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JANUARY
2008

Vol. 1, Issue 9

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Getting the point across is the aim of Crosspoint

By Goody Niosi Writer

ABBOTSFORD - "I don't care what they say about me - as long as they're talking about me." - Anonymous

Amelia Kennedy-Maki doesn't believe that, and her company, Crosspoint Communications, has been set up for the express purpose of distributing "bon mots" for companies needing public relations and publicity.

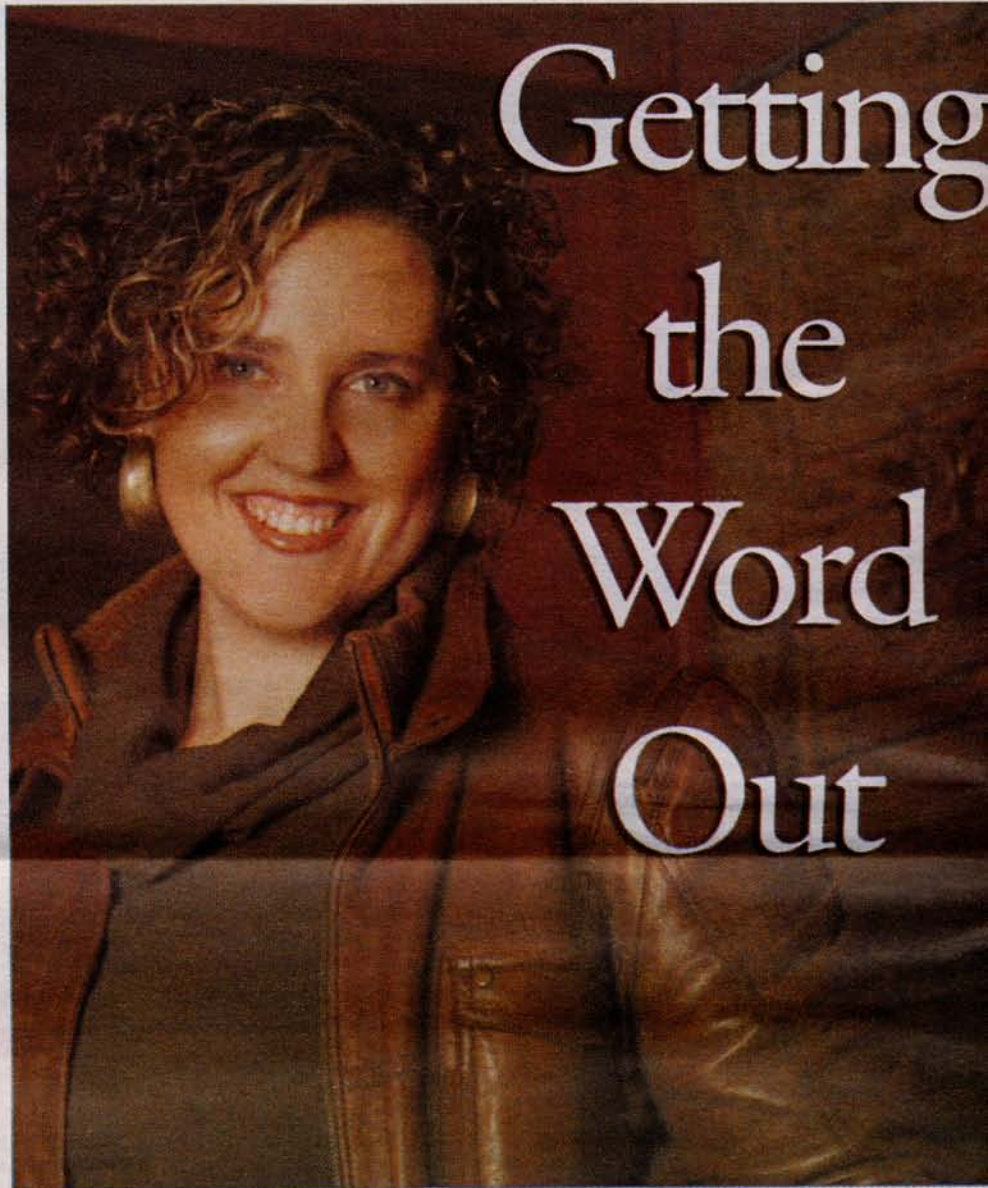
Kennedy-Maki is enthusiastic about her company, Crosspoint, formed seven months ago, which also includes event planning. She has been in the public relations business for over five years, is an instructor in her field at Kwantlen University College and has worked with a great variety of clients.

Public relations is all about reputation, she says.

"It's understanding, supporting and influencing behaviour and opinions between an organization and the general public."

Many of her clients are in the entertainment industry. She has worked with the band Sterr, the recording artist, Kayle and the

Continued On Page 5



Amelia Kennedy-Maki of Crosspoint Communications

2007 a banner year for real estate

ABBOTSFORD - The average home price and sales volumes for 2007 surpassed those of 2006 with double digit increases, statistics from the Fraser Valley Real Estate Board show.

The Fraser Valley Real Estate Board's Multiple Listing Service processed 16,547 sales of single family detached homes,

townhomes and apartments, a one per cent increase over last year's 16,435 sales.

Townhomes and apartments made up 44 per cent of total residential sales in 2007, a 3 per cent increase compared to 2006. Fraser Valley's total sales volume in 2007, which includes the residential figures above and all

other property types, finished one per cent less than in 2006 - 18,862 compared to 19,000.

"Many of our clients are families with young children looking for more affordable options," explains Jim McCaughan, president of the Fraser Valley Real Estate Board. "We saw some interesting trends

in 2007 reflecting their r... Townhome sales in V... Rock/South Surrey and... léy were up 21 and 18 per... and in Mission, apartment... increased by 34 per cent i... year.

"Yet we also saw more... ers investing in high... *Continued On Pa*



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Chilliwack

by Billesberger has carved
a niche for his WeldCo
plies Inc., a welding
ply business serving the
er Valley

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As a Tom Harris Cellular business customer you can expect:

Tom Harris

Communications is the name of the game

Cont'd From Second Front
band **Viv Savage**. She has also done work for corporate clients like **Whistler Blackcomb**. For Whistler Blackcomb, she did employee communications and developed an employee handbook – even that falls under the category of public relations, she says.

"It's kind of a large umbrella and there are so many things underneath it."

Doing the job is wonderful, she says. The biggest challenge she has is getting the word out so that small businesses and organizations understand what public relations is and how it can benefit them. A lot of people confuse public relations with advertising. They're not the same, Kennedy-Maki says.

"There are ways other than ads that get the strategic word

out about a business or an organization."

The process begins by developing a communication plan with the client, which entails examining the background of the business and analyzing what they've done in the past, paying particular attention to what worked and what didn't work.

Kennedy-Maki then develops a timeline with specific goals and objectives that will increase revenue as well as an overall awareness of the company.

Public Relations works, Kennedy-Maki says, and so does publicity, which naturally flows out of PR.

"Compared to advertising, publicity is generally something you would not pay for," she says. "It would involve writing

a press release and sending it off or pitching the business to the right people."

Event planning also flows naturally out of public relations. Event planning covers an enormous scope, Kennedy-Maki says.

Much of her own experience has been in the entertainment industry involving such events as CD and video release parties but she can also organize meetings, weddings and business

openings.

"It's ensuring that everything ties together," she says.

Although a good deal of her work has been in Vancouver, Kennedy-Maki's goal is to be a success in the Fraser Valley.

"I really want to encourage all the small businesses and organizations in the Fraser Valley to give me a call, chat with me, figure out how I can help them succeed, whether it's generating sales or just creating general

awareness of the organization."

She loves what she does, she says, but she is also eager to pass on her knowledge, not only to her students at the college, but to the businesses that could thrive on the information she has.

"I want to pass on the knowledge of public relations," she says. "I have a passion for this."

www.crosspointcommunications.ca



Amelia Kennedy-Maki of Crosspoint Communications

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