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PEACHLAND CHAMBER OF COMMERCE

# NEWS

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YOUR SOURCE FOR CHAMBER  
INFO AND EVENTS



## IN THIS ISSUE

- June Business Made Social
- Save the Date - Membership Appreciation Event
- Chamber Biz Buzz
- 2018 Business Excellence Awards
- Chamber Sub-Committees - Do you want to join?



PEACHLAND TAXI



1-844-PEACHLAND  
1-844-732-2452  
PLEASE BOOK IN ADVANCE  
[peachlandtaxi.com](http://peachlandtaxi.com)



CHAMBER  
PEACHLAND

# COME TOGETHER LET'S SUPPORT EACH OTHER

We're all too familiar with Mother Nature and how powerless we can be as a society against these treacherous natural disasters.

We do however, have the power to come together, promote our community, promote our businesses and let locals and visitors know that we are OPEN FOR BUSINESS.

We encourage everyone to share what they can about their businesses on Facebook, Twitter, Instagram, etc. so that we can reach as many people as we can and tell them that we're here, we're open and we're OK!

Follow the Chamber and Visitor Centre on Facebook and tag us in your posts; we will share them. Share posts from other local business; show your support.

Don't have social media accounts? Email us your content and we will share it for you!

Let's show everyone that while we may be tiny, we are mighty and these fires aren't going to get us down!



## JUNE BMS

We had a brilliant June Business Made Social with over 60 members and non-members in attendance.

Hosted by the Peachland Visitor Centre and BEEPS, guests were treated to Saxon wine, sandwiches and snacks all while learning about what's happening in the world of Peachland tourism and bats!

Special thank you to those who donated door prizes including:

Pineacre on the Lake B&B  
Bosley's by Pet Valu Peachland  
Get Organized with Meg  
Morpheus Graphix  
Hainle Vineyards  
Zip Zone and our newest member...  
Cherie Bz B&B!

## SAVE THE DATE!

It's been such a great year for the Chamber. To date, we've proudly...

- Welcomed over a dozen new members
- Launched our new website [www.peachlandchamber.com](http://www.peachlandchamber.com)
- Amped up our membership communications with monthly newsletters
- Rebranded our Business After Hours to Business Made Social
- Established our 2018 Board of Directors with two new directors; Darlene Hartford and Greg Sewell
- Hosted our successful AGM, Golf Tournament, Canada Day Concerts and monthly Business Made Socials

All of this was possible with the support of our membership and we want to say **THANK YOU.**

Join us: Thursday, September 27th at the Peachland Visitor Centre - 5:30 pm.  
Bring your staff and family -- this is a family friendly event.  
**FREE FOOD, DRINKS, ENTERTAINMENT, FUN FOR THE KIDS, PRIZES & MORE.**

Further details to follow.





## PROMOTIONAL PLAN

- **Posters:** Nomination posters and event posters delivered to chamber members, local and regional businesses
- **E-Blasts:** Sent via the chamber email to our distribution list of over 200 business owners and operators
- Peachland Chamber of Commerce Monthly Newsletter insert
- Series of paid advertisements in various online and print medias
- Press releases
- Posted on Peachland Chamber of Commerce website
- Promoted Facebook campaign

## BUSINESS EXCELLENCE AWARDS

The Peachland Chamber of Commerce is honoured to host the celebration of business excellence within our community. It is the Chamber's flagship event of the year in which finalists and award recipients receive well-deserved recognition for their accomplishments as well as valuable publicity for their organization.

### SUMMARY

**TARGET AUDIENCE:**  
Regional business community

**ANTICIPATED ATTENDANCE:**  
200+

**DATE AND TIME:**  
Saturday, November 17th, 2018

**LOCATION:**  
Peachland Community Centre  
4450 6th Street, Peachland

# 2018 AWARDS

Summer may be in full swing but we're already planning the Chamber's Fall and Winter events!

The 2018 Peachland Chamber of Commerce Business Excellence Awards are only 4 months away; can you believe it?!

Our team at the Chamber is currently in the process of organizing our sponsorships for the event and have designed sponsorship packages for any budget.

Can't be a sponsor for this event? Gain some exposure for your business by providing a silent auction item; we're looking for those, too!

## WHY SPONSOR?

Your awards ceremony is the FLAGSHIP event of the season.

This year is even more special as it jump-starts the Chamber's 20th year in business! It is the most attended, most anticipated and generates the most buzz.

You'll receive heightened visibility due to positive publicity and mass media coverage.

A sponsorship investment not only assists in the success of YOUR Chamber, it also puts your business in the spotlight.

Keep your brand top of mind in your potential leads, expand your name recognition and elevate your status in the community.

This is your chance to be a part of the biggest Chamber event of the year.

Sponsorship packages start at \$250.

Contact the Chamber for more information.

*Support your*

# PEACHLAND CHAMBER

## SPONSORSHIP

5684 BEACH AVE.  
PEACHLAND, BC  
250-767-2422

PEACHLANDCHAMBER@GMAIL.COM





## Policy & Advocacy



# THE COMMITTEES

## Membership and Engagement

**Mandate:** To continually assess the demographics of the Chamber membership, to engage and communicate with membership face-to-face, to formulate strategies that increase the value of membership and to collectively promote businesses locally and regionally.

**Expectations:** To assess membership needs by communicating directly with members. Report back to Board of Director and begin implementing new strategies.

## Policy and Advocacy

**Mandate:** To support the Chamber's objectives by identifying issues at all levels of government that affect the local business community, inform and educate membership regarding policy issues and initiatives, develop informed/evidence based policy recommendations and or resolutions.

**Expectations:** Attend "All Valley" meetings and network. Report back to Board.

## Special Events

**Mandate:** To create opportunities for Chamber membership to interact, network and build relationships. To increase visibility for our membership and foster involvement with the Chamber and business community. To brainstorm and identify new revenue generating Chamber events.

**Expectations:** To be available to participate in the planning and implementation of special events.

# JOIN US!

Your Chamber has been building sub-committees to tackle all aspects of running a successful Chamber.

Our Directors have taken the initiative to join several of those committees and now we want to extend the invite to join to YOU; our members.



To find out more about joining a Chamber committee, please email [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

Let's Talk!



## SUN OKA VALLEY CLEANING

● TAKING ON NEW CLIENTS ●

EMAIL FOR RATES

SUNOKAVALLEY@GMAIL.COM



## CHAMBER BIZ BUZZ

Looking for local cleaning services? Support a Chamber Member!

One of our NEWEST chamber members, Sun Oka Valley Cleaning is taking on new clients!

Providing professional cleaning services in the heart of Peachland and Summerland. This includes, Residential, Commercial, Construction, Move-In/Out, Rental and Air BnB properties.

Out of town and need someone to check on your house? They do that, too!

They are here and ready for your business!

## BIZ BUZZ

Ideal Protein at Okanagan Pharmacy Remedy's Rx

Ideal Protein is an evidence-based, medically-designed, and professionally-supervised weight management program. With this program, clients not only achieve a healthy weight, but also see improvements with certain medical conditions such as high blood pressure and diabetes, and may be able to reduce or discontinue some of their medications.

Since January 2017, Okanagan Pharmacy Remedy's Rx has helped clients lose over 1,000 lbs, and improve their health, energy and overall well-being!

Contact us at 250-767-2911 to book a free consultation, or to organize a free introductory session about the benefits of Ideal Protein to employees at your business.



## FREE CONCERT

The Peachland Rotary Club presents . . .

## COUNTRY CLASSICS

REMEMBERING SOME OF THE GREATEST COUNTRY HITS OF ALL TIME!

JOHNNY REID ★ CRYSTAL GAYLE ★ GLEN CAMPBELL  
PATSY CLINE ★ CONWAY TWITTY ★ PAM TILLIS  
JACK GREENE ★ TERRI CLARK ★ JOHNNY CASH  
GEORGE STRAIT ★ RAY PRICE ★ and More!



**SUNDAY AUGUST 19 - 7:00pm**  
Heritage Park , Peachland (Rotary Gazebo)

COME EARLY - SET UP YOUR LAWN CHAIR - GRAB A BITE TO EAT  
COME BACK IN TIME FOR THE SHOW



# THE OKANAGAN BEACON

brought to you by



## Who we are

Morpheus is small locally owned business located in Westbank in the Westbank Shopping Centre. Owned by Cori Inman it is a mother, daughter ran advertising studio, info centre and artisan gift shop. Cori offers a background in marketing and design with an honours diploma in graphic design/prepress and a diploma in Business Admin specializing in marketing from Okanagan College. She has lived in the Okanagan for over 28 years, worked in the industry for over 20 years and operated her own businesses for over 13 years.

## What we are

**Morpheus** is a advertising studio, offering the following services.

- Graphic Design
- On-Site Digital Printing
- Photocopying
- Offset Print Brokering
- Large Format Printing
- Signs of All Kinds
- Promotional Items
- Vehicle & Storefront Decals
- and much more!

**Visit Our Okanagan** is the community division of Morpheus, offering the following services.

- Mobile Info Centre
- Westbank Info Centre
- Beacon the Beaver Mascot
- Okanagan Series Calendars
- Fundraising Community Punch Cards
- Business Promotions
- Brochure Racking
- Okanagan Eats
- Okanagan Gifts
- Custom Gift Packs
- Souvenirs
- Weekly eNewsletter

The Visit Our Okanagan community cruiser is a custom retrofitted Dodge Promast 2500 converted into a mobile info centre that presently travels around BC and Washington State that people can walk on board and find information on businesses, attractions and communities throughout the region. This venture is solely funded throughout brochure rack renting and sponsorship by local businesses and communities.

**Beacon the Beaver** is our Regional Mascot, he promotes local businesses, attractions and communities via ...

- Community Cruiser
- Promotional Videos
- Contests & Promotions
- Giveaways
- Sponsorship
- and so much more!



Beacon is presently fundraising and looking for help from local communities and businesses for a new body to replace his old body that got damaged at a recent event promoting the region when take out by another parade entry. His new body is more durable, warranties, and has a proper ventilation system to allow more comfort for the "inner Beacon" when out promoting. At a total cost of almost \$6,500, we have raised just under \$4,000 to-date and are reaching out to local businesses and communities for sponsorship funding for the remaining \$2,500 so we can get Beacon back out on the road promoting the region and local businesses. Beacon's new body (left) is a much needed improvement and upgrade to his old body, to see his old body and adventures to-date promoting our region visit <http://www.visitourokanagan.com/advertising> and his Instagram page @beaconthebeaver. He is ready to ship pending final fundraising.

## Where we are

The **Morpheus Advertising Studio** and **Visit Our Okanagan** Artisan Gift Shop are conveniently located in the Westbank Shopping Centre next to the Encore Landmark Theatre.

204-3645 Gosset Road | Westbank, BC | V4T 2N8

tel: 250-681-9201 or 250-487-0644 | [hello@morpheusgraphix.com](mailto:hello@morpheusgraphix.com)

Like. Tweet. Share



@morpheusgraphix  
@visitourokanagan  
@beaconthebeaver



@morpheusgraphix  
@visitourokanagan  
@beaconthebeaver



@morpheusgraphix  
@visitourok  
@beaconbeaver



# Beacon needs your help!

Beacon the Beaver travels with his community cruiser promoting the region and giving out info on the communities throughout the Okanagan and local area businesses. Beacon plans to promote local business this year include:

- traveling throughout BC, and Washington State this year promoting the region at area parades, festivals and events
- find Beacon at local community events and businesses with giveaways for the kids, hugs, high fives, fist bumps and more
- Coming this Summer! Promotional videos on local businesses and attractions shared on social media, his website and YouTube channel
- Coming this Fall! Where in the Okanagan is Beacon? If you spot Beacon throughout the Okanagan take a selfie with him and post for a chance to win great local prizes



Our original Beacon has come to an end and we are working on fundraising for a new big better and more beautiful Beacon. Check out the videos at [www.visitoukanagan.com/advertising](http://www.visitoukanagan.com/advertising) or click this ad and check out Beacon's travels in his old body over the last year and advertising packages available to help support Beacon. We have raised almost \$4,000 to date with only \$2,500 left to go. He is ready to ship pending final payment of \$2,579.07.

Beacon loves to promote local and has come up with his own advertising packages to help cover his costs of travel along with care and maintenance of his new body so that he is always promoting local at his best. Imagine your business or community on the back of all his tees/costumes being promoted to millions of people a year on his travels for only \$2,500 for a 3 year term! Where else can you make a reach that big, for that size of investment?

Smaller donations are always gladly accepted! Every dollar counts to get Beacon back out promoting the region again and with your help we can do it! Check out these great donations for Beacon to-date.

**\$1,000**

**Morpheus Graphix**  
*Westbank, BC*

**International Mascot Co.**  
*Edmonton*

**\$500**

**Castoro de Oro  
Estate Winery**  
*Oliver, BC*

**Papa John's**  
*West Kelowna*

**\$250**

**Okanagan Smiles**  
*Kelowna, BC*

**Navy & Sage Benefits**  
*Kelowna, BC*

**Back to Earth**  
*Coldstream, BC*

**\$50**

**Lang Vineyards**  
*Naramata, BC*

**Sandi McLeod-Hill  
Brennan Hill**  
*Winnipeg, MB*

**Flavors Kitchen**  
*West Kelowna, BC*

**\$25**

**Payne in the Glass**  
*Vernon, BC*

**Colleen Staves**  
*West Kelowna, BC*

**\$10**  
**Cindy Armstrong**  
*Edmonton, AB*

Contributions can be made via credit card in-store or online, debit or cash in-store, or e-transfer to [beacon@visitoukanagan.com](mailto:beacon@visitoukanagan.com).

204-3645 Gosset Road (next to the Encore Landmark Theatre), Westbank, BC  
Hours: 9 am - 4pm Mon - Fri, Sat. by Appt. Tel: 250-681-9201 or 250-487-0644

Interested in having Beacon make an appearance at your event? Starting in August Beacon will be available to hire for events on evenings and weekends like grand openings, anniversaries and more! (as schedule allows)



## ADOPT A BAT

Did you know that for only \$25, you can adopt a Peachland Yuma or Little Brown Bat?

BEEPS has designed a new program where kids of all ages can fill out an "Official Adoption Form" and support the Maternity Bat Colony.

Your adoption includes an Adoption Certificate, Thank You Letter, Species Profile, Bat Facts & BEEPS will send you continuous updates about the bat colony, online games and special gifts.

It's a FUN & UNIQUE gift that also supports a great cause. To learn more about the 'adoption' process email [peachlandbats@gmail.com](mailto:peachlandbats@gmail.com) or drop into the Peachland Visitor Centre!

## PEACHLAND VISITOR CENTRE WELCOMES TWO SUMMER STUDENTS

Anthony Boyko and Emily Sproule

Emily is a long-time resident of the Okanagan. She recently graduated from Mount Boucherie Secondary and is heading to the University of Victoria this Fall to study Biology.

She joined the team to work on developing programs within BEEPS and has been the perfect fit!

"Bats have become a huge part of my life in the short amount of time that I've been working with BEEPS; I love them!"

She been a valuable asset to BEEPS and the VIC!

Anthony has been a resident of Peachland for the past 13 years. He is currently in his 3rd year of studies at the University of British Columbia Okanagan campus taking a double major; Bachelor of Science degree in Computer Science and Economics.

He joined the team with a focus on history & technology and is such a positive asset to the VIC team!

"I love working for the visitor centre because it allows me to get to know many more of the people that live here in Peachland."







Patrick Van Minsel and Jennifer Clute

## **NEWSLETTER CONTRIBUTIONS?**

If you have any information that you would like to share with your fellow chamber members in our monthly newsletter, please email us at [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

## **E-BLAST**

Can't wait for the newsletter? Send us your information and we will send out an e-blast to your fellow chamber members! Please email us at [peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

## **STAY CONNECTED**



@chamberpeachland



@peachlandchambe



250-767-2422



[peachlandchamber@gmail.com](mailto:peachlandchamber@gmail.com)

## **BLOG CONTRIBUTIONS**

If you would like to contribute to our chamber blog, please visit our website at [www.peachlandchamber.com](http://www.peachlandchamber.com) and have a look at the Blog Contributions guidelines. We'd love to have you share your knowledge and expertise with your fellow members!

