

# Voice of Charlotte County

AUTUMN 2006

## Connect Charlotte has Preliminary Results from Business Visits

Business development and job creation are key factors in developing healthy and vibrant economies. The business retention and expansion (BRE) initiative focuses on the same values by assisting existing businesses.

Connect Charlotte is a BRE initiative in Charlotte County that was initiated early in 2006. As part of Connect Charlotte's goals, 52 businesses in the aquaculture, fisheries and manufacturing sectors were proactively interviewed by a team of volunteers to explore in detail the issues, concerns and opportunities in companies within these sectors.

For Charlotte County's three strategic sectors, the number one issue identified was the lack of labour. This table illustrates specific occupational needs for now and in three years.

Percentage of Businesses requiring specific occupational needs

Occupation	Currently	In 3 years
Front Line Labour	35%	45%
Skilled Trades	33%	41%
Management	17%	29%
Sales	10%	27%

Companies identified the rate of the Canadian dollar as the number one issue that will impact their ability to stay competitive over the next three years. The rate of the Canadian dollar is very critical for Charlotte County businesses since 88%

interviewed sell outside New Brunswick and nine companies sell more than 90% of their volume into the United States.



Business Champions for the Connect Charlotte project include (from left): David Giddens of Connors Bros., Heather Cunningham of St. Croix Printing, Mike Atkinson of Skretting and Colin Tippett of Cooke Aquaculture. Missing from the photo are George (Skip) Wolf of Wolfhead Salmon, David Pigott of Ganong Bros., Tony Hooper of Connors Bros. and Richard Wilbur of Fundy Promotions.

A group of business leaders from all sectors in the county, the Charlotte Champions, have agreed to spearhead the next phase of the project – action. Now that the data has been compiled and the results analyzed, the next step is to act on the issues and move the community forward.

Action may be working with individual companies to assist on specific issues, some action might come in the form of lobbying for a policy change, and some action may be more strategic in nature and involve several companies or sectors.

A copy of the results from the program are available online at [www.enterprisecharlotte.ca](http://www.enterprisecharlotte.ca)

## Tourism Promotion increases for Southwest New Brunswick

The new Charlotte County Tourism Association (CCTA) has been actively building a broad base of support across the region in developing promotional material to increase our exposure to the travelling public.

A 12-page newspaper insert, titled "Your Bay of Fundy Memories Begin Here" was produced and 66,000 copies were distributed in both editions of the Atlantic CoastGuide throughout the State of Maine and Province of New Brunswick. An additional 50,000 copies were printed for direct distribution to businesses and tourism operators across Charlotte County.

"Your Bay of Fundy Memories" was formatted to resemble a photographic mosaic of images from across our region to promote the great attractions, activities, fine dining, retail, and accommodations that we offer. This project was partially funded through support of tourism businesses all across Charlotte County that paid to advertise in this publication.

The current promotional project is increasing exposure for Charlotte County in the 2007 New Brunswick Official Travel Guide & Vacation Planner. To counter the increased marketing efforts and exposure of other areas in New Brunswick in the guide, the CCTA has taken a new regional approach and has committed to purchasing eight full pages (or four double-page spreads), which is a first for any region promoting themselves in the NB Tourism Guide.

Two main marketing messages: "Bay of Fundy Marine Eco-Zone" and "Canada's Original Resort Region" followed by "Your Bay of Fundy Memories Begin Here" are then directed to our new

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**Enterprise Charlotte**

Community Economic Development Agency



# Voice of Charlotte County

## **Program Profile: The Entrepreneur Loan Guarantee**

The Entrepreneur Loan Guarantee is a provincially delivered job creation initiative to help unemployed New Brunswickers create jobs for themselves through self-employment. It is offered through the Department of Business New Brunswick.

The maximum loan under this program is \$10,000 with no interest payments for the first year. The project must not exceed \$50,000 in total scope. Applicants can apply directly through Enterprise Charlotte. Staff will assist them in preparing the application and business plan.

When completed, applications are forwarded to the Community Business Development Corporation (CBDC) for a viability assessment. Staff at the CBDC prepare a formal assessment report, including a recommendation, which is forwarded to BNB for concurrence and finalization.

**For more information, contact Enterprise Charlotte at 529-5518.**

## **Tourism Promotion con't**

geographic identifier "Destination Southwest New Brunswick". Support for this project from the tourism industry and all the municipalities in Charlotte County has been overwhelming and all available ad space has sold out.

The approach has been to pool marketing dollars to purchase the double-page spreads at a cost of over \$80,000. The common "look and feel" of the eight regional pages will attract the attention of the reader who are potential visitors to New Brunswick. All those who participated in pooling their marketing dollars also receive their own advertising space.

The next priority for the CCTA will be to raise operational funding to continue regional tourism development and promotion. A fundraising campaign and membership drive will be introduced in October. Contributions from all businesses in Charlotte County are welcome, as tourism affects the majority of businesses and hence our economic growth.

For further information on the CCTA or to show your support, please contact the **CCTA Executive Director, Jamie Kelly at 467-1547 or [jkelly@charlottecountytourism.ca](mailto:jkelly@charlottecountytourism.ca)**

## **Program Profile: The Self-Employment Benefit Program**

The Self-Employment Benefit (SEB) Program is offered through the provincial Department of Post-Secondary Education and Training. It allows participants to continue to receive employment insurance benefits while they get their business up and running.

Individuals who qualify for this program receive income support for 45 weeks and business counseling (group training sessions as well as one-on-one business counseling) following their acceptance into the program.

Applicants apply directly to either the CBDC or through Enterprise Charlotte where a full business plan is completed and presented to the program coordinator. The coordinator prepares a formal report for members of an SEB Committee, who then assess the viability of the project and vote either to approve or decline the application.

**For more information, call Enterprise Charlotte at 529-5518 or the CBDC at 466-5055.**

## **"How To Start A Business" seminar offered**

Peggy Justason, Program Coordinator at the CBDC and Michael Rouse, Senior Economic Development Officer at Enterprise Charlotte will deliver a one-hour presentation on starting a business followed by a question and answer session.

**WHEN: 6:30 PM on Monday October 16, 2006**

**WHERE: Enterprise Charlotte Board Room – 49 King St., St. Andrews, NB**

To register please call Enterprise Charlotte at 529-5518 or the CBDC at 466-5055. Space is limited.

## Profile of a Young Entrepreneur – Howard Small of Grand Manan

Howard Small, and his wife Rebecca, are young entrepreneurs operating The Barn Workshop on Grand Manan Island.

The Barn Workshop specializes as the exclusive dealer for Gould's Pumps, commercial and residential pump repairs and installation, water treatment systems, plumbing repairs, computer repairs and networking systems.



Howard Small, owner of "The Barn Workshop" on Grand Manan receiving his Young Entrepreneur Business Recognition Award from Tara Devlin-Richardson.

It was an existing business when Howard and Rebecca saw an opportunity and purchased it in 2005. Howard said it was a "huge leap of faith to buy a business," but their efforts since their purchase have led to increased sales and services provided on the island.

Recently, the couple purchased a larger service truck to meet the needs of their customers. The last two years have been busy for Howard and Rebecca as they learned the ropes of owning and operating their own business, as well as welcoming a new baby girl, Cadence, to their family.

Last fall Howard Small received a Young Entrepreneur Business Recognition Award from Enterprise Charlotte for his contribution to the business community in Charlotte County.

## Junior Achievement needs your support in Charlotte County

Junior Achievement (JA) is an international non-profit organization that has been actively involved in the development of the world's youth for 85 years. Funded entirely by the business community, JA seeks to enlighten local youth to the possibilities of free enterprise; developing their communication and leadership skills in a hands-on and interactive setting.

By supporting Junior Achievement you ensure the development of local businesses, community leaders and help shape the future of this province and country.

Junior Achievement has been offering programs to students in School District 10 for four years and have seen great success and demand for our programs.

Enterprise Charlotte works with a regional JA committee, local schools, businesses and volunteers and we are waiting to hear from you. For more information about a financial donation or volunteering your time, please contact **Emily Ingersoll at 529-5516**.

## Final skills report available online

The Skills Inventory Survey Final Report is now online at [www.enterprisecharlotte.ca](http://www.enterprisecharlotte.ca) under the Online Documents, Human Resource Management section.

This study was done between March and June and examines the skills needs in Charlotte County now and in the coming years.

While there is lots of information available regarding the skills shortage in Canada, Enterprise Charlotte wanted to know what the actual needs are in Charlotte County. Results show there is a big need for front-line labour, but also skilled trades people and management professionals.

That being said, there is a big need and an opportunity for more people to work in Charlotte County over the next 5 years. From the 22 companies surveyed, there is an estimated 250 jobs that will become available.

Emily Ingersoll, Enterprise Charlotte's Labour Force Development Officer, will be working closely with industry to address these needs. If you would like to discuss your labour needs and techniques for retaining staff, please call Emily for an appointment.

Watch for many upcoming events for employers, supervisors and managers that will provide networking opportunities that could lead to employee sharing and retention solutions.

## Youth Entrepreneurship Camp

A successful 'Youth Entrepreneurship Camp' was held in St. Stephen from July 10-14 with 9 local participants. The participants ages ranged from 9 -12, but they all had one thing in common – the goal to run their own business for a day.

Each participant developed a product which was sold on the final day at an outdoor market located in the St. Stephen Town Square.

Smiling faces greeted customers as each participant was pleased to make a profit by the end of the afternoon. The 'Youth Entrepreneurship Camp' was sponsored by ACOA and Enterprise Charlotte.

For more information please contact **Tara Devlin-Richardson at 465-6423**.



Here are the young entrepreneurs who participated in the camp (from left): Cody Dempsey, Nathaneal O'Leary, Candace Mosher, Valerie Caswell, Aldea Poirier, Charlotte Nicholson, Gabrielle Cote, Joel Miller, and Joshua McLaughlin.

## Who will take over your successful business?

Did you know that 81% of the businesses in Atlantic Canada are family owned, and most business owners are over the age of 50 and want to sell their businesses over the next 5 to 10 years?

The CIBC did a survey and expect that \$1.2 trillion dollars will change hands in the sale of businesses over the next 10 years.

If you own a business and do not have a plan set for the sale of your business, now is the time to start planning. It is never too early to have a succession plan in place.

If you hope to sell your business to a family member or an employee to continue the legacy you started and need some help walking through the steps, contact Enterprise Charlotte for assistance. We can help you access professionals to discuss possible funding to help with the transition of your business.

**Watch for upcoming events and information sessions with a succession planning focus.**

### Enterprise Charlotte

Community Economic Development Agency

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Tel: 506 529 5518 Fax: 506 529 5261

[www.enterprisecharlotte.ca](http://www.enterprisecharlotte.ca)

## OUR TEAM

Stephanie Walsh - Executive Director

Michael Rouse - Senior Economic Development Officer

Emily Ingersoll - Labour Force Development Officer

Tara Devlin-Richardson - Youth Entrepreneurship Development Officer

Shari Markee - Administrative Assistant

## OUR BOARD

David Giddens - Connors Bros., President  
Sector: Fisheries

Philip Smith - Fairmont Algonquin, Vice-president  
Sector: Tourism

Nick Ganong - Ganong Bros., Secretary  
Sector: Food Processing

Mike Atkinson - Skretting, Treasurer  
Sector: Aquaculture

Keith Richardson - Keith's Building Supplies  
Sector: Retail/Service/Transportation

Linda McGee - True North Salmon  
Sector: Aquaculture

Andrew Moffitt - Moffitt Dodge Chrysler  
Sector: Retail/Service/Transportation

David Armstrong - Granite Town Hotel  
Sector: Tourism

Shelley McKeeman - St. Croix Printing  
Sector: Manufacturing

Glen Brown - Admiral Fish Farms  
Sector: Aquaculture

Stephen Crabbe - SWP Industries  
Sector: Forestry/Wood

Sandy Livingstone - Lake Utopia Paper  
Sector: Manufacturing

## Fall Workshops and Events

### Youth Entrepreneur Business Mixer

Thursday, October 19

5:30pm - 7:30pm

Dooley's, St. Stephen

Register with Tara at 465-6423

by October 18th.

### Marketing Powerhouse

Tuesday, October 17

Ramada Plaza Crystal Palace Hotel

Moncton

Refining your marketing strategy to make your marketing budget work harder.

To book your space, call Rose Arsenault at 1-888-817-5577, or register online at [www.innovation-leadership.ca](http://www.innovation-leadership.ca).

### Behind Business Management

Monday, November 20

Crowne Plaza Moncton Downtown

Moncton

Discover the building blocks of profitable business management.

To book your space, call Rose Arsenault at 1-888-817-5577, or register online at [www.innovation-leadership.ca](http://www.innovation-leadership.ca).

### Customer Service and Satisfaction (English)

Tuesday, November 21

Crowne Plaza Moncton Downtown

Moncton

How to create a service culture and surprise and delight your customers.

To book your space, call Rose Arsenault at 1-888-817-5577, or register online at [www.innovation-leadership.ca](http://www.innovation-leadership.ca).

### Customer Service and Satisfaction (French)

Wednesday, November 22

Danny's Inn Restaurant

and Conference Centre

Bathurst

How to create a service culture and surprise and delight your customers.

To book your space, call Rose Arsenault at 1-888-817-5577, or register online at [www.innovation-leadership.ca](http://www.innovation-leadership.ca).

### Christmas Business Networking Mixer

Thursday, November 30

4:30 to 6:30 p.m.

Inn on Frederick, St. Andrews

Register by calling Enterprise Charlotte at 529-5518.

### ProfitLearn Workshops

The fall and winter schedule for the ProfitLearn workshops are being finalized but were not complete by press time. Watch for advertisements later in the fall with all the details.

Topics of workshops being offered include:

- E-Business Awareness
- Effective Communication Skills for Managers
- Business Basics: Financial Management
- Conflict Management
- How to Purchase an Existing Business

## Christmas Networking Mixer set for November 30

Enterprise Charlotte, in partnership with the Charlotte Community Business Development Corporation will host its **annual Christmas Networking Mixer on November 30**.

This year, the event will be held at the **Inn on Frederick** in **St. Andrews** at **58 Frederick Street 4:30 p.m. to 6:30 p.m.**

The mixer is a great opportunity to meet community leaders, government partners and business people from around Charlotte County.

**To register call Enterprise Charlotte at 529-5518 or the CBDC at 466-5055.**