

JULY 2022 EDITION



# *Violent windstorm hits Prescott-Russell*

Article on page 17

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Canada 



# A word from the team

## Welcome to the second edition of the INFO Magazine for women entrepreneurs

Here we are, already at the second edition of our INFO Magazine and the comments are glowing. I sincerely wish to thank the entire INFO Magazine team and the entrepreneurs ([Scrap en masse](#), [Séguin Cabinets](#) and [Centre un pas pour soi](#)) who generously participated in promoting their products and services.

As you probably know, the [Prescott-Russell Community Development Corporation \(PRCDC\)](#) has been financing and supporting women entrepreneurs in their business projects since 1986. During the COVID-19 crisis, with the Regional Relief and Recovery Fund (RRRF) and the Canada Emergency Business Account (CEBA), more than 36% of our interventions were to help women-owned businesses, not only in Prescott-Russell but also in the Official Language Minority Communities (OLMC) of Southern Ontario.

That being said, small and medium-sized businesses are at the heart of the economic growth of our rural regions and many of them are owned by women entrepreneurs. For us at the PRCDC, their contribution is essential in this economic recovery period, post COVID and by our positioning in rural areas and our constant presence in the field, we are best placed to identify the needs and challenges of women entrepreneurs and support them both at the start and during the growth of their business project.

In addition to funding and support for women entrepreneurs, the PRCDC, through its Women Entrepreneurs Strategy (WES) and the women entrepreneurs ecosystem, continues its evolution in women's entrepreneurship by establishing support mechanisms and developing tools to better assist business women.

As I often say "Don't sit behind in the bus, get behind the wheel and drive it because you are the best person to do it" So, I will let you browse through the 2nd edition of the INFO Magazine to find out more about the networking, coaching and financing programs...and more!

On behalf of the PRCDC team, happy reading!

**John CANDIE**  
**Kim DENIS**  
**Pauline CHEVRIER**  
**Karianne SIMARD**  
**Lilia KHODJA**



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She invested in herself and  
*everything*  
changed

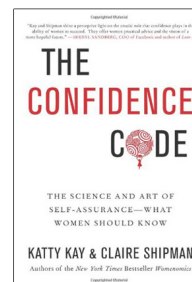


The Prescott-Russell Community Development Corporation (PRCDC), in collaboration with the Southern Ontario Women Entrepreneur Initiative (SOWEI) and the Women's Entrepreneurship Program (WEP), offers a FREE web learning platform for women entrepreneurs.



Podcasts such as how to prepare a winning business plan, to mastering social medias and digital tools, just to name a few.

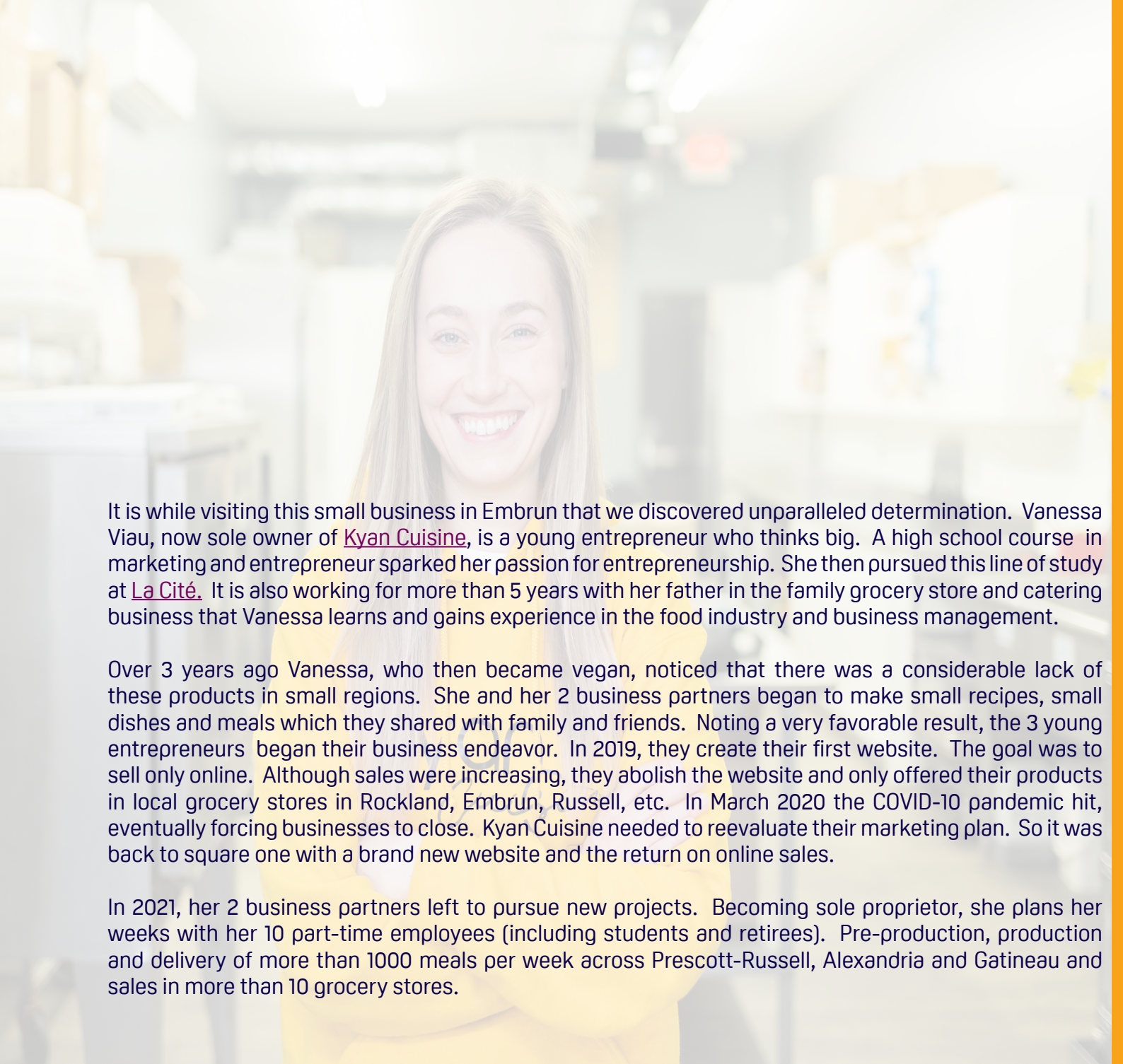
By registering, you have free and unlimited access to information presented and discussed by a team of experts in their fields. Although these videos are presented in french only, our professional staff is always ready to assist and support you every step of your entrepreneurial projects.



become more confident.

This book dissects what confidence is all about. The authors connect with top psychologists to provide information on how women can





It is while visiting this small business in Embrun that we discovered unparalleled determination. Vanessa Viau, now sole owner of [Kyan Cuisine](#), is a young entrepreneur who thinks big. A high school course in marketing and entrepreneur sparked her passion for entrepreneurship. She then pursued this line of study at [La Cité](#). It is also working for more than 5 years with her father in the family grocery store and catering business that Vanessa learns and gains experience in the food industry and business management.

Over 3 years ago Vanessa, who then became vegan, noticed that there was a considerable lack of these products in small regions. She and her 2 business partners began to make small recipes, small dishes and meals which they shared with family and friends. Noting a very favorable result, the 3 young entrepreneurs began their business endeavor. In 2019, they create their first website. The goal was to sell only online. Although sales were increasing, they abolish the website and only offered their products in local grocery stores in Rockland, Embrun, Russell, etc. In March 2020 the COVID-10 pandemic hit, eventually forcing businesses to close. Kyan Cuisine needed to reevaluate their marketing plan. So it was back to square one with a brand new website and the return on online sales.

In 2021, her 2 business partners left to pursue new projects. Becoming sole proprietor, she plans her weeks with her 10 part-time employees (including students and retirees). Pre-production, production and delivery of more than 1000 meals per week across Prescott-Russell, Alexandria and Gatineau and sales in more than 10 grocery stores.







# Kyan Cuisine

What does the future hold for Kyan Cuisine and Vanessa Viau? Short term goals include setting up a garden on the roof of her premises to harvest her own vegetables for her dishes and/or to sell. She also wants to hire an assistant to help with the business operations and allow herself a few holidays here and there. Long term plans include expanding her establishment and may even open a bistro. She aims to see her protein dishes, homemade sauces, marinated tofu, in short, all her products in all the stores across Ontario, Quebec and even Vancouver where she has discovered are the provinces with the highest demand.

Kyan Cuisine won the first Ontario-Quebec Francophone Business Award of the Fédération des gens d'affaires francophones de l'Ontario and the "Coup de coeur" award at the 2021 Société économique de l'Ontario SME Gala.

A huge thank you to Vanessa for taking the time to share your story, your passion and your vision.

May all your dreams come true. Wishing you great success!

[www.kyancuisine.ca](http://www.kyancuisine.ca)





# Essie Dh

Originally from France, Lindsay Doh saw her father bring home treasures from Africa while her mother created African-style clothing.

In 2014, after obtaining a Management and Marketing Master's degree, she decided to move to Canada. Always looking for unique clothes, Lindsay decided to learn to sew and follow in her mother's path.

Being passionate about traveling, she used to buy a pair of earrings in each of the countries or regions she visited, for 3 purposes; support local crafts, remember moments spent in these countries/regions and increase her jewelry collection with unusual and unique pieces.

Aiming to create her brand around these same purposes, Lindsay collects fabrics from all over the world to create her magnificent jewelry and accessories with the main desire to make people travel through her creations. Essie Dh's goal is to bring you a blend of ethnic influences from around the world that showcase everyone's uniqueness. Each product has a name with a specific meaning. She loves to share her knowledge during her discussions with visitors to her booth, explaining to them where the materials and fabrics used are from in order to awaken their inner child or explorer souls so that they too can, through their creations, tell a story, their story or make them want to explore the part of the world she told them about.

We've had the privilege to discover her little corner of wonders at the Kensington Artisan market in Toronto earlier this month and we are so happy to have met this exceptional and passionate woman.

Wishing you all the best!

[www.essiedh.com](http://www.essiedh.com)









# Acadé

If you have had the pleasure of meeting Nathalie and Chantale Deslauriers, co-owners of [Studio Shanthaly](#) and [Académie Shanthaly](#), you have certainly noticed their dynamism, their resolution, their determination and their fortitude. Two entrepreneurs who are passionate and fully invested in their profession.

Studio Shanthaly, well established for over 24 years in Embrun, offers excellent customer service, high quality products with a dynamic team of 6 qualified and experienced hairdressers/stylists. These 2 business women experienced challenges from the very first week. The 1998 ice storm delayed the opening of their salon by more than 2 weeks.

Chantale and Nathalie place great importance to continuous education in their field with refresher courses. Moreover, it is by noticing the flagrant lack of french teaching in the region for hairdressers/stylists that these 2 entrepreneurs triggered their first discussions to open their own french professional hairdressing academy in Prescott-Russell. The Académie Shanthaly. A project that took 5 years to complete.

When the pandemic hit and they were forced to close, the 2 sisters did not sit idly by. Following all the steps and deadlines required by the different ministries, they even translated the theory material for the courses. Académie Shanthaly was scheduled to open in September 2021 and it was a success!

While respecting the ministry's curriculum, Académie Shanthaly goes above



ACADÉMIE SHA

ÉCOLE PROFESSIONNELLE DE



# emie Shanthaly

and beyond for their students. They undertake and transmit their experiences and knowledge through theory and practice modules, committed videos, various scenarios and interactive and creative games.

Furthermore, the business believes in the importance of giving back to the community. Whether it's organizing a family day for autistic children, supporting cancer with the Cut for Life event, a special day to celebrate proms and many more, they are always ready to support a cause.

Establishing a franchise, teaching refresher courses in hairdressing, business management conferences and workshops, writing a book are some of the projects that Chantale and Nathalie are considering.

What advice would they like to share? Recent winners of the Women Entrepreneur Award at the 2021 SME Gala hosted by the Société économique de l'Ontario (SÉO) they answer to surround yourself with a mentor or coach. Never stop learning and every problem has a solution. It is a question of knowing where, when, how and why.

Thank you so much for your time ladies. You are dedicated and overflowing with positive energy that reflects everything in your path. We wish you great success!

[www.academieshanthaly.com](http://www.academieshanthaly.com)



You Tube

NTHALY  
COIFFURE





## PLATINUM



Centre de **services à l'emploi**  
**Employment Services Centre**



## GOLD

1 category still  
available for  
sponsoring



## SILVER



## BRONZE

2 categories  
still available for  
sponsoring

**Scotiabank®**

**MNP**



**BERTHIAUME**  
Salon funéraire / Funeral Home Ltée./Ltd



**LA CITÉ**



**ENTREPRENEURSHIP**  
Prescott-Russell



## ACTIVE

**LA CITÉ**



La chambre de commerce  
de Prescott-Russell inc.  
The Prescott-Russell  
Chamber of Commerce Inc.



THANK YOU TO OUR SPONSORS



# GALA OF EXCELLENCE 2022

## Evening schedule

4:30 to 5:30 pm

Welcome Cocktail

5:45 to 7:45 pm

Award ceremony

- Community Participation
- Retail Business
- Agri-Food Business
- Services Business
- Manufacturing Business
- Young Entrepreneur
- New Business
- Tourism Business
- Independent Worker
- Inclusive Business
- Entrepreneur of the Year
- Jury Award
- Daniel Gigault Award
- Emeritus Award
- Excellence Award

7:45 to 9:30 pm

Meal service

9:30 pm

Music and networking

## Finalists

Our jury members are currently working hard evaluating each registration and will then select the finalists for each category.

We would like to thank each and every entrepreneur who took the time to register their business and share their story. The Prescott and Russell region is rich with talented, unique, diverse and resilient entrepreneurs that are the backbone of our economy.

We are happy to announce that the 2022 Gala of Excellence finalists will be revealed on **August 1st 2022**





# 10 mindsets for women entrepreneurs

- 01** | **Be attentive**  
We are not born a corporate or business woman. It's personality and opportunity that creates the situation. You may think your career is set in stone until one day the context changes. You need to learn to see it.
- 02** | **Be curious**  
Everyone agrees that curiosity is fundamental in the entrepreneurial world. Try spending 5% to 10% of your week learning something new. Curiosity brings ideas, relationships and challenges and feeds you.
- 03** | **Be bold**  
In the business world, taking risks and having the nerve to ask is essential. It is often said that women entrepreneurs don't take risks. Add "NERVE" in your personal toolbox. It's learned little by little.
- 04** | **Be courageous**  
Whoever says the world of entrepreneurship is easy has never lived it. Creating a brand is a permanent battle, you must show great resilience.
- 05** | **Be confident**  
Just as it takes courage and nerve to develop, you must also have self-confidence to get started and continue and not let yourself be influenced by each comment on your brand.
- 06** | **Be confrontational**  
Constructive discussion and view points confrontations ... it is important for your project to grow with an outside perspective because often when we create a concept, we enter a tunnel and have only one vision for it.
- 07** | **Be patient**  
In today's world, where everything is a super speed, we can lose perspective and confidence in our skills. It takes time. It's not uncommon for a brand to take between 5 to 10 years to establish themselves, so patience is essential.
- 08** | **Be the consumer**  
Today, more than ever, an entrepreneur must have his consumer at the heart of her strategy. This consumer is increasingly demanding on the quality and ethics of the brand. Never forget it.
- 09** | **Be consistent**  
As a basic rule, you can't please everyone. Your concept may suit few or many, the most important thing is its consistency. Take the time to write it, test it, change it, make it work until it differentiates from the competition.
- 10** | **Be prepared**  
We are lucky to live at the center of a pool of information, websites and social medias at your fingertips. But all this never replaces to talk one on one, to go physically, to discover. Never start without first understanding the market.



In 2019-2020, the [Northumberland CFDC](#), with the support of [FedDev Ontario](#) and the [Government of Canada's Women Entrepreneurship Strategy \(WES\)](#), launched **DELIA**. A microplan platform that would help to address the access to capital gap for women-owned businesses across southern Ontario.

And now, with the support of [Innovation, Science and Economic Development Canada \(ISED Canada\)](#), DELIA is now available across Canada.

# DELIA

For more information, please click [HERE](#)

WOMEN ENTREPRENEURSHIP LOAN FUND



**\$15K**  
MICROLOANS

- ONLINE FINTECH APPLICATION
- NO PREPAYMENT CHARGE
- PRIME +2% TO 4% RISK RATED
- INSTANT PRE-QUALIFICATION AVAILABLE

## DELIA

# MICROLOANS

**For Women-Owned Businesses Across Canada**

Approved DELIA loans are typically disbursed by EFT just two weeks from receipt of a complete online application. Concurrent mentoring, connectivity and training available for select DELIA recipients. Additional terms and conditions apply. Visit [ncfdc.ca/delia](https://ncfdc.ca/delia) for details.

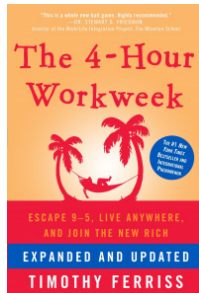
**APPLY NOW**

**ANCFDC** **CORL**

Promote DELIA online!

### Terms:

- Microloans normally in the \$15,000 range;
- Prioritizing diverse, intersectional and under-served women entrepreneurs;
- Interest rate: Prime + 2% to Prime + 4% risk-rated;
- Standard 2-year term;
- Secured by GSA and personal guarantee, insurance assignment, no collateralization;
- No pre-payment charges;
- Instant pre-qualifications via online (can be completed in less than 30 minutes);
- Concurrent mentoring, training and development opportunities;
- If application is approved, a loan administration fee of 1% of the principal will apply.



With several tools and techniques, this book will help you to create and automate your own muse of income generation. This muse will, in turn, help you to pursue your other business plans better.





# Did you know...

- ✓ Indigenous women make up to 40% of self-employed Indigenous people, while all self-employed non-Indigenous women in Canada make up 36% of self-employed Canadians.
- ✓ The main source of funding for Indigenous women entrepreneurs to start up their business is personal savings (60%). Other sources include business loans or lines of credits from financial institutions (7%), Indigenous lending agencies (8%), Personal loans or lines of credits from financial institutions (6%) and federal government grants or loans (6%).
- ✓ Indigenous women-owned businesses rank their community as most important to their business success (83%), while Indigenous men rank their suppliers as most important (80%).
- ✓ While the majority of Indigenous women-owned businesses are sole-proprietors (60%), the percentage with employees other than themselves have nearly doubled in the last decade, up from 23% in 2010 to 42% in 2020.



## THE \$100 STARTUP

REINVENT THE WAY YOU MAKE A LIVING, DO WHAT YOU LOVE, AND CREATE A NEW FUTURE



To start your own business, you needn't be the lucky one. This book gives several examples of people who turned their passion into something profitable, promoting creative thinking and natural talent.



*"People respond well to those that are sure of what they want"*



*"Never dream about success. Work for it"*



*"Invite people in your lives that don't think like you"*



*"Never be intimidated by what you don't know"*



*"Growth and comfort do not coexist"*

*"Stay true to yourself and your vision"*



# PRCDC services

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 services for all your entrepreneurial projects.

01

## 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 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-Russell region with available funding from **\$5 000 to \$30 000**.

02

03

## Express loan

The [Express](#) loan is created to support the operational continuity of businesses in the Prescott Russell région. Funding up to a maximum of **\$15 000** for expenses such as leasehold improvements, increase inventory, help with working capital, improve equipment and marketing, to name a few.

## EDISO loan

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 of francophone communities in southern Ontario.

04

05

## Coaching and mentoring

[Coaching and mentoring](#) services are offered by our professional coaches which can help you acquire the knowledge and know-how to build a successful business by providing essential tools and advice and access to funding sources.

## Online training

The SOWEI Initiative is proud to offer a free web learning platform for women entrepreneurs. By [registering](#), you have access to different videos and learning materials on various entrepreneurship topics.

06





**Examples of eligible expenses:**

- Generators to maintain certain operations;
- Purchase or rental other suitable equipment to remove the debris;
- Rental of containers for the debris;
- Cost of repairs to roofs of the business;
- Cost of workforce to remove debris;
- Cost to rebuild lost inventory.

# *Regional Emergency Relief Fund (RERF)*

The May long weekend had some devastating effects when a severe windstorm hit Prescott-Russell late Saturday afternoon. Fallen trees and powerlines and extensive damage to houses, barns, silos, and businesses across the region.

The Prescott-Russell Community Development Corporation (PRCDC) moved as quickly as possible to set up a [Regional Emergency Relief Fund \(RERF\)](#) to help businesses and entrepreneurs in Prescott-Russell deal with the damage by preparing a simplified form to help eligible businesses and entrepreneurs submit a request for assistance as soon as possible. The maximum assistance is \$30,000 in the form of a repayable loan at 0% interest for the first 18 months and 3.70% interest for the last 18 months for a maximum of 36 months, said the Chairperson of the Prescott-Russell Community Development Corporation, Mr. Eric Drouin.

“At this time, it is difficult to determine the full cost of the damage inflicted to businesses in the region, but the amount is expected to be substantial,” Drouin said. “A number of small and medium-sized businesses are facing significant costs to repair damaged infrastructure and the PRCDC will be able to provide temporary relief to businesses affected by the severe windstorm.”



# Local support for Women entrepreneurs



## Business Sisters

Business Sisters is a bilingual social enterprise dedicated to building happy, resilient communities by connecting women business owners so they can learn and thrive.

[www.business-sisters.ca](http://www.business-sisters.ca)

[hello@business-sisters.ca](mailto:hello@business-sisters.ca)



## La Cité

La Cité - Business service offers a continuum of customized training and business development solutions to meet current and future job market needs.

[www.collegelacite.ca](http://www.collegelacite.ca)

[entreprise@collegelacite.ca](mailto:entreprise@collegelacite.ca)



This book helps women eliminate their negative internal self-talk and the limiting beliefs they've been taught by showing them how to stop defining themselves in terms of how others see them.



## Prescott-Russell Chamber of Commerce

The Prescott-Russell Chamber of Commerce is a local business association that represents the interests of local businesses. Their membership consists of over 150 members from the Prescott-Russell region and surrounding areas. They are dedicated to promoting our region's economy by providing a wide range of benefits and networking to their members.

[www.ccprcc.com](http://www.ccprcc.com)

[info@ccprcc.com](mailto:info@ccprcc.com)





# Upcoming events

## Canada Day

July 1, 2022

Canada Day is celebrated across the country on July 1st to show our pride in our history, culture and achievements. Many festivities with a wide range of activities take place in our communities. Where will you celebrate our national holiday?



## Community fairs and festivals

Large and small events take place throughout the year in our communities. Fairs and festivals are a big part of those events. The Vankleek Hill and Russell Fairs, the Wendover Western Festival, the Festival of Flavours, the Curd Festival, the Festival de la Bine to name a few. The list goes on and on. Each one highlighting the beauty, diversity, talent and pride of our communities.



## Daniel Gigault Open

August 26, 2022

Join us for our annual Daniel Gigault Open golf tournament.

Date: August 26, 2022

Time: Shotgun at 9:00 am

Place: [Casselview Golf & Curling Club](#)

Click [HERE](#) to register your foursome and/or sponsor







# Thank you



Société de développement communautaire

**Prescott-Russell**

Community Development Corporation

Une Société d'aide au développement des collectivités

A Community Futures Development Corporation

**Contact us:**

[www.sdcpr-prcdc.ca](http://www.sdcpr-prcdc.ca)

[info@sdcp-prcdc.ca](mailto:info@sdcp-prcdc.ca)

613-632-0918 / 1-877-632-0918

**Follow us:**



The Prescott-Russell CFDC would like to acknowledge that land on which its building is housed and where its board members, staff, partners and clients gather is the traditional unceded territory of the Anishinabewaki-ᐱᓄᓂᓂᓐᓂᓐᓂᓐ, Kanien'kehá:ka (Mohawk) and Omàmiwininiwag (Algonquin) people. We are guests on this land, and it is our shared obligation to respect, honour and sustain this land.

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