



EXTENDED AGRI-FOOD PILOT PROGRAM

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PREVIOUS EDITIONS

The Prescott-Russell Community Development Corporation (PRCDC) continually supports SMEs throughout the Prescott-Russell and southern Ontario regions. The INFO Magazine for women entrepreneurs is one of the ways we like to promote local businesses by sharing their stories. We have met some amazing women! If you have missed any of the previous issues or would like to revisit any or all of them, simply click on the image or date of edition below. Enjoy!!!



MAY 2022 EDITION

[Scrap en masse](#)

[Séguin Cabinets](#)

[Centre 1 pas pour soi](#)



HOLIDAY SPECIAL



JULY 2022 EDITION

[Kyan Cuisine](#)

[Essie DH](#)

[Académie Shanthaly](#)



APRIL 2023 EDITION

[AHOY Adventures](#)

[Mon Petit Univers](#)



SEPTEMBER 2022 EDITION

[Garden Path Homemade Soap](#)

[Ferme l'Artisan Farm](#)

[Assia Beauty Clinic](#)



NOVEMBER 2022 EDITION

[Itty-Bitty Spoons](#)

[Le Conciliabule](#)

[Boutique JOMA](#)



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A WORD FROM THE TEAM

WELCOME TO THE SEVENTH EDITION OF THE INFO MAGAZINE FOR WOMEN ENTREPRENEURS

A huge thank you to our loyal readers. We would also like to thank [AHOY Adventures](#) and Mon Petit Univers who generously gave their time in participating in the April 2023 edition and allowing us to showcase their products and services.

The PRCDC is undoubtedly the regional force in economic development and business development. Thanks in part to our presence in the field, which is greater than ever, in 2022-2023 we allocated more than \$2,343,000 in financing from our investment funds, in more than 18 new companies. A true regional economic development tool, we can unquestionably affirm that our organization (the PRCDC) meets the needs of businesses, entrepreneurs and communities in the Prescott and Russell region.

Driven by this trust shown by businesses and entrepreneurs, we have updated our 2023-2026 internal action plan, which includes 8 categories and 40 concrete actions. In addition, we dare to hope to begin our 2023-2028 regional strategic planning exercise shortly, which will guide us towards new horizons based on innovation and sustainable development for a green and responsible economy. This regional strategic planning exercise will allow us to see the progress made and the confidence that our various regional and governmental partners also have in us. Indeed, we have the feeling that the work we have been doing for more than 37 years is more than ever recognized by them and the various players in regional development.

One of our challenges will therefore be to ensure the continuity of our major structuring projects of the past three years: the buy local campaign with the Chambers of Commerce, the NuBuild Super factory, the business incubator, and our strategies and actions to support our businesses, entrepreneurs, especially women entrepreneurs and communities.



ON BEHALF OF THE PRCDC TEAM

John Candie
Kim Denis
Pauline Chevrier
Daniel Sigouin
Karianne Simard

HAPPY READING!

That being said, the need for the communities of Prescott and Russell and southern Ontario is not only to have the capacity to develop a regional strategic plan, but to have the human and financial capacity to implement its actions in order to grow and prosper at the same rate as major urban centres.

Finally, strong and determined, the members of our Board of Directors will guide the PRCDC team with accuracy and efficiency, which will make us want to go further and further. All this, to contribute to regional economic development and business development. A huge thank you to the administrators as well as to the members of the team, passionate and professional and who are most devoted to the organization and to the region of Prescott and Russell and southern Ontario.

DESTINATION FEMPREENEURE



"Our mission is to support the start-up, growth and development of women-led businesses to meet the current needs of the women entrepreneurial ecosystem in our regions"

Karianne Simard, Projects Coordinator for the PRCDC

The Destination Fempreneure platform officially launched on April 18th thanks to the Prescott-Russell Community Development Corporation (PRCDC), via the Southern Ontario Women Entrepreneur Initiative (SOWEI) program and supported by FedDev Ontario.

The very first virtual and bilingual platform created to bring together and promote women entrepreneurs not only in the Prescott-Russell region but throughout Southern Ontario. Offering a wide array of services such as a women entrepreneur network, an interactive map, an events section, a toolbox, videos, a support portal, as well as funding programs. Destination Fempreneure enhances the PRCDC's objectives to maintain and create jobs through economic and business development and accentuates the promotion, development and support for women entrepreneurship as a lever for sustainable and prosperous economic development.

Are you on the map?



At the heart of the project, more than 100 women-led businesses can be found on the interactive map. Destination Fempreneure developed a data base of businesses and is working hard to include as many (eventually all) women entrepreneurs in the Prescott-Russell and Southern Ontario areas. But they need your help to accomplish that goal.

A quick and easy one-step solution is ready for you! Let's build a complete women-led business directory together. What better way to promote your business? With a simple search on the interactive map, potential clients will have access to your business name, address, telephone number, and a direct link to your website and/or social media pages. And best of all, this service is absolutely **FREE!**

Website: click [HERE](#)

Direct link to register your business: click [HERE](#)

Information: ksimard@sdcp-prcdc.ca

EXTENDED AGRI-FOOD PILOT PROGRAM

A very exciting announcement was made on Monday, May 8th at L'Original Packing Ltd.

The PRCDC was thrilled to attend the announcement of the extended Agri-Food Pilot program. Sean Fraser, Minister of Immigration, Refugees and Citizenship, along with Francis Drouin, Glengarry-Prescott-Russell MP and Norman Riopel, Warden of the United Counties of Prescott and Russell and Mayor of Champlain Township visited L'Original Packing Ltd. to confirm the extension of the program.

First launched in May 2020, the Agri-Food Pilot program helps address the labour needs of the Canadian agri-food sector by providing a pathway to permanent residence for experienced, non-seasonal workers in specific industries and specific occupations which facilitates the transition of workers experienced in agriculture and food industries to permanent residency in Canada. The pilot program, which can process up to 2,750 applications annually, was set to expire on May 14th but Minister Fraser announced its extension until May 2025 as well as the removal of annual occupational caps which limited the number of applicants per occupation. Also disclosed was the changes to permanent residency transitions which will include accepting work experience gained under an open work permit and expanding open work permits access to families and allowing unions as well as employers to attest to a candidate's experience.

"It opens the doors to get more butchers and meat cutters in the area. There are so few coming in that they usually go to the big cities. It gives us hope for the future, hope in growing our business. It's a good thing to have hope for future generations of workers, particularly in these trades" states Christine Bonneau Bonneau O'Neill, owner of L'Original Packing Ltd.



"I believe it's incumbent upon us to extend opportunities for the families to be with the workers and I think we have a moral responsibility to promote family reunification, which is also going to be an excellent recruitment tool when workers who are thinking of coming to Canada know that their loved ones will be able to be here with them" states Minister Fraser

"Our farmers and food processors depend on the steady arrival of foreign workers so that planting, harvesting and food processing activities can take place throughout the year, and they need our continued support to attract and retain these talented workers" also states Minister Fraser



"Whether it's the upper or lower tiers, the municipalities will benefit because we will be able to get people employed in our local businesses. It's great news!" states Norman Riopel, Warden for the United Counties of Prescott and Russell and Mayor of Champlain Township

BEL'ORTIE

When you grow up in an entrepreneurial world, chances are you will be your own boss someday. Isabelle Lortie always knew that was her future. Her grandfather owned his own business for years and she always admired his devotion, his strength and, above all, his love for his clients. She began her adult life like most of us, working for someone, which lasted about a year. Armed with a marketing degree and a full certification in aesthetics, she took the business leap in 1996 and opened her very first aesthetic boutique in Bourget, **La Douce Épine**.

While successfully building her clientele in Bourget, her next project (because there is almost always a next project) was to open a new aesthetic boutique in Casselman which expanded and included another one of her passions, a line of women's clothing. **Bel'Ortie** (combining her name - Isabelle Lortie - great marketing skill) opened in 2010.

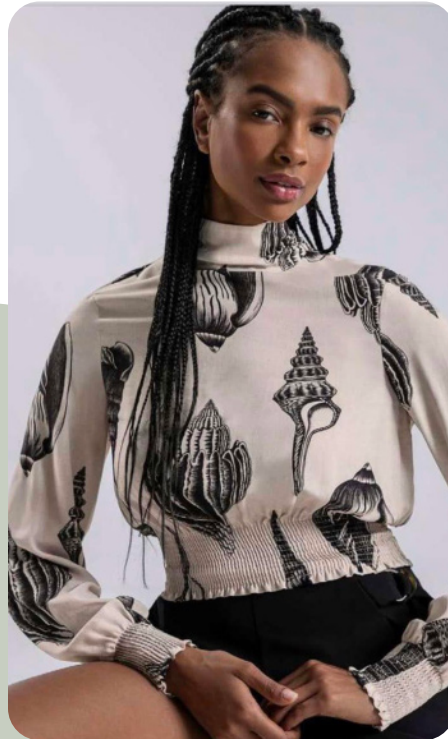
Her aesthetic and fashion journey well underway, Isabelle began considering another business strategy. This time, the expansion would be geographical. Why not a different town, a different community, a different consumer? How thrilled were we all when **Bel'Ortie** opened in Rockland in 2015.

Staying true to her mission **"Giving every customer the ultimate satisfaction with their appearance"**, this proud mother of 2 still offers her aesthetic services along with a beautiful array of clothing and accessories to enhance any woman's wardrobe.

Isabelle eventually sold the boutiques in Casselman (in 2017) and in Bourget (in 2019) to devote all her love and attention to the one at 2768 Laurier St., in Rockland. She has moved to a bigger and better location and is very proud of and grateful for her 3 part-time employees. Her team is complete with the support of wonderful ladies that thrive in customer satisfaction.

Fast forward to the dreaded COVID-19 pandemic, Isabelle, like so many other entrepreneurs, had to rethink her business strategy. With the help of the FAREOSO contribution program offered by the PRCDC, supported by FedDev Ontario, and the very talented [Impressions Design](#), she upgraded her business to include a website. Though a long and strenuous process, she had given herself a goal

of 3 months to get it up and running and ensure it's profitability. Today, you can find a wide variety of her merchandise at www.boutiquelortie.ca complete with shipping, as well as purchase gift certificates.



Bel'Ortie

"Stay true to yourself. Take care of your physical and mental health. Make your life priority and all will happen naturally"

After years of hard work and dedication, and of course her loyal personnel, Isabelle is delighted with her new flexible schedule. Her reputation is precious to her. Her most gratifying moment is seeing the happiness and confidence she has contributed to her clients. Her fear of disappointing drives her to do everything in her power to ensure customer satisfaction. She takes nothing for granted and her values are, above all, her client's respect and her physical and mental health.

To Isabelle, every day is like her first day. She loves her work and is confident she demonstrates it naturally within her business. If she had to start over, she would do the exact same. Always putting her family first, always working hard, she has no regrets.

Although she has tried to integrate a men's clothing line, it wasn't as successful as she had hoped. That is not to say she won't try again though not in the foreseeable future. Keep your fingers crossed gentlemen. Always thinking ahead, she would like to reserve a small section of her boutique for home decoration products so we strongly suggest you follow her on her [Facebook](#) page and keep a close eye on her website.



Yet another inspiring success story for our readers this edition! Thank you so much Isabelle for sharing your story. We wish you all the success in your current and future endeavors.



www.boutiquebelortie.ca
info@boutiquelortie.ca

LES PETITES GÂTERIES

Our next story is dedicated to chocolate and flowers and to the amazing woman that has dedicated the past 24 years to her business, her community, her family and her fellow entrepreneurs.

Lise Arsenault, owner of Les Petites Gâteries in Alfred ON, always loved making her own chocolate treats and sharing them with co-workers. After a 15 year career in Orleans, circumstances uprooted her and her family to Alfred. Her entrepreneurial adventure began in 1998 when an opportunity arose to own her own boutique. An opportunity she could not let slip through her fingers. She began with a month 6 month rental lease, an idea and determination. Offering her delicious chocolate delights and gourmet products. She studied as a chocolatier in 2001 to improve her skills and offer a wider variety. Always being a “crafty” person, she then dabbled in artificial flower arrangements, which was very fashionable at the time, and she still offers to this day.

In 2007, another opportunity was presented to her. Always hoping to partner with another local entrepreneur that sold natural flowers and plants, the owners eventually offered to sell Lise their family business. Expanding her business endeavor came with challenges, but nothing she felt she couldn’t handle. A new strategy was needed and a new strategy was devised. She self-taught on buying, caring and selling this delicate and often so important merchandise, but she made it work!

Lise has always been involved in her community. From various fundraising at local schools, to teaching young students the art of making chocolate, to giving courses at the local college to young potential entrepreneurs (why become an entrepreneur, how to make a successful business plan, how much money and time should you invest in your business, etc.). Les Petites Gâteries has also been present at numerous local and non-local events. Kiosks at food fairs, expos, Christmas craft shows, malls, schools, conferences, bridal shows, discussion panels, Women’s Day events. The list goes on and on. Lise isn’t very active on social medias. She prefers the person-to-person approach. Her business exposure is meet and greet and word of mouth. It works for her and she loves it! When a client makes the effort to call, or text, or email, just to thank her for her wonderful product and service, that’s her gratification.

Lise is a full-service florist for all events and occasions with available delivery. While having fine imported chocolate, this chocolatier also has a variety of homemade chocolates (made on site). Add to that gourmets baskets, balloons and decor, toys, cards, jewelry ... and so much more!

***“One single client can make or break you.
Striving for client satisfaction is key to your
success.”***

***“I cannot stress enough the importance of buying
local. We put our heart and soul into making you
happy!”***

It was a pleasure meeting you Lise. Keep up your excellent work. A local gem, courageous, tenacious and inspiring!

What can you expect to find at Les Petites Gâteries? Here are just a few treasures that Lise has to offer. Drop in at 275 St-Philippe St. in Alfred. A friendly smile, great service and products await you.



www.alfredflorist.ca

KITCHEN PUNJABI

Celebrity Chef culinary instructor Jasjit Kaur has many passions all rolled into one - offering and teaching traditional Indian cuisine, in particular, saving the legacy of Punjabi recipes and different dishes that appeal to a wide range of the population.

This entrepreneur's journey has been remarkable to say the least, and still going strong. As her first entrepreneurial endeavor, her business is unique as she tells real life stories and traditions with her own recipes. She is not afraid of trying something new and her imagination and inspiration to cook and share her knowledge has no bounds.

Jasjit is originally from Chandigarh, India - also known as "City beautiful", then immigrated to Winnipeg where she was introduced to the foods and cultures of 53 other nationalities.

As a culinary searcher, mentor and family's head chef, Jasjit's most precious influencer is her mother. Although she lost her mom at a young age, she was always inspired about the stories of her mother's culinary skills and mouth watering, delicious delicacies and strives to perfect her skillful ways.

Her teaching business began gradually and has not stopped growing. Some of her extensive accomplishments include:

- teaching cooking classes for years at the NAIT, Metro Community College and Planet Organic in Edmonton, AB; Niagara College in St. Catharines, ON, Loblaws, Sobeys, Zehrs & Kitchen Stores all over Ontario;
- producing, anchoring, co-writing and hosting a radio show for years in Winnipeg (CKJS Radio 810 AM) and at the University of Western Ontario (CHRW 94.7 FM) in London ON and most recently her own cooking show on Rogers TV community channel in Kitchener Waterloo - "Tadka Kitchen Punjabi";;
- making regular appearances on Rogers TV, City TV Breakfast Television, numerous radio talk shows, Asian television networks, daytime live shows, small documentaries, film and web series;
- developing recipes for many magazines;
- having many articles published in local newspapers, a food column in the Edmonton Sun and a Celebrity Kitchen column in Edmonton Journal;

She has also been working on various other big and small contracts and was involved as a Projects Manager for the Brampton Artistic Food Expo and was a participating chef and MC of the expo and most recently a Projects Coordinator for Saffron Hub



Jasjit describes herself as a Sikh woman entrepreneur one man army. She loves being involved in her community. She has done charity work for the CBC program in Edmonton AB. Her most recent charity work is teaching cooking classes to fire fighters and the United Way. Being nominated by the WCA Edmonton for the 2007 Women Distinction honor in Culture, Arts and Heritage category, and winning the Alberta YMCA distinction award for Community Work and having her life story published in the book "Weaving Dreams" has touched her immensely.

You can find all the details on her cooking classes, catering services and spices on her website www.kitchenpunjabi.com

"Enjoy tradition but search out change. Respect technique while adding a playful twist. And enjoy every opportunity to connect with family and friends through good food."



KITCHEN PUNJABI

Thank you so much for allowing us to introduce you and bring your customs and traditions to light. Your enthusiasm, passion and vision are uplifting and we wish you happiness and prosperity in all your present and future ventures.

www.kitchenpunjabi.com
kitchenpunjabi@hotmail.com



LORIE DUFF HORSEMANSHIP LIBERTY LANE FARM



One of the many pleasures of offering the INFO Magazine for women entrepreneurs is meeting such wonderful women, from all walks of life, all backgrounds and all professions, and being introduced, and welcomed, into their worlds. Lorie Duff is certainly no exception. Energy, drive and passion only begins to describe this woman entrepreneur.

Native from Newfoundland, Lorie's upbringing on a scenic dairy farm nurtured her love for the simple family farm life and developed her philosophy of horsemanship. Lorie has since relocated to another rural country setting in Prescott-Russell where, in 2011, she established her private training facility "[Lorie Duff Horsemanship Liberty Lane Farms](#)" offering high quality Liberty horsemanship training where the horse is not restrained by a halter, bridle or leap rope and instead develops a true bond with the handler.

In 2014, Lorie faced a medical hardship (NOT a horse accident, she specifies) that took nearly 2 years to recover from. Her biggest fear was would she ever ride again but she never gave up. Today, she is so grateful for her family, her friends, her horses, her love and what tomorrow will bring.

Once the pandemic hit, the usual question popped up: "What do I do now?" Not one to sit idly by, Lorie self-taught an entire new branding for herself and her business. From social medias to building her own website featuring her story, her services, her products and her events to creating her very own You Tube channel "[Cowgirl Channel of Canada, The Way of the Canadian Cowgirl](#)" featuring cowgirls from all across Canada, from women in the farm and ranching industry to women in arts and entertainment and most everything in between. Basically, if you're a woman and you're canadian, Lorie would love to hear from you. Another one of her passions is to become a freelance journalist. Lorie is in the process of writing her autobiography How I got here, as well as a children's adventure book and might have another project in mind. But she didn't only focus on her marketing, this oh-so busy lady also added a rehabilitation training facility at the Lorie Duff Horsemanship Liberty Lane Farms. At the moment, her facility is home to 7 horses from private clients.

"As a woman entrepreneur, Lorie believes we, as women, need to help each other out more. Never give up on your dreams, find like minded women that will encourage you, not discourage you. Be ready to endure some challenges you may face and stay positive."



As a internationally renowned Canadian equestrian trainer and clinician, equine judge, equine business consultant and motivational speaker, Lorie has travelled extensively across Canada, the United States and parts of Europe and Asia.

Just a few of her greatest achievements

- * First ever western performer at the RCMP Sunset Ceremonies (2016 and 2017)
- * First female judge for Horse Expo Canada trainers challenge (2022)
- * First "cowgirl" to become a freelance journalist with the Canadian Freelance Guild
- * Represented Canada in the [Gobi Desert Cup in Mongolia](#) (2018)
- * Featured on [CTV Morning News](#) in Ottawa (2018)
- * Proud fund raiser for CHEO



A special shout out!

Always focusing on expanding how she reaches her clientele as well as helping other women, Lorie would love to become more involved with local women entrepreneur organizations and events. As an outstanding motivational speaker, she truly enjoys sharing her stories and experiences. Her objectives is to become more diversified, to create more opportunities for women to have access to networks with others and achieve their successes. With a wonderful diverse network dedicated to women entrepreneurs in our region, let's all welcome Lorie and take advantage of her knowledge and experience. She can be reached at dufflorie@yahoo.com and is looking forward to hearing from you!



www.libertylanefarm.net
dufflorie@yahoo.com

THE CSDCEO DRAGONS

The Conseil scolaire de district catholique de l'Est ontarien (CSDCEO) hosted its very first event of the CSDCEO Dragons on April 21st, 2023.

As in the case of the famous program Dragon's Den, it was time for big decisions at the central office of the CSDCEO, in L'Original ON during the first edition of the CSDCEO Dragons "Les Dragons du CSDCEO". The participating six high school students had the opportunity to present their emerging businesses to a panel of Dragons. The jury consisted of mentors and community partners, including Eric Drouin, Supply Manager at the CSDCEO, Karianne Simard, Projects Coordinator and Daniel Sigouin, Business Advisor, both of the Prescott-Russell Community Development Corporation (PRCDC). All participating students made a pitch and a total of \$13,000 was awarded to them, which will allow them to grow their businesses and develop their entrepreneurial skills.



From left to right: Lynne Racine, Director of Education and Secretary, Jérémie Gauthier, Élise LaGloire, Léanne Beauchamp, Asha Thaleshvar, Florence Chartrand, Nicolas Chartrand and the 3 Dragons, Eric Drouin, Daniel Sigouin and Karianne Simard.

Participants, schools and businesses



Conseil scolaire de district catholique de l'Est ontarien



Nicolas Chartrand
The Citadelle High School in Cornwall



Recyclic



Florence Chartrand
Plantagenet Catholic High School



Garderie Coup de coeur



Léanne Beauchamp
Escale High School in Rockland



TuteursA+



Elise LaGloire
Escale High School in Rockland



Bijoux LaGloire



Asha Thaleshvar
Escale High School in Rockland



Au delà des limites



Jérémie Gauthier
Casselman Catholic High School



ProGazon

COMPETITIVE ANALYSIS

A competitive analysis is an assessment and study of your competitors and is a critical part for your business. By identifying a competitor’s strenghts and weaknesses, you can improve your business efforts by determining what makes your product or service unique and its demand on the market. It is very important to take the time to plan a thorough competitive analysis carefully and conduct it regularly.

With a clear outline of the differences and similarities between your business and your competitors, it can supply a road map for where your business can improve and can also point out market weaknesses you can capitalize on, allowing you to stay on top on your market. It can also be very useful for deciding on wether or not to launch a new product or service or cancel ones that aren’t working. Here are a few tips and tricks:

Use the internet

A good place to start is a simple Google search. You can search the competitor’s business name but you can also search a specific products (or key word). The results will supply a list of businesses. This is a great way to determine your key competitors and see where your business is listed.

Make a list of competitors

If you want to know how the competitors in your market are working, you will need to know who and where they are. It is important to note that there are 3 different competitors:

- 1. Direct - businesses that are selling the same product as you either in the same geographical are on same online space
- 2. Indirect - business that are selling similar products in the same market (you are selling shoes, they are selling boots).
- 3. Tertiary - business that offer something different that might be considered a replacement (you own an ice cream parlour, a local doghnut shop also sells ice cream).

Research and compare

In order to create an accurate competitive analysis, researching and comparing are key. What is your competitor’s marketing strategy? What does they’re website include? How active are they on social medias? Which plateforms do they use? How many followers? How many interactions? What are they’re recent promotions? Do they host special events?

Consider pricing

If you are comparing your pricing to the competition, there are a few things to consider. The first step is to benchmark your prices against the competition. If your products or service are similar, consider dropping your prices, all while being certain your costs aree always covered.

Use a SWOT analysis

Once you have collected all the data you need, you need to put it all together. That’s where a competitor Strenghts, Weaknesses, Opportunities and Threats (SWOT) comes in handy. Some businesses use them as a baseline. The major advantage to SOWT is that you can see areas to take advantage of in the market. The best tip to a successful analysis is always have a specific goal in mind. Without that fixed, concise purpose fueling an analysis, you will have a lot of data but little direction to run with it.. You can shape your findings by having specific questions or projects.

“The key to performing an effective competitor analysis is to choose the right competitors. The criteria you should look for are: 1) are they relevant, 2) are they authorative and 3) are they successful.”

To compare your competitor’s performance with your own, start by ranking your top competitors and create a list criteria using a simple grid. Compare your business and your competitors approaches and identify what you can do to stand out. Always remember, honesty is the best policy. Potential investors will want to see if other businesses are already profitable and experiencing success in your market. Below is an example. You can add competitors, criteria, details, strenghts, weaknesses, etc. You can also rate your grid with a scaling system from 1 to 10 (10 having the best results). A good practice is to summarize all the information that would make a consumer choose (or not choose) each business.

	Your business	Competitor 1	Competitor 2	Competitor 3
Location	Main St. boutique	Rural	Local mini mall	Rural
Selling points	In store, online website	In store, online web-site and Amazon	In store, products in other local businesses	In store
Established since	2019	2002	2016	2005
Social medias	Facebook, Twitter, Instagram	Facebook, You Tube, Instagram	Facebook, Instagram	Facebook,
Competitive advantages	Free shipping	Loyalty pricing rebates	Free shipping orders over \$50	Point accumulation system
Number of products	16	7	21	11
Promotions	Social medias, mass emailing, radio ads	Newspaper ads, social medias	Social medias	Social medias

PRCDC FUNDING OPTIONS

The Prescott-Russell Community Development Corporation (PRCDC), sponsored by [FedDev Ontario](#), continues to deliver its mandate to encourage the development and diversification of local economy. We offer various funding options for all your entrepreneurial projects.



INVESTMENT FUND LOAN

The Investment Fund loan provides a funding source up to a maximum of \$250,000 to new and existing businesses in the Prescott and Russell region. This source of financing is structured with flexible repayment terms and an assessment of your project's viability and assistance in obtaining realistic funding.



YOUNG ENTREPRENEUR LOAN

The Young Entrepreneur loan has been created to reduce the out-migration of young people towards urban centers and aims at supporting young entrepreneurs from 18 to 35 years of age in the Prescott and Russell region with available funding from \$5,000 to \$30,000. This program promotes leadership in young people and values their social, cultural and economic engagement in our communities.

“You can do it.”

-Coffee



EXPRESS LOAN

The Express loan is created to support the operational continuity of businesses in the Prescott and Russell region. Funding up to a maximum of \$15,000 for expenses such as leasehold improvements, increase inventory, help with working capital, improve or update equipment and marketing, to name a few. A decision could be transmitted within 72 business hours after receiving the application.



EDISO LOAN

The Economic Development Initiative of Southern Ontario (EDISO) loan is dedicated to francophone and bilingual businesses in southern Ontario, including rural and urban areas. In partnership with the [Fondation franco-ontarienne](#), this program offers funding up to a maximum of \$30,000 and is designed to strengthen the foundation, sustainability and competitiveness in southern Ontario.

Funding between \$5 000 et \$250 000

- Express loan
- Young entrepreneur loan
- Investment loan
- IDISO loan

Your entrepreneurial project is important to us

Société de développement communautaire
Prescott-Russell
Community Development Corporation
Une Société d'aide au développement des collectivités
A Community Futures Development Corporation

Flexible terms and reimbursement

- Start-up
- Maintain
- Expansion
- Acquisition

• 22+11=33 ✓
• 2017-1332=X
• 70%+15=?

STATISTICS

www.sdcpr-prcdc.ca
info@sdcp-prcdc.ca

CLARENCE-ROCKLAND EXPO

TWO DAYS OF INSPIRATION!



The 11th edition of the Clarence-Rockland Expo was held at the CIH Academy in Rockland ON on May 6th and 7th 2023.

For the visitors, this 2 day offered FREE entrance to the event. Over 90 exhibitors to guide with projects, discover products, services, organizations and activities available in the area. Local beers and food and so much more!

For the exhibitors, the Expo provided a one-stop forum to showcases their products, services and resources to inspire! A perfect time to build your client base, re-establish connections with current customers and forging relationships with new ones.



LETS WORK TOGETHER

✧ You are a woman entrepreneur? You are contemplating making that leap from dream to reality? Or you are simply curious about local businesses, events and entrepreneurial information? We would love to hear from you!

✧ You would like to share your business story and experience? You would like to promote your business, special events, specific promotion, offers and sales? We would love to hear from you!

✧ You would like to offer suggestions for the next issue or would like to recommend a business you feel should be included? We would love to hear from you!

✧ You are curious and would like to know more about the services and funding options offered by the Prescott-Russell Community Development Corporation? We would love to hear from you!

✧ You would like to be added to our growing email list to receive future INFO Magazine editions, newsletters, current and future services and funding information? We would love to hear from you!

✧ To keep in touch, you simply need to email us at info@sdcp-prcdc.ca and we will gladly include you and your business to our list.

✧ If you would like to include your business in future INFO Magazine editions, we ask that you take a few minutes to fill out a short questionnaire. Please click [HERE](#) to upload the form, fill out and submit. We will contact you shortly after reception.

✧ If you would like to promote your business by adding your company logo, publicity, events, sales or any information, the INFO Magazine has a special section for that ... ENTREPRENEUR CORNER. Again, it's simple and it's FREE! You simply email your advertising to pchevrier@sdcp-prcdc.ca or info@sdcp-prcdc.ca (in png format) and it will be in the next edition.



ENTREPRENEUR CORNER

Small and medium-size businesses are the heart of our communities and the backbone of our economy. They also lead the way in innovation and continue to prosper. This section was created for ALL entrepreneurs and businesses in the Prescott-Russell and Southern Ontario regions.

It is with great pleasure that we dedicate this portion of the INFO Magazine to help promote local SMEs. Promotional advertisements, special events and sales, business logos are all accepted and at no cost. If you would like to include your business, please email your publicity (in png format) to pchevrier@sdcp-prcdc.ca and we will be sure to include it in the following issues.

Thank you to the following businesses for participating.



ANNUAL GARDEN PARTY

284 Pleasant Corners Rd,
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Sunday
June 4
1:00-5:00


- Local artisans
- Live music
- refreshments
- visit production room
- tour GARDENS

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des femmes visant le renforcement de leurs capacités.

Pour effectuer un changement de société, LFPR mène présentement la

Table de concertation

Concerté.e.s pour L'ÉGALITÉ


L'objectif de cette table est de mobiliser les différents acteurs de la région de Prescott et Russell afin de créer un impact collectif en faveur de l'égalité entre les genres.

Ce projet inclut


1 le financement d'une étude présentant le portrait de la condition féminine et identifiant les barrières systémiques à l'égalité des genres dans la région.

2 un symposium en octobre 2023 permettant aux femmes, filles et alliés de participer à la réalisation d'un plan d'action visant l'élimination des barrières systémiques à l'égalité des genres.

Visiter leadershipfemininpr.ca pour devenir membre et participer à la construction du changement social.



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FALL 2023 TRAINING PROGRAM

The Prescott-Russell Community Development Corporation is offering tremendous opportunities for aspiring entrepreneurs by launching an intensive 8-week training program in the fall of 2023 designed to equip SME business owners with essential skills and knowledge. This comprehensive program is developed to provide a solid foundation for entrepreneurs, covering a wide range of topics essential to building a successful business, From creating and appealing business concept to developing lasting customer relationships while managing profitable operations, this training program aims to equip participants with the competitive business landscape.

Creating an attractive business concept :

The first module of the training program will focus on the fundamentals of creating an attractive business concept. With the help of industry experts, entrepreneurs will refine their concepts, ensuring that they are unique, scalable and have competitive advantage.

Developing lasting customer relationships :

The third module recognizes the importance of cultivating lasting customer relationships. Entrepreneurs will learn critical skills in customer engagement, relationship development and delivering exceptional customer experiences. This module will also address the importance of leveraging technology and digital marketing tools to improve customer relationships in the digital era.

The benefits of the program :

Interactive learning : The training program will take a hands-on approach, combining workshops, case studies and group activities to facilitate active learning and practical application of concepts.

Expert mentors : Participants will have access to experienced mentors who will provide advice, insight and industry knowledge throughout the program, helping entrepreneurs overcome challenges and make informed decisions.

Networking opportunities : The program will foster a collaborative environment, encouraging entrepreneurs to connect and collaborate with other participants, thereby expanding their professional network and potentially opening up new partnership opportunities.

Personalized support : Each participant will receive individualized support, enabling them to address specific challenges and capitalize on their unique business goals and opportunities.

The upcoming PRCDC's FALL 2023 training program for entrepreneurs promises to be an invaluable opportunity for SME owners looking to improve their skills and propel their ventures to new heights.

Stay tuned for information so you don't miss the official launch of the program, places will be limited.

Building a strong organization :

The second module of the program will focus on the crucial task of building a strong organization. Participants will gain knowledge of effective leadership and management strategies, learning how to build a talented team, delegate responsibility and foster a positive corporate culture.

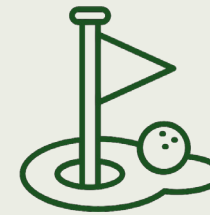
Managing profitable operations :

The final module of the program will focus on managing profitable operations, a vital aspect of any successful business. Participants will gain knowledge in financial management, budgeting and forecasting, enabling them to make informed decisions and ensure sustainable growth.

PRCDC GOLF TOURNAMENT

The Prescott-Russell Community Development Corporation (PRCDC) invite you to the annual PRCDC golf tournament on August 25th 2023 at the Casselview Golf & Country Club.

Now is the perfect time to organize your foursomes! It will also be our pleasure to register individual players to uncompleted teams. Register forms for players and sponsor are available at this [LINK](#).



\$125.00 per players (tax included) includes:

- breakfast
- golf and golf cart
- lunch
- prizes

\$125.00 per hole for sponsors (or gift)

Includes your business logo on:

- our social media pages
- golf pamphlets handed to each player
- sign at a hole (cash sponsors only)
- Continuous presentation on hall television during lunch
- special mention during the event's prize giveaways and speeches.



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for approval”***



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Prescott-Russell
Community Development Corporation

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

Funded by:
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