

NOVEMBER 2022 EDITION



Excellence
Célébrons nos succès! • Celebrate our success! 2022

2022 Gala of Excellence

Article pages 10-23

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Canada

A word from the team

Welcome to the fourth edition of the INFO Magazine for women entrepreneurs

And here we are, already at the fourth edition of the INFO Magazine, how time flies. I sincerely wish to thank the entire INFO Magazine team and the entrepreneurs ([Garden Path Homemade Soap](#), [Artisan Farm](#) and [Assia Beauty Clinic](#)) who generously gave their valuable time and participated in promoting their products and services in the last edition.

Over the past year, there has been a gradual recovery in economical and entrepreneurial activities accompanied by several challenges in Prescott and Russell. The labour shortage, the supply chain, the increase in interest rates have prompted businesses and entrepreneurs to review their operation process.

The new realities for women entrepreneurs are just beginning to be recognized and with the current economic context and the recession that is coming soon, it will take more effort to keep their operations and businesses afloat.

That being said, if we want to continue to promote women entrepreneurs in our rural areas, as we have done in recent years, and despite what we see ahead, we will need to offer more support, tools, funding opportunities, non-refundable contributions and coaching/mentoring.

At the Prescott-Russell Community Development Corporation (PRCDC), we remain deeply convinced that women entrepreneurs represent an incredible economic force for Prescott-Russell and southern Ontario and that our interest in their development and growth must accentuate. Their role and the commitment they make in our society today are important enough for all levels of government and entrepreneurship support organizations such as the PRCDC, always continuing to offer them the necessary programs and services for their survival.

On behalf of the PRCDC team, happy reading!

John CANDIE
Kim DENIS
Pauline CHEVRIER
Daniel SIGOUIN
Karianne SIMARD
Lilia KHODJA



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EST. 2019



SOWEI

SOUTHERN
ONTARIO WOMEN
ENTREPRENEURS
INITIATIVE

WOMEN'S HISTORY MONTH

Commemorating the Women's History Month's 30th anniversary. In 1992, the Government of Canada designated October as Women's History Month, marking the beginning of an annual month-long celebration of the outstanding achievements of women throughout Canada's history.

This year's theme is *She did, so now I can*, in honour of the courageous women who have made a lasting impact as pioneers in their fields. Whether as business leaders, politicians, researchers, artists or activists, they have helped shape Canada into a thriving, diverse and prosperous country through their achievements and desire to make a difference.

[Women of Impact in Canada](#) is an online gallery created as an educational resource for people of all ages to learn more about these remarkable women and share their stories. It contains an [interactive map](#) and a comprehensive [learning toolkit](#) with ideas and activities and celebrates the achievements of more than 100 women across Canada throughout our country's history.



Sandy Charrette was a first-time mom on maternity leave and Jessica Chénier is a stay-at-home mom with 2 children. Both sharing the same parenting values and beliefs, such as the importance of proper nutrition, they began researching the best food options for their babies. Sandy began making her own purees from scratch and wondered how many parents don't have the time or patience to make their own purees and resort to store-bought purees. After discussing her new business idea with Jessica, **Itty-Bitty Spoons** gradually came to life. Although they both dabbled in a few other small business ventures, this one became their mutual love. It was important to both of them to alleviate parent's stress by offering healthy, affordable and nutritious food options. The products from their home-based business are prepared in a safe and clean environment, using Bpa certified equipment and approved by East Ontario Health Unit. Their products contain no preservatives, no additives, no added sugar, no added salt and are 100% vegan. They also have their food handler certification.

Itty-Bitty Spoons is the only business offering these products in Canada. Unique and innovative!

Sandy and Jessica have had bumps in the road, mainly financing this project during a time of inflation and economical uncertainty but with their community and local businesses support, they are so grateful they never gave up. They have learned to stop the added pressure of setting deadlines for the growth of their business. "Setting goals is amazing but the added pressure from the deadlines is unnecessary".

Being your own boss is almost everyone's dream. Everyone has their own secret to success and everyone's definition of success is different. Success to Sandy and Jessica means helping as many people as they

can who enjoy being healthy and having proper nutrition at an affordable price and serving and helping their community. They reach out to their customers with compassion and empathy, letting them know their moms too.

Itty-Bitty Spoons has exciting future plans. They will have a few establishments around the area with smoothie bars, healthy food options, dine in and/or take out, a play area for kids with an early child educator and definitely options to buy their products.

"Our advice to women entrepreneurs is most definitely give that business idea a chance. It will be hard but keep that beautiful head up and focus on the positive outcome and from there, anything is possible."

In closing, Sandy and Jessica strongly believe society is to blame for the so-called challenge differences between men and women. Starting a business is challenging regardless of gender. The real difference lies within how the challenges will be dealt with as women and men are "wired" completely different. For a long time, men were usually the ones in power. Over time, women finally began standing up and putting their foot down when realizing we also have that capacity and power within us. The more women stand together and build each other up, the more women may find that strength to launch their entrepreneurial journey.

www.itty-bittyspoons.ca
admin@itty-bittyspoons.ca

ITTY-BITTY SPOONS

Le Conciliabule/Conci.



In this edition, we would like to introduce you a successful entrepreneur based in Toronto, Manon Tournayre. She is a brilliant business woman who started a new adventure in March 2019 with her husband and business partner Charles Boggio. Their new wine bar called the Conci is located in the heart of Toronto and despite the fact that the pandemic has put their

business at risk, she worked hard and found a way to innovate to make her business thrive!

Manon Tournayre is originally from France where she studied international and foreign business. She then moved to Canada to start an internship where her father and brother WHO had a business called Jules Café Patisserie. She finally decided to stay in Canada to support her father who was diagnosed with cancer and joined the family business with her brother. With hard work and her father guidance, she learned how to be an entrepreneur.

“You need to tell yourself that you are strong and worth it. That you can move mountains and that no one will stop you. “

She met her husband Charles, who is a chef, when she tried to hire him for a new restaurant project that had eventually failed during the creation process. She has passion for wines and him for food so they decided to combine their passions to make the perfect recipe to start a new venture: open a new concept with bakery the day and wine bar restaurant at night. The name original name was **Le Conciliabule**.

Unfortunately, Covid has hit in 2020 and they had to innovate to keep the business running. Manon came up with a strategy to use social medias to promote her online orders in the neighborhood, and they have expanded their terrace along with the wine list up to 100 wines with a new pastry menu to meet the customer demands in a pandemic context.

Since she opened Le Conciliabule, she has faced many challenges but yet it was all for the good reasons. She found a certain balance, flow, harmony and really found herself in her professions.

“We do what we do because food and wine bring people together, build memories, moments, laughs. “

After this success and thriven by passion, she decided to start a new joint venture with her brother called Le Conciliabule Lab in August 2022 in Cabbage Town and changed the name of her wine bar to Conci.

“My advice would be to always stand behind your thoughts, convictions, ideas. Do not anyone else try to tell you the opposite. “

Manon’s recipe to success: “I believe the key words of my success are: discipline, modesty, determination, fairness and diplomacy. Learning from your mistakes is extremely important. Being stubborn is good but modesty is better. Listening to people around you, observing other entrepreneurs operate and learn from your elders. AND most of all discipline is the most important key word. Never postpone to tomorrow what needs to be done today. “

www.leconciliabuleto.com



Boutique JOMA

In 2008, Johanne Roy underwent major changes in her life, ranging from moving into a new house in a new community but also leaving her 27-year career for a new job opportunity and eventually venturing into entrepreneurship. Her love of shoes began the adventure. Johanne has always been a shoe fanatic, owning probably enough of her own to open a boutique, she says. After several hours of planning, researching and shopping and always with the loving support of her husband and family, her dream became reality. Johanne and her brother (silent partner) opened **Boutique JOMA** in August 2009.



With her extensive administrative experience, she was well prepared for what awaited her as a business leader. In all her years on the workforce, Johanne always strived to better herself with numerous accounting and computer workshops and sessions. She also prides herself with a lot of self-teaching that she quotes as her school of life knowledge.

So why did Johanne leap from working for someone to being her own boss? She realized she wasn't living up to her full potential and determined to be in an environment that motivates and enlightens her. She is proud of her accomplishments, as well she should be, and enjoying the moments with her clients. Johanne attributes her success to being surrounded by positive people and always thinking ahead for her loyal clients' needs. Listening to her clients offered her the opportunity to expand and what began as a shoe store quickly developed as a women's clothing and accessory boutique. You can also find a small selection of different products. Johanne always has an eye out for variety. Future plans include a men's clothing section to compliment her men's shoe section.

As a woman entrepreneur, Johanne firmly believes ***nothing is impossible for anyone***. Knowing that certain sectors or industries can be more difficult for women but recommends to never let that affect your decision. If you believe in what you can do and offer ...

GO FOR IT

www.boutiquejoma.ca
info@boutiquejoma.ca



Boutique
JOMA





GALA OF EXCELLENCE 2022

Excellence 2022
Célébrons nos succès! • Celebrating our success!

What a enchanting and memorable evening!

On October 15th 2022, the 15th annual Gala of Excellence was held at the Caledonia Community Center, in St-Bernardin ON. Highlighting our local entrepreneurs and businesses, over 250 invitees gathered for the Oscar Night themed event. The Prescott-Russell Community Development Corporation (PRCDC) wishes to extend its sincere thanks to everyone that has made this evening such a great success.

*Once again, the Gala of Excellence has proven to be the **event of year** for the Prescott-Russell region!*

So many people, businesses and organizations have contributed to help showcase the entrepreneurs' determination, talent, passion and dedication in our communities. Along with a huge thank you and congratulations to all the finalists and winners, the PRCDC would like to give a special mention the following:

PHOTOGRAPHER

Lexine Photography

WEBSITE

Impressions Design

PRINTING

Bogue Photo
Staples
Imprimerie Charles
Trophy Hill

GRAPHIC DESIGN

Bloom

DECORATION

Sam & Bee

CATERER

Traiteur La Bonne Bouffe

ARTISTS

Centre d'excellence artistique de l'Ontario (cocktail entertainment)
Passions Manis - Manon Sauvé (trophies)
The Rock Junkies (evening entertainment)
Colleen Gray Art for Aid (Artist)

VENUE

Caledonia Community Center in St-Bernardin ON

HOST

Éric Charlebois

JURY COMMITTEE

Daniel Sigouin - President
Tom Vigeant - Jury committee member
Martine Plourde - Jury committee member

ORGANIZING COMMITTEE

Luc Fillion - President
Karianne Simard - Projects Coordinator
John Candie - Committee member
Kim Denis - Committee member
Pauline Chevrier - Committee member
Sarah-Anne Beaulne - Committee member

VOLUNTEERS

Janika Roy
Marie Campeau
Marika Csizmadi
Tina Marie Cruise-Simard

PLATINUM SPONSORS

Employment Services Centre of Prescott-Russell
United Counties of Prescott and Russell

GOLD SPONSORS

Prescott-Russell Community Development Corporation
Desjardins

SILVER SPONSORS

Prescott-Russell Community Development Corporation
Groupe Convex of Prescott-Russell

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Berthiaume Family Funeral Home
MNP
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Eastern Ontario Agri-Food Network
Prescott-Russell Entrepreneurship Centre
La Cité
Proson
Société économique de l'Ontario

ACTIVE SPONSORS

Prescott-Russell Chamber of Commerce
La Cité
Vankleek Hill Vineyards
Centre d'excellence artistique de l'Ontario
Conseil scolaire de district catholique de l'Est ontarien

Finalists and Winners

COMMUNITY PARTICIPATION

And the Winners is...

Finalists
Arboris Inc.
Brauwerk Hoffman Rockland
Café sur la Rive

Arboris
Expert en soins aux arbres
Tree Care Expert

Sponsored by
Scotiabank



YOUNG ENTREPRENEUR

And the Winners is...

Finalists
AHOY Adventures
Bastien Physiotherapy
Kyan Cuisine



Sponsored by
M
MARTELS
1903
Fils



MANUFACTURING BUSINESS

And the Winners is...

Finalists
Tuque de Broue Brewery
Garden Path Homemade
Soaps
L'Original Packing



Sponsored by
Scotiabank



RETAIL BUSINESS

And the Winners is...

Finalists
Tuque de Broue Brewery
Kyan Cuisine
L'Original Packing



Sponsored by
SEO
SOCIÉTÉ ÉCONOMIQUE
DE L'ONTARIO



Finalists and Winners

TOURISM BUSINESS

And the Winners is...

Finalists

Garden Path Homemade Soaps

Tuque de Broue Brewery

Hammond Golf & Hill Eco Resort



Sponsored by



WOMAN ENTREPRENEUR

And the Winners is...

Finalists

AHOY Adventures

L'Original Packing

Studio Shanthaly



STUDIO
SHANTHALY
COIFFURE | MAQUILLAGE

Sponsored by



NEW BUSINESS

And the Winners is...

Finalists

AHOY Adventures

Brauwerk Hoffman Rockland

Ginga Technology Solutions



Sponsored by



INDEPENDENT WORKER

And the Winners is...

Finalists

Bonneau Meat Shop

Impressions Design

La Cuisine Passionnée

impressions
design

Sponsored by



Finalists and Winners

INCLUSIVE BUSINESS

And the Winners is...

Finalists

Hammond Golf & Hill
Eco Resort
Lamarche Electric
Traiteur La Bonne Bouffe



Sponsored by



AGRI-FOOD BUSINESS

And the Winners is...

Finalists

L'Original Packing
Laviolette Poultry Farm
Kyan Cuisine



Sponsored by



SERVICES BUSINESS

And the Winners is...

Finalists

Arboris Inc.
AHOY Adventures
Studio Shanthaly



Sponsored by



JURY AWARD

And the Winners is...

Finalists

Garden Path Homemade
Soaps
La Cuisine Passionnée
Mini-jeux gonflables
Chartrand



Sponsored by



Finalists and Winners

DANIEL GIGALT AWARD

And the Winners is...



ENTREPRENEUR OF THE YEAR

And the Winners is...



EMERITUS AWARD

And the Winners is...



EXCELLENCE AWARD

And the Winners is...





Mr FRANCOI ST-AMOUR
Mayor of The Nation Municipality



Mr ÉRIC CHARLEBOIS
Host



Mr FRANCIS DROUIN
MP Glengarry-Prescott-Russell



CHEERS!!



Mr LUC FILION
President of the Organizing committee



Mr ERIC DROUIN
PRCDC's Chairperson



Mr STÉPHANE SARRAZIN
MPP for Glengarry-Prescott-Russell



Centre d'excellence artistique de
l'Ontario



MANON SAUVÉ - MANIS
Trophy artist



2022 Gala of Excellence trophies



Beautiful networking evening



COLLEEN GRAY
and her painting



COLLEEN GRAY
Artist



Let's raise our glass!!



Beautiful networking evening



Beautiful networking evening



Traiteur La Bonne
Bouffe

Local support for Women entrepreneurs



Bank Development of Canada

The Bank Development of Canada (BDC) is one of the world's largest venture capital funds dedicated to investing in women-led technology companies and helping build a robust ecosystem. They are committed to creating an inclusive supply chain. [Thrive Venture Fund and Lab for Women](#) continues to knock down the barriers that keep Canadian women-led businesses from accessing the capital they need to focus on their vision.

[BDC](#)



Farm Credit Canada

The Farm Credit Canada (FCC) Women Entrepreneur Program is committed to empowering women in agriculture, agribusiness and agri-food. Through their research and discussions with women in agriculture, they discovered 3 key needs:

- access to capital to start or grow their business;
- access to business and competency skill development for themselves and their business;
- access to tools, resources and people to learn from and be inspired.

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



Strike Up

Strike Up is Canada's leading, free, digital conference for women entrepreneurs. Founded by the Northumberland CFDC, Strike Up reflects the diversity and ambition of Canada's women entrepreneurs as an accessible, free and world-class program focused on growth, funding, digital adoption and global opportunities with a united vision of equity and inclusive economic growth through entrepreneurship. Save the date and get ready to join Canada's largest, FREE, digital conference returning in the new year on **March 2, 2023!**

[Strike Up](#)

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 region. 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](#), the [EDISO](#) 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

Thank you



Société de développement communautaire

Prescott-Russell

Community Development Corporation

Une Société d'aide au développement des collectivités

A Community Futures Development Corporation

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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 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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