

November – December 2004

Please distribute this newsletter
to your Owner/Manager.

Kerrisdale Business Association

300 - 5687 Yew Street Tel 604 266-9875

Vancouver, BC V6M 3Y2 Fax 604 257-8502

www.kerrisdalevillage.com

Village Voice

Christmas in Kerrisdale

Though it seems that autumn has only just begun, it is an annual amazement how soon the holiday season is upon us.

For members of the Kerrisdale Business Association in the retail end of things, the last two months before year end are statistically when the majority of shops make the biggest percentage of their annual income. For service oriented businesses, it is a time to appreciate all customers for a year's worth of patronage, and for the general populace passing through our village, a time to rejoice in the pride we take in brightening up the year's darkest months.

HOLIDAY EVENTS

The last weekend in November and the first three weekends in December will offer the usual array of holiday festivities in the Kerrisdale Business District. Each Saturday and Sunday will find Santa & Company greeting village shoppers and spreading good cheer while the seasonally charged songs of roving quartets will give all who listen the spirit of the holiday while rushing from one errand to the next. Back again will be Kerrisdale's free Horse & Carriage Rides on Saturdays, always a perennial favourite, where entire families snuggle under tartan blankets, Christmas Carols playing while being lulled by the clip-clopping of two majestic Shire Draft Horses who usually make their home in Stanley Park. Listed here are the dates and times for holiday events!



SANTA & COMPANY

Saturday and Sunday 12 noon - 4 pm

Nov. 27, 28

Dec. 4, 5, 11, 12, 18, 19, 23

ROVING QUARTETS

Saturday and Sunday 12 noon - 4 pm

Nov. 27, 28

Dec. 4, 5, 11, 12, 18, 19, 23

HORSE & CARRIAGE RIDES

Saturday 11 am - 4 pm

Nov. 27

Dec. 4, 11, 18

photos courtesy of Jeff Jenken

LONDON DRUGS LENDS COMPUTER ADVICE

Computers are in virtually every aspect of our lives – banking, shopping on-line, e-mails to friends and family and the list goes on. Sometimes we forget how accessible our information can be or how to protect it from unwanted scrutiny. Have you ever heard the horror stories of theft identity on the evening news and wondered, “Could it happen to me”? London Drugs offers a wide range of hardware to help keep your business or personal computer safe and secure. Shredders help ensure that confidential documents are properly destroyed. Hardware Routers keep hackers away from your personal documents. Internet Security software helps protect your family from adult areas of the net. London Drugs, a member of the KBA, is ready to assist all members with their computer requirements.

SECURITY – WHO YA GONNA CALL?

Provident Security is now contracted by the KBA to patrol the district during the day and overnight. Though this will mean a reallocation of funds for the increase in daytime patrols, the Board of Directors were concerned with the burgeoning of panhandlers and the aggressive behaviour by some of them. The daytime security has been in place since September and a marked improvement has been noted. If you have any problems with security or need assistance during the day please phone Provident at 604 269-9999.

CIAO BELLA!

It is with a sense of sadness that we bid farewell to longstanding KBA coffee aficionada Torrefazione and Manager Irena Hladki. This popular Kerrisdale procurer of all fine things Italian, most specifically food and coffee, will close their doors at the end of November. Irena has been a dedicated member of the Board of Directors for several years now and we will all miss her ever-present smile, willingness to help out and sponsorship of events, and of course, the coffee she supplied at all our meetings. Farewell, good luck and ciao!

KERRISDALE DAYS – THANK YOU

It seems like an age ago when last summer's near perfect weather gave rise to the notion that rain might never again be in the forecast – oh! but for those endless hot days and still nights. Notwithstanding the Scotch Mist that hung in the air on Kerrisdale Days, we still had more than a respectable turn out and collectively kicked up our heels to celebrate our birthday. The following KBA members helped make this an even better event through entertainment and balloon sponsorships and we thank them from the bottom of our hearts!

- BCAA
- BANK OF MONTREAL
- CIBC
- DELUX CREPES
- HILL'S
- ORGANIC DELIGHTS
- PABLA'S
- INDIAN CUISINE
- PURDY'S
- ROYAL BANK
- SCOTIA BANK
- SUBWAY
- TD CANADA TRUST
- TORREFAZIONE

SPECIAL KBA HOLIDAY FEATURE:



You can do your part!

Evoke the holiday spirit and decorate store windows and entry ways with lights and cut greenery. It takes only a little effort to light up your bank or shop window and everyone in the neighbourhood will be glad you did. Holiday decorations need not be intricate and fussy to be effective. Keep the style simple and clean while using colour restraint and create something stunning which will please your patrons as well as the hundreds of new visitors who come to Kerrisdale just to see the decorations and soak up the atmosphere. Mini lights are inexpensive and very charming. Strung around a window's perimeter, they make a wonderful frame for any display. Freshly cut greens like cedar boughs and holly stuck into large pots of soil just outside your front door look beautiful and welcoming. Add to this simple reflective garlands, and you have a terrific holiday display. For the more adventuresome there is window art where holiday scenes are painted onto the glass. Equipped with the right tools and stencils, you can recall lovely window art from the 1950s, so popular in retro circles.

Make the few minutes it takes so that your customers, clients and other visitors know that Kerrisdale is the best place to shop for the holidays!

SUN

MON

TUE

DECEMBER 2004

5 11.00am - 5.00pm	6 9.30am - 6.00pm	7 9.30am - 6.00pm
12 11.00am - 5.00pm	13 9.30am - 6.00pm	14 9.30am - 6.00pm
19 11.00am - 5.00pm	20 9.30am - 9.00pm	21 9.30am - 9.00pm
26 Boxing Day 10.00am - 5.00pm		

DECK THE HALLS

By middle of November the brand new KBA winter banners will be making their debut just in time for the holiday season. KBA graphic artist Ross Buswell has created a striking winter scene that should be appropriate for Chinese New Year and Valentine's Day as well. Last year's angel banners, that have served the village so well for over 8 years, were finally retired due to age. It will be exciting to have a new image and one that boasts the Kerrisdale Business Association web site address. All the red and white lights on the lampposts will be plugged in and the bedecked swags will clothe the brackets as in years past. The giant terra cotta coloured Kerrisdale pots have already been planted up with live spruce trees that will receive Christmas finery in tune with the glitter and glow of the approaching holiday. (These trees are donated to interested Kerrisdale residents in late spring eventually finding permanent in-ground homes with lots of room to grow). Not to be forgotten is the cross roads of Kerrisdale where the tracks meet both East and West Boulevard. Here the two iconic Kerrisdale Welcome signs will be decked with swags and lights including net lights on low growing shrubs and lighting of the three small spruce trees. All in all, Kerrisdale Village will look like a winter wonderland, especially after dark.

WEB NEWS

kerrisdalevillage.com is already set for change which is the way of all useful web sites. Starting soon the home page will boast feature boxes allowing quick entry into the area of the web site which most interests browsers. First on the list for improvement will be the KBA members list which will be available by category of service as well as by the existing alphabetical listings. Someone will be visiting your store or office over the next few months to ensure that your information is up to date and accurate for inclusion on the web. Stay tuned.

Christmas Advertising

Each year the KBA Coordinator ensures that our seasonal event is at the top of Vancouver shopping lists. Through print advertising, news releases and wide poster distribution, this year's ad campaign will appear several times in the following publications: Vancouver Sun, Vancouver Courier, Georgia Straight, Ming Pao. In addition to this, the KBA web site at www.kerrisdalevillage.com will be in action for its first holiday season. Though we already have plans to improve the relatively new site this is just another excellent way to promote Kerrisdale and all we have to offer.

Holiday Posters

The new KBA posters should be on the street before the middle of November. You will receive one by hand so please make space for it in a prominent place at your store front.

In addition to the 250 posters displayed within the KBA area, 250 additional posters will be distributed all over the major shopping areas and neighbourhoods of Vancouver.

Stay Open Late!

The last two weeks before Christmas find the slow-to-start and befuddled working types down to the wire with unfinished gift buying. Many of us are not shoppers by nature and others of us can only use the after work hours to complete these tasks. There's nothing like staying open late to accommodate these strangers to the other world of retail. Downtown stores, Robson Street and the Granville Street stores have learned from experience that staying open until at least 9 pm the last two weeks before December 25th is very beneficial. Turn the later hours into an opportunity to share your own good cheer with that of your shoppers – put on the coffee urn, display holiday cookies on holly bedecked platters or get out the punch bowl. You'll be surprised how many new friends and sales you'll make.

WED	THU	FRI	SAT
1 9:30am - 6:00pm	2 9:30am - 9:00pm	3 9:30am - 9:00pm	4 9:30am - 6:00pm
8 9:30am - 9:00pm	9 9:30am - 9:00pm	10 9:30am - 9:00pm	11 9:30am - 6:00pm
15 9:30am - 9:00pm	16 9:30am - 9:00pm	17 9:30am - 9:00pm	18 9:30am - 6:00pm
22 9:30am - 9:00pm	23 9:30am - 9:00pm	24 9:30am - 9:00pm	25 Closed Christmas

SUGGESTED RETAIL HOURS

EXECUTIVE



PRESIDENT - Ross Hill
HILL'S OF KERRISDALE
2125 West 41st Ave. V6M 1Z6
Tel 604 266-9177 Fax 604 266-6834



PAST PRESIDENT - Brent Beattie
HOBBS
2129 West 41st Avenue. V6M 1Z6
Tel 604 261-5998 Fax 604 261-5979



VICE-PRESIDENT - Ken Sim
NURSE NEXT DOOR
Suite 302 - 2309 West 41st Ave. V6M 2A3
Tel 604 228-4357 Fax 604 228-4359



TREASURER - Philip Frances
RBC INVESTMENTS
3 rd Floor. 2052 West 41st Ave. V6M 1Y8
Tel 604 665-0693 Fax 604 266-1147



SECRETARY - Marilyn Buchan
BUCHAN'S KERRISDALE STATIONERY
2141 West 41st Avenue. V6M 1Z6
Tel 604 261-8510 Fax 604 261-5339

KERRISDALE BUSINESS ASSOCIATION 2004 - 2005 BOARD OF DIRECTORS

Tony Arias

NUTRITION HOUSE
2311 West 41st Ave. V6M 2A3
Tel 604 261-8873 Fax 604 261-8873

Larry Davidson

BEAN BROTHERS
2179 West 41st Ave. V6M 1Z6
Tel 604 266-2185 Fax 604 266-2175

Andrea Davies

HAGER BOOKS
2176 West 41st Ave. V6M 1Z1
Tel 604 263-9412 Fax 604 263-1314

Leo Franken

THE SPECTACLE SHOPPE
5683 West Blvd. V6M 3W7
Tel 604 263-2628 Fax 604 263-2458

Irena Hladki

TORREFAZIONE ITALIA COFFEE
2154 West 41st Ave. V6J 1K7
Tel 604 267-1003 Fax 604 267-1005

Colin Holyk

KERRISDALE PHARMACY
5591 West Blvd. V6M 3W6
Tel 604 261-0333 Fax 604 261-0311

Mike Jagger

**PROVIDENT SECURITY & EVENT MAN-
AGEMENT**
400-2309 West 41st Ave. V6M 2A3
Tel 604 684-1087 Fax 604 684-7669

Kelly Josling

FETCH
5617 West Blvd. V6M 4W7
Tel 604 879-3647 Fax 604 879-3640

Pamela Lambert

LAMBERT'S GALLERY & SHOP
2492 West 41st Ave. V6M 2A7
Tel 604 263-1111

Stephen Lampman

S LAMPMAN LTD
2126 West 41st Ave. V6M 1Z1
Tel 604 261-2750 Fax 604 261-2726

Jane Lanctot

ROBSON'S SHOES
2145 West 41st Ave. V6M 1Z6
Tel 604 261-5305

Raymond Li

ROYAL BANK OF CANADA
2208 West 41st Ave.. V6M 1Z8
Tel 604 665-0531 Fax 604 665-8001

Jenny Pearson

JENNY PEARSON ESTHETIC STUDIO
#111-2096 West 41st Ave. V6M 1Y9
Tel 604 263-3636 Fax 604 736-6045

Robert Redmile

TD CANADA TRUST
2198 West 41st Ave. V6M 1Z1
Tel 604 261-1301 Ext 250
Fax 604 269-3054

Jeff Rothman

ED'S LINENS
2142 West 41st Ave. V6M 1Z1
Tel 604 270-4169 Fax 604 270-4434

Justin Spear

VAN CITY
2380 West 41st Ave. V6M 2A4
Tel 604 877-7000 Fax 604 877-7915

Catherine Spearman

CHESHIRE CHEESE INN
5645 West Blvd. V6M 3W7
Tel 604 261-2834 Fax 604 263-2854

Renny Wong

REGENT PACIFIC INSURANCE SERVICES
5637 West Blvd. V6M 3W7
Tel 604 269-0982 Fax 604 269-0983

The mandate of the Kerrisdale Business Association is to foster goodwill in the community, promote the business area, contribute towards a safe, well planned, attractive and friendly environment and to increase the public awareness of Kerrisdale.

Editor: Terri Clark
Design: www.kevinlouisdesign.com

