

# PACE PERCEPTIONS

Volume 2

May 2010

## PACE Delivers Sessions

PACE (along with partner sponsors) have been able to deliver free or next to free sessions in the following communities in the past few months:

March 22—HST—Ignace (Canada Revenue Agency, Municipality of Ignace)

March 23—HST—Sioux Lookout (Canada Revenue Agency, Sioux Lookout Chamber of Commerce, Johnny's Fresh Market, Sunset Inn & Suites)

March 24—HST—Dryden (Canada Revenue Agency, Dryden Chamber of Commerce, Best Western)

April 12—HST—Pickle Lake (Canada Revenue Agency)

April 26 & 27—Time Management—Dryden

May 3—Customer Service—Vermilion Bay

May 4—Customer Service—Ignace

May 5—HST—Dryden (BDO Dunwoody, Northwest Business Centre)

May 6—HST—Sioux Lookout (BCO Dunwoody, Northwest Business Centre, Sioux Lookout Chamber of Commerce)

If you would like to see any of these topics or a different topic offered in your community, please contact our office at [shawndelp@pace-cf.on.ca](mailto:shawndelp@pace-cf.on.ca).



## Farewell Shannon

After six years of service with PACE, Shannon McKee-Wogenstahl was presented with an opportunity she couldn't resist. You'll find her at the Royal Bank in Dryden.

We wish her well in her new endeavour!

If you need any assistance or services dealing with Business, Brian Miles is overseeing the position until it is filled. We

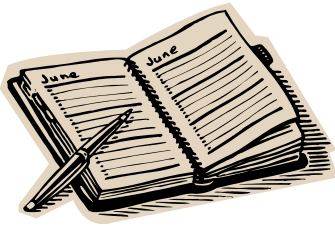
hope to have the Business Development Coordinator position filled in June. Stay tuned!

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We're on the web:  
[www.pace-cf.on.ca](http://www.pace-cf.on.ca)

## Business Development



Here are a few excerpts from an article called "Small Business Success: Ingredients for small business success".

It's been estimated that over 82% of all new businesses fail within the first 3 years! Why? Whether you presently have a business or you're thinking of starting one soon, the main way you're going to make money is by selling, distributing or producing a service or

product. There are 4 essential and key elements needed and here they are:

1) *Look for a market that already exists.* It's much easier to sell a product if it already has 'public awareness'.

2) *Know your margins, or go broke!* Margins are the difference/ratio between the cost and the selling price of your product. The minimum margin you must have for suc-

cess is 4:1. [Costs you \$10 and you sell for \$40.]

3) *Make the solution immediate and easy.* Use headlines that convey a message of immediacy and ease.

4) *Solve a problem rather than prevent one.* It's easier to sell a book on HOW to erase credit card debt, than a book on how to PREVENT credit card debt.

\*\*To read more visit: [www.access2000.com.au](http://www.access2000.com.au)

"Never doubt that a small group of thoughtful, committed citizens can change the world. ..."

## Community Development

We've heard the latest buzz words like 'innovative' and 'creative'. Now what does it mean? I've been sitting in on "The Creative Economy" series hosted by The Monieson Centre, Queen's School of Business. Let's discuss meanings first:

*Innovative:* tending to innovate or characterized by innovation (Don't you just love when they use the root word in their definition?)  
*Innovate:* to introduce something new or to alter

*Creative:* having the quality or power to create; originaive (again with the root word in the definition)

*Create:* to cause to come into being, as something unique that would not naturally evolve or that is not made by ordinary processes

Prosperity, innovation, opportunity and wealth all together equal a Creative Economy, plus a high Quality of Place. Example of such? In Prince Edward County the wine & cheese market is huge. Agriculture & Tourism unite. Fifth Town Artisan Cheese Company hosts wine & cheese tasting during the summers. [Fifth Town Artisan Cheese Company is privately owned, envi-

ronmentally & socially responsible enterprise positioned as a niche producer of fine hand made cheeses using fresh, locally produced goat and sheep milk.]

Artists, Graphic Designers, Marketing Consultants and Interior Designers are all examples of Creative jobs.

The Local Initiatives Fund program is always available (up to \$5,000) for such innovative and creative projects. The next deadline for application submissions is May 21, 2010. The next intake thereafter is August 21, 2010.



## The Self Employment Benefit Program has Restarted

As anticipated, the Ministry of Training, Colleges and Universities reinstated the Self Employment Benefit Program effective April 1, 2010.

The most significant change is that the benefit period has been reduced to 42 weeks rather than the 50 weeks, as was previously in place. This makes our region consistent with the rest of Ontario.

PACE is contracted with Employment Ontario to coordi-

nate the SEB program within our region that includes Red Lake, Ear Falls, Machin, Eagle Lake First Nation, Dryden, Wabigoon Lake Ojibway Nation, Sioux Lookout, Hudson, Lac Seul First Nation, Ignace, Pickle Lake and the Unincorporated Area within this area.

The SEB program supports unemployed individuals who are receiving EI or have had a claim that has expired within the past three years (five years for maternity

leave) who wish to start their own business. There are several levels of assessment required including an evaluation of the proposed business viability.

Those who believe they may be eligible and are committed to starting their own business should contact the SEB Coordinator at 807-221-3293 or email [jimd@pace-cf.on.ca](mailto:jimd@pace-cf.on.ca).



... Indeed, it's the only thing that ever has."  
- Margaret Mead

## Upcoming Sessions

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

Pricing Through the Supply Chain—May 4, 10am-12pm

The Basics of Exporting—May 5, 2-4pm

Your Business Plan, Getting Started—May 6, 2-5pm

Introduction to Pricing & Costing—May. 11, 2-4pm

Seven Business Questions for Artists—May 14, 2-4pm

CRA- Small Business Tax Info. Workshop - May 19, 1:30-4:30pm

Networking Out loud— for Artist Entrepreneurs - May 21, 10am-12pm

Your Business Plan—The Home Stretch— Operations & Financial Summary—May 26, 2-5pm

27 Common Business Mistakes & How to Avoid

Them May 27, 10am-12pm

Financial Fitness for Self-Employed Art Entrepreneurs—May 31, 1-3:30pm

You can find more information on these sessions & future sessions by visiting our website at [www.pace-cf.on.ca](http://www.pace-cf.on.ca)

Or Call 807.221.3293

To register email Shawndel at [shawndelp@pace-cf.on.ca](mailto:shawndelp@pace-cf.on.ca).

## Board Members

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

### The Board of Directors 2010

Executive Committee: James Brohm—Sioux Lookout, Rob McClendon—Sioux Lookout, Richard Wetelainen—Wabigoon, Terry Favelle—Wabigoon Lake Ojibway Nation

Investment Committee: [Rob McClendon, Richard Wetelainen,] Anne Krassilowsky—Dryden, Bob Ray—Dryden, Graeme Mackechnie—Pickle Lake, Bryan Brown—Dryden, Ray Elliot—Machin

Community Development Committee: [Terry Favelle,] Lionel Cloutier—Ignace, Garry Parkes—Machin, Andy Sky—Eagle Lake First Nation, Dennis Smyk—Ignace and Joe Carbone—Sioux Lookout.

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](mailto: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.

We're attending the conference  
and will have a full report in the next issue  
of PACE Perceptions!

17th Annual Conference

Ontario Association of Community Futures Development Corporations

Thunder Bay, Ontario ~ "Aboriginal in Nature"

June 10 to 12, 2010

