



# The Update

SEPTEMBER 2015

Ontario Association of Community Futures Development  
Corporations

**Conference 2015**

**IT'S A WRAP!**

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**Casino Rama set an amazing stage for our 22<sup>nd</sup> Annual Conference with more than 250 people in attendance.**

### **Host Night**

The host night included welcomes from the Chippewas of Rama Chief, the President of the Board of the host Orillia CDC, as well as a local entrepreneur Sheona Kloostra who credited the local CDC with helping her with her business success.

Following the opening remarks, delegates were invited to feast on a Native themed marché style dinner including salmon, rabbit, roast turkey and "beaver tail style" dessert bannock.

### **Opening Keynote Lauren Friese**

Lauren entertained and educated us on how to engage, hire and retain millennials into our workplaces. This is truly a generation of people who will embrace change- status quo will just not be good enough.

### **Plenary Session: Understanding the Numbers; Loan Portfolio Performance**

Consultant Kathryn Wood gave an overview of her findings from the province wide study that looked at the variety of factors that are driving loan portfolio outcomes. Following her presentation, delegates were asked to comment using a conversation café format. Kathryn then delivered a full workshop to over 80 people to discuss the report in more detail. Copies of both presentations are found on the OACFDC website. Feedback from these sessions is being incorporated into the final report.

### **Ignite**

20 slides which advance automatically after 20 seconds makes for an informative and entertaining way to deliver your message in just over 6.5 minutes. The speakers and topics were: Geoff Hogan on SWIFT (Southwestern Integrated Fibre Technology); Tess Ahola on Enter the Den;

Sherry Lawson on First Nations People- Fact or Fiction; Shannon O'Donnell on Information Transformation; and Jill Dunlop and Dominika Farelly on Social Entrepreneurship from a Community College Perspective. The electronic voting system was in place, so the audience got to vote on their favourite speaker in various categories. Sherry Lawson's entertaining presentation was nearly a clean sweep of all categories with Geoff Hogan winning in one other.

### **Closing Keynote Janet Podleski**

Janet's moving story of entrepreneurial drive was an inspiration to all who were in attendance. Delegates also flocked to meet her after the session to purchase autographed copies of her latest cookbook.

### **The 2016 Conference will be held in..... KENORA!**

The Lake of the Woods Business Incentive Corp. will be our hosts for the 23<sup>rd</sup> conference. Staff and volunteers will be rolling out the red carpet to welcome us to their beautiful part of Ontario.

Here's a video showing us some of what we can expect.

<https://www.youtube.com/watch?v=j4VexYqKzz4>



### **Thank You Orillia CDC!**

Manager Wendy Timpano and her uber capable staff and board members were just wonderful to work with from the first planning meeting to helping wrap things up on the final day.

## And the Winners Are...



*Accepting the award were Kathie Groenewegen (Limestone Organic Creamery) and Anne Prichard (Frontenac CFDC)*

### ENTREPRENEUR OF THE YEAR

**Kathie Groenewegen of Limestone Organic Creamery, in Elginburg, nominated by the Frontenac CFDC was the winner of the 2015 Entrepreneur of the Year Award.**

Limestone Organic Creamery wholesales their dairy products to approximately 20 retailers in the Kingston/Frontenac area providing them with an opportunity to increase their revenues. After just 3 years in business, demand for the dairy products has outgrown the Groenewegen's own supply of milk.

The owners have successfully created a traditional and professional look to their marketing and packaging that captures the essence of their products – this includes everything from the reusable glass bottle to the porch box to the home delivery vehicle. Their retail store also conveys that same image and they are known for their excellent and friendly service.

Watch Limestone Organic Creamery's winning video at <https://www.youtube.com/watch?v=vQ5AQumePLY>



*Accepting the award were Andrew Redden (County of Hastings), Jan Dines and Anne Prichard (Frontenac CFDC)*

### COMMUNITY ECONOMIC DEVELOPMENT AWARD OF EXCELLENCE

**The Food and Beverage (FAB) Region, nominated by the Frontenac CFDC was the winner of the CED Award of Excellence.**

The FAB Region is an investment marketing partnership structured to attract and grow small scale (artisanal) food and beverage businesses including cheese, sausage, chocolate, milk, etc. The partnership took place between four Community Futures Development Corporation (CFDC) offices, more specifically: Frontenac CFDC, Prince Edward, Lennox & Addington CFDC, CFDC of North & Central Hastings & South Algonquin, and Trenval Business Development Corporation. In addition to these offices, a community partnership with Hastings County was an important addition to this initiative.

Watch the FAB Region's winning video at <https://www.youtube.com/watch?v=cxBK1zglY10>



*Accepting the award were Gord Knowles and Garry McKinnon, Atikokan EDC*

### AWARD OF EXCELLENCE FOR INNOVATION

Receiving the **Innovation Award of Excellence** was the **Atikokan EDC** for their work on the **Heart of the Continent's National Geographic Geo-Tourism project**. This collaborative effort was brought forth to stimulate and promote tourism and the 'outdoor experience' in northern Ontario and northern Minnesota, using the strength and respectability of the National Geographic brand. The basis of the project was to develop a common identity for the region beyond provincial or national borders, defining the area instead by its geography, its history and its people.

Check out their winning video at <https://www.youtube.com/watch?v=V2mQEevrHwo>

## And Last but Not Least....

### MEMBERS' CHOICE AWARD

This was the second year for the Members' Choice Award. All nominations were posted on the OACFDC website, and members voted online. The winner was **Ember's Grill and Smokehouse of Sault Ste. Marie, owned by Shayne and Brandi Bell.**

<http://www.embersgrillsmokehouse.com/> and **nominated by the CDC of Sault Ste. Marie.**



*Business Development & Investment Manager Karen Senecal accepted the award on behalf of Ember's Grill and Smokehouse, a \$500 cash prize from sponsor Sharon Wilson, the Benefits Lady.*

**Congratulations to all of our Winners!**

## Honorary Member of the OACFDC



Recently retired **Carmen Demarco**, former Manager of Program Delivery, FedNor became the latest member of a very illustrious group: the Honorary OACFDC Members. Carmen was presented with a piece of pottery that was commissioned from Steven Smith of Talking Earth Pottery in Oshweken.

Carmen also agreed to become one of our Award Judges. We hope he continues with this new role as well.

*Carmen Demarco and Diana Jedig, OACFDC*

*Photos by Samantha Vessios*

**Your Opinion is needed- and you'll have a chance to**



We feel that the 2015 Conference was a great success, and we need your feedback to ensure that 2016 is even better- tell us what you really think!

**Even if you did not attend this year's conference, please fill out the survey: we want your input for next year's conference. We are looking for ideas for workshops, speakers etc...**

To encourage you to respond to the survey, your name will be entered into a draw to win a FREE Registration, including Meals, at the 2016 Conference being held at the Lakeside Inn & Conference Centre in Kenora, in September 2016. **Be sure to fill out the survey by Friday, October 16th.**

The survey information will go forward to next year's Conference Committee, Workshop Committee and our board who will be making plans for next year's workshops and events.

Please respond to the survey at <https://www.surveymonkey.com/r/OACFDC>

## Welcome to Lesley Lang



The Board of the **Cornwall and The Counties Community Futures Development Corporation** is pleased to announce the appointment of Lesley Lang as its Executive Director effective September 2015. With a long-time passion for promoting small business growth and local economic development, Lesley joins the CFDC after serving as a Senior Commercial Account Manager with the Business Development Bank of Canada and Vice-Chair of the CCCFDC.

A native of South Glengarry, Lesley began her entrepreneurial career in SD&G as a small business owner while she studied International Politics and Economics at Guelph University. After obtaining her degree, she continued following her passion for entrepreneurship and economic development by joining BDC. During her time there, she advanced quickly through the organization and held a number of roles, all of which focused on providing specialized commercial lending and consulting solutions to businesses in the SD&G and Ottawa areas.

Lesley is actively involved in the community and volunteers her time to a number of boards and committees as Director and Mentor. She has extensive training and expertise in cash flow management, working capital and financial analysis as well as strategic planning and partnerships.

Please join us in welcoming Lesley to the team!

### MEMBER LISTS

We are welcoming many new managers to our CF family.

The OACFDC maintains a current contact list for all of our member offices.

If you are interested in receiving a copy of this list, please email Brenda at [blagrandeur@oacfdc.com](mailto:blagrandeur@oacfdc.com) or phone 1888-633-2326 extension 125.

### MINIMUM WAGE INCREASE

Ontario's general minimum wage goes up 25 cents per hour to \$11.25 per hour, effective Thursday October 1. It has been \$11 per hour since June 1, 2014. The student minimum wage rises to \$10.55, up from \$10.30 per hour. That rate applies to students under 18 years of age and working 28 hours per week or less, or for work they perform during a school break or summer holidays. The minimum hourly wage for liquor servers climbs from \$9.55 per hour to \$9.80.

As a result of changes proposed by the Ontario Chamber of Commerce, adjustments in the minimum wage are tied to the rate of inflation, reviewed annually, then announced by the Ontario government each year by April 1 for implementation on the following October 1.

For any additional information on the minimum wage, employers and employees can call 1-800-531-5551 or go online to: [www.ontario.ca/minimumwage](http://www.ontario.ca/minimumwage)

## Our Condolences...

OACFDC members will be saddened to learn of the passing of **Barbara Weider** on Sunday, September 20, 2015.

Barb will be remembered as the manager of the Georgian Triangle Economic Development Corporation which today is known as the Centre for Business and Economic Development in Collingwood.

She was known as a driving force behind the CFDC's (known as BDC's at that time)-organizing themselves and negotiating with the HRDC and eventually becoming the OACFDC. She was also a tremendous mentor to new CFDC managers.

She was responsible for funding the "Miss Vickie's" potato chip business. In 2002, at the OACFDC conference in Collingwood, Barb was made the first honorary OACFDC member.

For the last several years, Barb continued her involvement with the CF program by being a judge for the annual Community Economic Development award which is presented at our conference.

Our sincere condolences go out to her family and friends.



# Professional Development Resources

## CFLI Training

We have received an overwhelmingly positive response to the 2 modules of CFLI Board Training that were offered at our recent conference. We have also been contacted by some offices asking what options are available for additional training. We thought we would share the information with everyone.

The **Community Futures Leadership Institute** created its staff and board development programs to encourage and recognize learning at every level. There are three ways to access the 12 modules available via CFLI Board Training. They are:

### 1. Face-to-face facilitated sessions

These sessions involve having a certified Community Futures facilitator travel to a location in your region to deliver the session in person. All Board Members gather together in that location to attend the session. This could be considered the most traditional method of receiving sessions.

**Costs:** \$800 for the facilitator (this includes admin fees, but does NOT include facilitator travel costs)

Price per manual: \$25 (each participant must order a manual)

**Time:** 3 hours

### 2. Video conferencing facilitated sessions

These facilitated sessions involve having a facilitator deliver the session via video from another location – he or she is “live,” and can interact with participants. Board members gather together in a video conferencing facility to attend the sessions. Video conferencing facilitated sessions can be delivered to only one site at a time.

**Costs:** \$800 for the facilitator (this includes admin fees, but does NOT include travel costs if the facilitator has to travel to a video conference site outside his/her area)

Price per manual: \$25 (each participant must order a manual)

**Time:** 3 hours

### 3. Online streaming video

Video is delivered straight to your computer. As well as the video, and the PowerPoint, the price also includes a printable version of the module. Each pre-recorded online video session is delivered by one of our certified Community Futures facilitators – the same people who bring you our in-person sessions. The online sessions cover all the topics and materials included in each session’s module. The oral portion of each session (in which the facilitator talks about the material on-screen) lasts up to an hour.

A group watching an online streaming video together can be led by the Community Futures Manager or Board Chair who has already viewed the video and may act as a facilitator for the session. The exercises related to the video are done throughout the session, while the video is put on pause. Streaming video sessions can be watched up to three times on your computer.

**Costs:** Group purchase: \$299.95 – for Board members watching the video in one location

Individual purchase: \$89.95 – for one individual watching the streaming video in the comfort of their home or a location convenient to them.

Manuals and PowerPoint slides are included in the pricing structure and are downloadable prior to viewing the video.

**Time:** Streaming videos are 1 hour or less in duration

You can order these directly from the website. More info available at <http://cfleadershipinstitute.ca/bd/start-cbdc.php>

## **Foundations of Entrepreneurial Client Management (online)**

You have been working with clients for a while and have gathered some "notes from the trenches." You are confident in your skills, but sometimes you think it might be interesting to know what others do when they run into those sticky situations that seem to have no solution.

What if there was a process you could follow that would anchor the client's learning and increase their likelihood of success? And how do others approach ethics, working with remote clients, "difficult" clients, and balancing the client's needs with those of the organization? If you find yourself asking these questions, this 3-day class is for you.

Thursday October 15, 2015 from 9:00 AM to 4:00 PM ADT

Contact Jodi Eye at 1-866-654-4499 or [jodi.eye@acadiu.ca](mailto:jodi.eye@acadiu.ca)

Cost: \$300

Read more at <http://www.acadiaentrepreneurshipcentre.com/training/foundations-of-entrepreneurial-client-management>



# CF Common Identifier Logo and Wordmark usage Manual



*The common identifier logo creates a consistent overall corporate image, which serves to link all 61 CFDCs in Ontario under one standard identity.*

We are seeing many of our CFDC offices have new websites created as well as branding work that may change their online look, logo and signage.

The use of the “triangle” CF common identifier logo directly reflects how we are perceived by our clients, business partners and associates, and the general public. It is important that the uses of these design elements are applied in a consistent manner. Brand recognition is very strong and by using this common identifier, the strength of the CF Program is recognized and valued.

The three points of the triangle represent the three key service mandates of the CFDCs: 1) strategic community planning and development; 2) business counselling services; and 3) access to capital. The various layers can be interpreted as steps towards a bright future. The maple leaf represents Canada stepping forward through CFDCs.

The **Common Identifier Usage Manual**, which outlines the proper use of the identifier in all capacities, can be found on our website under **Communication Resources/ Logos and Wordmarks** (users must be logged in to our website to access this document).

## EDCO Marketing Awards



The Economic Developers Council of Ontario (EDCO) has opened the call for submissions for the EDCO Awards of Excellence. The Awards of excellence are a highly coveted commodity, an honour to receive, and also a great profile builder and opportunity to showcase your efforts to hundreds of economic development professionals.

There are **2 NEW** awards this year! The **Digital Influencer of the Year** and the **Innovative Community Award**. Find out more about these awards and all the others at <http://www.edco.on.ca/what-we-do/edco-awards/category-details>

### What you need to know:

- Leadership awards are submitted online - **NEW**
- Award submissions must include a promo image for the website - **NEW**
- Award categories are based on population size
- Submissions are due October 16, 2015
- Winners are notified in advance
- Cost/submission is \$75.00 for EDCO members and \$115.00 for non-members
- All submissions are highlighted on the EDCO website
- All submissions receive valuable feedback from expert judges
- Winners are announced at the President's Dinner, February 4th, in Toronto

**Awards Tele-Hotline Conference Call** 1-888-289-4573 Participant Code is 1293143

Award experts will be available:

- **September 29th 12:00 - 1:00PM**
- **October 2nd 10:00 - 11:00AM**



## The “How-To” Collections Series



Whether you're training a new employee or providing refresher training for an experienced one, the 'How-To' Collection Series will improve the knowledge level and skills for completing a Small Claims court action, Bankruptcy or Consumer Proposal.

### DAY 1 Small Claims Court Monday, October 19th, 2015

Collection action can be a costly proposition for any credit union. When faced with the prospect of a loan, line of credit or unauthorized overdraft loss... Small Claims Court is your best and most cost effective method of recovery.

### DAY 2 Bankruptcy & Consumer Proposal Tuesday, October 20th, 2015

Receiving a Notice of Bankruptcy or Consumer Proposal can be overwhelming unless you have the knowledge to respond quickly and decisively. Using case study examples participants will learn the most effective way to minimize losses for your business.

Location: Hilton Garden Inn, Mississauga  
Cost: per session \$725.00 + tax  
Or 2 sessions for \$1,300.00 + tax  
Includes: Training Material, Continental Breakfast, lunch, 2 nutrition breaks

Full info and registration are available at <http://www.levelfive.ca/event-how-collection-series-small-claims-court>

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### We're on the Web!

See us at:

[www.oacfdc.com](http://www.oacfdc.com)

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Centrallia will match  
your key people with  
decision makers from  
around the world,  
all motivated to do  
business on the spot.



[www.centrallia.com](http://www.centrallia.com)

When: May 25-27, 2016

Where: Winnipeg, Manitoba, Canada

The **Centrallia 2016** conference will include breakout sessions focused on:

- Arctic Opportunities – Special sessions on business in the high North. Business opportunities we want to highlight are those focusing on servicing the needs of northern communities and improving economic conditions, such as: energy, communications, waste management, transportation and logistics, food security, new technologies, housing, etc.
- The Americas – Targeted discussions on North-South trade strategies. North America is not alone pushing the trade development opportunity forward in the Americas. Perhaps the two most important trade & economic blocs currently operating in Latin America are Mercosur and the Pacific Alliance. The former groups the economies of Argentina, Brazil, Paraguay, Uruguay and Venezuela. The Pacific Alliance is comprised by Chile, Colombia, Mexico and Peru. The “Americas” session is an opportunity to invite experts from these trade blocs to share the reasons why these integration efforts are beneficial for businesses looking at growing their presence in the Americas. It will also be important to hear the experience of companies that are currently operating under these trade environments.

This 2 ½ day event has been optimized to deliver value and results by helping businesses to:

- Make local, national, and international connections
- Connect quickly and efficiently with potential clients and business partners
- Explore global markets and develop your international business strategy
- Learn from international trade experts and world-class keynote speakers
- Network, network, network

Event Registration costs: \$1,200 per person until January 31st, 2016 (\$1,350 full price)

For information, go to [www.centrallia.com](http://www.centrallia.com) or email [info@wtcwinnipeg.com](mailto:info@wtcwinnipeg.com)  
or phone 1 204 253 4888

## Don't Forget!

### ***Do you have staff or board changes? Retirements, new hires or new volunteers?***

*Don't forget to send us your updated staff and volunteer email addresses so that we can add them to our communications distribution lists. We will also sign them up to access the OACFDC website which has many resources available to members.*

*Also make sure to “Like” and Share the OACFDC [Facebook](#) page and follow our [Twitter](#) feed to keep up to date on events, resources and news.*

*Don't forget to keep checking our online OACFDC calendar at <http://www.oacfdc.com/view-calendar-2>*

*We are continually adding events/workshops/webinars which are all great resources for staff and volunteers. If you have an event you would like us to post, please send it along to Brenda at [blagrandeur@oacfdc.com](mailto:blagrandeur@oacfdc.com)*

