



Chamber Chat

Dunnville Chamber of Commerce



Your Chamber gets a virtual facelift!

Like the business members it represents, the Dunnville Chamber of Commerce wants to keep up with the times. When we found out that the website needed some heavy duty behind-the-scenes data management and coding changes to stay current in the internet world, the chamber took advantage of the opportunity to create a new ‘face’ for our website too!

So, thanks to the hard work of content management programmer and digital host, Nicholas Hughes at Rapidpage.ca we will soon have a zippier system and a shiny new look!

New skin, features, and information



Have a peek at our prototype: a fresh slap of colour, some ‘lovely’ drop down menus, and a great new side bar that gets browsers where they want to go faster. Those new drop down menus will allow for new sections to be added - such as a page for folks moving into the area, and provide opportunities for the public (and members) to learn a little more about the board representatives and volunteers hard at work behind the scenes, and .. well that’s just the beginning.

We need your help!

To maintain this new look across mediums (because branding and uniformity are everything in business dontcha know), this very newsletter is receiving some freshening up too (did you notice? :0) .



Both facelifts will take a bit of time, needing a tweak here, a touch up there along the way and member suggestions and feedback is an important part of this process. Yes that means YOU.

The Chamber needs to know what is working on the new formats, and especially what isn’t! Contact us with any inconsistencies you notice, anything new that you like, and any suggestions of what items/features could be added for use and value to members, our residents, and our tourists.

Your volunteers are dying to hear your opinions, so give us a call / send an email today!

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They Asked

Phone ~ Email ~ In person

Your chamber volunteers fielded approximately 400 business and tourism inquiries last month. That’s a lot of questions! Some are easy, some... not so much. Last’s month most interesting inquiry was from a walk in who wanted to know...

“Are there any buses in and out of Dunnville ?” Since not all area residents have their own car, and tourists may occasionally have vehicle issues which require an alternate mode of transportation, this is a great question!

Our answer was yes ...and no. There IS a weekly Farris Coach bus that comes through on its way back and forth between St. Catherines and Sarnia., BUT if they want to travel outside this sparse schedule, or head in from or out to a Hamilton direction, travelers will need to call a cab to get them to their destination.

Business Tip of The Month

Providing good customer service IS a simple thing.

1) Ensure every call is answered.

Customers who call up during your posted hours of operations expect to talk to a real live person, not a recording. Get call forwarding, an answering service, or hire relief staff – whatever you need to do so they hear an honest to goodness ‘live person’ on your end of the line.

3) Make promises that you will KEEP.

Reliability is one of the keys to any good customer relationship. If you say a purchase will be delivered on a certain day, make sure it is delivered on that day. Same goes for client appointments, deadlines, etc Nothing irritates customers more than a broken promise.

5) Have courteous, and knowledgeable staff.

Ensure that your employees are properly trained and capable of assisting in your absence. “Sorry, you’ll need to wait until so and so comes back.” is not what your customers want to hear.

6) Listen to the customer.

From a customer’s point of view, it is so exasperating to discover that a person hasn’t been paying attention and NOW they need to explain something a second time. So: be sure to let your customer talk about their needs, then show him you are listening by suggesting how to solve their problem – not giving a scripted sales pitch or product bio.

2) Deal with complaints.

It may be true that “You can’t please all the people all the time”, yet if you give every complaint your utmost attention, you may be able to please this one person this one time - and thereby position your business to reap the benefits of being

known for good customer service.

4) Be helpful-even if there’s no profit in it.

Last week I stopped in on an impulse at a local jewelry shop because I was missing a little screw on my glasses. I was looking for advice on where to go for it. When I explained the problem, the owner said that she thought she might have one lying around that would do the trick. She not only found one, but screwed it in– and charged me nothing! Guess where I’ll go when I DO need her type of service and/or products? And how many folks do you think I’ve told this positive experience to?

Customer Service 101

By Donna Blanke

Customers are the lifeline of any business. Offer promotions and slash prices to bring in as many new customers as you want, but unless those customers return in the future, your business won’t stay profitable. That’s why good customer service focuses on ways to bring customers back. And THAT’s about sending them away happy. Do it right and they will pass positive feedback about your business along to others too... who may then try your offered product or service for themselves.. and may also become repeat customers.

How do you go about forming such a relationship? By remembering the one true secret of good customer service and acting accordingly; “You will be judged by what you do, not what you say.”

To become known for good customer service, apply these eight simple rules consistently and over time it will bring in more new customers than your promos and price slashing ever do:

7) Literally take an extra step.

Whatever the extra step may be, take it. When someone walks into your store and asks you to help them find something, avoid saying “it’s over there” and point. Instead, LEAD them to it. Better yet, wait there to see if they have questions about it, or other needs you can fill.

8) Always try to toss in a little something special.

Folks love to get more than they expect. A coupon for a future discount, useful product information tip sheets, or a genuine smile, people love to get more than they thought they were getting. And don’t think that a gesture has to be large to be effective. A local clothing shop offers to include a couple hangers in the bag. A small thing, but so appreciated.

New Member Spotlight



Riverview Motel

642 Main St. West
Dunnville ON
N1A 1W7 (905) 774-5634

Relax and unwind in a cozy room overlooking the Grand River.

Ideally located on the bank of Grand River, the Riverview Motel is 40 minutes from Niagara Falls .

Several shops, restaurants and a gas station are within walking distance too, making this is the place to stay when you are in the Dunnville, Smithville, Cayuga, Caledonia, Selkirk, Wainfleet and Haldimand Area.

Smoking and non-smoking rooms available. Cable-colour TV and fridge in all rooms. Open year round, they offer winter and weekly rates as well.

Free parking and YES your pets are welcome!

President

Robert Pentlichuk

Past President

Carolyn Chymko

Secretary

Lyne Hyatt

Treasurer

Dave Brooks

Directors

Lorne Boyko

Jack Huitema

Lisa Miller

Todd Pentlichuck

Ron Speer

Office Manager

Sandy Passmore

A message from your Chamber Board

Thanks to a GREAT team effort by everyone who helped make THUNDER ON THE GRAND a huge success. All in all it was a fantastic comeback and YES it will return even better for next year!

Sept. 18th is Doors Open AND the last day that the Town Hall Museum at on Broad St. will be open so if you haven't had a chance to visit Dunnville's history time is running out! The museum is open Wed-Fri, 11-3.

150th Dinner Tickets Now Available (see page 4 for details!)

The Light-Up and Santa Claus Parade for Dec. 4th is in the making and we are excited to announce a Christmas House tour will take place too, so watch for tickets to go on sale soon.

Five dollars from each ticket goes to the Food Bank!

Be sure to visit a new ladies & accessory store opening Oct 1 called Up Town Joy. The owners are Susan & Scott Hiscock.

The Chamber would like to wish them the best of luck with their new endeavour & give them a warm Dunnville welcome to the down town!

A current member asked:

"The annual fee is pretty low. With such a small budget, how on earth does the Chamber manage to do so much?"

A: The secret to our success is our community.

Your Chamber of Commerce is run entirely by volunteers who are passionate about Dunnville: an executive board, a full time office manager, six folks at the front desk, a website manager, a newsletter editor, and a loooooong list of people who pitch in to help with a roster of year round events.

Upcoming Community Events



September

8 Golf Tournament Dunnville Hospital & Healthcare Foundation's 26th Annual. Starts at 11 am Enjoy a game of golf, a great meal and a fun day! Register early to guarantee a spot. Tournament is a four person Scramble. (905) 774-2529.

11 Open Houses at Churches 1 - 4 pm Churches TBA

16 Dunnville Horticultural Flower Show Grace United Church

18 Doors Open Haldimand County Featuring Dunnville

18 Walk, Run or Bike for your Hospital Exercise, socialize and raise money for your Hospital! Walk, bike or run and a 5, 10 or 15 km route. (905) 774-2529

18 Harvests of Haldimand 12-6pm in Central Park. A celebration of food, music and our heritage (905)765-3134

October

18 Library Week Continues until the 23rd (905)774-4240

23 Bazaar St. Paul's Anglican Church (905)774- 6005

29 Poppy Campaign Royal Canadian Legion (905)774-5942

30 Bazaar Knox Presbyterian Church, 223 Lock W. (905)774-5970

Fundraising News

150th Closing Dinner

November 6 at 6 pm

Dunnville Golf & Country Club

You won't be disappointed with this five course dinner by chefs John Sayers, Deb Davies, Cheryl Bishop, Diane & David Beasley.

Tickets are just \$25, and only 75 seats are available so be sure to stop by the Chamber ASAP!

Investor's Group presents the Amazing Race for Bethlehem Place on Sunday, October 3, 2010.

Put together a team for a day of strategy, timing and spirit! To register a team or to sponsor this event, please contact Ann Kyer at

(905)357-5074 or ann@genhex.net

Dunnville 150th Memorabilia Support your community events and buy something today: the chamber office still has lots of Dunnville, and 150th fundraising items available! T shirts, caps, ceramic tiles, bunting, key fobs, walking sticks, historical literature and more! The Potting Shed still has some unique 150th (one of a kind) lilies left too!

Congratulations to our 50/50 winner: \$1,643,00!!

Care & Win Cash Lottery Tickets Grand prize draw of \$20, 000.00 on October 15, 2010 with many other cash prizes! Tickets \$20 ea or 6 for \$100. Stop by the Foundation office (322 Broad St. W.), call 905-774-8111 or order online at www.dhhf.ca.

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