

With conflicting news about where we are in the economic cycle, it is important to continue to look around and realize what is still working and what we need to fix.

In re-tooling, businesses have found the ability to transition themselves to the next level. Often, small business does not feel that they have the opportunity or the funds to make transitions when income is tight or worse yet non-existent. Key factors to look at do not always require much money or time, just a second look.

Pricing. Do you evaluate

Are you re-tooling your firm?

your margins? Is your price set across the board or priced according to the customer, volume, time in cycle, etc. Could changing how you price your goods or services allow you to open up possible markets?

Target market. Who are they, when do they look for you, where do they look for you. Is what your advertising

mission BUSINESS

SEAN MELIA



and marketing still answering all these needs? If your demographic is always changing are you changing with them?

Customers. What are your retention rates? Do they think highly of your business and product? Often your present customers are your best/worst advertising. Can you approach them for testimonials? If they refer new customers, do you

thank them?

Cutting costs, hours of operation or even product offering has shown to only decrease a businesses' ability to survive any downturn. So keep focused, look forward and look at the opportunities that already may be at your door.

•••

Limewheel Creative Inc. is proud to announce the recent

In Agassiz the much anticipated opening of **Tandori Bites** brought authentic Indian cuisine to the area and according to the word on the street the food is fabulous.

Another new addition to the culinary offerings in Agassiz is the recently opened **Oasis Coffee and Bistro** which offers a menu designed by the Chef from the well known **Fraser River Lodge**.

•••

The hot, hot summer is making Harrison Hot Springs the destination of choice for people looking to cool off.

The beaches have been full and boats dot the lake. From Canada Day through the Harrison Festival of the Arts to the

Tandori Bites open for eats

recent Dragon Boat race, July was a spectacular month in Harrison.

August is also looking pretty great. The Paddle-wheeler is back the first week in August and will stay for an extra day this year heading up to Port Douglas twice. The following weekend the Poker Run hits town and is expanding to a three day event kicking off with a street show on Friday August 7 from noon to 8 p.m.

harrison-agassiz BUSINESS

ROBERT REYERSE



The Village will be decorated with high performance boats from the Pacific Northwest and Western Canada giving locals and tourists the opportunity to stroll through the vendor displays and chat with boat owners.

•••

On the political front the Harrison Hot Springs Mayor and Council have been moving forward with the newly estab-

lished **Economic Development Commission (EDC)**.

The Commission, with a selection of business leaders from the community, including the GM of the **Harrison Hot Springs Resort & Spa** has defined its mandate to "be a catalyst for economic development, supporting Harrison Hot Springs in becoming a vibrant and successful year-round resort community while

selection by two long time Mission businesses to design and launch websites that will help them continue to grow.

Miraclespringsinc.com was recently developed and launched for **Miracle Springs Inc.** in Mission. Long time Mission residents, **Hans and Leigh Lehmann**, have owned Miracle Springs Inc., a rainbow trout farm, for over 40 years.

Wentings Cycle has been in business in Mission for over 30 years. Wentings Cycle primarily specializes in bicycle sales, repair and custom fittings, but also carries a selection of gear for snowboarding as well.

enhancing the lives of residents and promoting sustainable tourism."

According to **Frank Peters**, a Chamber Director and member of the Commission, "we want to get the message out that Harrison Hot Springs is open for business and is looking to attract quality businesses and developers.

"We now have the right ingredients to move Harrison forward: a positive and supportive Council, a motivated EDC, and a CAO that is keen on supporting value-adding development."

- *Robert Reyerse is president of the Harrison Agassiz Chamber of Commerce. He can be reached at robert.reyerse@gmail.com*

Nancy Brown and Arly Doyle of **Leafusion Tea & Gift Co.** have moved to 454 Wallace Street to a bigger and brighter location.

•••

The **Hope and District Chamber of Commerce** will again host The World Class Chain Saw Carving Event Sept. 10-13 in partnership with **Lordco, Rotary, Envision Credit Union** and the District of Hope.

See the carvers at work: **Chris Foltz** of North Bend, Oregon and **Dan Richey** of Nanaimo. Speed carving will

Leafusion location changes

be auctioned off Sept. 13 at 1:30 p.m. On August 9, Harley-Davidsons rolled into town for a show and shine. The Hope Chamber in partnership with **Mountainview Harley-Davidson** of Chilliwack put on this event.

It is a great event to meet people and enjoy the pride people have put in into their

hope BUSINESS

VICTOR SMITH



bikes. Chainsaw carvers **Pete Ryan** and **Randy Swope** are on site carving.

•••

The **Christ Church Anglican** - National Historic site in Hope is now open in the summer.

It is the oldest church in B.C. on its original site. For a tour of this piece of history

over the rest of the year call 604-869-5402.

•••

Sunday, October 4 is "The Hells Gate Pumpkin Drop".

Bring as many carved pumpkins as you wish to drop from the tram at the target. It promises to be a fun day, with prizes and it is free to everyone with a carved pumpkin.

For Info Call 604-867-9277.

•••

The **Hope Golf & Country Club** is pleased to host the 13 year old Junior provincial golf tournament August 20-21.

It's excellent to see the calibre of young golfers we have in this province to enjoy the game and to have it at our golf course.

- *Victor Smith is president of the Hope & District Chamber of Commerce. He can be contacted at victor_smith@telus.net*

WordPress is a system that has been around for about a decade, developed as a free, open-source content management system (CMS).

The outside can look like a regular Web site, not necessarily a blog. The back end allows changes easily - as if using a word processor or checking e-mail.

But don't be fooled. The power of WordPress is demonstrated by majors who use it, such as **CNN, Samsung, Wall Street Journal** and **General Electric**. This is not to mention the many universities and celebrities who take advantage of its capabilities, (even **New Kids on the Block** and **Mary-Kate and Ashley Olsen!**).

Here's why WordPress is great for a business:

Reasons to use WordPress

1. Changes can be made, pronto. You always have access to the back end for adding photos, writing posts or making edits, without having to know computer code.

This is cost-effective because it eliminates the need to pay a Web developer every time changes are necessary. It also saves the time and hassle of sending instructions to an on-board techie.

2. It comes with a blog AND static pages. You can write "posts", and also have

internet BUSINESS

JOYCE



static info about your company on "pages". Having a blog is essential for search engine optimization (SEO).

If you don't update your site AT LEAST once a week, you can expect Google meta spiders will stop indexing your site. The best is to have the blog inside the Web site, so your whole site gets good rankings.

3. It's customizable. Your WordPress site doesn't have to look like everyone else's. Branding and layout are as adjustable as any other type

of site.

4. It's super powerful. It can be as functional as you need it to be. There are thousands of "plug-ins" available to install automatically.

These include shopping carts, image and video galleries, widget changers (for the info on your sidebars), site-map generators and SEO packs that automatically insert meta-tags for Google and other search engines to read. The list is endless!

5. It sends out pings. What

are pings? They are SEO-friendly notifications sent to the Internet every time you write a post. They get you noticed before you know it!

6. It's constantly updated. The people who work on WordPress are always improving the software. This means your CMS will stay up-to-date with the latest trends in technology.

- *Joyce Astifan is an E-marketing Specialist at SmarttNetShe can be contacted via email at joyce@smartr.com. Joyce has also co-authored The 6 week online business makeover: SEO and e-marketing for small businesses, an e-book available for free electronically at www.smartr.com/bfo*