



# MISSION REGIONAL CHAMBER OF COMMERCE BusinessTRACK

connect • influence • prosper DECEMBER 2018

## Mission's Candlelight Parade kicks off the holiday season! Record-breaking number of float entries and spectators enjoy the perfect conditions

MISSION, BC, DECEMBER 07, 2018.

The night is clear and crisp... a light wind blows giving a wind chill of -4°, the ultimate conditions to start off the 34th Annual Candlelight Parade held in downtown Mission. Bundled up in their warmest winter layers, over 14,000 spectators braved the cool weather and were treated to the perfect night to enjoy the 90 minute spectacle.

President Andrea Walker was thrilled with the evening stating, "Each year keeps getting better and better and this year even the weather finally cooperated. Thank you to all the participants and volunteers for a job well done."

A total of 92 float entries paraded down Mission's downtown core, bringing together over 140 vehicles and more than 1000 participants marching in this years parade with varying arrays of lights, music and holiday spirit. Dance troupes, bands, bikes and even a unicycle performed along the way. This year's winners were classified into eight separate categories for judging and all were rated based on their holiday cheer and entertainment value.



### The 2018 Candlelight Parade Winners are

#### Marching Battalion

- 1st place Yeushan Ukranian Dancers of Abbotsford
- 2nd place 4th Mission Scout Group
- 3rd place Seung-Ri Mission Taekwondo Academy

#### Non-Profit

- 1st place Northview Community Church
- 2nd place Mt. Calvary Lutheran Church
- 3rd place Native Heart

#### School/Sports

- 1st place Mission Niners Football
- 2nd place Deroche Elementary
- 3rd place Dewdney Elementary



#### Commercial

- 1st place Quiring Towing & Recovery
- 2nd place Archgard Industries
- 3rd place ACL Crane Services

#### Music/Dance Performance

- 1st place True Art Dance Academy
- 2nd place Arch-Way Dance
- 3rd place Academy of Cheer

#### Private

- 1st place Cheryl Larsen
- 2nd place Elf Ambulance
- 3rd place Jimmy Can Do

#### Emergency Services

- 1st place SN Transport
- 2nd place Ambulance Paramedics of BC
- 3rd place SN Transport - Hospital Transfers



#### Background

- Candlelight parade originally started as a day parade more than 40 years ago and has operated as a nighttime parade for 34 years.
- Candlelight Parade is the longest running night time parade in Western Canada
- It has only been cancelled once due to a heavy snow storm.
- Mission Chamber of Commerce has organized the parade for the last 29 years with the support of sponsors, District of Mission, Mission RCMP, Mission Fire Service, businesses and more than 100 volunteers from community organizations including the Mission Optimist Club and Fraser Valley Radio Operators Club.
- Parade planning begins in August annually and is managed by a volunteer task force of those involved.
- Over 14,000 spectators attend annually from as far away as White Rock, Bellingham & Hope
- Average of 80 floats each year, from bands to schools to businesses. Entrants come from all over the Lower Mainland.

Continued on page A22



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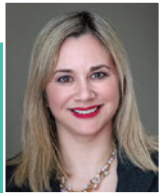
Jamie Hayes 604.854.6397      www.missioncityrecord.com      





# BusinessTRACK

## 2018/2019 BOARD OF DIRECTORS



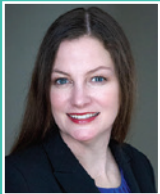
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**Alana Martens**  
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**Rita MacKenzie**  
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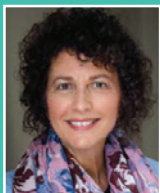
**Tom Osterberg**  
DIRECTOR



**Manny Deol**  
DIRECTOR



**Allan Main**  
LIAISON, C.F.N.F.



**Pam Alexis**  
DOM LIAISON

## President's Report DECEMBER 2018

The Mission Candlelight parade is the first sign that the holidays are here. Our night parade is the largest holiday night parade in Western Canada and brings over 14,000 spectators from all over the Fraser Valley. This year we had over 90 floats, a true testament to the festive spirit of the businesses, clubs, and organizations of Mission.

On behalf of the Board of Directors, I would like to thank our membership for a successful 2018 and wish all of you a holiday season filled with Peace and Joy.



**Andrea Walker**  
PRESIDENT



**Continued from page A21,  
Candlelight Parade**

The Mission Chamber would like to thank: staff of Mission Public Works & Parks & Recreation, Mission RCMP, Mission Auxiliary RCMP, Mission Crime Prevention Office and volunteers, Mission Fire Department, MP Traffic Control, Mission Optimist Club, Mission Towing, Save-On Foods, Stage, Terry Wells, all the judges, and of course Santa and his elves for coming to Mission.

Also, a massive thank you to all of our business community sponsors. This historic festive event would not be possible without you!



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## CONTEST ALERT!

Drop your best photos of the 2018 Candlelight Parade in the comments section on the Candlelight Parade Facebook page or email to [events@missionchamber.bc.ca](mailto:events@missionchamber.bc.ca) for the chance to win a fabulous local gift card! Make your holiday shopping a little less stressful (or treat yourself!)

- 1st Place** \$75 gift card for Rex Cox Men's Wear
- 2nd Place** \$50 gift card for The Blackberry Kitchen
- 3rd Place** \$25 gift card for The Penny

Winners will be announced on December 18th by 4:00 PM.

\*\*\*Maximum 5 submissions per person

\*\*\*All submissions consent to the Mission Regional Chamber of Commerce using your picture(s) in future promotional use.

**LIVE FEED** of the Parade is also available on the Mission Chamber FB Page!

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Visit Mindy's website: [www.mindymcpherson.com](http://www.mindymcpherson.com) • #103 – 33070 5th Ave, Mission, BC • Office Phone - 604-826-9000



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Kathleen Rake and Rick Rake of Click Media Works, a communications firm based in Mission, serve clients from around the world. Go to [ClickMediaWorks.com](http://ClickMediaWorks.com) to learn more.

## Spotlight on Business Excellence

From titans of business and politics, to start-ups and non-profits, Click Media Works' clients winning

by Rick Rake  
CLICK MEDIA WORKS

Kathleen and Rick Rake of Click Media Works, an established writing, editing and communications consulting firm headquartered in Mission, B.C., serve clients from around the world.

"We have the best clients," said Kathleen Rake, whose professional copywriting and marketing experience works remarkably well with the journalism talents of Rick Rake, former editor of The Abbotsford News and Mission City Record.

The Rakes support a range of clients with specific communications needs, from solopreneurs, start-ups and non-profit organizations to government and industry leaders directing multi-million-dollar projects.

Click Media Works offers communications solutions in a professional yet personal

way. "We are a truly hands-on firm because we believe business is personal," explained Kathleen, "We first take time to know our clients and their audiences, then we develop project goals, and finally we implement strategies—write the words—that achieve results."

"What I enjoy most about working as a communications entrepreneur are the people," said Rick, who relishes the story-telling process for those looking for easy-to-read copy that compels the reader to act.

Kathleen, who is currently developing "how-to" online training modules for those who prefer to do the communications work themselves, offers a range of skills that clients find valuable and trustworthy, including the ability to clear the clutter from others' writing while maintaining the individual's voice.

The Rakes, parents of three grown children, served and continue to support community boards of directors representing

arts, government, tourism, and social causes in the Fraser Valley.

As early-adopters/teachers/influencers on social media, the Rakes are also known to publicly chronicle their community, travel, food and wine experiences with a sense of humour.

Click's tailored and winning strategies earn praise from the people they work with, who include titans of development and politics to authors, business leaders, and individuals/organizations that truly make a difference.

Click offers custom-built writing and consulting packages to fit the budgets of those seeking effective communications solutions. New is a four-piece PR KICK-START package (media release, advertorial, 'about us', professional bio).

Contact Click Media Works: 604-556-6459 or [Kathleen@clickmediaworks.com](mailto:Kathleen@clickmediaworks.com). For writing tips and a listing of Click Media Work's services, click on [ClickMediaWorks.com](http://ClickMediaWorks.com).

## Chamber Events

Tuesday, Dec 18, 2018

**Lunch & Learn:**

**Conflict Management, Moving Towards Resolution**

These 1.5 hour sessions are combined with networking and a light lunch, and are designed around key learning outcomes to help your business and your skill-set grow. Dealing effectively with workplace conflict is a meaningful way to discuss important issues, open lines of communication and strengthen relationships. This presentation will examine what creates conflict for us, how we respond, and how it can be managed for mutual benefits.

Place: Mission Regional Chamber of Commerce Boardroom

Time: 11:30 AM – 1:00 PM

Price: FREE for members

Dec 22, 2018–Jan 2, 2019

**Chamber offices will be closed!! Happy Holidays!**

Friday, Jan 18, 2019

**Business Excellence Awards GALA – Tickets SELLING FAST!**

Join us for on the red carpet as we celebrate the best of the businesses in Mission. Our cocktail evening is a black & white formal with canapes, champagne and live entertainment. Glam up and join us in celebrating all the finalists!

Place: The Stage

Time: 6:00pm Doors open

Price: \$75 available online at [missionchamber.bc.ca](http://missionchamber.bc.ca) or by calling 604-826-6914.

To REGISTER for these events, or for more information, please visit our website at [missionchamber.bc.ca](http://missionchamber.bc.ca) or call 604-826-6914 or email: [events@missionchamber.bc.ca](mailto:events@missionchamber.bc.ca)

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## Welcome to our New Members

### Pleasant View Housing Society 1980

7530 Hurd Street, Mission, BC  
Phone: (604) 826-2154  
Email: info@missionseniors.ca

### Workhorse Trucking Ltd.

Abbotsford, BC  
Phone: (604) 825-7092  
Email: workshorsetrucking@shaw.ca

### 2018 CHAMBER TEAM

## "Membership has its benefits!"



**Jo-Anne Chadwick**  
OPERATIONS MANAGER

info@missionchamber.bc.ca



**Jamye Dobson**  
EVENT COORDINATOR

events@missionchamber.bc.ca



**Kara Pavitt**  
MEMBERSHIP ENGAGEMENT  
COORDINATOR

Member\_services@missionchamber.bc.ca



## extra STORAGE now!

Members of the Mission Regional Chamber of Commerce receive 10% off regular monthly storage fees with Extra Storage Now! at their Mission and Abbotsford locations. All units are climate controlled and are outfitted with a monitored security alarm. 13 sizes available, ranging from 5x10 up to 25x38.

Extra Storage Now! is one of the many benefit providers at the Mission Regional Chamber of Commerce. There are also travel programs, extended health benefits, fuel discounts, realtor offers, and so much more. The Chamber represents Advocacy, Benefits, and Connections in our Mission Community, supporting the backbone of business success.

**Contact Kara Pavitt at the Chamber to learn more.**

Email: Member\_Services@MissionChamber.bc.ca Phone: 604-826-6914

### YOUR CHAMBER @ WORK



Learn how Chamber membership is an effective strategy for your business.



We appreciate working with you and hope that the holidays and the coming year will bring you happiness and success.

## Happy Holidays!

From Jo-Anne, Jamye, Kara, and Janessa at the Mission Regional Chamber of Commerce

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Mission Regional Chamber of Commerce

## 2018 BUSINESS EXCELLENCE AWARDS

FRIDAY, JANUARY 18, 2019

*The Stage*  
32998 1st Ave, Mission  
6:00 to 10:30 pm

**CASH BAR**  
Black Tie Evening, Dress to Impress

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Tickets available at [www.missionchamber.bc.ca](http://www.missionchamber.bc.ca)  
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