

NEWSLETTER



CFWR AGM Award Winners

Our Annual General Meeting was held on June 12th at the Pioneer Club in Lac du Bonnet. The event was well attended and CFWR would like to thank everyone who came out for the evening to help us celebrate. During the event, numerous awards were handed out.

COMMUNITY INITIATIVE - Beausejour Brokenhead Development Corporation



This year's recipient of the Community Initiative Award is the Beausejour Brokenhead Development Corporation (BBDC).

BBDC is a local organization that facilitates, develops, and implements the creation of an economic, social and sustainable environment to promote the Beausejour-Brokenhead community as the best place to live and to do business. BBDC is governed by a Board of Directors comprised of representatives from the municipal councils, the business community and the community at large. BBDC employs a Marketing Director and Office Administrator.

BBDC was selected as the award winner because their team

exemplifies the type of success a small rural community can have when economic development is made a priority and people work together on focused strategic efforts. In 2012, CFWR helped BBDC develop a strategic plan with four key steps and related activities. The four steps included gathering data and information on local assets; training and resource identification; exploring opportunities and determining strategies for economic growth; and execution.

Over the past 5 years, BBDC has accomplished a number of important tasks and initiatives that display

Cont'd on page 2...

In this Issue:

- CFWR AGM Award Winners | Pgs. 1-4
- Complimentary Resources | Pg. 4
- CFWR'S New Website | Pg. 4
- Leadership Talk Webinar Series: Lead, Engage... Thrive! | Pg. 5
- Manitoba Promotion - @MBLadyQuack | Pg. 5
- CFWR Services | Pg. 5

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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 AGM Award Winners, cont'd...

many ways that rural communities can enhance their local economy.

BBDC recently received Provincial recognition as a model economic development organization and CFWR is proud to recognize their hard work and accomplishments through the regional Community Initiative Award.

BUSINESS OF THE YEAR -

We All Have Cravings Etc. - Cassandra McConnell



The recipient of the 2016-17 Business of the Year Award is We All Have Cravings Etc. Cassandra McConnell established the business in Oakbank in 2015 with assistance from CFWR. The business offers take home food items such as perogies, lumpias, soups, meatballs, cabbage rolls and various other food items as well as snacks such as ice cream, milkshakes, fries, etc. served in-store. Cassandra also offers catering for small events and rents out her commercial kitchen space to other entrepreneurs. Other local bakers and artisans also sell some of their items in-store.

Prior to opening a retail location, Cassandra operated the business as a hobby for a number of years. She established a customer base, and saw the need for a retail location in Oakbank. When Cassandra started her Facebook page for the business early in 2015 she had 589 likes which has now grown to 2,078 likes. Her business has become well known and her products are much loved. She has farmer's markets wanting her to attend and stores have contacted her wanting to carry her products. Unfortunately Cassandra can't make product fast enough or store enough

product to be everywhere she is wanted.

Cassandra is very community minded and loves helping charitable organizations. She offered her business as a drop-off location for supplies to go into purses and backpacks that were distributed around Siloam Mission and she also coordinated donations for people affected by the Fort McMurray wildfires. As well Cassandra is dedicated to youth in her community and tries to do a children's activity every month such as craft and a snack, cookie baking and decorating or make your own pizza day. She also has high school lifeworks students come work in the shop to get experience.

The most recent and exciting venture is the new meal service which Cassandra delivers to Winnipeg and surrounding towns. Meals are available in four different sizes that are perfect for everyone. They are great for seniors, busy families, lunches and events. The menu is different each month and includes vegan and gluten free options.

Recently Cassandra has also become a part of Local Frequency which is a point system that encourages customers to shop local and earn cash back on all purchases. She also offers a free in-store mini library for her customers. Cassandra is pleased with the business and looks forward to continuing serving Oakbank and the surrounding areas.

SELF-EMPLOYMENT AWARD -

Silver Falls Lawn & Yard Care - Derek Kasprzak



Cont'd on page 3...

CFWR AGM Award Winners, cont'd...

The 2016-17 recipient of the Self Employment Award is Derek Kasprzak of Silver Falls Lawn and Yard Care, located in the RM of Alexander. Silver Falls Lawn and Yard Care provides mowing and trimming of grass, seeding, pesticide and fertilizer treatment, spring and fall cleanup, minor repairs (fences/decks/etc.) and snow clearing in the winter.

Derek has a diploma in agriculture which he received in Poland. He worked for 3 years with a landscaping company in Germany which gave him a lot of experience and inspired him to start his own similar business in Manitoba. He has experience operating a large number of power tools and all types of lawn equipment.

Derek's first year in business was quite busy. He completed the 3 Day Business Planning Workshop as a component of the Self Employment Program and always maintained regular contact with CFWR during his time on the program.

To promote the business, Derek put up flyers throughout the area, advertised in the local newspapers, and displayed his business logo via a magnet on his company truck. So far he has found the best marketing comes from word of mouth as he has received many repeat customers this way.

The biggest factor in Derek's business is the weather which is out of his control, but he is satisfied with Silver Falls Lawn and Yard Care so far and is determined to make it a success.

VOLUNTEER OF THE YEAR AWARD - Ray Schirle, RM of Brokenhead



The recipient of the 2016-2017 Volunteer of the Year Award is Ray Schirle. Ray resides in the RM of Brokenhead

and is truly dedicated to seeing the area grow to its full potential. As an entrepreneur himself, Ray understands the value of a strong economy and business community. He is a member of the Beausejour and District Chamber of Commerce as values the opportunity to connect and collaborate with fellow business owners.

Ray has been a Board Member for the Beausejour Brokenhead Development Corporation (BBDC) since 2007 and has been the Chairperson for many years. He is an excellent liaison for the wants and needs of the community business people and what the BBDC can offer them in terms of assistance. His volunteer work with the BBDC has been for the purpose of attracting more investors, residents and visitors to the community.

Ray takes an active role in BBDC projects and activities. Ray facilitated meetings to determine housing needs and an Affordable Seniors Housing Project resulted, starting with the BBDC and then being turned over to the Knights of Columbus. Ray assisted in advancing the Eastman Vocational Training Project to the current point of conducting a feasibility study. When new businesses open in Beausejour and Brokenhead, Ray personally welcomes the new owner with a visit and plaque.

Aside from the BBDC, Ray volunteers with the Canadian Power Toboggan Championship and has been volunteering since 1994. This event has brought thousands of spectators from Canada and the U.S. to the Town of Beausejour to witness the greatest show on snow. Ray has worked tirelessly with the Double B Agricultural Festival and the Brokenhead River Game and Fish Association events in much the same way realizing that tourism is a key economic driver for the area.

Ray's contributions and accomplishments have benefited the Beausejour-Brokenhead community greatly. Ray is very helpful and approachable, making him well respected among his peers. His dedication and willingness to do whatever it takes to benefit the area is truly inspirational.

Leadership Talk Webinar Series: Lead, Engage... Thrive!

Sponsored by Manitoba Agriculture

Webinar Topics include:

- * **Minutes** - Minutes are a legal record of the decisions of an organization - learn more about keeping an accurate record of your meeting.
- * **Agendas** - Explore alternatives to the traditional meeting agenda format and discover ways to make meetings more efficient and effective.
- * **Alternative Voting** - Examine the variety of ways your organization can vote with the use of technology. Do your by-laws include all the options?
- * **Board Orientation Process** - Discuss a process that will support new directors to prepare and serve on the board.
- * **Quiet Leadership** - Explore the characteristics of introverts and extroverts. Involve both on your board to enhance communication and build a stronger organization. Are you an introvert or an extrovert?

All webinars are approximately 20 minutes long, except for Quiet Leadership which is 35 minutes long.

Visit <https://www.gov.mb.ca/agriculture/industry-leadership> and click on registration link. After registering, click on the link to view the webinar. For more information email leadership@gov.mb.ca



**Help promote Manitoba!
Check out this super cool
Twitter account -
@MBLadyQuack!**



The idea is to get your hands on a yellow rubber duckie and take photos of it visiting various locations throughout Manitoba. Tweet or post your photos to Facebook or Instagram using the hashtag **#MBLadyquack**. Be sure to use the **#ExploreMB** hashtag too! If you're in Eastern Manitoba you'll also want to include the **#EasternMB**. So get busy and get "quacking!"

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