

Newsletter # 19

April, 2014

Lori Camire, General Manager & Director

Current Month Client Contract Activity

Island Coast:

- Townsite Brewing
- Granite Valley Stone
- Mountain View Service
- Leaves & Petals Floral Studio

Southern Interior:

- Cariboo Jade
- Quality Glass

Northern Region:

- Houston Storage
- Country Wide Printing and Stationary
- Gwyn's Green Grocer
- Process 4 Circle Arts Gallery

Other:

- Immigration Consultant Activities
- Grant Thornton web ad

Bullet Legend

- CF Referral
- Following Presentations
- Results of Marketing / Website
- ✓ Client Referral / Word of Mouth

Business Buyer's Guides

● **Business Buyers Guides**

Island Coast, Southern Interior and Northern Spring Edition Guides were all completed during April. Distribution will be completed within the first week or two of May. Electronic versions are available on ventureconnect.ca. Go to Business Listings then to Business Buyer's Guides.

Thank you to the CF's for reviewing the documents prior to printing, communicating with REALTORS[®], submitting pictures for covers and advertisements. The Guides truly are the result of contributions from many CF sources and resources. Spring edition front covers are from Mount Waddington, Peace Liard and Thompson Country.

✓ **Business Buyer Guides Provincial Coverage**

I was hoping to have an update on whether the Province would be contracting to expand the Buyer's Guide but a decision has yet to be made.

Venture Connect Moving Forward

● **Expansion to New Regions**

Thank you to CF's North Okanagan, Boundary and Okanagan Similkameen, Venture Connect services are expanding in to the Okanagan, Similkameen and Boundary Regions. We will be working to create an inaugural Guide for Summer 2014.

Public Presentations, Workshops, Meetings, Tradeshows

- **Business Owner Succession Strategies (BOSS) Provincial Contract**

The (BOSS) Provincial contract is well underway with 17 of the 52 scheduled events now concluded. These events are bringing positive profile to Community Futures. Upcoming events are noted on ventureconnect.ca. Locations for future events are as noted.

Bullet Legend

- ✓ Confirmed
- Awaiting Confirmation

May 13 - 16

- ✓ CF Sun Country (Hope)
- ✓ CF North Fraser
- ✓ CF South Fraser

May 22

- ✓ CF Cowichan

May 26 – 29

- ✓ CF Peace Liard

June 10 -13

- ✓ CF North Okanagan
- ✓ CF Central Okanagan
- ✓ CF Okanagan Similkameen

June 23 – 26

- CF Revelstoke
- CF Shuswap
- CF Thompson Country

September 8 – 11

- CF Pacific Northwest
- CF 16/37
- CF Nadina (Smithers)

September 22 – 25

- ✓ CF East Kootenay
- ✓ CF Boundary
- ✓ CF Trail
- ✓ CF Central Kootenay

October (date to be determined)

- CF Powell River

- **Completed Events**

April 8 & 9

CF Sun Country (Ashcroft)
CF Nicola Valley

April 15

CF Mt. Waddington

April 23

CF Sunshine Coast

April 29 – May 1

CF Stuart Nechako
CF Nadina (Houston/Burns Lake)

Part of the contract is to train trainers to deliver BOSS Sessions. These individuals have been trained:

Larry Stranberg – CF Cariboo Chilcotin

Siggi Stoldt – CF North Cariboo

Deb Arnott – CF Sun Country

Patty Kinvig – CF Sun Country

Rob Miller – CF Merritt

Etelka Gillespie – Merritt C of C

Tammy Lyell – CF Stuart Nechako

Shelley Wall – Burns Lake C of C

Robson Herman – CF Nadina

Website

- **Web Site Changes**

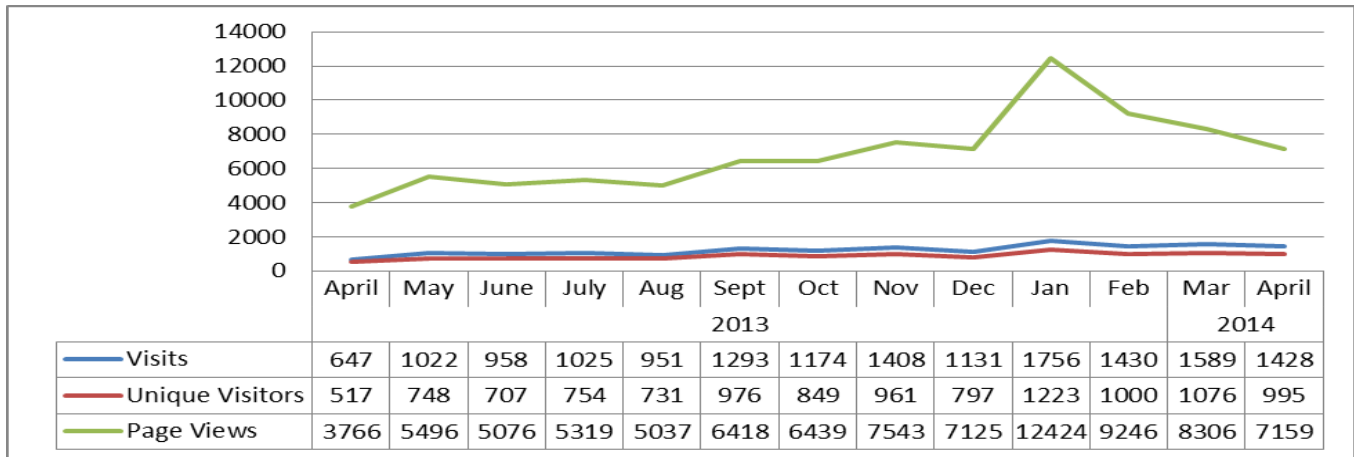
A secured Login for trainers has been created to accommodate materials for the BOSS trainers.

- **Web Site Enquires on Listings**

We received notifications that 32 enquiries were sent to REALTORS® regarding listings on our site. Enquiries for previous 3 months were: March 31; February – 14; January - 56. We have no way of tracking direct calls to REALTORS®.

- **Web-site visits April 1, 2013 – April 30, 2014**

It will be interesting to see if May views spike as they have done each time the Guides are distributed.



- **On-Line Buyer Guide Views** (check out page flipping software)

Unfortunately each time make an update to a Guide on this software, the count returns to zero.

- **Web-site hits from top 25 communities February – April, 2014**

| 14-Feb | | 14-Mar | | Apr-14 | |
|----------------|-----|---------------|-----|------------------|-----|
| Nanaimo | 172 | Vancouver | 146 | Vancouver | 191 |
| Vancouver | 159 | Nanaimo | 136 | Nanaimo | 82 |
| Port Alberni | 78 | Port Alberni | 111 | Richmond | 76 |
| Parksville | 59 | Victoria | 79 | Surrey | 71 |
| Courtenay | 53 | Richmond | 63 | Port Alberni | 66 |
| Calgary | 52 | Parksville | 54 | Kelowna | 49 |
| Richmond | 51 | New York | 50 | Parksville | 49 |
| Duncan | 44 | Calgary | 49 | Burnaby | 47 |
| Victoria | 42 | (not set) | 43 | Victoria | 42 |
| Burnaby | 38 | Courtenay | 39 | Duncan | 33 |
| Surrey | 33 | Surrey | 39 | Toronto | 30 |
| Shanghai | 28 | Duncan | 32 | Kamloops | 28 |
| Williams Lake | 27 | Burnaby | 30 | Calgary | 27 |
| (Not Set) | 21 | Vernon | 24 | Courtenay | 26 |
| Kelowna | 20 | Beijing | 21 | Prince George | 26 |
| Edmonton | 21 | Shanghai | 21 | Fort McMurray | 22 |
| Beijing | 16 | Prince George | 20 | Abbotsford | 20 |
| Salmon Arm | 17 | Edmonton | 19 | New Delhi | 20 |
| Campbell River | 15 | Fort St. John | 19 | Coquitlam | 19 |
| Vernon | 15 | Kamloops | 18 | New York | 18 |
| View Royal | 15 | Ottawa | 18 | Ho Chi Minh City | 18 |
| Abbotsford | 14 | Abbotsford | 17 | (not set) | 17 |
| N. Vancouver | 14 | Kelowna | 16 | Edmonton | 16 |
| Prince George | 14 | N. Vancouver | 16 | Salmon Arm | 16 |
| Toronto | 14 | Haikou | 14 | North Vancouver | 15 |