

PREPARING FOR CHANGE

Fifty years ago, it was easy to find any downtown. Downtown was the heart and soul, often the geographic centre, and certainly the marketplace for any town or city. Suburbs or highway merchant strips were for the most part a

centre" now can mean: traditional downtown as we've always know them, suburban downtowns that now contain all elements of living and doing business, new town developments, new shopping centre areas etc.



developers dream, and the small towns that surround major cities had their own town centres.

As time passes by, patterns of place are changing faster than ever. Terms like "downtown" and "town

As we presently witness, more and more people are choosing to work, shop, live and play in the downtown area where the atmosphere "feels good". So why are suburbs, new towns and even shopping centers such as West Vancouver's

Park Royal Mall who will be investing \$50 million into creating a environment that looks like it has actually been around for 50 – 60 years and hoping to copy an urban form that has been around for hundreds of years? The simple answers: time, safety, history, walk-ability, open-air, sociability and the sense of place. The elements work to sustain a prosperous business and residential area.

In recent months there have been many conversations, letters to the editor, and public hearings spurred by changing commercial face of our cozy little community. The ad-hoc committees have called for the vision of Salmon Arm to be clearly identified and embedded in all future developments. We can be more productive in our work if we are working together towards to common goal.

What does this all mean for downtown? For traditional downtowns like ours, it means a new challenge is arising. In addition to being clean, safe, friendly, and attractive, traditional downtowns now must provide a big dose of character, personality, authenticity, and uniqueness. Otherwise people may decide to go to the "man made" downtowns now being developed.

Together we need to strive to retain and build on our sense of neighborhood, quality of service, diversity of unique shopping experiences, accessibility and the people, old and new, who make up our business and social network.

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THRIVING IN A BIG BOX WORLD PART III

PLAN FOR SUCCESS AND YOU WILL SUCCEED

By John Tschohl

"Success doesn't just happen; you must plan for it and work for it." So says John Tschohl, founder and president of the Service Quality Institute in Minneapolis, Minnesota, and author of several books on customer service. "The key to success is superior performance," he says. "That means doing whatever it takes to satisfy your customers, your co-workers, and your employer. It is going out of your way to ensure that the people you work with, and for, have positive experiences when doing business with you." Tschohl has developed a Personal Success Plan for Excellence in Customer Service that, he says, will result in increased job satisfaction, promotions, and higher incomes. That plan includes the following six steps:

1. Feel good about yourself. "You must feel good about yourself, if you want to make the people around you feel good," Tschohl says. "A good attitude is contagious, but it doesn't just happen. Pat yourself on the back. Pump yourself up. Don't wait for others to validate you and your efforts.

Concentrate on your strengths and recognize the importance of the role you play in the organization."

2. Be courteous. "Everyone has the right to be treated with courtesy, dignity, and respect," Tschohl says. "It shows you care. Too often, however, we get so caught up in getting the job done that we don't take time to interact with customers and co-workers on a personal level and to recognize them as important people. The most important things you can do is call people by their names, smile, and say thank you."

3. Practice positive communication—verbally and non-verbally. "You communicate in many ways, not just with words," Tschohl says. "What you say, how you say it, and how you look while you're saying it is evidence of how you feel—about yourself and your job.

Communicating with customers and co-workers on a positive, personal level is an important part of building positive relationships. That communication must be genuine, specific, sincere, and timely."

4. Perform. "You can be the most caring, knowledgeable person in

the world, but if you don't perform, you will not succeed," Tschohl says. "If you say you'll call a customer on Tuesday, do it. If you say you'll deliver an order on Friday, deliver it. Do what you say you will do—and do it with quality and speed. Michael Dell of Dell Computers said it best: You should under-promise and over-deliver."

5. Listen. "Most people are so busy talking or thinking about what they are going to say that they don't listen to what others are saying," Tschohl says. "When a customer is telling you about a problem she has experienced or is describing what she is looking for in a certain product or service, listen to what she is saying. Then rephrase what she said to be sure you understand. It shows you care. Ask questions. Get involved. Listening shows you care and gives you the information you need to serve others—and to serve them well."

6. Learn. "Learn all you can about your products, services, and customers," Tschohl says. "The more you know, the better the service you can provide. Don't wait for the company to provide you with the skills and knowledge you need to

provide exceptional service. Take the initiative and learn on your own. It's the best investment you'll ever make. Read everything you can about your company and your industry. Take advantage of training your organization offers and seek training outside the company as well. The more knowledgeable you are, the more capable you will be. And the more capable you are, the more successful you will become." Mastering the skills necessary to provide exceptional customer service is critical to achieving success. "Mastering these six skills will drive your career," Tschohl says. "Your relationships with customers and co-workers will improve, your job will be more fun, and you'll make more money."

John Tschohl is an international management consultant and speaker. Described by Time and Entrepreneur magazines as a "customer service guru," he has written several books on customer service, including The Customer is Boss, Cashing In, and Achieving Excellence Through Customer Service. As president of the Minneapolis-based Service Quality Institute, he has developed more than 26 customer service training programs that have been distributed and presented throughout the world.

BUSINESS DEVELOPMENT PROGRAM

The Business Development Program as part of the Economic Development Society has recently included two new Business Coach positions. The responsibility of the Business Coach is to provide a team approach to encourage entrepreneurship and innovation. The Business Coaches assist new businesses, business expansion, and existing businesses grow and be sustainable. The team and is available to all individuals in the Salmon Arm area. There is no charge for the business coach or mentorship team.

A mentorship team of 28 community professionals meet with the business coaches monthly to provide advice with the business problems, issues, or direction.

Funding for the Business Development Program is through individuals or community organization by way of sponsorship.

In 2005, the program had 2,806 client contacts. This number is twice the 2004 client contacts.

The business coaches Nancy Pryor and Vern Schmuland bring solid business experience in both small and large business environments. Nancy has a wealth of experience in market research and manufacturing. Vern's business experience has been in large manufacturing and resource based industries.

Their backgrounds and work history enable them to support the ongoing need of the clients and the Business Development Program. They can be reached at the Business Development Office at 833-0688.

For more information, visit www.salmonarmbdp.com



2006 Salmon Arm Business Excellence Awards
VOTE ONLINE
www.shuswapbusiness.com
NOMINATIONS CLOSE SEPTEMBER 15

MEMBER UPDATES

NEW Members

Boon's Beans & Bistro
371 Alexander Street

Fancy That Antiques & Collectibles
101 Hudson Avenue

Growth Spurts
180 Hudson Avenue

H₂O4U
416 4th Street

Harbourfront Cafe on the Lake
251 Harbourfront Drive

NEW Members

Kim's Better Bookkeeping Service
151 Hudson Avenue

New Era Promotions
360 Ross Street

Quantam Tax Solutions
151 Hudson Avenue

Shelia Jean's Boutique
170 Hudson Avenue

Shuswap School of Motorcycle Riding
121 Shuswap Street

Studio 3 Salon
251 Harbourfront Drive

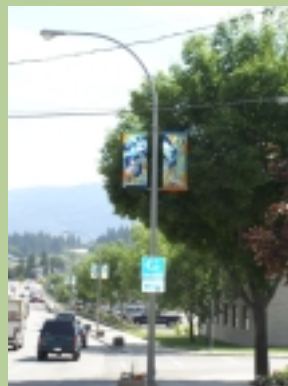
NEW Faces at Existing Businesses

Colour Your World

Relovables

Shuswap Laundry

The Matchbox



NEW Locations

Benita Bookkeeping Systems
#207 – 231 Trans Canada Highway NE

Computer Works
161 Hudson Avenue

Davidson & Company
201-271 Hudson Avenue

Salmon Arm Financial
#308- 251 Trans Canada Hwy NW

Shuswap Pawn
171 Hudson Avenue

Small Town

BENEFITS OF SMALL TOWN CHARACTERISTICS

Salmon Arm isn't the only small city busy engaging their property owners in revitalization activities. The successes and challenges seen here and in other comparable communities are often eclipsed in the media by the larger city



downtowns. While big and small see the health of their downtown as integral to the success of their commercial sector, the smaller communities have some unique features that set them apart from their larger counterparts.

Small-city downtowns tend to have a more human scale.

The sheer size of a downtown can make people feel diminutive. Small downtowns are more comfortable and less overwhelming. The shorter distance between destinations makes the core fundamentally more walkable, in turn creating a strong sense of place.



The big city problems usually don't plague smaller city downtowns.

Crime, traffic congestions, parking shortages and prices often prevent some people from venturing into big city downtowns. These are not impediments to spending in small city downtowns.

Retail mixes are different in smaller city downtowns.

National and regional chains are often less interested in small city downtowns because of the reduced market area. The dominance of small independent businesses adds the unique qualities a downtown boasts. These locally owned businesses are more likely to have stronger communities ties and spend their money at other local businesses.

Distinctiveness – how our downtown differs from the competition – is a key ingredient to establishing a strong sense of place that is so essential to a healthy downtown community.

Upcoming Events

Roots & Blues

- Free transit from Festival site to downtown for festival attendees
- Passport to Cure the Blues Shopping Promotion. Shop downtown from August 14 to August 19 and you are eligible for a \$500 prize package including downtown dollars and passes to next year's Roots & Blues Festival.

Business Excellence Awards

- Nominations are now available at any of the financial institutions, the Chamber of Commerce, Community Futures or go online to www.shuswapbusiness.com. Make sure you get your vote in!
- Awards Gala Evening will be held October 21st at the Prestige Harbourfront Resort. Tickets will be available from the Chamber of Commerce in early September.

Healthy Transportation Made Easy Bicycle Racks for Downtown

The DIA has secured a grant to place bicycle racks in our downtown core. If you have any comments or suggestions, please call Jennifer at 832-5440

Research and observation on the current bicycle trends in our downtown will be happening during August. Get your comments in!



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