 Cheers to 25 years

Join us Wednesday October 9th at the Leamington Portuguese Club
5:00pm Networking
6:00pm Award Ceremony
7:30 pm Supper

TICKETS
$75.00 or Table of 8 $560.00

For more information, contact
Leamington District Chamber of Commerce
at 519-326-2721 or
info@leamingtonchamber.com

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A new magazine is coming to our community this fall. Southpoint Living is a magazine specifically for Kingsville, Leamington, Wheatley and surrounding area that will feature lifestyle content including fashion, beauty, health, wellness, food, drinks, entertaining and travel. The magazine will be published twice per year (Fall/Winter and Spring/Summer) with the debut Fall/Winter 2019 issue coming out late-September.

To learn more about Southpoint Living, visit www.southpointlivingmag.ca.

The deadline for advertising and editorial is August 30th. If you are interested in advertising, please contact Jim Heyens (jim@southpointsun.ca) or Mallory Wright (mallory@southpointsun.ca). For editorial inquiries, please contact Melissa Hopper (melissa@southpointsun.ca).

Southpoint Living is a division of Southpoint Publishing, the parent company of the Southpoint Sun newspaper, the Southpoint Visitor Guide and Southpoint Printing.
Melissa Bloomfield is the Retirement Living Consultant at Chartwell Leamington Retirement Residence. The residence which was established in 2012 offers a variety of independent and supportive senior living options. Suites range from Studios to one bedrooms and deluxe suites. Daily freshly prepared meals, a variety of Chartwell signature recreational and social programming aimed at improving and maintaining a healthy fulfilled lifestyle as well as the security and support of 24 hour care staff make Chartwell Leamington the perfect home for active independent seniors looking for support and kinship as they age. The residence also offers an all-inclusive Short Stay program which is perfect for the senior looking to try out the residence or for those needing convalescent care after a surgery or illness. The residence is filled with natural light; each suite features a cozy fireplace and personal patio. The one floor layout allows residents to easily navigate the residence without worrying about elevators or stairs.

Melissa is tasked with the trusted position of helping seniors and their families make informed decisions about care and senior living options. Melissa deals with many clients, including adult children seeking options for their ageing parents, seniors who are active and independent as well as those who need assisted living options. Working closely with local hospitals and community organizations Melissa’s role is to advise and prepare seniors and their loved ones for a smooth and safe transition to the right retirement living option for them. “The best part of my job has to be the difference I am make in the lives of the people I have the pleasure of advising and working with.” Melissa is truly living Chartwell’s vision of Making People’s Lives Better.

Melissa’s work also includes supporting and providing outreach in the local community. She is active on many committees and continues to advocate for local seniors. Chartwell Leamington is also a proud charitable partner of Wish of a Lifetime Canada, helping grant senior’s lifelong wishes locally and across Canada. Chartwell Leamington has helped raise over $57,000 towards the charity celebrating deserving seniors. When wishes aren’t being granted Moments that Matter sure are, Moments that Matter is a Chartwell signature program where staff help grant monthly mini wishes and moments for residents they care for.

Chartwell has been a leader in the seniors housing industry since 2003, they operate six Chartwell properties throughout Windsor and Essex County. At Chartwell we want our residents to know that the care and services they receive will make their lives happier, healthier and more meaningful. We want family members to feel reassured that their loved ones are secure, active and engaged while living with us.

Contact Melissa at Chartwell Leamington today to learn more about how she can help you get started planning for a safe and fulfilling future. You may reach her at 226 348 4829 or mbloomfield@chartwell.com
4 Deceptively Easy Tips to Improve Customer Relations

Good customer service isn’t something everyone is born knowing. While most of us have been customers the better part of our lives in one respect or another, many of us don’t take the time to stop and think what makes extraordinary customer service and what tactics build strong customer relations.

But we sure know bad customer service when we experience it.

That’s why it’s important if you want to offer your customers or clients extraordinary service and build on the relationship that you train your staff accordingly. And for the record, doing one’s job correctly is not extraordinary customer service. Stellar customer service is about going above and beyond, surprising and delighting, building customer relations with every choice.

Here’s how to make sure everyone on your team has a clear understanding of the level of service you’re expecting and how they can implement it.

Wait one sec…

Before you shoot for amazing, you have to achieve competency. That means all of your team should be well-versed in the product or service and know the expected process or protocol with selling and set up. Once they have mastered the basics, they are able to progress to amazing customer service and building relationships.

Be Happy to Be There

A disgruntled employee cannot provide excellent service nor can they improve customer relations. Encourage your team to come to you with issues involving their jobs before customers feel them through a negative attitude.

Smile and Be Welcoming

If clients come in to your place of business, always make sure they are warmly greeted. If customer interaction is all done through the phone, encourage employees to smile while on the call. Place a mirror in their workstation, if needed. A smile comes through in the voice. If service is all provided via the internet, consider implementing a system that allows customers to see your employees either through a webcam or as a facial image attached to all correspondence. Faces make everyone feel more at ease, show there’s a human on the other end, and make building connections easier.

Listen and Anticipate

Listening to what your customers or clients really need is important and can alter outcomes. For instance, they may be buying a nightlight and may be asking about how bright it is. A salesperson can easily dismiss this question but the buyer’s intended use in this example is very important. Are they lighting the path to the bathroom for an elderly relative? Or are they trying to reassure a small child who is afraid of the dark? Understanding the why behind their purchase can help employees provide more assistance to customers and increase the upsell potential for complementary goods or services while building better relations by solving a problem for the customer.

Mirror Language

Most people want to be around others who are like them and understand them. One of the strongest ways to promote that feeling is through mirroring. Mirroring is about adjusting your body language and communication patterns to your audience. This is most often seen in dialogue and speech.

You can teach employees to mirror the customer’s words in conversation. For instance, if an employee is speaking to someone with a slow pattern of speaking, using a brusk, clipped tone can immediately place that customer on the defense. If, on the other hand, the employee slows their speech pattern to match the client’s, the client will not feel rushed. The same is true of words. If someone is using a very simple vocabulary, train your employees not to insert overly complicated language into the conversation. If they don’t, that customer may feel like the employee is trying to talk over them or belittle them.

When it comes to extraordinary customer service, there are many really quick and easy things you can implement that will make a big difference in how customers feel in your place of business and build better customer relations. Help your team master the basics of what you provide and how. Then help them become more welcoming and appreciative of what your customers do for your business. In today’s review-heavy climate, you can’t succeed without good customer service. Remember, extraordinary customer service and relations begin where everyone else’s attempts stop.
It has been nearly ten months since Canada became the second country and first large developed economy in the world to legalize recreational cannabis for adult use. This bold economic experiment is generating new jobs and economic opportunity as thousands of Canadians have flocked to work in this bourgeoning industry. Unlike other new industries that often generate localized growth in specific regions or large cities, the cannabis industry is proving far more expansive, providing new opportunities across the entire country including in many smaller and rural communities.

This growth is being fueled by hundreds of entrepreneurial and innovative companies that have been running non-stop to establish a foothold in this new market. At the same time, federal, provincial and municipal governments have undertaken an enormous amount of work to establish legal frameworks for the recreational cannabis industry. Given how far we have come in so little time, it is not surprising that governments, like many companies participating in this brand new sector, have not gotten every decision correct.

Federal regulators, who by their nature are risk adverse, have been even more so in the development or the rules governing the production, distribution and sale of cannabis. It is understandable why: it is not just Canadians watching, it is the entire world. While regulators and businesses may disagree about some of these rules, they do share a common goal of making sure Canada gets this right.

Getting it right means that we need balanced regulatory frameworks so that we do not lose the competitive advantage that we have. So where do the rules still need refining? The high federal regulatory, tax and user fee burden on producers is giving the illegal market a competitive price advantage, as was predicted by many before legalization. Federal marketing and packaging rules have also created overly restrictive and confusing rules for Canadian companies to promote themselves and their products. On top of strict federal rules for edibles, beverages and topicals that will become legal later this year, Quebec is proposing to prohibit a wide range of edible products which means those products would continue to be supplied by the unregulated illegal market in that province.

With our head start, Canada has the potential to be a world leader in the nascent global cannabis industry as other countries liberalize their medical and recreational markets. However, taking advantage of this unprecedented opportunity means we cannot rest on our laurels about being the first, it means we must continue to learn from our experience and adapt.

This opportunity is why the Canadian Chamber, along with Fire & Flower, one of Canada’s leading cannabis retailers, has launched the National Cannabis Working Group. The National Cannabis Working Group is co-chaired by Fire & Flower’s Nathan Mison, Vice President of Government and Stakeholder Relations and includes many of Canada’s largest cannabis companies. It also includes important ancillary August 8, 2019 2 businesses supporting the sector’s growth with the shared goal of advocating for policies that foster a strong, competitive sector while helping governments achieve their health and safety objectives.

As Canada approaches the one-year anniversary of legalized recreational cannabis, it is a good time to take stock of not just where our new cannabis industry has come from, but where we want to go.

Charting that path forward will require business and governments to work closely together, overcome our typical Canadian modesty and boldly seize the opportunity in front of us. We only get one shot at being first.

For more information about participating in the National Cannabis Working Group, please contact Ryan Greer, Senior Director and Cannabis Policy Lead.