

**SPRING
2012**



News From the Frontenac CFDC
building business — growing communities

Congratulations!

- Congratulations to Judy Kirton on the opening of her new kennel in Harrowsmith. Kirton's Kennels is located at 4854 Colebrook Road - for more information contact Judy at 613-372-5540.
- Congratulations to Annette Gray-Jackson who has opened a new massage therapy clinic in Mountain Grove. Annette is a registered massage therapist and is provincially registered with the College of Massage Therapists of Ontario. For more information or to book an appointment contact her at 613-449-0060 or visit www.annettegrayjackson.com

Do you have business news you would like to share in our newsletter? Contact Krista at 613-372-1414 or email krista@frontenaccfdc.com

Retail Makeover Workshop

In this not to be missed workshop Barbara Crowhurst (<http://retailmakeover.ca>) will be teaching the 3 basic strategies that drive retail sales:

1. Best Practices for Retail Success in 2012 - topics covered include: the retailer's role; marketing; training; the customer experience; financial & inventory planning; staying up to date; staff; knowing your niche; and distinctive product.
2. Creating an Effective Sales Culture - topics covered include: what a retailer & staff's role are; how to approach customers; how fear plays a big part in the retail sales culture; why saying, "Can I help you?" is outlawed; what to say, instead, to get to what the customers needs and wants are; how to deal with all buying types and to spot buying signals; how to overcome objections; and how to deal with add-on sales.
3. Store Design and Product Placement - Barbara covers what makes good retail store design and why placing products in her retail grid system keeps customers in your store longer and buying more. Some of the key issues covered: all surface selections; your store impact in the market place; your signage; window displays; lighting; the cash counter area; traffic patterns; using color effectively; importance of display; what fixtures to use; flooring; ceiling; customer comfort; and product selection and placement in your store.

Learn how these strategies come together to drive your sales. If you only go to one session this year to upgrade your retail knowledge this is the one. **One lucky attendee will win a retail makeover with Barbara the following morning on-site.**

The workshop will be offered the evening of Monday April 23rd in Harrowsmith. Registration is required call 1-888-372-9962, 613-372-1414 or email krista@frontenaccfdc.com to reserve your space. **The session is only open to County of Frontenac Businesses.**

Dimstore Fisherman coming to the Frontenacs



The Dimstore Fishermen is a uniquely Canadian outdoor television program that focuses on the cultural, historical and recreational aspects of the Canadian communities and watersheds that the program visits. Jim Hoey is the originator, host and producer of the critically acclaimed Canadian outdoor documentary that has spawned 153 unique episodes all over Canada. The program takes viewers on a tour of some of the very best in Lake, Ocean, River and ice fishing locations Canada has to offer.

Dimstore Fisherman will be coming to Central and North Frontenac to film their television program from June 28 to July 4 2012. Their visit will coincide with various local Canada Day celebrations and events planned. This program will introduce the Sharbot Lake area to both national and international audiences. The host and film crew will be staying 5 days which will include 2 days of fishing and 3 days filming in various communities. This project will be led by the Land O'Lakes Tourist Association and funded by the Frontenac CFDC through EODP.

FAB Region iPad App Wins Award

Ontario's Food and Beverage (FAB) Region was recognized with an award at the Economic Developers Council of Ontario (EDCO) annual conference in Toronto. The award recognizes the iPad App "How to start a Cheese Making Business in Eastern Ontario" as an innovative use of technology and social media. The App was created in partnership with the Counties of Lennox & Addington, Hastings, Prince Edward as well as the Frontenac Community Futures Development Corporation.

The iPad App is a how-to guide for starting your own cheese making business and contains over 55 pages of interactive content, guidelines and fundamentals for creating a successful cheese making business from start to finish. For more information about the iPad App, to download a PDF copy or to learn more about Ontario's FAB Region visit our website at www.fabregion.ca.

Spotlight Video: Memory Lane Flowers & Gifts



The Frontenac CFDC has been visiting businesses in Frontenac County to find out more about their business and what products and services they have to offer. We have been taking short video clips at these businesses and posting them to our YouTube Channel to help promote businesses in the Frontenacs.

Our newest video features Memory Lane Flowers & Gifts in Sydenham. Visit our YouTube Page to view their video - www.youtube.com/frontenaccfdc

If you have a business in Frontenac County and would like to be featured in one of our YouTube videos please contact Krista at 613-372-1414, 1-888-372-9962 or email krista@frontenaccfdc.com

Reflect & Revitalize



Wendy & Darin Madore, Owners, Shanti Yoga Retreat

Wendy and Darin Madore were in the midst of moving Shanti Yoga Retreat to an expanded location on Wolfe Island when the Frontenac Community Futures Development Corporation called with a business changing opportunity.

"The Frontenac CFDC, through the Access to Capital Program, provided us with financial support to renovate a portion of the main Inn as well as construct a new yoga practice hall," says Darin. The renovations enabled the Madore's – already specializing in yoga weekends, retreats and yoga massage – to open for business year round and expand into retail, creating several new jobs in the process.

"We were very pleased that we had the opportunity to move and expand our retreat business from Prince Edward County to the Frontenacs. We're grateful to the Frontenac CFDC for their support."

The Frontenac CFDC is a non-profit organization funded by FedDev Ontario offering free business advice, workshops, and commercial financing to entrepreneurs and those looking to start a business in the Frontenacs. To find out more about realizing your business dream contact 613-372-1414, 1-888-372-9962 or email info@frontenaccfdc.com

Eastern Ontario Development Program (EODP)

Do you have a great idea that will grow your business or your local/regional economy? Are you located in the County of Frontenac or your project will impact the Frontenacs? You may be eligible for funding from the Eastern Ontario Development Program (EODP) through the Frontenac CFDC.

The Eastern Ontario Development Program (EODP) promoted economic development in eastern Ontario, leading to a diversified and competitive regional economy with successful businesses and prosperous communities. It has been a catalyst in many communities by encouraging new projects and community plans, mobilizing community stakeholders and helping to form partnerships. The program provides resources to the 15 Community Futures Development Corporations in Eastern Ontario, who in turn solicit applications from eligible applicants in their geographic boundaries. The EODP provides resources to CFDCs which invest in projects in three key economic development priorities: Business Development; Community Development; and Collaborative Projects.

For more information about the Eastern Ontario Development Program call 613-372-1414, 1-888-372-9962 or email eodp@frontenaccfdc.com. Applications and guidelines are also available on our website www.frontenaccfdc.com.

In the Fall of 2011 the Frontenac CFDC Board approved the following projects:

- **Circle Square Ranch:** \$42,000 towards a small build project that creates a new facility for youth. This will allow Circle Square Ranch an opportunity to offer more programs to children and youth in the immediate area, and bring more people to the Frontenac County area for retreats and other learning possibilities. Circle Square Ranch Arden has been serving children and youth since 1978. It was birthed through the Circle Square Ranch TV show where children could come in summer months to enjoy a camping experience. As a camp and retreat Centre, they host various organizations to provide team building and leadership training to youth. This project will expand the number of kids and adults who can access the camp, and they have also contemplated an after school program for further usage of the new facility.
- **Township of Frontenac Islands - Rink:** \$13,000 Under the Frontenac Island Township, the Wolfe Island Community Centre Board has been working towards obtaining ice making capabilities during winter months on a newly constructed ice pad. In December 2011, they completed the hydro installation of three phase power to a new refrigeration system, as well as installing concrete pads around the refrigerated building. This has provided ice making capabilities to the new ice pad recently built for Wolfe Island residents.
- **Silverbook Farms:** \$16,175 Over a two year phased process, Silverbrook Farms will utilize green technology for heating and humidity control in two of its greenhouses. This will create "greener" greenhouses by using renewable energy sources to heat and dry growing plants. It will also enable them to expand their growing season and offer new products.
- **MetalCraft Marine:** \$34,775 Over a three year phased process, they will create a Boat Building Apprenticeship Program that will be offered at the Research and Development Centre of MetalCraft on Wolfe Island. The program will be in partnership with the New Zealand Marine Industry Training Organization, who will be instrumental in providing licensing and training materials.
- **Limestone Creamery:** \$10,000 They will learn how to use the new milk processing equipment on their farm in order to provide customers with fresh organic milk in returnable glass bottles, as well as butter products. In addition they are developing online shopping on their website.
- **Mazinaw-Lanark Forest Inc:** \$56,000 Over a three year process, they will obtain Forest Stewardship Council (FSC) certification. This certification will contribute to the potential revitalization of the local forest industry and community development in rural parts of Lanark, Frontenac, Lennox & Addington and Hastings Counties where they can continue to compete in global marketplaces.
- **Frontenac News:** \$1,575 Frontenac News is developing a community portal that includes an interactive business directory with an option of "mini" websites for businesses without a web presence. The portal will also include sections such as seasonal rentals, youth, stewardship/lake life, recreation and seniors.



With the support of the Federal Economic Development Agency for Southern Ontario



Dr. Leslie Reade & Ferdinand, Sydenham Veterinary Services

Community & Caring

When Leslie Reade joined the Board of Directors of the Frontenac Community Futures Development Corporation, her decision was as much about the past as the future.

"I grew up here and remember that fondly," says Leslie, co-owner, with her husband Jack Chubaty, of Sydenham Veterinary Services, a thriving, full service clinic established by Leslie's father 30 years ago. "Although I left to go to school, when it was time to decide where to settle down, there really was no other choice."

Leslie values the Frontenacs as a healthy and safe place to raise a family and grow a business. "Change has brought many opportunities," she says. Helping to strengthen the local economy and make possible the opportunities she now enjoys is one of her goals and greatest pleasures as a member of the Frontenac CFDC Board.

The Frontenac CFDC is a non-profit organization funded by FedDev Ontario offering free business advice, workshops and commercial financing to entrepreneurs and those looking to start a business in the Frontenacs.

"I love helping our community succeed!"

The Frontenac CFDC is now accepting application for the 2012-15 Board of Directors. To learn how you can become a passionate leader in your community call 613-372-1414, 1-888-372-9962, or send an email to info@frontenaccfdc.com



Find us on Facebook and Twitter @frontenaccfdc

And on youtube.com/frontenaccfdc

About the Frontenac CFDC

The Frontenac Community Futures Development Corporation is a non-profit organization whose mission is to stimulate community and economic development throughout the Frontenacs. Run by a volunteer board of directors and funded by FedDev, the Frontenac CFDC offers free business advice, workshops and commercial financing to entrepreneurs and those looking to start businesses in the Frontenacs.

The Frontenac CFDC also provides support to initiatives that are designed to stimulate economic development in the County of Frontenac, and business planning assistance to community organizations.

Frontenac Community Futures Development Corporation

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Visit our website and make use of the many on-line resources available including business information and e-learning courses

Promote your company FREE in the on-line business directory or advertise your community event

Sign up for notification of upcoming events and news on our website.