



FOCUS

on business in St. Albert

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During the 2003 Small Business Week, the St. Albert Chamber of Commerce recognized the efforts of local businesses with six awards of distinction and 38 nominations.

President's Award of Distinction *Standard General*



Standard General began operating in St. Albert since 1974 and has built approximately 85 per cent of the roads in St. Albert.

The company's scope of work includes all aspects of road construction, curb, gutter and sidewalk construction, and in the past has included the installation of underground services. Standard General works closely with civic administrations and developers to service their needs.

Recent major projects have included both phases of the Campbell Business Park, the CN Intermodal Yard. Standard General received international recognition and awards for the excellence of their work on

both the CN Intermodal and the Rathole projects.

Standard General has 40 full-time employees and employs approximately 165 part time employees for the duration of the construction season.

Standard General continues to contribute to the well being of the community by sponsoring the Northern Alberta International Children's Festival, St. Albert Scouts, Chamber of Commerce, Kinsmen Rodeo and various sport groups. In addition, Standard General supports a number of other partnerships.

Business to Business Award *Alberta Paramedical Services Ltd.*



Alberta Paramedical Services Ltd., managed by Tim Hawirko, has been in operation since 1988. They presently have a part-time/casual staff of approximately

34 paramedics, 46 EMT's, 5 EMR's, 15 nurses, and two full-time employees and manager.

Alberta Paramedical Services uses four industrial/private ambulances, one mobile treatment center, one self-contained first aid room and three medivac equipment setups. All of their vehicles are equipped with modern, up-to-date equipment including a global positioning system to pinpoint locations for helicopter evacuations.

Alberta Paramedical Services provides standby services for clients who are involved in high-risk activities or who appreciate the need for specialized emergency protection. They also have a quality assurance program that maintains a high standard through constant monitoring and patient care.

Alberta Paramedical Services is committed to the community by providing discounted services to high school after-grads, youth racing, and donating services for fund-raising activities.

Other Nominees

DiGiuseppe Interior Designs Ltd.
Greyhound Canada
Insurance Solutions
Shelemey Financial
St. Albert Communications
The Big Idea

InfoTech Award *BITNETS Inc.*



Since 1999, BITNETS has moved forward from being an internet consulting-only business to one of few commercial

internet service providers worldwide offering secure, e-mail hosting with virus scanning, malicious and high-risk content blocking, and anti-spam measures.

BITNETS also operates BITNETS PC Express, a retail computer store and BITNETS Cyber Kids, a computer training school for children of ages two to six in downtown St. Albert. Gary Bajaj, founder and principal is the writer for the information technology feature in the *Ask an Expert* of the *St. Albert Gazette*.

BITNETS offers no-charge, technology consulting to charitable and qualifying non-profit organizations and offers discounted rates to seniors. BITNETS recently re-branded its flagship secure mail hosting service as *mailhosting.ca* and invested considerable effort in revamping the hosting infrastructure to an industrial-strength UNIX base.

There is no greater testimonial to commitment for quality and service excellence than renewals of many mail-hosting contracts for five consecutive years since the inception of BITNETS.

Other Nominee

Troglodyte Photography Inc.

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Marketing Award
CruiseShipCenters

 St. Albert CruiseShipCenters is owned and operated by John and Trish Beatty. This franchise with its travel consultants operate as independent contractors and specializes in cruises, land tours and all-inclusive resorts.

CruiseShipCenters uses leading-edge marketing programs and tools including: multiple websites, the monthly *CruiseShipNews*, weekly specials, and news flashes by email. CruiseShipCenters has partnered with Canada Post to focus their marketing effort to match their client demographic information with census data and postal walk information.

St. Albert CruiseShipCenters is involved in many local marketing initiatives, which are considered unusual and innovative amongst

its peers. These include the St. Albert Trade Show, the Rainmaker Rodeo parade, Rock'n' August; and partnerships with the Cosmopolitan Club and the St. Albert Parkland Rotary Club.

In addition, a detailed marketing plan is developed annually and revised quarterly. An objective of the company is to have the best marketing strategy, materials and technology to deliver the information to the marketplace.

Other Nominees

C. Zoltenko Agency, State Farm Insurance Great Canadian Dollar & Party Store Suddenly Slimmer Ltd.

Young Entrepreneur Award
Mootastic



Since opening day in June 2002, Leanne Mowbray's Mootastic has experienced a 27 per cent growth in summer sales as compared to the first year, doubled its workforce, and exceeded the expected growth rate by

approximately two and one half times. Mootastic strives for excellent customer service; one example is providing diabetic or nut-free ice cream.

Mootastic participates and supports local programs by providing St. Albert schools with incentive and fundraising programs, participating in St. Albert Chamber of Commerce events, and by teaching gift basket and bow design classes through the St. Albert Further Education Society.

In terms of marketing commercially, Mootastic has chosen to advertise in the local newspapers, on St. Albert Transit and the Chamber's electronic sign, and bulk mailing flyers.

In a relatively short period of time, this entrepreneur has successfully established her business and is making plans for improvement and expansion, including applying for trademark protection and devising a franchising plan.

Other Nominees

Amyotte Engraving
Lacombe Park Dental
Magnet Signs
Purified Water Store
Synergy
Troglodyte Photography

Small Business Award
Studio 107



TOTAL HAIR & BODY CARE

Diane Sabirsh opened Studio 107 in April 1992 at the Northern Alberta Business Incubator, formerly the Business Development

Centre. Says Diane, "The two years spent in that environment was invaluable. I learned a lot about starting and running a business." She hired some assistants and built up her clientele until her business was strong enough to leave the incubator.

In March 1994, Diane opened the current location on Inglewood Drive with the original two employees. Diane designed the 1200 sq. ft. space to allow for four styling chairs, one esthetics room and a tiny massage room. Since then, with increases in staffing and equipment, the business has experienced a 15 to 20 per cent growth in sales every year. Diane credits a consistently growing client base to customers who also bring in friends, families and colleagues "While business ownership has some tough challenges and growing pains, the rewards of ownership much greater than I could have ever dreamed!" says Diane.

Other Nominees

Alberta Upholstery
Backstreet Café
C. Zoltenko Agency, State Farm Insurance
CruiseShipCenters
Curves
DiGiuseppe Interior Design
Don's Piano Warehouse
Gempport
Great Canadian Dollar & Party Store
Joey's Only Seafood Restaurant
Mane Attraction Hair Group
Proclad Enterprises
St. Albert Mohawk
St. Albert Bottle Refund Centre
Suddenly Slimmer
The Bridal House
The Frame Corner

Building Permits Issued

	2003		2003		2002	
	No.	Value (x 1000)	No.	Value (x 1000)	No.	Value (x 1000)
Residential						
Single Family	43	10,299	249	53,677	334	58,600
Multiple Family	4	664	35	11,341	126	26,005
Other	50	402	320	2,793	349	2,759
Res. Subtotal	97	11,365	604	67,811	809	87,364
Commercial	5	1,690	47	15,063	54	7,241
Industrial	1	1,110	11	4,067	16	1,829
Institutional	0	0	10	3,795	12	3,666
Total	103	14,165	672	90,736	891	100,100

Source: City of St. Albert

Single Family Dwelling Resales
MLS® - number of units & average selling price

Month	2001	2002	2003
JULY			
2001	73	\$188,984	
2002	61	\$219,292	
2003	80	\$211,982	
AUGUST			
2001	39	\$190,028	
2002	66	\$212,781	
2003	60	\$219,992	
SEPTEMBER			
2001	53	\$194,288	
2002	43	\$221,398	
2003	66	\$194,112	

