



British Columbia Chamber Executives

BCCE Newsletter - March 2015



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MARCH

*May your pockets be heavy
and your heart be light.
May good luck pursue you
each morning and night.*



BCCE Directors

Executive

President:

Allan Asaph, Executive Director
**Abbotsford Chamber of
Commerce**
allan@abbotsfordchamber.com

Vice-president:

Kim Burden, Executive
Director,
**Parksville & District Chamber
of Commerce**
kim@parkvillechamber.com

President's Message

Allan Asaph

"Where does the time go?" How many times have you caught yourself saying that this past year? It's no surprise that the job of managing and effectively running a Chamber of Commerce gets more complex each year.

BCCE was formed to provide a network in which to share resources, information and support towards effective and efficient management of the countless aspects of Chambers and Boards of Trade throughout BC.

There are many tools available to you on our website at www.bcce.bc.ca such an up-to-date directory of all BCCE members and their contact information. Click on the **Resources** tab under **Member Information** to find links to information that can help you - for example the updated **BCCE Manual for Lead Staff (2014)**, as well as sample forms and documents.

If you have a tool, form or document that you would like to

Secretary:

Fieny Van den Boom,
Executive Director
**Chilliwack Chamber of
Commerce**

fieny@chilliwackchamber.com

Treasurer:

John Devitt, General Manager,

**Penticton and Wine
County Chamber of
Commerce**

manager@penticton.org

Past President:

Maureen Czirfusz, Executive
Director ,

**Houston & District Chamber
of Commerce**

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Directors

Bruce Carter, CEO

**Greater Victoria Chamber of
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Susan Clovechok, Executive
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Trish Parsons, Executive
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**Kitimat Chamber of
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Louise Ranger, President &
General Manager

**North Vancouver Chamber of
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share with the network send it to me and we will post it. In addition, let me know if there is something you would like to see posted there and we will search it out. Our shared knowledge, ideas and best practices are what makes us all stronger.

Bursary Applications to Attend Chamber Events

In order to provide opportunities for all Chambers to participate in and benefit from Chamber focused events the Canadian Chamber of Commerce, the BC Chamber of Commerce and your BCCE offer bursaries to help cover the costs of attending.

For Application Forms follow the links below:

[Canadian Chamber of Commerce](#) **Deadline - May 15**

[BC Chamber of Commerce](#) **Deadline March 27**

Information regarding bursaries to attend the September BCCE Conference and AGM will be included in future issues of the BCCE Newsletter.

BCCE Board Nominations

The Nominations Committee of the British Columbia Chamber Executives Society is seeking candidates among members to join the BCCE Board of Directors for a two year term of office starting September 11, 2015, the date of the Annual General Meeting.

Directors represent and are accountable to the membership and as such are responsible for governing and overseeing the strategic direction of BCCE. The effectiveness of your Society is directly dependent on the leadership and enthusiasm of the Board of Directors.

The Nomination Committee is seeking candidates with these competencies:

- Understanding of the purpose of BCCE and a commitment to actively support it
- Awareness of the business and economic climate in BC and the roles of BCCE and other chamber of commerce networks in BC and Canada
- Experience in serving on a governance board
- Experience in strategic planning
- Experience in leadership or executive positions for a chamber of commerce or board of trade
- Ability to understand financial statements, management reports and risk management practices
- Ability to apply critical thinking, work as a team member, act with integrity and fairness

Nominees must be BCCE members in good standing and

confirm that they have the support of their employer to commit the estimated 200 hours per year and resources for at least one meeting in person per year of the BCCE board of directors.

If you are prepared to stand for election to the BCCE Board of Directors, please complete the nomination form by clicking [HERE](#). If you have any questions about the process, attached materials or require further information, please contact:

Maureen Czirfusz
Chair, BCCE Nominations Committee
manager@houstonchamber.ca
250-845-7640

Tip of the Month

Kim Burden

Writing a Great Media Release

Something exciting is happening at your chamber - a grand opening, a new location, the introduction of a new member - and you want to tell the world about it. But you're a small chamber with a limited budget. You don't have the luxury of a PR department, so you sit down to compose the press release yourself.

One thing's for sure: your target audience will be busy. They don't have time for fluff. They may glance at the headline; they may even read the first paragraph. If the press release is especially compelling, they may continue to read. But don't count on it.

How do you write a press release that grabs and keeps a reader's attention? Here are four guidelines:

- **Use a strong headline.** Limit your headline to twenty words or less and put the most important information up front. Scan well-written publications like *The Globe & Mail* or *Vancouver Sun* and you'll find headlines with active words that boldly proclaim the gist of the story: "Record Rains Cause Major Flooding" or "Police Chief Gets New Term." Follow their example.
- **Keep it short.** Try to keep your press release to one page, two at the most. Anything longer runs the risk of reader fatigue. Busy reporters, editors, and readers aren't interested in a dissertation. As Detective Joe Friday used to say, "Just the facts, ma'am." The first paragraph should follow the journalist's guideline of answering five basic questions: who, what, when, where, and why.

- **Keep it focused.** If you want to discuss both a new product and a new location, consider sending two press releases. Don't dilute your message. The article should be centered on a single newsworthy topic. Include key words and phrases, and repeat them throughout the article. Assume that your press release will be published over the Internet, so make it easy for search engines - and your readers - to find and share your story. To add interest, consider including brief and relevant quotations from industry leaders, company executives, employees, and customers.
- **Pay attention to detail.** Check for grammatical errors. Give the article to a "cold reader" who can review it for typos and misspellings. Follow standard formatting - no fancy fonts or pretty colors. Break up content into easy-to-digest sections. And make sure your chamber's contact information is clearly displayed.

Edited from <http://bmwtaxva.com>

Join the BCCE Facebook Group

A new communication tool has been added to the mix. I am sure we re all

familiar with the way Facebook works. The address for the BCCE Group page is <https://www.facebook.com/groups/1527614727506504/> and as this is a closed group you need to ask the Communication Committee if you can join and OF COURSE YOU AS A BCCE MEMBER CAN.

Your Submissions are Welcome

Your Communication Committee are looking for your contribution to this monthly newsletter.

If you have a Chamber Program you would like to highlight submit to Kim Burden kim@parksvillechamber.com

To help our members get to know each other we will be running member profiles. To submit your profile contact Marie Birkbeck - info@valemountchamber.com

If you have a super tip for the Tip of the Month contact John Devitt - manager@penticton.org

BC Chamber Executives Societies Resources

The British Columbia Chamber Executives Society offers education, resources, and networking support among

managers of Chambers of Commerce and Boards of Trade in British Columbia.

The Chamber Manager position is unique and the BC Chamber Executives aims to make you and your chamber a success.

If you are an experienced chamber manager ready for an update or a new manager just appointed, just lock the door, take the phone off the hook, take 15 minutes and review the helpful information found [HERE](#)