

# The Business Connection

Quarterly Newsletter from your local Business Centre—GEDC  
QR 4 2015

## We have a new Logo!!!

Through feedback received GEDC Board of Directors and staff felt the need to develop a new logo that better described what the organization does and how it serves the Greenstone Region.

Did you know that we are one of 61 Community Future Development Corporations (CFDC's) in Ontario and funded by Fed-Nor? We have been established since 1988, servicing the Greenstone Region for over 27 years! To date we have created/maintained over 2300 jobs, assisted 384 businesses and disbursed \$13,158,275 in business loans.

With the pending development, entrepreneurial and business opportunities arising in our area it was important for us to get our message out in order to help our community better. We rebranded as GEDC Business Centre with a new logo to clearly identify who we are and the services we offer. We are still GEDC (Greenstone Economic Development Corporation) but using the descriptor "Business Centre" we feel gives a clearer meaning. Our new logo has been launched and new Outdoor



sign has been installed (see above)

In conjunction with our rebrand we recently completed our 2016-2019 Strategic Plan that discusses our Core Values, Goals and Supporting Strategies for the next three



years. We will also be publishing a summary version in a "Roadmap" brochure for public distribution and reference.

### CORE VALUES:

- ◇ Confidentiality
- ◇ Quality
- ◇ Adaptability (Bendability)
- ◇ Open Door Policy.

### GOALS:

- 1. Business Development**  
*Strengthen the business community and potential entrepreneurs through resources, knowledge and support.*
- 2. Regional Projects**  
*Pursue projects and activities based on community needs and priorities.*
- 3. Partnerships**  
*Develop and maintain partnerships to support regional growth.*
- 4. Growth Sectors**  
*Monitor and assess the region for viable sector-specific opportunities and collaborate with Stakeholders.*

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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 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

## Youth Entrepreneurship Awareness

The stakeholder report from the 2014 BR+E project listed several youth-related recommendations. Among those was a recommendation to engage youth and make them aware of advantages and opportunities of entrepreneurship. In partnership with the North Claybelt CFDC/ Northern Ontario Youth Entrepreneurship Initiative, Geraldton Composite High School and Marjorie Mills Public School, we created an event to help fit that recommendation. The GEDC Youth Entrepreneurship Awareness event took place on November 17th, 2015 at Geraldton Composite High School and Marjorie Mills Public School.



The strategy behind the event was to engage youth through an impactful motivational speech from a young, successful entrepreneur.

The event featured keynote speaker, The Illusionist: Lucas Wilson. Lucas, age 25, is an entrepreneur and business owner from Port Dover, a small town in Southern Ontario. He turned his dream into a successful, full-time business through hard work and dedication, and delivers an inspirational story that captivates and engages his audience. Lucas has made appearances on popular reality television shows including Dragon's Den and Canada's Got Talent. We invited all students grades 6-12 in the Greenstone area and over 400 students attended the event.

To determine the event effectiveness, a short 4-question survey was distributed to students to gauge the following criteria: Overall impact, level of interest in entrepreneurship prior to/after the event, and was there a positive message received? Overall, the event was highly rated and over 60% of students commented about the positive messages from Lucas's speech. Teachers that had attended the event also had the opportunity to provide feedback and many teachers indicated that the entrepreneurial message was well-received and that more events/encouragement similar to this would be beneficial for students in Greenstone.

## Business Compliance Brochure – Is Your Business Compliant?

The GEDC, in partnership with the Greenstone Regional Skills Centre, Thunderbird Friendship Centre, Contact North, and MTW Employment Services produced a brochure to help raise awareness for local businesses about health and safety compliance information. This committee project stemmed from GEDC's BR+E recommendations regarding available training resources in the region. The goal is to help local businesses recognize essential training requirements, and assist with information and resources to help ensure all businesses in Greenstone are compliant with Ontario regulations. The brochure was distributed in close proximity to the Health and Safety for small business course (October 16<sup>th</sup>), which focused on crucial health and safety compliance information in Ontario.



**GEDC'S Business Week a Success!**

The GEDC Business Centre organized a number of events as a celebration for Small Business Week in Canada. (October 16 -23)



On Friday October 16<sup>th</sup>, GEDC, in partnership with Thunder Bay CEDC and Entrepreneur Centre hosted two seminars for Small Business in Greenstone, which were offered by several other CFDC's in Northern Ontario during the month of October. 'Show Me the Money' featured five presenters including GEDC with information about funding and grant resources available to small businesses in Northern Ontario. The Health and Safety for small business course conducted by expert trainer, Kamil Rizvi (Public Services Health & Safety Association), featured crucial knowledge and compliance information that all business need to know about the Occupational Health and Safety Act. The course brought in 27 participants, which was the highest turnout recently for this course.

'Excel-erate Yourself', a Microsoft Excel training course was offered on October 21<sup>st</sup>. The session featured tips, tricks, and how-to's for the commonly-used program. The course was part 1 in a series of Microsoft training programs designed to help users of all skill levels improve their knowledge of Microsoft Office and its functions. Watch for future workshops coming soon! GEDC had an Open House on October 22nd offering a sneak-peak at their new logo. GEDC staff was on hand to provide information and give a tour of the business centre and its features.



GEDC's Mini Trade Show and new logo launch took place at the Royal Canadian Legion in Geraldton on October 23<sup>rd</sup>. This new event was created to help give free exposure to small businesses in Greenstone. Over 80 people turned out to see the business showcase. Attendees were greeted with a business week item, coffee, and cake revealing GEDC's new logo.



**GEDC Holiday Hours**

Closed December 24, 2015 at Noon, reopen December 29, 2015

Closed December 31, 2015 at Noon, reopen January 4, 2016

Have a safe and joyful holiday season!

GEDC Staff:

Sylvie Goulet, Executive Director  
Shelly Stanert, Administrative Officer  
Brian Adams, Business Outreach Officer



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