

What's the Scoop?

Your Best Source for Local Business News and Information | August 2019

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What's the Scoop?

WTS is published by Community Futures Lac La Biche. Please send any comments, suggestions, or story ideas by e-mail to contact@cfllb.com or call 780-623-2662.



Gene Wesley,
General Manager,
Community Futures
Lac La Biche

Northeast Alberta holds more than 10% of the province's farms, producing 10% of the province's cattle, 12% of the province's bison, and 15% of the province's elk. In 2011, there were 5,160 farms in Northeast Alberta with a total of 5.6 million acres or 11% of Alberta's total farm acreage. The Northeast Alberta Food Marketers Association (NAFMA) documented more than 200 producers of agri-food products in the region. New initiatives coordinated by Community Futures and Alberta HUB are updating this information and developing a dynamic network of agri-food producers and entrepreneurs.

The agri-food industry along with growing numbers of farm-based entrepreneurs contribute to the success of our region and the vitality of our local economy.

Watch for more information about this network in the coming months.

In just over a week, on August 17th and 18th, Lac La Biche County will be hosting several events in association with Alberta Open Farm Days. This will be a fantastic opportunity for residents and visitors alike to find out more about life on the farm, as well as experiencing local culinary offerings. Whether you grew up on a farm and want to share that experience with your family, or even if you grew up in the city and want to learn about rural life, there will be something of interest for you. Find more details inside this newsletter, and check out the Alberta Open Farm Days website (<https://albertafarmdays.ca>) for the events taking place in our area. ■

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OPEN
FARM DAYS**

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Alberta Open Farm Days Comes to Lac La Biche County August 18-19

Alberta Open Farm Days officially comes to Lac La Biche County August 17 and 18th, but the festivities get underway on **August 16 at the Lac La Biche Farmers Market at the Agricom**. Complementing the regular market offerings, you are invited to enjoy corn-on-the-cob, take your kids to the petting zoo, see the largest and funniest vegetable competition, and listen to music provided by local entertainers.



Saturday and Sunday, August 17th and 18th is an opportunity for neighbours and city-slickers alike to experience life on the farm.

Explore Macor Farms where Jacqueline Marsh will host barn tours and allow visitors to interact with her goats (one in a wheelchair), horses, cows, llamas, pigs and piglets, sheep, geese, ducks, a miniature horse, and exotic chickens! **The farm will be open Saturday and Sunday from 10:00 am to 5:00 pm.**

Rob and Joanne from Christy Creek Honey Farm will be open **Saturday** to give hive tours of their Apiary. An educational cutaway of a hive will be on display. Participants will be fully dressed in beekeeper suits for a fun and safe tour of this buzzy operation. Their delicious honey will be available for sale.

Multicultural Culinary Experience and Exhibition

Sunday, August 18 from 4:00 to 6:00 p.m. Don't miss our new signature event hosted by the Lac La Biche Agricultural Society at the Lakeland Agricom. Guests will enjoy a sumptuous array of professionally prepared dishes that showcase the rich diversity of the region. French, Filipino, Italian, Indigenous, Lebanese, Russian, and Ukrainian food will delight



your palate. Complimentary entertainment, and trade show style display booths and exhibits from local agricultural, cultural groups and artisans will round out the festivities.

Get your tickets early on Eventbrite for this unique culinary experience. \$17 adults, \$9 for kids 12 and under, and \$14 for seniors (65+). For directions, more information and tickets, visit: <https://www.goeastofedmonton.com/LLB-Open-Farm-Days> ■

JULY BUSINESS LEADERS BREAKFAST UPDATE

Lucky 15 Restaurant hosted last month's Business Leaders Breakfast on July 11th. The discussion focused on the County's Main Street revitalization plans.

Prior to the meeting Community Futures surveyed all Main Street businesses that were willing to participate. Suggestions included a wide range of ideas, including:

- installation of features like fountains, a clock tower, tables and benches
- flowers and how they will be maintained either by businesses or the county
- reducing the speed of traffic and adjusting how traffic lights work
- creating additional crosswalks
- face lifts for storefronts and grants for updates
- ensuring trees have proper soil, and do not impede store or traffic signage.

Some attendees were concerned about the revitalization process, such as insuring that business disruption is minimized. Representatives from the County including Mayor Mogharbi were on-hand to answer any questions, listen to ideas, answer concerns, as

well as offering the following:

- taxes will not increase with the project (other than what increases that may result from future assessments).
- the County will provide a scale model of the revitalization project to offer a better idea of the proposed changes.
- if you have feedback on the Revitalization Project, please contact Clayton Kittlitz via email at: clayton.kittlitz@lactlabicherecounty.com

BUSINESSES EXPRESS CONCERNS

Despite the success of many retailers on Main Street, some businesses are frustrated by residents that don't shop locally. Attracting shoppers from a larger area, competing with on-line shopping, and the "Amazon mentality" were top of mind. It was agreed that new strategies are needed to encourage area residents to make shopping local their first choice. Concerns about loitering, graffiti, and empty storefronts were also cited. Needless to say, there was a lot of very good discussion in a very short period of time.

Special thanks to Lucky 15 for being the host, and to Mayor Mogharbi who graciously purchased breakfast for all those in attendance.

Book your spot at the table for our next meeting on August 15th: www.eventbrite.ca/e/business-leaders-breakfast-archery-edition-tickets-68173592049

Didja KNOW?

We often hear the terms small and medium sized business. In Canada, to qualify as a small business, a company should have less than 100 employees, be incorporated, and filed a tax return with the Canadian Revenue Agency within the last three years. Medium-sized businesses employ 100 - 499 paid employees, while a large business has 500 employees or more. ■

CDÉA Supports Francophone Youth and Economic Development in Our Region

Many of you are aware that Community Futures provides support for small businesses and economic development in our area, but did you know that similar services are provided in French to our Francophone entrepreneurs throughout Alberta by the Conseil de développement économique de l'Alberta (CDÉA)?



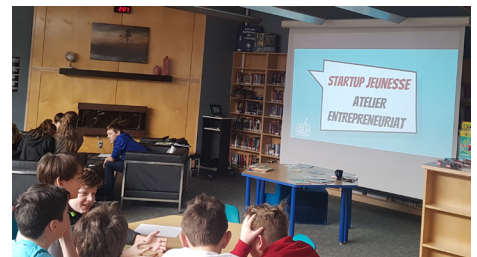
In Plamondon, this past February, CDÉA introduced entrepreneurship as a career path for young Francophones. Similar programs were offered in Bonnyville and Cold Lake.

Using the concept of starting a business with just ten dollars or less, thirty students at Plamondon's École Beauséjour between grades 7 and 10 participated in business creation projects. CDÉA's Joris Demares-Decaux, Economic Development Advisor (FrancoPre-neurs and Youth), coordinated the sessions. The first day emphasized applied theory



and on the second day students presented their business ideas to the group. Projects ranged from animal care and selling snacks to tutoring sessions for non-francophone parents. Demares-Decaux was impressed with both the creativity of the students and their ability to pitch their ideas. He points out that a couple of students already had small businesses and used the opportunity to apply what they learned at the sessions to tweak their operations.

The future of our region looks bright when youth are excited about starting businesses. Thanks to CDÉA and the **Startup Jeunesse** project, our Francophone youth have been given just a small taste of what it takes to do just that. ■



CUSTOMER SERVICE IS YOUR SECRET WEAPON

Ever wonder how to get the edge on your competitors and grow your business? Believe it or not, customer service might be your secret weapon. A growing number of shoppers say that they will be more likely to return to a local business because of outstanding customer services, rather than any particular product sold.



Whether you are serving customers in a store or working in an office; whether you are starting out as a new employee or are in charge of the whole operation; whether you are selling a product, providing a service or just interacting with visitors to the area, **CUSTOMER SERVICE IS YOUR NUMBER ONE PRIORITY** (and your secret weapon). ■

mark
your

CALENDAR



Business Leaders Breakfast 2.0

August 15, 2019 8:00 AM **Lucky 15 Restaurant**
Breakfast available for purchase.

**ALBERTA
OPEN
FARM DAYS**

Open Farm Days

August 17-18, 2019
www.goeastofedmonton.com/LLB-Open-Farm-Days



**2019
World Archery
3D Championships**

World Archery 3D Championships

Sept 2-6, 2019



**Power
Up
North!**

Power Up North Conference

Oct. 8 & 9, 2019 Portage College LLB Campus
www.eventbrite.ca/e/power-up-north-the-entrepreneurs-conference-tickets-68196679103?ref=eios

Most Common Business Mistakes #1

Mistakes? We all make them; even the most experienced business people. The trick is to know when you've slipped-up and to learn from your error. Over the next several months, Community Futures will highlight the most common mistakes in business made by new entrepreneurs and veterans alike.

Mistake #1: SKIPPING THE PLANNING PHASE

Whether you are a brand new entrepreneur or been in business for years, it's easy to overlook proper planning in an attempt to get a jump start on your new idea. A proper business, financial, and marketing plan, along with a good deal of research, are all critical to your success despite your enthusiasm. Make sure you take the time to do things right. If you have any questions or need assistance, contact your Community Futures office. We're always glad to help. ■



World 3D Archery Championship Just Around the Corner



The World 3D Archery Championships are happening in just a few short weeks, September 2-6. With hundreds of visitors to the area from around the world, this is an excellent opportunity for everyone to put their best foot forward and show everyone why the Lac La Biche Region is an incredible destination.

During our May Business Leaders Breakfast meeting, we discussed ideas such as:

- welcome signs
- staying open later and opening on the Sunday
- sidewalk sales
- souvenirs sales
- storefront decorations
- atv tours and boat rides

- emphasizing friendliness and the natural beauty of the area
- and how to participate as event sponsors.

At our next Business Leaders Breakfast Meeting, taking place at the Lucky 15 Restaurant on August 15th, we'll review these items and plan how businesses in the region can help to make the very best impression on everyone attending this world class event.

EVENT SCHEDULE:

Monday Sept. 2, Opening ceremony at 4:30 pm at McArthur Place followed by a lake shore parade.

Tuesday Sept. 3-Friday Sept. 6, Qualifying and elimination shoots at the Lac La Biche Shooting Range.

Saturday, Sept. 7, Finals from noon to 5:00 pm at the Lac La Biche Mission / Closing ceremony and gala at the Bold Centre.

Entertainment every night in the Athletes' Village at the Bold Centre (open to the public). ■

PARTNER'S CORNER

ASK AN ACCOUNTING EXPERT



Get answers to your small business questions by connecting one-on-one with an Accounting Expert!

Wednesday August 7th

Get advice on tax issues, eligible expenses, leasing, record keeping, payroll, business structure issues, buying/selling a business and other accounting matters.

Cost: \$25 per 30 minute private appointment.

Contact: via phone, in person (at the Business Link Edmonton office), or Zoom

Accounting Expert: Chris Pan, Metrix Group LLP.

Register: <https://businesslink.ca/event/ask-an-accounting-expert/>

Policies: Registration closes at 12:00 pm the day before. Cancellations accepted on-line 24 hours prior to the appointment. Cancellations after this will not be refunded. ■