



# The Pelican

Your Best Source for Local Business News and Information | July 2020

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The Pelican is a community initiative made possible with funding and support from Community Futures Lac La Biche. Please forward comments, or story ideas to [contact@cfllb.com](mailto:contact@cfllb.com)



Gene Wesley, General Manager, Community Futures Lac La Biche

In recent years, during the economic slow-down, and more recently in relation to the pandemic, many businesses, organizations, and individuals in our community have needed help to keep afloat. Many have looked far and wide for supports to keep viable, and some found financial assistance, but too many other businesses simply fell through the cracks because they didn't qualify.

The good news is that there is support designed just for these businesses that is available locally in Lac La Biche that may be just what they need. The Regional Relief Recovery Fund (RRRF) Community Futures Stream is available only through Community Futures offices and can provide a loan similar to the Canada Emergency Business Account (CEBA) of up to \$40,000 to local rural businesses that have been affected by the pandemic and were unable to receive the CEBA Supports. Like the CEBA program 25% of the loan is

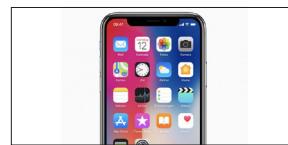
forgivable, but unlike the CEBA program, there is local staff available to discuss your particular situation and suitability for the program and to assist you with the application process. We want the support to reach the people in our Communities that need it. We championed for this solution, and we want to find every person who is eligible to know about it. Approximately \$1 M is available to the businesses served by each Community Futures office, available on a first come first served basis till it is exhausted.

This is just another great example of the many things Community Futures loves to do so support rural economies. We think global but support local.

If you feel that your business might be a good candidate for the RRRF loan program, visit: [www.ruralbusiness.ca](http://www.ruralbusiness.ca) or call us at 780-623-2662. We are here to help ■



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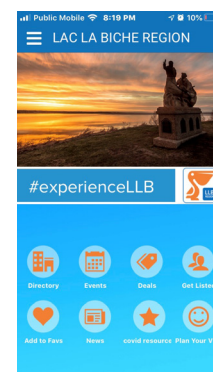
## LAC LA BICHE REGION BUSINESS APP GAINING POPULARITY



By now, many of our readers will be familiar with the Lac La Biche Business website, llbbusiness.com and its companion smartphone App, Lac La Biche Region. Our investment and work on this project continues and a growing number of participants are listing their business on the directory and posting their events. The directory and companion App offer businesses a free, local only, keyword searchable business listing, the opportunity to offer deals and discounts and a free self-serve platform to promote their products and events.

By listing your business in the directory, you are demonstrating that your business is part of a growing number of organizations willing to work together and take advantage of new technology for the sake of our community and economy. While the on-line directory and the App connect your business to potential customers locally, it's also a great way to connect with those who are not as familiar with our region and attract new customers to visit and shop here.

The App, available for both Apple and Android smartphones, provides a just-in-time directory of businesses, events, deals, news and resources designed for both residents and visitors alike. Moving forward, we will be adding several other components to the App like a listing of experiences available #experienceLLB, customer service training, and more.



Listing your business on the directory is free at:  
**[www.llbbusiness.com/join](http://www.llbbusiness.com/join)**

**Download the LLB  
Region smartphone  
App NOW and  
SUPPORT LOCAL!**

**LLBbusiness.com  
BE PART OF IT!**

## HOW CAN THE LAC LA BICHE REGION TAKE ADVANTAGE OF ITS CLEAN ENERGY RESOURCES?

Community Futures and Terrapin Geothermics are hosting two 1-hour sessions to present waste heat to power, district heating, and geothermal as energy diversification opportunities for Lac La Biche:

**July 14, 2020 @ 2:00 PM MDT: Direct Heat Use**

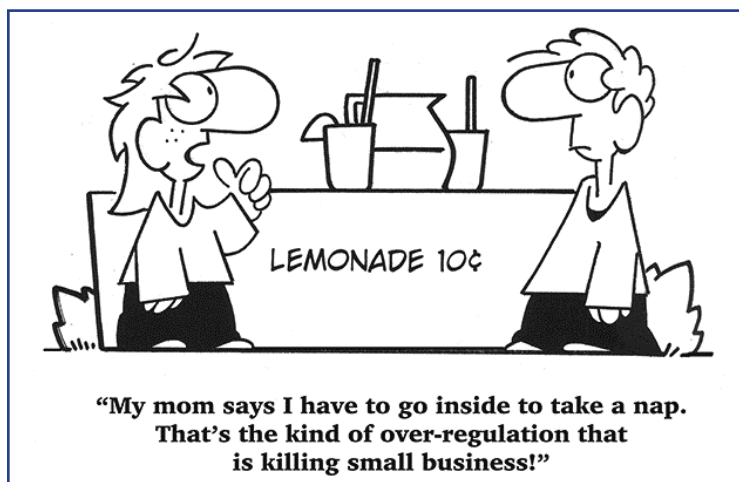
**July 21, 2020 @ 2:00 PM MDT: Heat to Power**

**Registration is free.**

**Visit [www.eventbrite.ca](http://www.eventbrite.ca) and search Terrapin Geothermics**

Investing in energy diversification provides not only steps towards climate action, but also solutions for sustainable economic recovery, attraction and growth. Now has never been a better time to unlock the surplus of clean, baseload heat in our region.

*This is part 1 & 2 of a series on alternative energy generation supported by Energy Efficiency Alberta. ■*



# STARTING A HOME-BASED BUSINESS?

Starting a business from your home?  
Here are some things to keep in mind:

**1. Establish a specific space or room to do your work.**

Whether it be the garage, a spare bedroom, or dedicated office space, by setting physical boundaries, you will be able to separate your personal and professional life, when you close the door.

**2. Don't be apologetic.**

Never apologize for working from home. Be proud of what you have accomplished, and your plans for the future. You will be seen as a trend-setter, rather than someone who is "making do".

**3. Separate home and work.**

Whether you are visiting with customers in-person, taking part in a Zoom meeting, or just making an old fashioned telephone call, others do not want to hear the TV, your kids or pets making noise in the background. Let others in your home know your ground rules, and keep pets under control.

**4. Keep regular hours of operation.**

Like any business located on main street, you need to keep regular hours of operation. Be sure you are available to answer the phone during the same time-frame each day. Knowing when you will be available will make your business be seen as more reliable.

**5. Look and feel the part.**

Yes, it might be possible to work in your pajamas from the kitchen table, but if you want to stay mentally alert and put yourself in the best frame of mind to get things accomplished, shower and get dressed just as you would for a job downtown.



**6. Keep your business phone separate.**

With a separate phone line and voice mail for your business, you will ensure that every call is professionally received. Do not let family members (meaning your children) answer the phone.

**7. Be part of the big picture.**

Join your local Chamber of Commerce and participate in local business-led initiatives. Not only will your participation in these groups help you with branding, marketing, and professional development, it's a great way to get others in your community to take your business seriously.

**8. Keep a work-life balance.**

Working from home you can easily fall into a habit of working longer and later, but it is healthy to set alarms to take lunch and end your day. Another useful tip is to set your work phone to do not disturb settings so that you protect your mental peace of mind and family dynamic.

## Upcoming Events and Webinars

Webinar:

*Powering Lac La Biche's Energy Diversification:*

**Direct Heat Use**

July 14, 2020, 2:00 PM

Webinar:

*Powering Lac La Biche's Energy Diversification:*

**Heat to Power**

July 21, 2020, 2:00 PM

Register for either or both events at:  
<https://bit.ly/llbgeo1>



## Didja KNOW?

The North West Co and Hudson's Bay Co established posts in the Lac La Biche region as early as 1798-99 emphasizing the lake's importance to the fur trade routes. "Portage La Biche," was a well-traveled connection between the waters of the Beaver River, which is in the Churchill Basin and Lac La Biche, which is in the Mackenzie Basin. ■





**SOMETIMES THE BEST HELP YOU WILL  
FIND IS RIGHT IN YOUR OWN BACKYARD**



## ***Have you taken advantage of LOCAL financial support?***

- Were you ineligible for the Canadian Emergency Business Account (CEBA)?
- You may be eligible for The Rural Relief and Recovery Fund (RRRF).
- Only \$1.0M is available through each Community Futures office on a first-come-first-serve basis.
- Like the CEBA loan, 25% of the RRRF loan is forgivable if paid by Dec 31, 2022

**DON'T BE LEFT BEHIND**

Call: 780-623-2662 or Visit: [www.ruralbusiness.ca](http://www.ruralbusiness.ca)

## **FUNNY Things You Hear...**

A new business was opening and one of the owner's friends arranged for flowers to be sent to mark the occasion and wish the owner luck.

The flowers arrived at the new business site and the business owner read the accompanying card to find it said, "Rest in Peace." The business owner phoned his friend and told him what the card read. The friend was angry and called the florist to complain.

After he had told the florist about the mistake and how angry he was, the florist said, "Sir, I'm really sorry for the mistake, but rather than getting angry, you should consider this: Somewhere there's a funeral taking place, and they have flowers with a note saying, *Congratulations on your new location.*"

## **BUILDING YOUR BRAND**

You will often times hear the words brand and logo used interchangeably. However, while your logo is part of your brand, it's only part of a much bigger picture. Jeff Bezos, CEO of Amazon, simply defines brand as "what people say about you when you're not in the room". In other words, a brand is so much more than a logo or tag line, and takes effort from everyone in the organization, not just those in charge of graphic design. Customer service, quality of product, the attitude of your employees, trust from clients, and your company's participation in the community are all part of your brand. Here are three key things to think about when you are reviewing the brand of your business:

### **Value proposition**

What is the promise that you make to your customer? It might be we are on-time every time, or we will give you the lowest price, guaranteed. It really doesn't matter what it is, but it needs to exist. What is your promise?

### **Visual identity**

Whether it be your logo, letterhead, billboard advertising or Facebook page, a strong visual identity will provide your clients and potential clients with an identifiable and consistent image.

### **Credibility, trust, and attitude**

Establishing your business as welcoming, reliable, and trustworthy company is the most difficult part of brand development, and takes a repeated effort over the long-term. Getting your staff to believe in your corporate values is the first step – then consistently demonstrating these values to the general public over time is next. If you do a good job with this part of your brand, your customers will inevitably become your best form of advertising.

**OWN IT!**

No matter what, building a great brand requires a lot of work, whether you are Nike, Coke, or the new coffee shop in Lac La Biche. The best place to begin is by doing market research, knowing your audience, and building a strong business plan. If you need help in any of these areas, don't hesitate to contact Community Futures to discuss your needs. ■



Put your business on the map and be part of the App by registering it on the Lac La Biche Region Business Directory at: [www.llbbusiness.com](http://www.llbbusiness.com)

Download the phone App on iTunes or Google Play.  
Search "Lac La Biche Region."

Telephone contact: 780-623-2662

E-mail: [contact@cfllb.com](mailto:contact@cfllb.com)

**[www.cfllb.com](http://www.cfllb.com)**