

Miramichi Business E-Newsletter

Inside this issue:

- | | |
|--|----------|
| Workshop to Explain Benefits of Being Lean | 1 |
| Upper Miramichi Region Older Worker Initiative | 2 |
| Women in Business | 2 |
| Canada Business can Help Your Business Ideas Come to Life | 3 |
| Celebrate Food, From Field to Table | 4 |
| There is value in joining the Chamber of Commerce!! | 4 |
| Miramichi Initiative Successfully Begins New Phase Assisting Local Businesses | 5 |

Workshop to Explain Benefits of Being Lean

On March 2, Enterprise Miramichi is hosting a Lean Construction Workshop at the Rodd Miramichi. This one day workshop will be presented by Glenn Ballard, Director, Project Production Systems Laboratory, University of California, Berkeley.

Dr. Ballard started in construction as a pipe fitter's helper. He worked for Brown & Root, then for Bechtel, where he became an internal management consultant. At Bechtel, he was often sent to improve poorly performing projects. He started his own consulting company in the middle 80s. Began teaching at UC Berkeley in 1989. Co-founded the International Group for Lean Construction in 1993 and the Lean Construction Institute in 1997. Ballard assumed his current position as Research Director of UC Berkeley's Project Production Systems Laboratory in 2006.

During the workshop, Dr. Ballard will explain what Lean Construction is, why you should embrace its principles and methods, and how to get started. Attendees will have the opportunity to obtain knowledge about making their firms more competitive regardless of their positions in supply chains. Learning exercises and case studies will provide attendees with practical experience and key ideas to illustrate the benefits that lean construction can bring and explain how those benefits are produced.

The workshop is a complement to a Global Supply Chain Initiative taking place with a number of Community Economic Development Agencies (CEDA's) throughout the province. This project is a cooperative effort of the Enterprise Network (EN) lead by Enterprise Miramichi, Business New Brunswick (BNB) and the Atlantic Canada Opportunities Agency (ACOA).

A participating company can choose either an overall assessment / gap analysis of their business or focus on a specific business area. The project will determine the gaps between the current capabilities of a business and the requirements necessary for supply chain participation. The initiative is now well underway with three companies participating from the Miramichi area. If you are interested in attending the Workshop the details are as follows:

Price: \$100.00

Register at 622-7890

Payments may be made by cheque, Participants may also be directly invoiced

Location: Rodd Miramichi River, Start time: 9:00 AM



Enterprise Miramichi

Tel: 622-7890

Fax: 622-2160

www.ent-miramichi.ca

120 Newcastle Blvd., Suite 2
(2nd Floor). Miramichi, NB
E1V 2L7

To remove your name from our mailing list:

please send an email to kelly.sherrard@ent-miramichi.ca with the word 'remove' in the subject line. Questions or comments? E-mail us at kelly.sherrard@ent-miramichi.ca or call (506) 622-5266

Upper Miramichi Region Older Worker Initiative

Hi, my name is Shelley Brennan, Project Coordinator for the Older Workers Initiative in the Doaktown /Upper Miramichi area - that is how I now introduce myself on a daily basis. On other occasions – I might add that I am a mini Kim Drisdelle. Kim Drisdelle is the Coordinator of New Start 55+ in the Miramichi region. In August of 2010 – I embarked on a new career path. It was at this time that I joined the dedicated staff of Enterprise Miramichi. This team diligently works hard to increase economic and socio-economic development in the Northumberland County and the Older Workers Initiative is of no exception.

My objective as Coordinator is to provide opportunities for older workers to update their skills. In addition, I seek to redirect recruiting and sourcing efforts of employers so that qualified, dedicated and mature workers are included and considered for job availability.

I started knocking on doors months ago and many people in the Upper Miramichi and Doaktown region were unfamiliar with the project and the benefits associated with this initiative. I was met with skepticism and a lot of questions. By defining the objectives and explaining that the Federal Government and the Dept. of Post Secondary Education, Training and Labour have partnered together to assist with issues facing our aging population and by encouraging older workers that their skills and experience are valuable, I was successful in getting attention.

The project went from an initial 11 interested individuals to well over 40 individuals. Through an application and subsequent interview process, we were able to narrow 40 individuals down to 10 eligible participants who met guidelines. These 10 participants embarked on a new journey. They started going to school every day for 6 weeks and within days of starting this project one could



Shelley Brennan, Coordinator of the Targeted Initiative for Older Workers at Enterprise Miramichi

immediately see changes in their persona. They started to exhibit more confidence in themselves and their self-esteem soared to a new level. They had a new skip in their step.

Miramichi Adult Learning Inc. delivered the six week training component. If I may say, the caliber of training was most effective and top-notch. Positive testimony from participants ensured all clients received maximum learning in their new environment. Instructor, Jennifer Underhill applied the theory of the workplace essential skills in delivering the curriculum attached to this initiative. Clients embraced new teachings on work ethics, motivational techniques, resume building, job search, and networking, to name but a few components. On November 19th, 2010, a graduation ceremony was held in Doaktown to celebrate the achievements and accomplishments of 10 proud individuals.

The results are in. 6 out of 10 participants have been successful in their job search and are now employed on a full-time basis. The search continues for the others. Should any employer require employees, please consider the Older Workers Initiative to find out about the benefits offered to employers who choose to participate.

The message is clear – the Older Workers Initiative is effective in instilling **hope** that there is **hope** for the Older Worker. It is my **hope** that projects for workers over the age of fifty-five will continue as our aging population has many transferable skills that are sure to bring value to any workplace.

For more information, please contact:
Shelley Brennan, BBA
Project Coordinator – Older Workers Initiative
Enterprise Miramichi
Cell Number: (506)627-6516
shelley.brennan@ent-miramichi.ca



Women In Business

CBDC Northumberland is a non-profit, non-governmental organization which focuses on maintaining employment and fostering entrepreneurial growth in Northumberland County. It is one of ten CBDC's in the province, supporting all of rural New Brunswick. The array of CBDC Northumberland assistance programs extends far beyond what can be covered in this article. However this article will give you a brief overview of each CBDC program and how we can help you and your business.

The NB Association of CBDCs offers services to women entrepreneurs through the Women in Business Initiative (WBI) program. One-on-one support is provided to women living in both rural and urban areas. The WBI program ensures that women business owners have the products and services they need to move their business forward. Women business owners are assisted to access expert business advice, information, mentorship and support; acquire information on financing; identify ways to enhance their innovation and export capacity as well as obtain training, professional development and networking opportunities

For more information on the above programs, please contact Greg McNulty, CBDC Northumberland Inc. General Manager at greg.mculty@cbdc.ca or by phone at 778-2121.

Canada Business Can Help Your Business Ideas Come To Life



Are you looking to start or expand a business? Make your business ideas come to life. **Click, Call or Visit** Canada Business – New Brunswick for all your business information needs. Ask us about business planning, exporting, franchising, inventions, marketing, suppliers, financing programs, and more!

Click

Visit our website at www.canadabusiness.ca/nb to access provincial and federal information on business-related programs, services and regulations.

Click on [Government grants, loans and financing](#) to find financing programs for your business.

Click on [Permits and licences](#) to find details about your business obligations.

Click on our [Blog](#) which contains valuable business topics such as:

- Financing your growing business
- Business start-up checklist
- What are your employees worth?
- Cultivate eco-efficiency
- Evaluate your strengths, weaknesses, opportunities and threats

Click on our new [New Brunswick Site Selection Tool](#) to find the best location to set up or expand your business.

Our website is loaded with up-to-date business topics and tools. Browse the list of 15 *Main Topics* to access information and tools on *Taxes, Hiring and Managing Staff, Business Planning, Market Research and Statistics, Selling to Governments*, and many more.

Or send us your questions by e-mail at info.cb.nb@acoa-apeca.gc.ca. We will get back to you with the information you are looking for!

Call

Call our toll-free number at 1-888-576-4444 to speak with one of our business information officers. Need help with your market research? We have access to multiple specialized databases that we can search in order to provide you with results relevant to your business project.

Visit

Visit us in Fredericton at 570 Queen Street. We have a business reference collection in our library of government and non-government information, business-related publications, directories and business information databases.

We have also partnered with the Enterprise Network agencies, the Community Business Development Corporations and the Atlantic Canada Opportunities Agency to provide some of our services in 14 strategic locations across the province to better serve you. Contact us to find the location nearest you.

Click, Call or Visit us today! All our services are free!

Philippe Blanchette
Operational Manager
Canada Business – New-Brunswick
570 Queen Street
Fredericton, New Brunswick E3B 6Z6
Toll-free: 1-888-576-4444
philippe.blanchette@acoa-apeca.gc.ca
www.canadabusiness.ca/nb



The Canada Business Team
Standing (L-R): Cécile Babineau, Jeanice Robichaud, Lise Robichaud, Denise Blanchard, Lucie Belliveau
Seated (L-R): Gaétane Babineau, Philippe Blanchette, Patricia Field, Jennifer Murphy

Celebrate food, from field to table



**Jessica Sargent,
Registered Dietitian,
Mango Program,
Horizon Health Network**

March is Nutrition Month across Canada and the Miramichi Workplace Wellness Network and Horizon Health Network's Mango program are encouraging people to celebrate food, starting with where it's grown and harvested, all the way to the appetizing and healthy meals that end up on our tables.

More and more Canadians are trying to eat healthier and take advantage of the vast nutritious ingredients grown in Canada. One great way to accomplish this is to start cooking at home more often. This way, you have more control over the ingredients that make up your meals. For healthy meals, look for recipes with ingredients that have a lot of nutrients, such as fruits and vegetables, whole grains, lean meats, legumes, lower fat milk products and healthy oils like canola, olive, sunflower or corn. If most of the ingredients listed are not so healthy, look for another recipe. A great resource to help you get started is the Dietitians of Canada new cookbook for Nutrition Month called 'Cook!'. It contains 275 healthy recipes with ingredients grown and available in Canada.

In the workplace, there are many ways to promote Nutrition Month, such as finding a local dietitian to provide a lunch and learn for staff. You can also browse the Dietitians of Canada website, www.dietitians.ca, where you can download and print the Nutrition Month fact sheets and circulate or post items on a bulletin board. The website also offers practical tips on how to eat healthier with the Plan, Shop, Cook section. Sharing sample recipes from the Cook! Cookbook is another great way to encourage healthy eating.

For more information or support for workplace wellness ideas and initiatives, join the Miramichi Workplace Wellness Network. This network is led by the Mango Program, which can be reached at 627-7562.



There is value in joining the Chamber of Commerce!!



As Canada's largest most influential business association, The Chamber of Commerce is the primary and vital connection between Business and Government. It continually demonstrates impact on public policy and decision making for the benefit of business, communities and families across Canada

As Business people we are ultimately responsible for the economic activity that creates new wealth and diverse growth and prosperity. But to create and operate viable and profitable businesses, there must be a business and investment friendly environment. There is much to be done on that score, and if we don't act to encourage new investment, our economy will continue to lag. The Miramichi Chamber of Commerce is a member of the New Brunswick Chamber as well as the Atlantic Provinces Chamber of Commerce.

The Miramichi Chamber of Commerce is a member of the New Brunswick Chamber as well as the Atlantic Provinces Chamber of Commerce. This organization represents 16,000 businesses and is one alliance of more than 100 local Chamber of Commerce and Boards of Trade across Atlantic Canada.

Enterprise Miramichi is one of 15 regional Enterprise agencies throughout the province.

Our role is to develop and implement the regional economic development plan and to work directly with local businesses to stimulate growth and prosperity in the region.

Our goal is sustainable community economic development.

We focus on innovation, productivity and export to achieve global competitiveness.

The strategy to achieve our goal consists of:

- Workforce development
- Business development and expansion
- Investment and relocation strategies
- Strategic community partnership

For more information on Enterprise Miramichi's programs and activities, please contact us at:

Tel: 622-7890
Fax: 622-2160
www.ent-miramichi.ca

120 Newcastle Blvd.
Suite 2 (2nd Floor)
Miramichi, NB
E1V 2L7

This is an incredibly strong one voice for Business in Atlantic Canada. The Canadian Chamber of Commerce in partnership with all provincial and territorial Chambers across the country launched a National campaign February 17th, 2011, calling on all federal parliamentarians to keep their promise of reducing business taxes.

This message was sent to 420 local Chambers and Boards of Trades representing over 192,000 businesses. These tax reductions are especially important as they free up capital to be put to work to grow Canada's Businesses and its economy.

Your local Chamber of Commerce has been actively working to create partnerships across the board with Municipal, Provincial and Federal agencies. In Early January meetings were held with Minister Ashfield, Premier Alward and Michael Ignatieff. These meetings bring different perspectives and are effective one on one communication on local issues.

Chamber of Commerce and Board of Trade have active committees with regard to, economic policy, telecommunications, environmental policy, intellectual property, international affairs, taxation and transportation. These issues affect all business in our area regardless of size. An active group of volunteers carry a strong unified message which has started to bring positive announcements in our area .

The Miramichi Chamber of Commerce has recently taken a new Direction. Taking Ownership of our Future will give support to changes as we accept and redirect the challenges of Entrepreneurship in 2011

Miramichi Initiative Successfully Begins New Phase Assisting Local Businesses

The third phase of the SME Diversification Initiative is in full swing with tremendous success. This phase is focused on Managerial Development, toward increasing the skill sets, knowledge and capacity of management. As in the first two phases, the initiative targets five sectors, metal manufacturing, value-added wood, value-added peat, knowledge based industries, and other manufacturing.

Through Phase III, the SME Diversification Initiative can contribute up to 75% of total project costs to have an industry professional assist management by increasing their knowledge and skills in the following areas: Financial Management, Recruitment and Retention, Innovation, Coaching and Mentoring, and Certification Readiness. Management Assessments or Diagnostics can also be completed to assess management's current abilities and determine which of the above mentioned areas require attention.

To date, the SME Diversification Team, consisting of Kelly Sherrard, SME Diversification Coordinator, and David Hamilton, SME Diversification Development Officer, have met with 48% of the pre-qualified companies. Nine of these companies have initiated projects. Twelve projects have commenced, including five in Coaching and Mentoring on various areas, three Financial Dashboards, three Financial Management upgrades and one Management Assessment.



David Hamilton
Development Officer at
Enterprise Miramichi

These projects reflect an investment of \$110,000 into increasing the managerial skill sets of local businesses. Overall, the objective of this Initiative, is to ensure the long term viability of our local businesses by helping them diversify their products and markets and to improve their overall managerial capacity.

On March 4, 2011, Kensington Associates will be providing another information session on Financial Dashboards. Similar to the dashboard on your car, a financial dashboard is a system that can depict the companies overall financial position in real time at a glance with "what if " decision making capability. This Session will take place in the Enterprise Miramichi Boardroom at 9:00 am. Nine local companies have previously participated in this project

with excellent results and as mentioned previously three are currently seeing the benefits of a Financial Dashboard on their bottom line.

This project would not be possible without the generous support from all levels of government, including RDC, PETL and BNB, along with ACOA and Enterprise Miramichi.

For more information on the SME Diversification Initiative please contact :

David at 622-5256 or email david.hamilton@ent-miramichi.ca .
Kelly at 622-5266 or email kelly.sherrard@ent-miramichi.ca
or drop in to our offices conveniently located at 120 Newcastle Blvd, Suite 2 (2nd Floor), Miramichi, NB E1V 2L7

To remove your name from our mailing list, please send an email to kelly.sherrard@ent-miramichi.ca with the word 'remove' in the subject line.

Questions or comments? E-mail us at kelly.sherrard@ent-miramichi.ca or call (506) 622-5266