



Lunenburg Queens
Regional Development Agency

CLEAR DIRECTIONS

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REGIONAL DEVELOPMENT AGENCY*

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Executive Director's Message

There is no question that Lunenburg Queens has a pro-business attitude. When you look at the total number of organizations and service providers actively working toward and collaborating to form a better business climate, there is plenty of evidence to suggest that our growing region is poised for commercial success in the future.

We have seven Chambers of Commerce and Boards of Trade in the region. Each of these organizations brings the business community together to learn from and support each other, providing avenues for discussion and a means of coming up with well-thought out answers to local problems. They also help our communities move toward a shared vision of our future; and through working together, members develop trust and respect for each others' views. When new business is attracted to the area, these organizations provide a way to introduce views from outside the community that bring in alternative ways to develop the area.

The Bridgewater Development Association is comprised of business leaders making decisions for the development of Bridgewater and area. This includes land development, revitalization programs like "Riverfront Renaissance", youth initiatives, and a dynamic award-winning business retention and expansion program.

South Shore Opportunities Inc. is the local Community Business Development Corporation. Services include business counselling and research guidance, business loans, start up loans, career counselling, and specially designed workshops for business owners, youth and individuals in career transition.

Acadia Centre for Social and Business Entrepreneurship runs Service Canada's "Self Employment Benefits" program, helping eligible unemployed individuals, plan and start businesses so they may become self-sufficient.

There are a number of other groups in the area that bring a variety of skills to our business community. For example, there are downtown associations, tourism-based groups, manufacturing associations, service clubs and networking groups, and the list goes on. Through informal relationship building, participants in networking groups are securing jobs for themselves, making contacts to sell products, services or ideas, receiving feedback, generating referrals and providing references.

Our community leaders, municipal, provincial and federal representatives are also diligently working on behalf of business, actively pursuing solutions to challenges as well as promoting and collaborating on attraction activities that will bring new businesses to the region.

Here at the LQRDA, through no-fee counselling, we work with business at all stages of the lifecycle – from start-up to the well-established. Through our business retention and expansion program, we conduct scheduled one-on-one visits with business owners and

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Business Awards
October 18th
2007
Tickets on sale
soon!

managers to determine whether the business has needs that should be addressed, or if there are opportunities for growth that should be pursued.

Retention and growth of the business community is the cornerstone of any good holistic economic development strategy. Therefore, it is vital that we understand the needs of our businesses, that we assist businesses in using programs that help them become more competitive, and that we be available to provide support for companies that might be at risk.

A healthy business community requires honesty, trust, mutual support and cooperation among community members. This will give Lunenburg Queens a measurable economic advantage that will lead to region-wide growth and development improving productivity of goods and services and ensuring access to the global marketplace.

LQRDA Annual Report

The LQRDA's Annual General Meeting took place on June 20 at the Oak Island Resort, Spa and Convention Centre. Over a sunny luncheon, Executive Director Neil Emenau presented the LQRDA's activities and outcomes for the last year. Mr. Emenau provided a comprehensive report, noting the following highlights:

- The RDA provided business support services to 273 businesses, and community group support services to 108 groups.
- The RDA's Business Retention and Expansion Program, a business visitation program designed to identify opportunities for growth and to take control of challenges, was extremely successful. Collaborative solutions and suggestions were given to the 116 businesses visited since June 2006, helping them make plans for expansions, for exporting, for communications and marketing, and the list goes on.
- LQRDA continued to pursue ISO standards of excellence. Client survey results were shown to be consistently positive with the overall satisfaction rate with the RDA's work recorded as 92%.
- LQRDA was involved in a number of events over the year. In partnership with other organizations, various Small Business Week events were coordinated by LQRDA as well as a succession planning seminar, a trade event, and the annual Woodland Owners Conference.
- A Regional Marketing Strategy was developed and a new regional brand identity designed. Included in the new marketing materials were a detailed economic booklet, a brochure about LQ entrepreneurs titled "Profiles of Success", a new DVD promoting the area, a new flyer, and several magazine articles.
- With regard to infrastructure, the LQRDA continued to work in partnership to bring broadband capabilities to our rural areas, participated in waterfront developments across the region, and helped in the development plans for a number of cultural facilities.
- Youth remained a priority focus for the LQRDA. A Youth Employment Strategy begun in 2005 was expanded and further developed during 2006.
- Immigration was also a priority focus. LQRDA introduced a number of newcomers to the LQ community while beginning to plan more formalized settlement and integration for future candidates.
- Project work this year involved a Reports Database, an Employment Strategy, promotions for Foreign Direct Investment attraction, an Immigration Strategy, and the aforementioned Regional Marketing Strategy.

Request for Photo Contributions

Throughout the course of the year, LQRDA puts together a variety of promotions to raise interest in the Lunenburg Queens region, using photographs from an assortment of sectors for their appealing visual impact. If you have high resolution photographs you can contribute to our collection, please send them to tiffanydelaney@eastlink.ca.

Double Celebration at National Historic Site

September 8 was certainly a day to remember at Fort Point Museum in LaHave. The day marked the 375th Anniversary of the arrival of Isaac de Razilly on the shores of Fort Sainte-Marie-de-Grace, the first capital of New France. The day was also the Grand Opening Celebration for the major expansion of the Museum which was completed this past year.

Several dignitaries and agency representatives were on site to join members of the Lunenburg County Historical Society in commemorating the two events. Gary Malone, Rob Sangster and a team of dedicated volunteers spearheaded the expansion project called the "Fort Point Renaissance"; the project team spent the last four years working on the details to make it happen.

The Renaissance Project represents a major upgrade to the historic site and allows the story of the first French settlement to come to life while providing an anchor attraction for the LaHave River Valley. Congratulations to the project team for a job well done!

Small Business Week 2007

- Plans are underway for this year's Small Business Week, taking place October 14-20. The planning committee is made up of representatives who work in a variety of capacities in Community Economic Development, and volunteers from the business community are welcome participants. The "thinking caps are on" and an initial list of ideas has been put together.
- The theme for the event is "A world without boundaries, open to new markets". Typically the organizers try to bring seminars and guest speakers that dwell on topics that are most relevant to our region's businesspersons. If there is a specific topic you'd like to see covered, please contact our Business Development Officer, Janet MacLeod at businessofficer@eastlink.ca or 543-0491.

I-3 Technology Competition from InNOVAcorp

The I-3 Technology Start-Up Competition is a start-up competition for Nova Scotians with potential new technology-based businesses. I-3 stands for "Idea, Innovation, Implementation," the early steps in the commercialization process.

Entrants must be Nova Scotia based start-up business ventures with a new technology-based product or service. To qualify as a start-up business venture, the business should not have generated sales revenue for longer than 12 months prior to the closing date of the competition's first round October 9, 2007.

The first place winner in each zone will receive a prize package worth \$ 100,000 and the second place winner in each zone will receive a \$ 40,000 prize package. The five zone winners will then compete to become the provincial winner receiving \$100,000 in seed investment from InNOVAcorp's HPi Microfund.

For more information go to www.innovacorp.ca or call 543-0491.

Lunenburg Queens Young Professionals Network

Are you between the ages of 19-35 and interested in meeting others in the workforce in a social setting?

We've got just the thing for you! The LQRDA is in the planning stages of a Young Professionals Network. Included will be social events, workshops, a newsletter, a hot spot discount card, volunteer/community service initiatives and much more!

When we say professionals we do not mean only those in business, health care and education. We mean ANYONE that is currently working in ANY field! Carpenters, bankers, nurses, entrepreneurs, teachers, mechanics, accountants, etc.

If you're looking for more information or would like to assist in the planning of our kick-off event, please contact Stephanie Beaton at stephaniebeaton@eastlink.ca.

NEWS AROUND THE REGION!

Lunenburg Queens Volunteer Partnership Hires Volunteer Navigator

Volunteers across the region will have easier access to information and resources with the hiring of a Volunteer Navigator. Recognizing that volunteers need support programs and services to help them grow and develop new skills the Volunteer Partnership created this new position to build strong volunteer efforts that, in turn, create successful and sustainable organizations.

The Volunteer Navigator is Patrice Gibson of Liverpool. Patrice will be based in Chester and will also work from satellite offices in Bridgewater and Liverpool. Working directly with volunteers, their organizations and supporting partners, Patrice will be a valuable central resource for anyone with a general question or in need of a specific solution. Patrice will also be organizing informative workshops for different community needs and will coordinate and host a volunteer conference.

Patrice can be reached at 902-277-1587 or volnav@gmail.com

Retiring Director Deserves Pat on the Back

August 16 was a milestone date for someone widely admired and respected in the world of Community Economic Development. After six years on the job and many significant achievements, Marg Cartwright retired from her position as Director of Economic Development and Tourism for the Region of Queens Municipality.

Over her term, Marg tenaciously pursued improvements and developments to advance the Queens economy. From infrastructure to a variety of business and not-for-profit sectors, Marg was instrumental in organizing and rallying the community's effort to build and sustain the economy, all the while being a strong mentor and supporter of those around her.

Wishing you all the best in your retirement Marg!

Lunenburg County Business Excellence Awards



Each year, at an exciting annual awards gala, the five Chambers of Commerce and Boards of Trade in Lunenburg County come together to celebrate business success. This year's gala will be held in Bridgewater at the Wandlyn Inn on

October 18 and is once again being presented by Lighthouse Publishing Limited.

Tickets will go on sale in the next few weeks. Don't miss this wonderful celebration! Contact Business Development Officer Janet MacLeod for more details! businessofficer@eastlink.ca

New Germany Community Workshop Identifies Steps to Success

New Germany Rural High School was the site of a well-attended community revitalization meeting on June 20. Community members gathered together to discuss past successes and the factors that contributed to those successes, as well as to identify priority initiatives for the future of the New Germany area.

The professionally-facilitated workshop had participants thinking about short term and long term opportunities and the necessary action steps to bring these possibilities to life. Part of the process involved recognizing the community assets already in place and identifying gaps or community needs that had the greatest development potential.

Collectively, the group emerged with a "Vision for the Future" that will ensure natural assets are leveraged to their fullest potential, that community health be a continued priority, cultural opportunities be pursued, and citizens receive the benefits of well-built social support systems.

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