

MISSION REGIONAL CHAMBER OF COMMERCE Businesstrack

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MARKETING, COMMUNICATIONS STRATEGY EARNS COMMUNITY FUTURES NORTH FRASER TOP HONOURS

By RICK RAKE Click Media Works



(PHOTO CAPTION): Debbie Cave, Michelle Blackwell, Allan Main and Gwen Atkinson (left to right) of Community Futures North Fraser, recipient of 2018 Mission Regional Chamber of Commerce Business Excellence Marketing and Communications Award sponsored by Mission Record.

After creating one administration, marketing and communications position in its office three years ago, Community Futures North Fraser in Mission substantially elevated its presence in the community. When the public sees a compelling Facebook or Instagram post or observes the non-profit organization at special events, it is clear its outreach strategy is paying off.

Gwen Atkinson was hired to make the difference, and executive director Allan Main said she is not only responsible for the Community Futures North Fraser marketing budget, social media and strategic placement of newspaper advertising, she is also working one-on-one with clients to help them get their marketing efforts on track.

Based on the amount of client traffic driven to North Fraser's office and the increased activity and awareness, the organization is now the 2018 Mission Regional Chamber of Commerce Business Excellence Awards marketing and communications award recipient.

"If you shopped in Mission in the last week, chances are you shopped at a business supported by Community Futures North Fraser (CFNF)," said Main, adding that it is a federally-funded non-profit launched in Mission in 1996. Framed photographs of some of the businesses considered CFNF success stories, including Blackberry Kitchen, Wenting's Cycle Shop, Grab-A-Java coffee shop and Corona's Mexican restaurant, adorn the walls of the NFCF conference room.

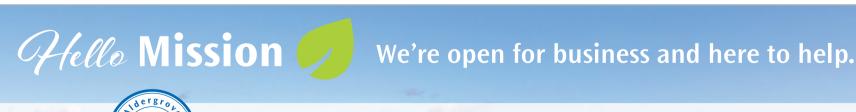
Main said 10 loans annually, up to \$900,000 a year are provided to business from a CFNF loan fund of \$3 million.

"Services to our entrepreneurs, at any stage of their development, are free," said Main whether they are starting a business, buying one, expanding or trying to manage change. CFNF also now offers clients training in Abbotsford and Mission for its Self-Employment Program.

"This is the best first place to come," said Main. Core services include small business loans, business advice, training, economic development (Mission to Kent to Harrison Hot Springs), and a program for entrepreneurs with disabilities.

Also working at the Mission office are Michelle Blackwell (loans officer) and Debbie Cave (accounts administrator).

Main said StatsCan data shows businesses securing community futures support are typically more successful than those that don't, hiring more, bringing in more revenue and getting past the critical five-year milestone.



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Mission Community Branch

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A18 Friday, September 13, 2019 Mission City Record www.missioncityrecord.com



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President's Report

What a summer it's been beautiful weather and all that time with your kiddos. Well, the Chamber has also been busy, just a few highlights, a tour of the Xaytem lodge, and enjoying our time at the summer market. While we pounded the pavement to speak to our members at events we also had an opportunity to get the help of our summer intern, Harleen Sohi. Thank you for your support Harleen, the team couldn't do all this work without you. We would also like everyone to know that on October 9th the all-candidates debate will be going on at the Clarke Theatre.



Raj Patara

Customers go out of their way to enjoy great service provided by Heritage Park Pharmacy

By RICK RAKE Click Media Works

Smiles and terrific service are always part of the experience when customers walk into Heritage Park Pharmacy, recipient of the Mission Regional Chamber of Commerce Business Excellence Customer First Award.

"My customers are my patients and regularly turn into my friends," said pharmacist and owner Jonathan Hwang, who with his wife, pharmacist Sun Hee Kim and a staff of three, share similar passions about treating customers well whether it is in the pharmacy or in its new post office which opened in April.

Testimonials for the business, which opened in January 2014 at B150 – 7871 Stave Lake Street, speak for themselves.

"I cannot recommend Jonathan and Heritage Park Pharmacy enough. Caring service, lightning fast, and always willing to go a step above to provide great service. If you are looking for a great pharmacy, your search stops here!," said client Erin.

"It's great to find a pharmacist who takes the time to get to know you," said client

Jonathan and his wife both were born in Korea and grew up in New Zealand. They arrived in Canada in 2013 and soon opened the business in Mission, a place Jonathan (PHOTO CAPTION): Heritage Park Pharmacy owner/pharmacist Jonathar Hwang with exceptional team that is recipient of 2018 Mission Regional Chamber of Commerce Business Excellence Customer First Award sponsored

described as "a tight, natural and growing community that is very supportive of small business and has good air quality and less traffic." In addition to prescription dispensary services, Heritage Park offers flu shots, travel vaccines, free blister packaging, medication reviews, vitamins and

supplements, and free delivery and pickup.

Jonathan said he feels fortunate in Mission and thanks customers for their support. "They go out of their way to come here," he said.

He is proud to provide a consistent level of customer service and to "build lasting relationships with our patients. Patient care has always come before commerce and will continue to do so," he said.

Jonathan said he enjoys his connections with the Mission Chamber, attending Chamber dinners and luncheons where he networks with new people and often sees his patients, too.

To connect with the pharmacy, call 604-289-2447, email heritageparkpharmacy@gmail.com or click on web site: heritageparkpharmacy.com.



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Limited spots available register now at missionchamber.bc.ca.

Upcoming Events

Glow Golf Saturday, September 7, 2019 Place: Cedar Ridge Golf Course & Driving Range

9500 Clay St, Mission, BC V4S 1G2 Time: 5:00pm-10:00pm
Price: \$95 MEMBER RATE

\$105 GUEST RATE

Sandpiper Resort Wine Night Thursday, September 12, 2019

Location: Sandpiper Golf Resort 14282 Morris Valley Rd, Harrison Mills, BC Time: 5:30pm-8:00pm

Price: \$29.00 MEMBERS RATE

Chamber Dinner – Master of Media Thursday, September 19, 2019

Keynote Speaker - Riley Forman of Connect Media Location: Mission Golf and Country Club

7983 Nelson St, Mission, BC Time: 5:30-7:30 \$30 MEMBER RATE

\$40 GUEST RATE

Business After Hours – Satin Laser Spa Wednesday, September 25, 2019

Place: Satin Laser Spa

7-32540 Logan Ave, Mission, BC Time: 6:00pm-8:00pm

Business Leadership Series #2 - Workplace Stress Wednesday, October 2, 2019

Place: Chamber Boardroom 34033 Lougheed Highway, Mission 10:30am-12:30pm

Price: \$50 MEMBER RATE S60 GLIEST RATE

Business After Hours - Noble BC with Fraser River Wines Thursday, October 3, 2019

Place: Noble BC

32873 London Ave Unit 1, Mission, BC

6:00pm-8:00pm Time: \$5 MEMBER RATE

All Candidates Meeting Thursday, October 9, 2019

Place: The Clarke Theatre Foundation 33700 Prentis Ave, Mission, BC

Time: 6:00pm-9:00pm

This is a FREE community event

Chamber Luncheon – District of Mission Thursday, October 17, 2019

Place: Cedar Ridge Golf Course & Driving Range

9500 Clay St, Mission, BC V4S 1G2 Time: 5:00pm-11:00pm \$32 MEMBER RATE





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Maximus

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Serona Animal Health

Abbotsford, BC V2S 8A3 1-866-973-7662 872 McCallum Road tara@serona.ca

Corona's Mexican Restaurant

750 - 32525 London Avenue Mission BC V2V 6M7 604 814 8655

LD Luxury Design Corporation

www.luxurydesignco.com 604 832 3032

Diamond Head Motor Inn

Mission, BC V3C 1J3 (604) 826-8144 32550 Logan Ave diamondheadmotorinn.com

Martens Transport

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