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## BUSINESS SPOTLIGHT



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**P**ACE is pleased to recognize Bobbie Parr of Parrs Jars located on Princess Street in Dryden as our feature business this quarter.

Bobbie came to PACE in 2020 with concerns about food security in Northwestern Ontario. She comes from a background of community development and is passionate about growing the local food movement.

With the supply chain increasingly unstable, a direct result of the COVID-19 pandemic, Bobbie has seen a need for more accessible ways to shop and support the local farm producers. With many people staying home through 2020

and 2021, a need for online ordering and contactless pick up was preferred, especially for the vulnerable who wanted to avoid the larger grocery stores. Since launching her website and opening her space on Princess Street, the business has flourished adding farm subscriptions and local food sales, educational programs and workshops, kitchen and cold storage rentals for local producers and she also grows food year-round at her small farm in Wabigoon.

Parrs Jars provides local vegetables all year long including micro greens, edible blossoms, pickles, seasonal garden vegetables and living greens. Bobbie believes in supporting other local entrepreneurs and producers so also has non-homogenized dairy in glass jars from a Thunder Bay producer available for purchase through her website.

Her main product she calls her GROW-cery subscription is very popular and keeps her busy throughout the seasons with changing products depending on what is available. Customers are pleasantly surprised with the items they receive on a bi-weekly basis knowing the produce is local and fresh from different gardens. Her collaboration with other producers allows her to grow and promote her business as well as support others in the process.

PACE appreciates the opportunity to assist with this project for Parrs Jars and is grateful for her contribution to economic development in the PACE catchment area. We wish her all the best for the future of Parrs Jars and congratulate her on much success battling the food security issue in the region.

For more information on her business, visit her website [www.parrjars.ca](http://www.parrjars.ca)

## A Word from Our Executive Director ~ Shannon Wogenstahl

Where did the summer go? Reflecting over the past few months the PACE office has been very busy. Staff have been completing some professional development courses related to their position in the organization. We have also been buzzing with traffic from the new business incubators which are flourishing in their new spaces.

I attended manager meetings alongside FEDNOR with other CFDCs in our region which included roundtable discussions on specific issues currently affecting the region. The labor shortage issue, FEDNOR funding programs and immigration were topics of discussion. We are continually monitoring these issues and looking for ways to assist business owners and organizations on an ongoing basis while keeping connected with our communities. The latest changes of the removal of border vaccine mandates and the arrive Can app are welcome news for the tourism sector which will help with a boost to the end of the fishing and hunting seasons.

Our fiscal year end is approaching, and our Annual General Meeting has been set for Tuesday January 17, 2023. Further information will be released in the next month.



PACE is hosting the next R.E.D.O. meeting on October 25<sup>th</sup> bringing together the region's Economic Development Officers. This is a chance for these leaders to discuss their local issues and economic development projects in their communities. I will be attending the meetings and roundtable discussions.

Keep reading on to see what else we have done throughout the summer and what is on the horizon for PACE this fall.

## Mentorship Launch ~ Building a Small Business Mentorship Community

The PACE mentorship program has launched and is currently running along side the Incubator program which began in early spring.

The updated PACE mentorship webpage invites small business owners and entrepreneurs to Request a Mentor or become a Mentor. Both forms are available along with FAQ about the Mentorship program.

Our vision is to build a pool of Mentors accessible via the PACE webpage through an application process. The program aims to



match mentees to mentors on a variety of topics and is seeking both participants to fulfill this need.

The PACE program coordinator is reaching out to retired business owners as well as current and former loan clients in the catchment area to participate as mentors. The catchment area includes Machin, Sioux Lookout, Pickle Lake, Ignace, and Dryden including Lac Seul First Nations, Wabigoon Lake Ojibway Nations, and Eagle Lake First Nation.

The program directly supports Entrepreneurs and Small Business owners by helping new or existing entrepreneurs gain “lived experience” guidance from seasoned business owners. The goal is to assist a new business owner to overcome the challenges and hurdles that they are facing in their operations.

Since the launch, successful matches have been established through the PACE Incubator program. This simple and effective system has supported the informal transmission of knowledge, networking and information sharing opportunities to the new small businesses that PACE supports within the office building.

I encourage anyone with a business background who is looking to pay it forward to visit our webpage and fill out the “Apply to be a Mentor form. Additionally, if you are an entrepreneur or small business needing a Mentor, click the “Request a Mentor” button and your request will be handled. You can also call the PACE office at 221-3293 and ask for Program Coordinator, Sandra Ostman.

*Visit- <https://www.pace-cf.on.ca/mentorship>*

## Incubator ~ Achieving Success in the Incubator Program

Since the launch of the PACE Incubator program our participant small businesses have been met by the public with great enthusiasm, which has driven a lot of new traffic into the PACE building.



## LET'S RECAP:

Chris Black is our resident Registered Massage Therapist and has a modern, user-friendly webpage including the option to book your appointment online. Chris has easily established himself as a RMT as the service dictated its own need for more Massage Therapists in the area making this a busy sought-after service. Chris has made himself readily available to accommodate patients' needs and has been able to capitalize on the benefits of being part of the incubator program. To contact Chris or book an appointment, visit his website at [Chris Black](#)

Sue Wood is a Registered Reflexology Therapist. Sue offers hand and foot reflexology services and can be contacted through email at [fairwood@drytel.net](mailto:fairwood@drytel.net). Sue is growing her business and will be launching a webpage for her growing services very soon. Sue is slowly expanding her business through the incubator program which has presented advantages for her, such as access to new technologies and grants, which has helped her to propel her business in the direction she has desired since its inception. Sue has also taken advantage of some available time for new training...stay tuned for some exciting additions to her already amazing services.





Pauline Douglas is well known in the area as a Graphic Designer. Moving to the office space in the PACE building has made it easier for Pauline to connect with her clients and expand her clientele with the increased exposure of being in town and ease of doing business.

Pauline combines her over 22 years of experience working in the graphic design and printing industry to offer custom quality products. She can creatively produce customized business marketing products as a digital file or printed item. She can create promotional displays, brochures, postcards, signs, logo packages, over size printing and more. Watch for Pauline's Information Card in your mailbox. Give her a call or drop by Monday - Friday 8:30 am - 4:30 pm with your next print project.

Amy Woolfrey operates as a specialist in Foot Care for advanced and diabetic foot issues. Amy is established in her business and works mainly evenings and weekends to accommodate her clients. Her services are not limited to basic foot care, she can also provide an assessment and better education on specific foot issues. You can contact Amy through her Facebook page Amy's Foot Care for an appointment or call her cell at 220-1234.



## PACE Webinars

As part of the Incubator and Mentorship program, PACE has scheduled helpful webinars for our participants as well as any other small businesses needing information to help answer specific questions for their business. A few of the webinar topics will include insurance, social media, Human Resources, and Bookkeeping for business.

For these and other webinars being offered, please check out the PACE website event calendar, or the PACE Facebook page for dates and times. These webinars are free of charge and will be recorded and available to listen to if you are unable to attend the live event.

The next webinar hosted by PACE is Social Media for Business, scheduled for Thursday, November 3<sup>rd</sup> followed by a Bookkeeping webinar planned for Thursday, November 24<sup>th</sup>. Participants must register through Eventbrite to attend these free virtual events. Stay tuned for details.

[Social Media Marketing and Your Business Tickets, Thu, 3 Nov 2022 at 10:00 AM | Eventbrite](#)

**FREE WEBINAR**  
**SOCIAL MEDIA MARKETING AND YOUR BUSINESS**

**JEN HALL**  
CERTIFIED DIGITAL MARKETING SPECIALIST WITH IVY ASSIST

Jen will be discussing why your business needs a social media presence, how to set it up on two main platforms (FB & IG), and what to post.

**RESERVE YOUR SEAT TODAY ON EVENTBRITE**

**THURSDAY NOVEMBER 3RD**  
**TIME 10:00 AM**


**PACE**  
BRIGHTER FUTURES FOR BUSINESS AND COMMUNITY

**CHUKUNI**  
Community Development Corporation

"THIS WEBINAR WILL BE RECORDED"



**P**ACE is hosting an information session along with our partners at PARO on November 2<sup>nd</sup> at the PACE office. This is an opportunity for Women Entrepreneurs to come together to find out more about the services and funding available through the different PARO programs. Watch our Facebook page and website for other upcoming events.  
[www.pace-cf.on.ca](http://www.pace-cf.on.ca)



# Business Information **OPEN HOUSE**

Learn about funding programs  
and business services available  
in the District and how to  
access them!

*Wednesday, November 2, 2022*  
*PACE Board Room*  
*5:30pm to 7:30pm*





## The Around Town View ~

The Overpass market made its debut this year and was well received in the community creating a lot of traffic and interest in the PACE parking lot where it was held every second Tuesday. There was always something to see and purchase with new vendors joining throughout the weeks.



Congratulation to the organizer Kailey Divers on a well attended summer market event. It was nice to see another venue for our local home based and small businesses to attend and promote their products.

With so many markets to attend, vendors and shoppers kept busy attending the farmer's market in Oxdrift every Saturday morning and at the Dryden arena on Thursdays through Days of Summer. Sioux Lookout also had a market every second Friday all summer long.

## Giving Back to the Communities We Serve

PACE staff volunteered at the 4-H milk booth during the annual Dryden District Agricultural Society fall fair. It was a lot of fun, and many shakes and cones were served during the shift. It provided some much-needed relief to the organizers of this booth which is the biggest fundraiser event for the local 4-H club.

PACE staff also donate time once a week and sit on the board of directors for the Dryden Food Bank. Hamper days are busy, and volunteers are always welcome and needed for both the hamper days as well as new board members. With the rise in food insecurity The Food Banks of all local communities are always in need of donations to help those in financial stress. It is great to see businesses participate in food drives on an ongoing basis to help this much needed organization.





## Ignace White Otter Days ~

Ignace hosted their White Otter Days which kicked off on July 1<sup>st</sup> and ran for several fun filled days. Events included White Otter Days Hockey Tournament, Agimak Lake Fish Derby, a Slow-Pitch Tournament, a treasure hunt along with other activities for kids of all ages.



## Sioux Lookout Blueberry Festival ~

Sioux Lookout celebrated their 40<sup>th</sup> Annual Blueberry Festival this year, the events ran from July 29<sup>th</sup> to August 7<sup>th</sup>.

There was plenty of events to get involved in with sports tournaments, escape rooms, the farmer's market, random acts of fun and a photo contest. A wide variety of food and refreshments were always available throughout the weeklong event. Congratulations on 40 years of hosting this great festival.

## Small Business Week ~ October 12<sup>th</sup> to 16<sup>th</sup>

Small Business Week is an annual celebration of entrepreneurship that has been celebrated for 43 years.

Join us throughout the week of October 12th to celebrate local entrepreneurs and small businesses in the area.

PACE is having an OPEN HOUSE and will have information on starting or expanding a business, loan programs and business planning. Talk to our program coordinator about our mentorship opportunities and see our hard-working incubator participants' small business growth. You can enter our draw and help yourself to some refreshments. This is a perfect opportunity to support all local businesses during this week.



## Business Excellence Awards ~ 2022

The 25<sup>th</sup> annual Business Excellence Awards for Dryden were held on September 24<sup>th</sup> at the Best Western. It is always a top-notch occasion for a chance to celebrate local businesses, their owners, and employees. It was great to be back for this in person event after two years of virtual awards. PACE's Executive Director Shannon Wogenstahl attended to present the award for New Business Excellence which was awarded to Fountain



Tire. Congratulations to all this year's winners and nominees, we look forward to another year of excellence in business for all the communities we serve.

## Meet the New Staff Member of PACE

Please join us in welcoming Kristi Darrah to PACE! Kristi is our new Administrative Assistant and began her time at PACE earlier this month.

Kristi will work alongside our Executive Director to assist in the daily operations of the office and support the PACE Staff and Incubator participants. When she's not at work, Kristi enjoys spending time with her family, friends, and pets.

Living in Northwestern Ontario has the most amazing outdoor experiences for everyone who loves this country. She enjoys four-wheeling with her husband, camping, relaxing by fires in the front yard, fishing, and foraging for mushrooms and blueberries in the fall. She was born in Dryden and has lived here her entire life, with no plans to leave. Kristi is very excited to join a team of wonderful supportive colleagues and is thrilled for this new opportunity, and new chapter in her career.

**Welcome Kristi!**

## Upcoming Events ~



The Dryden Fall Fest is quickly approaching and is bigger and better this year.

A full schedule of events has been planned for three weekends in October with activities for all ages.

Click on the link to find out more about all the events for [Dryden Fall Fest](#)

## Christmas is COMING! ~

With Christmas and Holidays right around the corner, consumer dollars are feeling the crunch the past year for basic living expenses. With inflation still on the rise, it will be hard for most households to afford their usual gift giving tendencies.

Shopping early will help to alleviate some of the burden and supporting local merchants and crafters can be a good alternative to higher priced lower quality items along with rising shipping costs. Consider shopping local for your Christmas needs and supporting small businesses that need a boost this time of year.





The Naked North Art Gallery is a collection of many local area artists, designers, and fabricators. A great idea for gift giving this year. The gallery is located at Max the Moose on 284 Hwy17. Their collection includes fused and stained glass, pottery, hand weaving, jewellery, wirework, willow furniture, portraits, pencil drawings, hand quilting, mixed media art and many other items. If you have any questions, you can call the Naked North Art gallery at 223-2895.

When these home base business markets “pop up” in the community, please try to make it out and support your local economy. Your neighbors appreciate it more than any big corporation ever will!

### Board Recruitment ~ Make a Impact in your Community

PACE serves a broad spectrum of communities in Northwestern Ontario and in the interest of developing a diverse and regionally representative Board, we would like to learn more about you, your interests, skills, and experience. The PACE board has a direct involvement in loan application approvals and community development.



We are seeking applications for new potential Board Members. If interested, please visit our site:

[Patricia Area Community Endeavors - Recruitment \(pace-cf.on.ca\)](https://pace-cf.on.ca)

### Municipal Elections

The 2022 municipal elections in Ontario will be held on October 24, 2022. Voters in the province of Ontario will elect mayors, councillors, school board trustees and all other elected officials in all the province's municipalities.

Have your say get out and vote!

