

CONNECTIONS

THE LABRADOR WEST CHAMBER OF COMMERCE eMAGAZINE

Volume 2 | Issue 2

Fall - Winter 2021

She Scores!

Danielle King talks about operating a franchise and juggling multiple businesses

MAKING IT COUNT

The Chamber's own Jenine Janes talks about the importance of getting involved in the community as a business owner

MOVE WELL - WORK WELL

MEET-A-MEMBER

BYRNE N' MUD

LABRADOR WEST
CHAMBER OF COMMERCE



**Join the
Chamber today.**

**The Labrador West Chamber of Commerce
offers businesses an affordable
investment for annual membership.**

All businesses in the Region are eligible for membership;
and you can join the Chamber at any point in the year.

*Membership renewals are pro-rated to May 31st.

WWW.LABRADORWESTCHAMBER.COM/MEMBERSHIP

*Labrador West Chamber of Commerce member
Marty Byrne, Owner of Byrne'N Mud Pottery
byrnenmudpottery.ecwid.com*

LABRADOR WEST
CHAMBER OF COMMERCE

IN THIS ISSUE



Cover Story

One-on-One with Danielle King

6



Member Spotlight

Making It Count: Jenine Janes

10



HR For Small Business

Q & A with HR Project Partners' Amy McCarthy

18

ARTICLES

- 4 Practical Subject Line Ideas to Get More Opens **14**
- Move Well – Work Well **16**
- Adding A Little Touch of Seasonal Decor to Your Workspace **20**
- Put Your Best Self Out There, Part 2 **22**
- 3 Proven Things to Make Your Audience Look Forward to Your Facebook Posts **24**
- 5 Ways Your Retail Business is Losing Out on Sales **26**

FEATURED MEMBERS & SPOTLIGHTS

- Meet-A-Member: Byrne N' Mud **28**

Labrador West Chamber of Commerce
Board of Directors

President
Toby Leon, Smokey Mountain Ski Club

Vice President
Shelley Hodge, Shelley Hodge Creative Studios

Treasurer
Rachel Bernard, CIBC

Secretary
Curtis Doran, BlockLAB

Directors
Brad Dillion, Hodge Brothers
Norm Keats, New Lab Realty
David Hall, Big Land Networks
Dion Temple, Twin City Distributors

Staff
Sarah Flight, Executive Director

Publication Coordinator
Sarah Flight

Managing Editor
Lori Barron

Advertising & Editorials
Sarah Flight, Labrador West Chamber of Commerce
info@labradorwestchamber.com

Connections Magazine is produced and distributed quarterly by the Labrador West Chamber of Commerce, and distributed Online to subscribers.

For general inquiries about Connections Magazine or information about the Labrador West Chamber of Commerce

please contact:
info@labradorwestchamber.com,
or call (709) 944-3723.

No part of this publication may be reproduced without the permission of the Labrador West Chamber of Commerce.

Design & Production
Hello Creative Marketing Studio Inc.

All Rights Reserved © 2021.

LABRADOR WEST
CHAMBER OF COMMERCE

A LETTER

FROM OUR PRESIDENT

On behalf of the board of directors we are happy to deliver our 2021 fall edition of Connections, Labrador West's business e-magazine. While it proves to be a busy last quarter, I hope you've all enjoyed your summer, have been embracing our beautiful fall and are preparing for the winter months ahead. With some internal changes made during the spring of 2021, we are happy to say we are back in full swing, most notably just finishing a wonderful week of events for BDC's Small Business Week 2021 and hosting our in-person AGM. It was wonderful to finally be able to see each other and chat face to face again! I would like to congratulate Tracey West for winning the well-deserved Marie Green Achievement in Business Award.

As we prepare for 2022 we must continue to work together to stay on top of the Covid-19 guidelines and adapt to the new NL VaxPass. While certain funding programs have ceased, there continues to be new support programs for businesses who have and continue to struggle to keep their doors open during this pandemic. Our Chamber continues to strive to be the principal voice of the business community and address relevant issues that are of interest to the local area and its people.

While we may have been unable to host MINEx during 2021 as anticipated, we are looking forward to joining mining industry leaders, analysts, suppliers and supporters at the Labrador MINEx right here in Labrador West next fall. This event will examine the industry outlook, opportunities and the innovative future of mining. Be sure to keep an eye out for details as it unfolds.



Lastly, I would like to thank exiting board members, and welcome our new board members: Curtis Doran, Dion Temple and David Hall. As president of the chamber I look forward to working with our board and providing our members with the most relevant business information and support.

Toby

Toby Leon
President, Labrador West Chamber of Commerce



FROM THE DESK OF... SARAH FLIGHT

Welcome back readers! It's hard to believe we are releasing our fall edition of Connections Magazine as I'm still wondering where our summer went. Although it always feels too short, it was certainly full of beautiful weather and I hope everyone was able to enjoy it to the fullest.

As for most businesses and organizations, the fall is certainly a busy time as we begin to prepare for the final months of the year. Here at the chamber, it was certainly no different. We began right away with preparing for this issue of Connections, creating our Small Business Week committee, preparing the schedule of events, and also prepping for our AGM which took place October 21, 2021.

We were delighted as we were able to do this event in-person providing that unique networking experience we've all certainly missed. BDC Small Business Week was certainly a success for Labrador West full of wonderful and educational webinars and our Women in Business Networking Breakfast. I would like to thank Kathy-Lynn Shaw of Kinetic Life Solutions for being a wonderful guest speaker and to NLOWE for graciously sponsoring the event.

We are also extremely excited to have partnered with the Labrador North Chamber of Commerce to create a Support Local Labrador Campaign where we were able to produce short videos of participating local businesses. We cannot wait to share these with you! Be sure to check our Support Local Labrador social media campaign to learn more (#supportlocallabrador). Following the theme of our "busy fall" we are also working on our next edition of The Morning Brew podcast and we look forward to sharing that with you in the near future.

One of the biggest changes and updates to hit the business world this fall will undoubtedly be the adoption of the VaxPass in Newfoundland and Labrador. In October, many businesses and service providers are required to scan and confirm double vaccination status to allow guests/customers/residents into their establishments. While the Government of Newfoundland and Labrador has provided a great deal of information regarding this process, this will certainly bring new challenges to the business community. While we hope the worst of the pandemic is behind us, we certainly understand there are



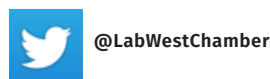
still major concerns from the business community. We will continue to advocate for you and provide you with the latest funding programs that are available.

If you are interested in submitting an article or advertisement for our winter edition, be sure to reach out so we can get your business involved.

Happy reading and I hope you are all enjoying the wonderful late fall we have been blessed with here in the Big Land!

Sarah

Sarah Flight
Executive Director, Labrador West Chamber of Commerce





SPOTLIGHT

ONE-ON-ONE WITH DANIELLE KING

Labrador West Chamber of Commerce Contributor, Lori Barron

Danielle King, owner of not one, but two businesses in the Region, offers up insights into what it takes to run a franchise, and why family is important to building a successful business.

A familiar and warm face in the region, Danielle King's name always brings a smile! She is charming, energetic and full of positivity, and a driven, focused entrepreneur. As the owner of Dominion Lending Centres, and co-owner (with her husband Collin) of Pizza Delight, she is always on the go.

Danielle's path to restaurant ownership wasn't that of celebrity chefs, but was rather spurred on by her husband, and

businesses partner, Collin, a retired military veteran. Danielle dreamed of opening a restaurant when Colin retired from military service so that he could have a passion project to focus his energy on. The couple buckled down and worked hard to become owners of Pizza Delight, and today, the duo work hard at making Pizza Delight one of Labrador City's favourite family restaurants. Family is at the heart of the business, and one of the keys to her success.

On Connections eMagazine's first anniversary, we decided Danielle was the perfect cover feature interview because she has some interesting insights to offer other business owners, as well as individuals thinking about starting a business. Owning franchise businesses come with a whole other set of challenges and opportunities, and we invited Danielle to speak to those through her own experience.

I (virtually) sat down with Danielle to talk about her experience as the owner of multiple businesses, and discuss the nuances of owning franchise businesses.

Danielle, you own not one, but two businesses here in Lab West! Can you tell the readers a little bit about your businesses?

I am owner operator of Pizza Delight featuring Scores, which is a family restaurant here in Labrador City. I also run my own mortgage brokerage with Dominion Lending Centres as a Mortgage Professional.

Can you tell me a little bit about being the owner of a franchise? There are obvious advantages, such as having a clear brand established, and having guidance when it comes to things like marketing, but there are also challenges. What are some of the unique challenges that come with a franchise business?

From our experience, I can honestly say, any challenges we have the Franchise has been there to help guide and support us. Owning the Pizza Delight Franchise

has been extremely rewarding for us. Being part of a franchise allows you to have support 24/7 and you have people working for you trying to take down any road blocks that come our way.

Is there any advice you would give someone before they start a franchise business?

Do your homework. Make sure you speak with other franchisees in the chain. You want to know what kind of support you will receive from the franchise. You also need to look at royalties and know what kind of marketing and help you will be receiving for paying them.

What are three of the most important pieces of advice you would give other business owners in the region?

Staffing is one of the biggest disadvantages in this region. So my first one would be to treat your staff like family. Our staff are the most important part of our business and we couldn't operate at full capacity without them. Show them respect and understanding while giving them a work life balance they deserve.

Treat your staff like family... our staff are the most important part of our business.

My next one would be: if you are in the service industry, be sure customers are getting the best service possible when they enter your establishment. Service with a smile and kindness goes a long way.

Lastly, be engaged in your community. Give back when you can to show appreciation for the community support to your small business.

You own multiple businesses. What would you say is the biggest challenge in juggling business responsibilities as the owner of more than one business?



When they say there's not enough hours in the day, it's true. My biggest challenge would be time. I'm so grateful that with Pizza Delight my husband is right alongside me in this journey so he can take on the tasks I can't get done. He also deals with all maintenance which is extremely helpful. As well we have staff in place at the restaurant who will help with different aspects of the business which allows me time for my Mortgage business. Both businesses really are a 7am to late in the evening operation. But I love every minute of it!

You have mentioned that being active in the community is important to you, and you are much loved in Lab west! Everyone seems to smile when your name is mentioned! Can you tell us a little bit about "your why" when it comes to being involved?

I truly believe in giving back. As a business owner you are only successful if

the community supports your business. I always want to thank the community for allowing me to help them through the mortgage and home buying process and as well for customers coming to Pizza Delight as their restaurant of choice. I grew up here in Lab West, and it's where we have created our life, businesses and will raise our daughter. I want the people of this community to see Pizza Delight as a place where they can always feel welcome and for it to feel like home. So to answer your question, my "why" is the love I have for this community and the amazing people that live here.

**IN HER OWN WORDS:
What makes your business special?**

With Pizza Delight, I truly believe it's the family style atmosphere we have created that our customers enjoy. We take pride in serving great meals with exceptional service. Our staff go above and beyond

to ensure our customers are taken care of during their visit.

At Dominion Lending helping my clients obtain a mortgage that suits their personal needs at the lowest rate is my number one priority. I offer exceptional service and take pride in educating my clients every step of the way through the mortgage process.

What have you learned/how have you been able to overcome those challenges?

We have an incredible staff and have been able to retain them by showing appreciation and treating them like family. We have also used the Foreign worker program and this has worked extremely well for us. We have also been successful in hiring family members of our current employees which also is very rewarding for us and our employees.



For as long as I've known Danielle she has always been very committed and determined to her success. Her genuine, family oriented approach certainly shines through both her businesses - it's certainly no surprise that she is thriving as a woman entrepreneur.

Sarah Flight, Labrador West Chamber of Commerce



It's important to have at least one person you can go to when you have tough decisions to make. Having someone to talk through those with, who can give advice when needed really helps keep a level head in stressful times in business.

Danielle King

What motivates you?

I always love this question. My husband Collin and my daughter Sage is what motivates me every day. My husband is a Canadian Forces Veteran and when he retired from the Military I had a big dream of owning a restaurant to have something he could take pride in and put his focus on. We worked extremely hard to purchase Pizza Delight in 2015 and now we both work hard every day to create a life for our daughter that we've

always strived for. I want my daughter to see her Mom as a strong and brave woman who never gives up and I want her to grow up knowing she can be anything she wants to be in this world.

I'm also motivated by other Women in business. I truly believe in supporting other women and their businesses. We can all learn from one another and help raise a next generation of independent, driven women who will follow their passions and never give up on their dreams.

You have to continually adapt to the new needs of your customers in any market. You also need to have a sounding board. It's important to have at least one person you can go to when you have tough decisions to make. Having someone to talk through those with and who can give advice when needed really helps keep a level head in stressful times in business.

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

Outside of the business, family time is my main focus. We have a two-year-old daughter and we love outdoor activities. I also enjoy cross country skiing with friends at the Menihek Nordic Ski Club. We love to travel which we haven't been able to do this last two years, but hopefully soon. Whenever I get some down time spending time with family and friends always helps to fill my cup and my heart.



Danielle's husband and business partner Collin is a retired member of the Canadian Armed Forces

Why did you decide to join the chamber?

I've been a member since 2015. I believe it's important to stay connected within the business community and the Chamber is a helpful resource for all Entrepreneurs.

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

We are always growing, learning and working to be the best in our industry. We are working on an exciting new venture we will be announcing in the coming months.

Do you have any advice for new business owners?

I believe in always embracing change.

Any parting words of wisdom?

Never forget where you come from and how you got to where you are today. You don't get to where we are today without the help of others and those humble beginnings will always help keep you grounded. ■



SPOTLIGHT

JENINE JANES, JANES & COMPANY

The Chamber's Own Jenine Janes talks about juggling multiple businesses, seizing opportunities and the importance of getting involved in the community as a business owner.

Labrador West Chamber of Commerce Contributor, Lori Barron

For Jenine Janes, being an entrepreneur is in her blood. While most kids her age were spending their summers vacationing and getting into trouble, she was working at her aunt's craft shop and B & B in Trinity and learning the ins and outs of entrepreneurship. In fact, Jenine can't remember a time when she didn't want to become an accountant and own her own business.

That focus led her to pursue business at MUN. The day after she graduated

university with a Bachelor of Commerce, she packed up her car and took a leap of faith that brought her to Labrador City. She hasn't looked back since.

When Jenine arrived in Labrador City to work at her father's part time accounting firm, she rolled up her sleeves and decided she would grow the business. Within a few months they had outgrown the space and moved into Janes & Company's first professional accounting office in a professional building in town, which they quickly outgrew.

Over the next two years as the accounting firm continued to grow, she saw potential business opportunities arise. With a combination of good timing and being able to spot a good business investment, Jenine began to build her business portfolio.

The first of those opportunities was Kentech Enterprises Inc (Bell Mobility dealer), which she purchased in 2012 and ran until last year when it was purchased by the other local Bell Mobility dealer. Not long after becoming



A chance conversation with a client led to Jenine becoming the owner of the Northern Lights Veterinary Clinic.

Photo by Katherine Dawe Photography

the owner of Kentech, the opportunity to erect a professional building presented itself. She had always wanted to own a professional building and became completely dedicated to making this happen. The Tamarack Drive Professional Building opened in March 2015.

The next opportunity happened over a chance conversation with a client about the possibility of selling their vet clinic. Seeing the opportunity as a good one, she encouraged the client to let her know if they decided to go ahead with selling. Within the year, Jenine purchased Northern Lights Veterinary Clinic.

As if running four businesses wasn't enough for her, Jenine made it a priority to be an active part of the local community. Until this fall, she served as the Treasurer or Finance Committee member with three local organizations: Lab West Child Care Centre, Basilica Catholic Church, and our very own Labrador West Chamber of Commerce, where after 15 years of serving as the Treasurer, she retired this October. As well, she has become involved in a small project recently with a couple of friends that she is very passionate about called "Comfort Kits - Lab West". This is an attempt to help the local community of children cope and work through various mental health issues that they struggle with. Everyone knows the mental health gap that exists here locally and our precious children need help with a lot of issues right now!

With Jenine finishing up her term with the Chamber, we decided to take some time

to ask Jenine about her time working with us and gain some insights into what she thinks it takes to play an active role while simultaneously juggling business ownership and motherhood.

Jenine, you have been actively involved in the chamber both as a member and on the board of directors for as long as I have been working with the chamber. Can you tell us a little bit about why you believe as a business owner it is important to take an active role in the chamber of commerce?

As a business owner, an active role in the Chamber gives you many benefits. The most important benefit for me is networking with other local businesses and getting to know one another. This presents many advantages such as collaborating, strategizing and referring business to each other. When business owners get to know each other, we can work together and lobby for certain issues. There is power in numbers! The other important benefit is availing of the member-to-member benefits that the Chamber has to offer such as the referral program, member discounts, etc. As well, the group insurance plan, Esso discounts and PAL discounts are great too!

You have not one, not two, but three (and at one point, four) businesses! Do you have any advice for other business owners on how to juggle multiple businesses – all with their own challenges and demands?

Owning multiple businesses presents many challenges, especially during the

COVID pandemic. The most important piece of advice from my perspective is to have a very effective manager in each business that knows the business and how to efficiently operate. It is impossible for one owner to successfully manage each business hands on when owning more than one. An effective manager keeps the microscopic issues under control which means the time factor for the owner is reduced and he/she can effectively grow and strategize on possible business opportunities.

What's the most important piece of advice you would give someone looking to get into business in the region?

The most important piece of advice I would give to someone looking to get into business in the region is to plan for employees prior to even starting your business. This region has proven to be historically difficult to attract and retain key employees. The current economic situation locally is proving to be a huge challenge for local employers to find and retain employees. The mining industry's level of compensation is much higher than a local small business can afford which means most skilled employees start with the local businesses and then move into the mining industry after gaining experience. There is a huge gap here locally which means employers are recruiting from outside of the area and this process can take a year or 2 to successfully bring immigrants here locally. As an example, with my veterinary clinic, we are at the ending stages of bringing a veterinarian from Colombia and we started this process in December

2020. That's almost 12 months for the process!

The other piece of important advice is to surround yourself with professional resources that can be called on in a moment's notice. Individuals like a CPA, lawyer, banking representative, loans agent, etc are very useful and are worth every cent that you pay them. Use your resources often and create a network for yourself that can avail of these individuals often if needed.

In addition to running multiple businesses, I know you are actively involved in a number of local volunteer organizations. Can you tell us why it is important to you that you play an active role in the community?

It is important to me to play an active role in the community because it is the community that is supporting my local businesses. It is the reason I operate businesses here locally so I feel I need to contribute back with my areas of expertise and skill. Most of these not-for-profit Boards don't have full-time specialized individuals and are struggling to keep things going on a day-to-day basis. I feel my contributions are valuable



Tamarack Drive Professional Building

and I can help each of them the best way I can. Unfortunately, there is just not enough time in the day to do everything I would love to do so I'm forced to choose a couple of organizations that I am very passionate about and I feel need my expertise more than others. My dream is to be a full time volunteer in the future (possibly in my retirement stage if I ever get to that time!).

You have been an invaluable part of the

chamber's board of directors, and you will be greatly missed! Can you tell us what your time with the chamber has personally meant for you?

My time with the Chamber has meant a lot to me. I struggled with whether or not I would stay on the Board of the Chamber for quite some time. Ultimately, with too many projects and businesses on my plate, I had to really focus on those Boards and organizations that



Toby Leon presents Jenine with an award for her 15 years of dedication to the Chamber at the 2021 AGM.



really needed my help which is why I decided that it was time to step down from the Chamber Board. In addition to the businesses and organizations I am involved in, I also have a husband and 2 young kids that need my time!

I remember the day I decided to join the Chamber as a local business. I had just arrived in town and my father's accounting firm was a part time firm with only a handful of clients. My goal

was to grow the business and stay here for a long time. I thought that by joining the Chamber, I would get to know other businesses here and really emphasize the professional services that we had to offer. The local community only had one other professional accountant so the demand was prevalent for our services. At the time, I realized there was a huge demand from clients to help set up POS and computers systems that were

directly related to their accounting and bookkeeping needs. With a proper set up and integration, the client can benefit greatly from the ease of reporting and the simplification for year-end purposes. Ultimately, with good client reviews and a lot of new businesses starting, the accounting firm grew exponentially in the first 12 months. I attribute the bulk of this growth to my dealings with the Chamber. As well, I honestly feel personal gratification from volunteering as the Treasurer for 15 years. I knew that the services I provided to the organization were valued immensely and I helped the organization set up controls as well as policies and processes that are used today in its business operations. To be effective as a volunteer, I personally think that you need to feel personal gratification because some of these positions are very time consuming with no compensation. It has to mean something to you personally. ■

On a personal note, the Chamber Board would like to extend our sincerest thanks to Jenine for her 15 years of service to the Chamber. You have been an invaluable asset to the Chamber and you will be missed.

Support Local Labrador Businesses

ENTER TO WIN 1 OF 2 GIFT BASKETS VALUED AT OVER \$500

Step 1: Like the Support Local Labrador Facebook Page

Step 2: Tag a friend in the comments (more tags more entries!)

Step 3: Share this post using the #SupportLocalLabrador

<https://www.facebook.com/SupportLocalLabrador/>

<https://www.facebook.com/chamberlabrador/>

<https://www.facebook.com/labwestchamber/>



Deadline to enter December 17th 2021

4 PRACTICAL

SUBJECT LINE IDEAS TO GET MORE OPENS

Email subject lines are one of the most important things to master because they directly affect your open rate. And more opens means more possible action. They can't do what you're asking if they don't open your email.

The average open rate for emails is between 15-25%. If you're above 25% you have a great open rate. But let's assume you wanted to get even better.

This article contains simple email subject line ideas that work. But before we get into those examples, let's talk about something else you should be doing....

The Sender

There are two main components people assess before opening an email: the subject line and who the email is coming from. If people know you, or they recognize the name, they are more likely to open it.

Whenever possible use a name in the email address, not something like noreply@yourcompany. Using a sender's name, even if it diverts to a mailbox on your end that multiple people can access, goes a long way in building a relationship. Some companies use the president's name,

while others use a customer support name that's easy to remember. The emails I received from Trello, for instance, were always sent from Taco@Trello. Is he a real person? It doesn't matter. It's very easy to remember.

Again, don't feel like you have to pick someone on your business roster to field all those replies. Work with your IT department to create a group inbox that multiple people can access.

4 Practical Email Ideas that Drive Clicks

The following ideas have been taken from real, successful emails. In order to make them more universally applicable, I replaced the product or service in < > so that you could see an example and how you might tailor the details to your own needs. In most cases, you can add products or services from your business or other concepts that your audience will find value in.

Why it works: This stirs a natural curiosity. Being obsessed with something is a very strong endorsement. People will want to click through to see what you're obsessed with. Not only should you tell them but remember to tell them

why as well.

It's not too late! <insert action verb> now for the...

Often people put things like registering or RSVPing off. It's not until they're cleaning out their inbox or it crosses their mind that they panic. Then they tell themselves it's too late to do anything about it.

Why it works: An email like this reminds people they still have time to act. It's the ideal subject line for a warm lead.

Try Our 30-day <Product or Service> Challenge for <Insert Result>

These days it seems like there's a challenge for everything. The reason why marketers use these challenges is that they are highly effective in getting attention and collecting potential data.

Why it works: If you have a product or service that you can arrange a challenge around now is a great time to do it. You don't have to stick with a 30-day challenge either. You can do something as small as a 3- or 7-day challenge. Get people to sign up for it by giving their email, then send them a new component of the challenge every day, and invite them to a community on Facebook where



you discuss their participation and results.

Hey <Insert First Name>, Are You Still Awake?

This email was sent to me by Kim Garst, a marketing expert for small businesses. She sent at 11 p.m. While some people may not appreciate an email at that hour, Kim works with a lot of small business owners and solopreneurs and let's face it, we don't sleep much. As a matter of fact, she was right on. I was awake and I was working.

Why it works: This email didn't have to compete for my attention because there aren't a whole lot of people sending me emails at 11 p.m.

50% Off X Means More Time Out of the Kitchen

Okay, so this subject line is designed for restaurants and food places but it can be quickly tailored to other industries. It's just a simple equation of "we'll give you X = a benefit beyond savings for you."

No one can argue getting takeout isn't quicker than cooking. However, it's not in everyone's budget to do so. While it's very efficient, some people don't get takeout due to budget constraints. This subject line gets right to their concerns about money and tells the recipient that there's a discount so money is less of a concern...and there's something else. You get your time back.

Why it works: Who isn't interested in saving time if you can do it cheaply? Another thing they use in this subject line was a pizza emoji. The X allows

the audience to very clearly see that the 50% off reflects the price of pizza without the marketer using 4 additional characters (to spell out the word) in the subject line. The number of characters you use is very important as most phones truncate messages in order to fit on the screen. Using an emoji is a way to say more in less space.

No matter what approach you take in drafting a subject line, the one thing to remember is what your audience values. View the subject line as bait or a teaser. It's important people know what they're getting (if they open the email) without actually getting everything they need by reading the subject line. After all, you want to drive interest and compel them to click.

SHARE YOUR KNOWLEDGE!

Do you have an article that informs? Have it published in Connections!

We are always looking for useful articles to share with our readership. Submit your articles to info@labradorwestchamber.com



MOVE WELL – WORK WELL

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

Move Well – Work Well Week is an annual event in Newfoundland and Labrador to raise awareness of musculoskeletal injuries (MSIs) and find practical solutions for prevention in workplaces. In 2021 Move Well – Work Well Week is scheduled for September 19 – 25th, but we do not need a specific time to increase awareness of MSIs and work at preventing them in the workplace. MSIs are disorders of the muscles, tendons, ligaments, nerves, spinal discs, and other soft tissues that are caused or aggravated by work. In Newfoundland and Labrador MSIs account for 68 percent of all lost time

claims with annual claims costs resulting in \$96 million dollars (WorkplaceNL).

Move Well – Work Well is a time to remind us that when we move well, practice good body mechanics and move often throughout our shift, we can work well and have an injury-free, healthy, and productive day.

The following is some information to help companies increase awareness of MSIs and preventing them in the workplace:

1. Have a safety talk highlighting a variety of topics including:
2. MSI risk factors such as exertion, awkward postures, prolonged postures, and repetition.
3. Provide posters and education sessions on signs and symptoms of MSIs and the importance of reporting them early to prevent prolonged exposure and damage.
4. Start a Stretch and Flex program to prevent these injuries from happening or host a yoga class.
5. Schedule a workplace inspection with a focus on MSI risk factors.
6. Conduct an MSI hazard assessment

on a job task. If problems are identified work with an ergonomist to help identify solutions.

- Discuss the importance of microbreaks and how they can be used to minimize injuries.
- Have an office ergonomics assessment completed and see what changes can be made to improve comfort.
- Arrange for a presentation from a specialist such as an ergonomist or kinesiologist highlighting several MSI prevention topics such as office ergonomics; safe lifting techniques; MSI risk factors; MSI identification, evaluation, and controls; incorporating MSI prevention into your current occupational health and safety program.
- Encourage more physical activity amongst your workers with a fitness challenge such as a walking program, or discount on gym memberships or classes.
- Provide core strengthening exercises for those who perform significant physical tasks.
- Provide a healthy leg day to workers

who are on their feet for prolonged periods of times or sitting for most of their shift. This can include discussions on the leg issues that can occur with prolonged postures as well as specific measurements for compression socks and the benefits of wearing them.

- Highlight the improvements that may have already been implemented in a workplace to address MSI risk factors. Provide before and after pictures and what the controls addressed. You may even want to provide awards for an innovative improvement.

These are just a handful of examples of how MSI awareness can be addressed in a workplace and limit these injuries from occurring. There are many more events that can occur depending on your workplace and resources. The important thing to remember is that MSI prevention should be taking place on a regular basis in your workplaces to mitigate these injuries and the costs associated with them. It is also important to remember that when we move well, we work well. ■

DID YOU KNOW?

In many organizations, the employer must identify factors in the workplace that may expose workers to a risk of musculoskeletal injury (MSI). This regulation places a general duty on employers to undertake an assessment of the workplace (and those activities that occur within it) in order to eliminate/minimize the risk of MSIs.



About Kathy-Lynn Shaw

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.





Open Roles

- > Heavy Duty techs
- > Continuous Improvement Coordinator
- > Planned/Schedule
- > Contracts
- > Procurement
- > Maintenance
- > Recruitment
- > Cost/Price
- > Mobile
- > Pellet
- > Project
- > Audit

HR FOR SMALL BUSINESS

Q & A with HR PROJECT Partners Senior Consultant, Amy McCarthy

Contributor, Amy McCarthy, HR Project Partners

Establishing and communicating a positive and inclusive culture within your business can go a long way towards helping your employees succeed; however, this is easier said than done.

Human Resources professionals play a vital role in preparing and supporting business leaders through change, especially during these uncertain times. HR professionals and leaders are resourceful partners to a business that can assist in steering the 'ship' and your people through all types of conditions. HR

is there to develop fair and appropriate policies and procedures, foster healthy and strong employee relations, as well as monitor and maintain compliance within an organization.

In this edition of our blog, HRPP's Senior HR Consultant, Amy McCarthy, will talk about what makes Human Resources so important to engage your work team.

What is the role of Human Resources in an organization?

I believe the ultimate goal of Human Resources is to function as a partner,

but also to strategize, innovate and add maximum value to the organization through the many HR functions performed, such as Compliance; Data and Analytics; Compensation and Benefits; Talent Management and Succession Planning; Employee Relations; Performance and Development; Occupational Health and Safety; Champions of Change Management and Company Culture.

How important is Human Resources or Workforce Planning in an organization?

The first thing to do is start with an HR Plan. This is an ongoing process

and involves an organization's most important resources, people! Analyze the current labour, forecast your demands, then move on to supporting the organizational goals.

Your HR Plan maintains your business, improves productivity, strengthens your company's brand, avoids shortages in the workforce, helps to manage change, growth and strategize. In addition, supporting your employees with setting clear goals and key performance indicators (KPIs)

How can you use a strategic Human Resources Plan and/or support to maximize the return on investment from your people?

A good plan will help to manage your people, the company's bottom line and your return on investment.

Invest in your people and the organization thrives. When you invest in your organization, your organization thrives, your employees are happier and more productive, and they are less likely to leave. Employee turnover can be a huge cost to a company's bottom line; considering you will have to recruit and train, also what is the loss of intellectual property, new talent takes time to develop.

What can an organization do to attract and retain employees? (Performance and Talent Management)

Apart from being a respectful, inclusive and diverse employer, some points to keep in mind are:

- Set clear expectations in your job descriptions, agreements and performance reviews;
- Provide quality and empathetic supervision;
- Allow employees the freedom to contribute to the overall organization in a constructive forum, whether it be one on one meetings, group huddles and/or brainstorming retreats and social events;
- Ensure fairness for all;
- Provide proper resources, tools and training, ask your employees what they need to do their job more

efficiently;

- Provide opportunities for growth, which can be internal mentoring programs, job sharing, train the trainer programs, and/or promotions;
- Reward, recognize and appreciate.

Saying thanks or high-fives are always the starting point. One more thing, encourage your employees to get involved in the local community to avail of volunteering initiatives and offer a portion of worktime for them to go volunteer their time for a charity or other community group – this can also build some amazing team spirit within your work group.

How do effective Human Resources policies and procedures help maintain the integrity of an organizational structure?

A policy provides a clear and consistent set of guidance for employees. If any legal issues arise, it is easier to navigate and provide proof of foundation for the case. A formal policy is also a guide and direction for employees, supervisors, and everyone in the organization for rules, applicable rights, laws and expectations, while also ensuring consistency for work process and within the workplace.

How does a Performance Management Program fit within an organization?

This is an opportunity for growth, all around, employers and employees work together, strategize and plan for the overall contribution of the employee to the organization. Employees feel more affiliated or apart of the organization when they are given valuable feedback and also given the chance to voice their own ideas and feedback to the employer.

Employees like to know how they fit into the company and how their contributions add value to the growth and existence of the organization and the company's overall brand.

How important is it to ensure to properly offboard Employees upon termination of employment?

It is very important and necessary to be



Employees like to know how they fit into the company and how their contributions add value to the organization's growth.

respectful and fair to those employees leaving your organization. Follow any agreements and current legislation. It is also important to remember that exiting employees will be the voice to other job seekers and the public, on their experience while working in your organization.

A healthy offboarding may leave the door open for those exiting employees with enormous job knowledge and intellectual property to return one day. Imagine an employee left to gather further education, training and experience that could be very valuable to you in the future. Also, it is great to keep connections for future business opportunities.

What does HRPP do to set themselves apart from the competition?

We are so passionate about the field of human resources! We have our own "secret sauce" of what defines us against our competition.

The best way to put it is that if I were a business owner and wanted HR assistance, I would rather have an engaged "team" working for me and standing behind me, rather than 'one' assigned business consultant.

HRPP's team stands out as one that collaborates well and can take a huge bite into working on any size project. We sincerely care about our clients and each other and it shows in every job and every project we work on together. We strive for a job well done!

The bottom line is in how we treat people and especially our own employees and clients. We live our values every day: respect, quality, professional conduct, ethics, accountability and confidentiality.



SPRUCING UP THINGS UP

Adding a Little Touch of Seasonal Decor to Your Workspace

Contributor: Shelley Hodge, Shelley Hodge Interiors Inc.

I think we can agree that the draw this time of year is all things cozy! The air is chilly, days are getting shorter and Mother Nature is preparing for her grand finale before the first layer of winter arrives. At the first sight of falling leaves, the autumn die-hards are out scouring the shops for this year's perfect "it" item to add to their seasonal decor.

But your home is not the only place to put those cozy vibes this time of year. There are many ways that you can achieve that same homey-festive feeling in your office, but, the trick is to add seasonal decor without being too themed, over the top, or become a distraction to yourself or coworkers.

This time of year is all about indulging in the scenes. Sight, sound, touch, taste

and smell. The slowing down of nature's stage in preparation for winter's sleep is marvellous. It is complex and it peaks so many of our senses at once. Think: colour changing landscapes, birds flying south for winter, warm wool sweaters and hats, harvested veggies and let's not forget, pumpkin spice everything! By keeping this in mind, you can appeal to all of your senses right at your desk with some simple additions to keep you feeling inspired all season long.

Take the time to declutter your workspace area before you add any new items. An untidy desk area with too many unnecessary items will definitely not give you the warm vibes you are going for. File away loose papers in proper storage. Rid your pen container of any dried up pens or markers. Organize notes and papers

on bulletin boards or pegboards. Start fresh!

Add some texture with tactile finishes like seagrass or wood. Every work area needs storage, whether it be for files, printer paper, electronics - you name it! Think outside the box, literally! Who says things need be utilitarian in an office space? Instead of plastic bins, use baskets or wooden crates to keep everything in its place while also adding texture and visual warmth.

It's proven that plants make us feel better. Natural elements in a space boosts mood and positive attitudes. If you've not already jumped on the plant craze, there are many foliage choices which need little care and low light (if little natural light is not available). Try

a small Snake Plant. Add that autumn element by putting it in an earth-toned interesting pot. (TIP: change your pot up for all the seasons for an instant festive feel!)

If you spend a lot of time seated in your work area, hopefully you are using an ergonomic chair to promote back and neck wellness. But nothing says “utilitarian” like a boring rolling chair.

During these next inclement weather months, add a chunky knit throw to the back of your chair or a super soft faux-fur chair cover. It adds visual coziness but no one says you can’t use it as a wrap when you settle into your next zoom meeting.

And now for the most seasonal moment of them all, the smell of spices! We spend a lot of our day within the confines of our

offices and at our desks. Why not light ‘em up! Candles of course. If your work place allows, you can create the perfect fall environment within your little work oasis with a small spice scented candle. Scent or flame against the rules? Even electronic candles will give your mood a lift. Still need those spices? Grab a cup of Pumpkin Spice tea, sit back and “fall” back into your work day! Enjoy! ■



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



COMMUNITY

Our commitment to community is what makes us a better business.

At HR Project Partners, we are deeply committed to – and enjoy helping and supporting – the communities in which we do business. We do this by giving our time, knowledge, experiences and other resources on an active, regular basis. It’s a part of who we are as a company, and a core value that we have built into who and what we stand for.





PUT YOUR BEST SELF OUT THERE:

How to be Real and Relaxed in Your Online Content

Part two in the four-part series presented by NLOWE and Kathryn Taylor Musseau

By Kathryn Taylor Musseau

Welcome to a series created to help you discover your virtual diva and stand out online. Last issue we started with The Set. This issue we'll move to The Cast—which is you!

Avoid the floating head

Ideally, position yourself so that your image cuts below the armpits or even a bit lower. This gives some continuity to the body that's attached to the head and looks more appealing and balanced. It also allows you to introduce colour and style to your presence.

In most cases, your body is positioned straight on to the camera but you can angle your body slightly if this makes you

feel more comfortable. Make eye contact with your camera and give yourself a reminder of where to look with a dot or sticker. Remember to keep your eyes in the top third of the screen, and leave a little space above your head. Watch others on screen and take note of what you like or don't like, then plan your image when you go live and use it every time.

Welcoming or wild?

What you wear communicates just as much as what you say, or more. Think of your business and the nature of your video. It's okay to be relaxed below the waistline but not above. Dress for the occasion. No revealing or strapless necklines; no transparent, ill-fitting, or worn tops. Common sense prevails here. Solid colours work much better in video, and it's best



What you wear communicates just as much as what you say.

to avoid stripes and small busy patterns. Layer or experiment with texture. The combination of colour and style can be dynamic. Avoid black and white, which are difficult colours for a camera lens. Choose colours that complement your hair or eyes. Experiment with your look by pre-shooting short videos. Once you have a few on-camera outfits, document them so you can be camera-ready in minutes.

Hair and makeup

Whether you wear makeup or not is a personal preference. People want to see you as they expect to see you, but a bit of polish here and there can build your confidence. There are many video guides for makeup online, so take the opportunity to watch a few. Simple things such as concealer, contouring, and highlighting help you stand out on screen. Even a moisturizing lip balm will make your appearance pop. Hair care is not negotiable: brush it, style it, and make sure it is tidy and away from your face. Dry shampoos and hair spray are great tools. Constant self-grooming while on camera is distracting and can come across as unprofessional, so get yourself organized before you go live.

Accessories

Don't permit jewellery to interfere with your presence. Bangles and noisy pieces are distracting. The old adage "less is more" is your friend in these situations. If you want to wear a statement piece, pick one. If you already wear glasses, keep the rest of your accessories small. Carefully check your lighting

for reflections in your lenses and adjust, adjust, adjust.

There are many ways to express your personality on screen. A simple, clean, defined space that is always camera-ready is a great plan. Include something in your background that speaks to your individuality, but never forget that the idea is to direct attention to your face, so use these accents sparingly and strategically. You are the star of your show, so everything you do should enhance your presence and reflect the message you want to communicate. ■

Kathryn Taylor Musseau is the owner of Kathryn Taylor Media. Her show *Let's Get Writing* runs live on [Facebook.com/kathryntaylormedia](https://www.facebook.com/kathryntaylormedia) each week and features writers in all genres as well as publishers. Her first novel, *Misty's Misadventures*, is a romantic comedy that has been e-published (available on Amazon) and is coming out in print this fall. The movie script was recently pitched to Netflix in its Canada Virtual Pitch Challenge.

You can learn more about Kathryn at her website, www.kathryntaylor.ca or reach out to her at kathryn@kathryntaylor.ca.



Proven Things to Make Your Audience Look Forward to Your Facebook Posts

If you're on social media for business, you're one of many voices. It's hard to stand out and cultivate an audience of people who want to hear from you...let alone look eagerly for your content.

Wouldn't that be great?

That type of interest is essential if you're hoping to get a return on the investment of your time. Yet this is one of the hardest things businesspeople face on social media. Many businesses feel like they're posting into the wind with no response.

Nobody has time for that and so they stop doing it. Then they've created a self-fulfilling prophecy, "*social media doesn't work for my business.*"

If you're in this position, it's understandable that you'd feel that way. You need your time to count and you need engagement to show for it. Here are a few proven techniques you can use to get more engagement with your Facebook posts.

Most engaging Facebook posts have:

- **a strong image:** this will "stop the scroll"
- **a personality:** show your personality or the company's personality/brand
- **a point:** have a reason behind the post such as inspiration, education, or entertainment
- **an invitation:** this doesn't have to be a strict call to action, but your post should end with a written or unwritten invitation to get to know you better

You want to keep these things in mind when you're creating your posts. The other thing to remember is the 80/20 rule. Roughly 80% of your content should be about other things

(things your audience is interested in), while 20% can be about you or your offers.

Now let's get to the techniques that will help you engage your audience.

Aim for Conversation

If you located the best conversationalist in the world and you asked them how to become a better conversationalist, they would probably suggest engaging the other person in questions. Find out what they like to talk about and then ask them about that topic.

Facebook is no different. We all want to post about what we're doing, especially for a business page. But this turns people off, if that's all you do.

You can post what you're doing but do it in a way that engages people. For instance, instead of just sharing your vacation pictures, post a picture and ask if anybody knows where you are. Or tell them where you are and ask if anyone else has been there. These kinds of posts will inspire people to answer you, which is what you want.

Keep It Positive

This isn't just a comment about the current political environment, it's general good advice for your business. I was listening to a podcast today where a business owner was lamenting about how Amazon had unfairly enacted a rule against (just) her. To most people that sounds comical, but she

spent several minutes talking about how that is the story of her life and that things always go a different way for her than they do for everyone else. She sounded ticked off and a bit ridiculous. A number of people immediately unsubscribed from her podcast.

Those listeners will never know if she had good advice to offer because they were turned off by her rant. If she truly believed that she was singled out for bad things to happen to her, then one might question her ability to give good, practical advice.

Don't let the same happen to you. People have enough disheartening information in their lives right now. Be a center of good feelings or a safe harbor for them. Let them know through your posts, not by directly saying it, that they can always come to you for inspiration and good news.

This doesn't mean you shouldn't share the bad things that happen. But you should share them from a place of understanding or thankfulness and not one of whining and hurling insults at whatever caused (or in your mind caused) the problem.

Share Things That Are Important and Unique

Suggesting you share things about your personal life makes a lot of people uncomfortable but there's no better way to connect with someone. And it's connections that create loyal customers.

Share things about your life that others can identify with like your pets doing silly things, a funny story or an amusing coincidence, or your intense love or hatred of a particular rarely thought of food like candy corn. These types of things make you unique yet help people identify with you at the same time. This helps build relationships.

These Facebook tips may seem basic but they're the most common things that people neglect to do. When posting for business, people are often hesitant to share their quirks. They want to keep it all business.

If you want to build a connection with your audience, you need to engage them in the same way you would do in person. Make them feel important and talk about things they are interested in. Your engagement will improve and your efforts will pay off!



November 25, 2021
FREE In-Person & Virtual Event

INCLUSION, DIVERSITY, EQUITY & ANTI-RACISM SUMMIT

Join the Association for New Canadians for a FREE Inclusion, Diversity, Equity and Anti-Racism Summit: Where Theory Meets Practice is an employer focused, full-day, event with the ultimate goal of making the province of Newfoundland and Labrador's workforce a more welcoming place for immigrants, racialized people and others from underrepresented groups.

www.ancnl.ca/2021/10/ideas-2021-inclusion-diversity-equity-and-anti-racism-summit/



5 WAYS YOUR RETAIL BUSINESS IS LOSING OUT ON SALES

Do you love small towns with gorgeous Main Streets that are fun weekend adventures in dining and shopping?

You know the places with one unique business after another with friendly employees who show you their amazing wares and make you feel welcome.

But... Local businesses sometimes have their hang ups.

Sometimes there are people begging small businesses to take their money and yet, those businesses can be difficult to buy from.

Does that sound like your business? Then maybe you are struggling with some of the following problems.

If you own a small business, you may be lamenting the fact you're not doing enough business. You increase your marketing and yet, you still can't seem to bring in the numbers you want.

Why is that? Surprise! It may *not* be your marketing.

1. ***You're closed when you should be open.*** Employee hiring crisis notwithstanding, some small businesses have short or inconsistent hours. While it seems like hanging a sign

on your door that reads "Be right back" may help those who stop by when you're not open, rest assured they won't be back or wait for you. Not having solid hours that your community can count on you to be open drives more people online.

2. ***You're closed during holidays.*** This is not a call to stay open on Christmas and Easter. But if there's a long holiday weekend that might bring tourists (or other shoppers) into your area, it benefits you to stay open. It also is a good idea to add additional evening hours during things like long weekends, the Christmas season, or local sporting tournaments. Find out when there are events in your area and offer special hours to accommodate shoppers. Also, keep in mind if you're located near businesses that stay open late like restaurants, that you might want to adjust your hours accordingly. When those restaurants are busy, people who are waiting to be seated may just come into your business to see what you have to offer.

3. **You aren't interested in relationship building.** One of the differentiators for local businesses is their connection factor. Locals often give you advice and suggestions about the area such as retail people recommending best places to dine and employees at restaurants suggesting "must-see" places in town. A solid way to get more business is to build relationships with other nearby businesses. If you're not doing that, you're missing out. Also, if you are cutting conversations short when someone asks you about the area, you're cutting off the potential for a sale. People buy from people they know, like, and trust. If you're short with your answers, they may go somewhere else.
4. **You assume everyone is browsing.** It's difficult when you have the kind of business where people stroll in and out. After a while it's easy to assume everyone is just a tire kicker and not a buyer. But when you do that, you may accidentally miss a buyer. Your assumption may color your interest in (and patience with) the person and you may be inadvertently driving them to another business instead of your own.

5. **You are only brick and mortar.** Many shop owners see themselves as being in competition with Amazon and other online retailers and thus develop a "them against us" attitude toward online offerings. That's a losing attitude. Consider someone from out of town visiting your store - they are taken with your beautiful, unique styles and amazing prices. They just flew to town for work and didn't have extra luggage to take extra things home with them. Once they get home, or come holiday gift giving season, they may want to buy from your store, but can't buy anything because you don't have an online shop. Consider selling on Amazon Marketplace, get a Shopify site, or even an Etsy shop if you sell handmade wares. You don't have to like e-commerce stores, but you do have to sell that way if you want to reach your potential for customers and sales.

If you want people to buy from you, you need to be friendly and open. Think of every person who enters your store as a customer. Even if they don't buy from you, there's a chance they will refer someone or speak of your operation, and you may get that sale down the line.

PROUD TO BE ATLANTIC CANADIAN!

Locally owned and operated.



pizzadelight.ca

LABRADOR CITY

709-944-7773 | 709-944-7771

**Pizza
Delight**



MEET-A-MEMBER

BYRNE'N MUD POTTERY

Meet the Chamber's newest member, Marty Byrne, owner of Byrne'n Mud Pottery



Meat Marty Byrne, owner and founder of Byrne'n Mud Pottery, and one of the newest members of the Labrador West Chamber of Commerce.

A lover of the arts for most of his life, pottery isn't the first artistic pursuit that Marty has had. His artistic pursuits started with watercolor painting with his mother, Mary Byrne, and his involvement with a local visual arts group years ago. Since then he has done every kind of art from chainsaw carving, to snow sculptures, to tattoos, along with a ton of plays with community theatre in Lab

West. A few years back, art teacher, Ed Owen from the visual arts group, gifted Marty his old potter's wheel and kiln when he was retiring. That gift turned out to be one of the most important Marty had ever received, and his love of pottery making was born!

In 2018 he decided to formally start Byrne'n Mud Pottery as a craft-based small business, to provide ceramic art and pottery wheel lessons in the Region, where Marty prides himself as being a catalyst for creativity. Byrne'n Mud is mobile and flexible, which gives customers a unique artistic experience,

that is fun. Marty places fun as one of the top requirements for his business, saying it needs to be fun for him to operate in a successful manner, and fun for his customers to keep them wanting to come back.



Marty says one of the main drivers in his business is his strong desire to share art in the Region, and he strives to represent Labrador West artists as best as he can. He got to live that desire a while back when he had the opportunity to travel to China on a business development trip along with a group of Canadian potters from various provinces.

What's next for Byrne'n Mud? The future has many possibilities!

Marty would love to be able to expand his business into the tourism sector by participating in events such the Labrador West Art Wander Outdoor Art Show, which could be a great tourism draw. He is also teaming up with local businesses on some fun collaborations. But for now, Marty is happy growing Byrne'n Mud as a side hustle while he works at IOC. One day, though, Marty hopes to grow the business into his retirement. In the meantime, keep an eye out for Marty's work on the rise. He's working on some exciting opportunities with Byrne'n Mud in the near future.



For more information about Byrne'N Mud Pottery, find them on Facebook @byrnenmudpottery and follow on Instagram @byrnenmudpottery

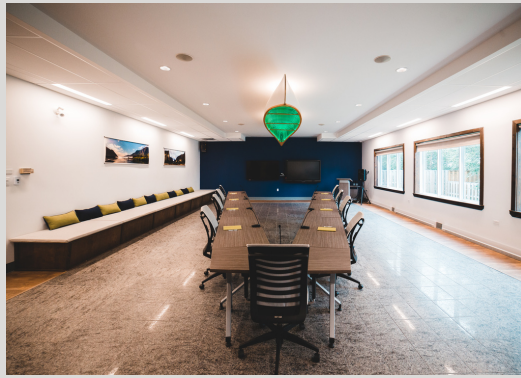
Did you like this story? Would you like to have your business featured in Connections? Reach out to the Chamber and share your business story.



**Chambre de
commerce
Fermont**

Contact us to join:
Chambre de commerce Fermont
299, rue le Carrefour, local 6 c,
Fermont (Québec) G0G1J0
chambredecommercefermont@gmail.com

LABRADOR'S MEETING PARTNER



**SOCIALLY-DISTANCED SEATING | CREATIVE SPACES | CATERING | OUTDOOR GARDEN
SMARTBOARD | VIDEOCONFERENCING | TELECONFERENCING**

6 HILLCREST ROAD

HAPPY VALLEY-GOOSE BAY, NL

(709) 896-8787

CHAMBERLABRADOR.COM



HAVE YOUR BUSINESS FEATURED IN THE NEXT ISSUE OF CONNECTIONS!

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

**DEADLINE FOR AD AND CONTENT SUBMISSIONS
FOR THE Spring "BUSINESS INNOVATION" FEATURE ISSUE IS
FRIDAY, FEBRUARY 18, 2022.**



Production Requirements:

- Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Illustrator CC (earlier versions of the above programs are also acceptable)
 - Canva*
-
- We accept eps and pdf files at a resolution of at least 300 dpi
 - Ads must be prepared to the correct dimensions and shape, or be subject to production charges
 - ALL FONTS used must be included
 - ALL LINKS/IMAGES used must be included
 - All pantone/spot colours MUST be converted to CMYK
 - Include a pdf for proofing purposes
 - * Ads designed in Canva must be shared via Canva with edit privileges to info@comesayhello.com
-
- All above requirements for sending electronic files apply to sending by email
 - Attach all related files (fonts, links, graphics)
 - DO NOT embed files in your mail or Word document
 - Include a pdf for proofing purposes
 - Costs incurred for publication produced ads or non-compatible electronic files will be charged to advertiser. *Minimum charge \$50.00.*

Please submit ad material to:
 LABRADOR WEST CHAMBER OF COMMERCE
 ATTN: LORI BARRON
marketing@labradorwestchamber.com

LABRADOR WEST
 CHAMBER OF COMMERCE
 118 Humphrey Rd.
 Labrador City, NL A2V 2K5
 Telephone: (709) 944-3723
 Fax: (709) 944-4699

GET YOUR BRAND NOTICED AND REACH YOUR TARGET MARKET AT KEY TIMES

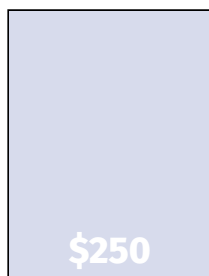


Connections advertisements include hyperlinks in the online electronic formats of the magazine. This means your advertisements have staying power, while also being able to link readers to your online presence.

2022 Connections eMagazine issues will be published three times a year, on the second week of January, May, and September.

To book your ad placement in an upcoming issue, please contact the Labrador West Chamber of Commerce at info@labradorwestchamber.com or by phone at (709) 944-3723.

FULL PAGE



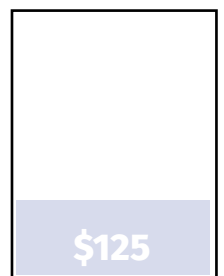
1/2 PAGE



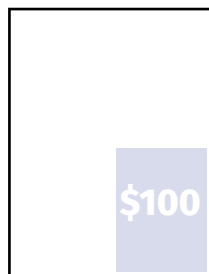
1/3 PAGE BANNER



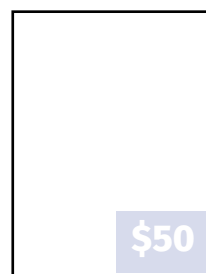
1/4 PAGE BANNER



1/4 PAGE



BUSINESS CARD



AD DIMENSIONS:

Ad Size	Width	Depth
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
1/2 Page	7"	4.625"
1/4 Page	3.375"	4.625"
1/3 Page Banner	7"	3.5"
1/4 Page Banner	7"	2.5"
Business Card	3.375"	2.125"

IT'S COMING!

The Morning Brew Podcast, Season 3

Presented by The Labrador West Chamber of Commerce

December 2021

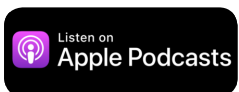


The Morning Brew
PODCAST

WEEKLY THIS WINTER
HOSTED BY SARAH FLIGHT

PRESENTED BY

LABRADOR WEST
CHAMBER OF COMMERCE





Are you a woman entrepreneur?
Do you dream of owning your
own business?

NLOWE has helped thousands
of women start, grow, and
advance their businesses.

Our Business Advisors, located
throughout Newfoundland and
Labrador, provide one-on-one
business support and advice to
help you overcome challenges
and take advantage of exciting
opportunities.

Contact us to find out more, or
get in touch with the Business
Advisor in your area.

NLOWE

NEWFOUNDLAND & LABRADOR ORGANIZATION OF
WOMEN ENTREPRENEURS

YOUR GOAL IS TO SUCCEED IN BUSINESS... OURS IS TO MAKE SURE YOU DO!

WWW.NLOWE.ORG

1.888.NLOWE.11

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.

Whether you are a first-time buyer or an experienced buyer with excellent credit, at Dominion Lending Centres I have access to the very best products and rates available across Canada. Our rates are always competitive and we pride ourselves on making sure that you get the best possible rate available to you. Give me a call ... I know you'll be pleasantly surprised!

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

MORTGAGE PROFESSIONAL

TEL: 709.280.4616 **FAX:** 709.288.0610

www.danielleking.ca

danielleking@dominionlending.ca

A circular logo with a blue background and a white border. At the top is a yellow 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 at the bottom contains the year '2019' in white, with a small white star below it.

SALES ACHIEVEMENT

AWARD

2019

The logo for Dominion Lending Centres, featuring a yellow icon of a classical building with columns above the text 'DOMINION LENDING CENTRES' in a serif font.

**DOMINION LENDING
CENTRES**

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

LABRADOR WEST

CHAMBER OF COMMERCE

Copyright 2021 Labrador West Chamber of Commerce
All Rights Reserved.

Labrador West Chamber of Commerce
118 Humphrey Rd.
Labrador City, NL A2V 2J8
info@labradorwestchamber.com
(709) 944-3723