

Access Manitoba

Western Economic Diversification Canada

CFDC's Receive Five Year Funding

By Maria Doerksen

Terry Lindell wants to get the word out that **Community Futures Development Corporations (CFDC)** are alive and well in Manitoba. Lindell, the chair of the Super Six CFDC located in Ashern, Manitoba is very pleased over the news that his board recently received from Secretary of State for Western Economic Diversification, Ron J. Duhamel. That news was the confirmation of continued funding support for all CFDC's over the next five years.

"This guarantee of funding is great," Lindell says. "Now we can do some long term planning for our communities."

Lindell has been chairing the Super Six CFDC since October 1998 when he accepted a four year term. Although he is new to the chairing position Lindell has always been deeply committed to his community. In fact, it was that commitment which drew him to Super Six in 1992.

Lindell, a residential and commercial developer, was interested in building seniors housing in the Warren area but needed some market research done first.

At that time, Lindell, didn't know exactly what the CFDC did, but that didn't stop him from approaching Super Six with his idea." To his surprise, Super Six had already done an extensive market study for seniors housing. "I was so impressed," Lindell remembers. "The research they had was well done and thorough."

In 1994, the seniors residence was built and after two years of participation with Super Six, Lindell joined the board as a citizen representative and in 1998 was asked to fill the chair position.

Lindell believes in the idea of CFDC's can achieve positive business and community growth, especially through a grassroots approach. "The concept allows individual communities to determine their own economic vision. We are a resource which can link community people



Terry Lindell, chair of Super Six CFDC, looks to the future and envisions a strong Interlake tourism industry and booming economy.

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Kids Learn More than Service at Crackers Bistro

By Maria Doerksen

For a group of 14 students with developmental delays in Winnipeg's Windsor Park area, education is very literally going beyond the classroom. The students are working at **Crackers Bistro**, a restaurant which is operated by Windsor Park Collegiate's special education department, where they learn the skills necessary to find jobs after high school.

With the help of a \$74,360 contribution from the **Winnipeg Development Agreement (WDA)**, Crackers is able to provide practical experience and training to students.

The Honourable Ron J. Duhamel, Secretary of State for Western Economic Diversification, was at the opening last March.

"By supporting this project we are continuing to build on Winnipeg's international reputation for excellence in services for people with disabilities. An investment in our children is an investment in our future, a future that will reveal a more caring society – a society that values the contributions of all its members."

Ennie Arnal, a special education teacher at the high school oversees the operation. Opening the restaurant has been a dream of hers for six years, ever since she began operating the bistro with her students in a small empty classroom on Fridays.

"A simulated environment is not enough for these students," Arnal explains. "Non-simulated environments where things go wrong and the kids have to problem-solve on the spot is the only way to learn."

Arnal says that this project not only helps the students but it is also good for the community.

"We are teaching intolerance to the community," she says.



This student enjoys his work as dishwasher for the day. Students are paid according to the jobs they perform while at the restaurant.



Crackers Bistro chef (left) and a resource worker put Mr. Duhamel to work preparing the quiche lunch with smiles all around.

"I know it sounds strange. But we want to teach that bad behavior is not acceptable from these kids. Be embracing of their humanity yes, but intolerant of their lack of social skills."

The community is supportive of Arnal and the Bistro. **Cottonwood Properties Inc.** has given the program free lease on the small restaurant in the strip mall across from the high school.



Mr. Duhamel gets acquainted with a group of very excited servers and kitchen staff, proudly wearing their Winnipeg Development Agreement tshirts.

To an outsider, Arnal's approach seems harsh at first, but the students love her as a friend as much as a they respect her as a teacher. They thrive on her compliments and clearly enjoy their work in the restaurant.

"I like it here because I get respect," one student says. "I get compliments on the job I do and I make good soup."

The students all participate in the running of the restaurant by cutting vegetables, making the soup, waiting tables and washing dishes. "For the

first time in their lives," Arnal says, "our kids are needed instead of their needing someone."

She has tried to keep the restaurant as close to "the real world" as she can. This includes paying students for their work. The tips are pooled and then each student gets paid

to the appropriate contacts,” says Lindell. “There is a lot more to business than money and all too often, people don’t realize how much else there is to know.

Super Six can help entrepreneurs with marketing, training and accounting.” Lindell knows how much help the Super Six can be from his own business experience and now in his leadership position he is witnessing daily how this CFDC is giving support to others.

Lindell, being a visionary, looks to the future and expects the community to reap the benefits of regional

according to what he did. For bad behavior such as swearing, stealing, physical aggression or spitting, students get money taken out of their pay.

“They have to work or they don’t get paid,” Arnal says. “We’re teaching a work ethic here: leisure and spending money are a by-product of a hard week of work.” That is the reason Arnal has limited the restaurant hours to Monday to Friday between 11 a.m. and 1 p.m.

Two regular customers to the Bistro Heather Benedictson and Susan Gerlach have known most of the students who work in the restaurant since the kids were in elementary school. “These kids have met up with so many experiences of failure and now here they have success. It is so valuable for them,” says Benedictson.

“This restaurant is an extension of their school work,”. “They have so much pride in what they do. It gives them a sense of self, makes them independent and requires a certain level of behavior,” adds Gerlach.

The ultimate goal of the program is to have students placed in a permanent job position upon graduation. Some alumni have already found positions around the city. Arnal lists students holding jobs at community clubs, arcades and grocery stores.

Lisa is one of the students who will be graduating this year. For her, the restaurant was the ideal introduction to the world of work. Now, on top of her job at Crackers, she already works one morning a week at Global Television in the mail room and then the other four days at Split Ends, a community hair and skin salon, where she

development. “The other day a man came in who is planning a mushroom farm in the area,” Lindell recalls. “That is brand new for this community, but our business manager helped him with his business plan and some research material. This is an example of an idea that might have gone nowhere if it wasn’t for the CFDC.”

“I like to look past the horizon to the future,” Lindell says. “Building our communities isn’t a magic pill. It takes time and focus.”

does the custodial work. Lisa says her work keeps her busy and gives her purpose.

When asked, the students unanimously agree that Crackers is a great place to work. In the restaurant’s entrance an inspirational quote hangs on the wall that reads:

“Never underestimate the power of a small group to change the world, indeed, it’s the only thing that ever has.”



The Honourable Ron Duhamel (back right), Secretary of State for WD, helped celebrate the opening of the Bistro on March 19, 1999 along with Hugh Fraser, Windsor Park Collegiate principal (back left), Hugh Coburn, chair of St. Boniface School Division (back middle), Jack Reimer, Minister of Urban Affairs (third from right) and Ennie Arnal (second from right).

National Grocery Store on Internet

For those who are dabbling in e-commerce, there's something new on the Internet. It's virtual grocery stores. Not only can a person purchase books, music and clothing on the Internet, but now anything from Oreo cookies to Ragu spaghetti sauce or Purina dog chow is for sale and available to you through your home computer.

A local business woman has launched a national Web grocery service at www.thegrocer.net for those who want to avoid those dreaded line-ups.

Former bank manager, Sherri Riach first conceived of the idea when the organization for whom she worked started to provide on-line banking services.

"We were encouraged to do some of our own research and discover what the Internet provided for people," explains Riach. "I came across the grocery idea and soon got to thinking, as a single mom with so little time, I wouldn't mind if I never had to step into the grocery store again."

The idea was born and soon prompted Riach to resign her position and begin self employment classes. There Riach learned about business plans and marketing and because of her extensive experience with financial institutions she was able to teach her classmates about budgeting and financing.

Since finishing the classes Riach has put her plan into action and opened the Web Grocer-e. Customers can shop and order many everyday supermarket items 24 hours a day, 7 days a week and have it shipped to their home or office in any of Canada's ten provinces. The Web Grocer-e uses a low-cost professional courier network to deliver each order which is guaranteed to arrive at your door in 2-5 days, depending on where you live.

"We offer consistently low prices on a wide variety of food and general merchandise products. Plus, through our membership program, we are working to bring you additional discounts, special purchases, unique items, new product samples and other benefits," says Riach.

The Web Grocer-e is also a great way to make sure your mother, grandmother or child in college gets the food they need no matter where you live. Just shop for food using our shopping service and enter their shipping information on the check-out page. You can also set up a recurring order that sends your shipment to their house at a specified interval.

The Web Grocer-e is a member of **The Peach Tree**, a network of independent grocers offering superior on-line grocery shopping and home delivery services.

"Through our affiliation with The Peach Tree, our members will have free access to hand-selected recipes, the latest news in food nutrition and on-line nutritionists," says Riach.

The Web Grocer-e is also a member of the Better Business Bureau, The Winnipeg Chamber of Commerce and The Canadian Federation of Independent Grocers. We want our members to feel comfortable with our commitment to electronic commerce and with the nature of the company that they are dealing with. We guarantee our service and quality, and these organizations back our claims.

Riach has noticed how many people are willing to help her out with the business start-up. Shirley Stimpson, a client services officer at Western Economic Diversification (WD), is one of those people. Riach contacted Stimpson who was able to give her some ideas for financing and reviewed her business plan.

Stimpson directed her to the Women's Enterprise Centre and the Business Development Bank of Canada (BDC), both from whom she has received financing.

Riach's target market is current Internet users, between the ages of 25 and 50 years. She has plans to target the senior and disabled market in a few months.

Riach believes she is one-up on local grocery stores because of the variety she can offer. "I can have so many more products than regular grocery stores. There is no limit to my shelf space."

"The Web Grocer-e will be a once-a-month stock up shop where people will be able to buy their groceries in comfort and convenience," Riach says.

And with the way that Canadians are going on-line, it won't be long before the Web Grocer-e is delivering all over the country.



Sherri Riach, owner of Web Grocer-e, loves the convenience of the Internet.