

# ADVERTISE WITH INFLUENCE

## Influence Magazine 2018

Highlighting the Lethbridge Chamber of Commerce & BDO **Top 40 Under Forty, INFLUENCE** magazine is a publication that will maximize your advertising dollar.

Distributed in July to over 17,000 homes and businesses, **INFLUENCE** is seen and shared throughout our community for months following its release!

Let the Chamber help you to influence your customers by advertising with our powerhouse annual publication.

**Ken Aitkens**  
**K**en Aitkens, 31, is owner of Type Three Homes in Lethbridge. He is leading the way in redefining urban neighbourhoods in Lethbridge. Ken is proud that his developments bring up best values and have created a new real estate market in Lethbridge that didn't exist before. Ken is a believer that urban neighbourhoods can be redeveloped through modern skill development by re-purposing existing lots and building new homes where older ones previously stood. Ken prefers to invest in mature neighbourhoods because it helps to prevent urban sprawl and reduces pollution. Ken has a PhD from the school of life, he believes that he is continually learning how little he actually knows, and has learned to see failure and mistakes as learning opportunities. After completing his very first residential development at 18, Ken spent a decade learning as much as he could about the construction industry. His dedication to our region has a passion based on developing and revitalizing downtown Lethbridge and the surrounding neighbourhoods. Ken's company, Type Three Homes, was responsible for the design and renovation of local hot spot Broad Mill & Honey.

**Nicole Barnett**  
**N**icole Barnett is a Chartered Accountant at Batten & Co. Chartered Accountants. Nicole's job is much more than sitting at a desk punching numbers on a calculator. She helps people build their dreams as they search for business to grow and become profitable, successful entrepreneurs. Nicole grew up in Blue Island, and moved to Lethbridge to attend post-secondary school. She graduated from Lethbridge College with a Business Administration diploma in accounting, and then earned a Bachelor of Management degree with a major in accounting from the University of Lethbridge in 2002. Nicole earned her Chartered Accountant designation in 2014. Nicole was instrumental in starting Success Chain, a business networking group made up of entrepreneurs, professionals, sales people, and managers that work with the purpose of helping each other grow their businesses.

**Chris Broughton**  
**C**hris Broughton, Manager of Human Resources & Safety at Meridian Manufacturing, has a high quality career and job services. In an elegant and comfortable atmosphere, he is pleased to open a sales and retail, allow HR professionals to focus more on their core business. Chris graduated from Lethbridge College with a Diploma in Business Administration and earned his Bachelor of Management degree from the University of Alberta. At school he had the opportunity to participate in several extracurricular activities. He was Chairman of the Students for Tobacco Reduction, President of the Management Students' Society and a JUC West Business Case competitor. In 2013 Chris received his Certified Human Resources Professional (CHRP) designation and Senior Human Resources Professional (SHRP) designation in 2016. Chris was Chair of the National Policy Review Committee for the WCU Western Group and is an active member of the Human Resources Institute of Alberta. He is dedicated to developing the HR profession through networking, professional association membership and speaking opportunities.

**Jill Colman**  
**J**ill Colman, owner and manager of TheDezires Salon & Spa, Lethbridge is a proven professional for high quality career and job services. In an elegant and comfortable atmosphere, she is pleased to open a sales and retail, allow HR professionals to focus more on their core business. Jill has always had the opportunity to be involved with their work and that the staff are staff that are serious about their work and that she can be confident in the quality of the services that they provide. For all, being able to provide them this platform is the best thing that she does. She believes that staff should be empowered with their work and that the staff are staff that are serious about their work and that she can be confident in the quality of the services that they provide. For all, being able to provide them this platform is the best thing that she does. She believes that staff should be empowered with their work and that the staff are staff that are serious about their work and that she can be confident in the quality of the services that they provide. For all, being able to provide them this platform is the best thing that she does. She believes that staff should be empowered with their work and that the staff are staff that are serious about their work and that she can be confident in the quality of the services that they provide.

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8 | Top 40 Under Forty 2017

**Mandy DeCocco-Kolebaba**  
**M**andy DeCocco-Kolebaba is the Director of Operations and a partner at The Standard Inc. Mandy is committed to the community as well as to her company. Mandy credits the great mentors throughout her life with contributing to her success. Mandy would not have been able to maintain a balance with family. She is working to change the way the world sees women and moms in business. A Lethbridge College graduate, Mandy earned a diploma in Broadcast Journalism in 2001, followed by a Bachelor of Fine Arts in 2003 from the U of L. In 2013, Mandy was listed as #24 of the Alberta Venture Fast Growth 50 a list for the fastest growing companies in Alberta. The next year, she was nominated for the Lethbridge Chamber of Commerce Young Entrepreneur Award, and in 2015, Mandy was nominated for an Alberta Women Employment Award.

**Jarred and Joel Kukkas**  
**J**arred and Joel Kukkas are the owners of Lethbridge Fit Body Boot Camp, a fitness facility in Lethbridge devoted to helping their clients live a healthier life. They have a deep desire to support individuals in becoming their fittest, their physical, mental and emotional health and ultimately their life while simultaneously living a life of purpose and passion. Joel received his Level 1 Precision Nutrition Coaching Certification and began coaching a few individuals before quickly transforming this personal one-on-one coaching into a successful nutritional program for Lethbridge Fit Body Boot Camp. Following completion of his neuroscience degree, Jarred obtained a health coaching certification from the American Council of Exercise and a training certification from both Fit Body Boot Camp and the Functional Aging Institute. Since opening their location in Lethbridge, they have helped hundreds of people lose thousands of pounds.

**Kevin Kramler**  
**K**evin Kramler is a Financial & Employee Benefits Advisor with Kester & Associates Inc. Kevin started his career as an investment & insurance advisor when he was just 23. Nine years later he has established himself as one of the major players within the financial advisory practice in Lethbridge. He attributes his success to three things: hard work, commitment and passion. Kevin feels that having people trust him with their finances is a huge accomplishment and a great feeling to have. As a by-product of this trust he has become involved in clients personal lives. He hears about all of the progress, milestones, vacations, births, deaths and the values that relationship. A University of Lethbridge graduate, Kevin earned a Bachelor of Management degree in Finance in April 2000. Kevin sees himself as an entrepreneur at heart. At 10 years old, he paid a friend to ice cream cones one day to help with his paper route because he was on rollerblades and could do it quickly, giving them more time to play.

**Tyson Leavitt**  
**T**yson Leavitt is the owner of Charmed Playhouses. Tyson owned three landscape-related businesses for ten years before he founded Charmed. Tyson loves building play structures to suit the imaginations of his fun-loving clients. Most of Tyson's education has come from running businesses. Tyson worked the weekend at Charmed to be fun, creative and unique. He ended up scoring a show on TLC as his biggest achievement in business. Tyson's playhouses have attracted the attention of superstar clients, including Golden State Warriors point guard Stephen Curry. Tyson won't shy away from any challenge and he strives to make each project as beautiful for parents as it is for their kids. The only downside to his is saying goodbye to the kids when it's completed.

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Lethbridge Chamber of Commerce Influence | 15

### Strength in Numbers

In any democratic system, there is strength in numbers. One of the chief values that the Chamber of Commerce offers its members is a powerful voice that advocates on their behalf. Right now, our Chamber represents over 760 business owners, upon which over 10,000 employees in our region rely. That's over 10% of the city, and for every new member who joins, our voice becomes louder.

The decisions that our elected officials make have deep consequences for business owners. New regulations, labour code changes, tax code tweaks, mandatory wage increases, trade relationships, and so much more, all affect the bottom line of the individual business person, or have impacts on the larger economic environment in which that business operates.

Whenever the Municipal, Provincial, or Federal Government moves forward with a new decision that affects business, your Chamber is there, analyzing the policies to see if they will help or hurt your bottom-line, advocating for policies or amendments that will help you, or proposing new policies of our own that will help business and align with the goals that the government is trying to achieve.

We want your voice to be part of the great weight of influence that we can bring to bear. If you are already a Chamber member, there's always ways that you can become more involved in the process and our ongoing efforts. If you aren't yet a member, we want you! The greater our voice, the greater our strength, and the more influence we will have together on the decisions which impact your bottom line.

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22 | Top 40 Under Forty 2017

### The Need for Community Vision and Cooperation in Lethbridge

From kindergarten we're taught to collaborate and cooperate with others in order to find solutions that work for the greatest number of people. From the boardrooms to personal finances, we're taught that long-term strategic planning and careful allocation of finances is the only way to do business. These principles must also apply our city's CIP process.

This spring, community groups, city departments, businesses, and private individuals brought forward proposals for over 100 projects, totaling \$66 million dollars. The City only has \$60.6 million available for community projects over the next 10 years. At the same time, our City is growing and people are asking what the vision for our City is, and who is casting this vision.

Currently, City Council has not laid out a visionary roadmap, but responds to the demands of the day. The Chamber wonders if a different approach, in which a well-researched community plan casts the vision for the allocation of resources for large community projects, would be a wiser way forward. We'd love to see a plan guiding competing projects to collaborate where possible in order to save public money, increase community spirit, and deliver proposals that benefit the greatest number of people, based on Vision and Cooperation. Our organization supports those who want to pursue this path because we know that as a city we're better when we work together, and as business people, we know our community investments are more valuable if they follow a carefully researched plan and vision to yield the most economic and social return to the greatest number of citizens.

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4 | Top 40 Under Forty 2017

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(INSIDE COVERS \$1,250)