

Charlotte County

From the Executive Director

On Nov 7th Enterprise Charlotte launched the new brand for Charlotte County to a receptive audience of 45 people. This included business people, municipalities, community organization representatives and politicians.

A comprehensive overview of the brand development, community profile and website was provided by lead consultant Skip Cormier. This included a tour of the website and how the strategy profiles the region as a better place to live, do business and visit.

In developing the brand we conducted focus groups and interviews and were successful in receiving a great deal of input from a wide range of stakeholders.

Support for our efforts was recognized by our funding partners at ACOA, Business New Brunswick and by our own MP; the Hon. Greg Thompson, Minister of Veteran Affairs, who stated in his letter that the investment strategy is an example of how Enterprise Charlotte has consistently worked proactively with the local business

communities to ensure our economic well being by finding new ways to attract businesses, skilled workers, new residents and more tourists to Charlotte County.

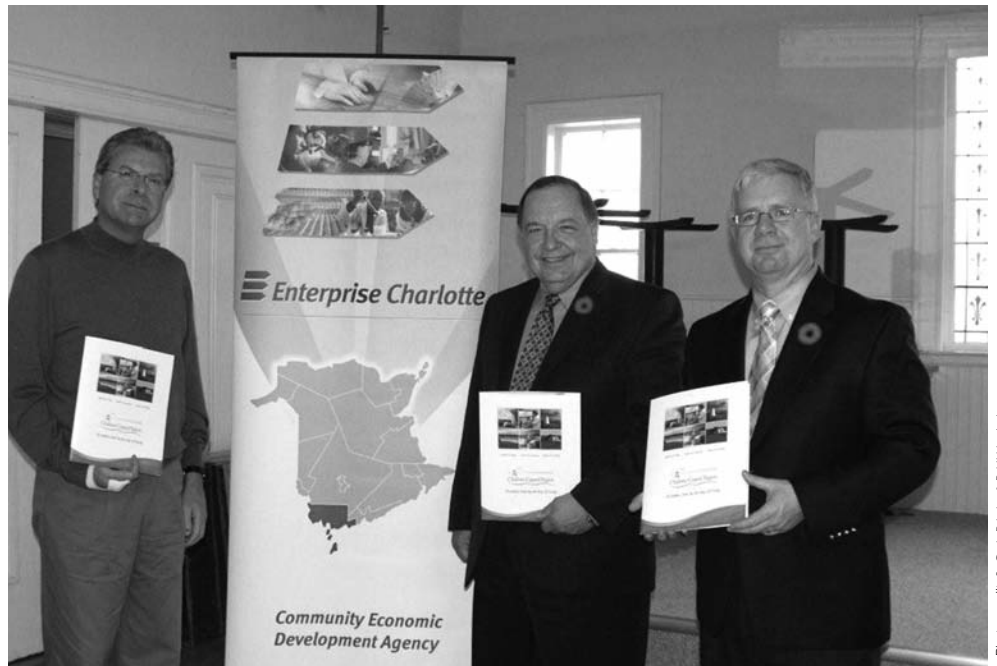
As we develop the Phase II marketing strategy, we look forward to partnering with local municipalities and the business community to promote the Charlotte Coastal Region as a better place to live, do business and visit.

Enterprise Charlotte Participating in National HR Pilot Project

Since June of 2008 Enterprise Charlotte has been participating in a National HR Pilot Project. This project is being lead by the Community Business Development Corporation in Restigouche, NB; and the purpose of the project is to develop Human Resource Tools for the small and medium-sized entrepreneur.

As part of the project's deliverables, the Labour Force Development Officer has been working with a local small business to implement an HR system into their workplace using the tools that have been developed by CBDC Restigouche. The tools are designed so the entrepreneur can work at their own pace and use the tools to meet their own needs. Tools that are included are a template for a policy manual, interview questions, performance evaluations and employee surveys. There are also several leadership guides so the entrepreneur can set their own goals for personal development.

If you own or work for a small business and you are interested in getting your HR organized, please call Emily Ingersoll at 529-5516 for more information. Focusing on HR is a great investment for the future of your company.



From left to right: David Armstrong (Enterprise Charlotte, President), Hermel Vienneau (Vice-President of ACOA New Brunswick) and Michael Rouse (Executive Director).



Leading community economic development in Charlotte County

The Importance of the Business Plan

Creating and writing a business plan can be a daunting task for anyone. However, the importance of a well laid out plan will benefit both the start-up entrepreneur and the existing entrepreneur alike. A business plan gives the entrepreneur an opportunity to put their ideas on paper and will help to determine the potential feasibility of the proposed venture.

It may be best to think of the business plan as a "reality check". There are numerous business ideas; however, not all ideas make good businesses and not every idea will turn into a profitable business. A business plan will help to determine the likelihood of success for the venture and will also allow for personal reflection of the entrepreneur.

The business plan is also an important tool when it comes to accessing financing. If you are looking for financing in order to get your business started or your project underway, you need to show potential funders what they will get in return and what your level of commitment truly is. A business plan can be a true test of your ability to work independently and can serve as a reminder of your level of commitment. In many cases a funding agency will look at more than just the numbers.

In addition, a business plan will help to determine the strengths and weaknesses of the venture. It is important for an entrepreneur to realize that they do not have to be an expert in all areas; however, they do need to be able to

identify the areas in which they are weak. By identifying these areas, the entrepreneur is less likely to take time away from the business in order to address them. For any entrepreneur, it is important to have a general understanding of business management and processes; however, it is just as important to know when you need to ask for help.

The development and creation of the business plan will hold greater legitimacy if the plan is written by the entrepreneur themselves as no one knows your ideas better than you! If you are having difficulty putting your ideas on paper, or are unsure how to start your business, **contact Enterprise Charlotte at info@enterprisecharlotte.ca or 529-5518.**

Business Plan Checklist



A typical business plan should include the following:

- **Executive Summary** – designed to capture the attention of the audience and provide an overview of the business plan
- **The Business Section** – describes the who, what, where and when of the business
- **Market Analysis Section** – describes what the current market looks like and how you will reach your target market
- **Management Section** – outlines the organizational structure and the management team
- **Financial Section** – will include a minimum of 3-year projections for cash flow, balance sheet and income statement and should also include personal net worth, quotes and sources and uses of funds

These sections are general and should serve as a guide. Business plans come in all sizes and many organizations and banks offer free online business plan tools. Pick the method that works best for you all the while keeping your audience in mind.

Remote Office Days

*Interested in starting a business?
Developing an existing business?
Need some help?*

As the Youth Economic Development Officer, I am here to assist anyone 35 yrs of age or under in starting a new business, developing an existing business, or assist in getting more funding to improve an existing business.

Although 2009 is a year of cutbacks, there is still money available through a variety of programs to create or improve business in Charlotte County. I will be doing remote offices in the months of January, February, and March, so if St. Andrews or St. Stephen is too far to travel, you can come and see me at one of my remote locations listed below. Appointments are not necessary; drop-in's are welcome. I look forward to seeing you! **For more information, please contact Stacey MacLean at (506) 465-6423,**

or by emailing stacey.macleam@enterprisecharlotte.ca.

Remote Office dates and locations:

February 3rd – Campobello, St. Anne's Hall, 10am-12 noon, 1-3pm

February 17th – St. George, Town Hall, 10am-12 noon, 1-3pm

March 10th – St. Stephen, CBDC Office, 10am-12 noon, 1-3pm

March 24th – Campobello, St. Anne's Hall, 10am-12 noon, 1-3pm

Matt and Angela Honey – Charlotte County’s Young Entrepreneurs of the Year

At the St. Stephen Chamber Dinner on Thursday, October 23rd, Matt and Angela Honey of Honeybeans Café in St. Andrews, were awarded the Young Entrepreneur Award of the year. Matt and Angela moved to St. Andrews after visiting the east coast and falling in love with the region. They were living and working in Banff, Alberta at a coffee shop and decided to come east and open their own. But it is hardly just a coffee shop! They sell everything from mocha’s to lattes, and specialty teas to home baked goods. They have a cozy shop set at 157 Water St. complete with an electric fireplace to warm you even on the coldest of days. Make sure you drop in and try their harvest loaf or double chocolate muffins! They have a huge variety of home baked goods that will set your mouth to salivate! Congratulations from Enterprise Charlotte on a job well done, and an award that was most certainly deserved!

2008 NSERC Synergy Award for Innovation – Local Recipients

The National Sciences and Engineering Research Council of Canada (NSERC) awarded Dr. Thierry Chopin (UNB Saint John), Dr. Shawn Robinson (Fisheries and Oceans Canada), Glenn Cooke (Cooke Aquaculture Inc.) and Jean-Paul Deveau (Acadian Seaplants Ltd.) the 2008 NSERC Synergy Award for Innovation in the “two or more companies” category. The award was based on their “novel aquaculture techniques that enhance the industry’s productivity and environmental sustainability.” This interdisciplinary team, comprised of scholars and industry partners, has integrated multi-trophic aquaculture (IMAT) research in the Bay of Fundy. They are the recipients of a \$200,000 research grant. In addition, each industry partner will be given the opportunity to hire an industrial research and development individual for 2 years.

Source: http://www.unbsj.ca/sase/biology/chopinlab/imta/news/synergy_award/index.html



The recipients of the 2008 NSERC Synergy Award: Mr. Jean-Paul Deveau, Dr. Shawn Robinson, Mr. Glenn Cooke, Dr. Thierry Chopin and Mr. Michael Szemerda.

IMTA is a recycling and farming practice in which the by-products of one species become the nutritional inputs of another. This practice allows farmers to easily diversify their crops, while at the same time, creating a more environmental and sustainable industry environment. Not only does this practice help the fish farmer, but it also helps to develop more effective and advanced management policies and sustainable aquaculture farming strategies.

Flakeboard the Recipient of Atlantic HR Innovation Award

Flakeboard Company was awarded the Atlantic Human Resources Innovation Award on October 2nd, 2008 at the Atlantic Human Resources Conference in Moncton, NB. Bell Aliant and Assurance Life were the other two companies nominated for the award.

The award was developed “to find, celebrate and inspire innovation in the human resources field. For an individual or organization that makes a difference to the people it serves, through an innovative HR program or practice that creates a new standard of performance.” Flakeboard was nominated for their successful HR Starpoints System. The entire plant is organized into teams and the HR Starpoints are the leaders of the teams and hold the position for two years. They attend meetings with HR management every two months to bring forward information from employees and also receive company



Lorriane Matthews (right) and Margie Hayre of Flakeboard accept the 2008 Atlantic Human Resources Innovation Award

information that they are responsible for bringing back to their team members.

Enterprise Charlotte is proud of Flakeboard for winning the award and will continue to nominate local companies for future HR awards. For more information about the Atlantic Canada HR Awards, please visit www.achra.ca.

2008 Christmas Business Networking Mixer

Although the weather kept many from attending the yearly Christmas Business Networking Mixer, held at the Fairmont Algonquin in St. Andrews, was enjoyed by 50 attendees. Enterprise Charlotte would like to acknowledge the following for their sponsorship of the event: CBDC Charlotte-Kings, RBC Royal Bank St. Stephen, Stationary Plus, St. Croix Printing & Publishing Co. Ltd, and the Population Growth Secretariat.

We look forward to seeing new and old faces at our networking mixers in 2009!

 **Enterprise Charlotte**
Community Economic Development Agency



Leading community economic development in Charlotte County

ProfitLearn Training Opportunities

Recruiting and Retaining Employees

Finding the right person for the right job is a challenge. Selecting the candidate that best suits your needs and your business will help minimize employee turnover and improve overall employee job satisfaction.

Learn about:

- Developing job descriptions and specifications
- Effective recruitment techniques
- Tools for conducting a thorough interview
- How to minimize employee turnover

When: Tuesday, February 17, 2009, 9:00am – 5:00pm

Where: Milltown Bed & Breakfast, St. Stephen

Cost: \$55 per participant (lunch provided)

Operating a Green Business *NEW!*

Learn how to develop, implement and communicate your plan for going green!

The following topics will be discussed during this half-day awareness session:

- The business advantages of reducing your impact on the environment
- Steps you can take that will be effective, but not costly
- Implementing the three R's of waste management: Reduce, Reuse, Recycle
- Tips for improving energy efficiency

When: Wednesday, April 15, 2009, 9:00am – 12 noon

Where: St. Mark's Anglican Church, St. George

Cost: \$30 per participant

Maintaining a Work - Life Balance

"I have too much to do, and not enough time to do it!" How often have we heard this comment? For many of us, there is a gap between what's deeply important to us and the way we spend our time. In this session, the following questions will be addressed:

- Do you make the best use of your time?
- Do you determine if what you're doing is really important - or only urgent?
- Do you focus on relationships and results, rather than on time and things?
- Do you achieve balance in your personal and work life?

When: Tuesday, March 17, 2009, 10:00am – 2:00pm

Where: The Fairmont Algonquin, St. Andrews

Cost: \$40 per participant (lunch provided)

Business Basics: Financial Management

Managing your business while exploring and developing new opportunities means acquiring skills and marketplace know-how. How you market your product is crucial, but so is sound financial management and a well-developed understanding of what drives a profitable business. Learn about:

- Cost of production and cost of goods sold
- Pricing products for retail/wholesale markets
- Break-even analysis
- Cash flow management
- Understanding your financial statements

When: Tuesday, May 12, 2009, 9:00am – 5:00pm

Where: Milltown Bed & Breakfast, St. Stephen

Cost: \$55 per participant (lunch provided)

OUR TEAM

Michael Rouse - Executive Director

Tara Devlin - Economic Development Officer

Emily Ingersoll - Labour Force Development Officer

Stacey MacLean - Youth Economic Development Officer

Shari Markee - Administrative Assistant

OUR BOARD

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