

# PACE PERCEPTIONS

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## Spring is in the Air!

It's that time where it's time to renew ... our clocks, our wardrobes, our houses, our taxes, the landscape around us and to start thinking about gardening.

Agriculture is a re-emerging sector in our region.

Which brings up Community Gardens. What is it? It is any group of people that come together to garden. They come in many different shapes and sizes. They can be large or small, raised plots or in planters. They can also be a mix of all these

things! Gardeners can have their own individual plot or it can be communal. Every community garden is different and is determined by what the gardeners want. In Dryden and Sioux Lookout they have raised beds and individually 'contracted'. In Ignace and Eagle Lake First Nation it's a true communal venture. In Machin, they are under way with their planning committee and will be growing next season. We would also encourage you to "Plant a Row, Grow a Row".

This is where you donate a row of produce to your local Food Bank to ensure those in need receive fresh produce as well. Whether you garden on your own or you're part of a community garden—help out your local food bank! If you cannot garden on your own or be part of a community garden, check out your local Farmer's Market or grocery store that carries local produce and locally grown meats, let's get back to knowing our farmers and where our food comes from. Enjoy the season!

## Value-Added Agriculture?

I'm sure you've all heard 'value-added' when it comes to forestry, but agriculture?

This is where agri-tourism, alternate crops, bio-products, fibre, local food & community supported agriculture, organics and small-scale food processing come into play.

Agri-tourism is where you can tour or gain experience on a farm. Alternate crops are fruit wines, mushrooms and Christmas trees, plus more. Bio-products are bio-diesel and biomass crops. Fibre is hemp. Local food & community supported agriculture are food

boxes and farmer's markets. The last 2 are self explanatory. Interested? There is a wealth of knowledge on the web. We want to help with your endeavour— stop in, call or email! We'd enjoy to hear from you.

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**We're on the web:**  
[www.pace-cf.on.ca](http://www.pace-cf.on.ca)



"Innovation is the central issue in economic prosperity."  
- Michael Porter



## You the Business Owner, Problem Solving

As a business owner, you deal with many problems every day. How do you decide which problems to solve right away and which do you leave until later? Think of an important problem you had to solve in the past year..what was it? What did you do to solve it? How did you decide on the best way to solve the problem? Often even the most savvy and experienced business owner feels overwhelmed & confused about what to do to solve what appears to be, multiple

business problems. Ask yourself this: Is solving this problem important for the success of my business? Is this an urgent problem that I should solve soon? Categorizing each issue as Important or Not Important, you are identifying which are your "priority problems". Here are some problem solving steps: 1) Find out what is causing the problem. A closer look will reveal the root cause, describe it in detail, write it down. 2) Think of ways to solve the problem. Brainstorm a list of ideas. Make a

list of possible solutions. Cross out any that will not work. 3) Choose the best way to solve the problem. Choose best ones by taking a look at the Pros and Cons of each one. 4) Make a plan of action. After you decide on solution(s), write down a plan of action that will include: a) your goal, b) the task(s) you need to do to get there, c) deadline to complete & d) method of determining when task is complete.

*Excerpt taken from Seed Winnipeg Inc.*

## Put Social Media to Work

There was a time not long ago when the term "social media" was unfamiliar to many economic development departments (Ec. Dev.). Even today it is not always clear what they mean to an economic development web program. June 2009 on of our Ec. Dev. Tech Trends articles predicted investment attraction websites would have a different appearance...a new social dimension would be added. A 2010 survey of Canadian Ec. Dev. trends by technology company YLM found that 60 per cent of Canadian Ec. Dev. teams are using social

media and another 18 per cent are planning to have them in use by the end of the year. While such media do help to create a "buzz of economic vibrancy", as predicted, their use has become so widespread that they no longer differentiate one investment attraction site from another, or demonstrate the place-making advantages of a community by their mere presence. Simply catching up with social media is not enough to make an EDO competitive. A best practice for an Ec. Dev. web program, therefore, is to put social media to work by means of a

strategic plan. Be clear about your goals. Develop a social media plan to address them. They can help create awareness of your region, locate leads and prospects, generate discussion, build local business communities and more! Be sure to identify how each service will be managed, who is responsible for updates and what means will be used to report on activities of said services.

*To read more ... go to [www.yfactor.com/EcDev/Economic-Development-Tech-Trends](http://www.yfactor.com/EcDev/Economic-Development-Tech-Trends) !*

## The Self Employment Benefit Program

PACE is continuing our commitment with the Province of Ontario to deliver the SEB program. Please note there are no changes to the program nor our coverage area. As we enter Spring, the level of interest in SEB is at a very high level. Citizens of the region are somewhat optimistic & confident and this reflects through the entrepreneurial spirit we have encountered. If you are unemployed, receiving EI benefits or have received EI

within the past 3 years (5 years for maternity/paternity) and you believe self employment can be viable option—consider the SEB program! To be considered though, the candidate must have proven equity in the amount of \$4,500 to contribute to their business. The SEB program, if approved, will provide a living allowance of \$423 each week for a period of 42 weeks. PACE coordinates the SEB program

within the area covering Red Lake, Ear Falls, Machin, Eagle Lake First Nation, Dryden, Wabigoon Lake Ojibway Nation, Ignace, Sioux Lookout, Lac Seul First Nation and Pickle Lake. If you would like more information about the program, contact us at 1.807.221.3293 or email at [jimd@pace-cf.on.ca](mailto:jimd@pace-cf.on.ca).



"As a small businessperson, you have no greater leverage than the truth."  
— John Whittier

## Upcoming Sessions

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

Survey Design for Customer Research; May 3, 2-4pm

CRA—Payroll Information Seminar; May 11, 1-4pm

Performance Management; May 17, 1-5pm

GST/HST Seminar—New HST Rules & Info Seminar for New Registrants; May 18, 12:30-3:30pm

Blogging for Business; May 26, 10am-12pm

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).

## Board Members

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

We have a couple new faces to the  
board...Welcome Ralph Ireland and John Bath!

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.

### Did you know?

We have trained staff to facilitate your meeting, work plan, strategic plan.

We can lend up to \$150,000.

We have Local Initiatives Funding up to \$5,000 for Municipalities, First Nations groups and non-profit organizations.

We can act as a proponent for your funding application.

We rent our Boardroom for meetings & presentations.

We can help with Business plans and funding applications.

We have a full library of resources relating to business, especially exporting.

If you have an article or a topic you'd like to see in our newsletter you can email [calistal@pace-cf.on.ca](mailto:calistal@pace-cf.on.ca).