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Connect. Engage. Achieve.



Chamber eNews
Fri. Jan. 6/17



Feb. 24 - Mar. 12
[Participant Kit & Registration](#)



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Don't Miss ...

[Become a Tourism Cowichan Stakeholder](#) [Community Events Calendar](#) [CVRD Events Calendar](#)

Dine Cowichan Partners



Participating Restaurants

Chamber News & Events

Dine Cowichan 2017 - Feb. 24 - Mar. 12

The Duncan Cowichan Chamber is launching the region's first Dine Cowichan program. Modeled after the "Dine Out Vancouver Festival", Victoria's "Dine Around and Stay in Town", and Nanaimo's "Dine About Mid-Island", Dine Cowichan encourages dining out local restaurants during the post-Valentine's Day seasonal slow-down. Generous advertising, attractive marketing, and perhaps most of all, distinctive menus at great price points, get folks out to new restaurants, and back to their favourites.

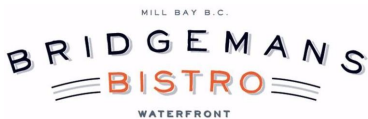
And Tourism Cowichan Society has stepped up to provide stand-out marketing materials, and to promote Dine Cowichan in Greater Victoria.

Your participation fee includes:

- \$190 ad space in Cowichan Valley Citizen
- BOGO at 89.7 Juice FM with a minimum purchase of 25 ads
- Advertising and Marketing in Victoria market

We'd love to welcome your restaurant as a Dine Cowichan participant. Please follow the link below, or contact the Chamber office.

[Participant Tool Kit & Registration to Dwnld & Print](#)
[Email Elizabeth Croft](#) | 250.748.1111



Chamber Benefits

[BC Chamber Member Benefits](#)

[Chambers of Commerce Group Insurance Plan](#)

[Contact Glen Naylor Financial Group for details on Canada's premiere Benefits Plan for small business](#)



Welcome Old Firehouse Wine & Cocktail Bar to Dine Cowichan

[The Old Firehouse Wine & Cocktail Bar](#) is participating in Dine Cowichan with this delicious \$35 menu:

First Course: Salt Baked Celeriac + Smokey Yam puree + salsa Verde + Codes organic arugula **OR** North African Lamb Meatballs + Ratatouille + Basil Yogurt sauce + garlic chips

Entree Course: Roast Ling Cod + Fingerling Potatoes + Green beans + Saffron Nage + Parsley **OR** Housemade Pappardelle + Codes organic Squash + Kale + winter herb pesto + pumpkin seeds + manchego cheese

3rd Course: S'More - Dark Chocolate Cremeux + Toasted Vanilla Marshmallow + Smoked Meringue + Graham Tuille + Chocolate Soil



Dine Cowichan Starts Feb. 24 & Runs Until Mar. 12

All Cowichan Restaurants Invited to Participate

[Registration & Details to Download](#) or

Contact [Elizabeth Croft](#) | 250.748.1111



Chef Ian Blom & Owner Jeff Downie



Bali Tour Postponed to 2018

Unfortunately, we were off to a late start to marketing this trip for April 2017. Marlin Travel is now looking to options to re-book this fabulous 14 day tour to BALI to April 2018. Stay tuned for dates and details this spring.



Marsha Walden of Destination BC

Marsha Walden, CEO Destination BC, Presents at Jan. 26 Luncheon

Marsha Walden, CEO of Destination BC, presents at the Chambers first luncheon of the new year on Jan. 26. Tourism contributed \$7.1 billion in GDP in 2014, and has shown steady growth over the last decade. Ms. Walden will consider what successes and challenges are on the horizon for tourism in 2017 and beyond.

Ms. Walden, was born and raised in Vancouver and joined the British Columbia Lottery Corporation (BCLC) in 2002 as Director of Marketing and eBusiness. Over the last 9 years, Ms. Walden has served in a number of senior executive roles, most recently as Vice President of Strategy, Transformation and Social Responsibility. [See Ms. Walden's](#)

Opportunities

[Chamber Job Board](#)

[Global Vocational Job Board](#)

[CVRD Job Board](#)

[CVRD Tenders & RFP's](#)

[North Cowichan Job Board](#)

[Doing Business with BC Gov](#)

[Prov. Opportunities - BC Bid](#)

[Gov't of Canada Tenders](#)

Quick Links

[Join the Chamber](#)

[Business Directory](#)

[bio here.](#)

[Marsha Walden, CEO](#) [Destination BC](#) [at Chamber Luncheon](#)

Thurs. Jan. 26 / 17
Location to come
11:30 am - Check in & Networking |
Noon - Buffet & Presentation



[Marsha Walden Presents at SFU Oct./16](#)

1 pm Wrap
Members \$30.45 | Non-members \$40.90
[Register online](#), or Contact:
[Elizabeth Croft](#) | 250.748.1111

[Red Arrow Brewing Co. Tasting & Social - Jan. 19/17](#)

The Chamber is having an event at the [Red Arrow Brewing Company](#) on Thurs. Jan. 19, 5:30 - 7:30 pm. Just \$15 covers an extensive beer tasting of up to 8 different Red Arrow offerings.



[Red Arrow Brewing Co. Tasting & Mixer](#)

Jan. 19/17 - 5:30 - 7:30 pm
\$15

Red Arrow Brewing Co., 5255 Chaster Rd.
[Register Online](#) or Contact [Elizabeth Croft](#) | 250.748.1111

[Social Media Trends for 2017 with Social Media is Simple - Feb. 1/17](#)

Brenda Burch of Social Media is Simple is back with her annual predictions about upcoming social media trends for the coming year. This is the lady who predicted Pinterest! Efficiency is key to maintaining your social media presence and marketing. Knowing what to expect helps you make the most of your social media time and content. [About Brenda Burch](#)



Brenda Burch

Social Media Trends for 2017 with [Social Media is Simple](#)

Location to come.
FREE to Members | \$5 Non-members
RSVP to: [Elizabeth Croft](#) | 250.748.1111



Social Media is Simple
TRAINING. COACHING. PLANNING. MARKETING

[Watch For: Chamber Benefits Information Series](#)

We'll be launching a series of Lunch 'n Learns and webinars in the New Year to take a look at Chamber benefits and how they would work for your business or organization. If you've been meaning investigate the preferential rates/services on extended health, credit card processing, payroll, insurance, or Constant Contact - then at least one of these sessions is for you.

The first session is on the Chambers Group Insurance Plan on Thurs. Feb. 16 with Glen Naylor of the Glen Naylor Financial Group presenting. [Click here for details.](#)

Can't wait until the New Year? Contact [Elizabeth Croft](#) anytime about Chamber benefits.

[Chamber Members Receive FREE Check Up & Fleet Discount Rate at Cowichan Auto Repair](#)

SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA

Chamber members receive a "Fleet" discount rate at Cowichan Auto Repair. And, follow the link for a [FREE Check up too!](#)
Cowichan Auto Repair rates are already the best in the Cowichan Valley. Plus 15% discount off all parts. This includes our "in-shop" service and "mobile" service.

MOBILE AUTO DETAILING & REPAIR



[Cowichan Auto Repair - Free Check Up Voucher](#)
3 - 3050 Allenby Rd.
778.422.3100 | CowichanAutoRepair@gmail.com

Chamber Website Stats 2016

We surveyed the activity on the Chamber website for 2016. Here are the highlights:

- The Chamber & Community Calendars: 500,455 Searches and 656,097 Views
- The Business Directory had 122,000 searches and 263,061 views (Views exceed searches because Google searches also pull up member listings)
- Chamber Business Directory: ALL Chamber members listings were viewed at least once.
- 62% of our members had 500 or more listing views via the Chamber website
- Enhanced Listings tend to have more views - 85% of enhanced listings had 500+ views

This much traffic on the Member Listings is a good reason to put your "best foot forward". With an Enhanced listing you can add up to 5 photos, 1 Youtube video, and an extended description. All of which encourages prospective customers to contact you or send them to your website. An Enhanced Listing helps convert interest to income ... and it's just \$25 per year.

Contact us for details, or to upgrade to an Enhanced Listing.

\$25 per year

[Elizabeth Croft](#) | 250.748.1111

Events

Lunch 'n Learn Feb. 16: [Extended Health Benefits Just for Chamber Members - Glen Naylor Presenting](#)

Luncheon Feb. 22: [Logging to Tourism: The Port Renfrew Transition](#)

Coffee with a Cop Feb. 23, Noon - 1 pm: Casual Q & A with Inspector Ray Carfantan, North Cowichan/Duncan Detachment RCMP - with Event Partner: Community Policing.

Thur. Feb. 23, 5:30 pm: Grand Opening Community Farm Store Expansion

Luncheon: Lee Coonfer of the Canadian Association of Petroleum Producers Presenting - Thurs. Apr. 20/17

All Candidates Forum - Tues. Apr. 25/17

[Luncheon May 24/17: Iain Black, CEO of the Vancouver Board of Trade Presenting](#)



Cowichan Regional Visitor Centre News

2016 Visitor Centre Stats

It was a very busy year at the Cowichan Regional Visitor Centre (CRVC). Here are some highlights:

- We serviced **22,668 visitors in 2016** at the CRVC, compared to 21,355 visitors in 2015. Up 6.1 %
- We serviced an **additional 6722 visitors** through our community outreach program, attending events, conferences

and festivals throughout the Cowichan Valley. That's up 60.3 % over 2015 when we started our Mobile Visitor Services program connecting with 4194 visitors.

- In both years, we secured additional funding from Destination BC as part of an Innovation Funding Program available to Visitor Centres.
- For the first time in 5 years, we secured federal funding through the Canada Summer Jobs program, providing us with much needed human resources to service the increase in visitors to the CRVC and throughout the region
- Did you know that we operate the CRVC year-round with 1 full time employee Kirsty Grant, 1 summer student, and a pool of 15 dedicated volunteers? We are always looking for more volunteers - consider donating 4 hours a week to showcasing our fabulous Valley!
- The team at the CRVC made almost 400 bookings to restaurants, accommodations, camping, attractions, etc in 2016. This is in addition to making thousands of referrals to businesses in the Cowichan.
- The CRVC has become the go-to location for Cowichan made and branded products, such as t-shirts, teas, salt, body lotions, smoked salmon, lavender products, jams, art cards, calendars and more. As a result, our retail sales have increased this past year.
- We received 46 buses to the CRVC in 2016, compared to 36 in 2015. Up 27.8 %. This is due to the more accessible parking lot and proximity to the highway...and our wonderful clean washrooms!
- The CRVC team distributed over 300 Cowichan Relocation Packages to visitors and businesses considering re-locating to the Valley. It's a great advertising tool for members - ask us how your business can be represented for only \$25 a year.

In closing, if you are a tourism related business, please ensure we are aware of your hours, your specials, closures, etc. And if you have a rack card, please keep us supplied...we can only represent you if we know what's happening at your location. We look forward to representing you in 2017!

Tourism Cowichan Society News

Tourism Cowichan Society - Sector Collaboration Meetings

The Tourism Cowichan Society is hosting a series of sessions. Select the sector consultation that best suits your business, and register. All sessions are free.

Mon, Jan 9, 4:30 - 6 pm: Accommodation, Wedding related businesses & Event/ Retreat venues and businesses
Merridale Ciderworks, 1230 Merridale Rd, Cobble Hill

Wed. Jan. 11, 4:30 - 6 pm: Food & Beverage
Merridale Ciderworks, 1230 Merridale Rd., Cobble Hill

Thurs. Jan. 12, 4:30 - 6 pm: Arts & Culture
Merridale Ciderworks, 1230 Merridale Rd., Cobble Hill

Thurs. Jan. 19, 4:30 - 6 pm: Tracks & Trails (cycling, hiking and outdoor activities) and Golf Courses
Merridale Ciderworks, Register Here

Mon. Jan. 23, 4:30 - 6 pm: Boating & Marinas, Water Sports & Fishing
Merridale Ciderwork, 1230 Merridale Rd, Cobble Hill, Register Here

[Please email Tourism Cowichan Soc. to register](#), indicating which session(s) you plan to attend.

Tourism Cowichan - Now Booking Ad Space 2017 Visitor Guide - Get Connected

A key component of Tourism Cowichan's marketing strategy is the new and refreshed Visitor Guide/website. There is a variety of ad space to choose from including premium positions (inside cover, calendar listings etc). **Prices have been decreased from 2016!** The deadline to book space is Jan.13/17 - but book soon for preferred placement.

Boost Cowichan's online presence, and your own! Tag Tourism Cowichan in your posts with @TourismCowichan or #explorecowichan. They'll pick up and share your news.

[Download the Visitor Guide Sales Kit](#) or contact:

vicky@tourismcowichan.com | 250.510.5586

[More news in Tourism Cowichan Dispatches](#)

This Weekend & Coming Soon ...

[Kick Off - Top 20 under 40 Business & Community Achievement Awards - Mon. Jan. 9](#)

Top 20 Under \$40 Awards - Kick Off Event
Mon. Jan. 9, 5 - 7:30 pm
Original Joe's Duncan, 361 Trans Canada Hwy. (at Coronation)

[Nominations Now Open!](#)



2017 BC Tourism Industry Conference - Early Bird Rate Until Jan. 15

The BC Tourism Industry Conference provides a forum for tourism businesses and stakeholders from around British Columbia to come together to learn from experts and each other about the key issues, challenges and best practices. Don't miss this opportunity to connect with other tourism businesses, communities and government leaders - share ideas, ask questions, network, learn, and explore!

2017 BC Tourism Industry Conference

Feb. 22 - Feb. 24
Victoria Conference Centre
Early Bird Rate Until Jan. 15

4 Colours + White Art Show at Portals Jan. 5 - 22

Artists were challenged to create using 4 colours plus white ... on any medium, any theme. Come see the results at Portals. Exhibition Opening Jan. 7, 7 pm



4 Colours + White

Jan. 5 - 22
Portals, in the Island Savings Centre
James St.

[Latest CVAC Newsletter](#)

This Just In ...

Time to Nominate for Top 20 Under 40 - Nomination Deadline Feb. 15

Nominations are open for the this year's 20 Under 40 Awards. The deadline for nominations is Feb. 15. Regional judges will review the personal success of nominees, their education, community service, and participation in industry and business associations, as well as other accolades and awards. Entries are open to Vancouver Island residents involved in the private, public and non-profit sectors who meet other eligibility requirements.

[Online Nomination & All Details](#)

Cowichan Finalists in Small Business BC Awards

Cowichan has a strong showing among the Finalists for the Small Business BC Awards. Cowichan Energy Alternatives is a finalist in 2 categories - Best Community Impact and Premier's People's Choice. County Chic Paint Ltd. is a finalist for the Best Immigrant Entrepreneur award.

[See All the Finalists & Event Details here.](#)

New Science Course Combines Western and First Nations Knowledge at VIU Cowichan

There are many ways of looking at the world, and a new science course at Vancouver Island University's (VIU's) Cowichan campus will explore plants and the environment from two viewpoints - Indigenous and Western.

Dr. Suzie Nilson, a VIU Biology Professor, and Stella Johnny, a Traditional

Knowledge Keeper from Cowichan Tribes, are working together to teach INTR 211: Indigenous and Western Sciences of Plants and the Environment. The course - the first of its kind at VIU - focuses on plants and their relationship to human health and the environment by presenting Indigenous and Western science knowledge during lectures on Tuesdays and labs on Thursdays.



Stella Johnny & Suzanna Nilson

[Complete Details: Indigenous & Western Sciences, Plants & Environment at VIU](#)

[Conference Board of Canada Western Business Economic Outlook - Jan. 25](#)

In partnership with The Conference Board of Canada, VIEA is pleased to once again present the Western Business Outlook: Vancouver Island; which arrives in Nanaimo on Jan. 25. This is an informative morning session at the Coast Bastion Hotel where Canada's renowned economists will provide a deep dive into the numbers that continue to drive the Vancouver Island and B.C. economy for 2017 and beyond.

[Conference Board of Canada Western Business Economic Outlook](#)

Jan. 25

Coast Bastion Hotel, Nanaimo

For more information, or group pricing, please contact Natasha Chipilova at the Conference Board:

chipilova@conferenceboard.ca | 613.526.3090 Ext. 478.

[Cowichan Valley School District - January Highlights](#)

Gia Jane, music teacher at Ecole Mt. Prevost Elementary School, was honoured by the City of Duncan as the winner of the Perpetual Arts Trophy.

Ecole Cobble Hill Everyone Deserves A Smile Program: students and families created 365 bags of home baked good, toques, mittens and other treats and essentials. Each bag was delivered to a family in need. [See the Chek News story here.](#)

Lottery for French Immersion Kindergarten: Given the growth in the French Immersion (FI) program, expected reduction in class sizes, and to prevent camping out, there will be a lottery to gain admittance to the FI program for 2017/18.

[More Details in the Cowichan Valley School District Highlighter](#)

[CVRD Winter Spring Recreation guide](#)



[Special Meeting Room Pricing at Ramada Duncan for January & February](#)

January can be an excellent time to look forward to projects and planning for the New Year. Plus you save 25% off room rentals at the Ramada Duncan. And A/V equipment is included at no charge. Follow the link below for details & menu items.

[Ramada Meeting Room Specials!](#)

Ramada Duncan, 140 Trans Canada Hwy.

To book, call 250.748.4311 & quote "Goal Setting 2017" or events@ramadaduncan.com

[2016 Christmas Bird Count from the Somenos Marsh Wildlife Society](#)

Here are the "top ten" birds in the 2016 Christmas bird count in Cowichan:

1. Canada Goose - 511
2. Mallard - 144
3. Glaucous-winged Gull - 119
4. Dark-eyed Junco - 103
5. Cackling Goose - 85
6. House Sparrow - 85
7. Trumpeter Swan - 47
8. Ring-necked Duck - 46
9. Golden-crowned Sparrow - 38
10. Red-winged Black Bird - 37



[View & Download the Complete Results of the 2016 Christmas Bird Count](#)

[Volunteer Cowichan Presents: The Changing Philosophy of Social Media - Jan.17](#)

Take part in a presentation by Brenda Burch, Social Media Marketing Consultant, on the changing philosophies of Social Media. Ms. Burch will cover how people use social media personally, professionally, and as a consumer. The session will also have a focus for businesses and non-profit organizations who are already using social media for marketing, recruiting, and/or sales generation.

Changing Philosophy of Social Media with [Social Media is Simple](#)

Jan. 17, 1 - 2 pm

Small Business BC - January Seminars, Webinars & Ask the Expert Series

Small Business BC offers a wide repertoire of workshops, webinars and more. You'll receive 15% off all seminars, webinars, and package registrations until Jan. 13 with promo code WINEDU17.

[Small Business BC - Seminar Info & Registration](#)

Canada-B.C. Job Grant

Small Business BC has two advisors to help eligible small business access up to \$15,000 for job skills training.

[Small Business BC - Canada BC Job Grant](#)

Member News



Deadline for Stops of Interest: Jan. 31/17

The Ministry of Transportation is refreshing, repairing and adding new locations to BC's Stops of Interest. Stops of Interest has historical or cultural interest, and are commemorated with permanent brass signage. Anyone can submit - ideal for your class at school, clubs, individuals, absolutely anyone is invited to submit a special place for consideration! The deadline is Jan. 31/17

[Stops of Interest - Details & Submission](#)

National Youth Homelessness Survey Published

The Without a Home study is the first pan-Canadian study of young people who experience homelessness. With 1,103 respondents from 47 different communities across 10 provinces and territories, this study's sample size has enabled us to conduct detailed analyses and to draw important conclusions.

[Summary](#)

[Media Release, including video](#)

[Complete Study](#)



BC Tourism Industry Conference - Early-Bird Savings Until Jan. 15/17

For more than 20 years, the BC Tourism Industry Conference has been providing a forum for tourism businesses and stakeholders from around British Columbia to come together to learn from experts and each other about the key issues, challenges and best practices in the industry.

BC Tourism Industry Conference - Early Bird Savings

Feb 22-24, in Victoria

[Details & Registration](#)



eNews Submission Guidelines

The Chamber eNews is disseminated to the business community every Friday and carries Chamber and Member news. Please send your news to chamber@duncancc.bc.ca by noon on Thurs. for the Fri. eNews. Fifty word maximum, voiced in 3rd person. Please be sure to include date, time, location, and price as appropriate. We include links, contact information & social media. Items may be edited for brevity & clarity. Images should be suitable for thumbnail size. Items run for 3 - 4 weeks. The Chamber reserves the right reject inappropriate items.

[Duncan Cowichan Chamber of Commerce](#)

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