

CONNECTIONS

THE LABRADOR WEST CHAMBER OF COMMERCE eMAGAZINE

Volume 2 | Issue 1

SUMMER 2021



POUR YOUR HEART INTO IT

ONE-ON-ONE WITH IRON ROCK BREWING CO.

PUT YOUR BEST SELF OUT THERE

How to be Real and Relaxed in Your Online Content

PHYSICAL ABILITIES TESTING

JRV DISTRIBUTION CELEBRATES

75 YEARS IN BUSINESS

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CHAMBER OF COMMERCE

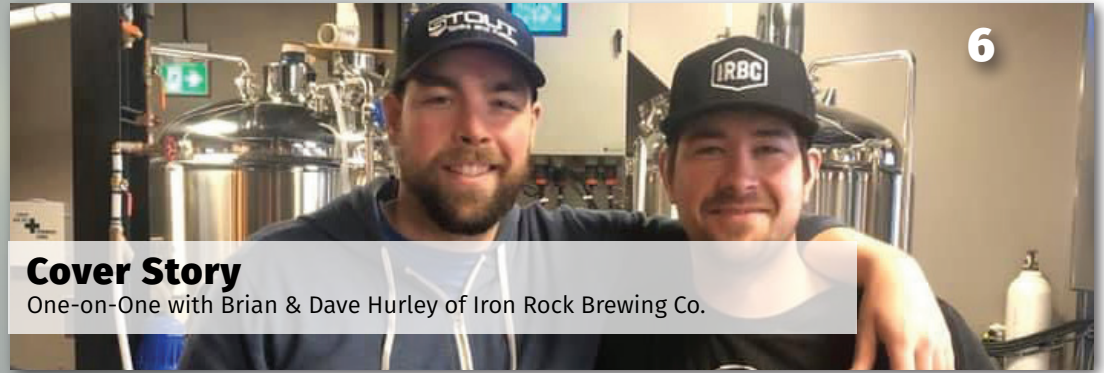


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LABRADOR WEST
CHAMBER OF COMMERCE

A LETTER

FROM OUR PRESIDENT

I am extremely excited to release another issue of CONNECTIONS – The Labrador West Chamber of Commerce eMagazine. As with many initiatives around our communities, we are slightly delayed with publishing this issue due to the most recent Covid-19 lockdown, but we believe we have pulled together a very relevant, up to date magazine that will be a pleasure to read.

As we entered 2021 we remained optimistic that there was a light at the end of the tunnel – perhaps it was from a distance but light nonetheless. That quickly changed when our province received notice that we were to lockdown, yet again. Businesses and organizations had to quickly adapt and prepare to provide goods and services via curbside pickup, ordering Online, and other innovative ways to reach customers, while ensuring the safety of everyone. While this wasn't our first lockdown, I think I speak for everyone when I say it still certainly caused a degree of stress to all.

Here at the Labrador West Chamber of Commerce we have also had to adapt to these changes as our number one priority is to enhance and expand upon business opportunities for our membership as well as to improve their ability to do business. We remain extremely fortunate in our region because we have not had any cases here in Labrador West, however; we know how quickly that can change. Back in February the community spread affected us and put us back to Alert Level 5 overnight and now we are currently watching Nova Scotia go through the same community spread outbreak. Going into summer, as employers, employees and residents of Labrador West we must remain vigilant and continue to follow the public health measures that are put in place to keep our communities safe. As businesses we must remain optimistic that we will regain our “business as usual” practices, but it's also more important than ever to be prepared for anything.

Our Chamber has seen some notable changes this past spring, with the hiring of our new Executive Director. I am very pleased to announce to our members that Sarah Flight has joined our team, and we are thrilled to bring her expertise on board to help the Chamber continue moving in the right direction. Sarah holds a degree in Public Relations, has numerous years of



experience in the communications field and working with not-for-profit organizations.

As we transition, I want to ensure our members that we will continue working on providing you with relevant business opportunities through webinars, information sessions, networking events and most notably MinEx. We hope to provide you with a secure date and plan for this in the coming weeks.

I would like to take a moment to thank Kellie for her contribution and dedication to the Chamber over the last few years and on behalf of myself and the Board we wish her the best of luck in her future endeavors.

Though we may need to keep our distance for now, know that our Chamber office is only an email, phone call or quick (masked) visit away. Sarah will be happy to hear from you. Be sure to keep an eye out for our next Morning Brew Podcast coming soon!

Toby Leon
President, Labrador West Chamber of Commerce

FROM THE (NEW) DESK OF... SARAH FLIGHT

For those of you who do not know me yet, my name is Sarah Flight and I am the new Executive Director at the Labrador West Chamber of Commerce.

First of all, I would like to thank the Board for this exciting opportunity to join the team, and to our members I look forward to meeting you all and getting up to speed on your business needs and concerns.

At the Chamber we are here to serve you - *our members* - and I look forward to hearing how we can continue to support you, as we prepare for our second summer living (and working) with COVID-19. During this transition period I would like to thank you all for your patience while I get into the swing of things; however, please do not hesitate to reach out if there is anything pressing that the Chamber can support you with.

I am excited to be a part of this issue of *Connections* and look forward to hosting The Morning Brew Podcast. Stay tuned for upcoming events and webinars that can help support your business needs.



On a more personal level, I was raised in (sunny) Wabush, spending the majority of my life there, but currently reside in Labrador City with my husband and our two beautiful children, Rylan and Jordyn. And for the record, I will always be a Wabush girl at heart, no matter what! When I am not at the office, you can find me at the arena coaching minor hockey, organizing and playing in our ladies soccer league and spending as much time as possible embracing the beauty of the big land with my family and friends. One thing I have learned over the years is to live life to the fullest, not to sweat the small stuff and to live a balanced healthy lifestyle.

I look forward to networking with you all.

Sarah

Sarah Flight
Executive Director, Labrador West Chamber of Commerce



 facebook.com/LabWestChamber
 [@LabWestChamber](https://twitter.com/LabWestChamber)

As always, Chamber members are welcome to stop by our office throughout the week. If you're in the area, and would like to drop by, come on in and introduce yourself!
Please note, face masks are required when entering the Chamber office.

POUR YOUR HEART INTO IT

ONE-ON-ONE WITH IRON ROCK BREWING CO.



Labrador West Chamber of Commerce Contributor, Lori Barron

Brother team Dave & Brian Hurley have figured out the perfect recipe for combining business acumen and brewing skills to form Lab West's own craft beer company, Iron Rock Brewing Company.

In a world where brands like Molson's and Labatt's have ruled the beer market for decades, there's a new kid in town, and it's shaking up the market and consumer's tastes. Craft beer has been on the rise for more than a decade, and the growing demand for high-quality, small batch beer has proven to be a trend that is here to stay. One of those craft beer brands to make a name for itself in the Newfoundland & Labrador beer market is Lab West's own Iron Rock Brewing Company.

Named in recognition of the iron ore mines of the area, and as a tribute to the toughness and resilience of the people of Labrador, Iron Rock officially opened its doors in February 2020, just as COVID-19 was making its way around the globe. For Brian and Dave Hurley, the co-owners of Iron Rock, they found themselves navigating the business world in a time of unprecedented uncertainty, and they came out the other side with an amazing business story to tell.

For the brother team, the beer business wasn't part of the career paths they saw in their future. Dave, a Red Seal pipe fitter working in Labrador City, was content with his long time hobby of home brewing, and eventually, he had become quite the skilled brew master. Over time, Dave and his brother Brian, a professional engineer, would talk about the idea of opening up their own brewery. That pipe dream evolved over many conversations and the idea began to look more and more like a potential venture.

When the brothers finally decided to take the plunge, the timing couldn't have been more perfect. Brian was an MBA student at MUN, enrolled in the University's Entrepreneurship Training Program. The program, which is designed for graduate students interested in starting their own business, was the perfect setting for him to get to work and lay the groundwork for the startup.

Over the next two years Brian and Dave worked to bring Iron Rock Brewing Company to Labrador City. They secured a location for their brewery and tap room, and worked to put together a brand that the brothers believe captured the essence of their beer, and the people and place that inspired it.

We (virtually) sat down with Dave and Brian to chat about their first year in business, the road to getting there, and their outlook on business in the region, as well as the future of the craft beer industry.

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

After reviewing the new content that the chamber was developing, we saw the value for money of the membership and where fees were going. While

there's plenty of industry organizations representing businesses like ours, all doing great work, it's important to budget for such expenses and contribute to those most aligned with your mandate.

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

Dave: Well, I've been a resident of Lab West for 10+ years now, and I really enjoy spending time with friends and family at the cabin and trailer. Skidooning during the winter and getting out in boat during the summer, among other activities. It's an outdoor person's paradise here!

Brian: Well, unfortunately I'm a come-from-away living full-time in St. John's! I recently completed my MBA, which drew on a lot of that spare time. When I'm not working, though, I really enjoy catching up with friends, getting outdoors with my corgi, Rupert, and making my way up to Smokey Mountain every chance the stars align.

I love everything about the Iron Rock brand! A lot of people take shortcuts at the beginning, and don't always get the value of building a solid brand from the start. You made a point of getting all the moving parts right from the start – that includes nailing your



We believe branding isn't an extension of the business, it is the business.

brand. Can you speak to how/why that was so important?

We believe branding isn't an extension of the business, it is the business. They're inseparable. It may be a soft side of business, where folks starting out may not assign the resources, but we were committed to getting professional help from the start. We reached out to Ray Agency regarding our foundational and launching needs and they were excited to work with us.

Beyond the visual aspects, like our website, logos, and merchandise, we wanted to ensure everything lined up. Our customer service experience, the physical makeup of the space and even how a company is viewed by its employees, it needed to be consistent. Fortunately, help from Shelley Hodge Creative Studios for our interior design planning went a long way as well.

Microbreweries are a weird combination of the owners' egos and fears as well as a reflection of the local community. We say it a lot, and we hope we let our actions do the talking: we want to be part of the community. We also try to prove we're a "not just for profit", or what has come to be known as a social enterprise nowadays.

Where do you see craft beer going in the next 5 years?

The pandemic has really shaken up our industry. We've pivoted to packaged product much sooner than anticipated and have taken on a lot more debt because of that, like a lot of our peers. Consumer preferences have changed as a result this operating climate and helped



by the 'support local' sentiment. Our industry, among others, has witnessed consumers interests in premium products increase as well. With nearly 20 microbreweries in the province now, most less than five years old, I believe most will be catching their breath as (hopefully) restrictions ease. However, we'll see some NL breweries continue to grow, with the hopes we'll have three or four Quidi Vidi's (think Propeller, Spindrift, Garrison, Big Spruce, and 2 Crows in Nova Scotia). This accelerated expansion and growth can't last forever, but we hope we see more folks looking to start up a brewery in their hometown to drive job creation and make sure there's always a place to grab a locally brewed pint.

Are you a purist when it comes to beer brewing? What do you think of the other

trends in craft beer? I've noticed there are a lot of breweries doing things with tea and beer, fruit flavors, etc.

Honestly, we focus on beers which reflect the Bavarian purity law as much as possible. We like to showcase the core ingredients which make beer such a spectacular beverage; malt, hops, yeast, and of course high-quality Labrador water. While trends are nice and may garner some increased social media attention, we're striving to grow a core lineup of beers that will be around for a long time. However, we do make exceptions. Our customers know what they like, which is why we introduced a fruited sour last year.

Also up until now, we haven't had a pilot brewing system to test unique ingredients on a smaller batch scale,

100-120L vs our 750-900L production system. As you scale recipes up, things are not linear. Factors come into play that could completely overwhelm what you're trying to accomplish. While experimenting is an excellent thing that is embraced by our industry, you need to be ready to pour it down the drain if it doesn't meet your quality standards. We feel like we've found a comfortable middle-ground with our product lineup. However, our pilot system should be ready to go in June. So, we're excited to get some exciting, unique, small batch offerings for the taproom.

If you could go back and do one thing differently when you started, is there something you would re-think?

We definitely would have started reaching out to other business owners sooner. We



We focus on beers which reflect the Bavarian purity law as much as possible. We like to showcase the core ingredients which make beer such a spectacular beverage; malt, hops, yeast, and of course high-quality Labrador water.

Brian Hurley, Iron Rock Brewing Co.



were grappling with a touch of impostor syndrome at the time, thinking other business owners wouldn't take inquiries seriously, but were we ever wrong.

We've had so much help and advice from both folks within and outside the craft beer world. We've all made mistakes along the way, and the chance to share warnings about trap doors, which may save someone time or money, goes a long way.

You mentioned that utilizing various funding and grant opportunities allowed you to do more starting your business. Do you have any advice when it comes to ways to secure that critical funding for others looking to start a business?

Put the time in and reach out for help. There are a lot of programs available to help small businesses getting off the ground, or to get through events like the pandemic. Number one is to speak with your provincial economic develop officer.

Have discussions about what you're trying to do and what you might consider meeting eligibility criteria. Speak to others who have been in a similar situation, I have a half dozen contacts I would pass on to someone who may be interested.

I have spoken to people in Lab West who said that they weren't the type of people who really go out to have a beer, but once the pandemic hit, and Iron Rock pivoted to offering curbside pick-up and cans, they saw it as an opportunity to give the beer a try. The result was they became committed Iron Rock customers. Obviously, COVID was a driving factor behind some of the unexpected changes/pivots for you, but you seem to have come out the other side even more successful. Had COVID not forced you to move faster into some of those offerings, where would you see the business today?

Thank you! Certainly, the impact of covid will be a net negative on most businesses around the world, big and small. It doesn't mean we can't enjoy the small wins. I've often mentioned that it's not every day you're forced to shut down a successful portion of your business and focus on another mode, like canning our beer. No matter how things proceed, our number one priority is the experience patrons have in our taproom, but we appreciate every customer who makes the decision to support us and purchase our beer, or merchandise even.

Without Covid, unfortunately, our beer may not have been as accessible to customers outside of Lab West. We

had our small canner ordered when restrictions were put in place, arriving April 1st, but it was meant to supplement sales in a smaller way by allowing folks flying to travel home with cans instead of glass growlers.

Our ultimate hope for Iron Rock, both before and after Covid, is to be the life of the party! We've tried to be that throughout our lives, I can't say for certain our personal level of success, mind you! In the COVID climate, it may sound like blasphemy, but we want to bring people together. For a kickoff to summer we had planned a pig roast, we hope to host a rockin' Lab West Regatta Day, if we can be part of Cain's Quest we would love to do that, among other things. Those plans are on the back-burner at the moment, but they're getting more real with each dose of the vaccine that gets administered.

This one is a bit selfish: I bought some beer from you, and I surprised one of my oldest friends, who is originally from Lab City, with it for his birthday. He was so surprised and genuinely filled with pride to be drinking beer from Lab City! Do you see distributing to markets outside Newfoundland and Labrador, say with LCBO in Ontario, or SAQ in Quebec, etc in the future?



We love to hear that feedback! We wanted to make something that we would not only be proud of, but something our customers and neighbours would also be proud of. Life isn't easy in Labrador, and neither is running a brewery, but we're doing it! It's a little taste of home for a lot of people, and it's a lot cheaper than a flight back for a pint.

Unfortunately, beer is such a restrictively regulated product that I don't foresee that being a possibility in the next 3 years. We're not even allowed to deliver to Fermont without licensing a RACI approved distributor based in Quebec.

Due to the protective commission levels in place for out-of-province beer, we'll be sticking to our back yard for now. But with cooperation among the Atlantic provinces occurring on a number of fronts, we hope removing barriers to craft beer is one of them.

What kind of growth plans do you see for Iron Rock?

We feel we've grown tremendously in the past 18 months, sometimes beyond our means. Our plan forward is to hunker down and plan for some repeatable business.

Our vision from the outset was to be involved in and host some killer events, like we mentioned above. We're excited to finally see the other side of the public health restrictions and get the taproom back open to capacity. While we know Covid-19 is going to be with us for a long time, we need to get back to business, because we sure know our costs to operate are not going anywhere but up. We're focused on keeping shelves stocked, 8 beer available on tap, more unique offerings and improving the skills and capacity of our team, which is the reason we've made it this far. ■

Learn more about Iron Rock Brewing Co. by visiting them online at www.ironrockbrewing.com, or on social media by liking them on Facebook, or by following them on Instagram @ironrockbrewingco.

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PHYSICAL ABILITIES TESTING

Matching the Job to the Worker

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

Physical abilities testing, pre-employment functional testing, pre- or post-offer employment testing, or fitness for work are just some of the names that are used to evaluate potential workers to ensure they can physically perform the tasks required for various jobs. Why complete a prehire functional test? While prehire physical testing is used more frequently during the hiring process in the police sciences and other emergency sectors (i.e., firefighters) it is also being applied to other industries such as oil and gas and mining, especially with

positions that require frequent lifting and more strenuous physical demands. Completing a functional test provides baseline information on the physical health of the candidate, can be used to ensure the candidate can complete all the requirements of a job safely, is fit for work, and can help minimize workplace injuries or workers compensation claims in the future.

Physical Demands Analysis

Functional testing should be based on the job demands and it is important to have a Physicals Demands Analysis completed on specific positions. A

Physical Demands Analysis (PDA) is a tool that outlines the physical aspects of the job including lifting, carrying, pushing, pulling, climbing, reaching, bending, kneeling and other tasks. It ranks the tasks by frequency (not daily or seldom, occasionally, frequently, and constantly) as well as the strength requirements of the job (sedentary, light, medium, heavy or very heavy). The information collected in the PDA should be completed by a professional such as an ergonomist and done in conjunction with the workers completing the tasks. As well, the PDA should be reviewed

periodically to capture any changes that may occur in the job. The PDA should then be used to establish the functional testing requirements to ensure the essential tasks are tested and the candidate can complete them.

Functional Evaluation Requirements

A functional evaluation should be based on the PDA and address strength, endurance, flexibility and coordination required to complete the essential tasks of a job. The evaluation should consist of range of motion and coordination testing, address vitals such as blood pressure and heart rates and include a number of physical tests such as: lifting (at different levels); carrying; pushing/pulling; stairs and ladders; postural tests; grip strength and dexterity; as well as any other tests that may be pertinent to the tasks related to the job (i.e., walking; shoveling; standing; sitting).

The tests used in the functional evaluation should be objective, valid, reliable, and based on tools that are researched-based testing protocols. There should be standards established that would deem the test successful or

not and applied equally to all candidates. There are many functional assessment protocols on the market so make sure you ask what training the evaluators have to ensure the information being obtained is valid.

Physical abilities testing can also be added in a fit for work program and used if workers are moving between jobs within the same company, especially if there are different job demands between various positions. Again, this ensures the workers moving to new positions can physically complete the job tasks and minimize the risk of injuries.

Conclusion

Functional or physical abilities testing is a great tool to ensure that potential candidates or in-house workers can perform the essential tasks of a job safely. It can help to minimize workplace injuries and ensure a proper fitness level for work. The protocols should be based on the physical demands of the specific job, apply to all candidates, have standards to determine whether or not a candidate is successful or not, and be objective, valid, and reliable.



Functional or physical abilities testing is a great tool to ensure that potential candidates or in-house workers can perform the essential tasks of a job safely.

Kinetic Life Solutions Ltd. has been providing pre-employment functional testing for over 20 years and our employees are trained in Matheson, Active, and ARCON evaluation protocols. We have a certified ergonomist and registered kinesiologist on site to help with any functional abilities evaluations, physical demands analysis, or any other occupational health questions you may have. ■



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.



HR AND YOU: What every business needs to know



HR Project Partners

Everyone likes a great team, but they don't happen on their own or overnight. Bringing together the right people to help you achieve your business goals isn't luck; it's the result of hard work, a clear vision of the skills and personalities you need, and the tools to help you get and keep the best people. 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 of business success.

Many small businesses know they need to look after their employees, especially if they want to grow and expand their product line, grow their service base, or increase their market potential. However, as a small or medium sized business owner, your expertise is in creating the product – the focus of your business – and not necessarily human resource management.

Even if you have fewer than five employees right now, take a moment to ask yourself these six key questions:

1. Am I familiar with the labour laws in the province in which I operate my business?
2. How effective are my recruitment and retention efforts?
3. Is my pay scale and benefits package competitive and/or comparable to others in the same business?
4. Am I allocating and spending my

training dollars in the best way possible?

5. What am I doing to build a workplace culture that respects diversity, is inclusive, and keeps my team safe?
6. Am I communicating my work policies clearly and consistently?

If you have trouble answering some or all of these questions, it may be time to look closely at the HR components your business needs to keep functioning seamlessly on the people front. Good HR policies keep your business working well; great HR practices ensure your business grows and succeeds.

Sometimes outsourcing HR management may be the best option for where you are right now. Even large companies with integrated HR departments use external HR expertise to recruit, train, and support new teams. 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.

Over the next few months, we will offer you advice and practical tips to look at your HR needs critically and strategically. We'll talk about performance management, offering feedback, recruiting effectively, planning an employee training program, creating or updating your employee handbook, and establishing appropriate pay scales. We're looking forward to discussing all things HR.

At HR Project Partners, it is our mission to uncomplicate HR issues, and deliver the best possible HR services and solutions to make your business run smoothly. We are a 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. You can rely on



Good HR policies keep your business working well; great HR practices ensure your business grows and succeeds.

us to be professional, experienced and committed to making your business a success. To learn more, visit our website at <https://www.hrproject.ca/> or call us at (709) 221-8800, or write jacqui@HRProject.ca. ■



COMMITMENT TO 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.





JRV DISTRIBUTION

75 years of challenges, successes, and innovations!

JRV Distribution celebrates its 75th anniversary this year. What started as a hardware store has now become the Eastern Canadian leader in industrial distribution. It is a success story rife with challenges and innovations!

A Family Story

JRV Distribution is a true image of determination. Founded in the early beginnings of Sept-Îles by Joseph-Rosario Vigneault in 1946, the company continues to operate today as a result of a dynamic family succession driven by a desire to improve the company. The current president, Daniel Larouche, the great-grandson of the company's founder (fourth generation), is completely invested and devoted to ensuring its continuity for many years to come. Worthy of note, JRV Distribution is the oldest company in Côte-Nord!

The arrival of mining companies in the region in 1952 resulted in the company's orders diversifying and multiplying. This coincided with the arrival of the company's second generation, one of Mr.

Vigneault's daughters, Evelyne Vigneault and her husband, Jacques Larouche.

Despite a major fire that destroyed everything in their early days, the family never gave up, and rebuilt immediately - even proceeding with an expansion to further the company's activities. The third generation brought three of Mr. Larouche and Mrs. Vigneault's five children into the company. With the growth of the mining projects progressing well, new branches in Quebec and Labrador began to open towards the end of the 1990s under the presidency of Michel Larouche.

Today, JRV Distribution has over 65 employees working at its head offices and across its four branches located in Sept-Îles, Havre-St-Pierre, Sorel-Tracy, and Labrador City.

A Year Full of Surprises

JRV Distribution will celebrate its 75th anniversary throughout the year at all its locations. "We are proud of how far we have come together and we want



JRV founder Joseph-Rosario Vigneault



We are proud of how far we have come together

Daniel Larouche

A Promising Future

According to Nico Flowers, General Manager of JRV Distribution, “in large part, it has been the significant investments in technology that have helped the company succeed over the years. Our continued focus on technology will ensure that the company continues to grow. In fact, new digital products, in terms of communications and operations, will be launched this year. We truly hope that JRV Distribution will remain a leader recognized for its flexibility, expertise, and commitment to optimizing its customers’ supply chain.”

to recognize our employees’ efforts. To thank them, we have planned various activities that will culminate in a large festive gathering at the end of 2021, conditions permitting. If JRV is celebrating its 75th anniversary, it’s

thanks to the people who have always had at heart the company, customer service, and the lasting relationships developed with our business partners,” says Daniel Larouche, President and Chief Executive Officer of JRV Distribution.



In Labrador, JRV Distribution is located at
114 B, Airport Road
Labrador City NL A2V 2J7

Find us online at JRV.com



PUT YOUR BEST SELF OUT THERE:

How to be Real and Relaxed in Your Online Content

Originally featured in NLOWE's quarterly magazine, The NLOWE Advisor.

By Kathryn Taylor Musseau

Welcome to a series created to help you discover your virtual diva and stand-out online. Let's start with "The Set."

1. The background.

Simply, what's behind you? A door, a wall, a window? If you selected wall, you're off to a good start. How might you personalize that wall? Furniture, certificates, art, books, something reflective of what you do? All of these are great ideas, but leave the space directly behind you clean and clear of clutter. Nothing is more entertaining than a plant sprouting from someone's head. A dark background will affect your output. The best advice is to keep it light.

2. Get lit.

A lighting kit is a good investment and can be as simple as a ring light. We want to see the expressions on your face. This is your time to shine, so make it count. Direct overhead lighting is a no-no. Pay attention to skin-tones and shadows. Have someone critique as you experiment and adjust. Consider back-lighting. Shadows directly behind you can be distracting.

3. Positioning.

Are you using a phone, iPad, tablet, or computer? Think about including a solid desk that doesn't shake, and a proper tripod for your phone that allows landscape or portrait, whatever is the right fit for the situation. Height matters. Not yours, but



A lighting kit is a good investment and can be as simple as a ring light.

the height of the device you're using. Get that camera angle straight on to project your image in the centre of the screen, with your eyes in the top third of the shot. It's not fine to arrive with a shot of your nose hairs, or the ceiling. Get a good chair, and a pillow if you need it. Plant your feet and sit up straight. I know this sounds like Miss Manners so don't take my word, evaluate yourself, and record practice videos to get things right.

4. Camera.

Let's talk image quality. If your device is old, consider investing in an updated camera that will easily attach, and give you better resolution. Shoot at the highest resolution your device, and software, can handle. Although Wifi works, if you are recording live online, plug in for the strongest, most stable signal. Based in rural Newfoundland and Labrador? Consider recording during non-peak times or plan an alternate location for high-speed connection. Sometimes, you have to make choices. It depends on the purpose and intent of your online video. For example, a Zoom call versus a guest appearance on a show.

5. Sound.

Internal microphones work, however, you might prefer to invest in an external mike for improved audio. Research will help you find a compatible fit. Headphones are a must to minimize feedback and prevent complications with guest audio.

Additionally, their use may ensure privacy or save the sanity of your family. If you're able, use one headphone and keep your other ear free to monitor ambient noise. Become familiar with your settings button, check sound and resolution before each broadcast. Turn off all notifications. They are distracting.

6. Just start.

Don't hold back or be intimidated. Shoot short, live Facebook videos. Join a group video challenge. You'll be surprised by the confidence and level of comfort you'll quickly gain. Finally, if all else fails, ask your kids for help! ■

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.

GALLERY 201 TOWN CENTER CELEBRATING 30 YEARS

Gallery 201 Town Center is more than a commercial building – it is an important part of Labrador City's history. The building was built in 1957-58, and served as Iron Ore Company of Canada's cafeteria where meals were provided to thousands of IOC employees and contractors for the next twenty years. In 1991 the facility was purchased by husband and wife team, Robert and Gladys Marche, who renamed it Gallery 201 Town Center, and converted the large space into a professional building offering professional service and retail space.

Initially, Gallery 201 Town Center underwent a 3-phase conversion to update the space. Today is no different, as the space is constantly being updated to stay ahead of design trends and technology requirements. The interior

design and decor at Gallery 201 Town Center lends itself to an atmosphere of quiet specialty shopping and personal/professional services, with attractive storefronts of oak, glass, brass and French doors, which set Gallery 201 Town Center apart from the typical mall setting, and gives a sense of upscale commercial space.

Today, the modern commercial building houses several health and wellness-related businesses, as well as specialty retail, personal care and office operations.

Located within Town of Labrador City Central Business District, the building can accommodate most commercial business requirements. We welcome all new and prospective tenants and we very much appreciate the confidence and success of our existing tenants. ■



To contact us about retail/rental space, contact Gladys Marche at (709) 944-5800 or by email at gandrholdingslimited@crrstv.net.



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RioTinto





2020: The Year of Awards for **PAL AIRLINES**

Despite the challenges faced by airlines in 2020 and 2021, PAL Airlines managed to stand out for excellence in air travel.

St. John’s Board of Trade 2020 Business Resilience Awards: Opportunity Seeker Award

Newfoundland & Labrador Construction Association 2020 Rock Awards: Professional Services Award of Excellence.



Featured: Janine Browne - Director of Business Development & Sales

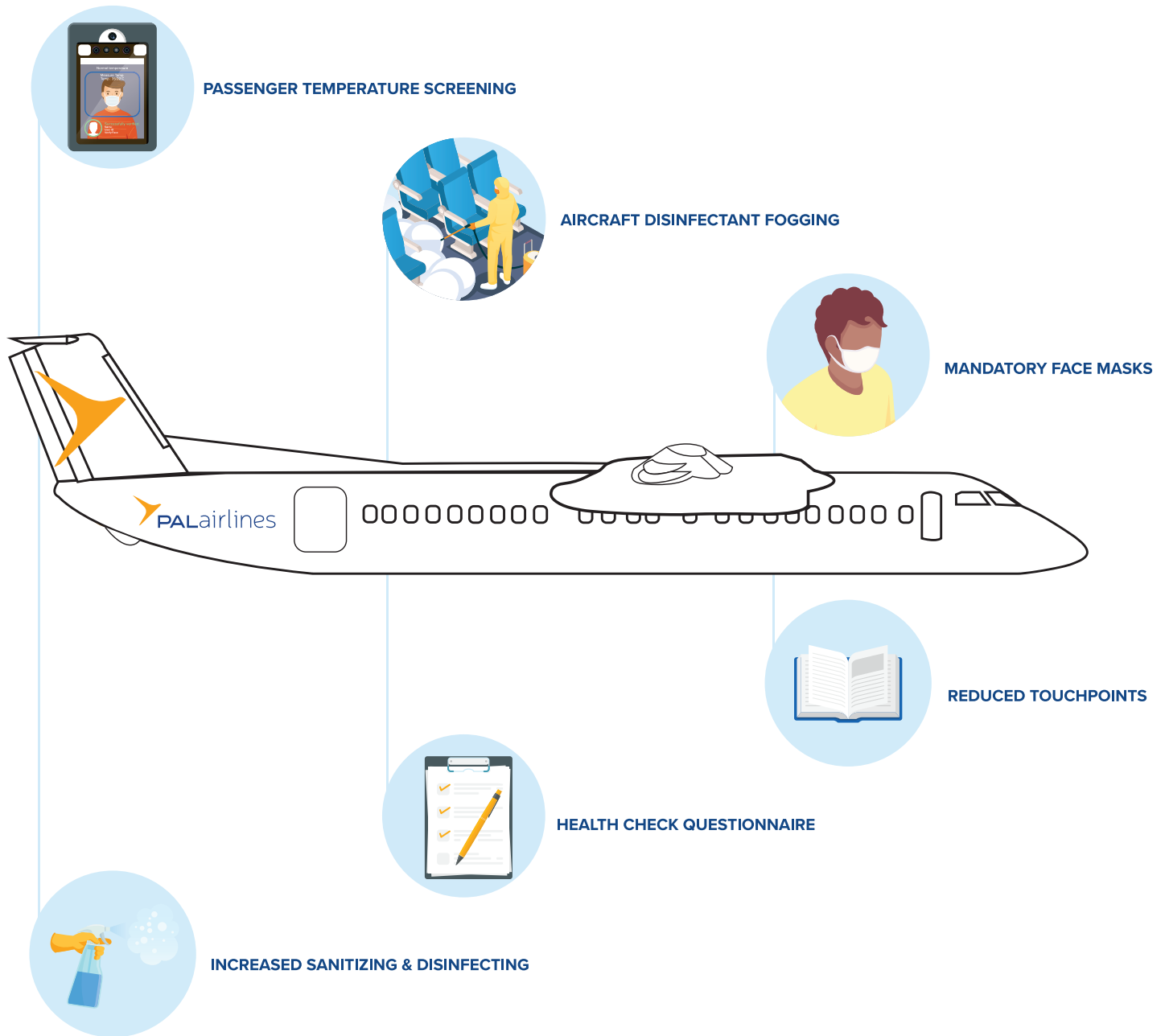
This award celebrates the creativity and ingenuity that your business used to reach and connect with customers throughout 2020. Your business deployed new ways to communicate with your customers, or if you were able to build new relationships with a market segment that you didn’t connect with before.



Featured: Stephen Short - Sales Manager, Janine Browne - Director of Business Development & Sales.

Awarded to recognize a member firm that exemplifies professionalism and integrity. The recipient has demonstrated their commitment to supporting member firms and the NL construction industry by providing first-rate services to help the industry stay competitive.

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3 WAYS TO STAND OUT

WHEN EVERYONE ELSE IS TRYING TO DO THE SAME

Just when we thought things were getting back to “normal” the latest wave hit, and we were all forced to reset courses... again.

There can be a desperation that you feel on social media. Many businesses are creating content that demands “look at me.” But while some may believe that “shouting” into social media is the way to get attention, it rarely is. Usually, all that accomplishes is someone ignoring you the way a stranger might sidestep a toddler having a tantrum in a grocery store.

Yes, tantrums get attention but not the kind you want in order to get customers to buy from you. Instead, you want a more subtle approach. Here are several ways you can get attention for you and your business that have nothing to do with shouting or demanding it.

Show How You Help

Sure, telling people how you can help them is very important. But you should also incorporate some showing, not just telling. For example, Amazon created a holiday commercial that features a young girl working on her ballet routine. She works hard in every spot imaginable. She eats, lives and breathes ballet. As she prepares for the big recital, she receives notification that it’s been canceled. She’s despondent until her family creates a homemade recital for her on their apartment’s roof. Neighbors watch the girl perform lit solely by flashlights ordered from—you guessed it—the mega retailer. She finishes the dance in a beautiful moment and the words, “The show must go on” come across the screen with a well-placed logo. This commercial only features a fleeting glimpse of the brand and never talks about it in any way. But it shows exactly how Amazon can help

and they do so with story. Which brings us to...

Tell a Story

Everyone claims to be the best, most efficient, best priced, etc. But all those superlative claims can get lost on social media since everyone is saying the same thing. Have you ever once heard a business claim to have adequate customer service?

Of course not!

It’s always the best. They put the customer first.

But if everyone claims to do that, how does the customer figure out who really is the best? They don’t. They ignore those claims and look at something else like reviews.

But what is the one thing about you that is different?

It’s your story.

No one has the same story that you do. You are unique in that way. And no one has the same customer stories that you do. You can differentiate yourself from the other businesses by getting personal and telling your story of what motivates you and how you help your customers.

Again, telling your story is not you writing sentences about how you got into your business. That’s only part of it. Think about that Amazon commercial. Amazon told a brilliant story about how they are there for people when others aren’t (the show must go on) but they never said those words. They implied it through story.

Tell about your customers' struggles and how you fit in to help them be their best selves. You needn't say the words "we helped them." But you must show how you did.

Fail Big

Is there some problem that plagues your business or industry? Something that everyone dismisses with a "well, it is what it is".

If so, fix it.

If you do, you'll be a hero. If you don't, you'll fail. But you'll fail big because you took on something no one else has. They'll talk about your efforts. Car dealerships did this when the first one went to "no-haggle" pricing or Carvana went to selling cars sight-unseen through a virtual vending machine.

JCPenney's tried to provide a good value environment by lowering its everyday prices and doing away with sales and coupons. It tried to give consumers an inexpensive buying experience whenever they wanted it, not just during sales.

It turns out, people love sales and coupons and Penney's failed. But they failed big and they got a lot of press and people talking about them. Ultimately, it wasn't enough, but you have to admire their gumption.

If you want to stand out from the crowd, you have to play up your uniqueness. Do this through story and sharing your life with your audience. Don't be afraid to fail. Through it, you'll learn something about you and your audience.

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LABRADOR WEST
CHAMBER OF COMMERCE

CHAD DECKER PEOPLE STUFF

Meet one of the Chamber's newest members, Labrador City native, Chad Decker, founder of the HR Solutions Company, People Stuff.

Chad Decker is owner of People Stuff, an HR Consulting Firm that thrives and operates in creating partnerships with small businesses throughout Newfoundland & Labrador. People Stuff's goal is to make your business more profitable by focusing on your greatest asset: your people.



At People Stuff, it is our mission to provide affordable HR services in an adaptable method. Whether it is a Retainer Approach, our HR Kickstart Program, a project or consulting work, we can work with you to find solutions.

What makes your business special?

We believe that business equals family. Like a family, a business thrives on strong relationships and open communication. It is our goal to get business owners and their employees connected by building stable HR bases and healthy internal communications practices. Think of us as your CHO — your Chief Happiness Officer. With 20 years HR experience, People Stuff can help you create structure, growth and a rewarding and engaging culture.

How long have you been in business?

People Stuff is now going into our fourth year of business.

What would you say is the biggest challenge that you have faced as a business owner?

Sometimes our biggest challenge can be educating clients on the importance of HR. A lot of our clients struggled to see the connection and the value. We always say an investment in HR will come back to you in savings and profit of 3-5 times the investment.

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

We already know the people challenges you are having, and we can tell you the challenges you don't know about or will soon have. Whether you are repairing large motors, providing veterinary services, or selling janitorial supplies you will have the same HR issues depending on your employee numbers and the stage of growth you are in. The key is to listen and work with each client and adapt to their style.

What motivates you?

We are supporters and we love to see companies grow. Your success is our success and when we see that happen, we get excited. We have seen examples of companies that were failing and had low engagement, high turnover, bad employee morale

and poor employee attitudes. When we started working with them and put systems into place, we watched engagement, turnover and team work improve. That led to an increase in profits and a better workplace. Take care of your people and they will take care of you.

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

We have been working with a few Labrador West and Happy-Valley Goose Bay companies, so it's an expanding area for us. I am also originally from Labrador City, so I always enjoy the chance to support the area and make a visit to my hometown. Hopefully, we will see a lot more of Labrador West!

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

Though I have been in HR for 20 years now I did spend 10 years owning and operating a Veterinary Clinic. My HR and Operations focus was valuable while I learned how to run a business. We grew our business from 5 people with a revenue of \$500,000 in our first year to 60 employees and \$6,000,000

revenue. I know what it takes to run a business and I have lived through all the growing pains. That helps me relate with small business owners.

Do you have any advice for new business owners?

Invest in your people and your people processes. Too many business owners focus just on the numbers and trying to reduce costs and increasing revenue. The focus becomes marketing and creative accounting strategies. In the end you may have a great business plan but if your people don't feel valued and engaged, the plan will never work. I would rather have a business with the wrong business plan and the right engaged people than have the right business plan with disengaged employees. If your people don't care or support you, it will never work.

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

When I get to Labrador West, I love to head up to Smokey Mountain. In the summer I go hiking in the woods up there and in the winter, I love to alpine or downhill ski. ■



I am originally from Labrador City, so I always enjoy the chance to support the area and make a visit to my hometown. Hopefully, we will see a lot more of Labrador West

Chad Decker, People Stuff



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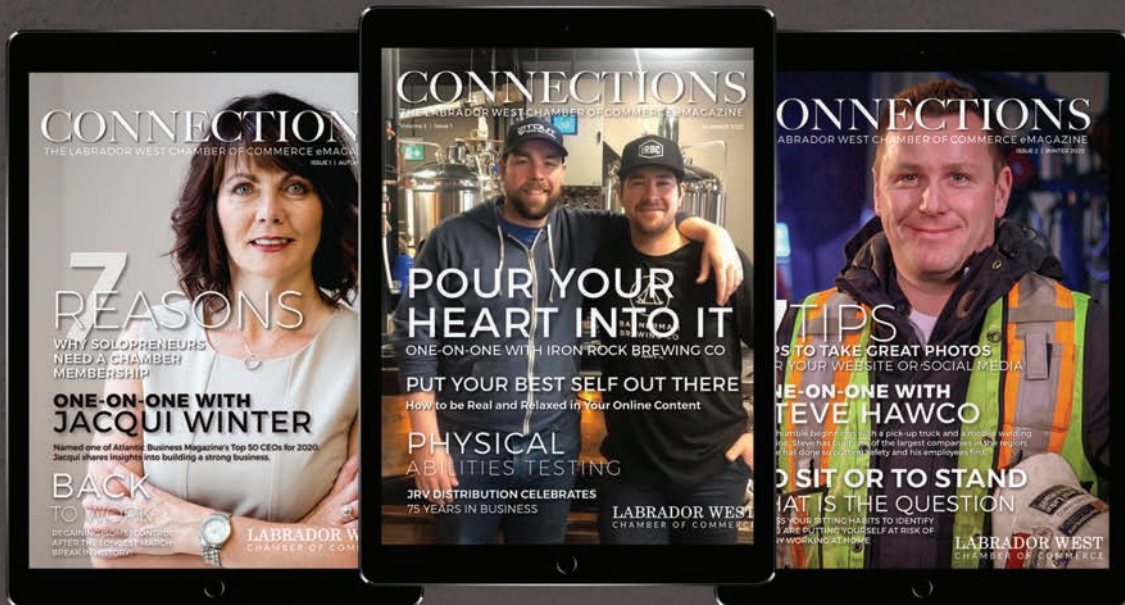
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If you would like to contribute an article, have your business featured, or to advertise in *Connections*, contact the Chamber office at info@labradorwestchamber.com

**DEADLINE FOR AD AND CONTENT SUBMISSIONS
FOR THE FALL SMALL BUSINESS FEATURE ISSUE IS
FRIDAY, AUGUST 27TH.**



LABRADOR WEST

CHAMBER OF COMMERCE

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