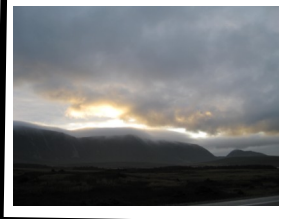
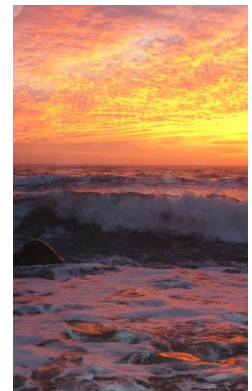


In The Zone

Volume 1, Issue 2

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Working Together



Business Succession Planning Luncheon Held



The Marine and Mountain Zone Corporation; Port aux Basques & Area Chamber of Commerce; Gateway Community Business Development Corporation; Department of Innovation, Trade & Rural Development; Human Resources Labour & Employment; and the College of the North Atlantic joined forces to host a session on Business Succession Planning for local business owners on November 23, 2010. This issue was brought forward by business owners this past June during another business network luncheon. Simone

Mercer, Labour Development Officer with HRLE, gave a presentation on the do's and don't's of this very important issue. Simone explained that succession planning is the process of finding the right people and developing their skills to meet the needs of an organization now and in the future. She discussed the benefits and challenges of keeping a business in the family and of selling the business. She suggested that business owners start to plan by communicating their plans to family members, documenting what they want to happen, identifying potential issues, training potential "future owners" with the appropriate skills, knowledge and abilities, and consult with professionals. She discussed the basic steps in developing a plan to exit the business and as well, to cross train key employees to be ready to fill key positions if necessary. This session is the first of three business luncheons planned. The next two sessions planned for the new year will focus on "Orientation Training for Staff" and "The Multigenerational Workforce." If anyone would like further information please contact Debbie Munden or Patsy Brownrigg at MMZC office (695-9350).

Marine and Mountain Zone Corporation



Craft Session Held



Local Artist Austin Clarke

This past June, staff from Marine Mountain Zone Corporation (MMZC) and Innovation Trade & Rural Development (INTRD) hosted and facilitated a Craft Roundtable which brought together crafts people from the major attractions in the region. From this session, pricing of products was a major issue and the participants requested further information on the topic. MMZC and INTRD recruited the services of the Craft Development Specialist with INTRD, Brenda Stratton, to host a "Pricing your Product" workshop, which took place on October 27th. Ten people were in attendance for the 3-hour workshop. The session was well received with an identified objective by the participants to have another session in February or March. MMZC and INTRD welcome the opportunity support the craft sector. Such topics being considered for the next session include: Cultural Product Development; Writing for Point of Purchase Cards; Marketing Your Craft, etc. For more information or suggestions please contact Patsy at the Zone Board Office, at 695-9350.

Small Business Week

The Port aux Basques and Area Chamber of Commerce has recently hosted Small Business Week events in the zone 10 region. The week was full of informational sessions designed for the small business community, including a gala dinner and awards ceremony where two businesses were named Small Business of the Year. St. Christopher's Hotel accepted the award under the tourism industry while Gateway Bus Lines won the award under the category of transportation. Congratulations to both winners, your hard work and dedication to your community are very evident.

Wage Subsidy Programs

The Chamber is currently running two wage subsidy programs throughout the area, one targeted to youth ages 18-29 known as Linkages. This program has put six youth into the work force and will assist them in gaining valuable work skills to take to future employment opportunities. The second program is the Targeted Initiative for Older Workers, designed to place individuals between the ages of 55-64 back into the workforce. These individuals are given training that will give them the skills necessary to function in today's workforce.

CBDC



Breakfast of Knowledge

CBDC Gateway sponsored a successful "Breakfast of Knowledge" that was held at St. Christopher's Hotel October 22nd during Small Business Week. The breakfast attracted approximately 25 people most of whom were local small business owners/operators. Guest Speaker for the event was well-known lawyer Andrew Parsons who gave an informative talk about the why's and why not's of business incorporation. CBDC Gateway Executive Director Shaun Shea reports they will host a follow-up "Breakfast of Knowledge" early in the new year entitled "Tax Tips for your Small Business".



New Business Start-ups on the Rise



There have been a number of new business start-ups in the local area during the past 12 months and at least 10 that have received support under a program delivered by CBDC Gateway known as Self-Employment Assistance (SEA). Karen Herridge-Strickland, Development Officer employed at CBDC Gateway helps to co-ordinate this program which assists EI eligible individuals through a process of building a business plan to aid in determining the feasibility of starting their own business. An example of a participant under the program is Dan d'Entremont who began his own mobile glass and windshield repair business in July 2010. Dan had previously been employed as a glass technician for a windshield repair business in Halifax for approximately 5 years. He and his wife Sherry who is from the area wanted to return to Port aux Basques and the SEA Program provided Mr. d'Entremont with the opportunity to start his own business. Dan reports that he is pleased with the progress of the business to date and he is grateful for the support and assistance provided by CBDC Gateway. Please give Dan a call at 694-1569 for all of your glass requirements.

CBDC Gateway Employees Recognized for Service

Karen Herridge-Strickland and Joyce Meade were recently presented with long- service awards as employees of Gateway Community Development Corporation (CBDC Gateway) during special ceremonies held in St. John's in September. Karen and Joyce celebrated this important accomplishment with their peers in attendance from 41 CBDC's located throughout Atlantic Canada. The prestigious awards were presented to Karen and Joyce by Monique Collette, President of the Atlantic Canada Opportunities Agency (ACOA). Congratulations Karen & Joyce!

