LOOKING FORWARD

It’s an exciting time for CEDEC. Our team continues to generate new opportunities that stem from and build upon positive growth. Three important national conferences are being planned for 2016 that touch on all three CEDEC priorities: community economic development, entrepreneurship and small business development, and workforce development. We hope that you will be part of these exciting events.

As part of the Cannexus16 conference a symposium will take place, in conjunction with the Canadian Education and Research Institute for Counselling (CERIC). The symposium will examine integrating mature workers into the labour market, and will feature employer success stories and best practices, some of which were featured in our Diversify with 45+ awareness campaign this year.

To register for this conference, we invite you to visit our website to benefit from special pricing for a limited time.

In March 2016, CEDEC will host a unique national conference on how to conduct business effectively in Canada’s second largest market, Quebec. Conference partners and participants have the chance to get the leading edge on emerging opportunities and connect to a national network of bilingual businesses with the capacity to reach international markets. We look forward to developing partnerships with business networks across Canada to promote this conference and generate new opportunities for businesses.

We are extremely proud to co-host the Canadian Community Economic Development Network (CCEDNet) 2016 national conference. The conference will feature leading speakers and engaging sessions on the latest innovations in community enterprise, workforce development, and creating sustainable prosperity for all.

As we finalize the location and dates for our conferences, we will share information through our newsletters and website. If you haven’t yet connected to us on social media, look for us on Facebook, Twitter and LinkedIn to stay in touch with our activities and other relevant news.

John Gancz
Chair of the Board

John Buck
Executive Director
CEDEC THANKS CATHERINE LIPSZ

“As a mentor with CEDEC, it’s been a wonderful experience to help new business owners as they find their voice and develop their focus. Our group of mentors are collaborative and supportive of each other as we develop our own skills. Our strong desire to give back to the community is satisfied as we work with our mentees through their challenges and their successes. I’m so happy that I can contribute.”

Catherine has been involved in several entrepreneurial start-ups, beginning at a young age in her family owned production plant in Montreal, supplying complete packaging solutions to global customers.

She built a solid production team around the concepts of professionalism, quality, best manufacturing practices and customer service driving the company to success. She followed up with a venture into the Montreal retail market with a full service spa. By taking calculated risks and a determined work ethic, common traits for most entrepreneurs, she was able to transition to the small B2C market in a very challenging environment. She is currently a consultant to SMEs helping owners to understand and improve their businesses and transition to a higher level.

Catherine has always been interested in giving back to the community and in education. She has been an active volunteer with her school board as well as lending a hand to 60milliongirls, a local grassroots fundraising organization to build schools in Burkina Faso. She is an enthusiastic supporter of CEDEC and began volunteering her services to new entrepreneurs as a mentor in 2014.

As a long time entrepreneur, she recognizes the benefits of speaking and listening with other entrepreneurs to solve issues. Catherine graduated with a BSc in Mathematics from Concordia University, BEng in Mechanical Engineering and has obtained her MBA from McGill University. She resides in the vibrant neighborhood of St. Henri in Montreal.

We appreciate enormously the contributions of our mentors who give their valuable time and experience to support entrepreneurs and business owners.

CEDEC is actively recruiting experienced business people to provide advice and help their mentee hone soft skills such as problem solving, critical observations, adaptability and conflict resolution, in order to secure a better future for their business. Contact mentorship@cedec.ca if you would like more information on becoming a mentor or finding a mentor.

CEDEC SMALL BUSINESS SERVICES

GrowthWheel® is a visual toolbox that CEDEC uses to help business owners gain focus, make decisions, and take quick and definitive action in four critical areas:

• Developing an attractive business concept
• Developing and maintaining a strong organization
• Growing lasting customer relations
• Ensuring profitable operations

The easy step-by-step process can get a business owner moving on the right track in as little as 60 minutes providing concrete actions to immediately improve their business.

Loren Dafniotis & Janelle Lunman, co-owners of Comptoir Urbain recently started using the GrowthWheel® process.

“Using GrowthWheel®, CEDEC SBS helped us gain insight into the areas we should focus and work on,” says Dafniotis, who determined with her co-owner Lunman that their immediate priority is to increase their social media presence and develop content for each platform and build other areas of the business in due time.

“The return on investment that this process will bring our business makes it well worth the investment in time and money. GrowthWheel® is a must for entrepreneurs, veteran business owners, and anyone in a management position.”

GrowthWheel® can be used by all types and sizes of business, in any industry and at all life stages. CEDEC’s GrowthWheel® certified consultant specializes in small- and medium-sized business as well as non-profits and social enterprises.

Using GrowthWheel®, CEDEC Small business Support helped us gain insight into the areas we should focus and work on

“The return on investment that this process will bring our business makes it well worth the investment in time and money. It is a must for entrepreneurs, veteran business owners and anyone in a management position.”

Loren Dafniotis, business owner
Toby Maurice, who grew up in St-Augustine, Quebec, shared his entrepreneurial journey as co-founder of Wipebook, a company that started as part of his studies at the University of Ottawa. From a Kickstarter campaign to Dragons’ Den, Wipebook’s whirlwind success has come with challenges and tough decisions.

“If you’re a proven start-up, that is you have had some past successful start-ups, it’s easier to get people to back you. But if it’s your first kick at the can, you’ll need to demonstrate sales. But how can you do that with no money?”

You can read more about the Wipebook success story at www.cedec.ca.

LEADING THE WAY TO A PRODUCTIVE WORKFORCE

In 2014, CEDEC conducted research that resulted in a Workforce Development Strategy-Concept Paper. With the concept paper in hand, CEDEC recently engaged key stakeholders through an online survey to help develop a Workforce Development Strategy to increase the English-speaking communities’ competitiveness in Quebec’s labour market. In addition to this participation, we’d like to thank the stakeholders that participated in a focus group to dig deeper into the issues, including representatives from Youth Employment Services, La Passerelle, Emploi-Québec, Bishop’s University, the First Nations Human Resources Development Commission of Quebec, the Comité sectoriel de la main-d’oeuvre and Employment and Social Development Canada.

With this critical stakeholder input, our team is working hard over the summer to launch the official strategy in the fall months which will build a framework and provide direction for ongoing and future workforce development and employment challenges.
TOURISM PARTNERSHIP BOOSTS DEVELOPMENT IN QUEBEC’S LOWER NORTH SHORE

The tourism industry in Quebec’s Lower North Shore is getting a boost thanks to a partnership between the Coasters Association and CEDEC to build up the existing regional tourism infrastructure and network.

Aligned with what has been accomplished from past tourism plans in the region, this phase will bring tourism promoters together to ensure effective integration of new tourism products in the marketing of the Basse-Côte-Nord.

Small businesses and local organizations will also benefit directly from this partnership as we support the development of quality tourism products that highlight authentic experiences within the French, English, Innu and Métis cultures and the region’s breathtaking natural landscapes.

Underlining all of these efforts is the critical training of the local workforce in key tourism skills and trends to provide positive experiences for their visitors.

Exciting new opportunity in Kegaska

In Kegaska, upon breaking ground for a new tourism welcome centre, new archeological remains were discovered which immediately halted construction and started making the community think about excavation.

This new find adds to the discovery of a significant number of other important archeological sites in Blanc-Sablon dating about 9000 years ago until the 16th century, marking the earliest-known contact between Aboriginal peoples and Europeans in Canada.

CEDEC is working with researchers at the Smithsonian museum in New York to properly document and preserve archeological sites for the long-term tourism opportunities that they present.

TOURISM OPENS DOORS TO NEW OPPORTUNITIES

With almost $85 billion in total annual spending, tourism significantly contributes to business and economic development in almost every community across Canada.

In 2012, the tourism sector accounted for 1.7 million jobs, 9.4% of all jobs in Canada. It grew by 1.5%, outpacing job growth in the total economy.

We now look to partners and opportunities surrounding the strategy. Through Tourism 2025, we expect to:

- Stimulate new business development and create jobs
- Support the growth of existing businesses directly or indirectly related to tourism
- Provide a framework for partnership development with key tourism stakeholders

To read Tourism 2025: CEDEC’s plan to create 46,900 jobs and inject $5.2 billion into the economy, visit cedec.ca/tourism.

CANADIAN PLAN FOR ECONOMIC DEVELOPMENT OF OFFICIAL LANGUAGE MINORITY COMMUNITIES

Watch for some exciting announcements coming later this summer!