

# The Business Connection

Quarterly Newsletter from your local Business Centre—GEDC  
QR 3 2014

## New Staff at GEDC

### **GEDC is pleased to announce the new Executive Director and Business Outreach Officer:**



Sylvie Goulet was born and raised in Geraldton. She has been married for 29 years and has raised two sons. She enjoys the outdoor life and spending time with her family and pets.

Sylvie is fluent in French and English with over 22 years of management and business experience. She has worked in many sectors including government, education, financial, and retail. In January of 2006 she decided to focus her career on the business aspect, and accepted a position as “Business Advisor” for the Ontario Self-Employment Benefit Program” which was delivered through GEDC. In 2007 she was promoted to the Bilingual Business Development Officer, and in 2013 she stepped into the interim Acting Manager position.

In July of 2014 Sylvie was promoted to the Executive Director title. With her expertise, Sylvie plans on continuing the great work that GEDC has done over the past 25 years.

Madison Schell is joining the GEDC Team as the Business Outreach Officer. She has lived in the Greenstone area since 1998 and participated in many local clubs and sports. She attended Geraldton Composite High School graduating with honours. She has earned a diploma in Esthetics from Seneca College and is currently attending Durham College online for Human Resources. She enjoys spending time with her dog, Phoenix and loves to travel. With a keen eye for trends and a spark for new ideas, she is excited to work with the residents of Greenstone during their entrepreneurial journey.



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### 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'S BUSINESS DEVELOPMENT DIVISION

At GEDC, we offer a wide range of programs and services to encourage and foster business development throughout our communities. We assist in small business start-ups, and in the expansion and/or modernization of existing companies through a variety of programs which include business development loans, entrepreneurial training, and services designed to address issues impacting rural communities. Our financial and support services assist entrepreneurs in attaining their goals, while providing opportunities throughout our region.

### GEDC's services

- Access to Capital
- Free business counselling
- One on one business consultations
- Guidance with business plans
- Access to business resources
- Grant information
- Seminars/workshops
- Self-help resource center (computer workstation)
- Bilingual services



### Access to Capital

#### **General Loans**

- Repayable loans up to \$150,000  
When financing through financial institutions are insufficient or declined
- Guided approval process to be completed
- Primary objective is to invest in sound businesses that created and maintain sustainable employment in all economic sectors within the Greenstones services area

#### **Regional Loans (Northwestern Ontario Investment Pool)**

- Repayable loans up to \$500,000
- A partnership of six Community Futures Development Corporations (CFDC) in Northwestern Ontario
- Application will be taken through your local CFDC
- Comprehensive business plan will be evaluated by a third party consultant

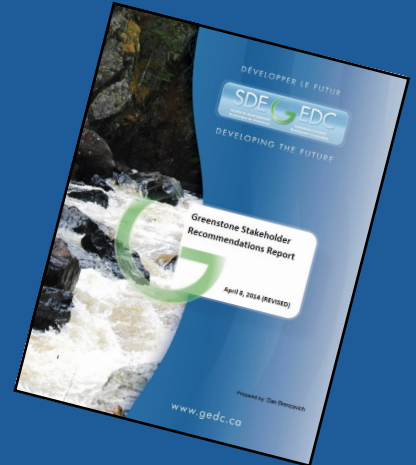
If you are interested in starting or expanding your business contact our Executive Director - Sylvie Goulet at 1-807-854-2273 ext 27 or email [sylvie@gedc.ca](mailto:sylvie@gedc.ca) for a consultation.

**LET GEDC HELP YOU UNLOCK YOUR POTENTIAL**

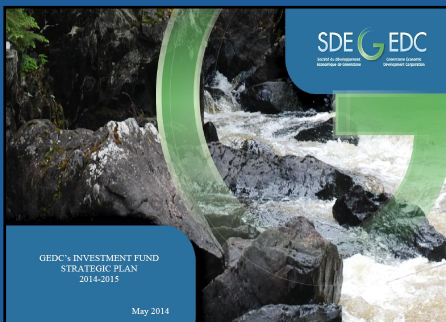
# Community Economic Development (CED) Activity / Projects

## BR+E Update

The Business Outreach Officer, Madison Schell, will be reviewing the BR+E Reports; continuing with the GEDC Strategic Session Report and GEDC's recommendations. In addition she will be following up on the suggested recommendations for the "Actionable" stakeholders to see if there is news to report back on, and offer GEDC's assistance where needed. In light of information that arose from the BR+E Final Report GEDC will be proceeding with two projects in 2015 derived from the findings of the Greenstone BR+E project. More details to follow!



## Investment Fund Strategic Plan



To review GEDC has developed a comprehensive Investment Fund Strategy, which will look at a new IF Strategy Goals through Micro Loans, Growth Development, Professional Development Seminars / Workshops, Advertising and Business Services.

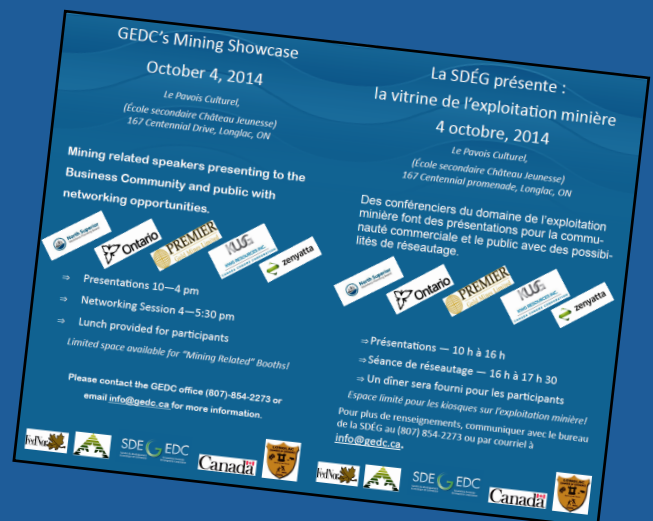
The plan is underway with the Business Outreach Officer starting work on the Micro Loan process, Application and Policy. Workshops and Seminars are also being lined up with the first round being held during Business Week in October.

## GEDC'S Mining Showcase

GEDC held a Mining Showcase October 4, 2014 in Longlac in partnership with the Longlac Chamber of Commerce; the event was a sequel to our Longlac "Fam Tour" in February 2011. There were mining related speakers presenting to the Business Community and public with networking opportunities.

Speakers included; North Superior Workforce Planning Board (NSWPB), Zenyatta Ventures Ltd., KWG Resources Inc., Premier Gold Mines Limited, and Ontario Geological Survey (OGS).

More information in our next edition!



# Annual Business Week: October 20 - 24, 2014

Small Business Week is a celebration of the creativity and energy of entrepreneurs, Small Business Week creates awareness of the significant contribution small businesses make to our economy.

GEDC plans daily workshops for week ending in an open house at the office on the Friday. See below for details:

## Monday October 20<sup>th</sup>, 2014

### ***"Digital Resources & Outreach"***

Topic: Website Creation & Social Media

Time & Place: 1:00pm - 4:00pm

GEDC, 1409 Main Street, Geraldton

### ***"AFNOO" (Delivered in French)***

Topic: Diversification of Income & Services / Brand Image

Time & Place: 5:30pm—8:30pm

GEDC 1409 Main Street Geraldton

## Tuesday October 21<sup>st</sup>, 2014

### ***"AFNOO" (Delivered in French)***

Topic: Diversification of Income & Services / Brand Image

Time & Place: 1:00pm -4:00pm

101 King St, Suite B Longlac

## Wednesday October 22<sup>nd</sup>, 2014

### ***"Paro Centre"***

Topic: Programs, Services, Peer Lending Circle

Time & Place: 9:00 –11:00 am

101 King St, Suite B Longlac

### ***"MTW Employment Services"***

Topic: Programs & Services

Time & Place: 1:00 - 2:30 pm

GEDC 1409 Main Street Geraldton

## Thursday October 23<sup>rd</sup>, 2014

### ***"Paro Centre"***

Topic: Programs, Services, Peer Lending Circle

Time & Place: 9:00am -12:00pm

GEDC, 1409 Main Street Geraldton

### ***"Accessibility for Ontarians with Disabilities Act"***

Topic: Mandatory Training for all Customer Service Employees

Time & Place: 1:30pm - 4:00pm

GEDC, 1409 Main Street, Geraldton

### ***"Grow Greenstone One Co-Op at a Time"***

Topic: Co-op & Business Development

Time & Place: 6:30pm - 8:30pm

GEDC, 1409 Main Street, Geraldton

## Friday October 24<sup>th</sup>, 2014

### ***"Open House"***

Place: GEDC, 1409 Main Street, Geraldton

Everyone welcome!

### **No Cost to Participate! Limited Seating!**

For information or to register

contact Madison at

854-2273 ext. 22 or [madison@gedc.ca](mailto:madison@gedc.ca)

#### GEDC Staff:

Sylvie Goulet, Executive Director

Shelly Stanert, Administrative Officer

Madison Schell, Business Outreach Officer



GEDC

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