



## Bruce Webster

2007 – 2008 President of the Lethbridge Chamber of Commerce invites the business community to join him in the celebration of his year as President, at the Chamber's

### 119<sup>th</sup> President's Dinner & Members Appreciation

Thursday, October 2, 2008  
Lethbridge Lodge Hotel & Conference Centre

Cocktails ~ 5:30 p.m.  
music by LCI Stage Band

Dinner Program ~ 6:30 p.m.  
music by the David Renter Saxophone & Jazz Trio

Featured Entertainment ~  
"A World of Music"

Dale Ketcheson on solo guitar and the World of Music Group NEDA

Dress: Evening or Business Attire

Special appreciation to:



Tom Ackerman, Lorne Armstrong, Doug McArthur, Kevin Sassa



Bruce Webster

**Reservation: Lethbridge Chamber of Commerce 119<sup>th</sup> President's Dinner & Members Appreciation**  
Please reserve \_\_\_\_\_ seats(s) at \$40.00 each. Please reserve \_\_\_\_\_ table(s) for 8 people at \$320.00 each.

|                |             |           |  |
|----------------|-------------|-----------|--|
| Representative | Company     |           |  |
| Address        | Postal Code | Telephone |  |
| E-Mail         | Fax         |           |  |

#### Payment Options:

- Cheque payable to the Lethbridge Chamber of Commerce
- Invoice
- Visa/MasterCard \*Please call the Chamber at 403-327-1586 to arrange

Please return to: Lethbridge Chamber of Commerce  
200 Commerce House, 529 – 6<sup>th</sup> Street South  
Lethbridge, AB T1J 2E1

E-Mail: [office@lethbridgechamber.com](mailto:office@lethbridgechamber.com) Phone: 403-327-1586 Fax: 403-327-1001

Please RSVP by September 25, 2008



## We Need Your Voice To Make Positive Things Happen Locally, Provincially, Federally!

The Lethbridge Chamber of Commerce committees are the "engine" of the Chamber. They provide a great opportunity for networking as well as your interested participation in various activities. Each committee meets once a month for one hour, in the Chamber Boardroom.

#### GOVERNMENTAL AFFAIRS COMMITTEE

**MANDATE:** To influence the process and policy of government in the context of the goals and objectives of the Lethbridge Chamber of Commerce.

**Activities:** Policy resolution development on issues for the Alberta and Canadian Chambers. Government lobbying – at all levels on issues affecting Lethbridge, Alberta and Canada.



#### AGRICULTURE/INDUSTRIAL /TRANSPORTATION AFFAIRS COMMITTEE (AITA)

**MANDATE:** To represent the agriculture, industrial and transportation sectors, with a focus on economic development and sustainable economic viability.

**Activities:** Government lobbying (at all levels) on issues affecting the agriculture, industrial and transportation sectors. Policy resolution development for the Alberta and Canadian Chambers.

#### TOURISM CONNECTION COMMITTEE

**MANDATE:** To connect tourism entities and businesses in the City of Lethbridge.

**Activities:** Promotion of Lethbridge and its tourism entities and occurring events. Coordination of the FIRE Awards – First Impression Recognition of Excellence.

#### COMMUNICATIONS COMMITTEE

**MANDATE:** To assist the Chamber staff in communicating the ongoing activities of the Chamber Executive, Board of Directors and committees, in a professional manner.

**Activities:** Work with committees on various forms of Chamber communications e.g. Chamber News, News Releases, Promotion of events. Preparation of the Annual Review and work to enhance Chamber's website.

#### MEMBER SERVICES & SPECIAL EVENTS COMMITTEE

**MANDATE:** To identify and respond to the changing needs of the membership of the Chamber and to increase that membership.

**Activities:** "Meet & Greet" new members, Business After Hours, Mix & Mingle Trade Shows, Business of the Year Awards, Dinner & Auction, Golf Scramble & Barbeque, M2M – Member to Member benefit program, Lunch & Learn.

#### BUSINESS & EDUCATION COMMITTEE

**MANDATE:** To assist students to become responsible citizens by encouraging them to develop: a positive attitude, self-confidence and self-respect, and to reward them for citizenship and positive social skills.

**Activities:** Adopting a Citizen of Tomorrow program (business & school partnerships) and Trades Demo Day (students introduced to careers in the trades).

#### FINANCE COMMITTEE

**MANDATE:** To monitor and influence the financial status of the Chamber of Commerce to achieve its goals and objectives.

**Activities:** Monitoring Chamber finances relating to: operations, memberships, events and event budgets. Annual budget preparation for the Chamber.

\*Please see meeting schedule Page 8



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(Continued from page 5)

## Local Chamber to Lobby National Issues

### Definition of Precautionary Principle

The precautionary principle is an approach to risk management that has been developed in circumstances of scientific uncertainty, reflecting the need to take prudent action in the face of potentially serious risk without having to await the completion of further scientific research. The most broadly accepted definition of the Precautionary Principle is Principle #15 of the June 1992, Declaration of the Rio Conference on Environment Development, which reads:

“In order to protect the environment, the precautionary approach shall be widely applied by States according to their capabilities. Where there are threats of serious irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measures to prevent environmental degradation.”

### The Lethbridge Chamber of Commerce and the Canadian Chamber of Commerce recommend that the federal government:

1. Use the definition of the precautionary principle agreed to internationally at the Rio Conference on Environment and Development in any new legislation, regulations or international treaties, conventions and agreements and amend any existing legislation which uses a different definition.
2. Work with our international partners to amend existing treaties so that any definition of the precautionary principle is compatible with the Rio definition.

### Grown in Canada Label – Marketing the Nation’s Livestock

The Lethbridge Chamber of Commerce and the Canadian Chamber of Commerce recognizes the contribution of agriculture to the economy and that enhancing the strength of the sector is an important priority. Several organizations have initiated branding Canada proposals to enhance our country’s image and advantages.

It is particularly important for the livestock sector to join in this drive to overcome the effect of adjusting currency values, provide a market based incentive to increase value added in the farm and food processing industries, and to provide a marketing link between grown in Canada product and the very strong Canadian standards for food safety and environmental stewardship.

In August 2006, Meyers Norris Penny was commissioned to do a market assessment of consumer demands for a Canadian label. Some of the significant results were:

- 90% of Canadian consumers felt Canadian grown product should be easily identifiable in stores.

- 95% of consumers would prefer to buy Canadian grown product that is competitively priced.
- 80% of those surveyed felt a “Canadian Label” concept was a good/very good idea, with the most appealing aspects being its connotation of quality attributes and ease of identification.
- 46-50% of consumers were willing to pay premiums for “labeled” beef, pork, poultry, grain, vegetable, and fruit products.
- 73% of consumers were willing to pay more of a premium if they knew the premium would go to Canadian farmers.

Overall the results showed strong support by Canadian consumers for Canadian grown products.

### The Lethbridge Chamber of Commerce and the Canadian Chamber of Commerce recommend that the federal government:

1. Complete the ambition of APF and Growing Forward to create a voluntary “Grown in Canada” label, logos, and images, and themes that would identify with 100% Canadian grown product.
2. Oppose mandatory country of origin labelling requirements that can be used to promote protectionist agendas and technical barriers of trade, especially with the WTO Technical Barriers to Trade rules and Codex standards.
3. Ensure that any “Grown in Canada” label regulations do not impose product description requirements that discriminated against imported product.
4. Advocate legislative additions to the current Consumer Packaging and Labelling Act to maintain the current “Made in Canada” rules but create a separate “Grown in Canada” marker for 100% Canadian product.
5. Provide standards for the identification of products with particular characteristics which some consumers may desire (e.g. organic product or BST free milk). The identification should be limited to the declaration of the presence of the characteristic and such identification should be done on a voluntary basis.
6. Ensure Growing Forward works to develop branding skills and knowledge among farmers and processors.
7. Support a big, bold initiative to create a pan-Canadian brand.



## LEADERSHIP – PARTNERSHIP – ACTION

The Lethbridge Chamber of Commerce welcomes the elected officials for the 2008-2009 Year:

### Executive Committee

- President: **Dennis Hatt**, SCOTIABANK  
 President Elect: **Paul Pharo**, STRINGAM DENECKY  
 Vice President: **Wayne Brewer**, COMMUNITY SAVINGS  
 Vice President Finance: **Sue Snicer**, CHARLTON & HILL LTD.  
 Immediate Past President: **Bruce Webster**, ALBERTA SUGAR BEET GROWERS  
 Executive Director: **Bill Waugh**, CUMMINS WESTERN CANADA  
 Executive Director: **Kimberley Finn**, THE UPS STORE #378  
 Executive Director: **Dwayne Huber**, AIRTECH HEATING & AIR CONDITIONING

### Board of Directors

- Colette Acheson**, THE CENTRE FOR BOARD DEVELOPMENT  
**Tom Ackerman**, CIBC WOOD GUNDY  
 \* **Rob Aldred**, CHINOOK COUNTRY TOURIST ASSOCIATION  
**Del Allen**, D.A. ELECTRIC LTD.  
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**Susan Burrows-Johnson**, THE GALT MUSEUM & ARCHIVES  
 \* **Dr. Bill Cade / Chris Horbachewski**, UNIVERSITY OF LETHBRIDGE  
 \* **Rick Casson / Ed Granger**, MEMBER OF PARLIAMENT  
 \* **Cheryl Dick**, ECONOMIC DEVELOPMENT LETHBRIDGE  
**Grace Duff**, LETHBRIDGE CENTRE  
**Wayne Dwornik**, GLOBAL LETHBRIDGE  
 \* **Dr. Tracy Edwards / Dr. Suzanne Flannigan**, LETHBRIDGE COLLEGE  
**Wally Evdokimoff**, W. EVDOKIMOFF & ASSOCIATES  
**Mark Fournier**, COMMUNITY FUTURES LETHBRIDGE REGION  
**James Frey**, ALBERTA EMPLOYMENT AND IMMIGRATION  
**Bruce Galts**, GALKO HOMES LTD.  
**Melody Garner-Sparrow**, CANADIAN HOME BUILDERS’ ASSOCIATION LETHBRIDGE REGION  
**Emma Goerzen**, HIRE STANDARD  
**Bill Halley**, RING CONTAINER CANADA  
**Richard Hebert**, YMCA LETHBRIDGE  
**Gerry Jensen**, 1st CHOICE SAVINGS & CREDIT UNION LTD.  
**Barry Litun**, LETHBRIDGE SCHOOL DISTRICT #51  
**Warren Lyckman**, BRAEMORE MANAGEMENT LTD.  
**Bill MacMillan**, UMA ENGINEERING LTD.  
**Joseph Matthew**, J.A. MATTHEW ARCHITECT LTD.  
**Steve McDonnell**, SAKAI SPICE CANADA CORP.  
 \* **Bruce Milne**, MILNE PRITCHARD LAW OFFICE  
 \* **Bridget Pastoor / Moira Watson**, MLA, LETHBRIDGE EAST  
**Marc Sabourin**, EBA ENGINEERING CONSULTANTS LTD.  
**Kevin Sali**, CANADIAN PACIFIC RAILWAY  
**Igor Shaskin**, STAFFORD PHARMACY & HOME HEALTH CARE  
 \* **Garth Sherwin**, CITY OF LETHBRIDGE  
 \* **Mayor Bob Tarleck**, CITY OF LETHBRIDGE  
**Bruce Thurston**, MANAGEMENT RESOURCE SERVICES  
**Randy Tremel**, BMO BANK OF MONTREAL  
 \* **Greg Weadick / Lorne Darlington**, MLA, LETHBRIDGE WEST

\*Automatic appointments to the Board of Directors as per Chamber Bylaws Section 2. (d) (i), (ii), (iii), (iv); (e); (f); (g)\*



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**We welcome our New Chamber Members in June & July 2008**

We extend a warm welcome to our newest members in June and July and look forward to their participation in the Lethbridge Chamber of Commerce!



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Business: R.V. Parts & Service

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Representative: Mr. Floyd Frederickson  
Business: farming/agriculture

**HOLTHE IMMIGRATION LAW**

300, 515 - 7th Street South  
Lethbridge, AB T1J 2G8  
Phone: 328-1441 (Fax: 328-2229)  
Representative: Mr. Mark Holthe  
Business: Lawyers

**GRANDMA LEE'S**  
#209, 200 - 4th Avenue South  
Lethbridge, AB T1J 2S5  
Phone: 331-0269  
Representative: Mr. Jeff Mitchell  
Business: Restaurant

**LETHBRIDGE LIFELONG LEARNING ASSOCIATION**

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Lethbridge, AB T1K 1L6  
Phone: 329-7293  
Representative: Ms. Leanne Armstrong  
Business: Educational, Educational Institutions

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**Membership in the Chamber Benefits You and Your Business**

As a member of the Lethbridge Chamber of Commerce you and your employees are eligible for many great benefits:

- **Group Insurance:** for businesses - small & large
- **MasterCard:** preferred electronic Merchant discount rate starting at 1.79%; \$0.09 per debit transaction
- **Visa Discount Rates:** starting at 1.69% debit transaction fee, \$0.09 per transaction
- **Esso Fleet:** \$0.03/litre discount on fuel, discounts on oil, top-up fluids, and car washes (with Esso Business card)
- **Husky/Mohawk:** \$0.02/litre discount with no minimum volume requirements (with Husky/Mohawk credit card)
- **Petro-Canada:** discount of \$0.02/litre on all grades of gas and diesel, 20% discount on car washes, #5 discount on vehicle propane
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- **Free Link** for your business from the Chamber's website to your website (www.lethbridgechamber.com)
- **Advertising opportunities** in Chamber News
- **Member discounts** for various Chamber events
- **Inquiry referrals** to member business (all Chamber members are listed alphabetically and categorically on the Chamber's site)

\*If you would like to know more about the Lethbridge Chamber of Commerce, please call 327-1586 or e-mail us at office@lethbridgechamber.com. Also, check out the Chamber's website at www.lethbridgechamber.com.

**LETHBRIDGE CHAMBER of COMMERCE**

**2008 - 2009 MEMBERSHIP FEE SCHEDULE**

\*Fee is based on full-time employees or part-time equivalent  
FEE SCHEDULE FOR July 1, 2008 - June 30, 2009

| NO./ FULL-TIME EMPLOYEES | ANNUAL MEMBERSHIP FEE | GST (5%) | TOTAL      |
|--------------------------|-----------------------|----------|------------|
| 1-2                      | \$ 127.70             | \$ 6.39  | \$ 134.09  |
| 3-4                      | \$ 154.22             | \$ 7.71  | \$ 161.93  |
| 5-6                      | \$ 177.59             | \$ 8.88  | \$ 186.47  |
| 7-8                      | \$ 238.33             | \$ 11.92 | \$ 250.25  |
| 9-10                     | \$ 280.39             | \$ 14.02 | \$ 294.41  |
| 11-12                    | \$ 314.68             | \$ 15.73 | \$ 330.41  |
| 13-14                    | \$ 366.10             | \$ 18.31 | \$ 384.41  |
| 15-17                    | \$ 425.26             | \$ 21.26 | \$ 446.52  |
| 18-20                    | \$ 459.56             | \$ 22.98 | \$ 482.54  |
| 21-25                    | \$ 528.12             | \$ 26.41 | \$ 554.53  |
| 26-30                    | \$ 543.71             | \$ 27.19 | \$ 570.90  |
| 31-40                    | \$ 570.15             | \$ 28.51 | \$ 598.66  |
| 41-50                    | \$ 630.94             | \$ 31.55 | \$ 662.49  |
| 51-60                    | \$ 732.21             | \$ 36.61 | \$ 768.82  |
| 61-70                    | \$ 808.54             | \$ 40.43 | \$ 848.97  |
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For more information on a membership in the Chamber, please call: 403-327-1586 or e-mail: office@lethbridgechamber.com. Membership applications can also be made online at: www.lethbridgechamber.com.

**Local Chamber to Lobby National Issues**

Lethbridge Chamber of Commerce representatives - Dennis Hatt, Paul Pharo and Jody Nilsson will be attending the annual conference of the Canadian Chamber of Commerce in Quebec City, October 4 - 6, 2008.

The Agriculture/Industrial/Transportation Affairs (AITA) and Governmental Affairs committees of the Chamber, researched and prepared two resolutions (which were approved by the Board of Directors) to lobby during the policy session of the conference. The two resolutions - Definition of Precautionary Principle and Grown in Canada Label: Marketing the Nation's Livestock - if approved by the majority of voting delegates from Chambers across Canada - will be presented to the government of Canada for action.

(Continued on page 6)

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