc.

This is a great opportunity for the business community to show them what Corner Brook has to offer. If you can be of service to Canadian Sailing Expeditions, contact:

Doug Prothero at doug@cansailexp.com.

Management Development Seminars

Masters Certificate in
Project Management
October 15, 2008 – Feb. 21, 2009

You can now earn your Masters Certificate in Project Management in Corner Brook beginning October 2008.

Sir Wilfred Grenfell College, Division of Community Education and College Relations in partnership with the Centre for Management Development, Memorial University and York University, Schulich Executive Education Centre is offering the Masters Certificate in Project Management, Corner Brook Program beginning October 15.

If you would like more information on this program, please contact

Marilyn Forward at 709-637-6207 or
mforward@swgc.mun.ca or go to
<http://www.swgc.mun.ca/commeduc/Pages/course-mcpm.aspx>

Community Yard Sale

The DBA is hosting a Community Yard Sale! Everyone loves a yard sale, and it's a great way to get people out and about.

We have invited non-profit organizations from all over the city to set up a booth and peddle their wares. There is a tentative date set for Saturday, May 31st...the venue has yet to be decided. The date and venue will confirmed shortly and an email will be sent out to members.

In the meantime, if you've been doing a little spring cleaning and have a lot of stuff you need to get rid of, call your favorite charity. Chances are, they'll be participating and will be looking for items to sell.

DBA Website Events & Promotions

The DBA is hoping our **Events** section will become the 'go to' place to find out what's going on in downtown Corner Brook. If you know of any events happening in the city that you'd like to have advertised on our site, email or fax the information by Friday to get it up on the site by the following Monday.

The **Promotions** section is available to DBA members only. Any DBA members who are having a sale or promotion can send the information in by Friday and it will appear the following Monday.

There are quite a few events and promotions listed now. Check it out our site at:

<http://www.downtowncornerbrook.com/events.html>

SuperHost Workshop

The DBA hosted a SuperHost Workshop on April 17th. SuperHost is a one-day program that develops the skills, knowledge and attitude of front line staff to achieve a high level of customer service. The workshop was conducted by Hospitality Newfoundland & Labrador west coast representative, Scott Penney. There were 14 participants from various sectors by all accounts was very well received.

"I found the seminar a very enlighten experience. The atmosphere was warm and friendly and yet very professional. The lecturer was well informed and very knowledgeable about the subject at hand. I must say I thoroughly enjoyed the event and would love to take part in any follow up. Thank you for allowing me to participate in this experience and I'm sure I will make use of the information that was shared." *Dallas Loder, The Western Star.*

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"When my students and I participated in the SuperHost Workshop, we really enjoyed it. It fit very well with the Tourism concepts that are taught at Academy Canada. I recommend it to anyone involved in the tourism and hospitality industry." *Karen MacNeil, MBA, Hospitality & Resort Operations Instructor, Academy Canada*

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"I really enjoyed the work shop SuperHost,it was different from what I am used to attending. It was a wonderful feeling to know that, a smile still means 100% satisfaction and to know that after 33 years in the newspaper business, dealing with all kinds of people and work aspects, I can still give one (Smile) to make their day and mine. It was a great day, to meet and work with all who attended. Hats off to Scott."

Mellesia Caravan, Circ Rep Western Star

Marketing Tip

Marketing through Conferences

Conferences are big business. A conference could bring anywhere from 100 to 500 people to the city depending on the event. They could be from the province, across the country or even other parts of the world. Often conference delegates will opt to spend time in the city either a few days before or a few days after the conference.

Conference organizers generally prepare a 'goodie bag' for the delegates and are always looking for things to put in them; pens, notebooks, postcards, magnets...anything with your logo and address. You can also create special offers for the delegates through coupons, gift certificates, or maybe a 'tax free day'.

The first step is to find out when and where the conferences are taking place. Grenfell College, local hotels, and Marble Mountain all host conferences throughout the year. The DBA will try and list conferences on our site and provide you with contact information for the conference organizers.

Immigration: Part of the Solution

The DBA was very pleased to attend a presentation by the new provincial office of Immigration and Multiculturalism. We are also pleased to advise that this office has a new representative right here in the city of Corner Brook. Tanya Hawco is the Settlement and Integration Consultant in the Western Regional Office.

The Government of Newfoundland and Labrador has launched its first ever immigration strategy, which outlines initiatives aimed at attracting and retaining immigrants. This strategy is an important component of the province's growth agenda, and complements other government strategies to promote regional diversification and innovation.

Statistics Canada reports that in 2005/06, Newfoundland and Labrador is the first jurisdiction to have more deaths than births over a one-year period. Our population is declining. Skills shortages and difficult-to-fill positions are here now and some say crisis is looming. Population numbers for this province continue to decline. However, there is good news for the second half of the 2007 calendar year. There was net in-migration of almost 2,000 people to our province.

The primary objective of the strategy is to foster economic development; a secondary objective is to help address demographic challenges faced by the province. Other initiatives which would assist in this area are: population retention, especially of youth (Youth Retention Strategy), and repatriation of Newfoundlanders and Labradorians.

Evidence has been shown that all three elements (immigration, population retention, and repatriation) are important for economic and population growth. Immigration is a partial solution and a part of a larger picture.

An increase in population means an increase in the tax base as well as an increase in demands for goods and services. There will also be an increase in capital investment into the local economy as a result of access to new capital and immigrant investors. Immigrants bring new skills to a community and in turn there will be a transfer of those skills.

The Benefits of Immigration

- Enhance economic, social and cultural growth
- Increase in population
- Increase the demands for goods and services
- Increase in employment opportunities resulting from new businesses
- Transfer of new skills
- Increase innovation, creativity and entrepreneurship
- Access to global markets
- Increase enrollment in the education system
- Provide strong linkages to the province's economic agenda
- Address the demographic challenges
- Address specific skill shortages
- Enrich the province culturally