

MAY 2022 EDITION

Happy Mother's Day

Sunday, May 8, 2022



Funded by:
Federal Economic Development
Agency for Southern Ontario

Canada 

A word from the team

Welcome to the very first edition of the INFO Magazine for women entrepreneurs

INFO Magazine is developed by the dynamic PRCDC team, distributed in digital version only and focused on the constantly evolving issues that takes the ecosystem of the Women Entrepreneur Strategy (WES) to an entire new level. We have also decided to offer it for free, our way of fulfilling, with greater force, our primary mission which is to facilitate women entrepreneurs and the business community to strengthen the entrepreneurship ecosystem capacity and resolve the gaps in services for women entrepreneurs in Prescott-Russell and southern Ontario.

I would like to begin by thanking all our employees, partners, collaborators and contributors for their agility and for their ease of adaptation in order to present this first issue to you. This journal gives us the opportunity to introduce you to businesses, entrepreneurs, collaborators, programs and services, resources, ideas and success stories with fascinating women who contribute to the economic growth of our regions and our country.

So hold on to your keyboards: over the next few months and years, drastic changes will continue to mark lives and shape the way our businesses and entrepreneurs operate. Today, more than ever, dexterity, innovation, knowledge and determination will be key qualities so women entrepreneurs can continue to take their place in the economic, social and demographic life in Canada.

In closing, this first edition reflects our desire to support you in these changes which will undoubtedly mark the coming years, because each business and each entrepreneur is unique and we have developed a wide selection of resources that will meet your needs. We are here to help you achieve your full potential as a woman entrepreneur.

On behalf of the PRCDC team, happy reading!

John CANDIE
Kim DENIS
Pauline CHEVRIER
Karianne SIMARD
Lilia KHODJA



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Canada

*I believe in a quiet, strong and grounded
leadership*



THE SOUTHERN ONTARIO WOMEN ENTREPRENEURS INITIATIVE (SOWEI) supports the development of francophone and bilingual women's entrepreneurial skills in southern Ontario through strategic alliances, coaching, training, mentoring and microcredit financing. In 2021-2022:

91

women
entrepreneurs
helped to start a
business



14

women
entrepreneurs
helped to grow
their business in
markets abroad



39

women
entrepreneurs
helped in
growing existing
businesses



66

women
entrepreneurs
helped to
strengthen their
entrepreneurial
skills





A hobby enthusiast. In 2006, Josée Lalonde's colleague dared to suggest she start her own business. This was the first spark in the evolution for this women entrepreneur. Starting out, like so many others, in her basement, but not like so many others, with a growing family and a full-time job, she begins her dream. Where can we find **Scrap en masse** now? This gem of a business is now located in Plantagenet. To quote one Isabelle Dicaire, Manager: *"Scrap en masse is the Toys'R'Us for artisans"*. With more than 20 000 different products, there are accessories for all tastes, all projects and all ideas, from beginner to intermediate to expert. Josée was able to innovate by transforming her entrepreneurial skills to the expert level!

This business does not stop with products. In addition to having 2 full-time and 6 part-time employees, Josée has a design team, offers workshops and courses (online and in person). Always attentive to her clients, they receive many messages and emails thanking her and her team for their special attention. Each message warms her heart and is carefully saved.

When the pandemic hit in March 2020, for Josée and Scrap en masse, it was the ultimatum. Either she shifted to digital or she closed the business. And yes, she and her team made the right decision. But what a challenge! In 5 months, from

the design and creation of the website, to entering all the products (remember - more than 20 000 products) to organizing the workshops, to the translation and finally activating the website, going live and ensuring all runs smoothly. All this with no or very little experience. A colossal project - well-deserved success.

Why is Scrap en masse unique? To begin with, the majority of the clientele are people from outside the regions (in Ontario, people from Toronto, Sudbury, Timmins and London come to visit, In Quebec, they have clients from Montreal, La Beau, Lac St-Jean and Victoriaville, to name a few). This promotes tourism in Prescott-Russell. Secondly, it is a place of fun and joy that unites English and French communities, brings generations together and it even integrates beginners to experts in their arts. Last, but certainly not least, her boutique is one of the largest in Canada. But all of this is not without its challenges. In particular the labor shortages which enormously affects all businesses. The lack of local customers is also a challenge. This is why it is very important to buy locally. Cybersecurity can also cause concern, especially for those offering products and/or services online. The challenge for women entrepreneurs, according to Josée, is that they always have to prove themselves more.

scrap en masse

Go check out Scrap en masse. You're not the hobby person type? You may become one. One thing is certain, you will leave with a little knowledge in this world and a smile!

A huge thank you to Josée and her team. It's very obvious how you love your boutique of treasure and your clients. Wishing you all the success.

www.scrapenmasse.com
info@scrapenmasse.com



"You can't just be good, you have to be the best!"





Séguin Cabinets

According to Linda Carrière-Séguin, co-owner of [Séguin Cabinets](#), her family business manufactures and installs unique living environments, integral parts in the life of each client.

This company, which began its operation in 2002 in an old family barn and has been established in Alfred since 2008 with a has a close-knit family of 16 employees. The wide range of [products](#); kitchen, workspace, closet, bathroom, to name a few, are designed and produced by their team of experts from beginning to end of each projects, at every step, regardless of the size of the project. They also offer [disaster cabinets restoration services](#), [accessible kitchen program - when accessibility becomes a possibility](#) and valuable [advice](#).

In addition to her dedication to her business, and among many other endeavors, Linda served two years at the [Ontario's Employment Strategy for People with Disabilities](#). A program that is dear to her, focused on facilitating accessibility and the ability to include anyone with a disability in the labour market and seek out everyone's talent.

Linda firmly believes that one of the challenges for women entrepreneurs is

the lack of confidence. People are more likely to trust a male entrepreneur than a female one. No matter what area of her business, Linda notices this trend in many sectors of activity.

So the next logical question to ask her was: **"What advice would you give to a women entrepreneurs who would like to start her own business?"** Without hesitation, Linda offers these tips:

- *quickly surround yourself with people that are smarter than you;*
- *trust in life;*
- *dare to be bold and confident;*
- *be in control of your thoughts;*
- *take calculated risks;*
- *do your homework and research;*
- *take the time you need to make a decision;*
- *never stop learning.*

In closing, we would like to thank Linda for taking the time to meet and chat with us, even with her busy schedule. Her passion for her business, her dedication to her family, her employees and her community and her journey is inspiring.

Wishing you all the success!

www.lesarmoiresseguin.com



centre 1 pas pour soi café sur la rive



Projects, projects and more projects. Nathalie Bercier-Gauthier has plenty of ideas. Her first step into the world of entrepreneurship was the [Centre 1 pas pour soi](#) 2007, offering [psychotherapy](#), [spirituality](#), [coaching](#), [hypnosis](#) and [meditation](#) services.

In 2016, she added a [fitness center](#) to the Centre 1 pas pour soi in her entrepreneurial projects. Managed by her husband, she offers Satori, Tai-Jiu-Jitsus, yoga and Zumba classes. The number of members has increased from 30 to 300 in one year.

In 2020, Nathalie who is founder, owner and director, embarks on a new project. Having completed her training as a barista, she opened [Café sur la Rive](#). Now with 9 employees (4 full-time, 3 part-time and 2 students), Café sur la Rive offers [coffees and teas](#), as well as [ready-to-go meals](#) made with love. There's also a quaint [gift shop](#). The Café sur la Rive is a member of

[Explore Ontario by Bike](#) and is listed on the cyclists and motorcyclists list of routes. Nathalie is very thankful for the nomination of Café sur la Rive in the “Favourite” category of the [Société économique de l'Ontario \(SEO\)](#) annual gala in 2021, and won the “Safe Travel” award from the [Tourism Industry Association of Ontario](#) in 2022.

In 2021, Nathalie created [Nonna's Gelato](#), with its unique Italian flavors. Nonna's Gelato even has her very own family tree where each flavor is named after a family member. Nathalie has already established 3 points of sale and is in discussion for several others. Stay tuned, Nonna's Gelato has very exciting plans for the near future. You don't want to miss it.



For women entrepreneurs, Nathalie believes that there is a little more openness in the markets than before, but there is still a long way to go. *“We are not always taken seriously and the bigger the business, the more discrimination”* She strongly believes in mutual support between businesses and does not believe competition is unhealthy and without opportunity to partnerships.

Is Nathalie thinking of adding to this long list of projects? Undoubtedly, the young businesswoman we met will add, improve, increase, invent, reinvent, innovate and amaze us. Wishing you all the success!

www.centre1paspoursoi.com



“Take my ideas, I will have others”

GALA OF EXCELLENCE 2022

The **Gala of Excellence** is a prestigious event that will be held on October 15th 2022 at the Caledonia Community Center in St-Bernardin ON. This evening is created to unite and highlight the entrepreneurship of small and medium-sized businesses in Prescott-Russell and their impact and contribution to the prosperity and economic growth of our region. Represented by 17 nomination categories and more than 20 sponsors, the event brings together nearly 300 guests under an enchanting theme. This is the perfect opportunity to promote your creations to Prescott-Russell businesses and entrepreneurs by submitting your bid for tender for one of the following services:

Tender bids



DECORATION

Click [HERE](#) for all information and how to submit your tender bid.

Deadline: all tender bids must be received no later than May 31, 2022 at 4:00 pm.



PHOTOGRAPHER

Click [HERE](#) for all information and how to submit your tender bid.

Deadline: all tender bids must be received no later than May 31, 2022 at 4:00 pm.



CATERER

Click [HERE](#) for all information and how to submit your tender bid.

Deadline: all tender bids must be received no later than May 31, 2022 at 4:00 pm.



TROPHIES

Click [HERE](#) for all information and how to submit your tender bid.

Deadline: all tender bids must be received no later than May 31, 2022 at 4:00 pm.

THANK YOU TO OUR PARTNERS



STRIKE  **UP** ²⁰₂₂

Canada's leading, free, digital
conference for women entrepreneurs.

Strike Up

Another success for the 2nd edition of [Strike Up](#). The digital conference, which was held on March 3, 2022, offered complete access to keynotes, panels, workshops, learning labs, chatrooms, networking and support resources with a wide range of professional expertise.

More than 3,700 participants have registered from all the provinces and territories and 25 countries globally.

93%

Women

57%

Business owners

58%

Visible minorities



WOMEN ENTREPRENEURSHIP STRATEGY (WES)

The Government of Canada is advancing women's economic empowerment with the first-ever [Women Entrepreneurship Strategy \(WES\)](#). A nearly \$5 billion investment that aims to increase women-owned businesses' access to financing, talent, networks and expertise they need to start up, scale up and access new markets. In the fall 2020, the Government committed to accelerating the work of the WES. In May 2020, the Government of Canada provided an additional \$15 million to the WES Ecosystem Fund, enabling existing recipient organizations to provide women entrepreneurs with access to urgent business support during the COVID-19 pandemic.

The full and equal participation of women in the economy is not just the right thing to do; it's the smart thing to do. Studies show that by advancing gender equality and women's participation in the economy, Canada could add up to \$150 billion in GDP. Here are some of the programs offered by WES:

[WES INCLUSIVE WOMEN VENTURE CAPITAL INITIATIVE](#)

[WOMEN ENTREPRENEURSHIP LOAN FUND \(Update coming soon\)](#)

[THE WOMEN ENTREPRENEURSHIP KNOWLEDGE HUB \(Updated\)](#)

PARTNER PROGRAMS:

Business Development Bank of Canada - [Women Entrepreneurs](#)

Business Development Bank of Canada - [Women in Technology Venture Fund](#)

Export Development Canada - [Women in Trade](#)

Women and Gender Equality Canada - [Women's Program](#)

Farm Credit Canada - [Women Entrepreneur Program](#)

Global Affairs Canada - [Business Women in International Trade](#)



Did you know...

- ✓ The proportion of women-owned businesses increased from 15.6% in 2017 to 16.8% in 2020 and more and more of them are experiencing growth of more than 10% over three years.
- ✓ On average, women business owners tend to have a higher level of education and tend to be younger than male entrepreneurs.
- ✓ Women-owned SMEs are more likely to be in the service, information, cultural, accommodation and food services industries. Women represent the majority of self-employed workers in health care (69.7%) and educational (66%) services.
- ✓ The majority of women-owned SMEs are more likely to be found in urban areas than rural areas and are more likely to be found in Quebec and British Columbia than any other parts of Canada.
- ✓ Almost all (92.7%) of women-owned SMEs have less than 20 employees. 40.2% of self-employed aboriginal people are women.
- ✓ Globally, Canadian women rank first in new business involvement, ahead of the United States and Great Britain.
- ✓ In the face of the pandemic, 55% of women-owned businesses have introduced new methods of building customer loyalty. They have exploited digital technology more than men-owned businesses and 34% adjusted their products and services. At the end of 2021, 68.4% of women-owned businesses felt they did not need financing or loans. At the same time, 36.4% of women-owned businesses had not benefited from refundable financing from the government compared to 32.7% of all SMEs and this, (29.3% of the cases) due to eligibility problems.



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 financing 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 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**. This program promotes leadership in young people and values their social, cultural and economic engagement in our communities.

4 funding options

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. A decision will be transmitted within 72 hours (business days) providing the application is complete.

EDISO loan

The [EDISO](#) loan is dedicated to francophone businesses in southern Ontario, including rural and urban regions. 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 and meet the identified needs and promote economic growth.

Southern Ontario Women Entrepreneur Initiative (SOWEI)

3 SOWEI Services

01

Coaching/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

02

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.

03

Networking

Follow us on [Facebook](#) and visit the [SOWEI calender](#) for the latest developments, workshops and conferences to better support and inform women entrepreneurs on every aspect of their professional journey.

EST. 2019



SOWEI

SOUTHERN
ONTARIO WOMEN
ENTREPRENEURS
INITIATIVE

Local support for Women entrepreneurs



Leadership féminin Prescott-Russell

Leadership féminin Prescott-Russell supports the development of leadership of a diversity of female voices in order to increase their power of influence on the evolution of the community, towards an egalitarian society.

www.leadershipfemininpr.ca

leadershipfemininpr@gmail.com



PARO Centre

The PARO Centre supports Ontario women entrepreneurs in small and medium-sized businesses and social enterprises. They have developed services and programs with exactly the business women's needs in mind for start up, business growth and networking.

www.paro.ca

info@paro.ca



Hawkesbury and Region Chamber of Commerce

The Hawkesbury and Region Chamber of Commerce is the unified voice of business and represents you at all levels of government. It brings together small and medium-sized business and its mandate is to promote the commercial, industrial, agricultural and civic prosperity of the town of Hawkesbury and nearby communities.

www.hawkesburycommerce.ca

info@hawkesburycommerce.ca



Upcoming events

Mother's Day

May 8, 2022

Mother's Day is the special time of year when you get to celebrate your first best friend. It is also a great time to show your love to all the other wonderful women in your life.



Expo Clarence-Rockland

May 14 and 15, 2022

Two days of inspiration! Go discover the products, services and resources in the region



Paint night

May 20, 2022

Join us for an evening of painting, laughs and networking with artist Judith Simard.

Date: May 20 2022

Time: 6:30 pm

Place: Vankleek Hill Vineyards

Follow us on our [Facebook](#) page for registration details.





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

info@sdcpr-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-ᐱᓄᓂᓴᓇᖅ, Kanien'kehá:ka (Mohawk) and Omāmiwininiwag (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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