

Chamber Name: Lloydminster	Number of members: 600
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Real Faces Campaign

The Real People Campaign is real members who are well known and respected in the community agreeing to be a spokesperson and having their name plastered on benches, recycle bins, bill boards, website, and signs, etc. We do not use the business name so as to not appear as though we are promoting one business over another.

I have attached some of the images we use. Some of them with longer verbiage are used on stand up banners while the shorter versions are used on bins and benches. We have used some as stills at the end of TV advertising as well. We change out the faces about every three years. This program has worked very well for us.

We also have another set of Real People who do some radio ads for us.

There is no charge to the participant, full cost to the Chamber as part of our marketing budget. In order to ensure there is perceived fairness in the selection process, we do a call out for interested participants. We usually have an idea who we want, but need to make it fair for everyone and last time we had one we hadn't thought of and someone who values the Chamber, really wanted to help out, and were an excellent fit so I guess we don't always know best!!

Below is a link to the 2013 Real People campaign.

http://www.lloydminsterchamber.com/news_event_details.aspx?n=445

The new farm ad is a couple, (Acton's who have Lower Shannon Farms). John was in a car accident about 8 years ago and is in a wheelchair. He is a very well known and respected member of our community. Robin is the medical affairs officer with our local health district and was a guest speaker at the 2011 ACE conference. She is also well known and respected. We hope this ad, which will run on our local TV station and be on the radio, will help us promote the farm plan to the ag community. The ads have also been placed on recycle bins and benches as well as posters and other signage.

The second Chambers Plan one is a young man who has operated a furniture store in downtown Lloyd for the past 7 years. He and his family are well known and respected in the community as well.



“Healthy businesses make healthy communities.”

- Colleen Fulton

The United Way know partnering with business builds strong support organizations focused on community wellness.

A meeting place for non-profit organizations and businesses with resources eager to commit to a strong social network provided by the Lloydminster Chamber of Commerce.



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“My staff of 14 has group insurance.”

- Peggy Bosch

Peggy Bosch knows offering the benefits of a group insurance plan to her employees promotes a healthy and happy workplace. She knows where to get it.

Customized group insurance plans for workplaces of all sizes and family security for employees provided by the Lloydminster Chamber of Commerce.

- Chamber Group Insurance Plan agent - **Tim Dyck**

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“Our collective voice speaks louder than one.” - Ross Ulmer

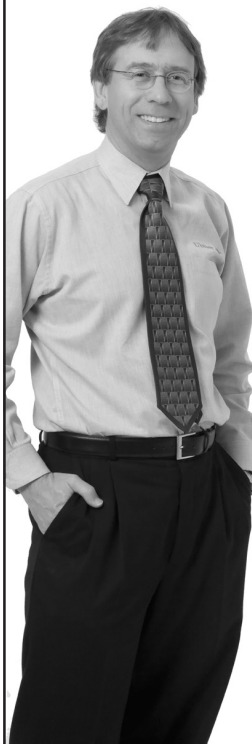
Ross Ulmer knows that the most important job of the Chamber is to be the collective voice of business interests to all levels of government.

Policies designed to create a fair and prosperous business environment and advocacy efforts on a local, provincial and national scale drive the Lloydminster Chamber of Commerce.

Let your business's voice be heard:

- Policy Issue Development & Debate
- Political Forums and Mixers

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“Networking. That's my Chamber.”

- Brant Wheeler

Brant Wheeler knows networking is vital to grow and maintain a thriving business. He knows where to get it.



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Membership Development