



# Trade Winds



The Voice of the Camrose Chamber of Commerce

December 2008

Promoting and Maintaining a Proud and Prosperous Business Community

Issue 10



The Chamber of Commerce Office will be closed from  
12:00 noon on December 24 to December 27 Inclusive

**MERRY CHRISTMAS & HAPPY NEW YEAR**

**FROM THE CHAMBER STAFF AND THE BOARD OF DIRECTORS**

## Chamber General Meeting

**Wednesday, December 3rd, 2008**

Location: CRE 11:30am - 1:15pm

Festive Carols Performed by:

The Augustana Choir 11:30-12:00



### **Presentations:**

Robert Earley - AB Main Street Program  
& the Camrose Main Street Project

Ian Hill: Increasing the Triple Bottom Line

Tickets: \$13.00 per person

RSVP to 672-4217 by noon Mon. Dec 1st/08

**Please note the extended presentation time.**

## Welcome to our Newest Members!!!

We would like to extend a warm welcome to members who have recently joined our Chamber. We look forward to your future involvement in our activities and committees.

Aaron's Sales & Lease Ownership  
#2A 5000-51 Ave.  
Owner: Neceib Moussa  
Manager: Brad Berger  
Ph. 780-608-8781

Ferintosh District Recreation  
Association  
P/O Box 142, Ferintosh  
Treasurer-Burt Heacock  
Ph. 780-877-2645

High Velocity Equipment Training Ltd.  
201-5061 50 Street  
CEO-Shayne Bonnough  
Manager-Brian Charest  
Ph. 780-678-2626

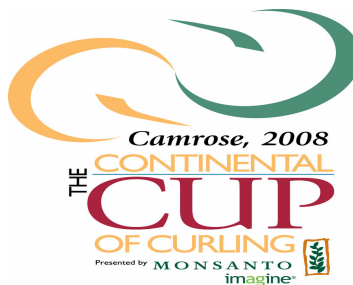


## Camrose Community Events - December

- 3 **Chamber of Commerce General Meeting - CRE**
- 5 Santa arrives at Duggan Mall at 6:00 p.m.
- 5,12 Rose City Swingers Sparling School
- 5 Midnight Madness; All Merchants 6:00-12:00
- 5 Kinsmen Radio Auction viewing & pre-bidding 6-Midnight in the T-Mall between Liquidation World & The Brick
- 6 1st Annual Home-Based Christmas Show - CRE
- 6 Kinsmen Radio Auction On Air 6:00-12:00
- 6 Christmas Cookie Walk, Tea & White Elephant Sale - Camrose Railway Station & Museum
- 12 **Chamber of Commerce Corporate Christmas Party**
- 18 Blood Donor Clinic - Norseman Inn
- 18-21 The 2008 Continental Cup of Curling-Edgeworth Centre
- 19 The Rose City Swingers Christmas Dinner & Dance - Sparling School
- 21 Moose Breakfast - Moose Hall
- 31 New Year's Eve Dance - Mirror Lake Centre
- 31 New Year's Eve Dance - Sparling School

For additional information about events please go to:  
[http://www.camrosechamber.ca/calender\\_of\\_events](http://www.camrosechamber.ca/calender_of_events)

We would be happy to list or update your event - please call our office more than one month prior at 672-4217.



**December 18-21, 2008.**

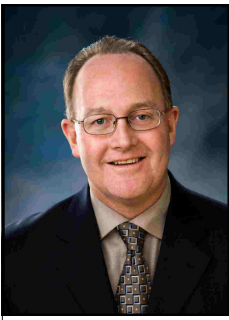
### **Home-Based Christmas Show**

Free Admission to the CRE  
One-Stop Christmas shopping!  
Door Prizes!  
Over 20 Exhibitors.  
For details, or to become an exhibitor, call Ashley at  
780.781.7272

### **City Centre Midnight Madness Events - Dec. 5th**

Horse & Wagon rides 6-9 pm, leaving from Founder's Square.  
CCHS Carolers will be singing along Main Street and Santa will be handing out candy canes!

Santa arrives at **Duggan Mall** on Dec. 5th. 6-8:30 p.m. Visit Santa on  
Thursdays 4-8:30, Fridays 4-8:30 and Saturdays 2:30-5:30 until Dec.  
20th. Mall Christmas hours begin Dec. 11



## President's Perspective

As we enter December, the gift giving season is upon us. Although I feel that the material gifts we give to family and friends are important in that they show we care for these people, there are a few other things that we can GIVE that are just as important if not more so.

**Give of Yourself:** There are many opportunities to give of your time and your resources to those who are less fortunate. The Food Bank and the Charity Checkstop are two such opportunities for you to take advantage of. There are many families that cannot afford to purchase gifts for each other let alone prepare the Christmas Dinner we all take for granted. I challenge all of you to dig into that pantry for something to give and that wallet to purchase a toy to make this season special.

**Give Them a Break:** Employees of our local retailers are people too. Even though you may get frustrated looking for that special gift please do not take it out on them. The vast majority of these people really do care about the service they are trying to provide to you and sometimes it is beyond their control if something is not available. Remember the young person or adult you are getting upset at is a human being and deserves to be treated as such.

**Give a Damn:** When you are out enjoying the season, yourself and your friends and family, remember to act responsibly. **DON'T DRINK AND DRIVE.**

Finally, Give a stranger a smile or Commit a Random Act of Kindness. It is what makes our community a special place to live and do business.

On behalf of myself, my Board of Directors and the staff of your Chamber, have a Safe and Happy Holiday Season. Merry Christmas to All.

Dave Jewell  
President, Camrose Chamber of Commerce

"The greater danger for most of us is not that our aim is too high and we miss it, but that our aim is too low and we reach it."

Michelangelo Buonarrati



### **When the HEAT is On**

When a customer is angry or venting at you, then you must perform

## **HEAT**

**Hear** what is being said and understand completely before you show..

**Empathy..** for how the customer feels then

**Agree** to an Action and

**Take** responsibility to ensure the agreed action is completed....

## CORPORATE CHRISTMAS PARTY

**December 12th, 2008**

It's not too late to get your tickets!  
Great Food, Great Music, Great Fun!  
Call now to reserve your Staff Party!



780 672 4217 for tickets

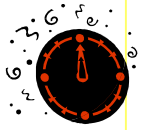
### **CITY CENTRE CAMROSE**

**&**

### **DUGGAN MALL**

### **MIDNIGHT MADNESS**

**FRIDAY, DECEMBER 5th**



Moonlight Madness at Duggan Mall

9:30 am to 11:00 pm. Santa Arrives at 6:00 pm

Moonlight Madness Downtown

Horse drawn wagon rides from 6:00pm to 9:00pm  
from Founders Square on 51<sup>st</sup> Street.

Carolers from CCHS Choir will be entertaining.

Santa Claus will be handing out candy canes.

Many businesses will be offering Midnight Madness specials while others are offering discounts which will progressively get larger as the evening gets later.

The Kinsmen Radio Auction will be held on Dec. 6th in the T-Mall between Liquidation World & The Brick and will be broadcast on CFCW.

Open to in-person pre-bidding Dec 5th 6-12.

### **Camrose Souvenirs**

To see our great gift selection for all of your out of town relatives and friends, come and visit us at the Bill Fowler Center.

Hoodies in both youth and adult sizes, hats, fleece throws, water bottles, coffee go-cups and many other items in stock.



### **CAMROSE RAILWAY STATION & MUSEUM**

Christmas Tea, Cookie Walk & White Elephant Sale-December 6th

Enjoy the festive decorations and a taste of old fashioned Christmas. Stock up on homemade Christmas cookies, shop for unique gifts and relax over a hot cup of tea.

Carols & Stories by Fireside  
Sunday, December 21st, 7-9 p.m.

Please join us for a cup of hot chocolate & cider to sing traditional carols & share favorite Christmas stories.