

# PACE PERCEPTIONS

Volume 3 Issue 1

February 2012

## Annual General Meeting

Patricia Area Community Endeavours held their Annual General Meeting on Tuesday, January 17, 2012.

Announcements were made regarding Business of the Year, Project of the Year and our Chair (after nominations and a vote) remained the same. Congratulations Anne Krassilowsky!

PACE withdrew from the

Northwestern Ontario Investment Pool in early 2011. With the increased demand locally meant that the pressure on the Investment Fund was increasing and we did not want to face a situation where funding would not be available for qualified local business propositions.

On the Community Development side, demand for the Local Initiative Fund was strong despite more rigorous

guidelines implemented by FedNor. The Board has raised concerns with FedNor regarding this shift in focus and will continue to press for more flexibility to support projects that improve "quality of life" aspects of rural living.

We thank each of you for your support, dedication and leadership in the region.

## The Chair's Message

The Board has been very active in the past year. Early in the term, we conducted an internal review of our operations and identified a number of areas which we felt could be strengthened. In particular, we focused on community presence, policy review and our public profile. To this end, we held Board meetings in Sioux Lookout, Wabigoon Lake Ojibway Nation and Ignace as well as participating in the Sioux

Lookout Home and Trade Show. As we look back on the year that was, our Board, together with staff would like to acknowledge the courage and determination of the new entrepreneurs of 2011. We wish them much success as they continue to build on the strength of their investment.

Volunteerism is also critical to the strength and quality of life in rural Canada. Our region is blessed with a strong contingent of volunteers and

not for profit organizations throughout the region. Through the Local Initiatives Fund we are able to assist many of these groups with projects that enhance the economic viability of their community.

Thank you to all our Board members and Staff for their dedication and commitment!

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**We're on the web:**

**[www.pace-cf.on.ca](http://www.pace-cf.on.ca)**

## Business of the Year



Ryan Ewonchuk accepts the award for Patricia Area Community Endeavours Business of the Year from Chair of the Invest Committee, Rob McClendon.

From sponsoring baseball teams, hockey teams and stock car racing events to organizing the popular Mike

Rushak Memorial Pool tournament, which has raised over \$90,000 for the Dryden Regional Health Centre; Bob and Shirley Ewonchuk at the Central Hotel have been strong community supporters in Dryden since 1988.

All this, in addition to operating a sound business

which is a landmark in the City of Dryden and provides a popular restaurant for locals.

The 2010-2011 PACE Business of the year is The Central Hotel.

Congratulations!

## Project of the Year



Sherry Graver accepts the award for Patricia Area Community Endeavours Project of the Year from Chair of the Community Development Committee, Richard Wetelainen.

The **Supporting Participation of Recreation Tourism (S.P.O.R.T.)** Committee is a

non-profit organization that was founded in September 2010. Their project was "Marketing Events" in which the goal was to better promote events regionally and recruit new members locally via radio, newspaper and internet advertisements. With more exposure to the public's eye they

could generate more awareness of recreation and sport tourism events. Once S.P.O.R.T. is anchored in Ignace, ON they would like to see it go regional and partner with neighbouring communities to share in the experience.

Congratulations!

## NorWynns Auto Service



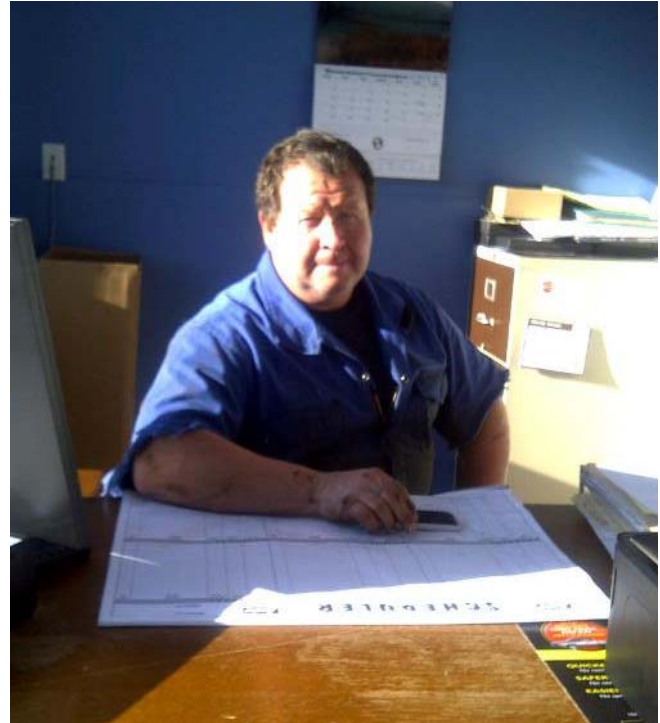
As we enter 2012, the Self Employment Benefit Program continues to support eligible entrepreneurs throughout our region.

Noel Winchester from Vermilion Bay has recently started NorWynns Auto Service.

With support of the SEB Program, his wife Leslee and a strong commitment to achieve success, NorWynns Auto Service continues to

grow and provide a much needed service to his community and travelers on the Trans Canada Highway.

If you or anyone you know might benefit from participating in the SEB Program, contact PACE at 1-807-221-3293.



## Upcoming Sessions

All sessions are free of charge and are delivered by video conference in PACE office.

Business Opportunities & Ideas; February 7, 10am-12pm

Lunch & Learn: How to Brand your Small Business; February 9, 12-2pm

Selling & Negotiating to Win; February 14, 10am-12pm

Recruitment & Selection; February 14, 1-5pm

CRA—Payroll Information; February 15, 1-4pm

Marketing Essentials: Positioning Your Business for Success Day 1; February 16, 10am-2pm

Marketing Essentials: Day 2; February 17, 10am-2pm

CRA—Small Business Tax Info Seminar; February 22, 1-4pm

Facebook for Business; February 23, 1-3pm

Are You Ready to be an Entrepreneur?; February 29, 5:30-8:30pm

You can find more information on these sessions & future sessions by visiting our website at [www.pace-cf.on.ca](http://www.pace-cf.on.ca) or call 807.221.3293. To register email Shawndel at [shawndelp@pace-cf.on.ca](mailto:shawndelp@pace-cf.on.ca).

“Our approach to economic development must be modern, focused and in tune with the global trend.”

- Ibrahim Babangida

## Board Members

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*PACE is run by a volunteer Board of Directors.  
They represent all communities in our catchment  
area.*

Did you know most of our members need to drive over an hour to attend each month's Board meeting? Thank you for that commitment!

As a Community Futures Development Corporation, Patricia Area Community Endeavours offers a wide variety of programs and services to support community economic development and small business growth. Within its catchment area, PACE strives to strengthen and diversify the local economy by providing assistance to entrepreneurs and small business.

## *Measuring Retail Market Gravitation*

PACE initiated the *Measuring Retail Market Gravitation* project to determine who out-shops, what they purchase, what motivates consumers to out-shop, where they out-shop and how are they out-shopping. It is anticipated that, armed with this information, PACE can help identify specific targeted strategies that can help reverse this longstanding trend affecting small- to medium-sized retail businesses. This project also examined reasons for such behaviour and why consumers *in-shop* to capitalize and build on existing positive attributes of the retail sectors in the PACE region.

By partnering with and promoting existing businesses in their service area, PACE is hopeful some initiatives can be implemented to re-ignite the Northwestern Ontario retail districts.

Here's a glimpse:

(One question on the Consumer Survey) - "If you could add three new stores to your local retail district, what would they be?" The most popular responses were:

- Plus size women's clothing store;
- Petit size women's clothing store;
- Craft store;
- Fine dining;
- Organic and specialty foods;
- Big chain retail stores and restaurants (e.g. Winners, Home Depot, etc.); and,
- Dollar store.

(One suggestion for what we can do is) The 3/50 project is about choosing three favourite local businesses or service providers that you would miss if they were gone and committing to spend a total of at least \$50 each month with them; not \$50 each but \$50 total. This kind of effort and mindfulness can help keep local businesses in business during these challenging economic times.

Keep reading! [www.pace-cf.on.ca](http://www.pace-cf.on.ca) —> Latest News —> Measuring Retail Market Grav.