

The Lethbridge Chamber of Commerce presents the

F.I.R.E. Awards

First Impression Recognition of Excellence

Purpose

To honour individuals in the tourism and hospitality industry who have enhanced positive experiences in and the reputation of the city of Lethbridge by providing excellent customer service.

Highlights

- Recognizes individual staff members of all stripes
- Service Recognition Awards successful in all OTHER major Alberta cities – it is now time for Lethbridge!
- On-site promotion – not to compete with Business of the Year Awards

Goals and Outcomes

- Instills pride and confidence
- Promotes employee retention
- Raises profile of tourism and hospitality industry
- Promotes positive relations between management and staff
- Raises profile of participating businesses

1. Food & Beverage

SPONSORED BY Lethbridge College
Front-line and non-server staff who play a key role at restaurants [incl. fast food], lounge/pub/nightclub, banquets/catering *

2. Accommodation

SPONSORED BY ATB Financial
Front desk, room attendant, customer service personnel at hotels, motels, alternative accommodations [i.e. bed & breakfast, campgrounds, hostels] *

3. Attractions

SPONSORED BY 1st Choice Savings & Credit Union
All front line staff at local attractions and operations *

4. Transportation

SPONSORED BY Express Coffee & Tea
Tour bus, city bus, taxis, limos, airlines, vehicle rental agencies *

5. Travel/Trade

SPONSORED BY The Lethbridge BetterBook PhoneBook
Travel agencies, tour operators *

All sponsors are founding sponsors, having committed to the first three years of the F.I.R.E. Awards!

Lethbridge Chamber of Commerce: 327-1586 | office@lethbridgechamber.org

Nominations

ONLINE BALLOTING SPONSORED BY
Chinook Country Tourist Association
www.chinookcountry.com/fireawards/

Reception

SPONSORED BY Lethbridge Lodge Hotel & Conference Centre
To be held in early 2008

*Nominations can be made at the Lethbridge Chamber of Commerce, participating sponsors and businesses OR online at

www.chinookcountry.com/fireawards/

***Businesses wishing to purchase a counter-top ballot box [\$10] must contact the Chamber. Only a limited # available – first come first served!**

6. Adventure Tourism

SPONSORED BY excuserv plus
All front-line staff at adventure tourism operations [i.e. golf, go-carts, paint ball] *

7. Events & Conferences

SPONSORED BY Economic Development Lethbridge Convention & Event Development
All front-line staff dealing with special events, a conferences, trade shows, consumer shows * nnuual events,

8. Services

SPONSORED BY Lethbridge Centre
Front line staff at retail outlets, food sales [i.e., grocery, convenience], service stations *

***Including but not limited to these suggested business areas**



9"w x 14.5"h x 6"d



2006 - 2007 COMMITTEES

(continued from page 6)

AGRICULTURE/INDUSTRIAL/TRANSPORTATION AFFAIRS COMMITTEE: Co-Chairs: Susan Snicer & Andy Kovacs,

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TOURISM CONNECTION COMMITTEE: Co-Chairs: Wayne Dwornik, Anine Vonkeman,

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Lethbridge Chamber of Commerce

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The voice of Business - The Lethbridge Chamber of Commerce is funded by business for business. We are effective because of our credibility, our expertise, and our ability to bring businesses together to act as a single unifying vote.

Over 650 local businesses belong to the Chamber - which has been the voice of business in this community since 1889.

The volunteers of the Chamber are its driving force. About 200 member business people volunteer their time on the Executive, Board of Directors, and 7 committees - working to make a difference for business and life in Lethbridge.

Thanks to these people and the support of its members, and dedicated staff, the Lethbridge Chamber has been awarded "Chamber of the Year" for Alberta several times over the years, and most recently in 1998, 1999, 2002 and 2004 and 2006.

The Lethbridge Chamber is recognized by all levels of government as the unified voice of business to listen to.

Congratulations to Our "Chamber Team" for Another Great Year!!



2006 - 2007 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

- President:** Bruce Milne
- President Elect:** Bruce Webster
- Vice President:** Susan Snicer
- Vice President Finance:** Dennis Hatt
- Immediate Past President:** Liz Findlay
- Executive Directors:** Paul Pharo, Tony Vanden Heuvel

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- | | | | | |
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(continued on page 7)

Entrepreneurial Leadership

Evaluating Your Personal Performance

Great leaders don't necessarily produce great businesses, but poor leaders can certainly cause businesses to under perform. In the words of Peter Drucker, "Effective leadership is not about making speeches or being liked. Leadership is defined by results". If you want to be a better leader, then you need to find a way to evaluate your results by obtaining honest feedback on your personal performance. A common trait of great leaders and successful entrepreneurs is their drive for continuous improvement. This drive applies to both personal and business performance. Even Tiger Woods is never completely satisfied with his game. The results of your business are measured and evaluated, but how do you evaluate your leadership skills? In large organizations, the chief executive officer's performance is evaluated by the board of directors or a committee of the board. These evaluations are usually rigorous and substantive, and normally directly influence compensation. However, an entrepreneurial business often does not have an active and independent board of directors to provide a forum for leadership evaluation, so finding sources for objective assessment may be more challenging. While subordinates are a logical source of feedback about your performance, it is often difficult to obtain accurate information from them; some employees may have personal agendas that



will color their feedback, and others may simply tell you what they think you want to hear. For a feedback process to be valuable, responses must be honest and candid. They must provide an accurate assessment of what is actually happening in your business, and explain how your performance is influencing the results. The feedback process should involve at least three people who are in a position to see the big picture and to provide unbiased comments about your business and personal performance. An objective, non-threatening environment is necessary for this process, particularly if any of these evaluators are employees. One way to do this is to have an independent party conduct the interviews in order to make the specific feedback anonymous. Conducted properly, a leadership evaluation should neither highlight your personal flaws nor stroke your ego. Instead, the evaluation should focus on providing answers to a number of broad performance questions, such as

1. What isn't working?
 2. What do we need to change?
 3. How can I do better?
- A good feedback process should generate at least three areas of focus for improvement and provide food for thought about specific action items.

Article courtesy of KPMG Lethbridge

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There are Tons of Activities Happening in Lethbridge This Summer

Lethbridge is a great place to visit and, if you live here – enjoy many family activities this summer.

To see what's going on, simply check out the sites of these organizations:

Chinook Country Tourist Association
www.chinookcountry.com

The Galt Museum
www.galtmuseum.com

Fort Whoop-up Interpretive Centre Indian Battle Park
www.fortwhoop-up.com

Southern Alberta Art Gallery
www.saag.ca

Nikka Yuko Japanese Garden
www.japanesegarden.ab.ca

City of Lethbridge Leisure Services
www.lethbridge.ca

Downtown Lethbridge
www.downtownlethbridge.com

Training for Essential Skills

The Canadian Chamber of Commerce has partnered with the Association of Canadian Community Colleges (ACCC) on a project to provide essential skills training to small and medium sized enterprises. With local community colleges being the drivers in providing training for essential skills such as spoken communication, thinking skills, teamwork, and computer skills, the project is designed to connect local colleges with their local chambers of commerce to implement a program to address the specific essential skills problems of each participating region. Project implementation will begin in September.

For more information on this initiative, contact Ryan Stein, Policy Analyst, (613)238-4000 ext. 250 or rstein@chamber.ca

Member Profile

Chinook country Tourist Association recognized their achievers at a meeting this spring.

Wayne Dwornik, marketing director for the **Best Western Heidelberg Inn** was recipient of the 2005 – 2006 “**Tourism Achiever**” award.

Erin Melcher of the **Lethbridge Lodge Hotel and Conference Center** was presented a “**Tourism Newcomer**” award.

Wayne and Erin and their businesses are active members in the Lethbridge Chamber of Commerce.

Congratulations to Wayne and Erin on their achievements!

*If your company is a member of the Lethbridge Chamber and your company or an employee has been recognized for a special achievement, please contact the Chamber at office@lethbridgechamber.com

Lethbridge 2007 “Business of the Year Awards”

The Lethbridge Chamber of Commerce and the Business Development Bank of Canada will be hosting the “Business of the Year Awards” at a breakfast on Tuesday, October 16, 2007.

Nominations are invited for the awards (please see enclosed nomination Form & Categories) and are open to all businesses in Lethbridge. The nomination deadline is: Friday, September 21, 2007.

New Categories for Awards in 2006

New Categories were introduced for the Business of the Year Awards in 2006. The following recipients were selected in each of the new award categories:

BUSINESS LEADERSHIP:
Richard Davidson

BUSINESS LEGACY:
Rae Pepper

CHANGE & INNOVATION:
Integra Air

SMALL BUSINESS OF THE YEAR:
Elements Physical Therapy & Acupuncture

SPIRIT OF LETHBRIDGE:
Exhibition Park

YOUNG ENTREPRENEUR:
We Care Home Health Services

DALTON JORDAN MEMORIAL AWARD FOR BUSINESS EXCELLENCE:
Meyers Norris Penny

ESTELLE BOTFIELD MEMORIAL AWARD FOR CUSTOMER SERVICE EXCELLENCE:
The GuestHouse Restaurant

NEW VENTURE/NEW BUSINESS:
Nerds on Site

*Previous winners may be re-nominated 3 years after receiving award for that category

Chamber Membership Offers Many Benefits

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

- **Group Insurance** (1-50 employees)
- **MasterCard:** preferred electronic Merchant discount rate starting at 1.65%; \$0.10 per debit transaction
- **VISA Discount Rates:** starting at 1.75% debit transaction fee, \$0.10 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, 3% discount on vehicle propane
- **Purolator:** volume discount program can save you 35% every time.
- **Adtel On-Hold Info Pacs:** customized on-hold services
- **Member to Member (M2M) Benefit Program** (discounts at 31 member businesses)
- **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 businesses (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.

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