



MISSION REGIONAL CHAMBER OF COMMERCE BusinessTRACK

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NOVEMBER 2019

WHAT IS ADVOCACY?



MRCC Represents it's members and speaks to policies brought forward at Lower Mainland Consultation with Government.

The Mission Chamber of Commerce provides Advocacy to its members and the business community, but what does "Advocacy" mean to local businesses and members?

Advocacy in all its forms seeks to ensure that people, or in the Mission Chamber of Commerce's platform; businesses and business owners, are able to: Have their voice heard on issues that are important to them. The Mission Regional Chamber of Commerce (MRCC) submits policies that are created on the basis of listening to their members; these policies are then put forward to one or more of the three levels of government.

Our goal is to bring local challenges forward, and by doing so, making sure Mission's business community has a powerful voice. MRCC is a member of both, the Canadian Chamber of Commerce and the BC Chamber of Commerce, which means we become a part of 220,000 business voices for our members on policies moving forward.

In October, MRCC represented its members and spoke to policies brought forward at a Lower Mainland Consultation with Government. The dedication to advocacy allowed representatives from the Mission Chamber to meet with 25 government representatives—including Deputy Ministers and Assistant Deputy Ministers across 14 ministries—to discuss both local and pan-provincial issues affecting businesses in the region.

As 2019 comes to a close, we practice the act of listening to our members and community business leaders, on issues that need our attention. **November 28th will be "Table Talk" at the Mission Chamber Boardroom**, which is a small group of business owners joining the Chamber for coffee and participating in discussion around challenges, success stories, and anything that the District, Province or Federal Government would like to know. This process will foster our listening exercise and support the growth of future policies that we can bring to levels of government in 2020.

#BetterTogether

If you are interested in participating in Table Talk on November 28th please contact connect@missionchamber.bc.ca

ONE YEAR IN - EXECUTIVE DIRECTOR UPDATE



Chadwick

In October 2019 I was awarded the opportunity to take the reins at the Mission Chamber from the Board of Directors. With the support of a strong team, encouragement of the past ED, Kristin Parsons, and an incredible resource within the Chamber Network I took the challenge and I am so happy I did.

Over the past 12 months the Chamber Board and Staff have revisited the strategic plan, the story we want to tell, and what we want our value proposition to be to Mission businesses.

UPDATE: We figured it out, it isn't about us at all. It is about supporting you, our members, the local businesses and organizations which make up the backbone of the community.

So we ask you, how are we doing? We need to hear from each of you, big, small or in-between. Conversations are how we find out what great things are happening, and what things present challenges for you.

How do we plan to reach you? We will still use traditional Chamber methods, emails, articles, social media, and luncheons, however we are creating new ways to engage. New events, new Business Leader Series events, new workshops and our monthly "Table Talk". Table Talk is an informal gathering of business owners or representatives that have something to "talk" about.

Finally, we are all looking forward to 2020 and see how much more we can do. If you want to reach me for any reason, please contact me at ExecDir@MissionChamber.bc.ca or t:604-826-6914

Thank you Mission - Jo-Anne Chadwick

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President's Report

Holiday Business "Survival Tips"

With the holiday's quickly approaching, I thought I would change up my "report" this month and include some of the "tips and tricks" I use to get through this season.

The first tips include:

1. Focusing on marketing specifically for the Holidays, creating a marketing plan and implementing it early in the season.

2. Once the plan is in progress, you have the opportunity to organize where your marketing dollars are going. Purchasing space in communication mediums like What's On! Mission and/or the Mission Record needs to be completed ahead of time. Don't miss out.

Tips that go beyond sales:

3. Re-evaluate the holiday-staffing. Which employees are around for the holidays, who is willing to work overtime, and is there a need for seasonal staff hires? Would your business thrive or suffer if you made changes to your holiday hours?

4. Look at the budgets – does it account for a busy holiday season with specialized hours? Make sure that staff are motivated to end the year off on a high-note.

5. Show the staff they are appreciated. Can you afford to let staff leave a little early or adjust their hours for a merry work-life balance? Happy staff are productive staff.

6. Organize a holiday party! Another great way to show staff you appreciate them.

7. Look at previous year's sales and make sure there is enough inventory to meet the demand of the holiday rush.

8. Look through the member or past customer email list and send a strategic holiday "offer" to lure them through the door. Let's capitalize on the desire to spend for the holidays.

9. Winter is coming, so for businesses this means year end is around the corner. Check out the financials and get prepared.

10. **GIVE BACK** - Take this time to show the community how much you appreciate them, by having a holiday sale and providing snacks and drinks for everyone that comes in. A nice hot chocolate on a crisp Friday evening of shopping. Appreciation goes along way

With these few tips you should not only be organized but you won't feel the crunch of year-end as much. Another way to engage in some holiday cheer register for the **CANDLELIGHT PARADE** and show the community your holiday spirit. The Staff at the Chamber will be able to provide you all information on how to register. So I look forward to all the unique ways you start marketing for the holiday season.



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Spotlight on Business

Storage for Your Life in Mission prides itself on service, expands to support community's needs

By RICK RAKE *Click Media Works*

When it opened in February 2009, Storage for Your Life was Mission's first storage provider, offering personalized service with an understanding that clients truly "appreciate help through their time of transition," said Jennifer Johnson, Director of Operations for Western Canada.

"We pride ourselves on our service," said Johnson, explaining Storage for Your Life has experienced rapid growth, expanding to 14 stores in B.C., up from four in 2015.

In addition to Mission, "we offer product in the Fraser Valley including Langley, Surrey, Coquitlam as well as the BC Interior and Vancouver Island. Our sister brand, Sentinel, offers product in Vancouver, Richmond and Coquitlam."

Johnson said the company was excited to open its expansion earlier this year, adding an extra 40,000 square feet to support the storage needs of the Mission community.

The Mission Storage for Your Life, at 33433 North Railway Avenue, is on 2.13 acres with just over 900 units and approximately 75,000 square feet of rentable space. Mission Store Manager is Kassandra Sorensen.

Among the features at the Mission site are heated units, drive-up access, elevator, 24-hour security, individual unit alarms, delivery acceptance, packing supplies, dolly/car availability, vehicle storage, easy check-in and check-out.

Storage for Your Life can be a place to put all those boxes of invoices and records for your home-based office or a space for retail inventory. Options for household storage include mini's for putting away seasonal decorations and sporting equipment all the way up to 300 square feet to store the contents of your entire home.

Whether you are downsizing, upsizing or dealing with a time of transition, trained Storage for Your Life team members can assess your needs and answer all of your questions.

Johnson said Storage for Your Life has since its opening in 2009 been active members of the Mission Regional Chamber of Commerce. "We have participated in the Candlelight Parade, hosted business after business events at our locations, engaged in Chamber networking, sponsored the annual Business Excellence Awards and recently sponsored the Glow Golf Tournament." To explore Mission Storage for Your Life special offers, store hours, contact numbers and how you can access their move-in van for free, click on <https://www.storageforyourlife.com/en/self-storage/mission/>.



Clean lines of the blue and white Mission Storage for Your Life facility at 33433 North Railway Avenue are a beacon for great service and clean, affordable and efficient storage options. The company is a long-time supporter/partner for Mission Regional Chamber of Commerce.

Upcoming Events

Chamber Luncheon - BCLC & Gateway Casino's Thursday, November 21, 2019

The Mission Chamber is bringing back BCLC to share information about the industry and how they help the communities which they are a part of. Representatives from Gateway Casinos will also join the mix to update the membership with the latest news. Members AND Future Members are welcome to join this must-attend luncheon.

Place: Best Western Plus Mission City Lodge
32281 Lougheed Hwy
Time: 11:30am
Price: \$38 MEMBER RATE
\$42 GUEST RATE

Chamber 101 - Leverage Your Membership Wednesday, November 27, 2019

This session is for NEW members or existing members that want to get the most out of their membership. We help members navigate their Chamber Listing and more.

Time: 12:30pm
Price: FREE

35th Annual Candlelight Parade Friday, December 6, 2019

The 35th annual Mission Candlelight Parade is set to roll out at 7:30 pm and Santa has RSVP'd his attendance.

The Mission Regional Chamber of Commerce, District of Mission and all of Santa's elves and helpers have been busy planning for this year's festivities. There will be a few new 'surprise' additions to the parade route and a limited number of floats (with more decorations and music or they get coal in their stockings) being accepted. **NEW CATEGORIES THIS YEAR!**

Place: Downtown Mission
Lougheed Highway from Horne St. to Park St.
Time: 7:30pm

Chamber Luncheon: Christmas with the Mayor Thursday, December 12, 2019

Book your seat at the Chamber's Annual Christmas Luncheon as soon as possible, this event is going to combine learning some new skills with a whole lot of fun.

Celebrate the season while you hear about the State of the City from none other than, the Mayor of Mission, Pam Alexis, and help us celebrate the nominees of the 2019 Business Excellence Awards.

Special Guests: Darian Kovacs (Jelly Marketing)
Santa Claus (North Pole)

Place: Best Western Plus Mission City Lodge
32281 Lougheed Hwy
Time: 11:30am
Price: \$38 MEMBER RATE
\$42 GUEST RATE

Business Excellence Awards Ceremony Friday, January 31, 2020

We are rolling out the Gold Carpet for the 2019 Business Excellence Awards! Grab your fedoras and flapper dresses and join us for a roaring good celebration!

The Mission Business Excellence Awards is the premier event we utilize to nurture business community growth, discussion, and exposure within the Lower Mainland. The Chamber uses this spotlight to recognize organizational excellence within our community that contribute to its continuous growth and success.

Place: The Stage In Mission
32998 First Avenue
Time: 6:00pm
Price: \$80 PER PERSON

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If **YOU** are interested in becoming a Mission Chamber of Commerce Member, please reach out to Janessa Derksen Manager of Business Services
Connect@missionchamber.bc.ca
Direct Line: 604 286 0113

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