

## SUMMER 2012



# News From the Frontenac CFDC *building business — growing communities*

## Congratulations!

- Congratulations to Mike McKenzie and everyone at Seed to Sausage in Sharbot Lake on a successful Grand Opening of their retail store! Visit the Food and Beverage (FAB) Region's You Tube page to see the video shot that day [www.youtube.com/investincheese](http://www.youtube.com/investincheese)
- Congrats to Renay Newhook on her new business Kasey's Cookies - All Natural, home made gourmet dog treats. All of their cookies are home-made from the highest quality ingredients using all natural products with no artificial preservatives or colours. Check them out online at [kaseyscookies.com](http://kaseyscookies.com) or visit them at the Frontenac Farmers Market.
- Something Cool Frozen Foods in Harrowsmith is celebrating their 3rd Anniversary this month! Congratulations Beth & Terry Freeland. Visit them online at [www.coolfoods.ca](http://www.coolfoods.ca) or stop by the store at 4937 Hwy 38 in Harrowsmith, just look for the blue doors and the penguin sign out front.
- Congratulations to Beckwith Contracting on their new showroom in Sydenham across the street from Hillside Coffee. [www.beckwithcontracting.ca](http://www.beckwithcontracting.ca)
- Sydenham Landscape Products has a NEW location! You can now find them at the corner of Boundary Road and Rutledge Road in Sydenham. Congrats Mike!

Do you have business news you would like to share in our newsletter? Contact Krista at 613-372-1414 or email [krista@frontenaccfdc.com](mailto:krista@frontenaccfdc.com)

## Limestone Creamery Opening in June

Limestone Organic Creamery will be opening in June! Owned and operated by Francis and Kathie Groenewegen and their family, they will be offering their own line of Limestone Organic Creamery milk and butter; Organic Meadow products such as cheese, cream, ice cream, cottage cheese and yogurt; fresh hand made pasta from Pasta Tavola; and organic meat and eggs. They will also be offering milk delivery! For more information about their store and milk delivery visit their website [www.limestonecreamery.com](http://www.limestonecreamery.com) or find them on Facebook.



## FAB Region iPad App on the Premier's Blog

The Food and Beverage (FAB) Region's iPad App was featured in our last newsletter for winning an award at the Economic Developers Council of Ontario (EDCO) conference. Shortly after this announcement the FAB Region was contacted by the Premier's office and our app was featured on the Premier's Blog. A camera crew came out and met with FAB Region partners Anne Prichard (Frontenac CFDC) and Karin Desveaux (Prince Edward County) and master cheese maker Stephanie Diamant to chat about the iPad App. To view the blog and video post visit <http://tinyurl.com/7gjv4zf>

The iPad App is a how-to-guide for starting your own cheesemaking business and contains over 55 pages of interactive content. For more information about the App and how to download a copy visit [www.fabregion.ca](http://www.fabregion.ca)



## Eastern Ontario Regional Network

The Eastern Ontario Regional Network (EORN) will be holding meetings to update the public on the Regional High-Speed Broadband Project. Meetings will be held on June 25th in Sharbot Lake at the Soldiers Memorial Hall and on June 27th in Sydenham at the Legion. Both sessions will run from 6:30 to 8:00pm. All are welcome.

EORN, created by the Eastern Ontario Wardens' Caucus, mission is to provide higher Internet speeds and bandwidth to at least 95 per cent of homes and businesses in Eastern Ontario. EORN includes: a 5,500km network of new and existing fibre optic cable, with 160 new access point for Internet Service providers, and High Speed Internet services for residents and businesses through wired, wireless or satellite technology, depending on the best fit for the area. EORN is negotiating with Internet service providers to increase coverage area, bandwidth and speed, while bridging the urban-rural price gap. For more info visit [www.eorn.ca](http://www.eorn.ca)

## Mazinaw Lanark Forest - Forest Stewardship

The Mazinaw-Lanark Forest, funded by the Eastern Ontario Development Program (EODP), is working to achieve Forest Stewardship Council (FSC) certification for the forest. The FSC is an international, membership-based, non-profit organization that supports environmentally appropriate, socially beneficial, and economically viable management of the world's forests. Once complete, this project will allow forest product producers the ability to market and sell products as FSC certified.

FSC certification has international recognition of responsible management and will allow the forest based businesses to access new markets for their products or maintain a customer base that is recently requesting well managed forest products.

Forest certification is a process designed to encourage the sustainable management of forests throughout the world. Independent auditors evaluate forest stands to determine whether their owners are complying with sound forestry standards. Owners/land managers who meet the required standards have their forests certified as "sustainably-managed". This label provides assurance to consumers of wood products that their forests are being well managed. Typically, certification includes two components: certification of the sustainability of forest management activities and, certification of forest products.

Mazinaw-Lanark Forest Inc. (MLFI) was established in 1998 as a multi-shareholder company with the primary task of planning, implementing, monitoring and reporting to the Ontario Government on forest management activities on over 180,000 hectares of Crown forest. MLFI works as a partnership with 20 local shareholders in Eastern Ontario.

For more information please contact Tom Richardson, General Manager [trichardsom@mlfi.org](mailto:trichardsom@mlfi.org)



## Ardenvillageontario.com

Arden is now online! The village of Arden has a new website, [www.ardenvillageontario.com](http://www.ardenvillageontario.com) full of information for residents and visitors. The site features historical information (photo above: upper main street, ca 1920), photography, attractions, event listings, trail maps, and listings of accommodations, food, camping, artists and businesses in the area.

## Spotlight Video: Ella's Café and Bakery



The Frontenac CFDC has been visiting businesses in Frontenac County to find out more about their business and what products and services they have to offer. We have been taking short video clips at these businesses and posting them to our YouTube Channel to help promote businesses in the Frontenacs.

Our newest video features Ella's Café and Bakery in Harrowsmith. Visit our YouTube Page to view their video - [www.youtube.com/frontenaccfdc](http://www.youtube.com/frontenaccfdc)

If you have a business in Frontenac County and would like to be featured in one of our YouTube videos please contact Krista at 613-372-1414, 1-888-372-9962 or email [krista@frontenaccfdc.com](mailto:krista@frontenaccfdc.com)

## Review of Retail Workshop By Memory Lane Flowers

On April 23rd the Frontenac CFDC hosted a Retail Workshop with specialist Barbara Crowhurst who spoke about how to increase retail sales, store design and product placement. We had a great turn out and one lucky attendee, Christine Kennedy owner of Memory Lane Flowers in Sydenham, won a free onsite consultation with Barbara. We asked Christine to share some of the things she learned from her consultation...

As winner of the free onsite consultation, Barbara Crowhurst came to Memory Lane Flowers & Gifts and spent the morning and early afternoon with me. We went through several aspects of the business from the layout of the shop, colour preferences for interior painting, to a wish list for new signage.

From Barbara's workshop, which was full of information on day to day running of a business to the creating customer data base, point of sale systems, and much more, we were able to critic the shop and get a new focus on goals and opportunities and options I have. A good refresher course on where I need to be in business.

Ms Crowhurst was extremely complimentary on how Memory Lane Flowers has grown over the last 15 years, and we discussed different marketing strategies of products and the use of shelving to display product - I am very fortunate with this as 'Hubby' has built most of what we use and now have added a new wish list for him too!! We were able to connect with Denise who is the Paint & Colour Consultant at Atkinson Home Building Centre ... So, the wish list has been completed and now it is just a matter of timing as to when the painting begins.....watch out for the new changes over the next few months.

Barbara also liked the fact that since I am located in the old blacksmith shop (1820 circa), that we have tried to maintain the look of 'yesteryear' with product from this century being incorporated in the gift ware.

Barbara had a firsthand account of customers who stopped in to say a special 'thank you' for a recent wedding we had done, as well as people who just popped in to say 'Hello Christine', (which I am most fortunate that this happens on a regular basis), and that I had to stop the makeover for a brief period while I spent time with a family discussing floral needs. I believe that helped her realize that our customer service is above all... number one!

Barbara was also able to spend time with Kim who works with me here, and get an idea of her goals, and aspirations for the shop as well. She was most impressed and commented several times on how fortunate I am to have such a dedicated employee and others who have helped me here over the years.

Barbara's keen eye for color, style, her expertise in the business field was truly a welcome breath of fresh air for

us here at Memory Lane Flowers & Gifts.

Thank you to Barbara, and to CFDC for the opportunity to meet her and work with her for the day

Christine



Christine, Barbara and Kim

## EASTERN ONTARIO DEVELOPMENT PROGRAM

**Do you have a good idea to grow your business or to make your community more vibrant?**

Your project may be eligible for a grant. To obtain guidelines and applications or for more information please visit [www.frontenaccfdc.com](http://www.frontenaccfdc.com), call 613-372-1414, 888-372-9962 or email [eodp@frontenaccfdc.com](mailto:eodp@frontenaccfdc.com)

For application deadlines please refer to our website. Subject to available funding.





*Dr. Leslie Reade & Ferdinand, Sydenham Veterinary Services*

## Community & Caring

When Leslie Reade joined the Board of Directors of the Frontenac Community Futures Development Corporation, her decision was as much about the past as the future.

"I grew up here and remember that fondly," says Leslie, co-owner, with her husband Jack Chubaty, of Sydenham Veterinary Services, a thriving, full service clinic established by Leslie's father 30 years ago. "Although I left to go to school, when it was time to decide where to settle down, there really was no other choice."

Leslie values the Frontenacs as a healthy and safe place to raise a family and grow a business. "Change has brought many opportunities," she says. Helping to strengthen the local economy and make possible the opportunities she now enjoys is one of her goals and greatest pleasures as a member of the Frontenac CFDC Board.

The Frontenac CFDC is a non-profit organization funded by FedDev Ontario offering free business advice, workshops and commercial financing to entrepreneurs and those looking to start a business in the Frontenacs.

"I love helping our community succeed!"

The Frontenac CFDC is now accepting application for the 2012-15 Board of Directors. To learn how you can become a passionate leader in your community call 613-372-1414, 1-888-372-9962, or send an email to [info@frontenaccfdc.com](mailto:info@frontenaccfdc.com)



Find us on Facebook and Twitter @frontenaccfdc

And on [youtube.com/frontenaccfdc](http://youtube.com/frontenaccfdc)

## About the Frontenac CFDC

The Frontenac Community Futures Development Corporation is a non-profit organization whose mission is to stimulate community and economic development throughout the Frontenacs. Run by a volunteer board of directors and funded by FedDev, the Frontenac CFDC offers free business advice, workshops and commercial financing to entrepreneurs and those looking to start businesses in the Frontenacs.

The Frontenac CFDC also provides support to initiatives that are designed to stimulate economic development in the County of Frontenac, and business planning assistance to community organizations.

### Frontenac Community Futures Development Corporation

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