

NEWSLETTER

CFWR AGM AWARD WINNERS



Business of the Year Award: River Front Convenience (Matthew Tardiff) – Town of Powerview-Pine Falls

Matthew Tardiff established River Front Convenience in St. Georges in 2015. The business sells convenience items such as bread, milk, canned goods, etc. as well as slurpees, ice cream and pizza. Pizza and ice cream have quickly become the best sellers at the store and pizza delivery is available as well. In 2017 Matthew moved the store location to a larger location in the town of Powerview-Pine Falls. The move proved to be a good decision, as sales have greatly increased in the higher traffic area.

With the move to the new location, Matthew was able to add an eat-in area to the store. Soup and sandwiches were also added to the

menu along with fruit and veggie trays for healthy options. Matthew uses social media extensively to market the business and has an impressive following of 670 people. Regular contests are held to attract customers, such as office of the week pizza lunch where offices can enter to win free lunch for their office. Within a few short years, River Front Convenience has become a successful business in the Powerview-Pine Falls area. Matthew is always looking for new items to bring in to please customers and he is always working on creating new tasty treats. He has many exciting things planned for the future of the business and is also dedicated to giving back to the community whenever he can.

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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...



Community Initiative Award: North Forge East

North Forge Technology Exchange is Western Canada's largest business incubator program. It has existed in Winnipeg for five years as the result of the amalgamation of 4 programs – Assent Works, Start Up Winnipeg, Eureka Project and Ramp Up Manitoba. North Forge works with technology and innovative product based business start-ups, most of which are global businesses operating in Manitoba. North Forge offers entrepreneurship based programs and services which include a Fabrication Lab (rapid prototyping); ICT Lab (prototyping and commercialization); networking and training events; a mentorship program featuring subject experts; and funding/grant writing assistance.

North Forge East (NFE) became the first satellite office of North Forge and officially opened in the W.B. Lewis Center in Pinawa on January 12, 2017. This success was based on attraction and coordination efforts of the Pinawa Community Development Corporation (PCDC) and a partnership created between PCDC, the LGD of Pinawa, Canadian Nuclear Laboratories and North Forge. NFE provides mentorship, training and support for entrepreneurs along with

SE Award - Angie Arthur (Gran's Bake Shop) – Town of Lac du Bonnet

Angie Arthur established Gran's Bake Shop in 2017 and completed her participation on the Self Employment Program in October 2017. The business is located at 100 First Street in the Town of Lac du Bonnet. Gran's Bake Shop offers a variety of homemade cookies, cakes, cinnamon buns as well as dainty trays. Gran's Bake Shop also provides their home baked cookies to Pennyweight Market in Beausejour for their ice cream sandwiches and ice cream cakes.

Angie's first year in business was quite successful. She completed the 3 Day Business Planning Workshop as a component of the Self Employment Program and also the Food Handler's Safety Course. While on the SE Program Angie always maintained regular contact with CFWR. Recently Angie has connected with another local business, Trail's End Coffee which she offers for sale at Gran's Bake Shop. Angie has been an excellent participant on the SE program, and with her first year of business behind her, she looks forward to continuing to build a successful business.

physical office space and meeting rooms. In addition to local services, NFE members also have access to all the labs, events, mentors and training opportunities in Winnipeg. Successful applicants embark on a three year Step Program that takes them from business concept to launch with support at every stage.

Since inception there have been 10 NFE business projects to date. NFE has held two Ramp Up events in Pinawa and Steinbach where 40 participants received training and hands on practice in business concept development, market validation and marketing pitches. Business networking and training events have been held in Pinawa and Lac du Bonnet. A one day high school education program was held in Pinawa.



Volunteer of the Year Award: Robyn Emberly, Lac du Bonnet

Robyn is as an active leader, advocate and organizer of local children's sports. Robyn's volunteer duties in the community include Event Coordinator for LdB Minor Hockey, Treasurer/Secretary for LdB Minor Baseball, LdB rep for Beaujesour Skating Club, Manager for LdB Minor Hockey, Arena canteen volunteer, Blues Hockey timekeeper volunteer, Can Skate board member, and active volunteer for July Long Weekend Beer Gardens.

Robyn assisted others to get the Can Skate program reinstated in the community and stepped into the lead role when the main coordinator had to step

down. Robyn leads by example in her volunteer efforts, and her three children are a shining example of that as they have been active volunteers teaching in the Can Skate program. This year Robyn has been a pivotal instigator for starting up local baseball for school age children. This involved recruiting board members, gathering information, and attaining donations for equipment. She continues to facilitate the start-up of the program which includes organizing teams, setting up schedules, recruiting players, booking diamonds, and keeping everyone informed.

Robyn works at the Lac du Bonnet Children's Center where she is always willing to pitch in on organizing daycare and community events.

Robyn naturally devotes her time to children's activities of all ages. Robyn's efforts help parents give their children a chance to experience a variety of sports and healthy outlets to gain skills and self-confidence. Robyn's efforts bring revenue to the clubs involved and helps keep them around to continuously benefit communities and families.

Robyn has a commitment to community in both her professional as well as her personal life. Working at the daycare, she is a positive role model for the children and an outstanding mentor for her coworkers. She is never shy to lend a hand, insight or opinion in any situation. Robyn commits a lot of time and effort to volunteering in her community. When asked about it, she is very humble in stating, "Well I am usually here anyway so why not do something." She freely gives her time and instils this philosophy in her own children. She has created a family of good community members for other little ones to look up to. Robyn is a shining example of an individual who is working towards our community's future, but not treating it like work at all.

Shop Local Campaign for North Eastman Region



In May 2018, Community Futures Winnipeg River in partnership with local Chambers (Falcon & Westhawk, Lac du Bonnet, Pinawa and Springfield) rolled

out a Shop Local campaign for the North Eastman Region. The campaign was designed to educate and remind people why supporting local businesses is so important. Four promotional resources were developed for small businesses in North Eastern Manitoba to use. The campaign was built around 10 top reasons to shop local.

In total 1000 hard copies of an 11"x17" poster and a 5"x5" window decal were produced and handed out to public businesses in the region during the month of May.

These and additional resources continue to be available digitally for businesses to use at <https://cfmanitoba.ca/winnipeg-river-resources/winnipeg-river-shop-local-campaign>. In addition to the poster and the window decal, businesses also received a brochure which outlined ways to promote shop local within their business. A list of top 10 reasons to shop local was also distributed for use on social media.



Additionally, a contest was held throughout the summer months. Participants were asked to take a photo of

the Shop Local logo or poster if they spotted them in their local business. Photos were then shared via social media with the hashtag #shoplocaleasternmb. The winner was drawn in the month of September and received a \$100 Visa gift card. We are pleased to announce that @ivypluchinsky is the winner! Ivy

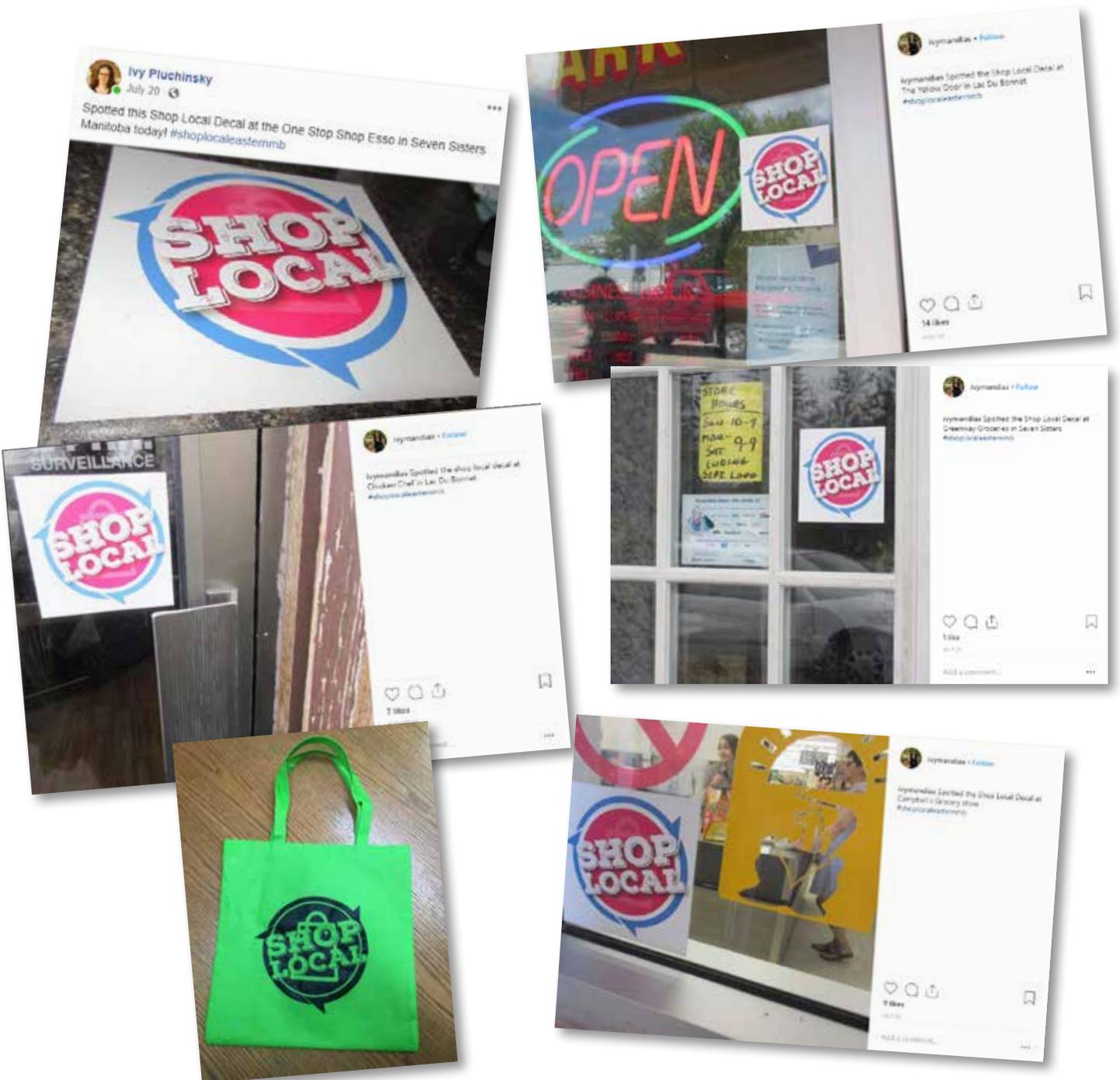


submitted a total of 9 entries into our contest. She was able to spot the Shop Local logo at Ingham Pharmacy (LdB), Chicken Chef (LdB), Greenway Groceries (Seven Sisters), Whitemouth Hotel, Cambell's Grocery (LdB), Yellow Door (LdB), I Heart Coffee (LdB), One Stop Shop Esso (Seven Sisters) and the Seven Sisters Motel. Way to go Ivy!

Research shows that money spent at a locally owned business stays in the local economy and continues to strengthen the economic base of the community. Small, locally-based businesses make vital contributions to communities and neighborhoods; they account for the largest



share of net new jobs generated each year and provide some of the most stable employment opportunities in the community. Local businesses tend to have less negative impact on the environment because they are often located in central business districts or in other existing retail areas and therefore require relatively little infrastructure investment. Additionally, today's entrepreneurs are attracted to communities that value and preserve their distinctive character and local culture- places that nurture an economy of vibrant and unique business.



Made in Manitoba MEET & MATCH Success Story

In March of this year we held our first annual Made in Manitoba MEET & MATCH event in Beausejour which featured 35 entrepreneurs from across the province showcasing Made in Manitoba products.

This past summer Corey Hurren from Grindhouse Fine Foods contacted us to share some of his success. Little Bones Wings owner Alex Goertzen has been selling the Ring of Fire sausage out of his restaurant located in the Royal George Hotel in Winnipeg. He even sold out at one point! Alex is not

only selling the rings but is also using the new Ring Of Fire Chub to make Ring Of Fire Sausage Snaps (appetizers) which are battered sausage fries.

This is a great example of the types of partnerships formed at this B2B networking event. Congrats on the partnership Corey & Alex!



COMPLIMENTARY RESOURCES

Available through Community Futures Winnipeg River

Marketing

- ↳ Social Marketing Strategy & Planning Kit
- ↳ Twitter Marketing Tips
- ↳ 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

- ↳ 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
- ↳ Business Plan Template

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

CONGRATULATIONS to all Small Business Owners in the North Eastman Region!

Community Futures Winnipeg River

In Lieu of a Small Business Week Event We are planning our 2nd Annual MADE IN MANITOBA MEET & MATCH EVENT In Beausejour during March 2019

Stay tuned for more details!

An illustration of a town street scene. On the left, there's a 'CLOTHING STORE' with a sign that says 'SALE OFF!'. Next to it is a 'Hairdresser' shop. In the center is a 'COFFEE SHOP' with a red and white striped awning. To the right is a 'GROCERY STORE' with a green and white striped awning. Further right is a 'BAKERY SHOP' with a red and white striped awning. There are several people walking on the sidewalks and cars parked on the street. The background shows green trees and a blue sky.

Want to Start Your Own Business?

Self-Employment Program

- You are presently receiving employment insurance (E.I.) benefits
- You 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.

Self-Employment Program

Call for more information! **204-345-8691**

Delivered by Community Futures Winnipeg River



Funding provided by:
The Government of Canada Employment Insurance Account
The Province of Manitoba

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



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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