



P.O. Box 1075 • Corner Brook, NL • A2H 6T2

T: 634-7052 • F: 634-7141 • E: dba@nf.aibn.com

Corner Brook Downtown Business Association

Welcome New Businesses!

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

Dollarama –Valley Mall
Excellent selection, prices can't be beat!

Mother May I – Now located in the Valley Mall.
A beautiful selection of children's clothing ranging in sizes from infant to 16.

Physical Rehab Inc. - They have recently opened their second location in Corner Brook at 12 West Street

Aromas Plus is now located in the Valley Mall, same great dining experience.

Management Development Seminars

Effective Presentations

Learn to present with clarity and confidence as well as how to organize the content design and delivery of your presentations.

Date: Thursday, February 28, 2008
9:00am to 4:00pm
Fee: \$175.00 (HST included)

For additional information, check
www.swgc.mun.ca/commeduc
or to register, please contact:

Marilyn Forward,
Program Developer
Email: mforward@swgc.mun.ca
Phone: 709.637-6207

DBA Website

The new Corner Brook Downtown Business Association website is here! The site, developed by Yield Communication, is an excellent way for us to market our members and to get information out to the general public.

We will be listing all Downtown Business Association members in good standing on the site. Each listing will include your company name and address and your contact information. If you have a website we will provide a link to your site. The site will list the news and events in the downtown and past and current newsletters will also be posted there. If you know of an event, meeting or convention that you would like post please contact us.

The site has information on the Business Improvement Area as well as a map and directions to downtown parking. The site will also have information on investment and leasing opportunities in the downtown area. If you have office space or commercial property that you want to rent, lease or sell in the downtown area please contact our office and we will list it on the site for you FREE of Charge.

The site will also list the names and contact information of the DBA board members and staff so we are always accessible to you, our members, at all times. Remember, if you are a member in good standing, the new website can be a free valuable marketing tool for you! Visit the site at www.downtowncornerbrook.com and contact us with your suggestions, updated contact information, events, investment and leasing opportunities, etc.

Moonlight Madness Results

In November, several retailers on Broadway expressed an interest in holding a Moonlight Madness event early in December. The downtown Christmas tree lighting ceremony was scheduled for Dec 5th so we thought we'd make a night of it with sales and some stores staying open later than usual. The Western Star sold ad space and K-Rock/CFCB offered an excellent deal on a remote broadcast. Retailers were responsible for paying their share of the advertising costs.

Twenty-five retailers participated in the advertising campaign. With the exception of four retailers, the results overall were disappointing. Most stores didn't see any extra traffic. There are several possible reasons for this:

- The ad was in the paper only once, the day before the sale.
- It was a Wednesday evening; it may have been the day before payday.
- The Newfoundland Power Lightswitch program was going on at the same time creating traffic flow problems.
- Three of the four stores that did well sold similar items all roughly within the same price range. Maybe the larger purchases have already been made.

If we do this next year, there will be more lead in before the actual event giving people much more notice. It's also been suggested that we keep it separate from the Christmas tree lighting ceremony.

Marketing Tips

Tip #1 - Build Host Relationships

Forming relationships with businesses that are not in direct competition with you can be a mutually beneficial way of increasing your customer base. For example, a conservatory company might want to form a host relationship with local builders or landscape gardeners. You will be able to refer potential customers to the partner business and they can do the same.

You may want to consider leaving some of your business cards with the company to give to their customers to the partner business and they can do the same.

However, be careful if you intend to recommend another business to your customers, you might not be able to vouch for the quality of their work and you don't want someone else's mistakes reflecting badly on your business.

Tip #2 - Give Store Credit, Not Discounts

Don't offer outrageous discounts if you don't have to. Consider offering a store credit in the form of a gift certificate that can be used towards a future purchase. For example, rather than offering a \$25.00 discount, offer a \$50.00 store credit. Incentives tend to cost less and they may actually be more attractive to your repeat buyers.

Events Downtown



Corner Brook Winter Carnival will be held again for 10 days celebrating its 37th year starting Friday, February 15 - February 24, 2008.

*Come on everybody let's celebrate,
Corner Brook Winter Carnival 2008*

Hospitality Newfoundland & Labrador

The Downtown Business Association has purchased a membership with Hospitality Newfoundland & Labrador. This membership will allow all DBA members to participate in workshops and training sessions at the member rate. There are two training sessions available in the coming months.

1. SuperHost Atlantic

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. Built into the framework of SuperHost is the premise that good service delivered by knowledgeable staff will encourage repeat business.

- ◆ A seven hour interactive program
- ◆ Examines attitudes to Service and interaction with our customers
- ◆ Inspires a commitment to Service Excellence.
- ◆ Focuses on Customers & Communication
- ◆ Instills Pride in Professionalism

SUPERHOST TOPICS INCLUDE:

- ◆ Making People Feel Welcome – How using and remembering names and making conversation fit into the service equation and increases sales.
- ◆ Communication – A good communication process and commitment to improving communication can be one of your best resources.
- ◆ Listening – Active listening skills take practice and are essential in the communication process.
- ◆ Service Recovery – The framework for handling customer concerns effectively.
- ◆ The Importance of Service – Why firms lose customers and the value the customer places on first impressions.

This program is ideal as a training tool for new staff and also a great refresher for those of us who have been in the industry for years. Participants come away from this workshop with a certificate and a new sense of pride and energy.

Seminar Fees:

Members of HNL - \$ 50.00 + HST per person
Non-members of HNL - \$ 75.00 + HST per person

2. SuperHost 2: Sales Powered by Service

When working in the service industry, everyone has a responsibility to support and encourage sales. Today's customer expects a salesperson who knows their products and has a positive attitude. This three-hour workshop helps front-line employees become more effective sales representatives through a service focus. Find out how to be an effective salesperson.

Pre-requisite – Superhost Atlantic

Seminar Fees:

Members of HNL - \$ 40.00 + HST per person
Non-members of HNL - \$ 65.00 + HST per person

Dates have not yet been set for either session. Late February may be the most convenient time for most businesses. If you or one of your employees would be interested in participating in either workshop, please contact Karen at the DBA at 634-7052.

Business Wings – A Business Builders Program

The Business Wings program is an initiative of the Humber Economic Development Board which took flight in June of 2006. This particular program caters to young entrepreneurs in the region between the ages of 18 and 35 years old.

Participants of the Business Wings program exchange resources and work as a group to identify business challenges and establish growth opportunities. Sessions consist of presentations, working meetings and offers training opportunities for clients to learn how to be more efficient and effective in their business.

For further information, or to register, please contact Denise Baker at 686-6390 or by email at dbaker@humber.nf.ca

Message from the Chair



Dear Members,

Greetings from the Board of Directors of the Downtown Business Association! As we forge through the heart of winter, we have been busy putting our 2008 plans into action. I'd like to take a moment to outline some of these activities with you.

As you may have noticed, our Marketing coordinator, Karen Brinson, has been communicating frequently via email, telephone and in-person with the downtown business membership to create an ongoing exchange of ideas. We have received some great feedback and I hope the information she has been presenting has been valuable. We are working with Memorial University in formalizing our strategic plan into a document to be used frequently as a guide for our focus in 2008 and beyond. We are currently investigating the possibility of establishing a Shop Downtown Points Card. Many chain stores have these and they have proven to be very successful in attracting return customers. Our retail members will be contacted shortly for feedback on this initiative.

We have been negotiating with ACOA and the City of Corner Brook to continue our downtown beautification work. We are pleased to see the commitment from the city on many projects and we look forward to the 2008 plans. In addition to beautification, our strategic plan identified value in facilitating workshops and training activities that will result in improved operations and reduced staff turn-over. To this end, I would like to explain our partnership with Hospitality Newfoundland and Labrador (HNL).

We have had meetings with HNL regarding two staff training workshops: Superhost and Superhost Sales. The Superhost workshops will benefit staff from all of our members and the Superhost Sales will be an excellent workshop for retail sector. With the difficulty in getting and retaining staff we feel these workshops would benefit both the employer and employee in addressing this concern. If there is enough interest we will carry out the workshops over several different times so all our members will have the opportunity to send their staff. We will be in contact with you regarding these sessions but if you are interested please contact our office so we can work on scheduling.

On a final note, our new website is up and running! We still have some finishing touches to do with the site but we are very pleased with the overall design and product created by Yield Communications. This is yet one more way that we can provide service to our members and channel new initiatives through. The site is listed on several search engines and can direct potential customers to all our members in good standing. When you have a moment, visit us at www.downtowncornerbrook.com.

I hope you enjoy this newsletter and, as always, we welcome all feedback and suggestions.

Best Regards,

Keith Watton
Chair - DBA
