

**SAVE** **ADVOCATE** **PROMOTE**  
**2020**  
**MEMBERSHIP**  
**BENEFITS**  
**PACKAGE**  
**CONNECT** **EDUCATE**



*Yellowknife*  
**CHAMBER**

# WELCOME TO YOUR CHAMBER

The Yellowknife Chamber of Commerce is your business network. We're a non-profit, membership based organization, dedicated to serving the Yellowknife business community. We advocate on behalf of businesses to all levels of government, we host a variety of networking and educational events, we offer discounts on business services, and help you promote your business. We help Yellowknife businesses succeed!

## MISSION

To be a leader in the improvement and development of a strong Yellowknife business community with a diversified economy and sustainable growth.

## VISION

Leadership. Service. Advocacy.

## WHAT WE'RE KNOWN FOR:

- ONLINE & PRINT BUSINESS DIRECTORY
- SPRING TRADE SHOW
- EDUCATIONAL TRAINING
- CHAMBER TRAVEL PROGRAM
- NETWORKING EVENTS
- TRAILBLAZERS SYMPOSIUM
- BUSINESS AWARD GALA
- DISCOUNTED BUSINESS SERVICES
- YELLOWKNIFE CHAMBER INSIDER MAGAZINE



# WE ADVOCATE

We've been the voice of business in Yellowknife since 1946! Throughout 2019, we represented the views of the Yellowknife business community on over 23 issues, including:

**City of Yellowknife's Community Plan | Our Vote Growth Territorial Platform  
Transportation and Infrastructure Investment**

For more information on our advocacy work, visit [www.YKChamber.com](http://www.YKChamber.com)

## THE POWER OF THE CHAMBER NETWORK



Canadian  
Chamber of  
Commerce

Chambre de  
Commerce  
du Canada

We're proud members of the NWT Chamber of Commerce and the Canadian Chamber of Commerce!

Our membership with these organizations raises our profile and increases the opportunities we have to network, collaborate, offer new programs and foster business development, while increasing the visibility of our members on a broader and diverse scale.

Our Executive Director, Deneen Everett, is the Chair of the Canadian Chamber of Commerce's Territorial Policy Committee and the Northern Caucus, ensuring the concerns of the Yellowknife business community are heard at a national level.

The Territorial Policy Committee's 2019 Resolution, *A Pan-Territorial Infrastructure Strategy* was adopted at the Canadian Chamber of Commerce AGM & Convention in St. John, NB.

## DID YOU KNOW?

Studies show that membership with a local chamber of commerce provides a **73%** increase in consumer awareness. When consumers know that a business is a chamber member, they are **49%** more likely to think favorably of it and **80%** more likely to purchase goods or services from the company in the future.

Survey: Chamber Membership is Effective Business Strategy (2012) A.C.C.E. Available at: <https://goo.gl/4SyPjb>

# WE PROMOTE

## E-BLASTS

Distribute information about your business, a product or service, or an upcoming event to over 750 subscribers using our e-blast service. E-blasts are \$125.00 + GST and are only available to Yellowknife Chamber members.

## #SHOPYK

We've partnered with the City of Yellowknife to promote Yellowknife businesses and to encourage consumers to shop local. During the 2019 #ShopYK campaign, for every \$20 spent at participating businesses, shoppers receive a stamp on their #ShopYK passport. Once 30 stamps have been collected, completed passports can be entered into our grand prize draw for a \$3,000 cash prize.

**In 2019, \$769,800 was spent locally through the #ShopYK campaign.  
There were 46 participating locations.**

In April 2020, we introduced a new #ShopYK campaign to encourage shoppers to shop local during the COVID-19 pandemic. Our Shop Local BINGO featured 25 ways to support small businesses. In one month, 65+ people engaged online to share their best experiences with local businesses.

## SOCIAL MEDIA & ENHANCED BUSINESS DIRECTORY

We're active on Facebook, LinkedIn and Twitter with a combined total of over 4,500 followers! When you become a member, we will become your biggest fan and like your page, share your business logo to welcome you to the YK Chamber, and share your posts periodically. Our pages are updated daily with events, advocacy, new programs and more.

Your business directory listing at [www.YKChamber.com](http://www.YKChamber.com) has been enhanced! We can now feature your social media accounts, a promotional video, photos and more! Email [Admin@YKChamber.com](mailto:Admin@YKChamber.com) to get started.

## SPRING TRADE SHOW

With 189 exhibitors and 6000 attendees, this event is a wonderful opportunity to promote your business! Unfortunately, our 2020 event was cancelled due to COVID-19. Stay tuned for more information about our 2021 event!

When registration is open, the floorplan and registration forms will be on our website: [www.YKChamber.com](http://www.YKChamber.com)

# A LOOK BACK SPRING TRADE SHOW 2019

For over 50 years, the Yellowknife Chamber of Commerce Spring Trade Show has been an incredible opportunity for businesses, a family attraction, and a mainstay in the calendar year for Yellowknifers. We hope to see you again in 2021!



# WE EDUCATE

Throughout the year, we facilitate educational training and professional development opportunities for business owners and their employees. This is accomplished by using a variety of resources, from nationally renowned speakers to local knowledge powerhouses.

## SMALL BUSINESS WEEK

Join us in October for our annual celebration of Small Business Week online! Our 2020 conference will feature presentations on achieving success, increasing productivity, crisis management, effective communication, boosting the value of your business, the on-demand economy and social media marketing! For every session you attend, your name will be entered to win 1 of 2 round-trip flight vouchers with our Platinum Sponsor, Canadian North!

## TRAILBLAZERS SYMPOSIUM

Our annual celebration of International Women's Day includes a day of networking and professional development at our Trailblazers Symposium.

Topics from the 2020 event include: inclusive leadership, cross-cultural communication, thriving in change and planning for financing success.

## LUNCH & LEARN

Members have an opportunity to share their expertise by hosting a Lunch & Learn event. You provide the topic, we'll coordinate lunch. Our new boardroom has a 20-25 person capacity and is equipped with a 66" TV, HDMI Cables and more. Please contact the Yellowknife Chamber of Commerce or visit [www.YKChamber.com](http://www.YKChamber.com) for more information.

Topics from 2019 included: Doing Businesses with Government of Canada, Social Media & Content Marketing, Patents, Trademarks & Technology Licensing, Human Rights for Businesses, Debt Collection for Businesses and Hiring Foreign Workers.

## ON DEMAND WEBINARS

In order to adapt to physical distancing restrictions, we've added an On-Demand Webinar program to offer our members for \$150 +GST! Presentations in your area of expertise are encouraged. We will promote the event to our membership. These events are well attended. Participants can log on from anywhere or call in to join. If you'd like to present in your area of expertise, email [Programs@YKChamber.com](mailto:Programs@YKChamber.com).

# WE CONNECT

Networking is an important part of doing business. Our events provide you with an opportunity to connect with potential suppliers, customers and fellow business people!

## BUSINESS AFTER HOURS

Hosting a Business After Hours event provides you with a great opportunity to showcase your business, products and services. These events are great for special promotions such as anniversaries, introducing new staff, a grand opening or re-opening, launching new products and more.

Due to COVID-19, we are no longer offering this program. We look forward to welcoming you to this event when public health restrictions permit.

## BUSINESS CLUB LUNCHEONS

Hosting a Business Club Luncheon provides you with an opportunity to do a presentation to the Yellowknife business community. These events are typically attended by between 40-70 people. Chamber staff will assist you in planning and promoting the event.

Due to COVID-19, we are no longer offering this program. We look forward to welcoming you to this event when public health restrictions permit.

## AGM & FREE BUSINESS LUNCH

Want to learn more about the Yellowknife Chamber of Commerce? This is your opportunity! On February 20, 2020, we welcomed a few new faces to our Board of Directors, presented our financial statements and provided an update on the programs offered in 2019. 54 members were in attendance and enjoyed a lunch on us!

Interested in joining the board? Send an e-mail to [ExecutiveDirector@YKChamber.com](mailto:ExecutiveDirector@YKChamber.com)



# BUSINESS RESILIENCE AWARDS

During these unprecedented times, we've witnessed the Yellowknife business community overcome incredible obstacles by demonstrating innovation, grit and resiliency. Our 7th annual Business Award Gala has transformed into the Business Resilience Awards and will honor 10 businesses who have demonstrated their ability to quickly adapt and respond to business disruptions in the face of the global pandemic and the economic hardship that it has caused.

Nominees have submitted videos explaining how COVID-19 impacted their business and how they've changed their operations to adapt. Voting is open to the public, and our winners will be selected by an online popular vote.

On October 23rd, there will be a virtual celebration and small in person gatherings at multiple venues. [www.YKChamber.com](http://www.YKChamber.com)

PRESENTED BY:

FIELD LAW



# WE PROVIDE SAVINGS

## SPECIAL RATES AT CHAMBER EVENTS

Members receive discounted rates for all Chamber events and campaigns, including the annual Spring Trade Show, the #ShopYK campaign, and the Business Award Gala.

## DISCOUNTED FLIGHTS WITH CANADIAN NORTH

Chamber members receive 20% off any fare (excluding seat sales) for travel within the Canadian North network.

Discount code: **YCC35**



## NOTARY PUBLIC SERVICES

We provide free notary services to our membership. Please call ahead to ensure availability. Notary services are not available to non-members.

## CHAMBER GROUP INSURANCE

Canada's #1 Plan for employee benefits.

The Chambers Plan is Canada's leading group benefit plan for firms with 1-50 employees. Packages are available for businesses with one employee and up! Home-based businesses qualify for coverage.

Visit [www.ChamberPlan.ca](http://www.ChamberPlan.ca) for more information or to receive a free quote!

Contact Corol Sundberg at CAM Financial for more information:

[camfinancial@outlook.com](mailto:camfinancial@outlook.com) or 867-444-0323



# ESSENTIAL BUSINESS SERVICES

Our membership with the Canadian Chamber of Commerce allows us to share their value-added programs with our membership. Enjoy preferred rates on conference calling with Pragmatic, fuel discounts with ESSO and discounted shipping rates with Freightcom!

## PRAGMATIC CONFERENCE CALLING

Pragmatic is offering members of the Yellowknife Chamber of Commerce a conference call rate of only 2.8 cents/min, per participant for toll free access and no additional fees of any kind!

To get started, identify yourself as a Yellowknife Chamber member and contact our Account Rep: Mike Sanders toll-free at 1-866-746-5282 OR [mike.sanders@thinkpragmatic.com](mailto:mike.sanders@thinkpragmatic.com)

## FREIGHTCOM SHIPPING SOLUTIONS

In partnership with the Canadian Chamber of Commerce, we are dedicated to help small to medium sized businesses all over Canada grow! Get instant pallet or courier shipping rates and integrate your eCommerce store to seamlessly fulfill orders using discounted shipping rates.

Yellowkniefie Chamber of Commerce members can sign up at::

- [www.freightcom.com/chamber](http://www.freightcom.com/chamber)
- Promo Code: **FC-Q6F2**

## ESSO 3.5 CENTS/LITRE FUEL DISCOUNT

Chamber Members who sign up for the Esso Business Card will receive a 3.5 cents per litre discount on fuel, regardless of volume

With access to nearly 1,800 ESSO stations in Canada and 10,000 Exxon and Mobil stations in the US plus powerful online account tools, the Esso Business Card gives you flexibility and convenience

Contact: 1.888.330.2419 for more information or to sign-up



# MEMBER2MEMBER DISCOUNTS

Yellowknife Chamber of Commerce members offer discounts to other Yellowknife Chamber of Commerce members!

When redeeming your discount, be sure to let the business know you're a Yellowknife Chamber of Commerce member and what businesses you're employed with.

Membership can be verified by visiting our online business directory at:

[www.YKChamber.com](http://www.YKChamber.com)

Discounts can be added anytime throughout the year!

To add a discount, please contact [Programs@YKChamber.com](mailto:Programs@YKChamber.com)

## MEMBER 2 MEMBER

---

15% off all kitchen cabinet/countertop orders and custom order window and exterior door packages over \$5,000 in value.

Questions? Visit or Contact Chuck Corothers:  
[chuck.corothers@hotmail.com](mailto:chuck.corothers@hotmail.com)



10% off First Aid training/CPR Courses and First Aid Kits.

To redeem, reference discount code: CC-62DN10  
Questions? Contact Matt Vincent: 867.446.7883 or  
[matt@62degreesnorth.ca](mailto:matt@62degreesnorth.ca)



15% off on languages courses: French, English, Tłicho, Spanish.

To redeem, contact Melissa Séris at:  
[admin@college-nordique.com](mailto:admin@college-nordique.com)



15% discount on all Website projects and Social Media Consulting.

To redeem, contact Kyle at 867-444-0901 For more information, visit [www.withmedia.ca](http://www.withmedia.ca)



# MEMBER2MEMBER DISCOUNTS

---

A complimentary initial 30 minute consultation for new clients.

To redeem, contact 867.766.ROSS (7677) or [yellowknife@mross.com](mailto:yellowknife@mross.com)



MCLENNAN ROSS LLP  
LEGAL COUNSEL

---

20% off products for YK Chamber Members!

To redeem, contact Trina at: 867.920.2289 or [drapes@ssimicro.com](mailto:drapes@ssimicro.com)



10% off digital printing services - signs, decals and canvas wraps.

To redeem, contact [janet@signedyk.com](mailto:janet@signedyk.com) or visit [www.signedyk.com](http://www.signedyk.com)



\$25 off starter pack.

To redeem, contact Colleen Tsikira at 867.765.8156 or [dmedrivingschool@gmail.com](mailto:dmedrivingschool@gmail.com)



Driving School

---

10% off all product lines including commercial cameras, smart lights/climate control and more!

To redeem, contact Amrik Kanwal at 867-444-0901 or [info@monitornorth.com](mailto:info@monitornorth.com)



\$10 off a 10-class punch pass

Redeem by purchasing a punch pass in person at the studio directly before or after a scheduled class.

The class schedule can be found at: [www.collectivesoulpace.ca/current-schedule](http://www.collectivesoulpace.ca/current-schedule)



Collective Soul Space

---

# MEMBER2MEMBER DISCOUNTS

---

10% discount on all trips  
[www.yellowknifesportfishing.com](http://www.yellowknifesportfishing.com)

To redeem, contact 867.446.5950 or  
[yksportfishing@icloud.com](mailto:yksportfishing@icloud.com).



10% off regular priced fine art photographic canvas prints. Discount cannot be combined with another offer.

To redeem, contact 867-444-9656, email  
[info@tawnabrown.com](mailto:info@tawnabrown.com). or visit [www.tawnabrown.com](http://www.tawnabrown.com)



20% off Yellowknife Online digital advertising  
For more information, visit [www.ykonline.ca](http://www.ykonline.ca)

To redeem, contact Kyle at 867-444-0901 or  
[info@ykonline.ca](mailto:info@ykonline.ca)



10% off organizing/decluttering services

To redeem, contact Alyssa Mosher and tell her you're a chamber member. Call 867-445-8634 or visit [www.a-listorganizing.com](http://www.a-listorganizing.com)



15% off painting workshops  
[Facebook.com/The-Farmhouse-by-Kerris-Kreations](https://www.facebook.com/The-Farmhouse-by-Kerris-Kreations)

To redeem, contact Kerri Nolting and tell her you're a Chamber Member.



Free use of the private dining room on weekdays from 9:00am-5:00pm (Food and beverage not included)

Big screen TV with HDMI cable, video conferencing and wifi. Catering will need 48 hours notice. To redeem, contact [events@copperhouse.ca](mailto:events@copperhouse.ca)



# MEMBER2MEMBER DISCOUNTS

\$2500 off home solar systems and home battery back-up systems or when you purchase both. 5% business discounts available.

To redeem, contact Drew Cameron at 867-444-3800 [dcameron@solvest.ca](mailto:dcameron@solvest.ca) or visit [www.solvest.ca](http://www.solvest.ca)



15% off all non-prescription products

To redeem, visit The Medicine Shoppe Pharmacy and tell them you're a Chamber member. Questions? Phone: 867.920.7775



\$25 off regular adult price on a Kicksled Tour. Tours are available daily, complete with a hot drink at the Old Town Log Cabin at 4 Lessard Drive.

Call Richard to book your tour at 867-446-8687 or [info@sundogadventures.ca](mailto:info@sundogadventures.ca)



BOGO - Buy 4 weeks of on-air ads (1 week = 28 x :30 second spots) and receive a 2 month feature sponsor FREE! \*For new advertisers or advertisers that haven't advertised in 12 months or more.\*

To redeem contact [abrohart@vistaradio.ca](mailto:abrohart@vistaradio.ca)



15% discount on the following cleaning services:

- Commercial Range Hood and Vent Cleaning
- Commercial and Residential Duct and Dryer Vent Cleaning
- Commercial and Residential Line Steaming
- Commercial and Residential Carpet Cleaning

Email: [accounting@wilfsrestoration.ca](mailto:accounting@wilfsrestoration.ca) or call 867-873-5957



10% discount to Yellowknife Chamber Members

Hardwood, Laminate, Vinyl Plank, Vinyl Sheet, Carpet, Tile, and Backsplash products.

Email: [claire.floorit@gmail.com](mailto:claire.floorit@gmail.com) or call 867-766-4300



# THANK YOU TO OUR 2020 CORPORATE GOLD SPONSORS:



**CANADIAN  
NORTH**

*Fly the Arctic*





*Yellowknife*  
**CHAMBER**

#21, 4802 50th Avenue  
Yellowknife, NT X1A 1C4  
Phone: 867-920-4944  
[www.ykchamber.com](http://www.ykchamber.com)