

Growing Eastern Manitoba communities one idea at a time

NEWSLETTER



DECEMBER 2016



Small Business Week - What's That About?

Written by Lindsey Otto, Business Development Coordinator



Small Business Week is a tribute to small businesses and their contribution to the economy. It was started back in 1979 in Fraser Valley, BC by the Business Development Bank of Canada (BDC) after they put on a weeklong series of small business management training and sessions for entrepreneurs. The event was so well-received that in 1981 it became a nation-wide event and has been held every year since then across Canada during the third week in October. This year small business week will be held October 17-21.

So why should you attend a Small Business Week event? There are a number of great reasons but the top reason is **NETWORKING!** While attending an event you are able to

network with other business owners, elected officials and resource people in your area. This gives you the opportunity to gain expertise and discover new businesses that you may not otherwise have known. It also gives you the opportunity to promote your own business to others in attendance. Who knows, you just might be able to make that big deal you've been waiting for by connecting with the right person.



Small Business Week events are not just for business owners. Everyone is encouraged to attend and it gives people a good opportunity to show support for their local businesses and find out just what is offered right in their own community. These businesses are the heart of the local economy and they deserve to be celebrated. Across Canada

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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).



RETHINK THE WAY YOU NETWORK

Cont'd on page 2...

Small Business Week, cont'd...

small businesses account for 99.7% of all Canadian companies and employ more than 90% of private sector workers.

Community Futures Winnipeg River hosted an annual Small Business Week Wine & Cheese Event on October 19 from 6 p.m. – 9:30 at the Brokenhead River Community Hall in Beausejour. The event was free and featured a professional networking workshop along with an information session on Business Network International (BNI).

Our speaker, Denis Hamel of BNI was dynamic and provided a great overview of the value of starting a BNI Chapter in our region. This will be the first rural BNI Chapter formed in Manitoba if there is enough interest. If you are interested in joining, please contact our office at (204) 345-8691 or message us through Facebook.

Help us, help you...

Congratulations to Cindy Matychak, the winner of our "Help Us, Help You" contest. Cindy owns a business in Beausejour called "Nurturing Your Inner Being." As the prize winner Cindy received an iPad Air and a Square Reader, perfect for accepting digital payments.



Sharalyn Reitlo of CFWR with Cindy Matychak (right).



East is for Entrepreneurs

NEW LAUNCH DATE

You're invited to join us as we open the doors to North Forge East.

Join Deputy Minister of Growth, Enterprise and Trade James Wilson, Pinawa Mayor Blair Skinner and North Forge President Jeff Ryzner as they discuss North Forge East and the opportunities that our new Pinawa location opens up for entrepreneurs in the region!

10 a.m. Thursday, January 12
24 Aberdeen Avenue, Pinawa

Refreshments will be served.

RSVP to events@northforge.ca

PROPOSAL WRITING

Tipping the Scales for Successful Funding Applications

WHEN:

WEDNESDAY, JANUARY 18TH FROM 9:30 AM - 4:30 PM

WHERE:

LAC DU BONNET COMMUNITY CENTRE

AUDIENCE:

EXECUTIVE DIRECTORS, PROJECT MANAGERS, FUNDRAISERS, GRANT WRITERS AND ADMIN STAFF

FACILITATOR:

SHARALYN REITLO, CFWR

COST:

\$30.00. LUNCH IS NOT PROVIDED BUT COFFEE BREAK REFRESHMENTS WILL BE AVAILABLE IN MORNING AND AFTERNOON.

RSVP:

RSVP REQUIRED. PLEASE CONTACT COMMUNITY FUTURES WINNIPEG RIVER AT 204-345-2514 OR REITLO@CFWR.MB.CA.

Does your organization have a great idea for a project which requires concept development, planning and financing? If so, then this is the workshop for you.

Learn about funders and common components of what they look for in applications; steps and tips to writing and submitting a compelling proposal; and learn to identify the right funding agencies for your project.

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.



Have you started a business recently?
Are you planning to start a business?
Are you First nations, Métis or Inuit?



Aboriginal Business
Service Network

Aboriginal Business Service Network
& Vision Quest Conferences Inc. present

Dragon's Quest



2016 Rural Category Winner:
Marie Walker – Two Timerz Consignment
Thrift Shop, Selkirk, Manitoba



2015 Urban Category Winner:
Chantel Wilson – Our Native Exquisite,
Winnipeg, Manitoba

Why not enter your business plan to
the 5th Annual Dragon's Quest Business
Planning Competition for a chance to...

WIN \$5,000!

- Completed Business Plans must be received by Friday March 10, 2017, at 4:30 pm.
- To be eligible for the contest visit www.cfmanitoba.ca and click on the Aboriginal

Business Plan icon for contest information or to
download an entry form.

- For more information, contact the
ABSN Coordinator at: 204-944-8438
or email: dsmith@cfmanitoba.ca.



Wanted:
Business success stories of entrepreneurs with disabilities or health conditions.

The Just Watch ME! Video Contest celebrates the business success of rural Manitoba and Saskatchewan entrepreneurs with disabilities or health conditions.

We want to hear your business success story.

Follow us on:



CONTEST OPENS DECEMBER 2, 2016
Pictured above: Last year's winner Apryl Harel of Apryl Harel Photography - Steinbach, MB



Grab a video camera or smartphone and tell us your story for a chance to win \$1000!

www.justwatchmecontest.ca



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