



ENTERPRISE

CELEBRATING CANADA'S MOST INNOVATIVE COMMUNITY

Internship program seeks recent grads

Applications for the Community Internship Program are now open, says Innovation and Advanced Learning Minister Allan Campbell.

The program offers six-month internships with Island non-profit organizations. Applicants must be eligible for Employment Insurance and must have graduated with a university degree or a two-year college diploma from an accredited post-secondary institution before June 30, 2010 and within the past 5 years. Applicants cannot have been previously employed through a Community Internship Program or Public Internship Program.

"This is an excellent opportunity for recent post-secondary graduates to gain work experience and begin building their careers," said Minister Campbell. "We've had a lot of interest from organizations looking to employ recent graduates, and need more applicants to fill the great jobs that will be available."

The Employ PEI Community Internship Program is a wage subsidy program that allows community organizations to create innovative employment and training opportunities for recent post-secondary graduates. The program will begin on June 1, 2011.

"Government is working to foster a strong Island workforce, and this program will help a new generation of educated young people enter the job market," said Minister Campbell.

The Community Internship Program is provided through the Canada-Prince Edward Island Labour Market Development Agreement and will be delivered by the SkillsPEI division of the Department of Innovation and Advanced

Learning.

The closing date for individual applications is April 1, 2011. For more information and application forms, visit the "Community Internship" page on www.skillspei.com.

Second round of road construction tenders focuses on rural roads

Improvements to five sections of road – including a section of Union Road in St. Louis and Highway 2 at Ellerslie Road – will increase safety and efficiency for drivers in several rural communities, says Minister of Transportation and Infrastructure Renewal Ron MacKinley.

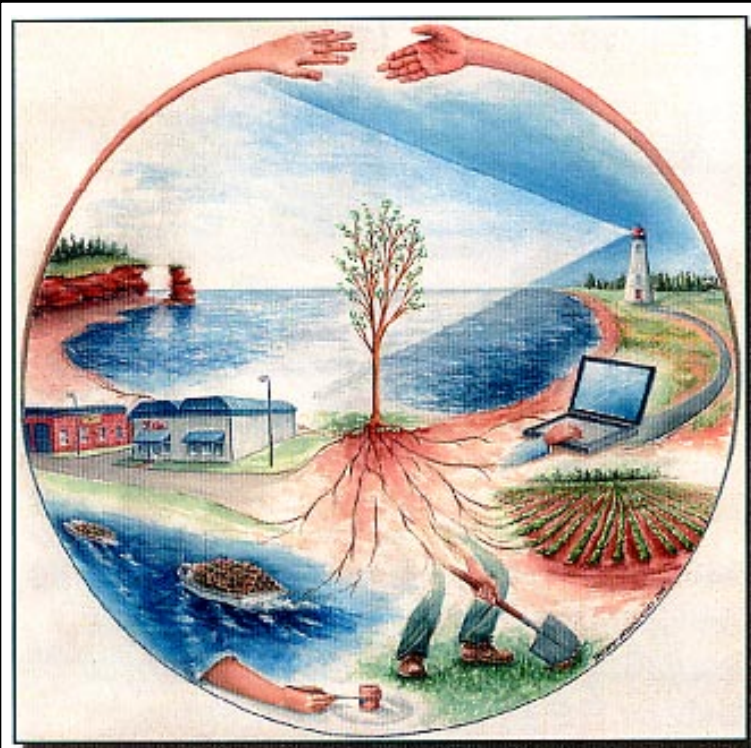
"The improvements we plan to make in this round of tenders are focussed entirely on rural Prince Edward Island," said Minister MacKinley. "These are roads used by our agricultural and fisheries sectors to get their products to market, by residents, and by tourists who come to the Island to see the sights."

The projects included in this round of tenders, announced March 10, are as follows:

- Resurfacing on .9 km of Route 152, Union Road, in St. Louis
- Resurfacing on .5 km of Route 2 at the intersection of Route 133, Ellerslie Road
- Resurfacing on 2.3 km of Route 1A in North Bedeque
- Resurfacing and widening on 3.1 km of Route 25, York Road in Covehead
- Resurfacing on 3 km of Route 1 between Desable Bridge and Shore Road

"The projects announced today represent a \$3-million dollar investment in the province's road network" said Minister MacKinley on March 10. "That's only a small portion of this year's \$40-million capital budget for road and bridge infrastructure, so there will be many more projects announced in the days and weeks ahead."

For a listing of road construction projects on Prince Edward Island visit www.buildpei.ca.



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.

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

Minimum wage commitment to be achieved in 2012

Minimum wage on Prince Edward Island will increase in three phases from June 2011 to April 2012 to \$10.00 said Minister of Community Services, Seniors and Labour, Janice Sherry.

The Executive Council has approved the decision to implement the dollar increase as follows:

1. \$9.30 per hour effective June 1, 2011
2. \$9.60 per hour effective October 1, 2011. \$10.00 per hour effective April 1, 2012.

"We recognize that employers need time to incorporate increases into their operational plans and that is why Government has chosen to implement the wage increase in three stages," said Minister Sherry. "This will provide the Island business community more time to integrate the salary adjustments into their budgets.

"Furthermore, the increase will help to further support more hard working Islanders across the province."

The recommended increases are a part of a long-term plan fulfilling the provincial government's commitment to raise the minimum wage to the Atlantic average, which is \$10.00 per hour.

The Employment Standards Board which is made up of representatives of employers and employees, with a neutral chairperson, meets to review the Minimum Wage rate each year and make recommendations to government.

The Board considers the social and economic effects of the minimum wage rates in the province, cost of living increases, current economic conditions, and the minimum wages in the Atlantic Provinces.

Approximately 62,000 Island employees are covered by the Employment Standards Act (not working under a collective agreement).

BACKGROUNDER

Minimum Wage Rates in the Atlantic Provinces:

New Brunswick:

April 1, 2011 – \$9.50

September 1, 2011 – \$10.00

Newfoundland:

July 1, 2010 – \$10.00

Nova Scotia:

October 1, 2010 – \$9.65/experienced; \$9.15/inexperienced

Prince Edward Island:

June 1, 2011 – \$9.30

October 1, 2011 – \$9.60

April 1, 2012 – \$10.00

According to Statistics Canada, Labour Force Survey, 2009, Prince Edward Island had a total of 59,300 employees, with 5.2% (3,100) of the employees on minimum wage.



“Opening the Door to Exporting – What it Takes to Succeed”

A ‘Best Practices’ Session

Featuring

Mr. Barrie Reid
International Trade Expert & Educator

Thursday, April 28
8:30 a.m. – 12:15 p.m.
West Prince Rural Action Centre
455 Main Street, Alberton

Trade Team PEI, in partnership with West Prince Ventures, Canada Business, and UPEI’s School of Business, are pleased to offer this ‘free’ workshop to PEI-based enterprises and organizations interested in expanding their knowledge and understanding about exporting and what it takes to succeed in their international business development pursuits.

Featuring Mr. Barrie Reid, a dynamic educator with practical, real-world experience in small business exporting, the session will explore themes such as export readiness assessment, market research, segmentation, pricing strategies and selling skills to get you thinking critically and strategically about your opportunities and challenges.

AGENDA

8:30 a.m.	Registration & Coffee
9:00 a.m.	Welcome & Introductions
9:15 a.m.	Main Presentation – Mr. Barrie Reid
11:30 a.m.	Trade Team PEI – Overview of Trade Activities & Programs
11:45 a.m.	Canada Business – Overview of Services
12:00 p.m.	UPEI School of Business – Overview of Programs
12:15 p.m.	Wrap Up/Lunch

Barrie will stay for a portion of the afternoon for Q&A’s on a One-on-One basis.

To register for the session, please contact Lucille Brennan at lucille.brennan@cbdc.ca or by telephone at (902) 853-3636



HEALTH AND WELLNESS MINISTER Carolyn Bertram and local MLA Pat Murphy looking over plans for the new Maplewood Manor in Alberton.

BRIAN SIMPSON, PROVINCIAL PHOTOGRAPHER

Manor Replacement on Schedule

Progress on two new Prince Edward Island Manors is on schedule and they will be completed this fall, says Health and Wellness Minister Carolyn Bertram.

"Weather has presented many challenges throughout the winter months, but we are pleased to say that both the new Maplewood Manor in Alberton and the new Colville Manor in Souris are on schedule to open this fall," said Minister Bertram. She visited the construction site of Maplewood Manor in Alberton earlier this month.

"The new manors have been designed to utilize best practice in the care of the elderly by respecting their need for privacy with a focus on person-centered care."

Maplewood and Colville Manors are two of five facilities being replaced as part of Government's \$51 million capital budget for Manor Replacement. Part of the Provincial Healthy Aging Strategy, the Manor Replacement program includes Maplewood Manor, Colville Manor, Summer-set Manor, Prince Edward Home and Riverview Manor.

"Our Government is commit-

ted to providing the most up-to-date facilities and programming to individuals with continuing-care needs," said Minister Bertram.

There are nine public nursing facilities on Prince Edward Island. Admission is based on a coordinated assessment and a priority needs process which is conducted by committees in each region and is made up of representatives from hospitals, home care, housing and long-term care programs. For more information on Long-Term Care on Prince Edward Island, contact Health PEI at www.healthpei.ca.

New tourism marketing plan emphasizes innovation, flexibility

Provincial tourism marketing efforts in 2011 will focus on unique, innovative ways to promote Prince Edward Island while building on past successes, says Tourism and Culture Minister Robert Vessey.

Minister Vessey said, "Today's marketing launch gives everyone an idea of how we plan to market our new cultural tourism initiatives, such as the Island Fusion Festival and Arts and Heritage Trail, while continuing to successfully promote our existing tourism offerings."

The 2011 Marketing Plan was launched March 3 at the TIAPEI Annual Conference in Char-

lottetown. Marketing efforts will continue to be focused on markets in Ontario, Quebec, the Maritimes and the United States, along with an emphasis on traditional demand generators such as culinary, culture, golf, and meetings and conventions.

"I'm very excited about our new focus on public relations/media relations and social media as part of a fully integrated marketing plan. We get to tell people about PEI using authentic Island stories and experiences, through the latest social networking technologies.

"We will also be revamping our tourism website with a new look and feel, and that will be great for getting information out to visitors," said Minister Vessey.

Kevin Murphy, Chair of the Tourism Advisory Council (TAC), supports the Department of Tourism and Culture's new model for account management services.

"The new ad agency model is industry-leading and better suits our needs. We are pleased with the new team and the campaign they've developed to capitalize on opportunities for growth, particularly in Ontario and Quebec," said Mr. Murphy.

For more information on the Tourism and Culture Marketing Plan for 2011, you can visit the department's website at www.gov.pe.ca/tourism.



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.

Central Credit Union is the Resources West March 2011 Business of the Month, Page 6

Serve member-owners like friends, not just 'customers'

Prior to their amalgamation in 1969 as Central Credit Union, the area in and around O'Leary was served by four small credit unions. That year United Credit Union in Milo joined with St. Mark's in Burton, St. Anthony's in Howlan and the O'Leary Credit Union under one roof as the newly formed Central Credit Union. Today, that institution has assets in excess of \$40 million and serves more than 4,400 member-owners.

"We provide a full range of banking services," explains Vern MacInnis, Manager Financial Services. He lists personal loans and deposits, RRSPs, RRIFs, mortgages, commercial loans, credit cards, electronic banking and even safety deposit box rentals among the services they offer.

The credit union takes pride in providing personable, friendly service to the member-owners that extends outside the workplace. As Administrative Manager Margaret Ann Graham notes, the front-line staff know the members, as they know their neighbours. "We make every effort to refer to members by their first name," Vern adds.

Margaret Ann points out that as the Central Credit Union and staff, "we are involved in the community in various ways." She notes that their major project through the past several years – and continues to – be the local Canadian Cancer Society Relay for Life event at Westisle High School in the spring.

"We're involved in a number of other community projects, too," she continues. Vern adds, "requests for support are evaluated on an individual basis and



CENTRAL CREDIT UNION staff take pride in knowing the members and being involved in their community. They are (from left:) Tracy Perry, MSR Part-time; Judy Milligan, Member Services Officer; Paula Platts, Financial Services Officer; Vern MacInnis, Manager financial Services; Margaret Ann Graham, Administration Manager; Donna Cahill, MSR/Receptionist; Audrey Greenan, MSR; Melissa Gallant, MSR; (and missing from photo are:) Alfred Arsenault, General Manager; Charlotte Coughlin, Loan Administration; Terry Gallant, Member Service Manager; Sharon Bridges, Financial Services Officer; Maxine Ellis, Marketing & Communications Officer; Virginia MacIsaac, MSR Part-time; Marlene Perry, MSR; Heather Buote, Administration Clerk; Olivia Shields, MSR/Receptionist-casual; and Rena Jackson, Receptionist-casual.

most are approved for some level of assistance." Margaret Ann notes that through the course of a year the credit union and staff contribute to many benefit events in support of residents in the community.

Marked by a growth trend through its 40-plus year history, Central Credit

Union and its 16-strong staff remain focused on increasing the volume of business they conduct. "We are anxious to grow our business by increasing our membership and increasing the services we provide."

In order to meet members' needs, the credit union is open late on Fridays, Vern explains. Membership simply requires a \$5 share, which is held in an account for the member. In turn, the member can vote at the annual meetings and is availed all the services of the credit union.

Governed by a nine-member Board of Directors, Central Credit Union is autonomous to make day-to-day decisions. And like the staff, the board takes tremendous pride from their community involvement.

CENTRAL CREDIT UNION
512 Main St. PO Box 279
O'Leary PE C0B 1V0
(902) 859-2266 (fax) 859-3219
central.cu@central.creditu.net
www.centralcreditunion.com



Community Services,
Seniors and Labour
Office of the Employer Advisor

www.gov.pe.ca/go/oea

40 B Burns Avenue, PO Box 2000, Charlottetown, PE C1A 7N8 Tel: 902-368-6132 Fax: 902-368-4382 Email: pmmcphail@gov.pe.ca

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

The Employer Advisor

March 2011
Vol. 7 Issue 3

PEI SAFETY CHAMPION OF THE YEAR

The Prince Edward Island Chapter of the Canadian Society of Safety Engineering (CSSE) is seeking nominations for the 3rd Annual Prince Edward Island Safety Champion of the Year Award. This award was established for presentation to a safety champion during the observance of North American Occupational Safety and Health Week (NAOSH) on PEI. As in past years, the award features a carved white safety helmet on an imported wood background and was artfully handcrafted by Blair MacDonald of Cornwall. Last year's recipient was Tom Mugford, Superintendent of Health, Safety and Environment with Maritime Electric. He was presented with the award by Alan McCormick, PEI CSSE Chapter Chair and Keith Mullins, Employer Advisor.

To nominate a safety professional for this award, the following criteria must be addressed in detail:

- Quality of instruction
- Improvement of training materials
- Innovation
- Promotion of teamwork
- Hazard identification and reduction
- Creating public safety

The nominations must include a summary of the accomplishments of the nominee in relation to the above criteria and at least one letter of endorsement from either peers, supervisors, clients, partners and/or supervised staff describing the nominee's accomplishments to support the nomination. The deadline for the receipt of nominations is 5:00 pm on Friday, April 29, 2011 and the award will be presented during the NAOSH Week Activity. More information on the nomination process is available from Liz Murray, Program Assistant with the Office of the Employer Advisor, at 902-620-3519 or by e-mail at eimurray@gov.pe.ca.

2011 NAOSH WEEK

NAOSH Week is scheduled for May 1-7, 2011. The Prince Edward Island Chapter of the CSSE is working on local events for this year's NAOSH week. The theme for

this year is: *"Safety & Health: A Commitment for Life! What's Your Plan?"*.

The goal of NAOSH Week is to focus the attention of employers, employees, the general public and all partners in occupational safety and health on the importance of preventing injury and illness in the workplace, at home and in the community. Information on local events for NAOSH Week will be available in upcoming newsletters and more information is available at www.naosh.ca.

MAXIMUM ANNUAL EARNINGS FOR 2011

The 2011 maximum annual earnings level for workers compensation benefits has been set at \$47,800 effective January 1, 2011 which is an increase from the 2010 level of \$47,500. This level has been established in accordance with Section 47.(2) of the Workers Compensation Act, which indicates that the maximum annual earnings shall be adjusted on January 1 of each year by the percentage increase in the Consumer Price Index for Charlottetown and Summerside for all items for the 12-month period ending on June 30 previous. This is determined by the Workers Compensation Board of PEI in August of each year on the basis of monthly reports published in that respect by Statistics Canada for that period.

POLICY CHANGES AT WCB OF PEI

The Workers Compensation Board has made changes to the following policies:

- POL-82, Support For Independent Living (formerly Home Care)
- POL-73, Vehicle Modifications
- POL-89, Impairment
- POL-120, Medications
- POL-131, Home Modifications And Special Equipment

To see what Policies are currently under review, or to sign up for the WCB Policy Updates Subscription Service, visit the Policy Consultation section of the WCB website at: www.wcb.pe.ca/wcb/Information/PolicyConsultation



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www.gov.pe.ca/go/oea

40 B Burns Avenue, PO Box 2000, Charlottetown, PE C1A 7N8 Tel: 902-368-6132 Fax: 902-368-4382 Email: pmmcphail@gov.pe.ca
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The Employer Advisor

February 2011
Vol. 7 Issue 2

WCB LAUNCHES NEW WEBSITE

The Workers Compensation Board (WCB) has improved its website. The enhanced www.wcb.pe.ca will better serve employers, workers and everyone with a stake in workplace safety and our provincial compensation system.

As of February 7, 2011, visitors to the WCB website can expect a more user-friendly experience, with information and services presented in ways which anticipate their needs.

The features of the improved website include:

- A user-centred design, with customized information for specific user groups, including Island employers.
- Logical and streamlined navigation that guides users through their visit.

In addition to setting the stage for the WCB's online services, which will be launched later in 2011, the enhancements to www.wcb.pe.ca demonstrate the WCB's commitment to continuous service improvement, open communication and accountability to all its stakeholders.

NEW OCCUPATIONAL HEALTH AND SAFETY STAFF WITH THE WCB

Occupational Health and Safety has added two new staff members. The new Farm Safety Specialist is Tara Huestis, who can be reached at 368-6562 or thuestis@wcb.pe.ca. Laura Moore-Simpson is now in the OHS Education Consultant's Role for a one year term and can be Reached at 368-5698 or lmsimpson@wcb.pe.ca.

PEI CHAPTER of the CANADIAN SOCIETY of SAFETYENGINEERING

Elections were held late last year for new Executive Members of the PEI Chapter of the Canadian Society of Safety Engineering.

The newly elected Chair is Brian Good, Safety Manager, MacDougall Steel Erectors Inc.; the Vice-Chair is Peter Drake, Occupational Health and Safety Coordinator, BioVectra Inc.; the Secretary is Liz Murray, Program Assistant, Office of the Employer Advisor, the Treasurer is Keith Mullins, Employer Advisor with the Office of the Employer Advisor; and the Past Chair is Alan McCormick, Corporate Director of Health, Safety, and Environment, Cavendish Farms.

WORKERS COMPENSATION BOARD Reminder for all Registered Employers

The deadline for filing your
2010-2011 Employer Registration Form is
February 28, 2011

Mail, drop off or fax your registration form to:

Workers Compensation Board of PEI
PO Box 757, 14 Weymouth Street
Charlottetown, PE C1A 7L7
Fax: 902-368-5705

If you have not yet received your 2010-2011 Employer Registration Form or are currently not registered with the Workers Compensation Board, call our office at 902-368-5620 or toll free in Atlantic Canada at 1-800-227-5088.

To avoid a penalty
for filing late, please return
your registration form
by February 28, 2011

**Safety
Matters @ Work**
Workers Compensation Board of PEI

Get listed, it's free!

WEST PRINCE ON-LINE BUSINESS DIRECTORY SPREADS YOUR INFORMATION TO CUSTOMERS

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: _____

Civic address: _____

Mailing Address: _____

E-mail Address: _____

WWW: _____

Ph. No.: (902) _____

Fax No.: (902) _____

Primary Products or Services: _____





**Send your logo to post with
your business information**

A PROUD SPONSOR OF WESTERN P.E.I.'s ECONOMY

Summerside Job Fair

Waterfront Mall
98 Water Street
Thursday, April 7, 2011
9:30 a.m. - 4:30 p.m.
free admission & parking

EPYDC
East Prince Youth Development Centre
www.epydc.org

For more information,
436-2815
(Storm Date April 8, 2011)
epydc@epydc.org

TIAPEI
www.tiapeli.pe.ca

Connecting Employers and Job Seekers

This project is funded in whole or in part by the Canada/Prince Edward Island Labour Market Development Agreement

APRIL 7 AT THE WATERFRONT MALL **Summerside Job Fair**

East Prince Youth Development Centre [EPYDC] and the Tourism Industry Association of Prince Edward Island [TIAPEI] are pleased to announce that the Summerside Job Fair will take place on Thursday, April 07, 2011 at the Waterfront Mall, 98 Water Street, Summerside, PEI.

The Summerside Job Fair gives potential employees an opportunity to meet with prospective employers. The Summerside Job Fair is open to all industries and is well advertised. Participating businesses will be asked for a minimal fee of \$50 per table including tax. Set up time will be 8:30 a.m. - 9:15 a.m. and tear down time is 4:30 p.m. - 5 p.m. The Job Fair is open from 9:30 a.m. to 4:30 p.m.

Last year over 600 attendees came to this annual event to network with training providers, potential employers, industry representatives and government agencies. The Summerside Job Fair will be most effective for businesses that are currently recruiting, expecting to recruit in the near future, or those wanting to promote their services to job seekers. Employers are able to meet with job seekers, accept resumes, distribute job applications and screen candidates all in one day in one location.

If you have any questions please contact East Prince Youth Development Centre at (902) 436-2815.

Storm Date: Friday, April 08.

A voice for the Western PEI Business Community

ENTERPRISE

If you know something the rest of the Western PEI Business Community should know, e-mail edo@resourceswest.pe.ca. The Enterprise is your voice.