



Jade Gulash,
Wit & Whim Marketing and Events

Director “Spotlight”

Jade is the owner of Wit & Whim Marketing and Events. She specializes in helping small-to-medium-sized businesses ‘inject the unexpected’ into their marketing, and seeks out partnerships with people who are as passionate about their work as she is.

Before your current position, what was the most unusual or interesting job you’ve had? While I was in university I worked up to four jobs at a time, and some of those were pretty interesting. One of the places I worked was Bus Stop Refreshments, the red double-decker bus down by the Delta Bessborough. The ceilings inside are very low so there is a height limit for staff – I am 5’9” and my head would sometimes brush the ceilings if I walked from one end to the other with a little too much bounce in my step. That was a long time ago but that job—and every job I’ve had since—taught me valuable lessons about business. In marketing, the ability to understand how people think and feel is invaluable. Working in so many industries and roles has taught me how to see things from different perspectives; including that of a hunched-over-ice-cream-scooper!

What is your motto or personal mantra? Love what you do and never work another day in your life.

What is your biggest pet peeve? Stubborn price stickers placed in the most inconvenient places on retail items (like right in the middle of the glass on a picture frame).

What has been the most important lesson you have learned as a business owner? Relationships are EVERYTHING. If I had to do only one thing to ensure the success of my business, I would focus on nurturing my relationships with people I respect and trust. Not just networking to exchange business cards, but truly finding people to work with who share my values.

What has been one of the biggest benefits of belonging to a Chamber? The opportunity to collaborate with other local businesses. We have so much talent, creativity and ambition in our community. Whenever I have the chance to connect with another Warman business owner, I am so energized by the exchange of ideas that always ensues.

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Sask Chamber applauds restraint, commitment in budget

The Saskatchewan Government announced the Provincial Budget on March 18, 2015. The Saskatchewan Chamber’s response to the budget was that overall it was quite responsible, especially given the huge drop in oil prices over the past months and the resulting impact on provincial revenues. The budget showed good balance between the need to respond to financial realities, and the need to maintain long-term growth.

As a Chamber, we were pleased to see the government limit the growth of their operational spending and that there were no new taxes announced. While there are certainly taxes that we

would like to see reduced, like property tax, the corporate tax rate and the personal income tax rates, it is positive that they were able to create a budget that did not increase taxes on businesses and individuals. We agree with the government making some pretty significant new investments in infrastructure, particularly transportation related infrastructure. The one draw back on this additional spending is that they are having to borrow \$700 million to make those kind of record investments into infrastructure, however since this borrowed money is being put towards capital investments like repairing

aging infrastructure and investing in new infrastructure, those kinds of prudent investments will likely translate into greater economic growth for Saskatchewan in the future.

Given the situation of the revenue challenges the government is facing because of low oil prices, we are fairly pleased with the 2015 provincial budget. Once oil prices return to higher levels the Saskatchewan Chamber will resume asking the Government to fulfill their promise of lowering the corporate tax rate and making additional reductions to property tax and personal income tax rates.

DATES TO REMEMBER

April 2015

14 WCC Executive Meeting

15 Chamber on Tap

16 Networking Breakfast sponsored by Warman Chamber of Commerce, Great Plains College & City of Warman

May 2015

12 WCC Executive Meeting

20 Chamber on Tap

27 Wednesday Wake-Up Business Breakfast—Wiegers Financial & Benefits

June 2015

9 WCC Executive Meeting

17 Chamber on Tap

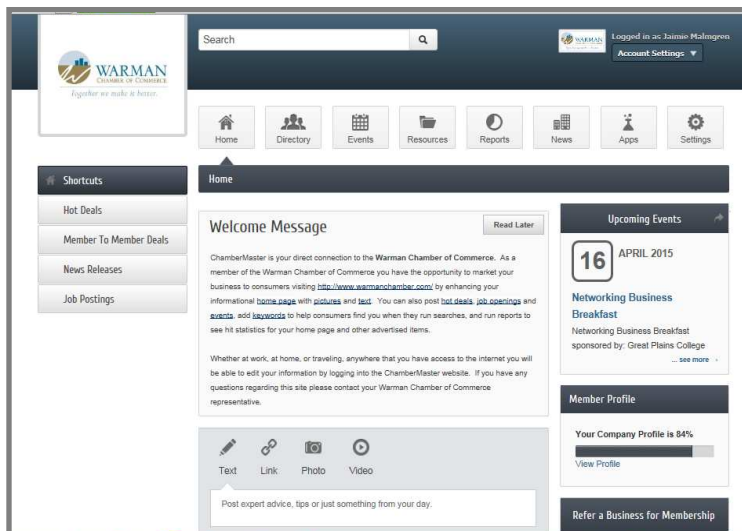
24 Business Breakfast with Vaughn Wyant (rescheduled from March)



Stay up-to-date on all the latest Chamber news and events. Click on above logo to be directed to our facebook page.

Chambermaster Member Features

In early March, WCC launched the Chambermaster member information center (MIC). If you are a Chamber member, you should have received an email invitation with instructions on how to create your login/password. If you did not receive an email, please contact our office so we can get you set up. This is your key to unlocking a host of new marketing features to empower you to enhance your online presence with Chambermaster member features. Please take a few moments to log into your new member account to review and update your member information. This information is used for all Chamber communications and is also displayed on the Chamber's online public directory. It is crucial this information is up-to-date. You can also take advantage of the



new marketing features that are now available. Some of these features include the ability to post job postings, hot deals, marketplace ads, events,

and news items. If you have any questions regarding MIC, please let us know, we would be happy to assist you.

Warman Expenditure Facts

The following are estimated expenditures for the Warman area in 2015.



\$1.27 million on child care expenses



\$2.31 million on pet expenses



\$1.94 million on photographers & photographic services



\$1.78 million on footwear



Over \$841,000 on sports & athletic equipment



Over \$418,000 on laundry & drycleaning services

These stats were provided by Square One. For more stats like this, or for other market research & reports, please contact Square One at (306) 242-4101, or email info@squareonesask.ca.

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250 Third Avenue South
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Toll free: 1.888.576.4444
www.squareonesask.ca

Did you know.....

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First Data
beyond the transaction



Strategic Plan soon to be finalized

Warman Chamber is in the final stages of developing our two year strategic plan. We look forward to presenting it to our members and partners in the coming weeks and, of course, welcome your input.

Warman Chamber continues to grow

The Warman Chamber membership base continues to grow and at the end of March we reached a BIG milestone....our 100th member!! Thank you to each and every one of our members for your support. We are proud to represent the Warman and area business community through advocacy, education and networking to build and promote a strong prosperous community.



Welcome New Members

We are delighted to introduce you to our new Chamber members. We continually strive to connect you to one another and to the community at large. Please welcome them by visiting their website (by clicking on business name) or stopping by to introduce yourself. The personal touch will help our Chamber continue to grow and thrive.

- [Partners In Employment](#)
- [Advantage Business Solutions](#)
- [Angel Academy Daycare](#)
- [Warman Mennonite Special Care Home](#)
- [1st Choice Fabric Installations](#)



WARMAN
CHAMBER OF COMMERCE

Together we make it better.

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The business sector in the city of Warman now has a professional business association that specializes in policy advocacy in business issues. Business owners need to focus on building a successful business and when issues arise that directly affect them such as taxes, labour shortages, and marketing opportunities, that is when they call their local chamber of commerce to advocate on their behalf. The Chamber also provides businesses with a connection to local businesses, networking opportunities, seminars, advertising and partnership programs. Business memberships range from home-based and storefront to corporate and industrial.



WARMAN
CHAMBER OF COMMERCE

Together we make it better.

BUSINESS BREAKFAST

Interview with Guest Speaker:

VAUGHN WYANT

Owner, Vaughn Wyant Group

**Wednesday, June 24, 2015
7:30am**

**Prairie Links Restaurant at The Legends Golf Club
415 Clubhouse Blvd. East, Warman, SK**

**Chamber Members: \$25 + GST
Non-Members: \$30 + GST**

Please contact (306) 500-0185 to register today.



Warman Business Networking
BREAKFAST
Thursday, April 16, 2015

8-9 a.m. at Prairie Links at the Legends Golf Club
Registration: 7:30 a.m. • Hot breakfast: 8 a.m.

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Connect with local business leaders and enjoy a hot breakfast.

Featuring speakers from the City of Warman, Great Plains College
and the Warman Chamber of Commerce.

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RSVP before April 10, 2014, to joans@greatplainscollege.ca
or (306) 242-5377.

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WARMAN
CHAMBER OF COMMERCE

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- ☐ Learning opportunities
- ☐ Potential careers available

STEP 3



Get ready to engage in your community

PLUS



Every business registered by February 27, 2015 is entered to win 1 of 3 iPad Minis

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