

# FedNor Update

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

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## Wood WORKS! in Northern Ontario!



**I**f you build it, they will come.

That old adage came alive in North Bay this past November as more than 200 guests participated in an event celebrating the very resource Northern Ontario is built on — wood.

Wood WORKS!, a national initiative aimed at promoting the increased use of wood in commercial, industrial and institutional construction, hosted its first annual Wood WORKS! Awards Gala.

The Honourable Andy Mitchell, Secretary of State (Rural Development)(FedNor), was on hand to announce a FedNor investment of \$450 000 to extend the duration and scope of the project, which recently celebrated its first year of operation.

"In British Columbia, this program has resulted in a province-wide \$275-million conversion to wood projects — a clear sign of the benefits that can be derived here in Northern Ontario," says Mr. Mitchell.

A special project of the not-for-profit Canadian Wood Council, Wood WORKS! was established in the Nipissing and Parry Sound area as an Ontario pilot site with the help of a \$109 000 FedNor investment. The newest funding announcement will extend the Wood WORKS! campaign to target all of Northern Ontario over a two-year period.

Jim Lopez, Chair of the Northern Ontario Wood WORKS! steering committee, believes the decision to expand the program will be beneficial.

"Building with wood is good for our economy," he says. "It supports and maintains jobs in the primary wood industry and creates opportunities for expansion in the value-added manufacturing sector."

Northern Ontario is home to 41 principal sawmills, accounting for a large part of Ontario's \$15.5 billion forestry industry.

Lopez says the Wood WORKS! program encourages communities to showcase the innovative uses of wood products produced from the best-managed forests in the world. The first annual awards gala spotlighted winners in the best design, sustainable forests, education and communication categories. There was also a showcase award for older public structures built with wood.

Following North Bay's lead, all large municipalities in Northern Ontario have passed "build with wood" resolutions in support of the Wood WORKS! program, and similar resolutions have been adopted by the Federation of Northern Ontario Municipalities and the Northwestern Ontario Municipal Association.

In Northern Ontario, Wood WORKS!

## Innovation: it's everyone's business

**I**nnovation — changing and improving the way Canadians live, work and learn — is vital to Northern Ontario's economic growth.

Innovation is about turning ideas and knowledge into new products, new services and new ways of doing things. It's not just high technology and research labs; it's developing innovative uses for our wood products. It's agricultural producers exploiting niche markets such as elk meat.

It's the Algonquin Academy of Wilderness and Wildlife Art offering world-class art courses in the heart of Algonquin Park. It's young entrepreneurs benefiting from co-op programs while providing businesses with export-related skills. Innovation is *everyone's* business.

At FedNor, we're committed to helping Northern Ontario companies reap the benefits of innovation. We support a wide range of innovation-related activities (prototype development, applied research and development, pre-commercial product development and pre-operational marketing studies) that can help companies bring new products and services to market more quickly, as well as other initiatives that encourage entrepreneurship and economic growth through innovation.

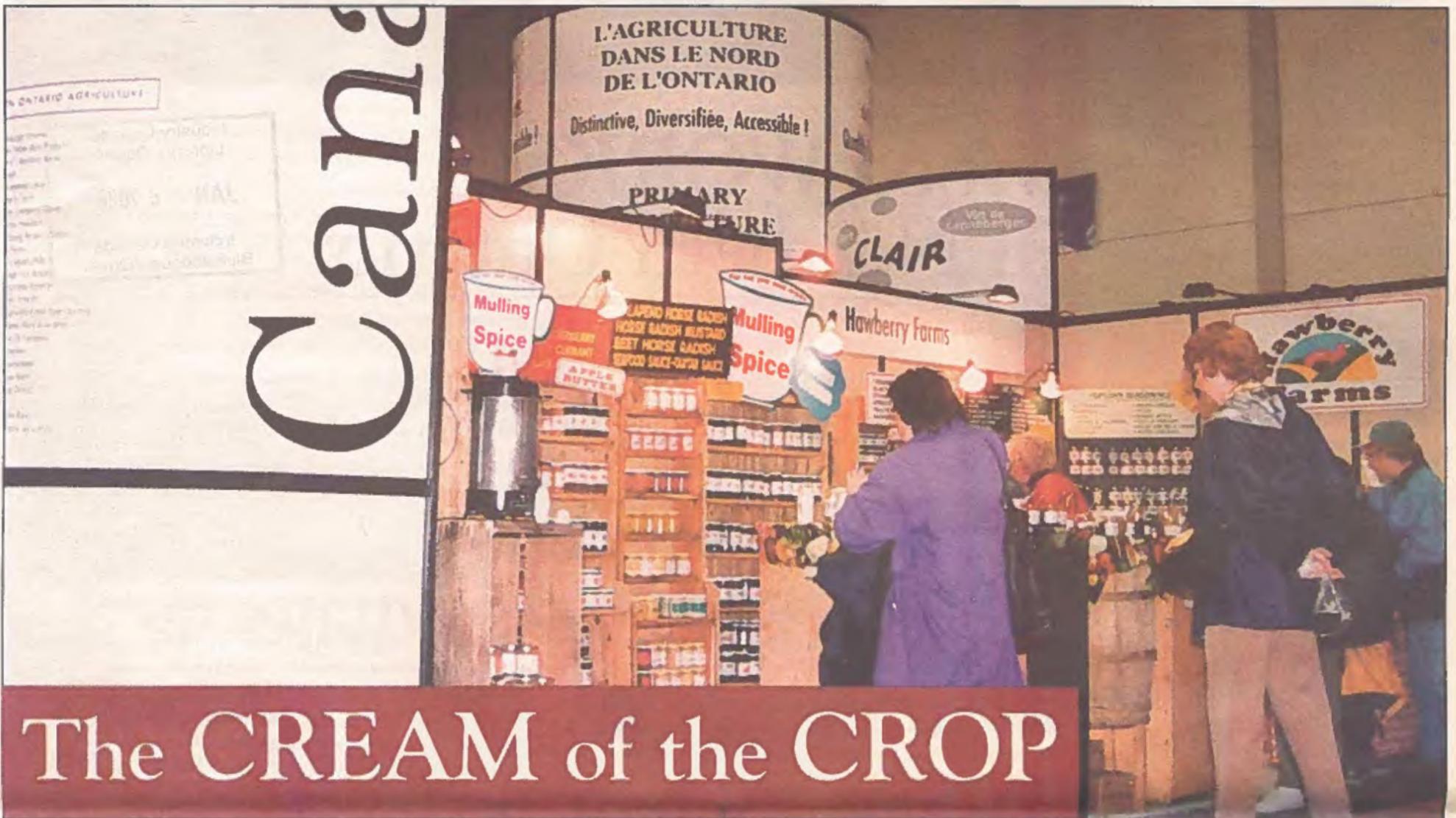


The Government of Canada recently launched *Canada's Innovation Strategy*, a series of national goals for a more competitive economy, more jobs and improved economic growth over the next 10 years.

The strategy outlines the need for Canada to find ways to create knowledge and bring it to market more quickly, secure a skilled workforce, support communities as magnets for investment and make business and regulatory policies more attractive — all with the purpose of maintaining and improving the quality of life Canadians enjoy.

To find out more about *Canada's Innovation Strategy* and how you can get involved, call 1-800 O CANADA (1-800-622-6232; TTY/TDD: 1-800-465-7735) or visit [www.innovationstrategy.gc.ca](http://www.innovationstrategy.gc.ca).

# Canada



## The CREAM of the CROP

**N**orthern Ontario agricultural producers were in the spotlight at the 79th Annual Royal Agricultural Winter Fair in Toronto thanks to innovative marketing techniques and their ability to develop and exploit niche markets.

Taking home the award for Best Large Agriculture Booth Display, the 24 exhibitors — including elk and fish farmers, as well as producers of northern cranberry products, gourmet vinegars, jams and jellies — showcased their wares at the FedNor-sponsored Northern Ontario Agriculture Pavilion, a 2000 square foot display that attracted thousands during the 10-day event. The pavilion served to educate the public and promote the North's distinct agriculture industry.

This was the first time in the history of the Royal Agricultural Winter Fair that northern entrepreneurs were front-and-centre at the prestigious national event.

Northern Ontario agriculture — unique, diversified and accessible!



FedNor Initiatives Officer Stig Puschel (left) accepts the award for Best Large Agricultural Display Booth on behalf of the Northern Ontario producers. The award is presented by Fair General Manager Doug McDonnell.



Deb Cornell (right) and her daughter Laura Darby introduce the Honourable Andy Mitchell, Secretary of State (Rural Development) (FedNor) and Louise Paquette, FedNor Director General, to a new delicacy — farm-bred elk meat. The Rainy River Elk Company is based in Devlin, near Fort Frances.



Frances Prescott (left) of Hawberry Farms gives visitors a taste of her fine jellies, jams and sauces. The Manitoulin Island company's display proved very popular.

## Awards dinner celebrates Aboriginal entrepreneurial spirit



Dr. Lisa Cadotte of the Lockerby Chiropractic Clinic in Sudbury was the recipient of the Waubetek New Entrepreneur of the Year award, sponsored by FedNor.

The Waubetek Business Development Corporation honoured area Aboriginal entrepreneurs at its annual awards dinner at Whitefish First Nation this past November.

Chiropractor Dr. Lisa Cadotte received the FedNor-sponsored New Entrepreneur of the Year award. Cadotte, owner of Lockerby Chiropractic Clinic in Sudbury, was commended for the successful promotion of her profession and her clinic.

"I was surprised but very happy to be recognized for the services the clinic provides to the residents of the Sudbury community," she says.

Other award winners were:

The Spanish River Trading Post — Business Achievement Award

Darlene Naponse, Pine Needle Blankets Productions — Youth Entrepreneur of the Year

Josh Eshkawkogan, Eshkawkogan Timber Company — Business Merit Award

Waubetek — an Ojibwe word meaning "the future" — is a Community Futures Development Corporation (CFDC) funded by Industry Canada's Community Futures Program, through FedNor. It serves First Nations communities in and around the District of Manitoulin, offering business services and financing. Since its inception in 1989, the Waubetek CFDC has provided services and commercial financing to more than 300 Aboriginal entrepreneurs representing a variety of business sectors.

## Algonquin Park going international

Since its establishment in 1893, Algonquin Park has been a favourite wilderness retreat for nature lovers around the world. Members of the Group of Seven and wildlife artists have been inspired by the park's rustic beauty.

Now, a group based in Huntsville is offering outdoor enthusiasts the opportunity to take advantage of world-class art instruction in their chosen field, all within the borders of picturesque Algonquin Park. The Algonquin Academy of Wilderness and Wildlife Art offers art courses in a variety of disciplines, including sketching and painting, sculpting, woodcarving and photography. The Academy has attracted students from Mexico, Europe and across the globe, thanks in part to a \$43 520 marketing strategy funded by FedNor.

Established in 1999 by various groups interested in the arts and nature, the Academy has featured a number of famous artists, including renowned wildlife painter Dwayne Harty, internationally acclaimed wildlife sculptor Richard Loffler, and world champion bird carver Larry Barth.

"Combining this level of instruction with the breathtaking vistas of Algonquin Park has proven to be a recipe for success," says Peter McBirnie, chair of the Academy. "We have a unique product.



The Algonquin Academy of Wilderness and Wildlife Art features courses in a variety of disciplines, including bird carving.

Many of our courses, which range from an afternoon to a five-day outing, include wilderness canoe trips and feature cozy accommodations."

The art classes are a perfect example of how innovative marketing ideas can translate into economic opportunities for an entire community. The Algonquin Academy is having a considerable economic impact

through spin-off spending in the Muskoka area. About 85 to 90 percent of registrants come from outside Muskoka, and McBirnie believes the organization's marketing strategy will attract even more international students.

The Algonquin Academy of Wilderness and Wildlife Art — providing a unique Algonquin Park adventure!

## Loan fund helping small businesses THRIVE

The Nickel Basin Federal Development Corporation (NBFDC) received a large boost at its second Annual General Meeting on October 11, 2001, thanks to a Government of Canada investment of more than \$1.25 million, through FedNor. The organization, which opened its doors in September 2000, received FedNor support of \$1 million for its community investment fund, plus an additional \$268 500 for operational expenses. On hand to make the announcement were Sudbury MP, the Honourable Diane Marleau, and Nickel Belt MP, Ray Bonin.

Bob Fontaine, chair of the NBFDC, says the funding will help fill a gap in service to area businesses.

"We can now provide investment fund services to new and existing businesses in our coverage area — services that did not exist prior to the establishment of the Nickel Basin Corporation," he says.

The NBFDC administers a community investment fund for the City of Greater Sudbury, Whitefish Lake First Nation and the Nickel Belt area north to Biscotasing. The fund was set up to complement the economic development, business support and counselling services offered by other local organizations.

## Opportunity knocks for young entrepreneurs

At first glance, it appears that entrepreneurs Richard Guérin and Dan Schaffer have little in common. Guérin enjoys scanning the shelves at the local comic book store while Schaffer prefers challenging his pals to a friendly game of pool.

Different lifestyles. Same goal: to turn their individual passions into a successful career.

Guérin and Schaffer took a step closer to turning their dreams into reality last October when they joined 14 other young entrepreneurs as guests of FedNor at the 15th Annual Northern Ontario Business Awards Conference and Gala in Timmins.

After an orientation breakfast, the group of future northern business leaders participated in a series of workshops and seminars, leading up to the evening awards gala.

Owner and publisher of Doodle Me Sane Comics, Guérin is looking to break into the tough but potentially lucrative comic book market, along with partners and

fellow enthusiasts Marc Froment and Randolph Lalonde.

"The day sessions were great," Guérin says. "We were able to establish new contacts and receive valuable business advice. We even made it into the press."

"The evening gala was absolutely fantastic — we felt like we had won an award because everyone wanted to talk to 'the young guys doing the freaky stuff,'" he adds, laughing.

Schaffer, who operates Corner Pockets, a billiard hall in Timmins, was also impressed by the event.

"It was definitely motivational," he says. "I met other young business people who have struggled during the early years but who are now very successful — it was a real eye-opener."

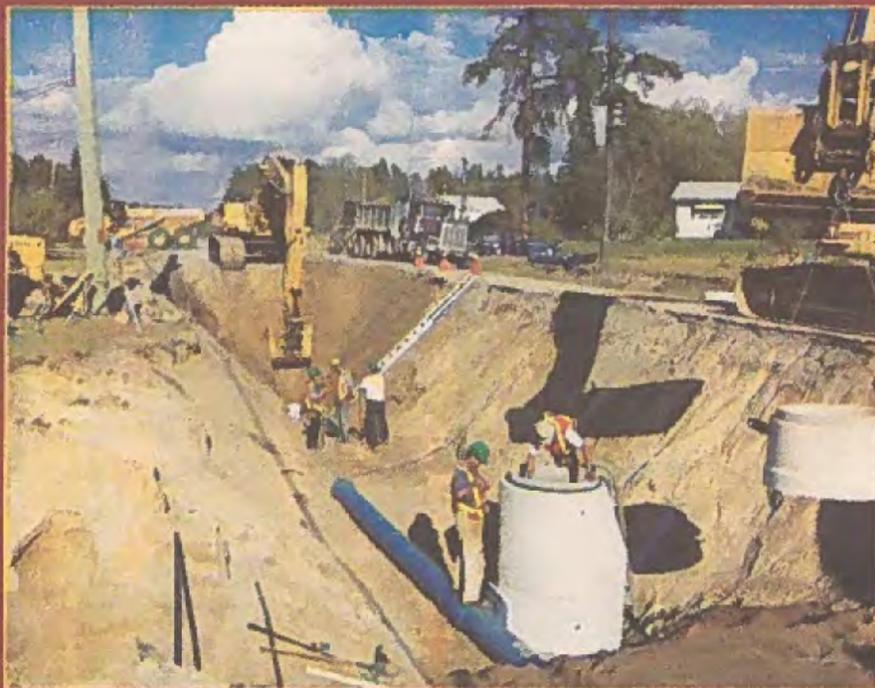
As a direct result of Schaffer's participation at the conference, he is now preparing to launch a Corner Pockets Web Site.

Two young entrepreneurs — two new careers.



Young entrepreneurs Richard Guérin (left) and Marc Froment of Doodle Me Sane Comics are looking to break into the comic book business with a new series called Rough Redemption.

### Building PROSPERITY in Kenora



The City of Kenora's industrial expansion project received a huge boost last year when FedNor announced it would contribute \$5 million. The project, seen here during the construction phase in the summer of 2001, consists of the extension of municipal water and sewer services to two new industrial parks. As a result, 85 acres of fully serviced industrial land is now available for businesses which are either suppliers or users of products from Inco's Joint Weyerhaeuser's new \$250 million TimberStrand plant, scheduled to open in the fall of 2002. The City of Kenora estimates the two industrial parks will create 400 direct and indirect jobs.

## Breaking new ground

### Youth promotes international business in Northern Ontario

When Stacey Skeard graduated from Thunder Bay's Confederation College in the spring of 1999, she never thought she'd get her first big break in the field of international business right here in Northern Ontario.

Through FedNor's Youth Internship Program, and thanks to an innovative partnership between Northwestern Ontario economic development organizations, public and private sectors, and educational institutions, Skeard is getting the experience she needs to put her International Business Management diploma to the test.

The partnership — known as the Northwest-Midwest Alliance (NMA) — is a trade and export development project headed by the Northwestern Ontario Development Network in Thunder Bay. Consisting of 15 members, the NMA is building business linkages between Northwestern Ontario and the U.S. Midwest.

"My focus is to develop trade relationships that will help Northwestern Ontario businesses become trade-ready and to help them access the resources they need to make this happen," says Skeard, who joined the NMA project in April 2001 as Export Development Coordinator.



Stacey Skeard is gaining valuable international business experience at home in Northern Ontario through FedNor's Youth Internship Program.

Last summer, Skeard toured several Northwestern economic development organizations, including Community Futures Development Corporations, to provide them with training, materials and other resources to allow them to provide trade and export support to businesses.

She has also organized trips for area businesses seeking to break into the potentially lucrative U.S. Midwest market. The trips included missions to trade shows and other business functions.

Skeard says the road trips opened many eyes. "They (businesses) knew the market was there but they didn't realize how vast it was and how hungry it was for new products."

"The trips will be followed up this spring by export-readiness workshops being held across the Northwest," she adds.