



ENTERPRISE

CELEBRATING CANADA'S MOST INNOVATIVE COMMUNITY

2011 guide highlights Island cultural activities, traditional visitor favourites

The completion of the Prince Edward Island Visitor's Guide is a sure sign that Islanders are gearing up for the 2011 tourism season, says Minister of Tourism and Culture Robert Vessey.

"This year's Visitor's Guide has a new emphasis on Island cultural offerings, including the new Prince Edward Island Fusion Festival, while continuing to promote visitor favourites such as golf, beaches, cuisine and Authentic Island Experiences," said the Minister.

More than 225,000 copies of the Visitor's Guide have been printed. They will be distributed through Island Visitor Information and Destination Centres, as well as through the Tourism PEI website and toll-free number.

When consumers request a vacation package, they can receive the 208-page, magazine-style Visitor's Guide, the PEI Highway Map, the Island Vacation Packages booklet, and other information specific to their request.

"I am very proud of the improvements in this year's Island Guide," said Minister Vessey. "The Tourism and Culture staff work with industry to produce a visually appealing, informative and high quality in-house publication which requires an incredible joint effort."

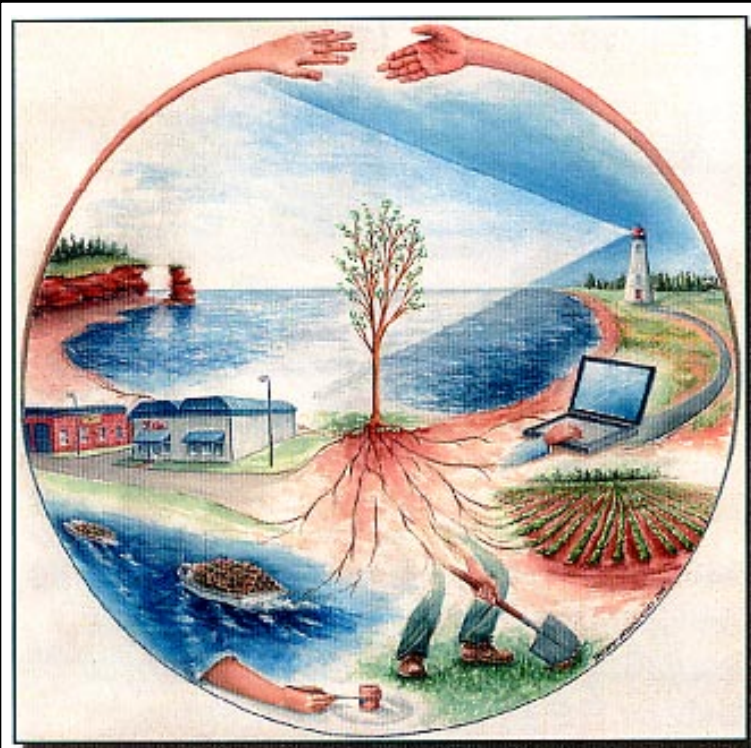
Minister Vessey hopes that visitors will take advantage of new technology to access information on travelling to Prince Edward Island.

"Visitors can now access Island travel information from their iPhones, BlackBerries, and other mobile devices," adds Minister Vessey. "They can access event calendars, restaurant listings, great ideas for things to do while on the Island, places to stay, and essential information like grocery store locations and maps."

The Visitor's Guide is printed in both English and

French. It is available online in both languages at www.tourismpei.com





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
Barb MacDonald, Office Administration/Reception

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.

How to contact us:

Alberton Business Centre, 455 Main Street, Alberton
Mail: P.O. Box 220 Alberton, PE C0B 1B0
Phone: (902) 853-4555 Fax: (902) 853-3298
E-mail: info@resourceswest.pe.ca
Website: www.resourceswest.pe.ca

Funding supports community projects in Miminegash

Upgrades to community facilities in Miminegash will provide social and economic benefits to local residents, says Fisheries, Aquaculture and Rural Development Minister Neil LeClair.

"I congratulate the sponsors of these projects for their initiative on behalf of the community," said Mr. LeClair.

"These projects are part of the Rural Action Plan which is aimed at strengthening opportunities in rural areas across Prince Edward Island."

The projects include renovations to the fire hall and the Seaweed Pie Café.

They include structural renovations and the purchase of new furniture and equipment. Total project costs are \$90,800.

The Island Community Fund contributed \$39,820 and a further \$46,980 came from Skills PEI.

The Community of Miminegash identified the projects to better enable it to serve local residents. The fire hall houses the community hall and is a meeting place for seniors.

The Seaweed Pie Café, owned and operated by Women in Support of Fishing, serves local residents and visitors.

Mr. LeClair said the provincial government has made a strong commitment to supporting rural communities through the Island Community Fund.

The fund is a six-year, \$27.5 million program to address infrastructure needs in rural communities.



Social Media Workshops

Heads Up & Hands On

Innovative Experience for Business



by cristinacosta from Flickr.com

Social Media is here to stay...over half a billion people use Facebook! This innovative workshop experience focuses on building your ability to develop your marketing plan and strategies using emerging trends on the internet.

Our skilled professional will give you the:

- ✓ HEADS UP on the latest social media tools during our 5 workshops.
- ✓ HANDS ON with our one-on-one personal consulting at your business.

This Professional Program is **Valued at \$3,600**

Now \$985 + GST per company for two participants

Support is being provided by Innovation PEI, ProfitLearn and the BDC to diminish the cost to participants

Workshops are scheduled to begin on February 24th and run through to March 31st in the Kensington – Summerside area. The five workshops are 3 hours each and come complete with individual consulting at your place of business.

To Register or for More Information Please Contact:

Margaret Weeks (ProfitLearn) @ (902) 566-0408 or 1-800-270-4795 e-mail Marweeks@upei.ca

Janet Bruce-Hannams @ (902) 566-7234 e-mail janet.BRUCE-HANNAMS@bdc.ca

Steve McDonald @ (902) 368-0529 e-mail stephen.mcdonald@bdc.ca

Maureen Kerr @ (902) 388-1800 e-mail Maureen@yourmarketingmavens.com

**Payment terms may be arranged, please ask when you call.

CONITNUED NEXT PAGE

Content · niche · twitter · new markets · social media.
 keywords · YouTube · facebook · Web 2.0 · business.
 export · blogging

Heads Up Learning.....

Workshop 1: Online Branding: Facebook, LinkedIn

This workshop focuses on bringing participants into the exciting social media space with the purpose of marketing, promoting and branding their business through the many social media networking sites.

Workshop 2: Twitter – the ways to use Twitter

This workshop will help participants harness the power of Twitter for research, marketing branding and networking.

Workshop 3: Blogs - Set-up and explore different blogs

This workshop provides a solid understanding of how to set-up and manage a blog.

Workshop 4: Social Marketing using audio, video and pictures

This workshop introduces participants to social networking sites where you can share content, but with a strategy to market and promote your business, service or product.

Workshop 5: Social Media for Employee Recruitment and Engagement

Learn about the ways companies are using social media to effectively recruit and engage employees.

Hands On Application.....

Nine hours of personal one-on-one consulting at your place of business....you sit at your own computer and apply what you have learned from the workshop with the professional at your side, guiding your progress.

About your Professional Facilitator.....

Maureen Kerr is a passionate marketing & social media strategist, on a mission to help businesses and non-profit organizations maximize marketing and social media to share their message. Since 1999 Maureen has used the internet and social media to effectively market her business. She is a consultant for the BDC, facilitator for ProfitLearn PEI and has led the development of websites, marketing strategies and blogs for numerous clients throughout Prince Edward Island, Canada and the US.



Mobile apps keep travellers informed while visiting Island

Tourists can now access Island travel information from their iPhones, BlackBerries, and other mobile devices while they are on the Island, says Tourism and Culture Minister Robert Vessey.

"We created these mobile apps to ensure that our visitors are always connected to the information they need when they are travelling," said the minister. "This includes events calendars, restaurant listings, great ideas for things to do while on the Island, places to stay, and essential information like grocery store locations and maps."

Tourism PEI worked with Discover Anywhere Mobile to create these Island tourism apps that are accessible by all Internet-ready smartphones. The apps operate using the data in the existing Tourism PEI website, the government of Prince Edward Island website, as well as additional culinary data.

Sebastian Manago, director of CRM and Sales for the Department of Tourism and Culture said, "These are the first tourism mobile apps in

the Maritimes. They take advantage of advanced smartphone features such as GPS-location, itinerary planning, and social media to deliver a simple and compelling user experience for visitors to the Island."

Tourism PEI has registered the apps with Apple's iStore, and it is available for free downloads.

More information about the mobile apps can be accessed at www.tourismpei.com/mobile.

Resurfacing Route 2 at Bloomfield among first Build PEI road construction tenders

New road construction tenders announced this month will benefit Island drivers by improving safety and efficiency on some of the Island's busiest sections of highway, says Transportation and Infrastructure Renewal Minister Ron MacKinley. The work to be tendered includes resurfacing on 1.9 kilometres of Route 2 in Bloomfield.

"With this round of tenders, the Department focuses heavily on the province's two major highways Routes 1 and 2," said Minister MacKinley. "These are very important roads for the transport industry, and for everyday Islanders and tourists as well. We expect these Build PEI projects will be seen as major improvements by all road users."

Other highlights from this round of tenders include:

- Resurfacing on 2 kilometres of Route 1 in North Tryon
- Resurfacing on 1.8 kilometres of Route 1 in Cherry Valley
- Reconstruction on 1 kilometre of Route 2 in Bristol

"These tenders represent an approximate investment of \$9.3 million in the province's road network," said Minister MacKinley. "Through Build PEI we continue to make major improvements to roads all over the Island."

Further road construction tenders will be announced in the coming weeks. For a listing of road construction projects on Prince Edward island, visit www.buildpei.ca.

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.

Cousin's Village Fisher Restaurant is the Resources West February 2011 Business of the Month, Page 6

Strive to provide customers choices

When cousins Ruby Greenan and Michelle Oliver took over Paul's Diner in Tignish, they recall their first week was fraught with trepidation.

Everyone in the community, it seemed, wanted to check out the newly reopened restaurant. "We were too busy and wondered what we had gotten ourselves into," recounts Ruby.

Ruby, having worked a couple of years in restaurants, had just graduated from the Holland College hospitality program. Michelle had studied and was employed as a graphic technician. Both were living in Charlottetown and eager to return to their home community of Tignish. They heard the diner was up for sale and as Michelle sums up: "We talked about it and now, 16 years later, we're still here."

They took over the licensed restaurant in 1995 and appropriately renamed it Cousin's. Two years later, the cousins undertook major renovations and expansion with an addition to the building, providing space for special functions.

That turned out to be a strategic investment, as two years later, in 1999, the community celebrated the Acadian bicentennial and the diner hosted a dinner theatre in the lower level dining room.

They have put on dinner theatres ever since, with productions in English and French for a few summers. Now, they host two shows, one through the summer and another at Christmas. Those productions have become annual outings for many area residents and visitors alike, with a core production troupe well established and endeared to the returning audiences.

Ruby notes that until five years ago, the diner was a year-round operation, but changes in the community



RUBY GREENAN AND COUSIN MICHELLE OLIVER continue the catering service while their restaurant is closed for the winter.

resulting from people going west for work in the winter, others fishing the winter in Nova Scotia, and still others wintering in the south has left a void of customers. Now, they are open 11:30 to 9 p.m. daily from the March Break through to the end of October, and open again for a few weeks at the end of November for the Christmas dinner theatre run.

During the peak season, Cousin's employs 12-15 full- and part-time personnel, including the staff for Gunners Pub, which is open Thursday through Saturday nights from May to August.

Keen to provide customers with the selection they want, the cousins revised their luncheon menu so that rather than posting traditional daily

specials, they offer customers a choice of soups, salads and main dishes to make their own lunch combinations.

"We tried it and it went over really well," explains Ruby. "It's our best seller at lunch." She adds, "we also have a full lunch menu."

A full supper menu offers a range of favourites from seafoods to steaks sure to please.

While Cousin's remains the only licensed sit-down diner in the area, they also offer a versatile catering service. As Michelle explains, they can either prepare the fare in the restaurant kitchen or on site where they are catering, "what ever the customer wants – we're flexible."

Since opening their restaurant, Michelle and Ruby have incorporated the business to include family members as shareholders. There have been ups and downs for the business through the years, but the cousin's enthusiasm has never faltered.

COUSIN'S VILLAGE FISHER RESTAURANT
276 Phillip St., Tignish, PE C0B 2B0
(902) 822-5670 cousinsinc@live.com

