

# The Business Connection

Quarterly Newsletter from your local Business Centre—GEDC  
QR 1 2016

## Rebranding Update!

We are diligently working away on re-branding the organization, our new logo was launched during the 2015 Business Week and brings a cleaner image with accent colours of blue, green, and white.

The rebrand was started to give a clearer message of who we are and what we do. For example; We help the business community with counseling,



business plan guidance, and loans; we help the community as a whole with our various projects and implementation of their recommendations through partnerships, workshops and events.

Did you know we are one of 61 CFDC's in Ontario and have been in operation for 27 years going on 28 years!!!

Since the launch of our new logo we have been working with creative designers on our new promotional and stationary items.

Here you will see a “sneak peak” of our design for our corporate displays!

The idea of the new concept is that the "G" represents Greenstone;

- ◇ Business Development happens 'within' greenstone.
- ◇ Unlocking your potential can happen 'within' Greenstone .
- ◇ Community development can happen 'within' Greenstone.

The idea of titling it is meant to illustrate that the GEDC Business Centre



understands thinking unconventionally or "outside the box", coming up with fresh ideas, etc.

The concept is modern, fresh, and simple. There is an "iconic" feel by using the G with the new logo, and is expected to have longevity for the GEDC.

The new concept will be the basis for the rest of our promotional and stationary items such as our PowerPoint and Portfolios.

Stay tuned for more updates!!!

## In this issue

Rebrand Update P.1  
GEDC P.2  
CED Activity P.3  
Roadmap P.4

## What is GEDC?

Greenstone Economic Development Corporation (GEDC) is your local Community Futures Development Corporation (CFDC).

We provide FREE services to both the business community and inspiring entrepreneurs. We assist with all your business needs. Check out our website for more information: [www.gedc.ca](http://www.gedc.ca)

### MISSION

Foster and encourage the start-up and operation of successful enterprise in all economic sectors within the Greenstone Service Area.

### MANDATE

Strategic community planning and socio-economic development

Support for community based projects

Business information and planning services

Access to capital for small and medium sized businesses and social enterprises

## GEDC BUSINESS CENTRE AT A GLANCE



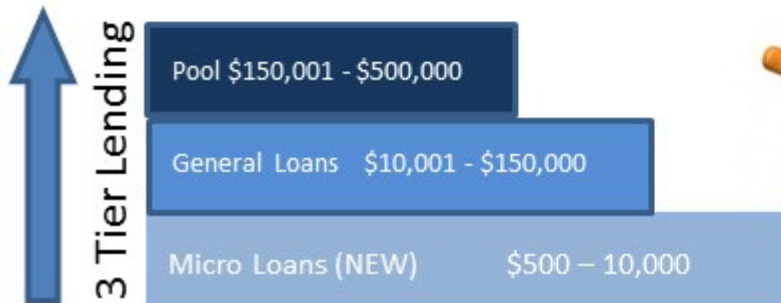
Local Business Centre  
One of 61 CFDC's in Ontario  
Servicing the area for 27 Years

Bilingual



BUSINESS COUNSELLING

Projects



Greenstone Economic Development Corporation (GEDC) is a community-based, non-profit organization, representative of the communities within the Greenstone area: Aroland First Nation, Beardmore, Caramat, Geraldton, Ginoogaming First Nation, Jellicoe, AZA (Lake Nipigon Ojibway First Nation), Longlac, Long Lake #58 First Nation, Macdiarmid, Nakina, BZA (Rocky Bay First Nation), BNA (Sand Point First Nation) and Orient Bay.

Check out our website [www.gedc.ca](http://www.gedc.ca)

# Community Economic Development (CED) Activity / Projects

## Business Outreach Initiative

GEDC Business Centre in partnership with the Municipality of Greenstone have launched the Business Outreach Initiative in Greenstone. The goal of this initiative is to have face to face discussions to raise awareness, get feedback from businesses, and to provide information on available services.

The GEDC Business Outreach Officer and Municipality of Greenstone Tourism Coordinator will be travelling to Greenstone businesses this spring as part of the initiative. An information pamphlet will be distributed to all the businesses containing contact information, what we do, the services we provide and what we can do to help.



## Online Business Directory



The GEDC business directory received a number of enhancements to increase functionality and better serve the businesses in the region. Over 300 businesses are now listed on the directory, and approximately 2000 English and French search-filter terms have been programmed as part of the enhancements.

An enhanced Business directory was among the top requested services by Greenstone businesses in the BR+E survey.

Email [brian@gedc.ca](mailto:brian@gedc.ca) to add/update your business information, and hours of operation.

## Excel-Erate' Yourself with Microsoft Excel



'Excel-Erate' Yourself Part 2 will be offered at GEDC on April 27<sup>th</sup>. This is the second installment of a newly developed training series to help businesses of Greenstone learn some tips, tricks, and how-to's for the popular Microsoft program. This hands-on training is designed to benefit users of virtually all skill levels. Watch for additional training coming soon for Microsoft Word, Powerpoint, Publisher and 'Excel-Erate' Part 3.



**Do you have a workshop idea that would benefit your business?  
We would like to hear from you! Contact us at [info@gedc.ca](mailto:info@gedc.ca)**

## 2016-2019 Strategic Road Map Overview

GEDC completed their 2016 –2019 Strategic Plan at the end of 2015, and from it published a “Strategic Roadmap” for public distribution. The Roadmap provides a nice snapshot of our plan outlining our vision, mission, mandate, core values and goals for 2016-2019; which were discussed in our previous newsletter. The other part of our Roadmap shows some highlights of our activity from 1988—2015, as seen below!



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### GEDC

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