



FedNor Update

FedNor. Opening Doors. Building Futures. In Northern Ontario.

FALL 2001

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Message From the Minister of Industry

I am pleased to join my colleague, the Honourable Andy Mitchell, in bringing greetings from the Government of Canada. FedNor, the Federal Economic Development Initiative for Northern Ontario, is making a major impact on the lives of northerners and the economies of their communities. It has achieved remarkable success throughout Northern Ontario — a few stories are detailed in this advertisement — and I know many of you have felt the impact of FedNor's investment directly.

The role of Industry Canada is to build a world-leading economy driven by innovation, ideas and talent, and to build a more inclusive, knowledge-based society for all Canadians. We call it "the innovation agenda." As Minister of Industry, I have two priorities: to stimulate and nurture a culture of innovation across this country; and to brand Canada internationally as a great place to live, work and invest.

Canada began its first century by building a railroad to conquer its vast distances. Canada is beginning the 21st century by leading in information and communications technologies that will help citizens overcome that same barrier of distance. This is particularly important for regions such as Northern Ontario, where communities — and their residents — are isolated by geography. Moving from bands of steel to high-speed broadband Internet, Canada is beginning to use these enabling technologies to drive innovation, expanding access

to new health and community services, learning and information and business opportunities. Our ultimate goal is to make Canada the most connected nation in the world.

Rural and northern communities are vital to the social, cultural and economic fibre of Canada. In addition to its contributions to the economy of our great nation through mining, forestry, agriculture, manufacturing and tourism industries, Northern Ontario is justifiably proud of its Francophone and Aboriginal heritage, and the diversity and uniqueness that it engenders. Linking the communities and people of Northern Ontario will create synergies and allow for the sharing of ideas and solutions to the challenges we face.

I look forward to meeting with many of you during my travels throughout Northern Ontario to discuss this vision of a smart country — an innovative and more integrated Canada for the future. Together, we will make this vision a reality.

Brian Tobin
Minister of Industry

Message From the Secretary of State

As Secretary of State for Rural Development and FedNor, I have a tremendous opportunity to travel extensively throughout the North, to meet and speak with many of you. In an effort to speak to all Northern Ontarians collectively, I am pleased to introduce these updates to highlight the vital role each of you play in helping FedNor achieve its goals, and to update you on FedNor's activities in the North.

I am continually impressed by the innovative solutions that northerners develop for solving their unique community challenges. FedNor's commitment is to develop and implement programs and services that recognize a spirit of collaboration and cooperation with community partners.

To fulfil this commitment, FedNor has developed an array of tools to specifically address key issues facing the people who choose to live and work in Northern Ontario — tools such as the Community Futures Program, the Youth Internship Program and the Aboriginal Business Service Network. We have also increased our presence "on the ground" by opening new offices in Timmins and North Bay, to complement our existing locations in Sudbury, Sault Ste. Marie, Thunder Bay, Parry Sound and Kenora. Being closer to our clients will ensure better delivery of FedNor programs and services throughout the North.

At FedNor, we share your concerns for the ongoing development of resource-based communities. We recognize the importance of

supporting small and medium-sized businesses and local entrepreneurs. We realize that in order to compete and thrive, we must promote economic growth, diversification, job creation and sustainable, self-reliant communities. The challenge FedNor faces in Northern Ontario is to help northern communities build capacity to compete more effectively, both at home and around the world, in attracting needed investment capital and employment opportunities, particularly for northern youth and the North's Aboriginal population.

However, the key to FedNor's success in building a vibrant and prosperous Northern Ontario has been — and will continue to be — the spirit, support and active participation of its residents. You represent the human capacity essential to community economic development.

We often speak of the richness of the North's natural resources. As we build on our past successes and tackle the challenges which lie ahead, FedNor will continue to invest in the North's most precious resource — its people!

Andy Mitchell
Secretary of State
(Rural Development) (FedNor)



OACFDC Partnership Key to Success of Community Futures Program

Any successful business owner knows the importance of networking and establishing effective partnerships. The Ontario Association of Community Futures Development Corporations (OACFDC) is an example of networking success.

Governed by a volunteer Board of Directors comprising of representatives from seven regions in Ontario, the OACFDC provides a networking mechanism to share information and best practices among the 53 Community Futures Development Corporations (CFDCs) located throughout the province. It is also a member of The Ontario Rural Council (TORC) and is an active participant in a number of provincial and national organizations.

The Community Futures Program is a vital element of the Government of Canada's commitment toward building strong, self-sustaining communities in rural and northern areas. Funded through Industry Canada/FedNor, CFDCs are designed to develop and implement long-term, community-based economic development initiatives and deliver a wide variety of programs and services to support small business growth.

Last year alone, this dynamic network provided technical or financial assistance to more than 1800 businesses, created or maintained more than 5400 jobs in the province, and leveraged approximately \$52 million in additional investment from outside sources.

The Ontario Association plays a strong role in promoting the activities of its member CFDCs. FedNor has been, and continues to be, a major OACFDC partner. In addition to providing financial support, FedNor works with the OACFDC Board and various committees in developing strategic plans, marketing programs such as the newly launched Common Identifier Marketing Strategy, and identifying federal program and service enhancements, which will benefit CFDCs throughout the province.

The OACFDC and FedNor — partners in community economic development.

Annual Conference Boasts Record Attendance

More than 225 delegates from across the province gathered in Thunder Bay June 9-11, 2001, to participate in the annual conference of the Ontario Association of Community Futures Development Corporations (OACFDC). Aptly titled, *Opening Doors to Community Futures*, the three-day conference featured a blend of informative workshops, seminars, plenary sessions, and the OACFDC Annual General Meeting and Policy Forum.

The Conference was also the forum for several important announcements, simultaneously webcast during a live news conference, made by the Honourable Andy Mitchell, Secretary of State for Rural Development and FedNor. Mr. Mitchell announced the creation of a new investment pool that will provide Community Futures Development Corporations (CFDCs) in Northeastern

Ontario with greater loan capacity. FedNor will contribute \$150 000 to this pilot project with the Northeast CFDC Network.

"CFDCs are key partners in this government's efforts to strengthen local economies," says Mr. Mitchell. "Small and medium-sized businesses are the lifeblood of our economy. This initiative is an opportunity to help them flourish by improving their access to capital."

Mr. Mitchell also joined representatives of the OACFDC and FedNor to help launch a comprehensive marketing effort to improve the visibility and corporate image of CFDCs in Ontario. The Common Identifier Marketing Strategy was unveiled on the final day of the conference.

"This 'new look' will ensure CFDCs are easily identified no matter where they are located in the province," says Barb Fisher, Past-President of the OACFDC.

New CFDC logo unveiled

The new common identifier logo (sample at right) is central to the OACFDC



Community Futures Development Corporation
Société d'aide au développement des collectivités

Marketing Strategy. The points of the triangle represent the three key service mandates of all CFDCs: 1) strategic community planning and development; 2) business counselling services; and 3) access to capital. The maple leaf provides a link to the national Community Futures Program, while the gradual colour shift and layered effect signify growth and steps to a brighter future.

Telecommunications Project Honoured

One of the highlights of the OACFDC conference was the FedNor gala awards banquet to recognize and honour the achievements of both CFDCs and their clients.



At left: FedNor Director General Louise Paquette presents Vic Prokopchuk, Committee Chair, with the award for *Community Economic Development Project of the Year* for his work with the Northwestern Ontario Regional Telecommunications Committee.



Conference delegates attend one of the many informative plenary sessions during the OACFDC Annual Conference in Thunder Bay.

Aboriginal Communities Study Mining Impact

A unique research study funded through FedNor is now under way in 10 Aboriginal communities throughout Northern Ontario. Its strategy is to enhance Aboriginal communities' involvement in Northern Ontario's mineral industry and to foster long-term partnerships between these communities, all levels of government and the mineral industry. Sudbury-based Gezhtoojig Employment & Training and the Canadian Aboriginal Minerals Association (CAMA) are spearheading the project.

CAMA President, Hans Matthews, stressed the importance of gaining first-hand knowledge of the needs of Aboriginal communities throughout the North and of the issues and opportunities they face.

"This project's uniqueness is that individual communities and their members are driving the process," says Matthews. "Issues of land-use planning, environmental protection and management of resources vary from region to region and community to community."

A local coordinator, selected by the Chief and Council, has been hired in each of the 10 communities to gather the data including a community profile, a recap of the level of mineral activity and its impact, direct input from residents on any issues, needs or concerns related to the mining industry, and how they can become more involved.



FedNor Aboriginal Initiatives Officer, Brian Phillips (left), joins Hans Matthews, President of the Canadian Aboriginal Minerals Association (CAMA) at Whistle Mine near Wahnapiitae First Nation north of Sudbury. INCO Ltd. is decommissioning the mine site with the assistance of the Wahnapiitae First Nation.

Once this information is analysed and presented to the communities, it will be shared with representatives of the mineral industry and government to develop a strategic plan to address key issues, fill gaps, and explore new partnership opportunities for economic development in Aboriginal communities across Northern Ontario.

"The development of a comprehensive strategy and strong partnerships is the first step in maintaining a mutually beneficial relationship between mining and Aboriginal communities," Matthews adds. "CAMA and our partners at Gezhtoojig Employment & Training look forward to sharing our study's findings later this fall."

Northern Rural Medical School Becomes a Reality

Plans to create a medical school in the North will be a shot-in-the-arm for Northern Ontario's ailing health care system.

The official announcement — the first new medical school to be created in Canada in more than 30 years — was made this past spring, following a concentrated lobbying effort by numerous partners and stakeholders across the North. As part of this effort, FedNor contributed more than \$250 000 to fund the development of the model and proposal for a Northern Rural Medical School (NORMS), and an international symposium.

"It's very exciting to be involved in building a new medical school for Northern Ontario," says Mary Louise Hill, Vice-President (Academic) and Provost, Lakehead University in Thunder Bay. "Doctors who are trained in the North are more likely to choose to practise here, and will be better prepared to thrive as professionals in our northern communities. In time, everyone in Northern Ontario will benefit from this initiative."

The new medical school is a positive step forward in more ways than one, according to Miriam McDonald, Chief Executive Officer of the Northeastern Ontario Medical Education Corporation (NOMECE).

"Not only will we be able to keep our northern medical students here after graduation, a new medical school will undoubtedly help

with the recruitment of physicians who are seeking opportunities in research and teaching," says McDonald. "The success of NOMECE's family medicine residency program is proof that targeted training works!"

A rural health symposium, held in Sudbury May 17, 2001, featured a number of international experts on northern and rural medicine who provided valuable information and direction for the project.

According to Geoff Tesson, Executive Director of Health Initiatives at Laurentian University, this endeavour is new to Canada. "Other countries are willing to share their knowledge of best practices and what has worked for them," says Tesson. "This invaluable consultation will allow us to design the delivery model in more detail."

"I think it's important to note that it was a collaborative effort that got this entire process started," says Richard Adams, President of the Federation of Northern Ontario Municipalities. "The role northern municipalities played in banding together in support of the medical school was absolutely vital. The government listened to that collective voice and responded."

It is expected that students will begin to enrol in the program in 2004.

Passing the Baton

The success of any volunteer organization is dependent on the strength and commitment of its leadership.

The Ontario Association of Community Futures Development Corporations (OACFDC) celebrated its achievements at their Annual General Meeting and Policy Forum on June 10, as members from across the province applauded outgoing OACFDC President, Barb Fisher, for her efforts and accomplishments over the past two years.

During her tenure, Fisher was instrumental in the development of the Association's Strategic

Plan, which brought together seven focus groups with representation from 35 CFDCs across Ontario. A champion of both the Pan Canadian Network and the Business Retention & Expansion Partnership, Fisher also served on the Common Identifier Marketing Committee with FedNor and CFDC representatives.

The common identifier, a dynamic new logo officially launched in Thunder Bay this past June, will be the centrepiece of a province-wide campaign that will see CFDCs across

Ontario adopt the new look. This campaign will continue to be a major focus for the OACFDC Board under the leadership of the new OACFDC President, Dan Borowec.

The General Manager of the Northumberland Business Assistance Corporation since 1998, Borowec was elected President of the OACFDC this past June, after serving a two-year term as Board Treasurer. He has enjoyed a long and varied career in the field of regional economic development. An

author of a number of business studies, Borowec has served on the Provincial Policy Advisory Committee on Economic Development, Trade and Tourism and the Northumberland Economic Council, and continues to be involved in a variety of volunteer activities in his community.

Congratulations to Barb Fisher for a remarkable reign at the OACFDC helm. FedNor looks forward to continuing its partnership with the OACFDC under its new leadership.

Trade Bridge 2001 Welcomes the World



Members of the Irish delegation (far left – Joe Magill, centre – Conor Patterson and John MacMahon) and Bruce Strapp, (far right) President & CEO of the Sault Ste. Marie Economic Development Corporation, meet with Aboriginal youth dancers from the local Indian Friendship Centre.

From June 13–15, 2001, Northern Ontario business owners, municipal leaders and economic development officials gathered in Sault Ste. Marie to build a bridge of trade with colleagues from across the ocean and below the border. Representatives from Sudbury, Timmins, North Bay and Sault Ste. Marie met with delegates from Ireland and the U.S. in an effort to promote trade connections, strategic alliances and other joint ventures.

Trade Bridge 2001 achieved its goal of being a business-to-business event. Approximately 300 networking meetings were held with 70 local and regional businesses in an effort to give Northern Ontario entrepreneurs access to markets in the U.S., Ireland and other parts of the United Kingdom and Europe.

On the evening of June 14, FedNor sponsored the Canadian Bush Pilots' Dinner hosted by the Canadian Bushplane Heritage Centre. Trade delegates and guests enjoyed a performance by traditional Aboriginal dancers, a Theatre in the Round presentation reliving the stories of how five current residents settled in Sault Ste. Marie, and an opportunity for some members of the Irish delegation to display their singing talents.

Trade Bridge 2001 grew out of a June 2000 trade mission spearheaded by the Sault Ste. Marie Chamber of Commerce and funded by FedNor. As a result of this mission

and a subsequent visit in October 2000, strong business relationships were developed between Sault Ste. Marie and County Louth, the Town Of Dundalk, the Louth County Enterprise Board, and the Newry and Mourne Enterprise Agency — all of which were represented at Trade Bridge 2001.

The Trade Bridge 2001 initiative is already paying dividends. On June 28, 2001, Fitzpatrick Industries of Sault Ste. Marie announced the finalization of a strategic partnership agreement with Phillipstown Engineering, based in Dunleer in County Louth, Ireland. The joint venture agreement calls for Phillipstown to assemble and distribute Fitzpatrick products, initially in the British Isles and, ultimately, into continental Europe.

Sault College Enhances Flight Training Program

Aviation Technology (Flight) students at Sault College of Applied Arts & Technology will soon benefit from enhanced learning thanks to the purchase of two flight simulators. Announced in February 2001, the full impact of this investment will be evident in the months and years ahead, according to Tony Hanlon, Vice-President, Academic at Sault College.



Carmen Provenzano, Sault Ste. Marie MP, takes the controls of one of Sault College's flight simulators.

"FedNor funding of \$500 000 has enabled us to purchase state-of-the-art instructional equipment that will increase enrolment and serve as an important element of the College's regional economic development efforts toward a nationally recognized aviation centre in Northern Ontario," says Hanlon.

The Aviation Pilot Training Program, one of 70 full-time study options at Sault College, draws the most out-of-district students. Almost all of the program's 150 students are from outside Algoma. According to the College, this translates into incremental student spending of approximately \$1.5 million in Sault Ste. Marie, the creation and support of 60 full-time jobs in the community at large, as well as 10 faculty and 5 Sault College support staff positions.

Sault College Aviation Technology (Flight) students currently earn a Commercial License, Multi-Engine endorsement and Group 1 Instrument rating. The College, one of two in Canada offering these credentials, is the only one in Northern Ontario.

"In addition to cementing Sault College's position as a national leader in flight training," adds Hanlon, "this project will further enable us to pursue international flight training contracts."

In March 2001, the College hosted a delegation from Taiwan. It is hoped that between 20 to 25 Taiwanese students a year will enrol in a customized pilot training program at the College.

The enhancement of the Sault College program further strengthens Northern Ontario's position as a recognized leader in aviation training by complementing other specialized aviation programs at Canadore College in North Bay and Confederation College in Thunder Bay.

The Sault College Aviation program is also an integral component of Sault Ste. Marie's Industrial Marketing Strategy and the Airport Development Corporation's Master Plan. As a key tenant of the Sault Ste. Marie airport, the Aviation Program provides technical and skilled aviation labour and revenue through fees and fuel purchase.

FedNor and Sault College — helping northern pilots take flight!

FedNor salutes volunteers across the North

In this International Year of Volunteers, we recognize and applaud the contributions of the thousands of volunteers across Northern Ontario. Men and women of all ages give freely of their time, energy and talents on behalf of their communities. They can be found helping in almost any capacity ... anywhere a helping hand is needed.

The value of this level of volunteer service cannot be measured in mere dollars and cents. Northern Ontario is blessed with an abundance of people who want to contribute, and who want to give something back to their home communities.

FedNor salutes all northern volunteers for their ongoing commitment and selfless dedication.