

CONNECTIONS

THE LABRADOR WEST CHAMBER OF COMMERCE eMAGAZINE

ISSUE 1 | AUTUMN 2020

7 REASONS

**WHY SOLOPRENEURS
NEED A CHAMBER
MEMBERSHIP**

ONE-ON-ONE WITH JACQUI WINTER

Named one of Atlantic Business Magazine's Top 50 CEOs for 2020, Jacqui shares insights into building a strong business.

BACK TO WORK

**REGAINING (SOME) CONTROL
AFTER THE LONGEST MARCH
BREAK IN HISTORY!**

**LABRADOR WEST
CHAMBER OF COMMERCE**

A chef wearing a blue denim cap with a brown leather patch that says "WIKES" and a black apron over a white t-shirt is focused on preparing food. The background is a blurred kitchen setting. The chef's arms are heavily tattooed. In the foreground, there are several plates of food, including a salad with greens and a burger with a bun.

**BECOME A
MEMBER
TODAY!**

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CHAMBER OF COMMERCE

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LABRADOR WEST
CHAMBER OF COMMERCE

A LETTER

FROM OUR PRESIDENT

As this magazine is (digitally) published we find ourselves collectively going back to work, school, business and life in the “new normal.”

So far, 2020 has been a year marked by change and uncertainty, but it also represents a move forward for business in a new environment. Now, more than ever, it is essential that business owners look for innovative and adaptive ways to connect with customers, deliver products and services, and get the job done. For many, this means completely changing the way operations are managed; for others, it means moving a big portion of business online – for sales and for daily business.

When 2020 began, few people outside the corporate world knew what ZOOM was. Today, it's a critical component of our daily operations. Parents working outside the home suddenly had to grapple with how to get daily work done while becoming at-home teachers to their children. For others who have built home-based businesses as Solopreneurs, the COVID-19 shutdown evened the playing field, as their ability to work from home was now a sought after skill. For others, those like myself, managing a brick and mortar business, we are faced with finding ways to return to serving customers in a manner that is safe, secure and with health and safety of both staff and customers a priority.

Just as this global pandemic was making its way across the globe, we here at the Labrador West Chamber of Commerce were in the final stages of launching our new website. The timing on this project, which we started over a year ago, could not have come at a more appropriate time, as we, too, realized that to remain engaged with our community and able to support our members, it was critical that we have an active and innovative online community. It is in that desire to be innovative and accessible to our community, that we launched



a digital outreach campaign through the aid of a grant from ACOA. This will enable us to deliver a variety of initiatives that will benefit our membership community, and the community of Labrador West, as a whole.

The first of these initiatives is the eMagazine you are reading right now. Connections, The Labrador West Chamber of Commerce eMagazine will be produced and distributed quarterly, not only to our Chamber members, but to anyone wanting to access the publication anywhere in the world.

Next month we will be launching *The Morning Brew Podcast*,



a weekly podcast that will focus on all things Labrador West, from our vibrant business community, to interviews with our members and community partners and discussions of local issues of importance, hot topics and even a few laughs thrown in. The podcast will be hosted by our very own Interim Manager, Brenda Armstrong, and will include guests from all walks of life who have a part to play in building Labrador West into a leading centre for business and innovation.

This fall, we are also navigating our way through doing business in the “new normal” as we plan our very own “Digital” MineX Conference. Be sure to stay tuned right here in the

upcoming issues of Connections for up-to-the-minute news and information on the conference announcements.

As we all start the process of getting back to business, school and daily life, later this month we will be launching a community program to encourage all businesses to work together and support one another in order to build a stronger, better Labrador West. **Love Local**, is intended to build a stronger community based on the idea that ‘a rising tide lifts all boats’: that by working together to support one another, we all benefit.

In the coming weeks, we will be producing and distributing Love Local decal stickers that businesses can display in order to identify themselves as members of this initiative, who are working together to Love Local. We encourage everyone to look for the “pin drop” when shopping around town. By supporting our community as a whole, we grow as a whole.

In closing, I would like to take a minute, on behalf of the entire Board of Directors here at the Chamber, to thank each and every one of our members for growing with us, and for making Labrador West a great place to do business. We would also like to thank the Chamber’s Interim Manager, Brenda Armstrong (HubLab Agency) and Lori Barron (Hello Creative Marketing Studio) for their commitment and work on the “Connections” and all their strategic planning and development of the Chamber’s “Love Local” awareness efforts.

Toby Leon
President, Labrador West Chamber of Commerce

**DECOR &
MORE**

Jenica's

Visit us in store to shop our latest fall arrivals, or find the perfect gift for any occasion.

201 Humber Avenue, Labrador City

SPOTLIGHT

ONE-ON-ONE WITH HR PROJECT PARTNERS CEO, JACQUI WINTER



Labrador West Chamber of Commerce Contributor, Lori Barron

Jacqui Winter is the President & CEO of HR Project Partners, which she founded in 2015.

As the owner and Principal Consultant at HR Project Partners (HRPP), Jacqui Winter has been on a mission to help others her whole life, and that mission is a theme she has carried with her through her 20-plus year career. In 2015 Jacqui formed her company to provide HR consulting to organizations looking for top-notch, professional personnel; and she set out to do it in a manner that focuses on building relationships, honesty, trust and integrity.

Today, HRPP has grown into one of the province's top HR firms, and serves companies across Atlantic Canada.

No stranger to the Region, HR Project Partners works closely with a number of companies in Labrador West; and Jacqui has been an active member of the Labrador West Chamber of Commerce for several years. Jacqui has attended Chamber's Annual General Meetings, as well as presented at training and information sessions.

For our premier issue of *Connections*, *The Labrador West Chamber of Commerce eMagazine*, we chose Jacqui for our very first cover feature interview, so that she might inspire all of us to strive for success in our own businesses.

We (virtually) sat down with Jacqui to chat about her experiences as a business owner, and share some of the key lessons she has learned on her way to becoming a recognized leader in her field.

Jacqui, we've known you here at the Chamber for a number of years, and we've watched you grow your business from a home-based consultancy to where you are today. Can you tell us a little bit about that journey, and some of the biggest lessons you've learned along the way?

After a 20-year career as an employee within non-profit, mining and project environments I stepped out on my own in 2013 as a direct contractor under my own business name. Then in 2015, due to the down turn in the economy and facing unemployment I realigned my business into a professional services firm and renamed it to the brand it is known as today - HR Project Partners (HRPP).

The last five years have seen their share of challenges, uncertainty and lessons learned. With a focus on the resource development industry, starting a business while the industry was facing an economic downturn did not pave a smooth path for growth and consistent success. From starting in a small office space to moving back

to a home-based office, to balancing the staff complement to match the level of work as it fluctuated, it has taken a tremendous amount of hard work, perseverance, resilience, and an undying dedication to client service for HRPP to be where it is today.

Some of the biggest lessons I learned along the way was to stay positive and remain focused on our goals and values. I also learned that it takes time to build a business and that you cannot expect that success to happen overnight. When we started out, times were tough and I wondered if I had made the right decision to go into business. I did not take a paycheck for almost a year. You have to be prepared to be patient and accept that growing a business takes time. It takes time to gain trust from your clients and to prove yourself so to speak. If you can accept that going into business and remaining positive, you will likely be more successful. You also have to learn not to take rejection personal, as you will receive rejection as you are growing your business.



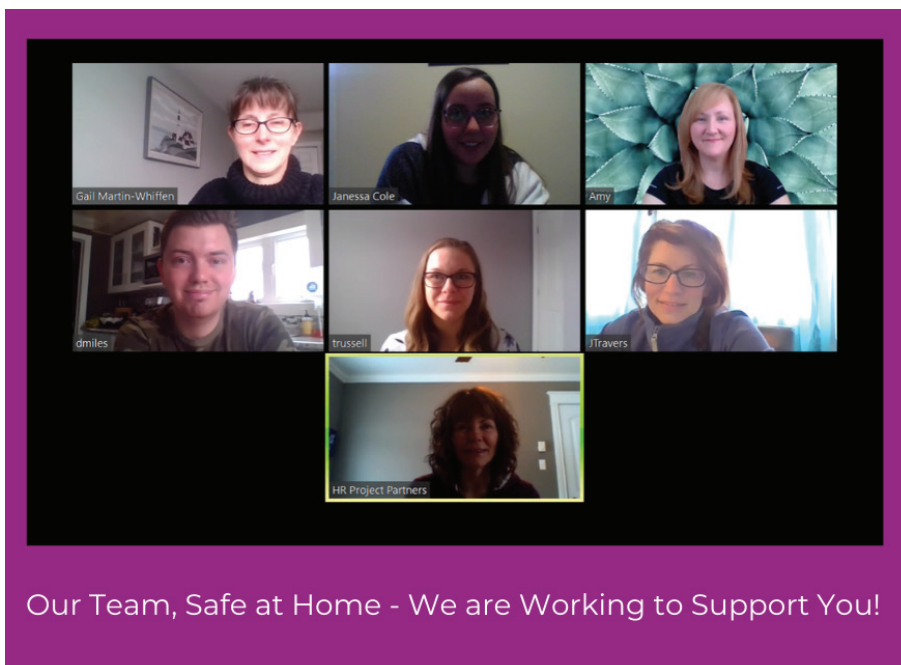
It takes time to build a business and that you cannot expect that success to happen overnight.

WORKING IN A POST-COVID WORLD

Working remotely by design and by chance

New tools give us options to work in new ways. Last year we spent time developing a robust work from home policy and creating the infrastructure to support it such as cell-phones and laptops. Clearly explained policies help employees work better. We complement those policies with clear and consistent communications regardless of where you work.

This worked well during the state of emergency in late January when we all worked from home. While a weather-related emergency situation is a short term event, the uncertainty of the emerging pandemic meant working remotely long term was a strong possibility. Our transition to our whole team working remotely for an extended period was smooth and uneventful. Because of our investment in their capacity, our staff were able to take what they needed to keep them working throughout the lock down.



Like the rest of the corporate world, Jacqui and her team found themselves working virtually and meeting over ZOOM to get daily work done.

As your business grows, you have to realize you cannot do everything yourself so you need to learn to let things go and trust the team you build around you. When you start out you are most likely doing everything, and when you hire a team to support you, you need to build the trust within them to take on things. I also learned that you need to hire strong people and surround yourself with individuals who are aligned with you.

What is the most important piece of advice you would give new entrepreneurs starting out in business?

A few pieces of advice I can provide is:

1. Don't let Fear stop you. Fear is our greatest enemy, it stops us from moving forward and making decisions, and following our dreams, so learn to keep FEAR in check.

2. Accept that it takes time to build and grow your business, you may not get instant success depending on the type of business, so accept this going into business. You need to have a lot of patience and resilience in being an entrepreneur. Don't take rejection personal but see it as an opportunity to learn and grow. Don't put making money as the only reason for going into business. It is so much more than just making money.
3. Seek out whatever resources are around you, such as organizations, free training and mentors that can support you. Keep an open mind, positive attitude and be willing to learn new things and accept help and advice from others.

the province and beyond. What is some advice you would give to locals when it comes to recruiting their own local hires?

The biggest advice I would give to companies recruiting for local hires would be to develop a simple, consistent process to follow for all recruitment initiatives. For example, create a job description template, advertise, screen all candidates, create a set of interview questions for each role and use them consistently for all candidates, etc. From there, it is important to follow a simple, consistent onboarding process.

Although it may take some time to create the process up front, recruitment will be much more streamlined and simpler going forward.

You recruit staff for businesses across When it comes to your business, you



Jacqui is a genuinely kind and giving person. She will do what she can to support others - whether it's in operating her business, or giving back to her communities. She has brought forward her personal values to her company, and has been an inspiration to her employees, especially when it comes to helping others. Through sponsorships and participation in volunteering, she has encouraged us to become involved in giving back to the communities that mean the most to HRPP.

Janessa Cole, HR Project Partners

Jacqui and Janessa Cole, of HR Project Partners, take part in the annual United Way & Ronald McDonald Ronald McDonald House Cookie Sale, one of several United Way activities the team actively takes part in each year.



Winning this award has reminded me of hard work and determination, keeping a positive attitude and practicing and living our values has paid off.

Jacqui Winter

made a decision from the very beginning that you wanted to make community involvement a core part of your values. Can you speak to the impact this decision has had on your business, and why you believe that giving back to the community is so to you?

Giving back to our communities that we live and operate in has been something that I have always been interested in and have done as a volunteer. I do have a social work background so people and giving are first nature to me. However, I always told myself that being an entrepreneur means that I get to make the decisions on what I want to donate whether in time or monetary contributions, and for me that is both powerful and rewarding (not having to seek anyone's approval for this). I also made a commitment to myself from the beginning – the more money my business makes, the more money I have to donate.

I have incorporated giving as a large part of our operations and our staff donate time to organizations. We have also chosen United Way of Newfoundland and Labrador (UWNL) as our primary charitable organization and our staff participate in an employee payroll deduction match program where HRPP will match all donations from them. I have also served on the UWNL Organization-

Board now for about 5 years and my current role is Chairperson, so we have donated staff time to support all HR initiatives for the organization. I truly believe in the gift of giving and instill that within the organization.

Never before has diversity been such an important issue in business and employer-employee relations, as it is today. You have made a point of ensuring HR Project Partners has a clear plan that supports diversity in the workplace. Do you have any tips that you might be able to offer other business owners who also want to have more diversity in their workplace?

Yes. First I would like to say that offering a respectful workplace to your team is critical. Part of this is being inclusive, practicing fairness and equity for all employees. It is essential if you don't already have a policy, to set clear expectations for all new and existing staff on how your company values employee diversity. This includes having the steps you will take to ensure your commitment to provide equity, equality and fairness to all within your employment.

HR Project Partner's expectations includes the principles of gender equity, diversity and inclusion and to ensure that all employees and job applicants are given equal opportunity, including

ensuring that our organization is representative of all individuals within society. Each employee will be respected, valued and able to perform optimally as a result.

I believe a diverse and inclusive workforce is most likely to understand the diverse perspectives, uniqueness and experiences within the organization. A diverse employee population presents a greater opportunity for creative and innovative solutions which allows for the delivery of exceptional client service

As this issue of Connections goes live, you have been named as one of 2020's Top 50 CEOs by Atlantic Business Magazine. That is a huge and well-deserved honour! What does this award mean to you?

This award to me is validation for all the work and support that has gone into making HR Project Partners the success that it is today. It has reminded me of hard work and determination, keeping a positive attitude and practicing and living our values has paid off. It makes me feel extremely proud of not what I have done but what my team has been able to do and what we have accomplished together. I have a vision for HRPP to continue to grow and I am totally assured that if you dream it and see it, then it can happen!■



BACK TO WORK

Establishing new routines and regaining (some) control after the longest March break in history!

Contributor: Shelley Hodge, Shelley Hodge Interiors Inc.

How is it we are talking about September and back to school routines when March was just a million years ago? I don't need to reiterate that 2020 has been the craziest year on record (with possibly the best summer! #staycationn!) Some of us are glad for September start to regain something that resembles normality.

Others are reevaluating how much of our newfound time we are willing to give away again on things and people that no longer serve us. However you have ridden through the COVID storm, we can all agree that every single one of us has been turned upside down by this global event and are looking to the future for some sense of control and normality. It's in our nature to be comforted by routine and organization. Even those of us who

resist it because life has the potential to become mundane (pointing all the fingers at myself!), every single one of us has some sort of routine in our daily lives that we adhere to. Wake up, bathroom, make coffee, unload the dishwasher and then plan your day. (Sound familiar?) We are programmed to establish routines and organize our lives in order to feel safe and in control. Now more than ever re-establishing those routines and getting our homes in order is important as we move into the last chapter of 2020.

Spring cleaning in the Fall

I've always felt like the good deep cleaning and organizing of your home should be done in the Fall instead of the Spring. Your kids are beginning a new school year and activities are starting up again. In some ways, I am

still semesterized too. There are so many new beginnings in September and I've always felt that the New Year should align with the new school year. (No more arriving at New Years Eve parties with pants under your dress because it's -40 would be amazing!)

Start the "new year" off on the right foot. Take a weekend this month and get some chores completed that you have been neglecting over the summer. Fix what needs fixing. Sell, donate or toss items that are causing unnecessary clutter and prep your space for all the cozy things that Fall will bring!

Dig out your Fall and Winter decor

Generally, we love new seasons (even if you are not really ready to let go of summer just yet). New seasons bring celebration and hope. Things to look

forward to that haven't been for a whole year! (I'm talking to you pumpkin spice lovers!) Start little-by-little putting out your chunky throws and Fall scented candles. Dig out and wash your flannel sheets and heavier duvets. Hang your Fall wreaths and prep your flower beds for Winter. Take time to enjoy the transition.

Set up a proper home office

If you haven't already carved out space for yourself to work from home, this is a must-do. Many of us are gradually going back to our places of work, but if the experts are right, companies will be taking a good hard look at expenses and some brick and mortar offices are predicted to go the way of the dinosaur. If you have a creative and comfortable place to work at home you will be ready and able to transition easily when the need arises. The key to an easy transition is to have a space that is your own free from household distractions. Setting up and tearing down your workspace every day because it's at your kitchen island is only adding to the stress of working from home.

Get your closet

Literally no better time to organize this part of your life than right now! Whether you have to go back into the workplace (what are dress pants?) or may have gained or lost a few pounds over the spring and summer and the possible downturn in the economy will necessitate donations to local second-hand stores such as the Salvation Army Thrift Store. Donate or toss clothing that no longer serves you! Life is too short to keep those jeans that you've been swearing you'll wear for the past five seasons. By the time you do, chances are they'll be out of style anyway. Get your sweaters and parkas dry cleaned in preparation for winter weather.

Make a different kind of list

We all have our to-do lists; some of us live by them (you all know that I love my lists!) But this Fall think about setting up a different kind of list. What were the things you enjoyed when you had nowhere else to be this Spring? Maybe you liked not having any extra obligations! Perhaps you enjoyed not rushing from



If you haven't already carved out space for yourself to work from home, this is a must-do.

extracurricular activity to another? Was your favourite part spending more time at home with the people you love without distraction? Be mindful and take time to evaluate how you want your household to operate going forward during this "new normal." Make new lists to remind yourself of what is really important and refer to your list if life begins to feel a little overwhelming. ■



About Shelley Hodge

Shelley, owner and lead Designer of Shelley Hodge Interiors Inc and Shelley Hodge Creative Studios is in the business of making good design accessible to everyone! She has been providing full-service project management on all her design projects, from the largest commercial design to the smallest residential colour consultation since 2004.

Her newly rebranded shelleyhodge.com now offers more ways to connect with followers through events, craft tutorials and weekly design advice on her lifestyle blog!

www.shelleyhodge.com





Your Employees Still Need Mid-year Reviews During COVID: Here's how to make them a success.

The Labrador West Chamber of Commerce

Most employees think of reviews as the sand in their bathing suit. Sure, it comes with a benefit (a day at the beach or, in this case, a great job) but it can be incredibly annoying. Add in a global pandemic and you may be thinking it's best to just skip them this year.

You couldn't be more wrong.

Skipping a mid-year review may add to your employees' feeling of disconnection. Now, more than ever, you need to ensure your employees feel a strong allegiance to your company and are well-positioned for continued success. Mid-year reviews help you accomplish both of these things and more.

This Is a Different Kind of Review

Before you get ahead of yourself and start hammering on issues of non-performance, envision these reviews from a growth and loyalty perspective. Your employees have a lot of things they're balancing right now from kids at home to concerns over elderly parents to worries over race relations or personal safety.

Keeping this in mind, this review is not about pointing out how they're not as effective of an employee as they were pre-COVID. Assuming the employee was a high performer before the epidemic, think of this time as you would a professional athlete recovering

after surgery. The first day back at physical therapy you wouldn't mention their lack of ability based on what they did prior to injury. You examine it as a growth opportunity and imagine how your support will help them get back to previous strength and potentially be better than before.

Yes, this review is different. It's about listening, guiding, connecting and growing.

Questions, Not Forms

Instead of the typical employee review and completion of the goals sheet, look to create opportunities for discussion by asking questions. To be successful in the future you need to understand how your

employees are faring during this time. It's an ideal opportunity for valuable exchange.

This review may closely resemble a personal, mini SWOT (strengths, weaknesses, obstacles, threats) analysis and that's okay. Look to open up lines of communication through talking about:

- The challenges they face(d). What was the most challenging? In the past, we would be looking for "professional life" answers. But with COVID on our doorsteps, personal and professional lives have bled into each other. Encourage employees to share whatever challenges they've had to overcome.

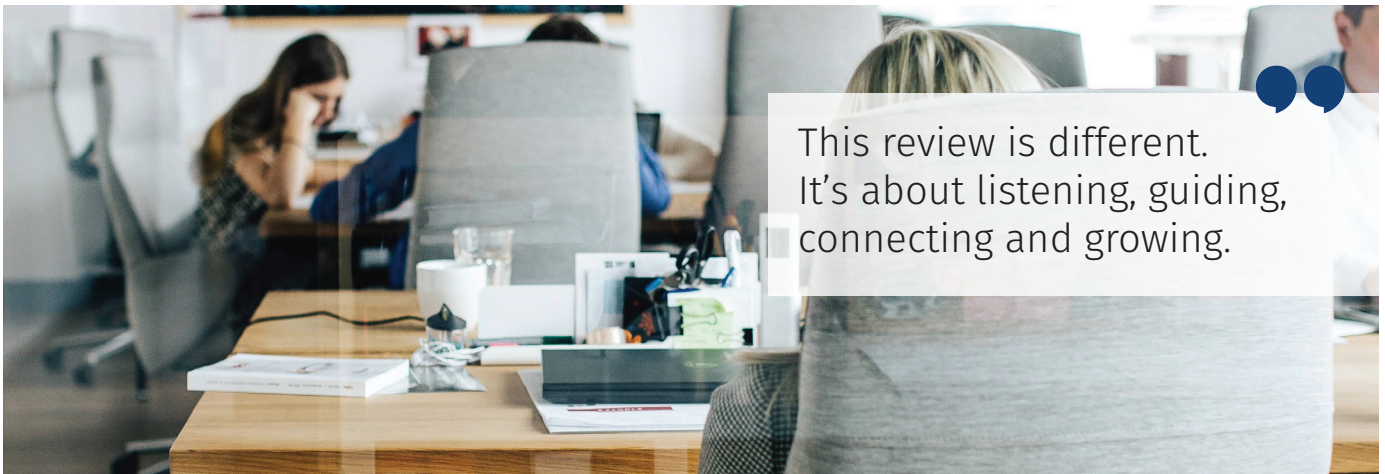
- Fears. What are they most afraid of?
- Triumphs. What have they accomplished during this time that has made them feel good and capable? (Yes, making it through virtual school math with their child counts.)
- What they need you to know. Ask them if there's anything you should know about them or their lives. Sometimes employees want to share but opening up in a virtual meeting may be difficult. Give them an invitation to explain what they're going through. Offer support and help where you can. Share some of your own struggles.

You may be wondering about the business value behind this type of

review. If all the things your employees talk about are personal, how can that help your business?

In the same way that posting pictures of your pet on social media gets some of your largest likes, shares, and comments. The business is comprised of people. When you take the time to connect with them on a personal level and recognize what may be impeding their success or what is behind it, you'll both have a greater appreciation for the other.

This type of review helps build a company's culture and improve loyalty. Both very important factors in your business' future success. ■



Stronger together.



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Contact us to join:

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Tobin's Convenience is owned and operated by family team Brenda Tobin and partner, Ed Dyke, along with her son, Trevor Tobin and his partner, Krissy Howell.

a variety of goods for the best price possible.

Tobin's Convenience is a pioneer. 100% dedicated to any business venture she takes on, Brenda believes you need to be hands on to build a successful business, and future looking to make it sustainable. Brenda says one of the reasons Tobin's Convenience has been so successful is its incredible staff. "We have amazing staff who we treat like family. We have staff who have been with us since Day 1, on May 14, 2015, which speaks volumes!" says Brenda

Treating staff well doesn't just mean remembering birthdays or celebrating milestones; Tobin's offer staff full benefits – something unheard of in most retail businesses.

Taking care of staff is only a part of Tobin's success. Brenda learned early on that the customer comes first - to treat customers with respect, loyalty and give them what they ask for.

FAMILY MATTERS

Tobin's Convenience

For the owners of Tobin's Convenience, business is personal. Built on the experience of three generations of retail pioneers, mother and son team, Brenda and Trevor Tobin have built a reputation as one of the region's most innovative businesses.

You can say sales is in Brenda Tobin's blood.

From a very young age, Brenda learned the ropes working in her mother and father's convenience store in Codroy Valley. As she got older, she ventured into her own sales jobs, selling Regal, Avon, Amway, and anything she could buy at wholesale to resell. By the time she was an adult, Brenda's entrepreneurial spirit was in full swing, and she spent the next 20 years owning and operating a number

of businesses in the region, including a craft shop, a caribou processing plant and a convenience store. This eventually led to opening what is today, Tobin's Convenience, which she opened with her son, Trevor, in 2015.

When the duo opened Tobin's convenience, it was in response to a need for a new, fresh, fully stocked store, similar to stores found in larger centres. They wanted to create a welcoming place for people of all ages, and providing



Bert's Confectionery, Brenda's parent's convenience store in Codroy Valley, NL.

Running the business alongside his mother, Trevor Tobin shares his mother's entrepreneurial spirit and drive. Like his mother, Trevor grew up surrounded by business, and showed initiative going door to door cutting Grass for anyone willing to pay a few dollars. He delivered fast food, and yes, he worked in his parents Caribou processing plant and Convenience Store.

Keeping in the family tradition, Trevor hopes that one day his own children will become the fourth generation of entrepreneurs in the family.

Brenda and Trevor's innovative approach to business, and their focus on giving customers what they want, has made Tobin's a pioneer in the Region. In October 2018, they branched out and opened another business, High North, and became the only retailer in Labrador

to receive a license to sell recreational marijuana. The company also became the home of Labrador's first and only bitcoin ATM, meaning customers can shop using the cryptocurrency.

"Why not be the first to jump on board and do it?" said Trevor "We're not afraid of any challenges... any other opportunity that arises, we'll be going after it."

Today, all of the Tobin's businesses are owned together between Brenda and her partner Ed, alongside Trevor and his partner, Krissy.

Giving back to the community is one of the pillars the Tobin's business foundation is built on. Since opening in 2015, they have given over \$10,000.00 to various organizations/groups, including Hope Haven Women's Shelter,



We are very proud to have been awarded for having the best soft serve in all of Newfoundland Labrador, by Downhomer Magazine.

That is amazing!

Brenda Tobin

the Lions Club, and Girl Guides and Boy Scouts of Canada. Frequent recipients include all local schools and the local food bank.

With a business as innovative as Tobin's, we can't help but wonder what's next for the family? "We have some new things coming down the pike, but as to what they are, you'll just have to wait and see!" ■

Like what you see? CONNECTIONS is published quarterly.

If you would like to contribute an article, have your business featured, or advertise with us, contact the Chamber office at info@labradorwestchamber.com

DEADLINE FOR AD AND CONTENT SUBMISSIONS
FOR THE HOLIDAY/WINTER ISSUE IS
OCTOBER 15

LABRADOR WEST
CHAMBER OF COMMERCE



A photograph of a desk with a laptop, a vase of flowers, and a water bottle. The vase contains a mix of purple and white flowers. The laptop is silver and has the Apple logo. The water bottle is clear with a green lid. The background is slightly blurred, showing a person's arm and shoulder.

7 REASONS

SOLOPRENEURS NEED A CHAMBER MEMBERSHIP

If you're a solopreneur, you're likely putting in some long hours building your business. Anything that helps you be more productive for little money is a necessary investment for you at this point. You may have thought briefly about the chamber and then decided against it because when you think of older people standing around talking about business, you probably figured it wasn't for you. It's not how business gets done nowadays. But the chamber offers a lot more than what you imagined and a lot of it can help you build a strong business in a much less time than going it on your own.

Your Local Chamber Has Evolved

It's not the 1950s anymore. Chambers do a lot more than ribbon cuttings and host two-drink networking functions. They offer advanced programming, mentoring, business matchmaking services, social media resources, valuable content, trips, and member discounts. If you have an antiquated view of the chamber offerings, it's time you reacquaint yourself with today's chamber. Here at the Lab West Chamber, this Fall we are diving into podcasting, digital eMagazines, webinars and so much more...

Networking Opportunities

Yes, they still have plenty of networking opportunities but a lot of these events have become more niche focused. Some chambers have CEO-only groups, young professionals, women-in-business networking, mastermind groups, leads groups,

industry-specific networking, and other different kinds of networking opportunities to ensure you find something that fits your tastes and business needs. These niche groups mean a lot more value to you and a lot less standing around with people who can't help you grow your business.

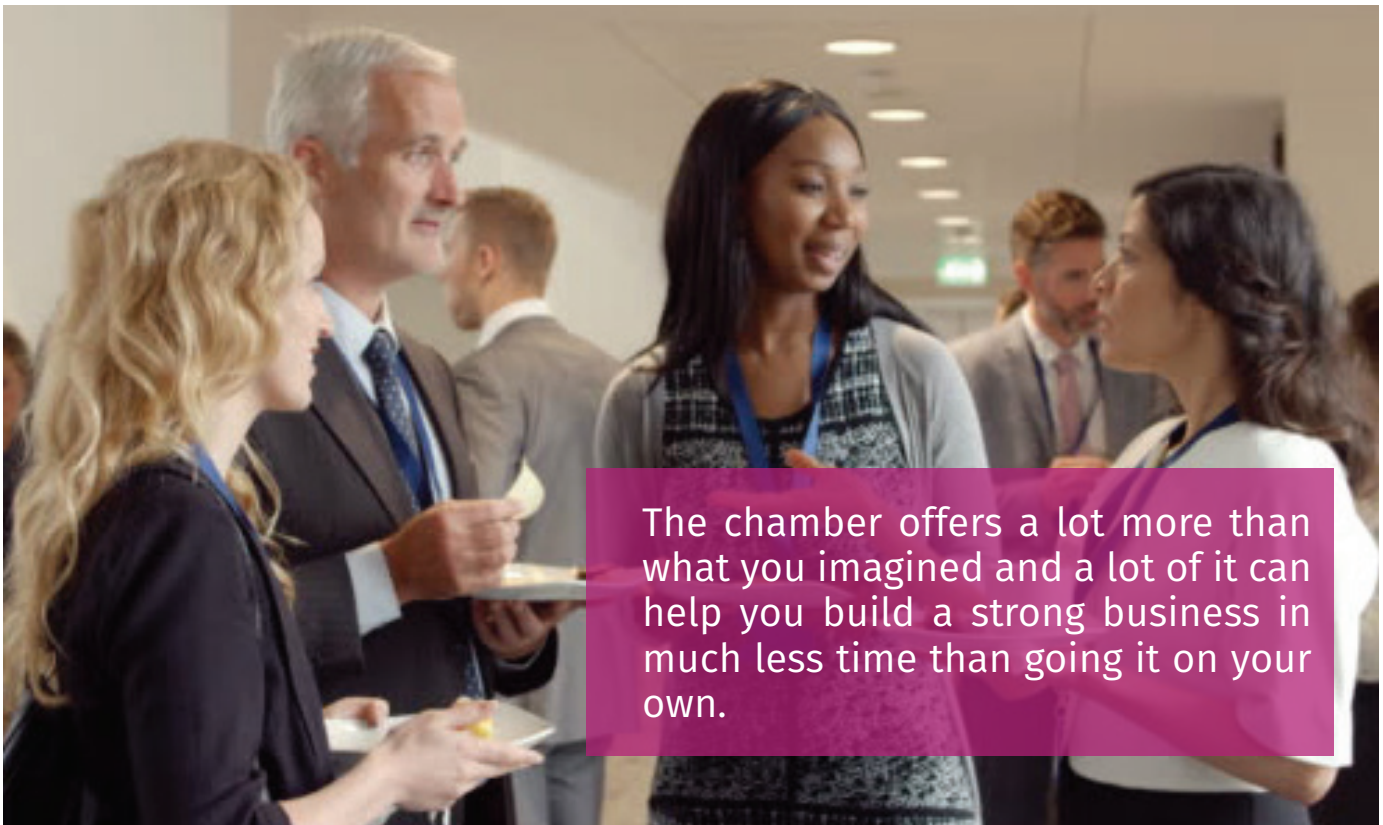
Low-cost Classes

The chamber may offer low-cost classes in areas of interest to you such as how to start a business or social media 101. Often, they're offered around a business person's schedule like over lunch or during breakfast. They may even have an after-hours learning session. Now-a-days virtual zoom sessions, webinars and online events are the normal!

These digital events may be free with membership or deeply discounted. Many times, the presenter is a local expert. Sometimes the chamber may host larger names for special occasions. If your local chamber doesn't offer these types of learning opportunities, they can still tell you where you can find the information you want locally, which is a lot more reliable than "trying" something online from someone you don't know for several hundred dollars.

Meeting Space

Many solopreneurs operate on a shoestring budget, at least initially. They don't rent out office space or buy/rent copiers. When a client wants to meet or someone wants to do a conference call and your noisy dog or home by the railroad



The chamber offers a lot more than what you imagined and a lot of it can help you build a strong business in much less time than going it on your own.

tracks doesn't give you the peace you need, you suddenly wish you had rented that office space.

Fear not

Your local chamber can come to the rescue. Some chambers offer space in their offices to members for just these needs. Book a conference room. Assemble a mailer on their large table. Conduct an interview without concern that your children or spouse will run into the room. Some chambers also operate as business incubators that bring together entrepreneurs in shared workspaces. The Labrador North Chamber of Commerce, for example, has a beautiful boardroom available for rent!

New Ideas

Life as a solopreneur can be extremely liberating. No answering to the man because you are the man (or woman). But that comes with a downside too. When you're the only one making every decision, you are also the only one whose ideas are being heard. This means you can be very agile but it limits your perspective.

The chamber can help increase the depth of your perspective because they're not only giving you advice from their business experience, they're sharing everything they've seen in the community over the years they've been there.

Affinity Programs and Member-To-Member Discounts

As a member of the chamber you gain access to many benefit

programs that can save you or your organization money. You can recover the cost of your membership many times over just by taking advantage of these money and time saving benefits from Chamber Affinity Programs and Member-To-Member Discounts. If your business ships or receives products, with Affinity programs such as Flagship, you can save a money on courier fees if you are chamber member!

A Tax Deduction

Membership is likely tax deductible and you'll need plenty of them, especially if your business is predominantly online and start-up costs are small.

Membership in the chamber has changed a lot since your childhood. They're more than just the people with the huge scissors. As you design the future of your business, why not seek the help of a partner that you won't have to give stock options or an ownership stake to? Their only desire is to see you succeed. ■

Find out how you can become a member of the Labrador West Chamber of Commerce today. Visit www.labradorwestchamber.com/membership

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9 MARKETING TIPS FOR THE NEW “NORMAL”

Are you tired of the words “new normal” yet?

If you're like most business owners, you probably are. But whether we recognize it as a new shift in how we do business or a temporary tack we take to survive the current economic storm, the point is how you do business has to change if you want to continue to connect to your audience.

9 Ways You Should Change How You're Marketing During and After COVID

Give up One-size-fits-all for Good

Customizing your approach to your target market has never been more important than during COVID-19. People want to hear from you and they want to feel like you understand them. But if you're sending out a generic marketing message to everyone they're not going to feel that.

Get Social

This is a fantastic time to increase your social media presence and begin having (more) conversations. A lot of people are struggling right now. Providing inspiration as well as commenting on their posts will make them feel good. That's a way to make a big impression on your audience.

That doesn't mean you need to comment hours on end. Pick a small group of people who are active on social media and

engage them in conversation. Start there then expand. Good people to consider conversing with are your most loyal customers or industry influencers.

Not sure where to start? Look for local groups that you can become a part of. Be careful to follow posting guidelines and be helpful, not salesy. Provide information to people and plug other businesses (not in competition with you). They'll likely do the same.

Focus on What You're Doing for Safety and Convenience

It's very important if you're changing anything for safety or convenience that you market what you're doing. Otherwise, your audience won't know. If you changed how you're doing business to make it easier for people to buy from you, communicate that as well.

Look for Kinks in the Customer Experience

Many businesses have changed how they do business. Some are doing curbside pickups or making customers wait in the car until the business is ready for them. Think about how those things have changed the customer experience and how you can alleviate any inconveniences. For instance, if you require customers to call you when they are outside your business, consider putting up a sign in the parking lot with your phone number. It sounds like just another expense but for the customer who pulls in and then has to look up your phone number, it's very helpful. The sign is also a branding opportunity for you. Encourage your customer to connect with you.

Provide Reassurance

Whether you feel it or not, spreading a good message that helps people feel reassured and cared for every time they read your content will help you stand out in the market. There is a lot of doom and gloom out there. Don't be a part of it.

Move Your Brand Online

Just as this is the ideal time to increase your social media conversations, it's also a great time to work on your online branding and user experience. Revamp your website, rework your content, and look for ways you can improve the online buying experience. If you don't currently sell online, you should consider it.

Teach Online

Is there some knowledge you possess that can help your customers? It could be product or industry related or you could have a conversation on how to make a buying decision for your product or service. Hosting webinars or an e-learning class is a great way to get out in front of your audience and provide value at the same time.

Share Your Hobbies

A lot of people are feeling disconnected with COVID. Consider creating a podcast or video meeting once a month (or more frequently if it works for your audience) to discuss or teach a favorite hobby of yours. You might be surprised how many people respond to seeing a different side of you.

Your hobby needn't be associated with your business. The point here is to create a connection. You may want to consider

bringing other people who enjoy the hobby onto your "show" for added entertainment.

Some businesses have created a virtual happy hour, for instance, where they talk about how to make artisanal cocktails with a new cocktail featured each episode and you could do something like that even if you're not in the hospitality industry. Check out the Association of New Canadians new cooking show on YouTube! The point here is to show your passion to your audience and connect with those who share the same.

Infuse Your Communications with Empathy

Now is not the time to showcase a cold, impartial corporate image. Instead, look for ways you can show empathy to your clients or customers and share your humanity. Consumers want to do business with people they know, like, and trust. Empathy helps with all of those.

Some businesses have changed the types of things they sell or services they offer. Maybe your business is doing fine during COVID. Whether you've been wildly successful, or you had to pivot your offerings, changing your marketing to reflect the changes in business is essential and will make you much more successful in the future.

While none of us wanted a disruption like this one, ultimately the changes that are occurring could have benefits. They may end up helping businesses apply better focus on the needs of their customers, increasing loyalty, and creating a win for businesses, employees, and customers. ■

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30 WAYS

TO DRUM UP WORK WHEN IT'S SLOW

Nearly all businesses experience the cyclical doldrums.

For many business owners, that typical slow down comes around the end of January or February when the weather is bad and no one wants to go out. This past year, with the global impact of COVID-19, we learned that the unexpected can cause unforeseen slowdowns in business, leaving us with a period that can be stressful. However, such slowdowns can also be seen as opportunities to expand marketing and business development tactics to help grow our businesses and reach new customers.

Regardless of when your slow time is, it's never a good time for the small business owner, no matter how predictable. Here are several ideas to increase sales during your traditionally slow times:

1. Offer a publicized giveaway or special purchase that is so good it will bring people in.
2. Use social media to create targeted ads to your ideal customers.
3. Offer a virtual class or tutorial session.
4. Revamp your website.
5. Concentrate on improving your SEO (search engine optimization). There are tons of tips on the Internet on how to do this even if you're not an SEO expert.
6. Work on your Google My Business listing.
7. Experiment with using AdWords more heavily.
8. Partner with another business to provide referrals to one another. *Collab Collab Collab!*
9. Work with your Chamber or Main Street Association to create an event that will bring foot traffic to your area (respecting regulations of course)!
10. Join your Chamber of Commerce and attend networking events, utilize their advertising opportunities, become a sponsor, or volunteer.
11. Contact organizations that your ideal customer may be in.
12. Sponsor a local ball team or PTA.
13. Take out an ad in a sports, festival, play, or graduation program.
14. Get out of the office/business and talk to people. Hand out brochures, coupons, or business cards with samples.
15. Speak in front of a group about a topic you're an expert in.
16. Start a blog or, if you already have one, look for opportunities to guest blog on blogs that appeal to your ideal audience. Do the same for podcasts.
17. Reconnect with former clients and customers to see if their needs have changed. Offer them an incentive to come back. Ask for those referrals!
18. Send a special customer appreciation email to your customers. Offer them something to make an additional purchase or to upgrade by a certain time. Send a postcard with a promo code for their next website purchase!
19. Run a social media contest.
20. Start a newsletter or eMagazine.
21. Start an email nurturing campaign and reach out to customers periodically with something they could use.
22. Request reviews from past customers on popular review sites and publish excerpts on your website.



- 23.** Poll customers to find out what they most want or need help with.
- 24.** Consider a new product line or service. Do the research when it's slow.
- 25.** Get to know your neighbor businesses and who their ideal customers are. If you know someone is in the market for something they offer, make the referral or introduction. Business Karma is a powerful thing and you have to give to get.
- 26.** Host a webinar!
- 27.** Think of the time of year that's slowest and create an event or content around it. For instance, if spring break falls during your slow time think about how you might market to spring breakers. What do you have that might be appealing to people visiting or people going on spring break and leaving your area? Things like a spring break checklist or ads targeted at this group are very effective. Recognize a need and fill it.
- 28.** Unveil something. Whether it's a secret recipe, a secret to success, or some other thing people would be interested in. Making a big dramatic impression can get a lot of people talking about you.
- 29.** Create a special one-day or flash sale that is only marketed over social media. Make it a bit of a secret entry idea (like the old speakeasies, but not illegal). That will give people reason to talk about it!
- 30.** Connect with top employers in your area to find out how you may be of service to their employees. The company may give Christmas gift certificates and your business could get on that list or they may have a direct need for your business. ■

Key Takeaways

Minimize the slow time in your business.

While we all have them, there's no reason to simply wait for the customers to come back. Take an active approach with these ideas to evening out the highs and lows of your business.

You'll be more successful and less stressed.

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MARKETING 101

How to Get More ROI from **Social Media**

A careful approach to social media for your business can mean the difference between meaningful engagement and being lost in the crowd.

When business owners complain that their social media efforts aren't paying off and they just aren't seeing a return in their investment of time, it's usually because they're using the Jackson Pollack approach to social. They're simply "flinging" paint on a canvas. There's no goal behind what they're doing. It's random. That approach may create beautiful art, but it rarely works for business.

Being on social media isn't enough just as you don't become a professional ball player just by walking into a stadium. There's hard work involved and there are things you need to do to set the foundation for using social media efficiently in your business.

Stop wasting time and start seeing a return on investment in social media by using these tips.

How to Accomplish Your Business Goals on Social Media

Whether you are brand new to social media for business or you've been doing it for a while and you're just not seeing the results you want, changing these simple things can mean a much larger return on investment for you.

1. Don't waste your time on sites just because they are the popular ones. Instead, figure out the social media sites your ideal audience uses most and be present on those.

2. Create a social media mission statement. What are you doing on social media for your business? Why are you there? Are you helping customers make an educated buying decision? Are you looking to differentiate yourself in the marketplace? Or is your goal something like establishing a fun culture so that you become an employer of choice? Whatever your goal is for your social media interactions, create a statement that illustrates this and can be clearly conveyed to your staff. Then it will be easy to differentiate a good post from a lackluster one by asking "*does this bring me closer to my goal?*"

3. Learn by what competitors are doing. You should know what your local and global competition are doing on social media. It's also a good idea to watch brands outside of your industry to see if you can apply anything they're doing to improve your business and social media work.

4. Prepare for a marathon. Recently I saw an interview with motivational speaker and author Simon Sinek, in which he talked about the daily little things that make people fall in love with you. There's not a moment in time where someone can definitively say this was what made me fall for that person. It's a cumulative effect. The same is true of social media for business. It's all of the little interactions and conversations you have with people that will begin to mean something to them. It generally won't be just one blog post (even if it starts that way). One awesome blog post might catch their eye but it won't win them over through the end of time. You will make constant investments in the relationship and posting good content consistently will help build that *loyalty factor*.

5. Create a strategy around how you will reach people. You may post great content but if nobody sees it you won't get shares and likes. There are a number of ways you can reach people. You can pay to do it directly on social media sites by running ads, you can exchange favors with friends and encourage your staff to share your content, you can introduce yourself to

industry influencers who may share your content, and you can produce content for other bloggers, associations, convention and visitors bureaus, and other organizations that can get you in front of your ideal customer. You need people to share your content so create a strategy around how you will ensure people see it first.

Stop wasting time and start seeing a return on investment in social media.

If you simply spend time on social media thinking just posting good content will get you a huge audience, you're betting your business future on winning the lottery. First, you need to build a strong foundation and plan behind how you will best use your time in the most efficient manner. When you do this, your social media spend from a resource and time perspective will start to show a lot more return on your investment. ■

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Your best defense against uncertainty? Cash flow management.

Contributor: Angie Brown, Grant Thornton

Need a road map to get you through uncertain times?
Managing your cash flow is the key.

If you're finding it difficult to see the path forward right now, you're not alone. Facing unprecedented uncertainty, many business owners are plagued with more questions than answers—and a large proportion are wondering if they're adequately positioned to weather COVID-19.

Fortunately, there are steps you can take to put your mind at ease, overcome today's unique challenges and seize new business opportunities. The first and most important is to revisit your approach to cash flow management.

Why is cash flow management important?

A structured approach to cash flow management allows you to make informed decisions—full stop. After all, government support, postponed payments and increasing your line of credit can only carry your business so far.

Performing a cash flow analysis and responding to the results of that analysis is key to navigating through uncertain times. But if you've never faced a liquidity crunch before, getting started can be a little daunting.

It doesn't have to be. At its core, a strong cash flow management approach involves three simple steps:

Step 1: Forecast your cash flows

There are countless tools available to help with forecasting, so if you're in doubt, a quick call to your advisor can set you on the right track. From there, try to map out what cash you expect to come in (in a specific week or month) against what is going out. Then, once that period has passed, look back and

see what you missed so you can make changes to your future forecasts. Remember: Information is power. If you know exactly what is coming in, you can make better decisions about the money going out.

Step 2: Consider different scenarios

Run your forecasts under different scenarios—for instance, see what your cash flow looks like if your payments drop by 25 percent, or if you lose access to government support programs. This will help you gauge how much wiggle room you have and when immediate changes are necessary. It might also help you plan for a future closure, reduced productivity or additional capacity restrictions.

Step 3: Honour your existing obligations

Today, lenders are looking for open, honest and transparent communication. Don't hold back on your cash flow forecast because you are afraid it might be wrong. Make your best attempt at the forecast and communicate that you are still fine-tuning the process. Lenders understand that everyone is facing challenges—what they don't like are surprises.

How to extend your cash flow.

With a better view of your cash flow picture, it will become easier to identify challenges before they arise and adjust course accordingly. Sometimes, however, this course-correction may involve an injection of cash.

Believe it or not, you might have more cash at your fingertips than you realize. Something as simple as filing your returns or remittances early, rather than waiting until the deadline, can allow you to put

your refund in the bank much quicker (if you're eligible for one). Or perhaps it's time to accelerate your invoicing processes and respond faster to unpaid receivables. Additionally, your lenders and suppliers may have programs in place to help cash-strapped customers. And in the era of COVID-19, government support programs are evolving quickly so it's worthwhile to revisit those programs periodically.

Reach out for help.

While times are uncertain right now, one universal truth continues to hold true: Cash is king. Understanding how much you have, how much you spend and asking for help when you need it is key to weathering this storm. ■

About Angie Brown

Angie Brown (CPA, CA, CIA) is a leading business advisor with Grant Thornton LLP in St. John's. She is an agile professional with over a decade of accounting and corporate finance experience. Angie creates value for her clients through business planning, financial modeling, buying and selling businesses, feasibility analysis and cash flow management. Whether you're just getting started, expanding a current opportunity or selling your business interest, Angie and her team have the expertise to help you navigate through all levels of change.

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HOT TOPICS

Media Coverage. Labrador Mourning

The changing news landscape means fading media outlets and news coverage for Labrador West.

By **Éric Cyr**

Labrador West stands out for its absence in today's media landscape.

This was not always the case, however. This region, now neglected, was very much in the news at a certain time not so distant. Nowadays, if you don't exist on the Internet, on social media or on television, you just don't exist and your influence is minimal so Labrador West is vanishing.

Founded in 1970, a local print newspaper, The Aurora, covered news from Labrador City and Wabush, and you can check archival editions of this publication at the Labrador City Public Library. Canadian Broadcasting Corporation (CBC), the public broadcaster, also had an office in town at this time that could rely on several journalists until only one remained, Mike Power, who eventually retired after a busy career and who has not been replaced. The CBC office, then located in the Labrador Mall in Labrador City, closed its doors and the equipment was moved to Happy-Valley Goose-Bay which would unfortunately become CBC's only base in Labrador, yet a vast territory that deserves much better. Oh, there are sometimes a few reporters who deign to travel to Labrador West by Highway 500, but the distance is great

and most prefer to cover the news by phone, getting pictures by email or on social media and the Internet. Obviously, this cannot adequately and effectively reflect the reality on the ground. CBC's French twin, Radio-Canada in Sept-Îles, also talks once in a while about Labrador West specially when there is a big news in the mining industry but that is not often.

Later, an influential competitor was making his mark in colour print for nearly a decade, 53 North magazine's motto was "Fast Fresh, Relevant." The independent publication written, designed and printed in Labrador by Big Land Publishing Inc. with the production and editorial office located on Avalon dr. in Labrador City, published weekly news and features and had even launched Voices of Labrador, a monthly colour publication in November 2006. The company that used contributing writers and freelancers, including myself, was a family initiative of the late owner and editor-in-chief Ngaire Genge, who was also photo editor and took care of production, design and layout and who made a point of covering the majority of economic, social events, cultural and sporting activities of Labrador West including Churchill Falls and even as

far as the neighboring town of Fermont in Quebec. Sadly, the local magazine ceased its activities. The Aurora newspaper, whose glow had shone for many years and which was no longer a shadow of itself was also bought by a media group, SaltWire Network, who renamed it The Labrador Voice but with only voice the last name. What voice is really left for Labrador West? If you speak French you can still read the only French language newspaper in Newfoundland and Labrador, Le Gaboteur, which occasionally covers certain local topics or Le Trait d'union du Nord newspaper in Fermont, Quebec, which deals with matters of importance in the area.

If you get up early, there is a CBC radio show that also proposes podcasts that broadcasts from Happy-Valley-Goose-Bay which offers some Labrador West coverage every weekday from 6:00 to 8:30 am, Labrador Morning, with host Janice Goudie. As for TV coverage there is the Cain's Quest edition every two years...

Éric Cyr

Editor in chief for Le Trait d'union du Nord and freelance journalist for Le Gaboteur

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October 2020

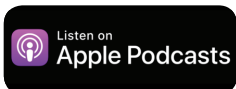


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TIPS FOR WORKING FROM HOME

Contributor: Kathy-Lynn Shaw, Kinetic Life Solutions Ltd.

COVID-19 has certainly changed the way we work, including where we work. With many people working from home since the pandemic started and continuing to work from home today, here are some tips to keep you comfortable and injury free:

1. Chair – while an office chair with adjustability, low back support and proper armrests is recommended, we do not always have that luxury when working from home. If you are using a regular four-legged chair such as a kitchen chair considering placing a pillow or folded towels on the seat to provide more cushion and to place you higher at the table. A rolled-up towel or round pillow can also be added to the back of the chair and placed in the small of your back for more support to the low back. Just be careful the towel or pillow is not too thick.

2. Foot support – if you find you are placing your feet on the legs of your chair or the table you are using, you may need some additional leg support. You should not let your feet dangle as it places too much stress again on the back and lower body. Using books, boxes, binders, packages of paper, or small containers that support your leg weight will work. Just remember that

when you sit, your knees should not be higher than your hips! It places too much stress on the low back.

3. Many people working from home use a laptop which makes it difficult to set up the keyboard and the monitor properly. Consider using a separate mouse and keyboard or a separate monitor with your laptop. This will allow you to place the mouse and keyboard on a hard surface and raise the monitor higher using books or a table top ironing board, so your neck is in a neutral position. The top of your screen should be about the same level as your seated eye height.

4. A general rule of thumb when you are sitting and performing work is the 90-90-90 rule. Hips, elbows, knees, and ankles should be around 90 degrees to minimize stress on the joints.

Remember when working from home, not all of us can avail of the equipment and tools that we have in an office, so more frequent breaks may be needed. Microbreaks (or short breaks that can be 1-2 minutes) can help to decrease stress on the body. Consider performing some stretches, stepping outside for some fresh air, or just standing up and moving around. These will help increase circulation and blood flow, reduce fatigue and help you focus on tasks at hand.

Keep in mind that kitchen tables and chairs, coffee tables, recliners, and beds are not the same as office furniture! Break often, stretch, move around, and drink lots of water. Although working from home is not always ideal, the tips provided can help you be more comfortable, productive and safe in these difficult times.



Kathy-Lynn Shaw is a Canadian Certified Professional Ergonomist, Registered Kinesiologist, and Owner of Kinetic Life Solutions Ltd. in Labrador City. For any additional information on ergonomics or occupational health please contact her at kathylynn@kineticlife.ca or call 709-288-0123.



PROTECT YOUR WRISTS

Palm Supports – maintaining a neutral position of the wrists will help to mitigate injuries and placing your hands on hard surfaces should be avoided when using your keyboard and mouse. A support should be placed on the lower part of the palm and not directly on the wrists to assist with proper wrist position. If you do not have access to palm supports when working from home, try rolling up a hand towel or cut a pool noodle in half and place it in front of the keyboard and mouse.



TO SIT OR TO STAND

Standing Desk – changing positions from sitting to standing is a great way to minimize fatigue from prolonged postures. There are lots of items around the house that can serve as a standing work area such as a kitchen counter, pub table, high dresser or even an ironing board. Just remember that additional books or boxes will have to be added to ensure your monitor height is at your standing eye height. Also consider using a bath mat or kitchen mat to stand on to reduce strain on the low back and legs.

Whether you're purchasing a home for the first time, taking out equity from your home for investment or pleasure, or your current mortgage is simply up for renewal, it's important that you are making an educated buying decision with professional unbiased advice.

Refinancing your mortgage can be a great way to leverage equity in your home to balance debt, do renovations or to support kids going off to college. You worked hard for that equity. Maybe it's time you make that equity work for you. Through refinancing, you can tap into 80% of the value of your home, as long as you can qualify under the current mortgage rules.

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A portrait of Danielle King, a woman with long brown hair, wearing a bright pink blazer over a white top and a pearl necklace. She is smiling and has her arms crossed.

Danielle King

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www.danielleking.ca

danielleking@dominionlending.ca

A circular badge with a blue background and a white border. At the top is a gold icon of a classical building with columns. Below it, the text 'SALES ACHIEVEMENT' is written in white, followed by 'AWARD' in a smaller font. A yellow horizontal bar contains the year '2019' in blue. At the bottom is a white star.

SALES ACHIEVEMENT

AWARD

2019

The logo for Dominion Lending Centres, featuring a gold icon of a classical building with columns.

DOMINION LENDING
CENTRES

Dominion Lending Centres Mortgage Shop
800 Route 500, Labrador City, NL , A2V 2K7
Independently Owned & Operated

HR support to grow your business

After a 25-year career as an employee for other companies, Jacqui Winter stepped out on her own in 2013 as a direct contractor under her own business name. By 2015, Jacqui had realigned her business into a professional services firm and renamed it to the brand it is known as today - HR Project Partners (HRPP). She understands the work it takes to get your business off the ground and that there are many challenges and risks associated with making the decision to start a business.

Over the past six years, it has taken a tremendous amount of hard work, perseverance, resilience, teamwork, and dedication to client service for HRPP to be where it is today. Despite an initial slowdown in the industry, HRPP remained focused on its clients in the mining sector. Developing those relationships and building a portfolio has led to serving several of the industry's major players along with clientele in engineering, construction, oil and gas, as well as small-medium sized businesses and projects that are in start-up phase.

A Growing Team to Offer More

What started as a two-person team has now grown to a team of seven inhouse staff and 30-plus employees who are working at HRPP client locations. To better serve its clients, it also opened a branch office in Labrador City.

HRPP is committed to offering high quality HR consulting and recruitment services to assist companies in reaching their goals. It is their mission to uncomplicate HR issues, and deliver the best possible HR services and solutions to make businesses run smoothly.

The value of HR Support to a Business

No matter what size your business, whether you are just starting or have been in business for years, implementing good HR practices, from employment agreements to policies, is an integral part to ensuring business success. Having a solid HR resource in your company or engaging a reputable firm to support your business on an as-needed basis can save you time and money. From recruiting the right personnel to outlining their compensation and benefits in an agreement, these are the steps you need to consider.

As one of our valued clients, Andrew Sinclair, Founder and CEO, trajectorE stated: "HR Project Partners has worked with our company for a few years now. They have always gone above and beyond our expectations. HRPP has become a trusted partner with us and is always prompt in their responses and confident in helping us with our recruitment needs, as well as being a valuable resource when we need assistance with issues in the field of Human Resources and compliance. When we need an immediate response to an issue, they will go out of their way to contact us immediately to resolve our issue. We appreciate their commitment and look forward to this partnership in the future."

Services Offered

HRPP is your full-service HR provider offering a suite of HR services all across Canada, including, recruitment, provision of contract personnel, policy and procedure development, background checking, proposal support, and on demand HR Consulting.

HRPP is proud to be a growing business, and proud of its commitment to professional, quality client service.



Jacqui Winter, President

Cell 709-699-0294 | Office 709-221-8800 ext. 1

Jacqui@HRProject.ca | www.HRProject.ca

SMALL BUSINESS BOOKKEEPING TIPS

Find out some simple ways to stay on top of your company's finances, and be ready when tax time rolls around.

Contributed by: Clarified Accounting

As a small business owner, you've got to wear a closet full of different hats, and we aren't talking about the latest headwear fashion. You are your company's marketing team, customer service department, ownership board, and public relations office. It's the price you pay for calling yourself an entrepreneur. There's also another role that you get to play: the accountant. Yes, you've got to pay your dues, and it isn't just a once-a-year task.

Keeping your books straight is one of the most difficult tasks for new entrepreneurs. Here are a few basic bookkeeping tips for beginners (and even non-beginners). Want to make your deadlines and avoid penalties? Follow these closely.

Set up a business account and separate your expenses

We live in an age where Canadian startups are raising over \$700 million dollars from outside investors, a boom of companies started in the proverbial basement or bedroom with little more than a week's paycheck to get off the ground. It's a fascinating time for business, whether you've started your company by bootstrapping, angel investors, or opened a traditional store by the side of the road. For all these scenarios, it is strongly recommended to open a separate business account.

This will give you a clear idea of what is coming in and out of your company and aid tremendously in your bookkeeping.

Use basic software from the beginning

You may think you can handle it all in an Excel spreadsheet. Trust us when we say you should take advantage of technology. Automating tasks will save you hours each week and help protect yourself from human error. Perhaps the biggest benefit to software is that you'll be able to see everything in front of you: which invoices are due or past due, your profit to date, estimates for projects, invoice templates, and important dates.

BOOKKEEPING

The days of a handwritten ledger are gone but don't underestimate the power of bookkeeping.

Pro tip: Software available to you ranges from expensive and comprehensive to basic and free. There are plenty of different programs available that run in the cloud. Shop around, take free trials, and see which one fits your needs best. You might not need to pay anything at all.

Set money aside each month for taxes

Businesses are the backbone of any national economy, and the Canadian Government takes pride in helping give businesses the money and incentives they need to grow. There are plenty of grant and financing options, as well as tax breaks and other great options for entrepreneurs. Chances are if you're turning a profit, you will owe money to the government at the end of the year.

There's nothing worse than cutting big cheques for taxes. That's why we recommend you set a little aside each month. This may not actually save you any money but it saves you from the sting of paying a lump sum or, worse, not having enough money to pay your tax bill at all.

You have a lot to worry about as a business owner, but you should never forget that paying your fair share in taxes is part of your responsibilities too. Use these 3 bookkeeping tips for beginners to make sure you keep your books straight and have the money to pay when the time comes.

Want to make bookkeeping easier and save some time and money while you're at it? Get a professional accounting firm that knows how to help small businesses and startups maximize their bottom line. ■



About Clarified Accounting

At Clarified Accounting we aim to simplify accounting, bookkeeping and finance functions for start-ups and small business owners. We'll

take the confusion, stress and time associated with accounting and finance away so that you can focus on running and growing your business. Clarified Accounting will provide you with a fully staffed professional accounting department right at your fingertips to manage your everyday finances. We welcome new clients and provide free initial consultations.

Visit us online at: www.clarifiedaccounting.ca



Trick or Treat!

Don't feed the dog chocolate.

We love our fur babies, but chocolate can be *ruff* on their tummies. Stay away from chocolate, and stick to doggie treats for your best friend.

Vet Tip:

Chocolate is extremely dangerous for dogs, and can cause *chocolate toxicity*, a condition that can cause vomiting, diarrhea, restlessness, excessive urination, can suppress cardiovascular (heart) function, and may cause muscle tremors or seizures.

If you have any concerns about toxicity contact your vet immediately.



Northern Lights Veterinary Clinic
40 Circular Road
Labrador City

We have your pet's medical needs covered.
Call us at (709) 944-2844 to book your appointment.
For after hours emergencies please call (709) 944-1683.

 Find us on
Facebook facebook.com/labradorcityvetclinic

New Introductions: **upMarket**

New E-Commerce portal launches in Labrador West to connect businesses with customers looking to shop local.

My name is Cheryl and I have just launched upMarket!

After seeing so many signs and hearing so many people telling me to shop local, I thought to myself, “I definitely need to start doing that more often...but downtown is so faaaarr”. And, I knew that there were so many other great local businesses that I wasn’t aware of, but that I knew I didn’t want to miss out on. Being an online shopper at heart, I also knew that if I could shop all of our local provincial businesses online, then I would do my part to elevate our provincial economy and get some pretty awesome new stuff in the process, all without going out in the snow! Realizing that there was no such virtual mall, I decided I needed to put my Business background to good use and build one. So, I built it.

upMarket is a brand new local online marketplace that serves local businesses, charities, and individuals. upMarket is built on an e-commerce platform allowing all of us to truly shop and buy local, as well as provide support to local charities.

One of the main intentions of upMarket is to develop a strong Newfoundland and Labrador community around an online marketplace where even the smallest local business would have the opportunity to sell online with their own storefront and gain more market visibility than they would be able to generate by themselves. upMarket is open to businesses large and small, just establishing, wanting to establish, wanting to sell products online, or wanting to have a link on upMarket to their own websites. If a business already





has a website and a good customer base, upMarket is a great additional platform for them to provide access to, and visibility for, their website. As upMarket grows, it will focus purchasers on a single hub, creating a wider customer base for each business in the upMarket community.

upMarket offers loads of functionality, including e-commerce, auction capability, geolocation, and customer support from individual businesses, and will be expanding to include additional features in the very near future. Each business is in full control of their own storefront, including banners, logos, open and close times, geolocation, biography info, product additions, and so much more.

The auction functionality is a great tool to clear excess or older inventory that you would like to move, or even to generate some buzz around current stock. Those businesses who list, rather than typically

sell, on upMarket, will have access to the auction platform as well, and can choose to sell only those items that they put up for auction directly through the upMarket website. The Geolocation feature is great for food trucks because you can update your truck's location whenever it moves and your customers can "follow" you on upMarket to see where they will be eating each day!

Charities get their own special section on upMarket with links to their donation pages and other important pages on their websites so people can easily identify how they can help and offer support. All of the system features that are available to businesses are also available to charities in the Shop Local section of upMarket. Stores operated by charities can set up a storefront on upMarket to sell their products and, even for those who do not normally operate a shop, an auction is a great fundraising tool.

upMarket has a younger sibling, named reMarket. reMarket is a pre-owned marketplace where individuals can sell their own pre-owned items and, yes, reMarket offers e-commerce, geolocation, and auction capability as well!

And about the community fees... all registration and monthly fees are currently being waived while the community builds so that users can gauge their experience and decide if they want to continue to participate. FREE is good, right?

I am very excited to invite you to join the upMarket community so we can grow(up) together!

Come visit upMarket online at: <https://upmarketnl.ca> and join the Community, or, if you'd like to find out more about how you can get started on upMarket, contact admin@upmarketnl.ca. ■



I am very excited to invite you to join the upMarket community so we can grow(up) together!

Cheryl Thompson



RAEANN BROWN

INUKY GLASS ART

Inspired by her culture from an early age, Brown has been creating art for as long as she can remember.

Born in Montreal, QC, and growing up in Postville, NL, Raeann Brown now lives with her family in Wabush, NL, where she owns her own business, *Inuky Glass Art*. Inspired by her culture from an early age, Brown has been creating art for as long as she can remember, originally starting with poetry and beginning to learn the art of glass etching in 2012.



Today, Brown etches and paints a wide range of products, such as wine glasses, mirrors, ornaments and more. She also offers classes in her community teaching the basics of etching to private groups and other organizations.

Brown's work has been featured in the traveling exhibition *SakKijâjuk: Art and Craft from Nunatsiavut* and the 2019 Labrador Winter Games. In 2018, she was asked to create a commemorative plaque for residential school survivors in the community of North West River. Currently, Brown sells her work from her Facebook page and ships throughout Canada, or at a variety of storefronts in Newfoundland and Labrador and is a frequent vendor at fine arts and crafts fairs near her community. In April 2020, she is poised to release her first book "The Colours of our Culture", which is a colouring book for adults that tells Inuit stories.

UP CLOSE AND PERSONAL

How many years have you been in business?

Inuky Glass Art was originally named *Made With Love*, and was established in 2013. At that time we were in Happy Valley Goose Bay and I was trying to find my niche. Over the years, we grew our customer base and I found myself focusing mainly on my Inuit culture and I molded my traditions with a modern form of art through Glass Etching.

What motivates you?

I grew up in a small community in Nunatsiavut, a region that falls within the greater Canadian Country of Inuit Nunangat. I was surrounded by nature, learned to live off the land, fish, hunt and gather. My culture is the core of who I am and when I left my community, I began to realize not everyone understood or knew just how beautiful our culture is. I am motivated to bring Inuit and Indigenous people into the spotlight in a positive way. Not only do I want the world to understand and appreciate our culture, I want my children and all Indigenous children to realize how special, resilient and beautiful their bloodline is.



You're a NEW Labrador West Chamber Member. Why did you now decide to join?

I decided to join the Chamber to connect with like-minded people and expand my support system while contributing to the business community of Labrador West.

What's an interesting fact about your business most people don't know?

Interesting fact about my business, many of my most popular etching designs including Inuk Building an Inuksuk, was actually created over 25 years ago when I was a child. When I began to etch glass, I pulled out many of my very old drawings and re-designed them to bring them to life on glass!

Do you have any advice for new business owners?

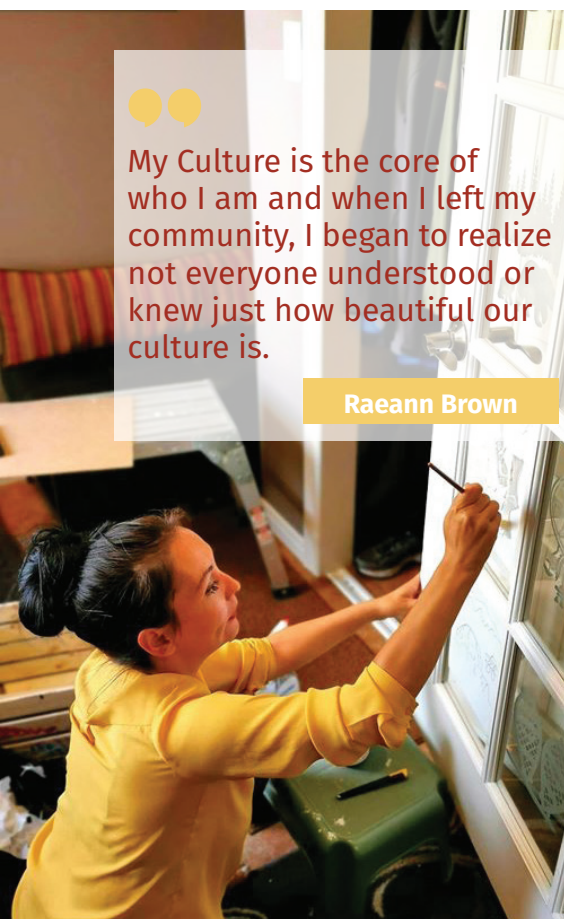
Be persistent but also be patient with yourself. Success does not come in one day, but over many days and years of hard and persistent work.

When you're not working on your business, where in Labrador West do you like to spend your time?

When I am not working on my business, I love to camp with my family at Duley Lake. My husband and I have 3 daughters here and 2 dogs. We love to kayak, snow shoe, hike and have boil ups. We absolutely love Labrador West and all the nature it has to offer. ■

My Culture is the core of who I am and when I left my community, I began to realize not everyone understood or knew just how beautiful our culture is.

Raeann Brown



LABRADOR WEST COMMUNITY GARDENS

FARMER'S MARKET

SEPTEMBER 27TH

12:00 pm - 4:00 pm

Smokey Mountain Ski Club

PROUDLY SUPPORTED BY



**GATEWAY
LABRADOR**

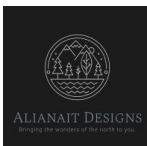
FRESH PRODUCE AND LOCAL ARTISANS

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lwcginc@outlook.com



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LABRADOR CITY, NEWFOUNDLAND



Heather's
Soap Kitchen



ALSO ITEMS BY:
SHERRY PENNEY
JOE KEATING
FERN MEHANEY
SHARRON'S FLOWERS

NEW MEMBER

EDGE Contracting

New Business in Labrador West with 100 Years of Experience!



EDGE Contracting is proud to serve many communities throughout this beautiful province of Newfoundland and Labrador. We are very excited to add the community of Labrador West and nearby communities to our client base.

“As of August 1, 2020, EDGE Contracting proudly opened its doors to the Labrador West community,” says Brad Eastman, Manager, Labrador Office. A young company built by veterans of the construction industry, the partners of EDGE Contracting have a combined total of 100 years experience between them! “That’s exciting,” Brad says. “It means we have a great deal of knowledge and experience to share as well as a slightly different slant on how to provide quality service to our clients.”

The Labrador EDGE Contracting team is based in Labrador City and offers the following services: Hazardous Material Abatement: asbestos and lead abatement, mould remediation; HVAC Inspection and Cleaning; Infection Control; Renovations; and Project Management Services.

What can clients expect when they deal with EDGE Contracting? “All our clients can expect transparency, unbeatable work ethic, passion and quality,” Brad explains. “The knowledge we have comes from years of experience learning and working with our services. Our clients won’t be disappointed.” ■

Visit our website at:
www.edgecontractingnl.com

Call us or visit our office at:
215 Drake Avenue, Suite 1
Labrador City



thank you

**FOR YOUR HARD
WORK THIS SUMMER!**

**FROM ALL
OF US AT IOC**

As summer students head back to school, we would like to thank all the students for their hard work and their contribution to keeping IOC and communities safe in these unprecedented times. We wish them the best luck as they further their education.

A LOCAL LANDMARK

Started by father and son team, Max and Brian Brace over 30 years ago, Brace's is still serving customers throughout the region.

Braces Woodworking Limited has been a mainstay on the Labrador West scene since it first opened its doors in 1989.

The company was started when father and son, Max and Brian Brace found themselves at a meeting point in their respective careers. For several years,, while Brian was growing up, Max had been running a small welding shop out of his garage. When Brian graduated from carpentry school in 1989, the pair decided to turn the garage into a cabinet shop, and Braces Woodworking Limited was born!

Today, Braces is still going strong. In addition to skilled carpentry and cabinetmaking, Braces provides building maintenance solutions for a variety of applications, as well as home inspections.

Whether it is a small repair or a large kitchen renovation, the Brace's skilled staff are ready to help you realize your goals.

Find counter tops in stock, or make a custom order on any color and texture you need. Choose from their large selection of cabinet doors, or ask about thermoplastic and laminate finishes.

The Brace's commercial leasing department can also provide you with customized leased premises at affordable rates. If you require commercial space or



Photo credit: Gary Shaw, The Telegram

are thinking about a new development, Brace's is the place to go! They have land and space available in both the Central Business District of Labrador City and the Wabush Business Park.

When asked about the decades long partnership, I've been a lucky man to get to go to work with my father for all these years.

Dad still works every day. He was on the jackhammer a couple of weeks ago breaking up cement....at 85!"

Stop by our shop and talk to one of our trained staff about your project's needs.

Visit us at:

211 Amherst Avenue, Labrador City,
or give us a call at: (709) 944-5444. ■



Labrador West

FALL HERITAGE FAIR

SEPTEMBER 21-27, 2020

For more details check out
"Labrador West Fall Heritage Fair" Facebook Group

****Covid-19 guidelines in place and virtual events****

Funded by the Government of Canada

Canada 



MEET-A-MEMBER

ASSOCIATION FOR NEW CANADIANS

The mission of the Association of New Canadians is to settle and integrate immigrants, and to empower them with the skills, knowledge and information necessary to become independent, contributing members of the community and country.

Hi, My name is Bill Soper and I am the Regional Settlement Coordinator with the Association for New Canadians (ANC) here in Labrador West. Our satellite office in Labrador West has been open since January 2018 and I have been in my position for one year. I am a long-time resident of this area and feel I am a natural ambassador for newcomers who locate to our two beautiful communities.

The ANC is a non-profit, community-based organization dedicated to the delivery of settlement and integration services for immigrants and refugees in Newfoundland and Labrador. For over 40 years, the ANC

has delivered programs and services that support all aspects of newcomer integration, ranging from settlement information and orientation, to language learning, employment and public education initiatives.

I thoroughly enjoy my job at the ANC and invite all newcomers to reach out to my office for any of your settlement needs! I am located in the Bruno Business Center, ground floor, next to the new Kids Club indoor playground.

bsoper@ancnl.ca

944-7775

www.ancnl.ca/satellite-offices ■



For more information about the Association for New Canadians, visit us online at: www.ancnl.ca



LABRADOR

Community Business Development Corporation

Business financing, support and advice

12 Royal Street, P.O. Box 1089, Station B, Happy Valley-Goose Bay, NL A0P 1E0

www.cbdcinlabrador.ca Follow us:  

SAVE THE DATE

The Labrador North Chamber of Commerce
is pleased to announce that it will be hosting a 2020 virtual



EXPO LABRADOR

OCTOBER 27-29, 2020

Are you interested to learn more about the many economic opportunities
that exist in Labrador and engage virtually with high-profile speakers?
Look no further than **Expo Labrador 2020!**

3 SESSIONS
9 SPEAKERS
KEYNOTE PRESENTER

-MAJOR DEVELOPMENTS-
-EMERGING OPPORTUNITIES-
-SUSTAINABLE SMALL BUSINESS-

Registration and the 2020 Schedule of Events
will be available soon!

LABRADOR WEST

CHAMBER OF COMMERCE

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Labrador West Chamber of Commerce

118 Humphrey Rd.

Labrador City, NL A2V 2J8

info@labradorwestchamber.com

(709) 944-3723