

Construction jobs increase

Abbotsford News
ABBOTSFORD - There are growing signs of a turnaround for the Lower Mainland's hard-hit construction industry.

The number of construction jobs in the region jumped 3.3 per cent in July, up for the second month in a row.

There were 116,000 people working in construction in the Lower Mainland-Southeast region in July.

That's up 9.6 per cent since May, a recovery of about half of the jobs lost since the start of the year.

National award for Bombshell

Mission Record
MISSION - The Mission Springs Brewery Company's Bombshell Blonde Ale has won a national award.

The Collectors of Canadian Brewery Advertising (CCBA) have named the ale's label the 2008 Label of the Year. The an-

New air service to Island

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 lower mainland.
 "This will add four hours to the day," he says.

Visser is a long-time, successful Abbotsford businessman. In 1978, at age 19, he started George's Automotive Ltd. in Matsqui Village, at 6480-A Riverside Street.

"People used to come in and say, 'Where's your Dad?'," laughs Visser, a licensed mechanic. He adds that Roger Siemens is a partner in the firm.

He also owns and operates Goodspeed Aviation, a self-serve aviation fuel supply business he started at the Abbotsford Airport in 1999. He also built his own Retrowave Executive and is a licensed helicopter pilot.

Visser was a partner in BC West Air, which dissolved last year.

Visser's experience with BC West Air proved to him that an Abbotsford-Nanaimo route was worth pursuing.

"The number of passengers from Nanaimo actually equaled Victoria's numbers," he notes. "The Victoria market had always been tried and true, but we noticed the Nanaimo numbers were steadily increasing. The people in Nanaimo absolutely appreciated the service so much."

His partners in Island Express Air are Chief Pilot Robert Blais, Ken Thoson and Phil White.

His wife, Sue, "keeps me organized and on track," he says. "We couldn't do what we're doing today without her support."

BUSINESS

FRASER VALLEY - IN BRIEF

ouncement was made at the Viscount Gert Hotel in Winipeg, Man. during the 30th Collectors' annual convention.

Bombshell Blonde Ale is one of five regular brands produced by Mission Springs Brewing.

Safer roads, lower ICBC rates

ABBOTSFORD - Safer roads are translating into lower optional car insurance rates, according to the Insurance Corp. of B.C.

The public auto insurer says it will keep basic rates frozen and cut optional rates by an average of three per cent, effective Oct. 1.

ICBC reported a \$22 Million jump in profit to \$277 Million for the first half of 2009.

"customer first" service ethic in the company, noting "on availability, we'll even make an extra stop at Boundary Bay Airport in Ladner. Even though it might cost me money, we'll pick people up there, too."

Looking down the runway, Visser says the company may also add flights to Kelowna, and even Quesnel and Prince George.

Island Express Air features GPS (Global Positioning System) technology, providing up to the minute satellite imagery of flight and weather patterns. "It gives us an extra clear picture of where we're going," Visser says.

Nanaimo Airport will soon have its own ILS (Instrument Landing System) installed, which will reduce the level at which planes can land in inclement weather. Currently, there is an 800 foot ceiling for flights in cloudy and foggy weather, but with an ILS, that goes down to 300 feet - a figure that will drastically decrease the amount of flights that are typically cancelled due to poor visibility.

Island Express Air's eight seat Piper Navajo will make two flights on Monday, Tuesday, Thursday and Friday, with expansion to Wednesday and weekends as demand increases.

"I have a clear business plan to break even in one year and pay off all the company debt within two years," he says.

"We're just really excited about serving the business customer, or what we call the 'lap-top traveller', with a service they can count on," he says.

www.islandexpressair.com

The main factor driving the improved financial performance was a \$50-million drop in claims costs for the six months to \$1.46 billion.

Facade funding for downtowners

MAPLE RIDGE - The District of Maple Ridge and the Downtown Maple Ridge Business Improvement Association are donating \$27,000 to 10 businesses in the downtown area

to improve the facades of their buildings.

The largest grant will go to Fuller Watson, which will receive \$10,000.

Onni proposes Business Park

MAPLE RIDGE - The Onni Real Estate Group has applied to the city of Pitt Meadows to rezone land south of Airport Way to enable them to build the Golden Ears Business Park.

Contract with CAE fuels Cascade

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 other aircraft platforms in the future.

"It is exciting to partner with CAE, a world leader in training solutions, and become a contributor to the safety and operational effectiveness of the DND," says Schellenberg.

He added that the contract "dovetails nicely" with Canada's other contracts.

"This is very much a Canadian-made training solution - made by Canadians for Canadians."

Abbotsford Mayor George Peary was on hand and talked briefly about the need to develop an aerospace strategy. He also pointed out the enormous growth potential the airport holds.

"In 1907, when we purchased the airport for \$10, there were 200 people working here. Now there's 2,000."

Stockwell Day, Minister of International Trade and Minister for the Asia-Pacific Gateway, was also on hand to offer his congratulations.

The land is currently zoned Agricultural, and they want it changed to Light Industrial/ Business Park Zone so they can begin building their planned 600,000 square foot business park.

Funding for Trinity Western

LANGLEY - MP Mark Warawa presented Trinity Western University with over \$2.5 Million in federal funds from their Knowledge Infrastructure Program.

The funding will go towards several projects: \$298,000 towards the library, \$661,000 for upgrading information and communications technology, and \$1.65M for the expansion of the Neufeld Science Centre.

He told the crowd about his first experience flying in a Hercules aircraft - while in Afghanistan. The pilot had to perform some evasive manoeuvres before landing.

"I think he had to do it, but I think he enjoyed seeing my face go white too," said Day.

As for the contract, Day believes it's an important deal for the Canadian Forces.

"We want our men and women in uniform to have the best equipment, the best training and technology."

You Tube marketing mini-guide

YouTube is the place to be when conducting video marketing. Therefore, knowing how to use the site to attract audiences is essential.

Research
 "Feature videos" will give insight into what's popular, or being promoted. Use current trends to create a spin-off. Remember to stay relevant to your industry, no matter what video you create.

Statistics and Data
 This tab of information underneath YouTube videos is a marketer's dream-come-true. You can see exactly how viewers got to your video and how many hits it's had. Track market reactions with this tool.

Video Engine Optimization
 YouTube should be used as a "booster", giving good content, but not enough. To get the rest, viewers should easily be able to click to you. Therefore, always watermark your videos with your URL. This way, if someone else uses your video, viewers will know where to find the source. At the end of the video,

internet BUSINESS

give an incentive to visit your site offer a free course, give a gift, etc.1. Draw away from YouTube to focus on you.

Community
 YouTube now behaves like a social network. Users can be "friends", subscribe to channels, set up their own channel, leave comments, mark favourites and rate videos. Join the discussion and get involved. Set up a branded channel. Videos conducive to a lot of activity will favour well with YouTube's rankings. Relevant videos get included on Google's main search engine as well.

Video Responses
 Video Responses are exactly that - a video responding to a video. By utilizing video responses, you can "steal" traffic away from competitors and direct them to you. If your response is a quality one, it will not only get more hits, it will also get higher ratings.

Expert Village
 Expert Village is now run through oflow.com. Joining this network provides great 'so-

cial proof" as you teach others the how-to of your trade.

Paid Advertising
 Advertising with YouTube and could be well worth the investment; it's the second largest search engine. Options include Adwords, in-video ads, promotional videos that appear on search queries and homepage features.

Other little things
 You can specify a part in your video to be used as the thumbnail. Choose this wisely to attract the most attention.

Label yourself as an expert. When setting up a YouTube account you'll have different options to describe the kind of user you are. A safe pick is "guru".

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