



The Pelican

Your Best Source for Local Business News and Information | October 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



Gene Wesley, General Manager, Community Futures Lac La Biche



Lac La Biche circa 1950's (based on vehicles)

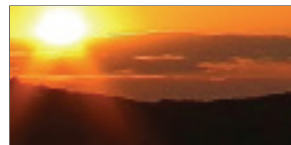
When All Else Fails - Celebrate!

It's been an interesting month to say the least. With school getting back to a new normal and businesses continuing to deal with the realities of Alberta's economic woes, there's much to contemplate. Many people, both experts and others have offered their expertise and opinion as to why we are where we are. A few have even suggested solutions moving forward. Given that, another opinion or suggestion from this corner probably won't move the needle in any direction. In spite of all that's going on, there are some very good things happening in the Lac La Biche area. New businesses are still opening. Others are doing better than anyone expected. So even though it is easy to dwell upon eco-

nomic doldrums, *The Pelican* will celebrate success in our community, whenever we get the chance. By looking at our glass half full, we can make a positive impact, even if it is just a drop in the ocean.

This issue of The Pelican features two new business that are doing very well, and an article about other businesses that have found ways to excel during the pandemic and oil and gas turn-down. Hopefully, these stories will inspire a few folks to push on, even when the odds seem against them. If you know any businesses that are worthy of celebration, let us know. Don't hesitate to give us a call 780-623-6223 or drop us an email at: manager@cfllb.com, and we'll be very happy to follow up. ■

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ELINOR LAKE GETAWAY - A PLACE TO ESCAPE RIGHT HERE AT HOME

If are thinking about a “stay-cation” but still want to get away, it is possible to do both. Check out Elinor Lake Getaway, just a short 25 minute drive southeast of Lac La Biche. Owner Veronique Schmuth is your host, offering 200 lots for camping, and over 170 condo lots for sale (100 have already sold).

If camping or buying a lot is not your cup



of tea, you might want to rent one of 5 very comfortable cabins available on a per night basis.



Veronique, an accountant by profession, hails from Quebec. Like many folks from eastern Canada, she moved to Fort McMurray and worked there for 3 years. Not too long ago, she was looking for a camping spot and came across Elinor Lake Resort. During a causal conversation with the owner at the time, she learned that they were interested in retiring and Veronique, always on the lookout for a great opportunity, asked if the business was for sale.



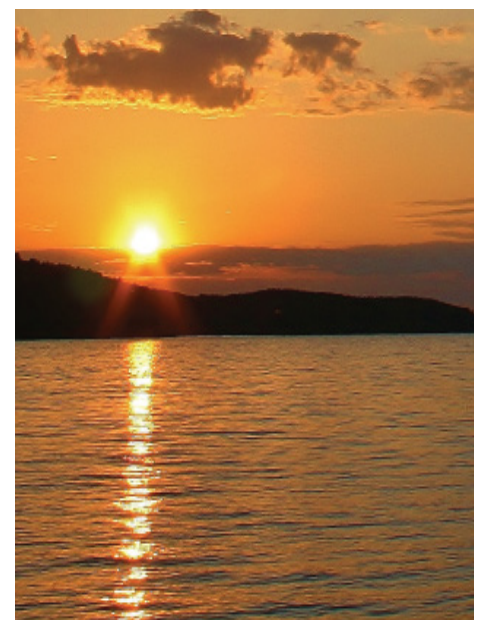
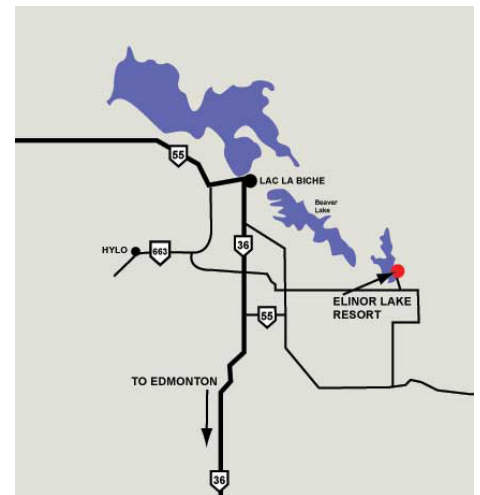
Veronique Schmuth

The rest is history. Veronique purchased the former Elinor Lake Resort in July and re-branded the facility as Elinor Lake Getaway.

Canoes, kayaks, aluminum boats are available for rent, as well as few newly constructed ice fishing shacks. In the future Veronique will be offering water-bikes, trampolines, and ice skating in the winter months.

If you are thinking of camping this year or next, it's best to call as soon as you can, as a waiting lists are already filling up.

For more information, contact Veronique Schmuth at elinorlakeresort@gmail.com or call 1 (888) 623-3993 or search Elinor Lake Getaway on Facebook. ■

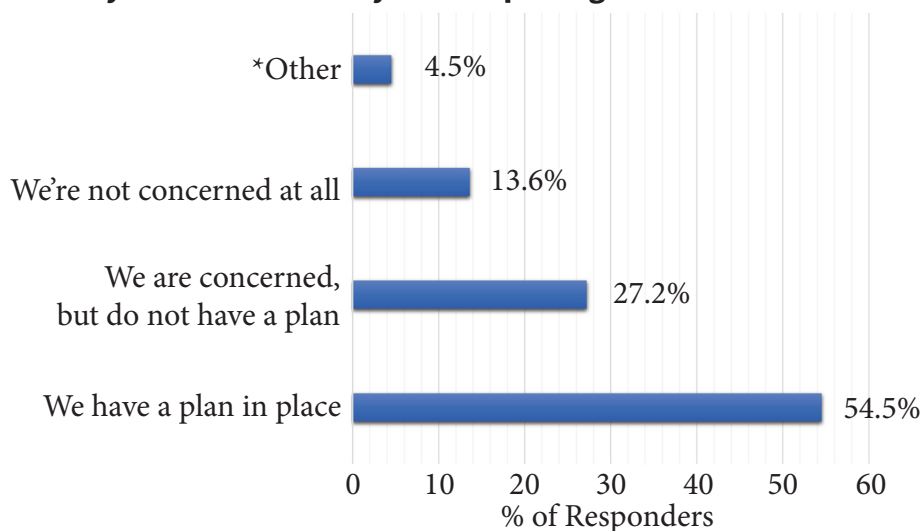


Just Asking...

Over the next few months *The Pelican* will be surveying our business community to find out what you think about a variety of important issues.

This past month, we asked the business community if they were prepared for an upswing in Covid-19 cases in our region. This is what we heard:

Is your business ready for an upswing in Covid-19 cases?



*considering closure or bankruptcy

SOME BUSINESSES ARE DOING A LITTLE BETTER THAN ANYONE EXPECTED

Penny Fox, General Manager of Community Futures for the St. Paul/Smoky Lake Office, recently offered some insightful knowledge about businesses in that region. As part of a shop local initiative sponsored by the St. Paul and Region Chamber of Commerce, more than 100 businesses were interviewed. Here is just a snapshot of what she found out.

- Recreational vehicle sales and rentals including quads, motorcycles have boomed. In some instances businesses are sold out of certain products.
- Not only are RV sales crazy, parts for repairs and even tires are no longer available for some models. In some cases, North American manufacturers have reduced production capacity, in other cases ordering parts from China takes more time.
- Campgrounds are busier than ever with 100% occupancy being the norm - and very few cancellations.
- Lumber sales are up, due in part to a home and cottage renovation boom. Folks that are spending more time at home during the pandemic are renovating to suit family or home office needs. Those who are spending more time at the cottage because of the emphasis on "stay-cations" are winterizing their home away from home so that it can be used in the winter months. Given that, wood and pellet stove sales, are a "hot commodity."
- A variety of business that have been willing to adapt their service model have found, to their own surprise, things are going better than expected. Restaurants that have adapted their menu to suit take-out, family meals, and home delivery have found success. Restaurants and other businesses that offer curbside pick-up are doing better than those that do not.

- Non-traditional health services like homeopaths are doing well as people look for alternative options to stay healthy.
- And Plexiglas sales have also skyrocketed due to the new normal at check out counters. ■

Upcoming Events and Webinars



Webinar:

**Community Renewable Energy
October 1st, 12:00 PM**

Register online at Eventbrite, search Community Renewable Energy, or paste the following link in your browser:
<https://www.eventbrite.ca/e/community-renewable-energy-webinar-tickets-119016123429?aff=ebdssbeac>

Partners Corner:



Webinar:

**How to Make your Business Stand out
by Focusing on Customer Experience
October 22nd, 11:00**

Register online at Eventbrite, search Business Link, or paste the following link in your browser:
<https://www.eventbrite.ca/e/how-to-make-your-business-stand-out-by-focusing-on-customer-experience-tickets-122617098041>

Visit: www.llbevents.ca to see what else is happening in the LLB Region

The FROM SCRATCH CAFE PUTS CUSTOMERS FIRST



You've probably noticed the large banner sign on the Lac La Biche Inn celebrating the opening of the "From Scratch Café." If you've seen the sign and haven't taken the time to find out what chef and owner Justin Sears has to offer, you're missing out. Justin's mission is to provide home-style, from scratch cooking with flair and passion – a passion that was handed down to him by his grandmother while helping her with her catering business.

Since his grand opening on September 7th, business has been very steady at From Scratch. Chef Justin is quick to point out,

"Nothing is pre-made, from the buns to the gravy." He believes in Lac La Biche, and feels people in the area deserve good food with great service and value- all in a welcoming environment.



His advice to others who are thinking of starting a business in the near future is simple. "Put your customers first – before anything else. If you do that, the money has a better chance of taking care of itself."

FUNNY Things You Hear...

"Tom had this problem of getting up in the morning and was always late for work. His supervisor was mad and threatened to fire him if he didn't do something about it.

So Tom went to his doctor who gave him a pill and told him to take it before he went to bed.

Tom slept well, and in fact, beat the alarm in the morning. He had a leisurely breakfast and drove cheerfully to work.

When he arrived he went into the supervisor's office' and exclaimed, 'Hey boss, the pill actually worked!'

'That's all fine,' said his supervisor, 'But where were you yesterday?'



Check out the Scratch Café on Facebook for daily specials and to get a quick glimpse of what it has to offer. Better yet, drop by the restaurant and see what it's all about in-person. ■



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

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

Telephone contact: 780-623-2662

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