

NEWSLETTER



CONGRATULATIONS TO THE WINNERS OF THE 2019 CFWR AWARDS

BUSINESS OF THE YEAR AWARD: Spirit of the Boreal Botanicals



The recipient of the 2018-19 Business of the Year Award is Spirit of the Boreal Botanicals. Dana Wood established Spirit of the Boreal Botanicals part-time out of her home in 2014. The business soon grew to the point that a retail location and staff were required for the business to operate to its full extent. In 2017, Dana left her full-time job with Manitoba Hydro to open up Spirit of the Boreal Botanicals at 431 Park Avenue in Beausejour.

Spirit of the Boreal Botanicals is an insured herbal consulting business and herbal dispensary as well as a natural product retail outlet. The business is dedicated to helping clients find their way to a healthier, happier and more balanced self. The business



has a growing inventory of herbal products and is now considered one of the largest herbal dispensaries in Manitoba. Current inventory consists of nearly 300 bulk dried medicinal organic herbs, natural bath and body products, aromatherapy diffusers, essential oils, quality vitamins and supplements, local artisan jewelry and handmade wood products, aboriginal cultural goods, liquid tinctures and many other items.

Spirit of the Boreal Botanicals was founded based on passion, inspiration and the devotion to bring better and more integrative healthcare to others. After Dana's teen daughter passed away from cancer in 2013, she was immediately inspired to look deeper into traditional spiritual and herbal medicine of the early indigenous people with hopes of educating others and incorporating these practices with conventional medicine and treatment as an integrative holistic approach to healing.

cont'd on page 2

In this Issue:

- ➔ CFWR Award Winners | Pgs. 1-4
- ➔ Community Edge CED Certification Program | Pgs. 5-6
- ➔ Free Resources | Pg. 5
- ➔ CFWR Services | Pg. 7

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Community Futures Winnipeg River (CFWR) is a community-based, regional economic development organization serving the North Eastman region of Manitoba. We are one of 16 Community Futures Development Corporations (CFDC's) in Manitoba and are funded primarily by Western Economic Diversification Canada (WD).

CFWR Award Winners Cont'd...

A huge achievement for Spirit of the Boreal Botanicals is that they are now considered one of the Herbal Lyme Specialists in Canada. They are one of two herbal dispensaries that carry herbs for Lyme disease in the whole country. They have become well known on the online Lyme forums, and patients are often referred to Spirit of the Boreal Botanicals by Doctors of Natural Medicine who specialize in Lyme disease across Canada.

Dana is very pleased with the success of the business. Since opening the clinic and dispensary in June 2017, she has had private consultations with over 800 patients, demonstrating that there is need for this service in the community and province. In the summer of 2019 the business will be expanding and moving to a new location in Beausejour at 659 Park Avenue, which Dana is very much looking forward to.

2018-2019 COMMUNITY INITIATIVE AWARD: Eastman Tourism



The recipient of the 2018-2019 Community Initiative Award is Eastman Tourism. This Regional Tourism Association is the central agency and collective voice of tourism in Eastern Manitoba. The board of Eastman Tourism is made up of volunteers that have been serving for years and are passionate about tourism and our province - it is why they give the time they do. They recognize eastern Manitoba as a premiere tourism destination and they

demonstrate that through the work they do. Eastman Tourism strengthens the tourism industry by developing, marketing and building capacity of regional assets and travel opportunities. Their ultimate goal is to increase tourism related activities, visits and spending within the region.

Eastman Tourism delivers services in two key areas. Firstly, they provides high quality marketing of our beautiful region and all that it offers. You only need to view the 2019 Visitor's Guide and Eastman Tourism website to feel excitement and pride for Eastern Manitoba. Eastman Tourism has aligned with Travel Manitoba's Tourism Strategy and branding which has further enhanced regional services and marketing. Secondly, Eastman Tourism educates and builds capacity within the tourism industry. Ways they achieve this include hosting workshops, and providing support to local businesses/agencies working to enhance local tourism experiences and products.

Eastman Tourism is committed to developing and strengthening tourism related businesses and ensuring quality experiences exist for residents and visitors in Eastern Manitoba. They believe in the power of collaboration and they continually work to develop partnerships between communities, agencies, and operators to grow the tourism industry.

Eastman Tourism is a long standing partner agency of Community Futures Winnipeg River. Both agencies understand that tourism is a key driver of economic development in eastern Manitoba. Community Futures supports the work of Eastman Tourism and assists with activities such as strategic planning, regional marketing, and hosting educational opportunities.

Anyone with a tourism related project or business idea, should contact Eastman Tourism to see how they may be able to assist. Visit the Eastman Tourism website to discover everything Eastman, and to realize how your heart beats in Eastern Manitoba.

I am pleased to present the 2018-2019 Community Initiative Award to Eastman Tourism. I welcome the board and staff members to all come up to accept this award.

**VOLUNTEER OF THE YEAR AWARD: Paul Desrosiers,
Town of Powerview – Pine Falls**



The recipient of the 2018-2019 Volunteer of the Year Award is Paul Desrosiers from the Town of Powerview-Pine Falls. Paul Desrosiers is on a handful of Committees that are integral to the positive attractions in the Powerview-Pine Falls area. Paul's commitment and dedication to the Town is shown through the various committees he helps with. His biggest and most important commitment was as a Master Warrant Officer in the Regular Armed Forces. He served our great Country from 1976 to 2012 in Canada as well as Egypt, Germany and Bosnia, and is the most decorated veteran in the area. Paul is an active member of the Pine Falls Legion Branch #64 and ensures Military representation at every local Remembrance Day Celebration.

Paul is an invaluable volunteer with the long standing 4P Festival, which is the Town's signature

event attracting friends, families and visitors from all over. During the 4P Festival Paul can be seen running the Chainsaw Competition, riding his prized John Deer tractor with his grandchildren in the parade, and displaying wood carving creations!

Paul is a dedicated supporter of the cultural events associated with "Le Comité Culturel Chateauguay" in Saint Georges. He helps promote all the events in the area and also hosts the visiting entertainers in his home.

Paul and his wife Linda, help with the local dock which involves checking passes, cleaning up the area, and visiting with various fishing enthusiasts. Being the Walleye Capital of Manitoba – the fishing season is very popular and fishermen (and women) come from all over Canada and the States to stay, fish, eat out, and shop.

Paul acts as the Town's bilingual representative for both the Association and Economic Development Council for Manitoba Bilingual Municipalities. He attends the meetings and events and notifies Council of opportunities or prospects available. Paul understands the importance of local economic development and works with the schools to promote programs such as Junior Achievement.

Paul is also the Town Emergency Measures Coordinator. Securing and protecting the Town from real and potential problems is very important to him.

With all that Paul does for the local area, there is no question that a difference is made. Paul is one of the important volunteers that keep the Town alive, attractive and growing through events and attractions. Paul is always polite and respectful, a pleasure to work with. He makes Powerview-Pine Falls a better place!

SELF EMPLOYMENT AWARD: Dr. Jo-Anne Gentry, Dr. Jo-Anne Gentry Chiropractic

The 2018-19 recipient of the Self Employment Award is Dr. Jo-Anne Gentry of Dr. Jo-Anne Gentry Chiropractic. Dr. Jo-Anne Gentry established her chiropractic clinic out of her home in the LGD of Pinawa in 2018 and completed her participation on the Self Employment Program in January 2019. Dr. Gentry graduated magna cum laude from Life Chiropractic College West in the Bay Area of California. While attending Chiropractic

cont'd on page 4

CFWR Award Winners Cont'd...

College, she also completed a 300-hour diplomate program in chiropractic neurology. Dr. Gentry offers a variety of adjusting techniques including Diversified (manual), Drop Table, and Activator (spring-loaded high-velocity instrument) that appeals to a wide sector of the population.

Jo-Anne's first year in business was quite successful. She completed her business plan and attended the 3 Day Manitoba Business Start Program which she found to be very beneficial.

Jo-Anne advertises her clinic through social media as well as signage and business cards. The local paper also did a feature article on Jo-Anne's chiropractic clinic which increased awareness of her practice and this along with referrals from satisfied clients, has brought in a number of new clients.

Along with the Chiropractic Clinic, Jo-Anne has implemented a yoga/fitness studio which is also run out of her home. If weather permits, the yoga/fitness studio classes are performed outside. Dr. Gentry has been an excellent participant on the SE Program and has built up an impressive client base in her very first year of business.

On behalf of Manitoba Industry, Training and Employment Services and Community Futures Winnipeg River, it is my pleasure to present the Self Employment Award to Dr. Jo-Anne Gentry.





communityedge

Manitoba's CED Certification Program

If you are a practitioner, council member, or board member working to enhance the social-economic conditions in your local area, then this training is for you!!

The **Community Edge CED Certification Program** is an EDAM (Economic Developers Association of Manitoba) initiative. EDAM has developed a Manitoba based training program to enhance understanding and skills required to “do Economic Development”. There are 8 training modules available. Pick and choose the ones that enhance areas of knowledge applicable to you, or take all 8 and seek out EDGE Certification. See attached Community Edge Brochure for more information on each module and the certification process.

To make the training accessible for interested people in the North Eastman Region, Community Futures Winnipeg River will host one module each month from September 2019 to May 2020 at our office in Lac du Bonnet. Module 1 is called Introduction to Community Economic Development and participants will gain understanding on what CED is; the key components/processes of CED; who is involved; and how to be community ready for successful CED. This module will be held on Sept 25, 2019 from 9am to 1pm, and the registration deadline is Sept 1. See the poster on the next page for more details and registration information. Please note that there is space for a maximum of 12 people.

Another option to access the EDGE training modules, is to apply to host a module in your own community. If you have enough local area interest, or want to offer training for a specific group, then this is a great option. You can read more about the process in the Community Edge Brochure and register with EDAM through their online process @ <https://www.edamonline.ca/communityedge-training-program/request-for-training-in-your-community/> or by contacting Lesley Gaudry, EDAM Manager at 204.471.1210 or edammanitoba@gmail.com.

Please contact Sharalyn Reitlo at Community Futures Winnipeg River if you have any questions and to register for the first Module. Also, please help to spread the word about the upcoming training opportunities by sharing this information with others you feel would be interested. Thank you! Sharalyn Reitlo at 204.345.2514 or reitlo@cfwr.mb.ca.

COMPLIMENTARY RESOURCES

Available through Community Futures Winnipeg River

Marketing

- Starting a Blog for your Business
- Social Marketing Strategy & Planning Kit
- 101 Tips to Grow Your Website Traffic
- Pinterest for Business
- The Essential Guide to Social Media Advertising
- How to Create the Perfect Post
- Guide to Creating a Social Media Strategy
- How to Use LinkedIn
- How to Create Facebook Ads
- 12 Basic Tips to Master your Instagram Marketing Strategy
- How to Cultivate Loyal Customers with Social Media
- 13 Instagram Marketing Tips from the Experts

Non-Profit/Business

- Business Plan Template
- Fundraising Planning Calendar
- Annual Fundraising Plan Template
- Revenue Generating Planning Template
- 2016 Master Database of Various Grants / Funds (Please contact us)
- How to Register your Business, Non-Profit or Charity
- Strategic and Operational Planning Templates
- Constitution and By-Laws Template
- Non-Profit Revenue Generating Template

...and many more to help develop or enhance your business/organization. Let us know what you are looking for!



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Manitoba's CED Certification Program

Connect · Plan · Thrive

Community Futures Winnipeg River to host Community Economic Development training...

-  **September 25, 2019** - Module 1: Introduction to Community Economic Development (CED)
-  **October 23, 2019** - Module 2: Community Economics & Pre-Planning Analysis
-  **November 20, 2019** - Module 3: CED Strategies
-  **January 22, 2020** - Module 4: Local Government Finance & Land Use Planning
-  **February 19, 2020** - Module 5: Strategic Planning
-  **March 18, 2020** - Module 6: Communications
-  **April 22, 2020** - Module 7: Marketing the Community
-  **May 20, 2020** - Module 8: Operations & Project Management



Location: CFWR (4 Park Ave, Lac du Bonnet)

Cost: \$125/Module (payable to CFWR) **Time:** 9am to 1pm

Minimum 8, Maximum 12 participants

Refreshments and course materials provided

Register By: 1st day of corresponding workshop month

Contact: Sharalyn Reitlo @ 345-2514 or reitlo@cfwr.mb.ca

See EDGE brochure for module and certification details

Community Edge is brought to you by the Economic Developers Association of Manitoba (EDAM)

Want to Start your own Business?

SELF-EMPLOYMENT PROGRAM eligibility:

- You are an unemployed person and presently receiving employment insurance (E.I.) benefits
- You are an unemployed person and have received E.I., maternity or parental benefits in the last 60 months

If you are unemployed and you have a viable business idea, please call for information.

Call for more information!
204-345-8691

Delivered by Community Futures Winnipeg River

TOURISM

EXPLORE BUSINESS OPPORTUNITIES

Tourism is big business in Eastern Manitoba. Equipment rentals, fly-in fishing, adventure tours and private campgrounds are a few of the opportunities waiting to be explored.



Contact Community Futures today to discuss your ideas. We can help in a number of ways, including:

- Loans up to \$150K to develop, expand or acquire a business
- Mentoring and business planning assistance
- Access to business resources and training
- Self-Employment Program

Western Economic Diversification Canada

Diversification de l'économie de l'Ouest Canada

Community Futures Winnipeg River Triple R

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CFWR SERVICES:

Business Development:

- Loans up to \$150,000 to develop, expand or acquire a business
- Counsel and assistance with business plans, market research & marketing plans, financial analysis and forecasting
- Connections to other business services and training
- Self Employment Program delivered on behalf of Training and Employment Services for people eligible for EI benefits or who have had an EI claim in the past 3 years or been on maternity/paternity leave in the past 5 years and interested in starting a business

Community Development:

- Strategic and operational planning
- Building knowledge and skills to enhance leadership, teamwork and planning within organizations
- Project development assistance through research and planning services
- Enhancing regional communication and partnerships between communities, sectors, businesses and social organizations
- Promoting the region, its businesses, organizations and other assets