



# Mission Chamber of Commerce **Business**TRACK

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APRIL 2016

## APRIL IS TOURISM MONTH

**What better way to celebrate tourism in Mission then to launch our newest tourism project and educate our community on the current tourism initiatives?**

### **What is "Tourism Mission"?**

As the operator of the Mission Visitor Centre, the Mission Regional Chamber of Commerce with support from the Tourism Mission Advisory Committee (TMAC) has been running Tourism Information Services in Mission for many years. Made up of representatives from all local tourism sectors including arts/culture, food/beverage, outdoor recreation, accommodations, and retail, the TMAC is able to develop programs and initiatives that meet the needs of our visitors, our community and our businesses. They encourage our tourism service providers to be involved in the development of all our "Tourism Mission" projects through the TMAC. This committee meets regularly to discuss how to promote Mission to the community at large. Working within a limited budget and staff capacity the "Tourism Mission" team has worked hard to maintain a presence in the industry.

### **Current Tourism Initiatives**

Over the past year the TMAC has hosted two community forums with Industry



Stakeholders, the Mission Chamber of Commerce, the District of Mission staff and City Council to research the opportunities available to move "Tourism Mission" forward into a Destination Marketing Organization (DMO) structure. The District of Mission is one of the only Fraser Valley communities that is lacking a Destination Marketing Organization (DMO). As a result, its identity is undefined and its tourism products/services are relatively unknown. In short, Mission's story remains untold. In order to attract tourists, and the benefits of these visits in the form of job creation and revenue, a DMO has been identified as a key initiative to be created along with a strategic tourism plan.

Previous efforts have been made towards the development of a DMO;

however, the changing political landscape, among other challenges, has prevented the community from moving forward as its neighboring communities have, such as Abbotsford, Harrison Mills, Harrison Hot Springs, Chilliwack and Hope. In addition to developing DMOs, these communities have also created other tourism initiatives that Mission hasn't been able to fully benefit from, such as the Circle Farm Tour, Scenic 7, Handpicked in the Valley, sporting events etc.

It is time to take action. The TMAC, with the support of City Council and District Staff, will be working to develop a sustainable and comprehensive tourism strategy so Mission, and its members, can benefit, thrive and prosper from the gifts that tourism brings. Within this strategy, the TMAC and other

Mission stakeholders will be led through a branding session, which will detail Mission's identity along with mapping out revenue streams and projections that will benefit the entire community.

By utilizing the 2010 tourism plan as a springboard (which has identified Mission's unique strengths and needs), adopting successful and proven practices from its neighbouring communities and hiring consultants who have worked with these communities in a direct and related capacity, the Tourism Mission Advisory Committee (TMAC) has the elements required to take the next steps.

The strategy will be a 3-year plan, which will establish a competitive DMO with diverse funding models that minimize the need for municipal investment, yet maximize the economic value that tourism will bring to the municipality. By working with key stakeholders within the community, TMAC ensures strong cooperation, collaboration, and a sense of ownership from both the business realm and community at large.

To get involved with this new and exciting tourism initiative please contact the Mission Chamber at [info@missionchamber.bc.ca](mailto:info@missionchamber.bc.ca) or call 604-826-6914.

### **Tourism Challenge Contest 2016**

To kick off tourism month the Tourism Mission Visitor Centre is launching a new contest. Our "Top 20 things to do in Mission" contest will run from July-Sept and will encourage you to be a "Tourist in your own town" by visiting up to 20 local sites/attractions or outdoor activities that have been voted as the best in Mission by our own community. For every visit you make you will be asked to take a photo and for every person who visits 5 or more sites you will be entered to win great prizes!! (\*All submitted entries and photos will become property of Tourism Mission and the Mission Regional Chamber of Commerce)

To start we are asking the community to help us in creating the list of the best of Mission. From April 10th - May 30th you can submit your favourite things to do in Mission by email at [info@missionchamber.bc.ca](mailto:info@missionchamber.bc.ca) or on our Facebook page at "Tourism Mission-Home of Stan the Sturgeon". All entries will be collected and the top 20 most popular submissions will make up our contest. Be sure to add us on Facebook to get up to date information on this great contest including updates on prizes and contest rules and regulations.

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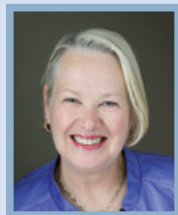




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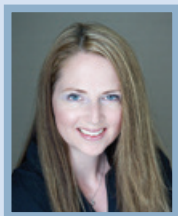
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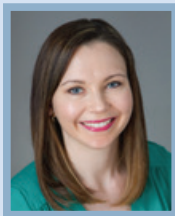
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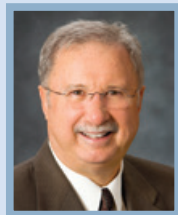
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**Carlo Billinger**  
MDBA LIAISON

**NOT PICTURED**

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DIRECTOR

**Asvind Mani**  
DIRECTOR

**JJ Whitley**  
DIRECTOR

## APRIL 2016 President's Report

The seasons once again are changing - Spring is a time of great renewal, change and growth and so it goes for your Chamber of Commerce as well!

A few short weeks ago we held our Annual General Meeting and took time to reflect on our past year's accomplishments and challenges. We saw the retirement of one of our chambers longest serving and most dedicated board members, Cal Crawford. Cal has been referred to at times as the glue that bound the chamber together; he will be missed around the board table by all! As well, I'm sure I am not alone in expressing my gratitude to our outgoing President Ann Harper, for her dedicated service as both President and Treasurer over the past few years. Ann will be staying on as Past President, and I am grateful for her advice and support. At our AGM we also saw a renewal of sorts with the election of four new board members and a new President and Vice President. I would like to thank all those who embraced the opportunity to serve by letting their name stand and

agreeing to help shoulder the load. I would also personally like to thank our members who have cast their approval in me to serve as president for 2016-2017, I have always felt privileged to be able to contribute to our Chamber of Commerce, and I now feel doubly privileged to be afforded the opportunity to serve as president. I promise to work very hard to advance the voice of business in Mission and help to create the healthiest business climate possible, which I believe is an essential and foundational for a healthy and vibrant community.

The coming months will be filled with many opportunities to network with fellow business people, participate in fun events and advance our advocacy efforts. In particular, in April - Tourism Month, our luncheon speaker will be Destination BC. We will also be hosting an MLA roundtable event this month, where our members can meet our two members of the Legislative Assembly, ask questions and voice concerns. We will also hold a governance training session, information



**David Sawatzky** PRESIDENT

night for our upcoming China trip, and a chance to see the inner workings of one of our member businesses - Grab-A-Java, at a business after hours event hosted at their roasterie

I encourage all of our members to take advantage of these opportunities and be truly involved in the Chamber movement. Like most organizations, you will get out what you put in... and more! The Chamber also has standing committees dedicated to membership, tourism, government affairs and events. Please consider participating in one of our committees, you may be surprised what will come of your involvement!

## Don't Miss our Tourism Luncheon April 21 with Destination BC

**Destination BC** – Destination British Columbia is responsible for marketing the Super, Natural British Columbia ® brand to the world. As an industry-led Crown corporation, Destination British Columbia works collaboratively with tourism stakeholders across the province to coordinate marketing at the international, provincial, regional and local levels. Destination British Columbia is mandated to fulfil several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the provincial tourism industry. These include:

Marketing British Columbia domestically, nationally and internationally as a tourist destination;

Promoting the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the industry, including, without limitation, by:

- Providing support for regional, sectoral and community tourism marketing;
- Providing industry leadership in tourism marketing;
- Promoting training and development related to tourism marketing;
- Providing support for Visitor Centres and conducting tourism-related market research

### **SPEAKER:**

**Peter Harrison, Director,  
Partnership Marketing**

### **LOCATION**

**Best Western Chapel Room**

**DATE: April 21**

**TIME: 11:30-1pm**

**Book your spot today online**

**[missionchamber.bc.ca](http://missionchamber.bc.ca)**

**or by calling Allison at**

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Grab-a-Java roaster in action at the Murray St. roasterie and espresso bar in Mission.

PHOTO: GRAB-A-JAVA

## Spotlight on Business: Real staying power: Grab-a-Java, coffee industry stand the test of time

Kathleen Rake

CLICK MEDIA WORKS

If you understand it when you hear someone call out I'll have a lungo skinny no-foam latte, then you are probably in the coffee-house business or, at the very least, you are someone who hangs out at a café—often.

Rest assured, David Perritt, owner of Grab-a-Java in Mission knows exactly what it means.

Perritt opened his café in Sept. 1994, with the help of North Fraser Community Futures' Self Employment Program. "I got some help at the beginning and I'm grateful for that," he says. "And now I can rightly say my business is firmly established—it's been around since the last century," he finishes with a grin.

During the nearly 22 years since

Perritt opened Grab-a-Java, he has seen dramatic changes, not only within his business, but within the industry in general.

In 1998, because of his smart read of the marketplace, Perritt began roasting his own coffee on-site to ensure precise flavour and freshness.

In 2005, Grab-a-Java was the first roaster in Canada to bring in Café Femenino coffee from Peru. Café Femenino is a non-profit program, with no paid staff, designed help women coffee farmers rise out of poverty and to ensure girls have the opportunity for an education. Today, 70% of the coffees roasted at Grab-a-Java are Café Femenino. In 2006, Grab-a-Java's roasterie on Murray St. was opened so Perritt could roast coffee for commercial clients as well as consumers.

When he opened his 7th Ave. café, Perritt was the only full-time employee; he had one part-timer to help. Currently, between the café and the roasterie, Perritt employs 10 people to help him serve his retail and wholesale customers. He plans to grow his wholesale base to enable the roasterie to open daily. "The large covered patios, with Fraser River views, are already in place," he adds.

Visit the Grab-a-Java café seven days a week at 33093 – 7th Ave. The roasterie at 7340 Murray St. is open Sun. – Tues; call 604-820-4945 to book a tour. Online, find Grab-a-Java at [Grab-a-Java.com](http://Grab-a-Java.com) or [facebook.com/GrabAJava](http://facebook.com/GrabAJava).

## UPCOMING EVENTS

April 13th

### BUSINESS AFTER HOURS – GRAB A JAVA ROASTERIE

The Business after Business mixer is the best way to make connections within the Mission Business community. Bring your business cards and be ready to network with your fellow members!

Place: 7340 Murray St

Time: 5pm-7pm

Cost: FREE to members

April 14th

**CHINA INFO SESSION** – Join us for our 2nd info session and get a chance to hear from staff who will be just returning from their own trip to China!

Place: Mission Chamber of Commerce Boardroom

Time: 5:30-7pm

SPACE IS LIMITED – Register TODAY

April 19th

### BUSINESS ROUNDTABLE WITH MLA SIMON GIBSON AND MARC DALTON

Place: Mission Chamber of Commerce Boardroom

Time: 8am-10am Continental Breakfast provided

Price: FREE to members

SPACE IS LIMITED – Register TODAY

April 21st

### CHAMBER MONTHLY LUNCHEON

Speaker: Destination BC

Place: Rockwell's Chapel Room

Time: 11:30am-1pm

Price: \$20 members

\$25 non members

April 26th

### NON-PROFIT BOARDS THAT WORK: EDUCATION WORKSHOP

The purpose of this training is to provide an interactive and hands-on learning experience for non-profit boards and executive directors in order for them to carry out their work with excellence and in line with best board practices.

Place: Cedarbrooke Chateau, 32331 7th Ave

Time: 7am-12pm

Price: \$45 members

\$55 non members

May 5th

### EMERGENCY PLANNING WORKSHOP

Learn from a panel of industry experts on how to prepare your business for any emergency.

Place: Mission Library

2 sessions to choose from:

Time: 2:30-4:30pm and 5:30-7:30pm

Price: \$10 members

\$20 non members

# Get ready for Spring!

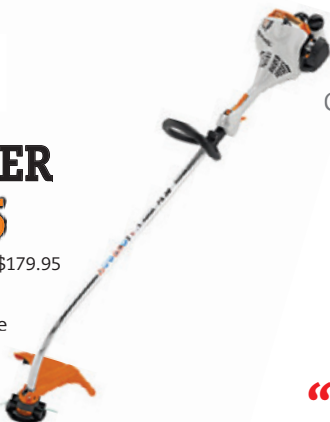
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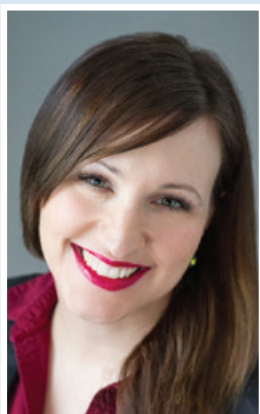
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**Kristin Parsons**  
Executive Director



member\_services@missionchamber.bc.ca

**Allison Jack**  
Member Services

## Non-Profit Boards that Work: EDUCATION WORKSHOP **inFOCUS** leadership solutions

**Event Description:** The purpose of this training is to provide an interactive and hands-on learning experience for non-profit boards and executive directors in order for them to carry out their work with excellence and in line with best board practices.

### WORKSHOP OUTLINE

#### Part 1: The Non-profit Landscape

- The difference non-profits make
- The rising expectations on non-profit boards
- The life cycle of an organization
- Not all non-profit boards are equal

#### Part 2: The Seven Disciplines of Governance Excellence

- DIRECT organizational performance
- PROTECT the interest of the owners
- EXPECT great board and management interaction
- RESPECT owner expectations
- REFLECT on organizational results
- SELECT prominent leadership
- CONNECT for healthy board relationships

**TRAINING FACILITATOR** – Cam Taylor. Cam is an Associate Certified Coach (ACC) with the International Coach Federation (ICF) and a Certified Executive Coach (CEC) with the Center for Executive Coaching. He has worked with leaders and teams for over 30 years and coaching and training professionally for eight. He works with leaders, teams, non-profits to provide solutions including strategic planning, succession planning, governance training, and executive level coaching.

#### Part 3: Organizational Health

- A framework for understanding the role of the non-profit board
- Communication, authority, and accountability
- Making meetings meaningful (types, agendas, planning)
- The strategic planning process
- Financial matters
- Legal matters: BC Society's Act, insurance, minutes.

#### Part 4: Roles and Relationships

- The executive director
- The board chair
- Committees and task groups
- Board member conduct



**Location:** Cedarbrooke Chateau 32331 7th Avenue, Mission

**Date/Time Information:** April 26, 2016

**Registration:** 7:00am Breakfast: 7:30am

**Workshop:** 8:00am-12:00pm

**Register online at** [missionchamber.bc.ca](http://missionchamber.bc.ca) **Or call** 604-826-6914

**Fees/Admission:** \$45.00 members \$55.00 non members

**LIMITED TO 35 ATTENDEES**



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## HOTEL AND CAR RENTAL

The BC Chamber of Commerce hotel and car rental discount program is provided exclusively for our members and their employees. Access worldwide business and leisure travel discounts and car rental discounts. Mission Chamber members access exclusive discounts on hotels and car rentals. Savings may be as much as 50%, and average 10 to 20% below market rates.

For more information contact: Allison Jack, Member Services

Mission Chamber of Commerce

Member\_services@missionchamber.bc.ca

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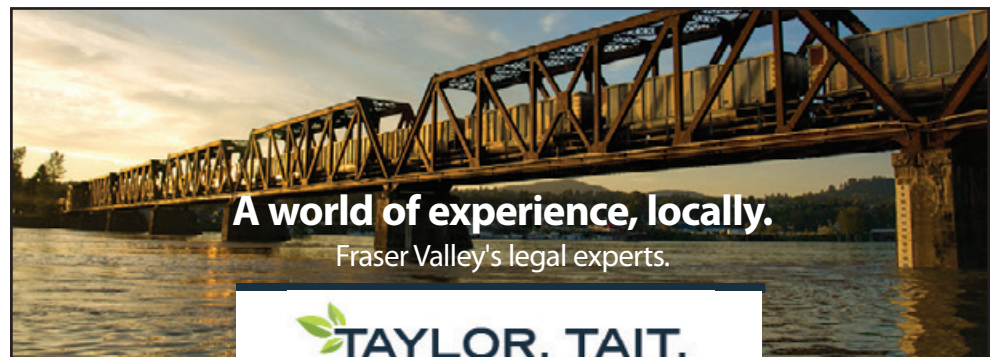
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# 72 hours... Is Your Business Prepared?

Natural disasters may be beyond our control, but there are ways to reduce the risk and the impact of whatever emergency we might face - whether natural or human-induced.

Emergency Preparedness Week (May 1-7, 2016) encourages Canadians to be prepared to cope on their own for at least the first 72 hours of an emergency while rescue workers help those in urgent need. This special week is a national effort of provincial and territorial emergency management organizations, and Public Safety Canada.

While most of us have taken a few steps to prepare ourselves at our homes, many do not think

about what different things may need to be done to prepare your business for an emergency.

By taking a few simple steps, you can become better prepared to face a range of emergencies - anytime, anywhere. It is important to:

Know the risks - Although the consequences of disasters can be similar, knowing the risks specific to our community and our region can help you better prepare.

Make a plan and practice it - It will help you and your employees to know what to do

Get an emergency kit - During an emergency, we will all need some basic supplies. We may need to get by without power or tap water. Be prepared to be self-sufficient for at least 72 hours in an emergency.

With the recent windstorms in the area knocking out power for long periods of time and the increase in break-ins and theft to our local businesses, the Mission Chamber felt it would be a good time to hold an

Emergency Planning Workshop to bring together all the resources our local businesses need to get prepared for any type of emergency. A speaker panel of industry experts will talk about the latest products or services you can utilize to get yourself ready. Learn how to use basic emergency equipment like a fire extinguisher and leave with a customized emergency plan workbook to guide you through the basics for preparing for almost any situation.

The event will be held at the Mission Library on Thursday May 5, 2016. We will be hosting two sessions from 2:30-4:30 and 5:30-7:30pm. Come out and learn how to prepare your business for any emergency.

For more information or to register please visit [missionchamber.bc.ca](http://missionchamber.bc.ca) or call 604-826-6914

Proudly sponsored by CEC Health and Safety and the Mission Regional Chamber of Commerce



CEC HEALTH & SAFETY

## LOCATION:

**Mission Library,  
33247 - 2nd Avenue**

**DATE: Thursday May 5, 2016**

## TWO SESSIONS:

**2:30-4:30, 5:30-7:30pm**

**Register online at  
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**FEE: \$10 Members  
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**INFO SESSION:  
Thursday April 14, 2016**

5:30-7:00 p.m.

At Mission Chamber

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For more information contact Mission Regional Chamber  
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Maple Ridge Pitt Meadows Chamber  
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## Tee Up Fore Business Golf Tournament

**Thursday May 26, 2016**

**Mission Golf & Country Club**

**Shotgun Start 1:00pm**

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