

PACE PERCEPTIONS

Volume 1 Issue 3

August 2010

Roy Prevost Video Conferencing Session

Roy Prevost spoke in Thunder Bay on Monday, June 14, 2010. Dryden, Sioux Lookout, Atikokan, Red Lake and Kenora all 'sat in' on the session via video conferencing. This quick two hour session gave business owners or anyone interested in business real world examples of what can be done to ensure success. These are a few take away messages...and we'll continue to include Roy's tips in the next few issues.

1. Work **on** the business, not **in** the business.
2. Be professional at all times, "It's show time all the time."
3. Build the human relation-

ship, know your customer and know your product.

4. Utilize all social media for free or next to free advertising and marketing!
5. Recognize, reward and encourage your employees...they'll want to go above and beyond when the bar is set high.

Roy's reading suggestions:

Raving Fans: A Revolutionary Approach to Customer Service by Ken Blanchard

The Tipping Point: How Little Things Make a Big Difference by Malcolm Gladwell



Welcome Donna

Patricia Area Community Endeavours is pleased to announce the newest staff member, Donna Horvath as its Business Development Coordinator. Donna came from Southern Ontario and enjoys

this peaceful and rural community. Her experience ranges from Corporate Clerk to Sales & Marketing to Business Owner. She enjoys golf and is looking to become more involved in the

community.

You can reach her at:

donnah@pace-cf.on.ca

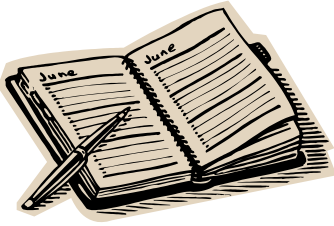
or 807.221.3293.

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We're on the web:
www.pace-cf.on.ca

Business Development



“All growth depends upon activity. There is no development physically or intellectually..”

“Should I Start My Own Business?”: As a business owner I set my own hours – I get to pick which 12 hours of the day I want to work! For many it is a dream of freedom and riches. You can pay yourself what you want and you can write off many expenses that would normally be paid for using after tax dollars. Running your own business is difficult. There will be times when everything is going well, but you need to be prepared for times when you literally do not know where your next dollar will come from. Everyone who starts their own business is taking a risk. There is a big difference between building a business and being self-employed. Before you decide to start your own business there are a number of questions you should consider::

When faced with a serious challenge do you stick it out and solve the problem or do you prefer to walk away?

Determination is a key to succeeding in business...if you prefer to walk away then self-employment may not be your best option.

Do you have existing experience and contacts that will help you build your customer base?

Connections to potential customers will speed up the process of establishing your customer base. The old adage “it is not what you know, but who you know” may be over-used, but it is true.

Do you have the financial resources (savings or part-time work outside of your business) to get you through the tough start-up phase?

Before starting your own business be prepared with emergency resources and a

fallback position. Can you work part-time at first so that you maintain an outside income stream? Another important consideration is whether or not you have the credit rating and assets needed to secure financing for your new venture.

Do you have business experience? There are three main aspects to running a business: Operations: The actual “doing” where you work in your business. Marketing: Sales, media relations and your marketing strategy are essential to the success of a new business. Management: This is where you work on your business rather than in it and involves legal, financial and personal management.

Excerpted from Canada One, www.canadaone.com by Julie King published in June 2005

Community Development

Cultural Mapping is a process for systematically identifying a community's cultural assets and for deepening understanding of local cultural systems. CM is an integral part of a larger planning framework known as Municipal Cultural Planning (MCP), defined as: The strategic and integrated planning and use of cultural resources in economic and community development. At the heart of MCP is the term “cultural resources”. The value and power of the idea is that it starts the discussion not from the perspective of any one discipline or form of expression, but from a larger

overarching idea. The term also communicates an unapologetic view of culture as a resource for economic and broader community and human development. There are five defining characteristics that anchor the planning methodology: Cultural resources (creative industries, natural heritage), Cultural Mapping (using GIS), New municipal roles (integrating culture across departments), Cross-sectional strategies (collaboration with community partners) and Networks and community engagement (ongoing engagement). Cultural Mapping has three broad

uses or applications in support of cultural development and creative community building: Planning and policy (up to date database to support decision making), Marketing and promotion (promote awareness & participation) and Access and cultural participation (web-based maps). Excerpted from Cultural Planning for Creative Communities by Gord Hume., particular chapter written by Greg Baeker.

Where are you in Municipal Cultural Planning?



The Self Employment Benefit Program

Since the program restarted in April, the interest in this initiative has been strong; with clients from Sioux Lookout, Dryden and Red Lake now under contract. As we get more experience working with the new guidelines, many of the changes are fairly transparent and do not affect the client. Several do however and need to be noted. Firstly, more emphasis is being placed on the suitability of the business idea and matching this up with the client's skills, background and interest. While always important, we now spend

more time during the initial assessment evaluating this rather than relying solely on the business plan phase to do this. Secondly, in Dryden, Vocational Methodologies and in Red Lake/Ear Falls, the Red Lake Indian Friendship Centre have been providing employment counseling and intake service for the program. This has now changed and these services are being provided by Job Connect. While we are in transition, I am assured that all are committed to the same high level of service. In Ignace and Sioux Lookout, Cross-

roads Employment Centre and the Sioux Hudson Employment Centre continue as in the past.

If you are unemployed, receiving EI or have your EI expire within the past three years, have a valid full time business idea, have \$4500.00 in cash or in-kind and are committed to starting your own business; we would like to talk to you. If eligible for our support, we will provide 42 weeks of living allowance at \$423.00 per week.

Call the SEB Coordinator at 1-807-221-3293 or email jimd@pace-cf.on.ca.



...without effort and effort means work." - Calvin Coolidge

Upcoming Sessions

All sessions are free of charge and are delivered by video conference in PACE office.

Microsoft Office Word 2007 – Tips for Small Business August 3

10:00am – 12:00pm

Microsoft Office Excel 2007 – Tips for Small Business August 3 12:30pm – 2:30pm

PowerPoint 2007 – Tips for Powerful Professional Presentations August 4 1:00-3:00pm

Introduction to Balance Sheets August 10 2:00pm – 4:00pm

The Basics of Exporting August 17 10am—12pm

Effective Employee Orientation August 18 12:00pm – 4:00pm

Branding Basics August 25 2:00pm – 4:00pm

CRS Small Business Tax Information Workshop August 26 1:30pm – 4:30 PM.

You can find more information on these sessions & future sessions by visiting our website at www.pace-cf.on.ca

Or Call 807.221.3293

To register email Shawndel at shawndelp@pace-cf.on.ca.

Board Members

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Calling out for more Board Members! We've had two members leave recently. We are in need of First Nation representatives from our 3 First Nation communities, amongst broad community participation. The Board meets once a month in Dryden. Know of a good candidate? Please forward names to Brian at bri-anm@pace-cf.on.ca.

PACE is run by a volunteer Board of Directors. They represent all communities in our catchment area.

Don't be afraid to ask what's going on with PACE or if you are interested in joining the Board! For further information, you can always contact the office at 221.3293 or info@pace-cf.on.ca.

As a Community Futures Development Corporation, Patricia Area Community Endeavours offers a wide variety of programs and services to support community economic development and small business growth. Within its catchment area, PACE strives to strengthen and diversify the local economy by providing assistance to entrepreneurs and small business.

17th Annual OACFDC Conference Summary

A little bit of everything for staff, board members and government officials. This conference was held in Thunder Bay and proved to be very Aboriginal in nature. Co hosting emcees brought laughter plus genuine sincerity to the 7 Sacred Teachings. Two local tours; one of the biotech facility and the other of Thunder Oak Cheese Farm; had many participants on busses and even though it was a rainy afternoon—it was still enjoyable to get out and about Thunder Bay and surrounding area.

Tasting Agricultural Success was a favourite workshop for many. Savour Muskoka hosted the workshop and brought excellent examples of what they've done to market themselves. Many of such workshops were brought back to share with Farmer's Market groups.

Another interesting workshop was The Creative Economy. The creative economy is not about arts or culture, but rather it is about innovation. A great example, Halliburton CFDC has established a Creative Business Incubator by turning an old library into small spaces that are fully wired.

We also enjoyed some interesting Keynote Speakers such as Towanee Joseph, Aboriginal Coordinator for VANOC, Olympic Organizing Committee. He shared his experience convincing four diverse aboriginal groups to work together on the aboriginal content for the Vancouver 2010 Olympics. Key message being "never underestimate the power of personal invitation".

Another speaker was Calvin Helin, author of "Dances with Dependency". He spoke about the need for aboriginal people to shed their dependant status and become equal partners in the economy. "If aboriginal people were employed at the same rate as the rest of the population it would lead to an increase of \$401 billion in the GDP of Canada." Now there is something to think about...