

Whitehorse Chamber E-Bulletin



In this Week's Edition for January 6th 2012.....

1. A message from the City of Whitehorse
2. "Is Your Business Age Friendly?"
3. Manufacturing North of 60: Needs, Challenges and Opportunities.
4. World Trade Centre Edmonton
5. Northern Recreation
6. Selling Goods and Services to the Government of Canada
7. YIDC scholarships
8. Business After Hours

A Message from the City of Whitehorse

Many companies and businesses are currently considering a move to Yukon. We have good opportunities for growth, a trained workforce, and a lifestyle second to none. Residents of Whitehorse enjoy an excellent standard of living and according to “Moneysense” magazine we’re the best small City to live in Canada - and little wonder. We evidently have the cleanest air in the World and we have one of the best economies in this time of economic uncertainty. Low unemployment, high wages (second in Canada), active healthy lifestyles, excellent health care, thriving Arts Community and a beautiful little City make Whitehorse an excellent choice to raise a family or to start your career.

Thinking of relocating your business, opening a new business or have new employees moving to Whitehorse? Contact us for our FREE Whitehorse Relocation package containing our “Whitehorse the Right Climate for Business” DVD. For more Information contact the city at 867-668-6664 or email

business@whitehorse.ca

Web: www.whitehorse.ca



Is Your Business Age-Friendly?

Seniors Services/Adult Protection Unit

Why have an age-friendly business?

Yukon's population is aging. In 2010, Yukoners aged 60 years or older made up 15 % of Yukon's population. By 2030, the percentage of Yukon seniors is projected to reach 27 %. According to the 2006 Census, the largest portion of Yukon's population is currently baby boomers. Knowing how to attract and keep customers within this large and expanding demographic will become essential for business. Older adults tend to be loyal customers who have considerable purchasing power and more time to shop. This vibrant group prefers to spend their consumer dollars where they have developed trusted relationships.

Below is a summary of four key areas you should consider to making your business age-friendly.

1. Safety

Can people with reduced mobility, ability and balance safely access your business from both outside and within your business. Are your entrances and aisles uncluttered? Are your doors wide enough for wheelchairs or walkers? Do you have sturdy handrails on stairways? Are the floors shiny or slippery? Are washrooms available and easy to locate? Is snow removal a barrier to attending your business?

2. Comfort

Be aware of special considerations for people with limited strength/stamina, poor eyesight or hearing. Do you provide a place to sit while waiting or a place to put packages down? Are sturdy chairs available for those who may not be able to stand for long periods? Is there an easily accessible customer washroom? Is your doorway heated adequately for customers to wait for rides?

3. Visibility & Clarity

Consider providing for those with poor sight or hearing. Are your premises evenly lit? Do staff speak clearly and are they able to assist customers with vision or hearing challenges? Are signs readable – with clear color contrast? Does your business have loud background noise? (This can be distracting and uncomfortable for those with hearing challenges)

4. Respect

Do you provide staff training to encourage friendly and respectful customer service? Are staff able to meet customer needs without stereotyping or drawing conclusions based on age or ability?

To find out more about how you can make your business age-friendly visit: http://www.seniorsbc.ca/agefriendly/businesses/becoming_agefriendly.html

Or contact Seniors Services at 456-3946

Manufacturing north of 60: Needs, challenges and opportunities.

Round Table Discussion

Feb. 28-29th 2012

Yellowknife, North West Territories

Areas of discussion include:

- Discuss opportunities and challenges facing northern manufacturers/ contractors
- Understand the supply chain and the impact on firm productivity
- Discuss the development of new products and related technologies
- Learn how to move products to market faster and more efficiently
- Discuss intellectual property protection issues
- Share ideas on improving the production processes
- Network with northern experts in all 3 territories

Participants/sponsors

NWT & Nunavut Construction association

Federal Government-NRC-IRAP

Governments of the NWT, Yukon and Nunavut

NWT Chamber of Commerce

Canadian Northern Economic Development Agency

International business takes centre stage at WTCE in the month of November

Seeking Business Partners in Canada's North

In late November, Belarusian Charge d'Affairs / Counsellor (trade and economic issues) for Canada, Roman Sobolev visited World Trade Centre Edmonton and met with president Martin Salloum and manager, business development Dennis Gane. The purpose of his visit was to share information on Belarus' manufacturing abilities with emphasis on machinery. Expanding on what his country exports, Sobolev spoke about the vibrant Belarusian automotive industry, in particular its heavy duty trucks, drawing comparison to Caterpillar's products.

Sobolev is interested in connecting with oil, gas and mining industries to explore trade and investment opportunities.

For additional information contact: canada@belembassy.org; or by phone: (613) 233-9994.

For more information on WTC Edmonton, contact Dennis Gane at dgane@edmontonchamber.com

European Union Reception



L to R: Edmonton Chamber of Commerce manager of business development Dennis Gane; Honourary Consul of Portugal Aurelio Fernandes; economic and commercial affairs, EU delegation to Canada Luigi de Masellis; and Chamber of Commerce chief economist Rick Hersack Nov. 9 at a WTCE reception hosted by the European Union Delegation to Canada. de Masellis led the information session which was designed to provide Edmonton's business community with information on the EU-Comprehensive Economic Trade Agreement (CETA).

Important Upcoming Edmonton Events

Metropolis: Dec. 31, 2011 - Feb. 20, 2012 - Since the introduction of Mul Luk Mardi Gras in 1967, there has been a desire to stage an extended downtown festival during the winter months in Edmonton. That dream has now come to fruition. Metropolis will consist of six free-standing, heated temporary structures. The festival will start with a New Year's Eve celebration and run every week until the Family Day Weekend in mid February.

visit: www.eventsedmonton.ca/metropolis2

Meet The North: Oct. 3-5, 2012 - Every three years in Alberta's capital city, Meet the North brings together economic sectors in locations from Edmonton to Whitehorse, Iqaluit to Yellowknife, Grande Prairie to Fort McMurray and back to the Capital Region. The 2012 edition will be no different. Attend and get informed by experts on northern economic development, or take a lead in the learning process by registering to become a presenter/exhibitor.

Visit: www.wtcedmonton.com

Save The Date (Canada)

Northern Lights 2012 (Ottawa): February 1-4, 2012 - This business and cultural gala is a celebration of Canada's North and the eastern Arctic, including the regions of Nunavut, Nunavik, Nunatsiavut, and Labrador. It strives to strengthen partnerships between Canada's northern and southern key business and government stakeholders.

Visit: www.northernlightsottawa.com

FUTURALLIA 2012

FUTURALLIA Lille - June 28-29, 2012 (France) will offer small and medium size businesses from various industry sectors a "business speed dating" format. Over two days, this international business development event will allow business leaders to have up to 12 personalized and pre-scheduled, 30-minute, face-to-face meetings with partners of their choice. FUTURALLIA is a springboard toward making new international partnerships. **For more information visit www.futurallia.com**



Northern Recreation

Northern Lights 2012 Launches Photo Contest!

In partnership with First Air, Ottawa Tourism, Nunavut Tourism, and with more contest prizes provided by the Canadian Museum of Civilization, the Canadian War Museum, and the Canadian Museum of Nature, Northern Lights 2012 has launched its very first Canada-wide photo contest.

An online contest open to talented professional or amateur photographers throughout the country, entries must be northern-themed in nature with preferred subjects including northern lights, landscape, seascape, wildlife, people, community and industry. Upload your photos by January 10, and then encourage your family and friends to vote beginning January 11 -- the more votes you receive, the better your chance to win!



For more information and to check out the fabulous prizes available, please visit our website at:

www.northernlightsottawa.com

Active Winter Living Guide

The Parks and Recreation [Winter Active Living Guide](#) is now available for viewing online. Printed copies are available at the Canada Games Centre, City Hall and the Parks and Recreation Office. Check out the many great programs and services being offered this winter.



How to Sell your Goods and Services to the Government of Canada

An opportunity to tap into a new market and build sales,

Tess Menges, a Supply Officer with the Federal Government will be in Whitehorse to attend the Cold Climate Innovation event on January 23rd and 24th . She has informed the Whitehorse Chamber of Commerce that she is more than willing to meet with any members interested in discussing how best to sell their goods and services to the Federal Government. We believe this to be a great opportunity to gain valuable information on this topic.

If anyone is interested in this meeting please contact us at:

867-667-7545 or

business@whitehorsechamber.ca

FUTURE LEADERS Scholarship

Success is within your reach

- ✓ Enrolled in a post-secondary education institution
- ✓ Pursuing an education in Business, Environment or Cultural Education
- ✓ Are a beneficiary of any of the Yukon First Nations or member of Taku River Tlingit First Nation or Dease Lake First Nation

If yes, then you may be eligible to apply for the YIDC Future Leaders Scholarship.

\$34,000 in Scholarships available!

Get your application

at your First Nation's Administration Offices or online at

www.yidc.ca

Business after Hours

Two Premier Events coming this February!

Yukon College and the Arctic Winter Games partner to co-host BAH

February 9, 2012

With less than a month to go Yukon College will celebrate the final countdown to the Arctic Winter Games on February 9th!

With plenty of draw prizes, fabulous food, exciting College updates, AWG news and the Games buzz in the air it will be a great opportunity to share the energy of the Games with members of the Whitehorse business community.

Yukon Convention Bureau to host BAH

February 23, 2012

The Bravo Awards will once again be presented during this event and always has a great turnout! Come out and show your support for those who have brought events and meetings, which always benefit the business community, back home to the Yukon.

