

# Brazeau Business

Quarterly Business Newsletter  
ISSUE 04 July 2011



*Our success is a direct result of knowing how to market a brand and having the right people representing the brand.*  
*Greg Norman*

## Marketing/Employment

Marketing is different depending on the business that you are in and who your client is. Having a blog likely is not important if you are operating vacuum trucks; however, one day I had a call from a company in Edmonton that was looking for a hot shot and they had checked our website and no one was listed. So that tells me that no matter what you do, the internet is today's marketing tool and you need to be there. Even if you don't have a website, having your company's name and phone number on a directory like Brazeau County's could help bring new business to your doorstep.

Also, consider the age of your client; back in the 70's, giving someone a bottle of liquor was how business was done. Today, the focus of the client is more family oriented; gear your promotions to something that benefits the clients' work or family life.

The same goes for your employees; incentives do not have to be monetary, and if you want to keep your best employees find out who they are, what they like and tailor your incentives to them. This will create loyalty which will help them to stick with you through good times and bad.

*No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives.*  
*Robert G. Allen*

# Business Visitation Import Replacement is completed!

Thank you so much for your amazing participation in this project! Without your participation our work in Economic Development is similar to throwing arrows at a dart board. If we want to retain our businesses and attract new ones that will compliment them, then we need to know the details of who, what, when, where and how. The most intelligent way to gather this information is to ask the experts—the businesses themselves. Our businesses in Brazeau County gave us invaluable information that we will put into programming for Business Retention and Attraction strategies.

This year was very exciting because the Town chose to join in and do their first Business Visitation Program (BVP), as did the Village of Breton. This year, our BVP will represent the region and show a more comprehensive snapshot of our entire business community.

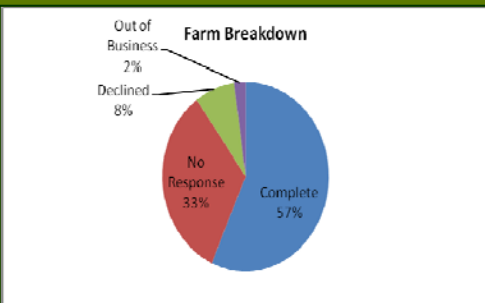
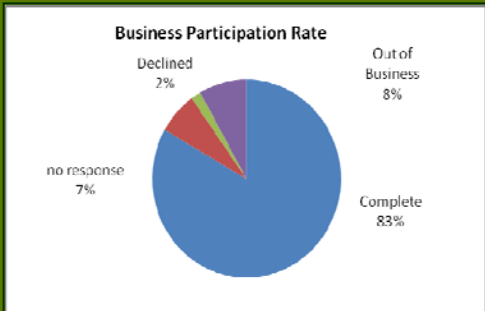
So what are the next steps? Well, all the data was sent to a company called MillierDickensonBlais who will now analyze all the information and compile a report with recommendations to the municipalities on the potential red flags and programs to offset those issues. That final report will be available in July as a downloadable .pdf on our website and you as participating businesses will be notified when it is available.

There was a section of the survey that dealt specifically with the satisfaction of the businesses and the services delivered by Brazeau County, recommendations for budget priorities, etc. That report is completed now and is available in downloadable format on our website under the Economic Development Department.

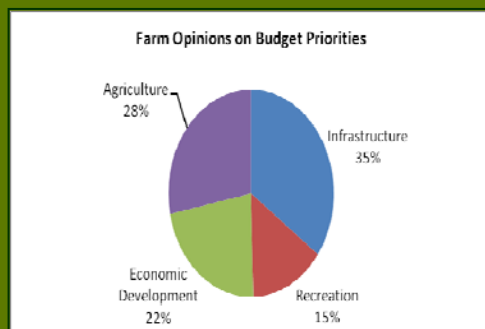
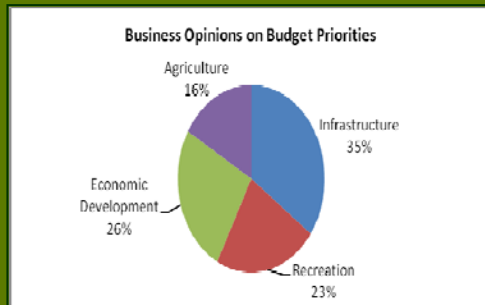
The following are very brief highlights of the report that went to Council on the Brazeau Specific Questions. The full report is available on the website.

Please note, not all of the 288 Brazeau Businesses and 93 Farms chose to fill out this portion of the questionnaire. Therefore, these results are from the 110 businesses and 41 farms who chose to provide us with input.

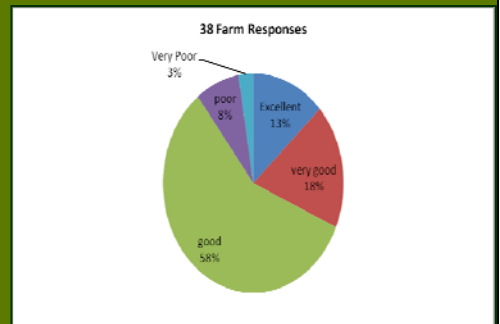
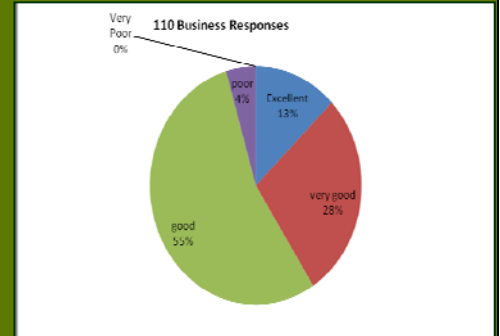
Each Business and Farm was contacted a minimum of 4 times (leaving messages on machines when available) before we ran out of time.



Opinions on what Brazeau County Council should focus on as budget priorities:



## How do you rate the overall services provided by the County?



Thank you again for taking the time to let us hear your concerns. Your input is critical to the service that we provide you, and remember, in July the full survey results will be available on the our website at:

[www.brazeau.ab.ca](http://www.brazeau.ab.ca)

*"Today, people expect to be developed, trained and challenged. That wasn't a consideration when Laverne (Shannon's Mother) was running the business," she says. "In my mom's day, the benefit of working was a pay cheque."*

*Shannon Bowen-Smed  
Bowen Workforce Solutions—  
Calgary*

## Want to market your business on the web? Do you need employees with IT skills

There is a grant available to help you.

Sponsored by Industry Canada, there is a program available called the Small Business Internship Program (SBIP) in Alberta for the year 2011 –2012.

The program aims to provide Small Medium Enterprises (SME)'s with financial support for the recruitment of a dedicated applicant who will integrate information technology and communication within their business processes. It will also allow young people to gain work experience.

Applications will be accepted until funds are exhausted. For an application, visit

[www.ic.gc.ca/SBIP](http://www.ic.gc.ca/SBIP)

or contact Marie-Laure Polydore at [ml.polydore@lecdea.ca](mailto:ml.polydore@lecdea.ca)

### Temporary foreign workers certified in Alberta trades can apply for permanent residence.

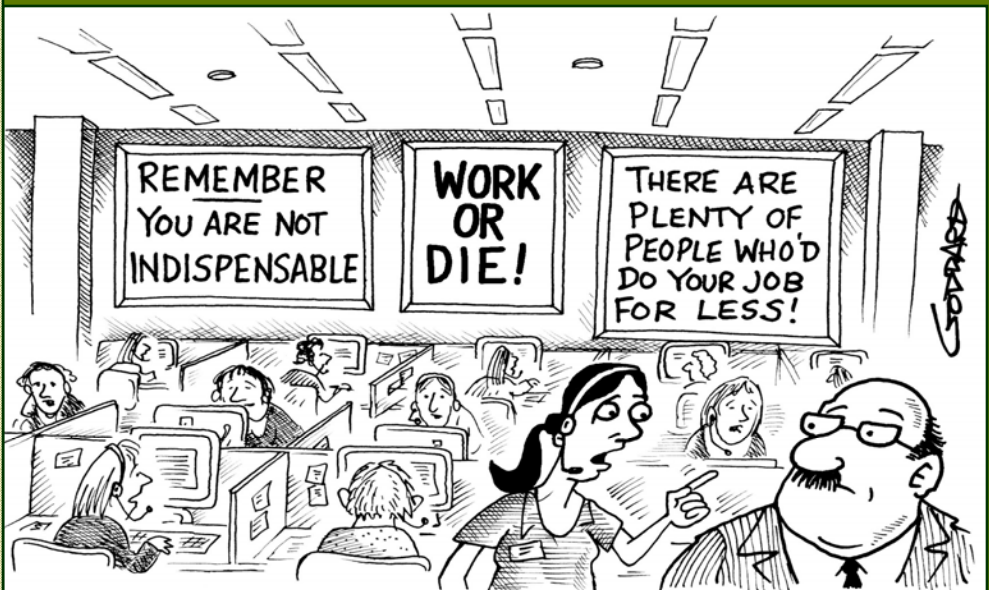
The federal government limits the number of people Alberta can nominate for permanent residence. In 2011, Alberta is allowed to nominate 5,000 people. With limited numbers, Alberta's focus will be on nominating people who currently work in permanent jobs, those who have job offers, and those with the skills and qualifications in occupations that are in demand in Alberta

Before this change, workers in the optional trades applied for permanent residence with their employers. Workers in the compulsory trades had the option to apply either directly or with their employers. This change will simplify the application process for temporary foreign workers in both compulsory and optional trades applying to the Alberta Immigrant Nominee Program. For details on how to apply to the Alberta Immigrant Nominee Program's Compulsory and Optional Trades Category, visit [albertacanada.com/ainp](http://albertacanada.com/ainp).

*"The people who are doing the work are the moving force behind the Macintosh. My job is to create a space for them, to clear out the rest of the organization and keep it at bay."*  
*Steve Jobs*

## 8 Reasons why Brazeau County is a great place to do business.

1. No Business licenses
2. No municipal business tax
3. Competitive non-residential property tax
4. Open for business attitude
5. Free marketing services through our website and home based business and agricultural directory.
6. Economic Development Department to serve you
7. Industry Diversification workshops
8. Facilitation of federal and provincial resources pertaining to Foreign Direct Investment.



"Mr Frimley, sir, can I have a word about the motivational artwork..."

## Incentive's for Employees— that don't cost a ton of money!

1. Tickets to a local event; this also helps to support the community.
2. Do you own a vacation property or timeshare? Share it with your employees as a reward for great work.
3. Golf tournaments, baseball tournaments or family campouts.
4. If employees volunteer in the community, give them time off in lieu, ie: 20 community volunteer hours = one afternoon off with pay. Great communities attract great employees.
5. Remember that your company does not just affect your employees but their family also. Thank employees and their families for extra overtime with a gift certificate to a local restaurant or the movie theatre—for the whole family.
6. Keep in touch. Do they have a loved one that just passed or perhaps a special anniversary? Flowers show that you care about them outside of office hours.
7. Often times companies are given large gifts from contractors or consultants. Share these with your staff, have a raffle for the bigger items.
8. Training helps not only the employee but the company as well. Sending your employees on courses will help them to develop the leadership skills necessary to eventually become management. Schedule the courses for off seasons.

Happy employees are your best advertisement. Not just to your clients when they represent you, but to the other good employees out there who may want to work for your business.

Remember that when it is tough to find employees paying more is not always the answer. The question most asked from one person to another is, "So how are they to work for?" You want the answer to be "It's a great company".

*" Often times the employer gets the employee he deserves. " Richard Branson*

## Invest in your employees for the long haul

Jody Heymann is author of Profit at the Bottom of the Ladder: Creating Value by Investing in Your Workforce. She gives this example of investing in your employees:

At Costco, Jim Sinegal went against the norm by providing career opportunities for employees at all levels. In fact, senior managers estimated that the company promoted from within its own workforce 98 percent of the time. Costco's policy of growing and developing the skills and talent of its employees helped their recruitment, motivation, and retention of warehouse workers and improved the quality of management in the long term. Experience working in lower-level positions within the company provided an in-depth understanding of the company's day-to-day operations. Sixty-eight percent of Costco's warehouse managers had started out working with the company as hourly employees.

## What's new with you?

Let us know what exciting things are going on with your company. Perhaps you are manufacturing something new and exciting, or are you going through a name or ownership change? Don't leave it up to the coffee shop to spread the news—sometimes they just don't get it right. Let us know and we will print it in the next Brazeau Business News which is mailed to every business in Brazeau County.

# Suffering from a labour shortage?

## Looking for Employees?

Perhaps becoming an exhibitor at the 2011 Canada Career Week Fair will help you. The career fair is on November 18 & 19th at the Edmonton Expo Centre (formerly Northlands Agricom)

This is an opportunity to provide job seekers with the information on your company that they need. Participation in the Canada Career Week Fair includes:

### ADVERTISING CAMPAIGN:

The Canada Career Week Fair advertising campaign includes:

- Minimum seven to ten ads running in the Edmonton Journal prior to the fair
- Other print ads in target specific papers, magazines and newsletters
- Up to 4000 exhibitor packages
- 35,000 handbills
- 7,000 show guides
- Information packages to over 500 Greater Edmonton Jr. and Sr. High Schools
- Website promotion

The campaign may also include outdoor signage, radio campaign, live remote from the fair, bus and LRT advertising, depending on funding and revenues

### PROMOTIONAL MATERIALS DISTRIBUTED TO THE FOLLOWING ATTENDEE TARGET MARKETS:

Promotional materials including posters, handbills and brochures are distributed to:

- Edmonton and area high schools
- Edmonton and area technical institutions, colleges and universities
- Edmonton and area Boys' & Girls' Clubs
- Apprenticeship and training organizations
- Youth groups with career programming
- Employment Insurance Offices
- Youth Connections Offices
- Disabled Albertan organizations and associations
- Aboriginal organizations and associations
- New Canadian organizations and associations

### Exhibitor Registration Fee Options

#### BASIC EXHIBITOR BOOTH

**Early Bird Price:** \$895.00 (+ GST) Must be paid in full by September 2nd, 2011.

**Regular Price:** \$1050.00 (+ GST) If purchased after September 2nd, 2011.

**Non-Profit Price:** \$ 630.00. Limited quantity available. Must provide GST exempt number .

- One 10' by 10' booth space
- 10' by 10' booth space carpeting (color at discretion of Fair Producer)
- 8' high back drape and 3' high side drape (color of draping at discretion of Fair Producer)
- One 8-foot skirted table and two folding chairs
- One 800 watt electrical outlet with two plug-ins
- Alphabetical listing in the Show Guide and 25-word organization profile
- Free Parking

**NEW! Interactive Display Space** - \$3,200.00 (+ GST).

*Book early - limited locations available. Must provide interactive activity or display.*

- Floor space equivalent to four 10' by 10' booths - total footprint is 20' x 20'
- Hanging signage over exhibit (company name)
- Promotion on the "interactive display" page of the Show Guide
- Up to 20' x 20' booth space carpeting (color at discretion of Fair Producer)
- Optional 8' high back drape and 3' high side drape (color of draping at discretion of Fair Producer)
- Up to four 8-foot skirted table and eight folding chairs
- Up to four electrical outlets. Each is 800 watt with two plug-ins
- Alphabetical listing in the Show Guide and 25-word organization profile
- Free Parking

**Feature Exhibitor Promotional Plan** - \$2,625 (+ GST). Must be paid in full by August 26th, 2011 to obtain full promotional benefits.

- One 10' by 10' booth space in prime location
- 10' by 10' booth space carpeting (color at discretion of Fair Producer)
- 8' high back drape and 3' high side drape (color of draping at discretion of Fair Producer)
- One 8-foot skirted table and 2 chairs
- One 800 watt electrical outlet with two plug-ins
- 1/4 page black & white ad in Canada Career Week Fair Show Guide
- Company name listed as a Feature Exhibitor in 7-10 pre-fair Edmonton J Journal or Edmonton Sun print ads
- Company name listed on 35,000 handbills
- Company name and link on the Canada Career Week Fair homepage
- Alphabetical listing in the Show Guide and 25-word organization profile
- Free Parking

**MAJOR SPONSORSHIP** from \$5,510 (+GST)

*Must be paid in full by August 26th 2011, to obtain full benefits.*

See [Sponsorship page](#) for more information.

**For more info or to register, visit**

[www.canadacareerfairedmonton.com/exhibitors.asp](http://www.canadacareerfairedmonton.com/exhibitors.asp)



Canada

**Government  
of Alberta** 

# Do you receive the Brazeau News?

Every two months, Brazeau County produces a 32 page newsletter called Brazeau County News. This publication is our way of keeping the ratepayers of our County informed. It includes highlights from the Council meetings, information from the various departments within the County, Fire Guardian and Waste Transfer Station information, upcoming community events and much, much more. The Brazeau County News is delivered via mail drop to the super mailboxes located within the County. Many residents and businesses do not receive the newsletter for two reasons;

they have a post office box number or they have a 'no junk mail' notification on their mail box.

To alleviate this issue, we are offering the Brazeau County Newsletter as a e-newsletter. Another benefit of the e-newsletter is in both the environmental and fiscal impacts of printing of 32 pages every 2 months.

How it will work is that you will subscribe by going to [www.brazeau.ab.ca/subscribe](http://www.brazeau.ab.ca/subscribe) Every two months, you will be notified

that the newsletter is available via email; you can then click on the link that will be sent to you and read the newsletter on line or print it at your printer. If this service interests you, please go to [www.brazeau.ab.ca/subscribe](http://www.brazeau.ab.ca/subscribe) and subscribe.



## Welcome to the following new Brazeau County Businesses



### Brazeau Industries Corp

Brazeau Industries is a full service

machine shop which opened this past February. Len Hallgren has been machining in the Drayton Valley area for over 22 years and specializes in pump jack repair. Brazeau Industries Corp takes pride in all of its work and specializes in customer service at fair prices.

### Rapid Response

Ron Ridgway is the owner/operator of Rapid Response which provides 24 hour emergency service for flood, fire & mold remediation of homes and businesses, some of which are:

Clean up of areas & contents destroyed by fire, board-up procedures & security.

Mold inspecting, air sampling, consulting and removal. Ron is excited to offer these emergency services to the community. For more information, please contact him at 780-234-4551.



### D.V. Restaurant at the Golf Course.

The Fluids Crew took over the clubhouse restaurant this year at the Drayton Valley Golf Course club house. Contact: Katia Thompson, D.V. Restaurant, 780-542-

## Brazeau County Economic Development Department

Director of Economic Development: Kelly Starling

[kstarling@brazeau.ab.ca](mailto:kstarling@brazeau.ab.ca)

Assistant: Angie Spence

[aspence@brazeau.ab.ca](mailto:aspence@brazeau.ab.ca)

