



October 2008

Welcome to the FGBC E-Newsletter

Dear FGBC Member

This is the first electronic newsletter the FGBC has produced. It has been a while in the making...moving from Snail-Mail to Email, but we believe it is long over due. Please email us with your comments and any information you wish to include in the next edition.

FGBC Conference 2008

We're very excited about the success of the March 2008 FGBC Conference.

In preparation for the 2008 event we polled suppliers, exhibitors and members to get a feel for what they'd like to see changed.

Overwhelmingly a change of venue was the number one request. Secondly, a new format where trade show and seminars didn't conflict was requested so that 'dead time' was avoided during trade show hours. With this feedback in mind, we felt a complete renovation of the Conference format was required.

The River Rock Resort venue was a natural choice given its proximity to airport and ferries as well as all the other facilities and attractions that Vancouver has to offer. In fact, by virtue of the on-site entertainment it enhanced the experience by adding 'distractions' between events. This is a top-notch facility.

For the first time ever we held a one-day Trade Show with no seminar conflicts followed by AGM (the real reason we come to the conference, right?). Our suppliers loved this format and are eager to repeat it next year.

The main highlight was the first ever Wine and Food Pairing Gala in the 5 Star Tramonto Restaurant on Sunday night where we experienced the best wine that BC has to offer paired with six delicious food courses and hosted by Sommelier Dave Scholefield.

This event was sponsored by Winexpert, RJ Spagnols and Vineco so per plate cost was \$40 rather than \$150 per person. Many

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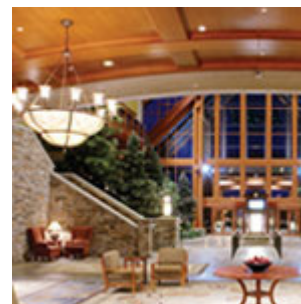
Conference 2009

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FGBC 2009

Be sure not to miss the Trade Show and AGM

**Plan to attend
Sunday March 8th
and
Monday March 9th, 2009**

[Join Our Mailing List!](#)

We'd like to introduce
your 2008-2009 FGBC
Board of Directors:

**Roger Doull
President**

participants have commented that it's the single best event they've attended in the history of the FGBC conference. We plan to do it again this year!

Monday was our 'dedicated' seminar day where we were educated by Dermot Shirley, Dinesh Nair, Tim Vandergrift and none other than Stanley Cup Champion Ryan Walter.

FGBC Conference Plans for 2009

Plans are fermenting for the 2009 F.G.B.C. Conference and A.G.M.

Once again the wonderful River Rock Casino in Richmond will be the hosting venue. Mark your calendars for early March 2009.

Upon a thorough debriefing River Rock was chosen once again for easy access, destination/vacation feel and just the excitement of being in a really fun place.

Guest speakers are being chosen with very specific seminar topics in mind to give you maximum impact on your ability to grow your business.

The Premier Ferment-On-Premises event of the year:

Make Plans Now to attend FGBC 2009 - March 8-9, 2009.

Legislation News:

Saskatchewan is "open for business".

Saskatchewan is the latest province to adopt progressive Liquor laws and allow "U-brew" and "U-vin" services to customers. Eligible businesses receiving a permit from SLGA will be able to offer supplies, space, equipment and expertise to customers who want to make their own beer or wine on-site. Customers will be required to participate in the production of the product.

"Our government recognizes that small business is the backbone of a vibrant and growing economy," the Minister responsible for the Saskatchewan Liquor and Gaming Authority (SLGA) Dan D'Autremont said. "This announcement today is a reflection of the growing marketplace in Saskatchewan."

This is good news for B.C. as it legitimizes our industry and broadens the kit manufacturers base, which again helps us.

Quality Wine Cellars
Cloverdale
604-574-4407

Dermot Shirley
ABC Cork
604-908-9462

Dan Dyble
Westview Uvin/Ubrew
Powell River
604-357-3193

Debbie Peck
Mosaic Winemakers
Vancouver
604-603-9463

Jim Mullen
Caribou Brewmasters
Powell River
888-564-2197

Lisa Holmes
Armstrong Wine & Brew
Armstrong
250-546-6954

John Carrieres
Thirsty Vintner
Victoria
250-472-2288

Dave Gartley
Gartley Station
Saanichton
250-652-6939

Juhan Lindau
Broadway Brewing
Vancouver
604-736-4801

Haely Lindau Executive
Director 778-578-5770

Provincial Enforcement Actions Report:

The FGBC is a professional organization representing the Ferment-On-Premise industry as a whole. FGBC promotes and demands conformity with respect to legal guidelines, obligations and reporting requirements set forth by our industry's governing agencies.

FGBC will report to our members on non-conformities that are brought forward and substantiated, (member or non-member). It is the board's mandate to do so.

Recent Updates:

There are a number of enforcement actions in progress in the G.V.R.D. currently. Details of enforcement decisions have not been released yet but we will keep you up-to-date as the information is released.

At this time we can only report that the identified infractions have been directed towards overtly non-compliant stores.

Sam Stewart Leaves FGBC

After 8 years of dutiful service as Executive Director of the F.G.B.C., Sam Stewart has resigned effective August 30th, 2008. He has chosen to follow his wife's career path to Vermilion, Alberta and the simpler life that a small town has to offer. (He could have moved to Hixon for that and stayed in beautiful B.C.) The Board would like to thank Sam for his fabulous service and boundless enthusiasm that he has given, above and beyond the job description. Thank You and Cheers!



Marketing Your Business

Advertising dollars are always very precious. For all of us, we have to ask the age-old question, where will I get "the biggest bang for my buck"?

Many say "word of mouth" advertising is the best, most effective and costs the least, but you can't control where, when and what kind of message is being communicated, or not, about you.

What happens when you are not as good as you think you are



Do you have something to share?

If you have, we'd like to hear from you.

Whether its an article you've found, tips on improving operations or a marketing technique that has been effective and would like to share it with your colleagues, send it to us.

Our email is info@bcfermentersguild.com

Introducing Haely Lindau

For those of you who weren't aware, Sam Stewart's position of Executive Director has been filled by Haely Lindau.

Haely is co-owner of Broadway Brewing Co and has 17 years in the industry.

In addition to her experience developing and growing her business, Haely brings

or simply have very polite customers who say everything is great, but to their friends, family and co-workers the message is really not what you would them to hear.

Yellow Pages, Radio, TV, Newspaper all work, that's why each medium is packed with ads everyday. The problem is that you either need to a national brand or own a oil-well to get the repetition that is required to have those vehicles become effective for you.

For small business, the most effective "bang for your buck" is direct mail to your existing customers. By producing your own in-house newsletter and sending it out to your existing customers, you maintain a point-of-contact with your customers.

"If you haven't been in contact with you your customer within the last 90 days...they are not your customer".

Advertise when the time is right. There are natural upswings and downswings to every business. There is no sense beating a dead horse. (Who is going to respond to your add when they are on vacation?)

In order to get the biggest "bang-for-your-buck" be creative.

Spend time developing attractive and readable newsletters.

Develop a template that you can easily modify from one newsletter to the next. This will also develop a style and format that your readers can recognize and associate with you only.

Include articles that are well written and educational.

Make it fun with a cross word puzzle based on wine culture or pictures of customers having fun with their experience of the store.

There are also hundreds of great sayings centered on beer and wine culture and/or facts that customers would find interesting. With all the desktop publishing options, you can do the lay-up in-store, but I would suggest having them professionally printed.

With bulk mailing from Canada post (1,000 pieces sorted by postal code) you could expect to have your per unit newsletter cost about \$1.40 produced, delivered and on your customers coffee table. So if you send out 1,200 it will cost you about \$1,700. That is an awesome bang for your buck, and getting the message, you want them to hear, to your customers when you want them to hear it. Compare that investment to a couple of weeks of TV, radio, or Newspaper advertising. Work those 1,200 customers and they will spread your "word-of-mouth" advertising like wild fire. Remember to sell your customers not just a price, but a lifestyle. You can't beat the loyalty when you sell lifestyle, just look at BMW, Starbucks, Ralph Lauren or Tim Hortons.

her organizational and accounting experience to the board.

Please note that contact information has changed.

The new mailing address is:

FGBC
6605 Lambert Cres.
Delta, BC
V4E 1R9

Phone #
778-578-5770

Fax #
778-578-5771

Fermenters Guild of British Columbia

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