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Article pages 16-17

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Canada 

A word from the team

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

And here we are, already at the third edition of the INFO Magazine. I sincerely wish to thank the entire INFO Magazine team and the entrepreneurs ([Kyan Cuisine](#), [Essie DH](#) and the [Académie Shanthaly](#)) who generously gave their valuable time and participated in promoting their products and services in the last edition.

Over the years, the Prescott-Russell Community Development (PRCDC) has seen the strength and determination of women entrepreneurs in Prescott-Russell and southern Ontario, who shine on the local, regional, provincial, national and international scene.

By focusing on training, support (coaching-mentoring) and the development of entrepreneurial skills, the PRCDC, through its partnerships, initiatives and training platforms enable women entrepreneurs to develop the necessary skills for their success and create networking opportunities essential for their growth.

The expertise developed over more than 4 years by the Women's Entrepreneurship Ecosystem by [FedDev Ontario](#) meets the objectives of the Government of Canada's entrepreneurship plan established in 2018, thanks to its personalized and value-added approach for women entrepreneurs, which emphasizes on training and skill building, ensures that women not only in Prescott-Russell and southern Ontario, but across Canada have access to the assistance they need to start or grow their business.

Today, more than ever, the need to create and maintain a more inclusive and favorable environment for the growth of women entrepreneurship in Prescott-Russell and southern Ontario is necessary. The full participation of women entrepreneurs in the ecosystem contributes directly to the economic growth and prosperity of our communities.

The PRCDC is proud to contribute to their growth and we will continue to support them for years to come.

On behalf of the PRCDC team, happy reading!

John CANDIE
Kim DENIS
Pauline CHEVRIER
Karianne SIMARD
Lilia KHODJA



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Use your *smile* to change the world.

Don't let the world change your smile



Platform – Women entrepreneur Prescott-Russell

The Prescott-Russell Community Development Corporation has always been faithful in ensuring the success of its community and promoting economic development by offering professional and financial support to businesses in its territory. For this reason, we are proud to present the **Destination Fempreneur** website, a guide that will accompany francophone and bilingual women entrepreneurs in southern and eastern Ontario. The link will be available soon.

On our website, you will find a toolbox containing links to our podcasts and trainings, an interactive map illustrating women-led businesses, available networking forums, our calendar of events for the year and much more.

Our mission ; offer a point of reference as well as a network of support and accompaniment for women entrepreneurs in order to meet the real needs of society.

Tara MacWhirter, Founder and CEO of **Garden Path Homemade Soaps** had the popular lemonade and arts & crafts stand as a child yet she never imagined herself as an entrepreneur. Like many others, this all began as a hobby. Offering her soap bars to family and friends, she soon realized the benefits of her natural products when a family member's skin condition had improved drastically with the regular use of one of her soaps.

So, in 2012, she and her family took the leap and began their journey with Garden Path Homemade Soaps. Her husband helps tend to the 5 acre property, renovates and remodels and operates Heritage Hives, his own honey family business. And while their 2 sons may not be active in the picking, production and packaging of her products, their ingenuity has made life much easier for Tara by creating and building her very own bath bomb press and lavender debudding machine.

Garden Path Homemade Soaps is a unique destination where you can stroll through the beautiful gardens where many of the plants used in her products are grown and does not include chemicals, dyes, and preservatives and are made with renewable plant oils, natural ingredients, recyclable packaging, and are biodegradable. You can also find her products at these **retailers** as well as the Ottawa Airport. If you visit in the late summer, you may get the opportunity to see the Monarchs up close in her outdoor rearing enclosure and when they emerge as butterflies. Lucky visitors get to release them into the wild.

At the moment, Tara employs 1 part-time employee and 3 students. Along with their usual daily tasks, her and her wonderful team host a variety of events such as their Annual Garden Party, photography and yoga workshops to name just a few and more to come.

Visiting with Tara, it is easy to see how much she loves her business and her community. She loves how local businesses and organizations band together creating networking events, sharing their ideas, hopes, dreams, worries and solutions. What are the future plans for Garden Path Homemade Soaps? Being more successful than she anticipated and adamant that she does not want a "factory type" business, Tara is concentrating on more efficient, environmentally friendly processing for her products. A garden and herbs center might be part of a small expansion but her gardens, products, meeting and educating her clients continues to be her passion. A little piece of paradise right here in our backyard!

www.gardenpathsoap.com
info@gardenpathsoap.com



Photo by
Fovea Brand
Photography



Garden Path Homemade Soaps



Ferme L'Artisan Farm

Audrey Lizotte, originally from Gaspésie and Mireille Leroux native from the region at her family poultry farm, both studied at the Moncton University (Audrey obtained a multidisciplinary BA in photography, leisure and communications and Mireille has a BA in leisure and tourism). They then both pursued their studies at the University of Guelph - Alfred campus (both obtaining a Diploma in Agriculture) and Audrey then went on to La Cité for her project management certificate. Audrey just recently stepped down from a 6 year term at the Toursim Prescott-Russell board of Directors. The last 3 years of which she was President of the Board of Directors of Localité. Mireille was also a member of the Board of Directors for [Union des cultivateurs franco-onatriens \(UCFO\)](#) and the [Journal Agricom](#). Sharing their love for agriculture, they began to explore their entrepreneurial skills with their very first endeavor, **2 filles et 1 projet**, growing and selling herbs. They then knew what they wanted together in life.

In 2014, the true adventure began when they bought the 10 acre [Artisan Farm](#) (previously Riceville Food Farm). The apple orchard and pumpkin patch was already operational by previous owners, but from day 1, they had a vision and there was work to be done. Over the years, they have expanded the pumpkin/squash patch to 2 acres, increased the 4 acres orchard's varieties of apples, created a picnic and play area, make and sell their own products such as apple cider, raspberry jams, crabapple jellies, apple butter and pies, to name a few, acquired bee hives, which helps immensely with the orchard polonization and built processing kitchen and a structure to accomodate local events they organize.



The pandemic, thankfully, had a very positive effect on their business. Demands for their products increased, many families visited the pick-your-own apples and pumpkins farm. And their latest acquisition in 2021, Project 64, allows them to travel to local businesses and events to offer their delicious donuts.

But these ladies won't stop there. Of course, there is always future plans for Artisan Farm, including transforming the barn into a boutique, tending to the orchards by removing the older apple trees to replace with new one, improving the land and, creating more local events to meet and greet new and regular clients.

Both mothers of a beautiful little 5 year old boy, how do they juggle their family and business life? Structurally and with love. They don't really see expanding in the future. They love their small business and don't want to be overwhelmed as their days are already filled. Obviously, a growing toddler demands a lot of time as well but they manage beautifully. Along with their 3 seasonal employees, their days are filled with picking, production, packaging and planning. Mireille is still very active on the family poultry farm, Leroux Family Farm (which was featured on [Get Cracking](#) and [La Semaine Verte](#)).

"I always manage my business with my values and integrity - Audrey Lizotte"

Their peaceful, family-oriented place is where memories are created.

www.fermelartisan.ca
fermelartisan@gmail.com



Assia Beauty Clinic



Courage, passion and persistence are what makes Assia a powerful business woman!

“Self care is a necessity not a luxury – Assia Beauty”

Assia firmly believes that the key to beautiful skin is a long-term approach that combines a healthy lifestyle with a seasonal skin regimen rather than short term invasive treatments. Her approach in treating the skin is a mixture of old school savoir faire and the most innovative technologies and effective techniques.

Rave reviews of her products and services attest to the care and dedication she offers her clients:

“Assia is incredibly skilled and meticulous in her craft. She used a delicate, tailored approach for our facials and she provided recommendations based on both our skin condition and existing skincare product.”

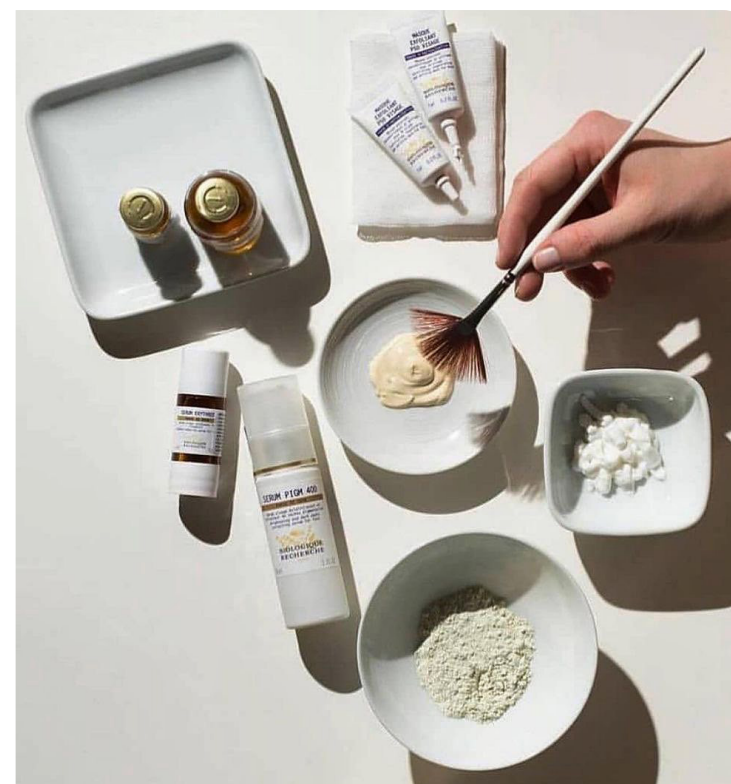
“Assia is a master of her craft. A facial with her is not only indulgent but an experience.”

“Assia is extremely knowledgeable when it comes to skincare. She is passionate and truly cares about her clients.”

“I’ve been going to Assia for a couple years now, my skin has never looked or felt better! Assia’s expertise on her products is very thorough. She provides the best service, is professional and friendly!”

While visiting Oakville Ontario, we discovered this gem! Located in a community of over 200 000, only 30 minutes from downtown Toronto, Oakville is the one of the optimal places to build a successful business!

Assia Beauty Clinic choose to be part of Oakville community by offering skincare advice and personalized approach to skin health. Ultrasound, Microcurrent, Radiofrequency, LED Light Therapy, Micro needling and Facial Massage are some of many treatments that Assia is devoted to combine for her clients in order to give them a healthy lifestyle and a bright glowing skin.



www.assiabeautyclinic.com
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ASSIA
 BEAUTY CLINIC



Finalists

We would like to thank the jury comity for their involmt in the application evaluations. They were charmed by the entrepreneurial talent of Prescott-Russell! It is now the time to announce the finalists for the 2022 Gala of Excellence!

Manufacturing Business	Tuque de Broue Brewery Garden Path Homemade Soaps L'Original Packing	Sponsored by Scotiabank®
Retail Business	Tuque de Broue Brewery Kyan Cuisine L'Original Packing	Sponsored by SEO SOCIÉTÉ ÉCONOMIQUE DE L'ONTARIO
Services Business	Arboris Inc. AHOY Adventures Studio Shanthaly	Sponsored by PROSON SONORISATION ÉCLAIRAGE VIDÉO
Tourism Business	Garden Path Homemade Soaps Tuque de Broue Brewery Hammond Golf & Hill Eco Resort	Sponsored by B. BERTHIAUME Salon funéraire / Funeral Home Ltée./Ltd
Agri-Food Business	L'Original Packing Laviolette Poultry Farm Kyan Cuisine	Sponsored by Agro alimentaire de l'Est ontarien Partners Ontario Agri Food Network
Inclusive Business	Hammond Golf & Hill Eco Resort Lamarche Electric Traiteur La Bonne Bouffe	Sponsored by GROUPE CONVEX Prescott-Russell
New Business	AHOY Adventures Brauwerk Hoffman Rockland Ginga Technology Solutions	Sponsored by MNP
Community Participation	Arboris Inc. Brauwerk Hoffman Rockland Café sur la Rive	Sponsored by Scotiabank®
Young Entrepreneur	AHOY Adventures Bastien Physiotherapy Kyan Cuisine	Sponsored by M MARTELS Fils
Woman Entrepreneur	AHOY Adventures L'Original Packing Studio Shanthaly	Sponsored by NTREPREURSHIP Prescott-Russell

GALA OF EXCELLENCE 2022

Célébrons nos succès! • Celebrating our success!

Independent Worker	Bonneau Meat Shop Impressions Design La Cuisine Passionnée	Sponsored by LA CITÉ LE COLLÈGE D'ARTS APPLIQUÉS ET DE TECHNOLOGIE
Jury Award	Garden Path Homemade Soaps La Cuisine Passionnée Mini-jeux gonflables Chartrand	Sponsored by Desjardins
Entrepreneur of the Year	Studio Shanthaly Laviolette Poultry Farm Hammond Golf & Hill Eco Resort	Sponsored by Prescott-Russell
Excellence Award	L'Original Packing Studio Shanthaly Lamarche Electric	Sponsored by Centre de services à l'emploi Employment Services Centre
Emeritus Award		Sponsored by Prescott-Russell Community Development Corporation Une Société d'aide au développement des collectivités A Community Futures Development Corporation
Daniel Gigault Award		Sponsored by Prescott-Russell Community Development Corporation Une Société d'aide au développement des collectivités A Community Futures Development Corporation
White wine and red wine bottles		Musician area
Sponsored by Vineyard		Sponsored by Vineyard
Cocktail area		Table centerpieces
Sponsored by LA CITÉ LE COLLÈGE D'ARTS APPLIQUÉS ET DE TECHNOLOGIE		Sponsored by La chambre de commerce de Prescott-Russell inc. The Prescott-Russell Chamber of Commerce Inc.

9 keys to start a business

Do you dream of starting your own business, becoming your own boss, carrying out a project that will completely redefine your life, but you don't really know where to start? Here are 9 essential keys to know before taking the first steps.

- 01 Choose to know an idea that you are passionate about**
Whether your business offers a product or service, be your best customer. Be convinced that what you are about to provide is the best product or service for the person who will need it. When you start a business, you become its principle spokesperson.
- 02 Choose to know the market you are going to enter**
Many entrepreneurs start their out on their own without taking the time to look around. Have you checked if your product or service already exists? Ask yourself who is offering it and how. Do you see who is succeeding, who is failing and why?
- 03 Choose to know yourself**
Your qualities and your faults influence your decision-making and your entrepreneurial style. The first step is therefore to recognize your strenghts and your weaknesses. Don't try to be perfect in everything, be authentic. Just like the orchestra conductor, you don't need to know how to play all the instruments.
- 04 Choose to know your business partners**
You have decided to start a business with one or more associates. How well do you know their strenghts, weaknesses and motivations? Have you ever worked together? Take the time to think about it since investors will certainly ask you about these elements.
- 05 Choose to know about funding**
Find out about the financing options that may be available to you. Whether it be, among others, financial institutions or numerous programs offered by the federal government (Prescott-Russell Community Development Corporation), provincial governments and the [Business Development Bank of Canada \(BDC\)](#).
- 06 Choose to know how to manage the risks**
When you are the captain of a ship, you have to accept living in the storm and being, on occasion, at the mercy of bad weather. But the trade-off is freedom. The captain decides where she is going, with whom, when, how and why. A dream adventure of being free to create your destiny.
- 07 Choose to know how to create bonds of trust**
Choose professional your are comfortable asking questions with and whom you trust. A good lawyer and accountant will certainly allow you to make your investment profitable. Thes professionals have skills and knowledge that will save you time and money.
- 08 Choose to know the co-development approach**
Co-development is an innovative training approach. It involves meetings, in private groups, which allow women entrepreneurs to discuss their reality, to expose the delicate subjects from the expertise of other participants, in a confidential environment.
- 09 Choose to know how to develop a strong network**
The more your business is called upon to grow, the more valuable the information exchanged with other women entrepreneurs will be. Knowing how to surround yourself with competent people, knowing how to recognize the talent of others undeniably increases the chances of success and propels you toward success.

Business Options

You may have considered the prospect of starting your own business many times before. The thought of being your own boss, calling the shots, being responsible for your financial rewards is very alluring. You may have had the drive, the experience and the financial resources necessary to succeed. The only thing stopping you was figuring out what type of business you should start. The following offers different options and their pros and cons.

Starting from scratch

Advantages

- You are your own boss;
- Unlimited potential for wealth;
- Challenge of bringing your products to the market;
- Opportunity to develop your own business policies and pratices;
- Personal satisfaction of accomplishment.

Disadvantages

- Cash flow fluctuation;
- Lack of support;
- Sole responsibility;
- Limited resources and possible gaps between business and technical skills;
- Difficulty obtaining financing.

Buying an existing business

Advantages

- Already up and running;
- Potential for immediate salary;
- Established company, regulations, customer base and track record on which to base projections;
- Existing facility, equipment and trained employees.

Disadvantages

- Significant research required to identify and assess business viability and value;
- Assets may be overvalued;
- Difficulty to begin slowly or try the business out;
- Possibility of inheriting employees who do not share your vision;
- Changing previous practices may create customer resistance.

Buying a franchise

Advantages

- Easier to access financing;
- Access to quality training and ongoing support;
- Established concept with reduced risk of failure;
- Use of well-known branding;
- Access to lower cost and possible centralized buying;
- Access to extensive advertising.

Disadvantages

- Onerous reporting requirements;
- Termination policies of franchisors may allow little security;
- Possible exaggeration of franchise advantages;
- Cost of franchise and other fees may reduce your profit margin;
- Inflexibility due to restrictons by franchisor.



Did you know...

- ✓ The majority of Canadian entrepreneurs have started the transition to a greener economy. 82% of Canadian entrepreneurs have already adopted concrete measures to protect the environment.
- ✓ 63% of entrepreneurs who have already implemented ecological practices have done so because of personal convictions.
- ✓ More than half of them are also motivated by the reduction of operating costs and more than a third by the improvement of their brand image.
- ✓ Costs are not always passed on to consumers. 41% of entrepreneurs say they absorb the cost of green measures, while 25% take action to educate customers.
- ✓ Acting for the environment does not harm financial performance. In fact, it can boost profits and accelerate economic recovery.
- ✓ 20% of entrepreneurs take advanced measures, such as designing products with minimal impact on the environment, carrying out external environmental audits and adopting "zero waste" practices.
- ✓ 54% of entrepreneurs have adopted simpler measures, such as reducing their energy consumption and using recycled materials or waste as raw materials.



On Tuesday, June 28th, the PRCDC had the privilege of receiving the Deputy Minister and President of **FedDev Ontario**, Ms Nancy Gardiner and her team, Paulette Prentice, Director General of Business Innovation and Community Development, Mathew Langer A/Manager of Economic Development and Frank Tersigni, Senio Advisor. Mr. Francis Drouin, MP of Glengarry-Prescott-Russell, joined the delegation for the regional visit.

The objective of the meeting with the FedDev Ontario delagation was first to meet innovative and resilient businesses managed by women entrepreneurs and secondly to see the damages caused by the May 15th violent windstrom.

We began the day with a visit to the **Académie Shanthaly** in Embrun. The Deputy Minister was impressed by the scope of Chantale and Nathalie Deslauriers’ business, their long-term vision and the impact they have on the Francophone community.

We then went to the heart of Prescott-Russell, in the small municipality of Hammond. Mr. Stéphane Sarrazin, MP of Provincial Parliament for Glengarry-Prescott-Russell, joined us at the ecotourism business

Hammond Hill Inc., which was hit hard by the derecho on May 15th. Needless to say, the Deputy Minister and her team were speechless when they witnessed the impact of the damages. Seeing in the foreground the loss of more than 3000 trees, and this in a few seconds, was incredible. The FedDev Ontario team, as we all were, relieved to hear no one was injured during the storm and that the business was already in reconstruction mode in order to serve tourist clients.

After more than an hour chatting with Hammond Hill, the teams headed 80km east to Vankleek Hill to meet Scott Lambert and Teresa Bressan of **Vankleek Hill Vineyard**. The FedDev Ontario team was welcomed by the PRCDC’s members of the Board of Directors and staff as well as several leaders of the community organizations, including Caroling Arcand, Executive Director of the **Prescott-Russell Employment Services Centre** and her team, as well as Scott and Teresa. Scott and Teresa bought the vineyard in 2019 and they cultivate and develop the products on site and in partnership with other Prescott-Russell producers. Thanks to major investments, Vankleek Hill Vineyard can accomodate outdoor events and indoor conferences. We all had the opportunity to visit the vineyard, sample some wine and enjoyed an excellent meal prepared by Teresa. The Deputy Minister was amazed by the cleanliness of the premises, the consistency of the products and the networking with other businesses to serve and grow their clientele.

The PRCDC would like to thank all the businesses we visited. And a special thank you to the Deputy Minister Nancy Gardiner and her team, Francis Drouin MP and Stéphane Sarrazin, MPP for their presence and their continued support for the growth and economic prosperity of Prescott-Russell.

Académie Shanthaly Inc.
Embrun ON



Vankleek Hill Vineyard Inc.
Vankleek Hill ON



Hammond Hill Inc.
Hammond ON



Visits and discussions with FedDev Ontario

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PRCDC's annual golf tournament

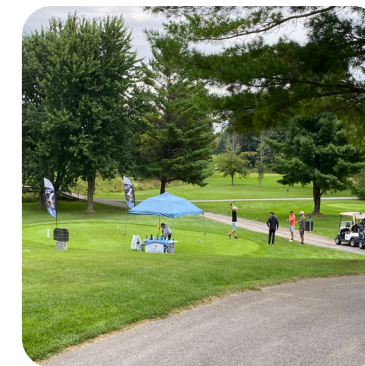
The PRCDC's annual golf tournament was held on August 26th 2022 at the **Casselview Golf & Country Club**. We wish to thank everyone that has made this day a success. A huge thank you to all the players and sponsors. Looking forward to seeing you next year!

THANK YOU TO OUR OFFICIAL PARTNER



THANK YOU TO ALL OUR SPONSORS

Daniel Gigault Open



Local support for Women entrepreneurs



Alliance des femmes de la francophonie canadienne

The AFFC is a non-for-profit organization dedicated to raising awareness and promoting the role and contribution of francophone and acadian women in their community. It defends the rights of Canadian francophone women to live and develop fully in french.

www.affc.ca



Eastern Ontario Women in Agriculture

The EOWA is a network that allows women to see themselves in different roles and create their own space in the agricultural industry by sharing their stories, as well as tools and resources. Their vision is to create a supportive community where women of all ages and from diverse backgrounds come together to support, encourage and inspire each other. This brand new bilingual network already has more than 600 members in just one year.



Clarence-Rockland Chamber of Commerce

The Clarence-Rockland Chamber of Commerce's mission is to promote the economic, social, political and cultural development of the City of Clarence-Rockland. They also represent the interests of small, medium and large businesses in the rural and urban sectors of the City of Clarence-Rockland.

www.crccommerce.ca

info@ccclarencrockland.com



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

Contact us:

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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 (Anishinabe), 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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