

Spending Your HR Dollars Appropriately

Making the proper differential investment to achieve results

Source: Ernst and Young Consultants

Controlling expenses is an important component in achieving your business objectives, increasingly so in difficult economic times. However, each budgetary unit is not always equal because of the unique impact that a funded program may have on your overall organization.

For example, an additional budget unit spent on training will often reap rewards many times over, while cuts to a little-used benefit may have no impact on employee morale. How do you decide where to use the limited resources that you have?

It is important evaluating HR programs and employee benefits, using a variety of planning techniques. Some examples are; administrative process improvement opportunities, compensation practices (at the employee and executive level), the cost of global assignment, and employer and employee costs associated with tax compliance.

For more information please contact the Labour Force Development Officer, Mohammed Bagha at 529-5516.

Job Posting on Enterprise Charlotte's Website

Are you a Charlotte County Company? Are you looking for employees? Did you know that we could post the job opening at no cost on Enterprise Charlotte's website? For more information on this free service please contact Shari Markee at info@enterprisecharlotte.ca or Mohamed Bagha at mohamed.bagha@enterprisecharlotte.ca

Upcoming Workshops and Seminars

PROMOTION FOR BUSINESS SUCCESS

When: Thursday, January 10, 2008
8:30am - 4:30pm
Where: Milltown Legion, St. Stephen
Cost: \$55 per participant (lunch provided)

RECRUITMENT AND RETENTION STRATEGIES

When: Tuesday, February 12, 2008
8:30am - 4:30pm
Where: The Fairmont Algonquin
St. Andrews
Cost: \$55 per participant (lunch provided)

MANAGING CUSTOMER SERVICE

When: Tuesday, March 11, 2008
8:30am - 4:30pm
Where: Milltown Legion, St. Stephen
Cost: \$55 per participant (lunch provided)

IMPROVING THE EFFICIENCY OF YOUR BUSINESS

When: Thursday, April 10, 2008
8:30am - 4:30pm
Where: St. Mark's Anglican Church
St. George
Cost: \$55 per participant (lunch provided)

If your business is interested in other management topics, please contact us!

REGISTER NOW FOR THESE WORKSHOPS!

Please call Enterprise Charlotte at 529-5518 or CBDC Charlotte/Kings at 466-5055.

Succession Planning that succeeds

Source: Certified General Accountants

Does your company have a succession plan in place? Do you know who will step into your role if you leave or sell your practice? Do you know the steps to succession planning that succeeds?

Succession planning may be the most overlooked of business strategies. A 2006 survey of small business owners by the Canadian Federation of Independent Business found that almost two-thirds of respondents planned to exit their businesses over the next 10 years, but just 10 per cent said they had an actual succession plan, 38 per cent said they had an "informal" plan, and 52 per cent said they had no plan at all!

For more information please contact the Labour Force Development Officer.

OUR TEAM

Michael Rouse - Executive Director
Tara Devlin - Economic Development Officer
Mohamed Bagha - 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.
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Sector: Aquaculture
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Sector: Forestry/Wood
Andrew Moffitt - Moffitt Dodge Chrysler
Sector: Retail/Service/Transportation
David Armstrong - DJ. 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

Leading community economic development in New Brunswick

Voice of Charlotte County

Winter 2007

From the desk of the Executive Director



It's been a busy fall for Enterprise Charlotte staff and for the businesses and support organizations throughout Charlotte County.

The annual Canadian Diplomatic Forum was held at the Fairmont Algonquin in St. Andrews in September with 100 ambassadors and senior diplomats attending the event, as well as several high profile ministers including: Rona Ambrose, Peter MacKay, the Minister of Foreign Affairs the Hon. Maxime Bernier, as well as host the Hon. Greg Thompson, Minister of Veterans Affairs. Enterprise Charlotte participated in the event by hosting a session featuring five area businesses and organizations: Connors Brothers Ltd., Ganong Brothers, Huntsman Oceansciences, New Brunswick Salmon Growers Association and SWP Industries. As well, ambassadors and diplomats toured Ganongs, Minister's Island, the Atlantic Salmon Federation, the Charlotte County Aquaculture Industry and the emerging Energy Sector in Saint John.

Small Business Week was a flurry of activity in the County with the St. Andrews and St. Stephen Chambers hosting a luncheon and dinner respectively. Congratulations to Tom McKnight of Sticks and Stones Manufacturing for being recognized by Business New Brunswick as this year's

Enterprise Charlotte nominee for Innovative Business Practices. Congratulations to Stephen Crabbe, President of SWP Industries, for being recognized for business excellence at the Atlantic Art of Success, an ACOA event designed to showcase 20 of Atlantic Canada's accomplished entrepreneurs and to illustrate how collaboration between the private and public sector is strengthening the region's economy and growth.

The Indulge Festival was held in St. Andrews in mid October and received rave reviews from all who attended. The event was designed to strengthen "off-season" tourism visitation and by all accounts Indulge will be back next year. Indulge featured locally prepared food paired with excellent wines from around the world as well as local art with the Rossmount, and Europa among others teaming up with the Fairmont Algonquin for a food spectacular. Around St. Andrews a number of local merchants participated including the Kingsbrae Gardens and the Crocker Hill Store and there was a little something for everyone. Buy your ticket early next year as Indulge will be a hot ticket around New Brunswick.

On behalf of the staff and Board of Directors of Enterprise Charlotte, best wishes for a Merry Christmas and a Happy New Year!

Michael Rouse

2nd Annual Youth Entrepreneurship Summer Camp A Success

In July, Enterprise Charlotte held a successful entrepreneurship summer camp for youth ages 9-12. With the support of the St. Stephen Market, Sobey's, the Scotia Bank, 98.1 The Tide, Wilgar Management Ltd., the Royal Canadian Legion Branch #48, CBDC and ACOA, Enterprise Charlotte's Youth Economic Development Officer was able to introduce 15 youth to entrepreneurship in Charlotte County. All participants created a business plan, built and designed their own products to sell and had these products available to the public at an outdoor market held in St. Stephen's Town Square. It was a wet and rainy market day, however, these eager future business men and women were not discouraged. They displayed their products and made the best of the wet weather; all participants made a profit off their products and all had fun doing it.

If you have any questions, comments or would like to become a sponsor in supporting youth entrepreneurship in Charlotte County, please contact Wendy Tubbs, Youth Economic Development Officer, at 465-6423.



2nd Annual Youth Entrepreneurship Summer Camp outdoor market.

1-49 King Street, St. Andrews, NB Canada E5B 1X6
Tel: 506 529 5518 Fax: 506 529 5261

www.enterprisecharlotte.ca

 **Enterprise Charlotte**
Community Economic Development Agency

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Voice of Charlotte County

Saint John and Bangor strengthen natural ties with launch of Access Atlantica



Bilateral trade corridor will position Saint John and Bangor as entryway to the international northeast region, leveraging new investment and economic activity.

Saint John, N.B. – Access Atlantica is open for business.

Access Atlantica is the new name for the long-standing relationship between Saint John, NB and Bangor ME, cross-border neighbours and partners that are committed to working together to stimulate regional economic growth.

Projects currently underway include a new international bridge and border crossing at St. Stephen/Calais, the twinning of New Brunswick Highway 1 from Saint John to St. Stephen, further enhancements to Maine Highway 9 and the planned 395 extension, a second international power transmission line between Saint John and Bangor, the proposed 145 kilometre (90

mile) Emera Brunswick Pipeline natural gas transmission line to be constructed between Saint John and Baileyville, ME, and further volume and capacity enhancements to the existing Maritimes & Northeast natural gas pipeline.

The Saint John- Bangor region is home to 400,000 people, with an estimated \$4 billion CAD (\$3.5 billion USD) in land-based cross-border trade. Access Atlantica, the Northeast Trade Corridor includes world-class entrepreneurs, outstanding post-secondary education and research assets, and leading-edge growth sectors such as energy, information and communications technology; health, life and marine sciences; advanced manufacturing and tourism.

Through a comprehensive 18 month asset mapping process led by Enterprise Saint John, Eastern Maine Development Corporation, Enterprise Fundy, Enterprise Charlotte and the Maine International Trade Center a wide range of mutually-beneficial cross-border projects and areas

for collaboration were identified. Based on the Access Atlantica Asset Map, a Corridor Leadership Council has been established, and a three year business plan finalized. The Access Atlantica, Northeast Trade Corridor is a strategic link and extension to the Halifax – Moncton Growth Corridor, as well as the rapidly growing I-95 New England Corridor, connecting Maine to the Boston - New York – Washington region. The Access Atlantica, Northeast Trade Corridor also fully supports and aligns with the Maine East –West Highway initiative.

Please visit www.accessatlantica.com for more information on this project and opportunities to invest in the Access Atlantica, Northeast Trade Corridor.

For further information please contact:
Imelda Gilman, President
Saint John Board of Trade
(506) 634-4157
Candy Guerette, President
Bangor Region, Chamber of Commerce
(207) 947-0307

Ambassador program reaches 100 members

Within a week of launching the New Brunswick Ambassador Program, the province now has 100 ambassadors signed up.

"I'm thrilled at the success of this program mere days after we launched it," Business New Brunswick Minister Greg Byrne said. "Clearly, New Brunswickers and other Canadians are as eager as I am to show off our province to the rest of the world."

Lorne Abony, CEO of Toronto-based *Fun Technologies Inc.*, is the province's 100th ambassador. At age 38, Abony is head of a company specializing in developing and distributing online skill and sports games.

He founded it in 2002 with partner

Andrew Rivkin and built up the company from a \$1.8-million start-up fund to a company valued at nearly \$500 million and a world leader in its field. The company has branches in seven cities in Canada and the United States and 300 employees.

His wife Wendy Abony is a native New Brunswicker. They are building a house in Charlotte County, and can attest to the advantages of living in the province. "With his high-profile, respect and connections in the technology and business world, Lorne Abony is the perfect salesman for the province," Byrne said.

The ambassador team is made up mainly of New Brunswick business executives

who travel, business people with an affinity for the province located elsewhere, alumni and expatriates living and working outside the province, business executives operating New Brunswick branch plants, and key civil servants and New Brunswick politicians.

Other ambassadors include: Gerry Pond, David Ganong, Frank McKenna, Margaret Norrie McCain, Helena Cain, Larry Armstrong, Aldea Landry, Don Dennison, Dr. John McLaughlin, and Dr. Michael Higgins.

For more information about the New Brunswick Ambassador Program, call 1-800-665-1800 or e-mail ambassador@gnb.ca.

Changing Borders Conference a Success!

A very informative and successful conference was held on November 13 and 14 called Changing Borders. Over 172 people and 60 students from NBCC St. Andrews and Washington County Community College (WCCC) attended the two day conference held at the Fairmont Algonquin and WCCC in Calais to learn about progress on the work being done on highways leading to

the third bridge and the plans for the customs facilities on both sides of the border. Other sessions were featured during the two day event and included The New Rules – For Goods and People, Impacts, Options and Opportunities – a series of panel sessions on Goods and Services, Tourism and Community Life. Several keynote sessions were featured during the event and included: Valuing the Northeast Trade Corridor, Transcending Borders: Access Atlantica and Business For Economic Security,

Tourism and Trade (BESTT) Coalition presented by Ken Oplinger, President of the Bellingham Whatcom Chamber of Commerce in the state of Washington. Thanks to the many partners who assisted with the event and to the Sunrise County Economic Council of Washington County, Maine and the St. Croix International Waterway Commission who coordinated the conference in partnership with Enterprise Charlotte. **For copies of presentations go to www.enterprisecharlotte.ca.**

Youth Entrepreneur Awareness DVD

Enterprise Charlotte, in partnership with Human Resources and Skills Development Canada (HRSDC), is creating a Charlotte County youth entrepreneurship awareness DVD, geared toward youth in the Charlotte County area. The purpose of this DVD is to showcase successful young entrepreneurs in Charlotte County with the intent of these young entrepreneurs serving as role models for youth in the area. This will give the viewing audience insight into the trials and tribulations of being a young business owner and also highlight the flavour of doing business in Charlotte County. It is hoped that this material will show inspiring young entrepreneurs that they can start and run their own successful business. By using this tool in workshops, training sessions, and in the classroom, youth in the area will be inspired to consider entrepreneurship as a viable career option.

If you have any questions, comments or would like to become a sponsor in supporting youth entrepreneurship in Charlotte County, **please contact Wendy Tubbs, Youth Economic Development Officer, at 465-6423.**



2007 Young Entrepreneur Business Recognition Award Recipients

During the St. Stephen Area Chamber of Commerce 17th Annual Business Recognition Dinner, held during Small Business Week in October, Enterprise Charlotte awarded this year's recipients of the Young Entrepreneur Business Recognition Award. This award is given yearly by Enterprise Charlotte, to successful young entrepreneurs, under the age of 35, who contribute to the growth and prosperity of our county. This year's recipients were Shawna Lambert, owner of *Sea of Tranquility Day Spa & Boutique* and Alison Bailey, owner of *Nice & Clean*.

Mrs. Lambert has been running her successful business in St. Stephen for over 7 years and has been able to grow

her business from a small start-up in her mothers' home, to a well-established day spa and accompanying boutique on Main Street.

Ms. Bailey started her cleaning business well over a year ago when she saw a need for cleaning services in the Charlotte County area. *Nice & Clean* provides services on a residential and commercial basis.

Ladies – it is with great pleasure that we, at Enterprise Charlotte, are able to support and encourage your accomplishments. Young entrepreneurs are the backbone of our community and we are grateful for your dedication and hard work. Keep it up!

If you would like more information on this award or other youth entrepreneurship developments, please contact **Wendy Tubbs, Youth Economic Development Officer, at 465-6423.**



Sari Boudreau, Saint Croix Courier

From left to right:
Dede Rideout,
St. Stephen Chamber
of Commerce President,
Alison Bailey, Nice &
Clean, Roly McIntyre,
MLA, Shawna Lambert,
Sea of Tranquility,
Michael Rouse,
Enterprise Charlotte,
Tara Devlin, Enterprise
Charlotte