

Voice of Charlotte County

Spring 2008

From the desk of the Executive Director



Spring is here at last and not a moment too soon! Like the rest of Charlotte County, the staff of Enterprise Charlotte will be working hard as summer is just around the corner.

The winter season was a busy one for Enterprise Charlotte staff and it kicked off with the Charlotte County Christmas Business Networking Mixer in late November at the Fairmont Algonquin. We then hosted a meeting in January between the community and Fraser, J.D. Irving and Flakeboard to discuss issues in the forestry industry. In January and February, we partnered with the Enterprise Network, Contact NB and two provincial departments (BNB & PSETL) to look into job opportunities in the customer contact centre industry where people could work from home. Another project that started in January and continued through February, is Enterprise Charlotte's Investment Preparedness Strategy with 8 branding sessions being held around the county. At the end of March, the 6th Annual Fundy Region Tourism Conference was hosted by Enterprise Charlotte at the Fairmont Algonquin and with it the end of our fiscal year.

As we are wrapping up our year end it should be noted that in addition to the special projects that we participate in or coordinate throughout the year, staff were also busy servicing the many SME's and potential entrepreneurs around the county. Staff held over 100 business counseling sessions at our office in St. Andrews and over 100 site visits with local business people at businesses throughout the county. Many of these meetings lead to business startups,

expansions, productivity improvement, innovation, better business management practices, export assistance, government liaison and other types of support each important to growing the Charlotte County economy.

The 2008-2009 year promises to be active and full of opportunity. Phase I of the Investment Strategy should be completed by the end of June. A workshop on Succession Planning and the Charlotte County Spring Business Networking Mixer will be held in the May - June time frame. Enterprise Charlotte will once again be a partner on the Atlantic Aquaculture Fair, which will be held in May. As well, we are currently looking into hosting a Housing Forum in the spring or fall months to address housing issues and opportunities in Charlotte County.

Youth Economic Development Officer, Wendy Tubbs, coordinated the production of an impressive 9 minute DVD featuring 5 of Charlotte County's top young entrepreneurs and she will be using it extensively starting this year to promote entrepreneurship among our local youth.

The past year saw the Enterprise Charlotte Board of Directors rotate its regular board meeting around the county so it could get closer to issues and better communicate with municipal officials and representatives from local Chambers of Commerce and other organizations. Meetings were held in St. Stephen, Blacks Harbour, St. Andrews, St. George with the next meeting scheduled for May on Grand Manan. This new format allowed the board to tour a local business, conduct its regular meeting on site and then meet with local officials. The new meeting format has been well received by all parties and we plan to continue to hold

meetings around Charlotte County. On a closing note, on behalf of the staff and board of directors of Enterprise Charlotte, I wish to thank Phil Smith for his service to the board over the years. Before Phil joined Enterprise Charlotte he was instrumental in establishing the Fundy Region Tourism Conference and played a role in the Charlotte County Tourism Association, not to mention the many years he volunteered on the St. Andrews Chamber of Commerce. As General Manager of the Fairmont Algonquin, Phil joined the board as a director two years ago and in June of 2007 became its president. Phil - best wishes from Enterprise Charlotte!

Michael G. Bouse

Upcoming Workshops and Seminars

Enterprise Charlotte Spring Business Mixer

Thursday, May 29th 2008
Atlantic Salmon Federation
Interpretive Centre
4:30 pm - 6:30 pm
Please RSVP at 529-5518

Succession Planning Event

Thursday, June 5th 2008
The Rossmount Inn
11 am - 2 pm
Space is limited. Please register early.

Employee Leave Benefits Session

Thursday, June 12th 2008
St. Stephen Legion
9:30 am - 12 noon

 **Enterprise Charlotte**

Community Economic Development Agency

Enterprise Charlotte Investment Preparedness Strategy

In January 2008, Enterprise Charlotte began work on an investment strategy for Charlotte County. Over a 2 month period, 8 meetings were held with about 80 people participating to provide input on the development of a brand for Charlotte County.

Under Enterprise Charlotte's Strategic Plan, developed in 2006-2007, from the Integrated Community Growth Strategy, an opportunity to increase awareness of investment opportunities was identified as a key activity.

The goal of the investment strategy is to develop tools that will highlight the advantages of Charlotte County and assist in bringing investment to the region. Focus will be given to aquaculture, fisheries related scientific research, the energy sector, tourism and the location as the centre of Access Atlantica. The project will include branding, website design and construction and the design and printing of the 3rd edition of the Charlotte County Community Profile.

As the investment strategy moves forward Enterprise Charlotte intends to partner with Charlotte County municipalities, realtors, organizations representing business and industry as well as individual businesses to focus efforts to grow the local economy.

The printed version of the Community Profile has been used for several years by businesses, schools, hospitals and others to help attract people to Charlotte County to work and live. To date almost 7000 profiles have been distributed to increase awareness of what Charlotte County has to offer.

With a new brand identifying Charlotte County as a place to live, invest and visit, the next version of the Community Profile and the website should be key assets as we work to improve the local economy.

Succession Planning is Necessary for Small Business Owners

In New Brunswick, 98% of businesses have less than 100 employees and 58% of businesses have less than 4 employees. How many of these businesses owners have a plan for their future?

Selling a business is a major event in an entrepreneur's life. Have you thought your plan through for the sale of your business? According to several financial experts, the sale of a business can take 12 to 16 months (or longer) and should be planned for 3 to 5 years before you would like to sell or transition your business. Planning is absolutely necessary to ensure you get the most value out of all the hard work you have put into your business.

When thinking about business transition, you need to have some answers to the following questions:

- Are you planning on using your business to support you in retirement? Is the sale of your business your retirement plan?
- Is there a plan if something happens to you? Is there enough cash to cover your debts?
- If you plan on passing your business on to one of your children, what is your plan to treat the other children fairly?
- What is the true value of your businesses assets? Who can you call to determine the value?

If you don't know the answer to one or all of

these questions and your business's future is a concern to you, Enterprise Charlotte is here to help.

On Thursday, June 5th, Enterprise Charlotte will be hosting a **free** counseling and information session for any small business owner in Charlotte County. A panel of experts from Grant Thornton, the Business Development Bank of Canada, the Bank of Nova Scotia and Investors Group will be on hand to present an overview of their services, then spend some one-on-one time with you.

Succession Planning Event Agenda:

- 10:30 am – registration
- 11:00 am – welcome and speaker introductions
- 11:15 am – panel presentations
- 12:15 pm – lunch
- 1:00 pm – question and answer period with the panelists
- 2:00 pm – consultants will be available for one-on-one meetings and networking

If you would like to attend this event and/or have some questions about succession planning, contact Enterprise Charlotte at 529-5518.

BDC kicks off 2008 Young Entrepreneur Awards

Montreal, Quebec, April 1, 2008 - The Business Development Bank of Canada (BDC) is looking for top business entrepreneurs aged 19 to 35 from across Canada for the 2008 Young Entrepreneur

Awards (YEA), which will be presented on October 21st at a ceremony in Vancouver, British Columbia, during Small Business Week®. Thirteen award winners, one from each province and territory, will be recognized for their business and leadership accomplishments.

This year, two special awards will also be presented to YEA winners. The Export Excellence Award will be presented to the winner with the most outstanding export objectives, strategies and results. The Corporate Social Responsibility Award will also be presented to the winner whose company stands out in terms of practices and policies promoting environmental protection, sound human resources management or community well being.

For more information about the selection criteria and the nomination procedure please visit www.bdc.ca/yea

Nominations must be received by **May 30, 2008**. For information concerning Small Business Week or the Young Entrepreneur Awards, you may call 1 888 INFO BDC (1 888 463-6232).

About BDC

BDC is a financial institution wholly owned by the Government of Canada. BDC actively supports the development and growth of Canadian small and medium-sized businesses through its complementary financing, investment and consulting solutions.

® Small Business Week is a registered trademark of BDC.

Fundy Region Tourism Conference 2008

The 2008 Fundy Region Tourism Conference was held in St. Andrews at the Fairmont Algonquin at the end of March. The Fairmont Algonquin has an 'Eco-Green' Conference option that the organizing committee was especially interested in when deciding on the location for the conference. The organizing committee invited tourism operators from Sussex to St. Stephen, although any interested organization / business could attend. The theme of the conference was 'Sustainable Tourism', which focused on how to grow your tourism business in a way that has the least impact on the environment. The keynote luncheon speaker was Dr. Laurel Reid, owner of Tourism Synergy. Dr. Reid informed and entertained the group for the conference kick-off. Some other featured topics included: Human Resource Management for Tourism Operators; Organics in NB; UNESCO – Bay of Fundy Biosphere. The evening dinner was a time for networking and enjoying local Maritime cuisine prepared by the Fairmont Algonquin staff with help from students from NBCC – St. Andrews. The dinner was livened up by local band, Homemade Bread, much to the enjoyment of everyone there. The organizing committee will be meeting soon to decide on the future direction of the tourism conference for 2009.

A look back and ahead at Enterprise Charlotte's Business Mixers

Before Enterprise Charlotte was formed as part of a provincial launch of the Enterprise Network in 2001, the community economic development agency was known as the Fundy Region Development Commission. Michael Rouse, the current executive director of Enterprise Charlotte, was also the economic development officer for the Fundy Region Development Commission during this time. Michael, along with partners from CBDC Charlotte, often visited communities across the county to promote financial programs and raise the profile and awareness of their organizations. Many of these 'meet and greets' were held at local community halls in Campobello,

Deer Island, Grand Manan, Pennfield, Maces Bay, St. George, St. Andrews and St. Stephen.

In 2000, Mike, in partnership with the CBDC Charlotte, took the 'meet and greets' to the next level and organized the first Business Mixer for the county. It was held at Kingsbrae Gardens in St. Andrews with about 45 people from across Charlotte County in attendance. The feedback was positive so it was decided to hold the Charlotte County Business Mixers on an annual basis. The success and popularity of the event saw the mixer evolve into a bi-annual event with business mixers held in the spring and at Christmas each year. It was decided to hold the business mixers at different venues across the county – legions, curling clubs, B & B's, inns, hotels. To date the business mixers have been held in St. George, St. Stephen, St. Andrews and Grand Manan. Usually there are about 100 people in attendance.

Enterprise Charlotte and the CBDC Charlotte have been sponsors of the mixers in the past, and also partner with local Charlotte County business sponsors including Scotiabank, Investors Group, St. Croix Printing and Publishing and Stationery Plus.

The Charlotte County Business Mixers have proven to be a great opportunity for Charlotte County business people to network with other local businesses and government partners.

It is now that time of year again – Enterprise Charlotte and CBDC Charlotte are pleased to invite you to the next Spring Business Mixer which will be held at the Atlantic Salmon Federation Interpretive Centre on Thursday, May 29th from 4:30 – 6:30 pm. Please RSVP at 529-5518.

Staff and Board Changes at Enterprise Charlotte

Enterprise Charlotte is pleased to welcome back Emily Ingersoll as Labour Force Development Officer. Emily was on maternity leave for the past year spending time with her husband Markian and baby girl Eviny.

With Emily's return, Mohamed Bagha has finished his 9 month position as her LFDO replacement and has returned to his studies at UNBSJ. His friends at Enterprise Charlotte and around the County wish Mohamed much success in his studies.

Philip Smith, President of Enterprise Charlotte, is leaving the board as he has taken a post at a hotel currently under construction in China. A tireless supporter of the tourism industry, St. Andrews and Charlotte County, Phil, along with his wife Corinne and children Cole and Hayden, will be missed by their many friends. Best wishes to the Smith family from the staff and board of directors of Enterprise Charlotte.

Boston Trade Mission

The Fundy Region Export Development Initiative was a planned trade mission to Boston, Massachusetts, that took place mid-March 2008. This initiative was a partnership between ACOA, Department of Foreign Affairs and International Trade, Business New Brunswick, Enterprise Fundy, Enterprise Saint John and Enterprise Charlotte. The 10 companies that participated were from the Fundy Region – Sussex to St. Stephen. Three companies in Charlotte County were involved in this trade mission to Boston.

The participating companies worked with a Canadian business consultant who helped ensure that they were 'export ready' to enter the New England market by developing marketing tools and an export strategy. As part of the program, companies also worked with a U.S. based 'matchmaking' consultant who worked with each individual company to make business contacts and arranged actual meetings with New England companies that indicated an interest in their specific products/business. The owners/managers that traveled to Boston also benefited by participating in a 5 hour workshop – 'Closing the Deal' that focused on sharpening their sales techniques. While in Boston, the companies spent the first day at the Canadian Consulate learning the 'ins and outs' of export and trade regulations with the U.S. The following 2 days were spent meeting with companies that had been pre-screened and arranged by the U.S. matchmaker. Overall, the Boston Trade Mission was a great success with most of the companies able to develop some real export business opportunities in the New England Market.

Are you a business in Charlotte County interested in exploring new export markets?

For more information about upcoming trade missions, contact: Tara Devlin at 506.529.5519

Human Resource Project Assistance Available

As a leader in your company, you know that human resource issues can affect the whole company. They are often issues that take up time and require special expertise to address.

If you have an issue that you would like resolved, there is funding available to help you. The Department of Post-Secondary Education, Training and Labour offers the Adjustment Services program to help employers. Funding is available to assist in the hiring of a human resource consultant to work with you on your human resource issue. Whether it is an orientation manual, a recruitment and retention plan or any other human resource policy that is needed in your business, there is help for you.

For more information about this program, or to learn more about human resource planning, **contact Enterprise Charlotte and ask to speak to the Labour Force Development Officer.**



Employee Leave Benefits

Most employers have been in this situation: an employee comes to you with a medical note stating they need time off due to an illness. Do you know how to handle this situation? What are your rights as an employer, and what are you obligated to do to ensure your employee receives the proper leave and is accommodated in the workplace?

Legal experts from the Department of Post-Secondary Education, Training and Labour and the New Brunswick Human Rights Commission will be coming to Charlotte County to help guide you through the employment standards and human rights laws related to employee leave in New Brunswick. There will also be additional expertise on hand as this session will be facilitated by Trisha Gallant-LeBlanc, an employment lawyer with the firm Cox and Palmer.

The event will be held on Thursday, June 12, 2008 from 9:30 am to 12:00 pm at the St. Stephen Legion. This event is free, but attendees are asked to register for the event with Enterprise Charlotte at 529-5518. Don't miss out on this very important information session!

Youth – Be Your Own Boss This Summer!

Attention all potential young entrepreneurs in Charlotte County! Would you like to create your own job this summer by starting a business?

The New Brunswick Department of Post-Secondary Education, Training and Labour can provide you with assistance in starting, running and maintaining your own summer business. The Student Entrepreneurship component of the SEED program, offers interest-free loans (up to \$3,000) to students who wish to create summer employment by starting their own business. As an added incentive: a loan rebate of one-third of the total amount of the loan is available to a participant who pays back the loan by October 15th.

For more information about the eligibility criteria and application process for the program, please contact **Wendy Tubbs, Youth Economic Development Officer** at 465-6423 or email: wendy.tubbs@enterprisecharlotte.ca

Youth Entrepreneurship Summer Camp

This summer, Enterprise Charlotte will host its annual Youth Entrepreneurship Summer Camp in Charlotte County. Last year, 15 participants, ranging in age from 8-12, learned the ins-and-outs of running their own business, during a 1-week camp hosted by Enterprise Charlotte. Each participant created a product to sell. On the last day of camp the products were available for sale to the public, in an outdoor market set-up in St. Stephen's Town Square.

Planning for this year's camp is still underway and will be released to the public very soon. If you would like more information on this year's camp, please contact Wendy Tubbs, Youth Economic Development Officer, at 465-6423. If you know a young person who is a self-starter, interested in knowing how to work for themselves, or wanting to participate in a week of learning and fun, this is the summer camp for them!

OUR TEAM

Michael Rouse - Executive Director
Tara Devlin - Economic Development Officer
Emily Ingersoll - Labour Force Development Officer
Wendy Tubbs - Youth Economic Development Officer
Shari Markee - Administrative Assistant

OUR BOARD

Philip Smith - Fairmont Algonquin, *President*
Sector: Tourism

David Giddens - Connors Bros., *Past President*
Sector: Fisheries

Shelley McKeeman - St. Croix Printing & Publishing Ltd.
Vice-President
Sector: Manufacturing

Mike Atkinson - Skretting, *Treasurer*
Sector: Aquaculture

Linda McGee - True North Salmon, *Secretary*
Sector: Aquaculture

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

David Armstrong - D.J. Armstrong Holdings Inc.
Sector: Tourism

David Pigott - Ganong Bros.
Sector: Food Processing

Doug Holland - Claude Holland & Sons
Sector: Energy (Retail/Service/Transportation)

Carla Boyd - Boyd Brothers Home Hardware
Sector: Retail/Service/Transportation

Robert Moses - Coastal Transport
Sector: Retail/Service/Transportation

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 **Enterprise Charlotte**
Community Economic Development Agency