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Next edition of the  
Fernie Chamber News Bulletin:  
**Thursday, September 3, 2009**

**Deadline for submissions:**  
**Wednesday, September 2 at Noon**

Email plain text copy to:  
[office@fernierchamber.com](mailto:office@fernierchamber.com)

## FEATURE STORY

# INCREASE IN VISITOR NUMBERS AT FERNIE VISITOR CENTRES



▲ Rest area at the Hwy 3 Visitor Centre offers a welcome break for road-weary travelers

The Fernie Hwy 3 and Downtown Visitor Centres, managed by the Fernie Chamber of Commerce, have been exceptionally busy this summer. Last year, in July 2008 the Hwy 3 Info Centre saw 2,729 visitors compared to this July when 3,177 visitors came through the doors. While the downtown centre saw an increase from 1,218 in July 2008, to 1,404 this July 2009.



▲ Visitors line up to use the sani-station at the Hwy 3 Visitor Info Centre

The Chamber of Commerce has been focused on enhancing visitor services, with the completion of the sani-station, and the opening of the Fernie Nature Centre last year, the subsequent increase in visitor numbers indicates a good measure of success.

"We're very pleased to see the overall increase in numbers as it provides a

greater opportunity for our visitor counselors to promote Fernie and Fernie's amenities to the travelling public, who come through the doors at both visitor centres", said Lynn Flokstra, Manager of the Fernie Chamber of Commerce.

Further improvements planned for the Highway 3 site include, renovation and upgrades to the visitor centre, public washrooms, the picnic and rest areas, and the much anticipated introduction of the Rocky Mountain Grizzly Centre, as well as restoration of the Akamina 2 oil derrick, as part of the Fernie Gateway Project.



▲ Visitors from Switzerland use the Info Centre's public access computer station

The Downtown Visitor Centre will move with the museum when they relocate to their new site at the old BC Hydro building, once renovations are completed.

At the Hwy 3 Centre, 50% of visitors so far this summer are from Alberta, 18% from BC, 5.8% from the US, and 3.9% from Europe.

Summer travelers are looking for value, closer to home and Fernie appears to have what visitors are seeking this summer, despite the unusually rainy weather we experienced in July and early August.



## Ninth Western Regional Surface and Underground Mine Rescue Competition

On September 11<sup>th</sup> and 12<sup>th</sup>, 2009 the City of Fernie will host the Ninth Western Regional Mine Rescue Competition being held at Max Turyk School. This is a biennial event, sponsored by the City of Fernie in conjunction with the Western Regional Mine Rescue Committee.

This event will bring 18 teams from across Canada and the United States to participate in the Underground and Surface Competitions, bringing over **600** people to this area and further, will provide an excellent opportunity for us to showcase the Elk Valley. The competition is designed to recognize, showcase and celebrate the work and dedication of those involved in emergency response and mine rescue and to promote safety and awareness in the mining industry, and the area as well.

The seven person teams will compete in either underground or surface mine rescue tasks. The tasks are all timed, and will consist of simulated smoke, fire first aid, obstacle and recovery problem, as well as bench and written tasks. Simulated victims add a sense of reality to the competition, and provide entertaining drama to the tasks.

If you have any questions or require additional information, please do not hesitate to call me at (250) 423-2233 or email: [cindy.corrigan@fernie.ca](mailto:cindy.corrigan@fernie.ca) or contact Sue Lipkewich at (250) 423-4823 or email: [volley11@telus.net](mailto:volley11@telus.net).

### CHAMBER NOTE TO MEMBER RESTAURANTS:

*Approximately 600+ people are expected to come to Fernie for this event. Please be sure to plan ahead and have plenty of food on hand in preparation for this influx of visitors.*

## FERNIE *winter* FIX special edition

**It's time to book your space in the Fernie Fix's annual guide to winter in Fernie.**

What is it about this town that draws thousands yearly during the magical months of winter? The Insider's Guide lays it all out for those in search of a ski destination and those already on their way. Champagne powder, an eclectic downtown, a vibrant community with diverse culinary, nightlife and shopping experiences, and of course endless opportunities for the adventurist.

30,000 copies are distributed through info centres, tour operators, trade shows, hotels, rental chalets/units, and extensively in Fernie and its surrounding areas. **Basically, it's everywhere!**

**Please find the sales package attached, contact Krista at [Krista@clarismedia.com](mailto:Krista@clarismedia.com) or 250-423-4062 to book your space today.**

## FEATURE BENEFIT

In partnership with the Fernie Chamber of Commerce, VersaPay Merchant Services is pleased to offer members in good standing the following payment processing programs:



1.65%  
Average Ticket < \$100.  
1.69%  
Average Ticket > \$100.



1.65%  
Average Ticket < \$100.  
1.69%  
Average Ticket > \$100.



\$0.07  
Per transaction



\$22.99/mo. (dial up)  
\$29.99/mo. (high speed)  
**BUY, RENT OR LEASE!**

**WE'RE RELATIONSHIP PEOPLE -- LOCAL SERVICE & SUPPORT --**

VersaPay is a British Columbia based payment processing company in partnership with Canada's leading financial institutions. We work locally with BC businesses and the community to support and service our province's growth.

**No need to switch bank accounts -- Free Installation & Local Support**

COMPARE THESE RATES TO:



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with electronic deposits



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1.79%  
on MasterCard® credit receipts  
with electronic deposits



**Elk Valley  
Family  
Chiropractic**

**Our Next Power Hour:  
Swine Flu and Vaccines**

The Myths, the Legends and the Facts

**Monday, September, 14, 2009**

Learn more 6:30 p.m. No charge.

At Elk Valley Family Chiropractic,  
831 7<sup>th</sup> Ave. Fernie

**Call to register space is limited.  
250-423-3003**



Chamber Board Members hard at work during an annual strategic planning session.

**AgriGreen**  
**BIODESEL INC.**

*We're happy to announce we now have a cardlock to serve you in Fernie!*

**1592 9th Avenue, Fernie - 250.425.0777**  
(across from EKCCU, next to Car Wash)

[www.agri-greenbiodiesel.com](http://www.agri-greenbiodiesel.com)

**Bear Resistant Dumpsters. A Problem or a Solution?**



Photo courtesy of Kathy Murray

Bear Aware and the City of Fernie have been working together to provide alternatives to enable residents, second home owners and visitors to dispose of garbage responsibly. It is unfortunate that the site selected to enable users to dispose of their household garbage 24/7 is often used and abused. So far we have found that this site requires constant monitoring, maintenance and an educational message highlighting the conditions of use. I was at

the dumpster site on Tuesday morning to install the new "Be Wildlife Aware" stickers and this is what I found (pictured above). In many mountain communities in Bear Country unsecured garbage is simply not an option. Canmore for example, converted to communal bear resistant dumpsters to replace curb side collection in 1999. This process took time and required a lot of effort but the result was that the number of incidents involving bears and garbage dropped from 300 to zero. And as a bonus, the move cut the town garbage collection costs by 44%-saving taxpayers over \$160 000 per year. In Whistler all residents are required to take their garbage to a central garbage compactor facility. All systems have pros and cons. It is important to keep an open mind when it comes to looking for a bear resistant solid waste management system for the City of Fernie and present options that will lead to the desired outcome even if the change occurs slowly.

Bear resistant dumpsters are only as bear resistant as the users and the organizations responsible for maintaining them. On occasion bear resistant dumpsters have been known to attract bears. If you are disposing of garbage at a facility with communal dumpsters please ensure that you deposit household garbage only into the dumpster and close it. Littering in and around these areas will cause conflict with wildlife, local residents, visitors and their pets. Larger items such as appliances, furniture and construction debris should be taken to the landfill. All individuals and businesses responsible for dumpsters must ensure that they are emptied on a regular basis. More frequent pick-ups may be required especially after long weekends. If the dumpster itself is smelly, especially during hot summer months, contact your local waste management company to have it deodorized. If you find a communal dumpster facility full when you come to dispose of your household garbage, kindly contact the organization responsible and advise them the dumpster is full and thank you for considering taking your refuse to an alternative facility such as the landfill, rather than leaving it outside the dumpster unsecured. When you choose to live in Bear Country, with that choice comes a responsibility to ensure peaceful coexistence between wildlife and people. By being Bear Aware and disposing of garbage responsibly, everyone benefits, including the bears.

**For more info on preventing bear human conflict contact your local Bear Aware Program. [www.bearaware.bc.ca](http://www.bearaware.bc.ca)**

**FernieCHAMBER OF COMMERCE News**

The Chamber News Bulletin is published by the Fernie Chamber of Commerce and distributed bi-weekly to Chamber Members, and to the general public through Community Link. Non-members and the general public can sign up for Community Link at: [www.fernichamber.com](http://www.fernichamber.com)

Chamber Members may submit business promotions and specials, and event information for publication. Deadline for submitting copy is the Wednesday at Noon prior to Thursday distribution.

Member's copy should be submitted in a *plain text format (no PDF's please)* and emailed to: [office@fernichamber.com](mailto:office@fernichamber.com), by deadline to be included in Thursday distribution.

Please include "For Chamber Newsletter" in the subject line of the email, as we receive a large volume of email and wouldn't want your submission to be inadvertently missed.

The editor reserves the right to edit submission for clarity and length.



**WHAT'S HAPPENING @  
FERNIE ALPINE RESORT**

Please check our website for regular updates  
& trail reports

[www.skifernie.com/summer](http://www.skifernie.com/summer)

**SUMMER CHAIRLIFT  
HOURS OF OPERATION**

**Elk Chair**

Thursdays from 10:00 am – 7:00 pm  
Friday-Sunday & Holidays  
from 10:00 am – 4:30 pm

**Timber Chair**

Saturday-Sunday & Holidays  
from 10:00 am – 4:00 pm

**SUMMER ADVENTURE  
PHOTO CONTEST**

Entry Fee: \$10 + gst (1 entry per person)

Theme: Summer Adventure in Fernie

Photos must be received no later than **7:00 pm  
on Thursday, August 20, 2009**

Drop Off Photo Submissions @ Guest  
Services

Or Mail Submissions (with payment) to:

Fernie Alpine Resort

Attn: Events Department

5339 Ski Hill Road

Fernie, British Columbia V0B 1M6

Entry form must be submitted with photo entry  
along with the artist release form. Entry forms

are available at Guest Services or on our

website at [www.skifernie.com/summer](http://www.skifernie.com/summer)

Photo size – 8" x 10" print (may be in black &  
white or color, please note that photo

submissions will not be returned).

All participants must complete "Artist Release

Form"

All images will be displayed at the resort base  
area during the Full Throttle Festival (August

22 & 23)

Final voting on all images (on display at resort  
base area) will be made by the public

beginning Saturday August 22<sup>nd</sup> and closing at

3:00 pm on Sunday, August 23<sup>rd</sup>, 2009.

Winner will be announced on Sunday, August

23<sup>rd</sup> at 4:00 pm @ the base area. Winning

image will remain framed and displayed at

Guest Services.

**PRIZES: \$500 in cash prizing!**

Visit our website for more details

[www.skifernie.com/summer](http://www.skifernie.com/summer)

**RIDE & DINE SPECIAL  
TIMBER CHAIR & LOST BOYS  
CAFÉ**

Experience the breathtaking views of the  
resort and the Elk Valley as the Timber Chair  
whisks you up to the top of the mountain for  
an unforgettable lunch at our mountain-top  
café! Our Ride & Dine special includes a  
single ride lift ticket and a delicious lunch at  
the Lost Boys Café.

Price (includes single ride lift ticket & lunch):

Adults - \$24.95 + tax.

Youth \$19.95 + tax.

Children \$16.50 + tax.

**FULL THROTTLE  
MOUNTAIN BIKE FESTIVAL  
AUGUST 22 & 23**

Preparations are underway to welcome the  
community, spectators and competitors  
from various regions to Fernie Alpine  
Resort for the **4<sup>th</sup> Annual Full Throttle  
Mountain Bike Festival**, scheduled to take  
place **August 22-23, 2009**. The Festival  
will celebrate all things mountain bike  
related, attracting avid competitors and  
recreational riders of all levels. Weekend  
highlights include:

- Super D Downhill Race (Saturday)
- Dirt Crit XC Race (Saturday)
- Little Critters Kids Race (Saturday)
- Dual Slalom Competition (Sunday)
- Bike trials demonstrations (Sat & Sun)
- Free skills instruction sessions (Sat & Sun)
- Fun bike contests in the base area  
(Sunday)
- Finals of the Summer Adventure Photo  
Contest (Sat & Sun)
- FREE live music (Sat & Sun)

And the event isn't just for mountain bikers!

After taking in the mountain bike race action,  
guests can take a scenic chairlift ride to the  
top of the mountain and enjoy the views from  
the Lost Boys Café, or enjoy the summer heat  
and live music in the outdoor beer garden.

**KELSEY'S RESTAURANT  
AUGUST SPECIALS**

Enjoy great food on our beautiful outdoor  
patio! Great specials for the month of August  
including **ALL YOU CAN EAT WINGS** on  
Fridays (5-9pm) for \$16.99, and daily drink  
specials! Kelsey's is open Thursday – Sunday  
from 11:30 am – 9:00 pm.

**SPORTS ALPINE RETAIL BLOWOUT SALE  
SATURDAY AUGUST 22<sup>ND</sup>**

The Blowout Sale of the Summer!! Great  
deals on winter 08/09 apparel & gear, and  
summer apparel & rental bikes. Sale goes  
from 9am-5pm on Saturday August 22 – don't  
miss it!

**THE FREE PRESS**

Your Community Newspaper since 1898

**The Free Press is  
looking for news  
stories from the local  
business community.**

- ✓ Is your business  
organizing a charity  
event?
- ✓ Do any of your staff  
have an interesting  
story to tell?
- ✓ Would you like to start a  
discussion on an issue  
affecting Fernie?

**If you have any article ideas  
please call editor Rebecca  
Edwards or reporter Angela  
Treharne at  
250-423-4666  
or email:**

[freepress@shawcable.com](mailto:freepress@shawcable.com)

**For advertising call Linda  
Johnston at  
250-423-4666  
ext 101 or email:**

[ferniesales@shawcable.com](mailto:ferniesales@shawcable.com)



Visitors enjoy a picnic lunch in the shade  
at the Hwy 3 Visitor Centre

**Management is doing things right; leadership is  
doing the right things.**

~ Peter Drucker

# COMMUNITY & BUSINESS EXCELLENCE AWARDS 2009

NOMINATIONS OPEN AUGUST 24, 2009:

## Awards Criteria:

### **CITIZEN OF THE YEAR - Sponsored by the City of Fernie**

Any individual who lives or volunteers in the Community; who continually gives back to their community; who helps make Fernie a great place to live, and has demonstrated leadership abilities. Nominee must have resided in Fernie for at least 2 years.

### **YOUTH ACHIEVEMENT AWARD - Sponsored by the City of Fernie**

This award recognizes the contribution youth make to their community and is open to any youth 19 and under, who lives or volunteers in the City of Fernie and surrounding area and has contributed to their community through volunteer service, has demonstrated leadership abilities.

*"Community Service" can relate to local, school, regional or provincial community activities.*

### **ENTREPRENEUR OF THE YEAR - Sponsored by Community Futures East Kootenay**

Any individual from business or industry who works in the City of Fernie and surrounding area who has demonstrated good business standards and ethics, holds a strong belief in Entrepreneurship, has shown innovation & leadership, and active community involvement.

### **YOUNG ENTREPRENEUR OF THE YEAR - Sponsorship opportunity available - call 250-432-6868 for info**

This award is designed to celebrate the success of young Fernie and area entrepreneurs and to inspire others to even greater heights of achievement and is open to any Fernie and area entrepreneurs between the ages of 19 and 35, and must have been in business for at least two years.

### **OUTSTANDING CUSTOMER SERVICE - Sponsorship opportunity available - call 250-432-6868 for info**

This award recognizes and promotes customer service excellence among local business.

Open to any Business or Industry located in the City of Fernie and surrounding area that has demonstrated a strong dedication to customer satisfaction, customer service or development of an outstanding product, and consistently goes beyond standard customer service practices

### **FERNIE BUSINESS OF THE YEAR - Sponsored by GPI Chartered Accountants**

Open to any Business or Industry located in the City of Fernie and surrounding area that has demonstrated good corporate citizenship, good business standards and ethics, and contributes in a meaningful way to the community.

### **CHAMBER BUSINESS EXCELLENCE - Sponsored by the Fernie Chamber of Commerce**

This award recognizes a Fernie Chamber Member business that excels in their sector and has demonstrated continuing business excellence through positive growth, superior customer service and a strong commitment to the Fernie Chamber of Commerce.

*\*Nominees for this award must be a Member in good standing, of the Fernie Chamber of Commerce.*

### **NEW BUSINESS OF THE YEAR - Sponsored by GPI Chartered Accountants**

This award recognizes a new business that has begun operation within the last 2 years, and has made a noticeable impression on the Fernie business community, has demonstrated a strong commitment to innovation and entrepreneurship. Nominee must have been in business for 2 years or less.

## Excellence Awards Eligibility Rules

Business awards nominees must hold a valid City of Fernie Business license. Non-profit or charitable groups, private institutions and other non-profit businesses are considered on the same basis as for-profit businesses.

With the exception of the Chamber Business Excellence Award, all other business awards nominations are open to all Fernie businesses holding valid business licenses whether they are members of the Chamber or not.

The awards selection committee determines the award recipients based on the submitted applications for nominations, measured against eligibility and criteria. The top three finalists in each category will be announced prior to the October 22, 2009 Gala event. The winners in each category will be announced at the Awards Gala event on October 22, 2009.

## The Nomination Process

The application for nomination must include the following:

- Completed nomination form
- Reasons for nomination, with references to the requirements of that category
- Nomination form must be signed by the nominator to be considered valid

***\*Nominations close @ Noon Friday, October 2, 2009***

The Top 3 Nominees in each category will be announced prior to the Awards Gala.

The winner in each category will be announced at the Awards Gala on Oct 22.

Nomination forms/boxes available at:

*(Beginning Monday August 24, 2009)*

- Fernie Chamber of Commerce
- Fernie City Hall
- Fernie Museum & Info Centre
- Free Press Office
- Freshies (TBC)
- Big Bang Bagels

## Excellence Awards Gala Thursday, October 22, 2009



**Fernie Best Western Mountain Lodge**

**6:00 p.m.**

**Traditional Turkey Dinner**

***Entertainment featuring Writer and Comedian Trent McClellan***

**Tickets: \$50. pp**

**Reservations required**

***Please call the Fernie Chamber of Commerce at 250-423-6868***

***or email: members@fernichamber.com***

***Come out and celebrate your community!***



**The Ears of the  
Business Community!**



**Have you completed  
your Summer '09  
Business Survey?**

**We want to hear what  
you have to say...**

**Your feed back and  
input helps your  
Chamber determine  
strategic planning for  
the coming year.**

**The 2009 Summer  
Business Survey is  
attached to the  
Chamber News  
Bulletin email.**

**Please, take a moment  
to complete the  
survey, it's your  
chance to have your  
say...**

**~ Thank you.**