



BIA Connections

TEL : 604-943-0502

TSAWWASSEN@BIA.BC.CA

AUGUST 2006

WELCOME NEW TSAWWASSEN BUSINESS!

Bosley's Pet Food Plus: Nicolette Lanislaus, Store Manager at 948-8030. Visit them next to Shoppers Drug Mart.

SOME CHANGES IN TOWN...

Ray Taylor has replaced Mark Breier as the new Thrifty Foods' Store Manager. Welcome Ray!

Mac's Convenience Store is under new management, welcome Ravi Banga!

Munch Music Inc. has moved out of Tsawwassen to a new location in Tilbury. Good luck and keep rocking!

Safeway is undergoing renovations. Their **GRAND RE-OPENING** is this Thursday, August 31. The new design reflects a market place concept and it is looking great! Come and take a look for yourself!

The BIA's New Look!

Back in 1991, Tsawwassen's commercial district was a completely different place. The BIA was formed 15 years ago with an important goal in mind: to revitalize and beautify our commercial centre. Today, we can proudly say that Tsawwassen has been transformed into an attractive and ever developing commercial centre.

To keep up with our evolution and to reflect a more modern and beautiful commercial district, the BIA Board decided to change the logo and re-branding of our town. Our new "tag" line is:



Shop Tsawwassen—it's your town.

This is the message we want to share with our consumers, the residents of Tsawwassen. We would

like to raise awareness of the economic activity generated by our town centre, both in product made locally and in the amazing service, retail and professional sectors we have in our own community. It is wonderful to be able to have a diversity of businesses, expertise and quality products accessible to our residents without having to drive outside of town.

We are very thankful that Bill Turecki, a local businessman and designer volunteered to help us with our logo without any cost to the BIA. Bill has been involved with the BIA for a long time as the designer

of our beautiful banners.

We discussed the focus we wanted to give to the

new logo. The new concept looked to emphasize the commercial aspect of Tsawwassen and incorporate it within the logo. Bill's keen and creative eye quickly

The BIA's new logo was designed by Tsawwassen resident and businessman Bill Turecki, from:



PROJECTS

Contact Bill at 604.948-2600

or by email at

adg@dccnet.com

translated the idea into a set of initial logos .

The Board and Staff carefully reviewed and discussed the ideas presented until this version seemed to capture the look we were after.

The three elements included in this new logo are the outlines of local commercial roofs embraced and beautified by trees; the curved tag line on top of the buildings gives the impression of the sun over Tsawwassen, and finally the downtown feature represented by an ornamental street sign brings it all together .

What do you think? Call or email us and give us your feedback.



Operation Red Nose is coming to town!

Mark your calendars! This year ORN will offer safe driving services November 25, December 1, 2, 8, 9, 15, 16, 22, 23 and 31st.

Since 2002, Delta Gymnastics has been hosting the Operation Red Nose program in partnership with ICBC, RCMP, Delta Police and BC Crime Prevention Association.

If you are not familiar with this program, Operation Red Nose is an educational campaign and a service for you and your employees, co-workers, friends and family that provides a safe alternative to drinking and driving.

The service is confidential and is available to any person operating a motor vehicle who does not wish to drive their car for any reason. A person does not have to be drinking to use the service.

There is no charge for the service but donations are

gratefully accepted. All proceeds benefit amateur youth sports in our community.

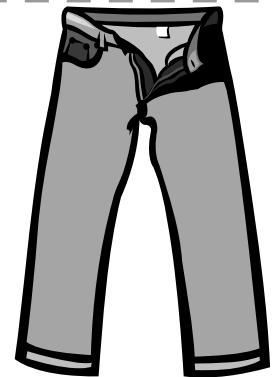
The service is available from 9:00 p.m. to 3:00 a.m. the last weekend in November and all weekends in December including New Year's eve.

Sponsorship opportunities are available to support this program. Also small gifts, coupons and merchandise are needed. If you would like to support the Operation Red Nose campaign, please call Carlene at 604-943-0460.

Operation Red Nose 2005 Stats

- 9 evenings of service
- 273 rides provided
- 820 people served
- 10,200 km driven
- 185 volunteers working
- \$6,500 in client donations to support amateur youth sports!

To volunteer or to donate call 604-943-0460 today!



Recycle your old jeans for a great cause!

The Vancouver Real Estate Board is collecting used blue jeans for Covenant House, a crisis shelter for homeless youth in downtown Vancouver. They are collecting men's, women's and children's jeans.

If you have jeans to donate, please drop off at the Royal LePage Regency Realty office in Tsawwassen at 1333—56th Street (between Starbucks and TD Canada Trust)

TV Star: 41 years of service

You can say that TV and electronic sales and service runs in his blood. Bill Learmont, owner of Jack's TV & Service, started his career helping out his dad (Jack) at their store in Alberta when he was a young man.

Jack opened his store in Tsawwassen in 1965, with Bill taking over the operations in 1972. Bill, who is often called Jack, loves his 5,000 sq ft location and operating his business out of Tsawwassen.

"We have a very unique store here in Tsawwassen", proudly comments Bill. "We have very loyal customers that continue coming back even when they move away from the community. We even have multi-generation clients, as parents, children

and grandchildren come to us for their electronic needs".

One of the secrets of his success in a world of e-commerce, big box stores and fierce competition is excellent customer service and after-purchase care. "We provide personalized service, and we take care of our customers after they have purchased their equipment. We follow up with our clients to ensure their equipment is in good working condition, and that they have been able to connect and install it properly. That is something you never find in the big box type store".

Bill employs 8 young men, most of them from South Delta. Jack's TV & Service is ranked as the second



Bill Learmont, owner of Jack's TV & Service

biggest dealer in BC (small store sector). The store has undergone extensive renovations and more to come as the Bose corner will be updated in the very near future. He is also looking forward to the renovation of the Tsawwassen Shopping Centre, where his store is located.

We invite you to visit Bill at his store or check out his website at www.jackstv.ca

Made in Canada winners and more



Congratulations to Wendy Wastila, winner of \$300 Tsawwassen Shopping Dollars. Our second winner was Shirley Maurice (\$200) and our third winner Bill Kemp (\$100). Thank you to our 60 participating businesses.

Please remember to phone the office when one of the winners redeems their gift certificate so we can pay you back.

Our feedback from the survey was "Do It Again Next Year", we encourage more businesses to join us in July of next year.

Thanks to all for making this a successful promotion and call the office to redeem any Tsawwassen Shopping Dollars!



Eva N Fashion's creative Made In Canada mannequin!

BIA Mission

Statement:

To maintain and enhance the commercial area in Tsawwassen as a place to live, work, shop and visit by developing and initiating innovative programs and promoting unique assets of the community.

Business Means Community

To pay tribute to the important contribution that small businesses make to the local economy and to express how much businesses care for our community, we have chosen "Business Means Community" as our theme for this fall.

From October 10 to 24 we will be offering a promotion entitled **Business Means Community 2nd Annual Food Collection Campaign** Benefiting Deltassist's Christmas Hamper and Emergency Service Programs.

The idea is simple, easy and participation is FREE. Tsawwassen Shoppers who donate a canned good or non perishable food item will enter to win a beautiful gift basket or gift certificate from each of our participating members!

Each participating member will receive \$30 from the BIA towards a gift basket or gift certificate from your place of business to be drawn at the end of the promotion period to your own participating customers.

All details will be sent to you early in September and we encourage you to participate and give back to our community.

We congratulate three of our members who recently had fabulous examples of Business Means Community:

Todd Sanderson, Branch Manager of RBC Royal Bank participated in the Weekend to End Breast Cancer (August 19 to 20th) as a member of Team RBC. Individually he raised \$2945 for the walk and for his haircut (he shaved his head!) he raised \$1145 from the local branch, customers as well as other RBC branch staff in the Richmond and South Delta areas. Awesome job Todd!

Jacquie McCarnan from The Framing Company of Tsawwassen also participated in the Weekend to End Breast Cancer and her fundraising idea was a family Car Rally around South Delta. 11 families participated

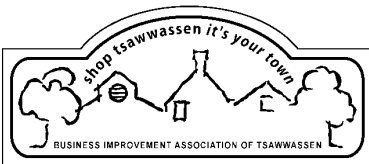


Photo by Kyle Hoobin courtesy of The Optimist
PJ Wren handing a cheque to Delta Humane Society

raising a total of \$1,800 plus a lot of fun! Her total fundraising with other donations totaled \$2,600.

PJ Wren from Muscle Memory Personal Training & Fitness

organized their first annual charity golf tournament earlier this summer to benefit the Delta Humane Society. The turn out was awesome and they were able to raise \$6,400, which will be used to pay for veterinary expenses, rehabilitation, food, and general care for the orphaned animals of Delta. Next summer PJ promises a bigger and better event and will be looking for another charity to support.



BIA Board of Directors

2006/07

President: Peter Sziklai,
Tsawwassen Collision

Vice President: Dave
Hamilton, The Delta
Optimist

Treasurer: Cindy Phillip,
IRIS Optometrist Opticians

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Printers

PJ Wren, Muscle Memory
Personal Training

Sarah Clark, Elite Repeat
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Ruth Scowcroft, Albany Books

Executive Director:

Ana Arciniega

1333—56th Street

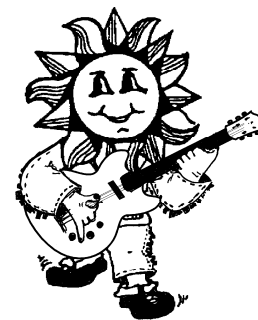
Delta, BC V4L 2A6

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Sun Festival Favorites!



August 5, 6 & 7th... What a wonderful weekend! The BIA was the presenting sponsor of this family and community event which drew hundreds of people to the fireworks, parade, music, markets, great food, ball and lots more. Please reply to the SURVEY sent to you recently—we need your feedback!

Coming Events

September 17

Terry Fox Run: Wheel, bike or run a 1, 5 or 10 km route! Event starts at 10:00 a.m. at the South Delta Rec Centre. Come at least half an hour early to register to this event. More info: www.terryfoxrun.org

October 10 to 24

BIA downtown promotion: Business Means Community, 2nd Annual Food Collection Campaign to benefit Deltassist Christmas Hamper

November 19

Light Up Tsawwassen—BIA Christmas lights program

December 9 to 24

Complimentary Free Gift Wrap Program offered to ALL businesses in Tsawwassen.

Talkabout Meetings presented by Retail BC. Invites you to participate in their new series



of educational events to provide short, focused educational sessions on topics of interest to BC owned and managed retailers.

September 13 (Vancouver): Web Design & E-commerce

September 19 (Burnaby): Staffing for the Holidays: How to Recruit and Screen Staff

September 26 (Surrey): Marketing your Uniqueness

October 3 (Vancouver): Promotional Marketing and Customer Service.

For more information contact Melissa Kaerne at Melissa@retailbc.org or at 604.730-5256