



CELEBRATING CANADA'S MOST INNOVATIVE COMMUNITY

Registration deadline looming for Friday's Young Entrepreneurs Forum

DON'T MISS THIS OPPORTUNITY!!!!

More than 20 young Western PEI business people will share their stories with participants attending the Young Entrepreneurs Forum at the Rodd Mill River Resort this Friday, April 29.

These young business people represent the trades, technology, primary industries (fishing, farming & tourism) and home based businesses. Confirmed presenters include Sandy Stewart, Tamara Currie, Lindsay Hogan, Curtis Ellis, Geoffrey Irving, Clint Perry, Erica Wagner, Nick MacLeod, Chris Palmer, Matt Sullivan and Ella Hutt, among others. UFIT's Gord McNeilly will be the host for the day which should

make the day both enjoyable and productive.

A mock Dragons' Den will be facilitated by Bill Martin as part of the day's program. Over the noon-hour John Rowe, founder of Prince Edward Island's award-winning Honibe products at Island Abbey Foods Ltd. and a Dragons' Den winner will be guest speaker and Patrick Ledwell will provide comic relief during lunch.

All costs to participants are covered by sponsors. The deadline for registration is Wednesday, April 27.

To register, contact Cletus Dunn by email at cletus.dunn@cbdc.ca or call him at 853-3636 (cell: 394-2026) or register through Face Book at [Young Entrepreneurs Forum 2011](#).

Minister releases progress report on Rural Action Plan

Rural Islanders are already benefiting from the Rural Action Plan in many ways, says Fisheries, Aquaculture and Rural Development Minister Neil LeClair.

"I am proud of the progress that has been achieved since the Rural Action Plan was initiated just over one year ago," said Mr. LeClair. "As a government, we look forward to working with rural businesses, organizations and residents to build on the progress that has been achieved."

The Rural Action Plan sets out seven broad goals and 40 specific actions aimed at the development needs of rural communities. Of the 40 actions, 30 have already been implemented or are underway, while measures are being developed to implement the remaining 10.

Mr. LeClair released a progress report highlighting some of the actions achieved to date. These include the establishment of rural broadband to all areas of the province; opening of the first Rural Action Centre; new investments in the primary industries; establishment of the Culinary Alliance to promote tourism and local food products; and expansion of the provincial watershed program.

To date, more than \$11 million has been approved under the Island Community Fund to support 165 projects across the province.

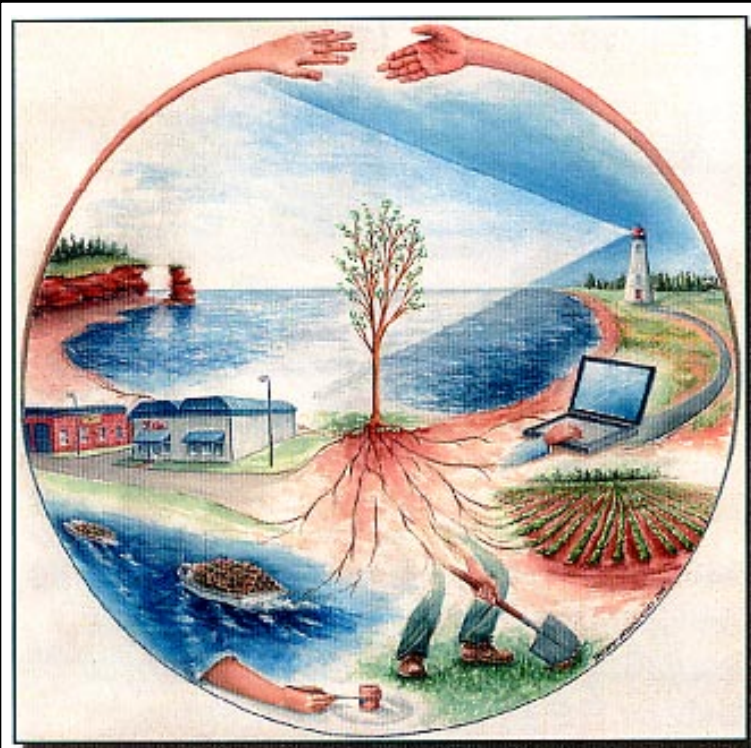
Over \$4 million has supported 350 companies, creating 450 jobs under the Rural Jobs Initiative.

As part of the rural development strategy, the Department of Fisheries, Aquaculture and Rural Develop-

ment was re-located to Montague, the Department of Education and Early Childhood Development to Summerside and the Department of Transportation and Infrastructure Renewal's body and paint shop and financial administration section to Tignish.

"The Rural Action Plan brings a government-wide focus to promote jobs and growth in rural communities and strengthen the quality of life of rural residents," said Mr. LeClair. "It is the first time that the future of rural communities is being addressed by government in a comprehensive manner."

Copies of the progress report are available at Island Information Service or online at: www.gov.pe.ca/ruralactionplan



ENTERPRISE is a monthly on-line newsletter produced by Resources West Inc. to keep Western P.E.I. residents and business operators informed of current trends and successes in the local business community.

The main focus of Resources West Inc. is to stimulate economic development in Western P.E.I., which encompasses the geographic area north of routes 132 and 128. This area also includes the provincially designated community development areas of Tignish, St. Louis-Miminegash, O'Leary, Tyne Valley, and Alberton.

Resources West Mission Statement:

'To actively promote and foster sustainable growth, economic prosperity and development in Western P.E.I. by providing a unique value added service to business, residents and targeted clients.'

Who we are:

David Anderson, Managing Director
Erkki Pohjolainen, Economic Development Officer
David Gamble, Small Business Officer
Mitchell Rennie, Strategic Development Officer

Where we are:

Resources West offices are in the Alberton Business Centre, 455 Main St., open Monday to Friday, 8:30 a.m.-4:30 p.m.

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Prince Edward Island leading the way with forest certification

Prince Edward Island is leading the way with its plans to seek international certification for all its public forest lands, says Environment, Energy and Forestry Minister Richard Brown.

"We are the first government in Canada to commit to having all our public forest lands receive certification," said Minister Brown. "Adopting international standards of care for our forest lands will improve soil conservation, protect watersheds, improve air quality, and protect wildlife habitat for today and for future generations."

The Forest Stewardship Council (FSC) is a non-profit organization that sets standards for forest management. Certification involves meeting strict regulations through a land management plan that must be approved by the certifying body.

The first piece of land to receive certification by the Forest Stewardship Council is 420 acres on the Gairloch Road in Kings County. It will be managed under an agreement with the Macphail Woods Ecological Forestry Project.

"This is very exciting and ground-breaking news since this is the first parcel of public lands in Canada to become FSC certified as a result of a provincial government's initiative and long-term commitment to balance environment, social and economic values that benefit citizens within various communities for today and tomorrow," said Bill MacKay, president of Nagaya Forest Restoration, a certifying agent for FSC.

FSC certification also acts as a market-based tool that promotes good management of forests around the world. The Council works to raise awareness of certification by promoting the purchase and use of FSC certified products.

Minister Brown said the department will continue the process of certifying public forest land with property in western Prince Edward Island.

"Islanders can look forward to seeing more public land certified which will ensure healthy, sustainable forests for today and tomorrow," said Minister Brown.

Entrepreneur styles passion for pets into business serving man's (and woman's) 'best friend'



PETS & OWNERS alike are at home with Tamara Currie.

Many entrepreneur's credit their success to a genuine love for what they do.

An enthusiastic Tamara Currie of O'Leary offer's "I feel that anybody that can love and care for an animal should have a pet regardless of their income."

That pretty much sums up the passion that the owner of Tamara's Pet Parlor has for her clients and their pets.

This unique home based business, which recently launched in November 2010, has a very personal yet professional environment designed to make her frequent clients (dogs and cats) feel comfortable while she caters to their unique needs.

The business quickly developed a loyal following among avid pet owners, frequently seen leaving beaming with pride and affection with their professionally groomed dog or cat.

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Nominate a Business of the Month

Candidates for Resources West Business of the Month represent the best of what Western P.E.I.'s business community has to offer and as such they must demonstrate significant achievements in one or more of the following categories:

- Ethical employer
- Continued Growth
- Ongoing product research and development
- Actively expanding markets
- Overcoming adversity
- Laying a solid foundation for future prosperity
- Responsive to changes in market demand
- Providing economic benefits to Western P.E.I.
- Corporate citizenship
- Sustainability

Know a business in Western P.E.I. that excels in one or more of the criteria outlined here? If so, we want to know about them. Feel free to nominate a deserving business for the monthly recognition. Contact edo@resourceswest.pe.ca or call (902) 853-4555.

Hardy's Channel Fish Co-op is the Resources West April 2011 Business of the Month, Page 6



WHO'S HAPPIER Tamara Currie or a canine client visiting Tamara's Pet Parlour in O'Leary?

CONTINUED FROM PREVIOUS PAGE

Tamara has a certificate in grooming and 10 years of experience in the industry, enabling her to skillfully style, bath, trim nails, pluck, clean ears and anal glands on both dogs and cats, big and small. The bright pleasant shop was carefully planned to accommodate large and injured pet's and is very inviting for her four legged guests.

The pets are provided with fresh drinking water and treats, and can freely roam the parlour. Tamara ensures her clients that their pets will not be cage dried.

"The thought of running a business terrified me at first. I did not have a lot of confidence, but my husband, Mitchell, encouraged and pressed me to pursue my dream," She explains.

"I had great support from Sabrina Milligan at Career Development Services in Bloomfield and later from David Gamble at Resources West and Maxine Rennie from CBDC. My Friend Teresa Ballum of West Prince Bookkeeping has done a great deal for me."

Tamara approached Resources West to apply to the Skills PEI Self Employ PEI program. The Self-Employ PEI program provides individuals with start-up counseling, access to tools and resources, business training and financial support for up to 52 weeks.

She completed the RW Small Business Program in November, which is a series of workshops introducing entrepreneurs to essential business skills. Tamara adds, "I could not imagine trying to start a business or prepare a plan without those workshops, I hope to be able to take more training to support me throughout my career."

For more information on the Self Employ PEI program contact your local Skills PEI office or Resources West at 853-4555 or online at www.resourceswest.pe.ca.

Like any business start-up there have been challenges. Tamara's irritation: "Paperwork! I am learning slowly and so far most of that is taken care of by my book-keeper and Mitchell."

Facebook, particularly the use of photos, has helped to kick start positive word of mouth, which has brought in both new and past customers. "I am grateful for the support I have received from my clients, family and friends and I can't wait to install a run with a cement pad and air conditioning in time for summer."

TAMARA'S PET PARLOUR

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Facebook Tamara's Pet Parlor



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Seniors and Labour
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An electronic newsletter for Island employers on Workers Compensation and Occupational Health and Safety Matters

The Employer Advisor

April 2011
Vol. 7 Issue 4

NATIONAL DAY OF MOURNING

April 28 each year is observed as the National Day of Mourning and this year Prince Edward Islanders are being asked to remember all the men and women who were killed, disabled or injured in the workplace.

The National Day of Mourning originated in Canada in 1984 and today is observed in more than 100 countries world-wide. Its purpose is to acknowledge the serious injuries and deaths of workers and to honour their memory. On April 28, employers, workers and joint occupational health and safety committee members are urged to display the Day of Mourning poster, lower workplace flags to half mast, observe a moment of silence and attend the Day of Mourning Ceremony which is scheduled for 7 p.m. at Province House in downtown Charlottetown.

PEI STEPS FOR LIFE WALK 2011

Sunday, May 1

Western PEI Health & Safety Group, Kensington & Area Chamber of Commerce and MBS Radio are pleased to support the 5km Steps for Life walk to be held on Sunday May 1, 2011, in Kensington. The event is held to raise awareness about the importance of injury prevention across Canada. Steps for Life events launch the annual North American Occupational Safety and Health Week.

Families, friends and co-workers and employers walk to raise awareness about the importance of injury prevention in the workplace and to raise funds for family support programs and services to help victims of workplace tragedy. All funds raised go to Threads of Life Family Support Programs and Services. Threads of Life is a national registered charity dedicated to supporting families along their journey of healing who have suffered from a workplace fatality, life-altering illness or occupational disease.

Registration for the event will take place at the Kensington Train Station (rain or shine) at 9:30 a.m., with greetings at 10 a.m. The guest speaker at this year's event will be Steve Collette. The walk begins at 11 a.m., with BBQ and presentations scheduled for noon. The registration fee is \$20 per person and includes a t-shirt and

BBQ.

For more information or to pre-register please contact Gayle Mueller at (902) 836-7120 or Glenna Lohnes at (902) 836-3209 or visit: <http://www.stepsforlife.ca/> or <http://www.kensington.ca/chamber/>

NAOSH WEEK & SAFETY CHAMPION AWARD

Co-Chairs of the North American Occupational Safety and Health Week Committee, Keith Mullins and Liz Murray, have announced plans for activities May 1-7. The week is sponsored by the PEI Chapter of the Canadian Society of Safety Engineering and the theme for this year is "*Safety and Health: A Commitment for Life! What's Your Plan?*" On Tuesday, May 3, the Kensington and Area Chamber of Commerce will host a Brown Bag Lunch and Learn session with Tom Mugford, Maritime Electric Superintendent of Health, Safety and Environment, on the topic of Safety Management. This event will be held at Kensington Town Hall, 12 noon, and running for approximately one hour.

Friday, May 6, will be designated Professional Development Day. A workshop co-sponsored by the PEI Workers Compensation Board and the PEI Chapter of CSSE is being offered to any interested Safety Committee members on the topic of vision safety. May marks Vision Health month, and the Canadian National Institute for the Blind (CNIB) will provide the workshop titled, Eye Safety. This workshop will take place at the Murphy Community Centre, Room 110, 200 Richmond St., Charlottetown, with registration at 8:30 a.m., opening remarks from 9-9:15 a.m., with the session concluding at 12 noon. A mid-morning refreshment break will be provided. There is no cost but preregistration is required by contacting Liz Murray by phone at 620-3519 or by e-mail at eimurray@gov.pe.ca.

During the week, a Safety Professional of the Day recognition will be announced daily in local media. As a reminder, nominations for the PEI Safety Champion Award are due by 5 p.m., Friday, April 29. Details on the eligibility criteria and the nominating process are available on the Office of the Employer website at www.gov.pe.ca/go/oea under What's New.

Our Fishery, Our Future, Our Business

A young fisherman at the time, Eric Wagner recalls bringing in about 1,000 pounds of lobster and loading it onto the buyers truck, then asking to buy some bait. They buyer told Eric to get the bait himself, to which another fisherman at the wharf replied that he had bait. Eric climbed aboard the other fisherman's boat, got the bait and loaded it onto his own boat and continued about his business only to learn that the cost of bait doubled even though the buyer had no hand in the transfer except to record the exchange in his books.

While not identifying the other individuals involved on that occasion back in 1989, Eric notes, "I remember it as though it happened yesterday."

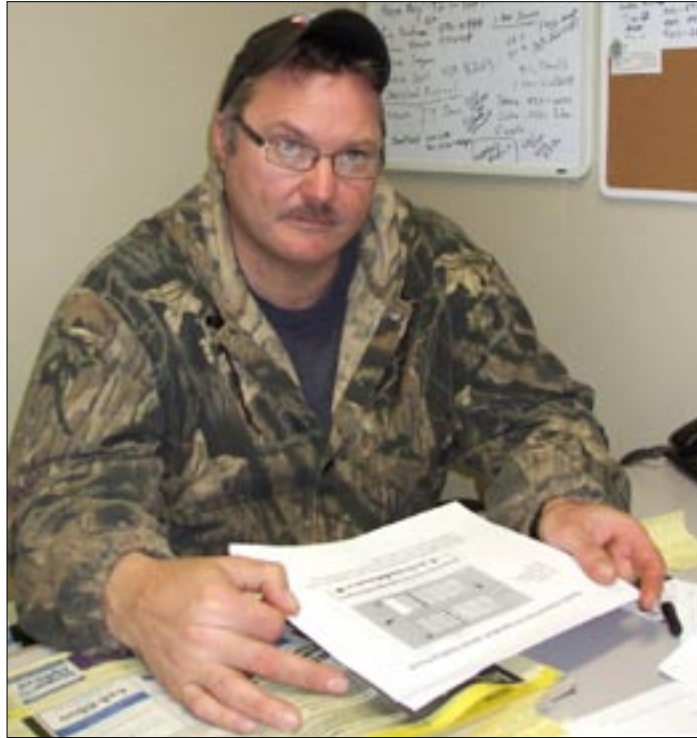
He checked with processors to learn they paid buyers 55 cents a pound over the shore price for lobster and coupled with the bait cost, he figures they buyer made about \$600 from him alone on that day and did very little to earn that money.

With that watershed moment on Milligan's Wharf still fresh in his mind, Eric took it upon himself to investigate better options for himself and other fishermen. He spoke with Irving Oil to learn that there would be benefits realized if fishermen purchased their fuel as a group. Likewise, IMP, a fishing equipment supplier, said group buying would reduce costs.

The final blow for Eric was that the buyer promised a 10 cent per pound adjustment for the end of the year, but it never materialized.

"I called other fishermen to a meeting at the Lions Club," he recalls. There, he continued, "14 of us each put in \$500 to start this thing."

With that initial investment, the newly incorporated Hardy's Channel Fish Cooperative purchased a one-



MANAGER ERIC WAGNER looks over plans for some new developments in the works at Hardy's Channel Fish Cooperative.

tonne truck and a trailer to use as an office, and hired a bookkeeper.

In the beginning, members took turns driving the truck, but as more fishermen signed on, they hired more staff and purchased additional trucks and other equipment. Today, the co-op has 125 members and a staff of 18 with an office at the wharf, four trucks (three tractor-trailer units and a three-tonne) and assorted equipment such as fork lifts. In 2010, the cooperative had sales in excess of \$10 million.

In the 22-year history of the cooperative, members have enjoyed dividends ranging from 23 cents to 55 cents a pound above the shore prices. In addition, their annual share purchases of \$1,000 are converted to RRSPs in their

name at the end of the year.

Initially offering to help fishermen in other ports establish their own cooperatives, some instead simply wanted to join the Hardy's Channel co-op and so in 2010, the cooperative went outside of its immediate area around Milligan's Wharf and took on members from North Lake, Montague, Naufrage, French River, Rustico and Cove Head.

From the start, the co-op has endeavoured to live up to its dedication to do what's best for fishermen and for Prince Edward Island. To that end, Hardy's Channel Fish co-op will be the first lobster supplier on the Island to commission a Quality Control Officer to ensure product quality this summer. As Eric explains, quality control will ensure a premium product which in turn will exact premium prices for the members.

The organization continues to live up to its creed, "Our Fishery, Our Future, Our Business," and in so doing is exploring other initiatives such as building a lobster pound and other efforts to control the value of their catch from the harvest through to delivery to consumers.

HARDY'S CHANNEL FISH COOPERATIVE
 1077 Milligan's Wharf Rd. Box 3221 Ellerslie PE C0B 1J0
 (902) 831-3161 fax: 831-3168 www.hardyschannel.com

Get listed, it's free!

ON THE WEST PRINCE ON-LINE BUSINESS DIRECTORY

If you're in business in Western P.E.I., Resources West is here for you! Our Website features a business directory, providing local businesses a chance to post their information for the world to see. Visit www.resourceswest.pe.ca, search the business listings for your entry and check it for accuracy. If you find errors or if you're not listed, please click on the link to get listed, or fill and send this questionnaire to Resources West at the Alberton Business Centre, 455 Main St., PO Box 220 Alberton, PE C0B 1B0, fax 853-3298, or e-mail edo@resourceswest.pe.ca.

Business name: _____

Contact Person: _____

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