

Think Global ...
Buy Local

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Business Initiative on the Rise

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Community Business Initiatives on the Rise

The last few months have seen a flurry of public meetings and actions centered on the revitalization of economic development for our area. The premier of these meetings were the public presentations of "Vision 2020", which your Chamber was vigorously involved in helping to formulate and is therefore recognized as being a active partner. Over the next ten years we are attempting to bring a great many of the orientations within the varying economic sectors to success.

However, it is also important to note that besides the regional development plan of Vision 2020 there are a couple of interesting and commendable local community initiatives centered on business that are also currently occurring within the Pontiac. The two of these actions being BVI in Campbell's Bay, and "Rues Principales" in Fort Coulonge/ Mansfield.



New in the revitalization project for Fort-Coulonge and Mansfield-et-Pontefract!

This spring will launch a commercial development strategy to counter the financial leaks by creatively promoting local products and improving diversity along with the appearance of shops etc.. The Revitalization Committee and municipalities have taken action to develop a very specific strategy based on participation.

The business people are being organized with the help of "Fondation Rues principales" to realize the success of this project.

Pontiac Chamber of Commerce
Annual General Meeting

Tuesday, May 18, 2010

6:30 p.m.

Campbell's Bay RA

Business Sponsorships

The AGM serves to bring together the membership to celebrate the accomplishments of the past year and discuss upcoming Chamber initiatives. We also salute the Board of Directors as well as elect the new Executive and Board members. We recognize many of our outstanding and dedicated committee members and volunteers for their time and efforts in support of our mission. **Sponsoring this event for a fee of \$125 would help defray chamber costs for the AGM.**

The benefits of sponsoring this event include:

- exposure for your business in the print advertising and on the chamber web site
- opportunity for a business booth at the AGM to display your company's products and services to chamber members

The launch of the "Buy Local" campaign in the spring will seek to rediscover our local businesses that offer personalized customer service that cannot be compared with supermarkets.

We must now move forward with our strengths to succeed!

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Increasing Business Vitality in Campbell's Bay

BY RHONDA MORRISON
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Revitalize the Bay and the Municipality of Campbell's Bay hosted The Business Vitality Initiative (BVI) Community session on Tuesday, March 23.

Do young adults (25-34) find this community attractive? Do we have a business-friendly council? Do business and education communities work together to provide timely, convenient training?

More than 30 people representing local government, business and community came together over two occasions in February and March to explore opportunities and challenges related to this community's business vitality.

"If you're not asking these questions, it's unlikely you are maximizing the potential of your community," explains Mike Stolte, co-creator of the Business Vitality Initiative (BVI), and the Executive Director of the Centre for Innovative & Entrepreneurial Leadership (CIEL) based in Nelson, B.C.

Thirty participants prioritized three actions to focus on:

1. Revitalization of Front Street
2. Development of a business incubator program
3. Developing and promoting a "Shop-local" program

Some key areas were the revitalization of our Front Street and building facades, improvement of town entrance signage and

providing more activities for youth and young families. The waterfront, our beautiful heritage buildings, local shopping and the Bikes in the Bay Festival were listed as economic opportunities that are not being used to their full potential.

Benefits of the BVI

1. Diagnoses community's entrepreneurial capacity in a visual way
2. Find gaps and strengths in 10 key areas with an easy-to read graphical design
3. Quantifies 100 indicators important for entrepreneurial stimulation
4. Allows community to build common understanding and move forward and set priorities for action
5. Brings business people, leaders and citizens together to build capacity
6. Allows comparison to other communities
7. Marries perceptions with hard data to get an accurate reading of community
8. Process uses the best features of quantitative, qualitative and focus group research
9. Recruits new volunteer
10. Helps move a community from indecisiveness to action
11. Gets community talking
12. Improves a community's business vitality allowing it to maximize business start up, expansion and attraction



Medical and Dental Benefits!

On behalf of the Pontiac Chamber of Commerce, we would like to recognize and congratulate Café 349 for being the first Member of the Chamber to obtain and implement solutions with respect to Medical and Dental Benefits.

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Can my employer require that I work on June 24th?

June 24th is normally a day off for all employees. However, an employee may not have the day off due to the nature of the activities of the business for which he works. For example, hotels, restaurants and convenience stores remain open.

Some factories where machines must keep running, foundries for instance, may also stay open.

Think Global ... Buy Local
Support Those Who Support You
Small Businesses Make Small Towns Work!

Consider this when you're buying ...

As business operators, our actions shape our communities.

"A bad attitude is like a flat tire, if you don't change it you won't go anywhere."

GUIDEPOSTS READER BUZ MOXON,
BELLA VISTA, ARKANSAS