



The Update

JANUARY 2016

Ontario Association of Community Futures Development
Corporations

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23rd Annual Conference

We are already hard at work with the LOWBIC Hosts and our Conference Committee members to make sure we bring you another great OACFDC Conference. It will be held from September 12-14, 2016 at the Clarion Inn Lakeside and Conference Centre in Kenora.



Workshops

We all know that there are some great successes happening out there in our CFs and surrounding communities.

This year we have changed the format for proposals, with **new online submission** which makes it easier and faster for you to get your proposal in to us.

Consider delivering a workshop during the conference and sharing your experiences. Not only will you be sharing with your colleagues, you will also be receiving compensation to offset some of the costs to attend the conference.

Workshop proposals should address one of these four (4) categories:

- Community Economic Development, Community Strategic Planning, Socio-Economic Development
- Business Information and Planning Services, Mentorship
- Access to Capital for Small and Medium-sized Businesses and Social Enterprises
- Board Practices

We also want to hear your suggestions and ideas on the topics of workshops you would like to see. Have you been inspired by a presenter or keynote who you think would be great for our conference? If yes, please send us the details or share the Workshop Proposal with them.

The Workshop RFP is available from our website- <http://www.oacfdc.com/23rd-annual-conference-2016/workshop-request-for-proposals>

For more info, please contact Brenda LaGrandeur at info@oacfdc.com or 888-633-2326 ext 125.

The deadline for the submissions is February 19th, 2016

* Keep checking the website for more conference updates.

On December 8th and 15th, 2015

Andrew Braithwaite,
Financial Education Specialist
presented a

pre-retirement webinar to our members. In case you missed it, you can view the 20 minute webinar on the OACFDC website in the *Benefits of membership/Member services/Standard Life General Information* section (you must be logged into our website to view).

Manulife continues to submit helpful information for our members which are housed on our website under *Benefits of Membership-Member Services-Group Savings and Retirement Plan*.

If you don't yet have your login name and password to access the members' only sections of our website, please contact us at info@oacfdc.com and we'll be happy to help.



Recently the OACFDC received a **Solutions for Small Business** card from Canada Post. This card allows small businesses like ours, yours or your clients' to access savings in several ways such as:

- 5% off of shipping within Canada via a **Post Office** for Priority, Xpresspost or Expedited Parcel
- 8% off of shipping within Canada **online** for Priority, Xpresspost or Expedited Parcel
- 5% discount on Neighbourhood Mail (unaddressed admail such as flyers, brochures or newsletters)
- 5% on prepaid shipping envelopes and other mailing supplies

Sign up for FREE at <http://bit.ly/1QopDG4> or for more information go to <https://www.canadapost.ca/web/en/pages/smallbusiness/default.page>

NEW! **Internal Relations Kit**



- Regular CSAE *Non-Member* price **\$71.95**
- Regular CSAE *Member* price **\$45.00***

*Does not include tax or shipping costs



Guide to Positive Staff-Board Relations for Directors of Non-Profit Organizations, 3rd Edition

by Sandi L. Humphrey, CAE and Donald G. Evans

Guide to Effective Committees, 2nd Edition

by Sandi L. Humphrey, CAE and Signe Holstein, CAE

Enhancing Committee Effectiveness: Handbook for Committee Chairs, Staff Liasons and Committee Members

by John F. Schlegel, PharmD, MEd, CAE

The manner in which your association's key operational groups work and communicate with each other is pivotal to your organization's success. These three publications provide invaluable tips and advice to ensure that your staff, board and committees share ideas, lessons learned, and innovative thinking to maximize effectiveness and productively

To order contact Brenda at info@oacfdc.com by **February 12th, 2016**

Detailed information: Tax slips and contribution receipts distribution schedule

Please note that tax slips and contribution receipts will be made accessible directly to members as follows:

<i>Tax slip</i>	<i>Mailing date and online availability</i>
T4A, T4PS, T4RIF, T4RSP, T5	From February 15, 2016
T3	From March 25, 2016
<i>Group RRSP contribution receipt</i>	<i>Mailing date and online availability</i>
From March to December 2015	From January 29, 2016
2016 first 60 days	From January 29, 2016
RPP contributions will appear on the employer's T4	

Access documents online

Plan members can login to the VIP Room at www.standardlife.ca and select:

- For tax slip : View Your Holdings, Tax Slips
- For contribution receipt : View Your Holdings, RRSP contributions

To contribute online, plan members can login to the VIP Room at www.standardlife.ca and select “Manage your plans”. Contributions can be made directly from your bank account. **Deadline: February 29, 2016.**

Rural Economic Development (RED) Program Accepting New Applications



Since 2003, Ontario has been providing rural communities, businesses and organizations, with funding to help attract investment, create jobs, and boost tourism, through a renewed Rural Economic Development (RED) program. During this time, the Province has invested more than \$185 million in approximately 600 RED program projects, generating \$1.2 billion in local economic activity, and retaining and creating more than 37,000 jobs.

[To learn more about the Rural Economic Development Program click here.](#)

Two New CAE® Webinars for all Association Leaders

1. Strategic Planning: A Framework for Success

by Dr. David S. Weiss, Ph.D. ICD.D

Friday, March 4, 2016, at 2:00 PM (60 Minutes)

In this webinar, Dr. David Weiss clarifies how senior leaders should think about building a strategy and discusses a 5-step planning approach to achieving a sustainable competitive advantage for your association.

2. Using a 'Coach Approach' in Your Conversations

by Kirk Fox

Tuesday, March 8, 2016, at 2:00 PM (60 Minutes)

This interactive webinar teaches participants to adopt a 'coach approach' in their conversational style, leading to greater confidence in tackling difficult conversations and stronger working relationships.

CAE® Webinar Pricing:

Individuals Enrolled in the CAE® Winter term: FREE

CSAE Members: \$25 Non-Members: \$40

[Click Here for More Information or to Enroll.](#)

CFDC MAPS still AVAILABLE

Are you looking for a high resolution version of a map of your CFDC's catchment area?

Our webmaster Laura Rey can help!

You can contact her by email at support@oacfdc.com or open a ticket on the helpdesk on our the OACFDC website (just click on the Blue support button on the right hand side).

SUPPORT

Your updated map will also then be uploaded to the OACFDC website in the section "Find a Local CFDC".



Creating the Downtown Destination Experience

OTEC specializes in developing tourism training, quality standards, and workforce development strategies that help businesses and communities build strong, long-term relationships with visitors.

Working with local and regional economic development agencies, OTEC creates tailored visitor experience and destination development programs to improve the quality of customer service and experiences.

Recent downtown revitalizations initiatives include the Towns of Gravenhurst and Port Hope.



OTEC can support the goals of downtowns to create long lasting visitor impressions and increased sales through some of the following programs:

Tourism Excellence
Ambassador

Building the Visitor
Experience

Creating Memorable
Experiences

Service Excellence for
Diverse Cultures



Contact Wendy Paradis, Vice President, Client Services
(e) wparadis@otec.org (t.f.) 1.800.557.6832 (p) 416.622.1975 ext. 212
or visit www.otec.org

BRANDING SURVEY RESULTS

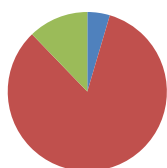
The **Branding Survey** was an initiative of the Public Relations Committee which includes representation from at least 2 people from each of the four regions along with OACFDC staff as resource. The objective of this committee is "To provide advice as well as medium- and long-term strategic views to the OACFDC and its members on public relations activities in Ontario".

The committee requested the survey to assess the interest level/need of the Ontario offices adopting a common naming standard/logo. This was done in recognition of the fact that Ontario was the only province in Canada where the organizations delivering the CF Program were not following a standard naming convention nor had a standardized logo. In earlier research, it was found that 97% of Ontario offices were displaying the common identifier "triangle" logo but in various different formats/colours/sizes/placements. Only 44% of offices use the words "CFDC" in the names. We received 131 responses to the survey.

Results of the Survey

Q1 Do you think that the public recognizes / understands what the Community Futures Program is?

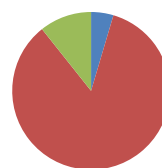
Question 1



■ YES 5%
■ NO 83%
■ UNSURE 12%

Q2 Do you think that the public recognizes / understands what a CFDC is?

Question 2



■ YES 5%
■ NO 85%
■ UNSURE 11%

The survey presented the following sample:
and asked if a logo and standard such as this one would be of value as a common standard for Ontario CFDCs. The responses were:

63%YES 17%NO 21%UNSURE



The following are a sample of the responses:

- Do you feel that a tag line would help define what we do? **66%YES 15%NO 19%UNSURE**
- I feel that an entirely new brand should be examined instead of considering the existing "triangle" common identifier **32%TRUE 43%FALSE 26%UNSURE**

When asked to choose the reasons that might prevent their office from adopting a new brand strategy, the responses were the following:

- Have no funding for change **62%TRUE**
- Have no in-house expertise available to make the changes **40%TRUE**
- There is no incentive for my CFDC to change **49%FALSE**

These results indicate support in the value of a common naming convention and logo.

In response to these results, the OACFDC was requested to look into the costs of changing their logo and name to Community Futures Ontario. The total cost came in at \$1200.

The Public Relations Committee will be looking at ways to move this initiative forward.

To access the full results of the survey, please go our website under ***Benefits of Membership/CFDC Surveys / 2015 Branding Survey Results*** (Member Login required)

Census Jobs

The 2016 Census is staffing 35,000 jobs across Canada

Period of employment: early March to end of July 2016 (start date varies by assignment)

Hours of work: flexible, but must commit to at least 20 hours per week

Rate of pay: \$16.31 to \$19.91 per hour plus authorized expenses

Requirements: must be 18 years of age or older and eligible to work in Canada

Apply now / tell a friend

www.census.gc.ca/jobs

1-877-325-2016

TTY (a telecommunications device for people who are deaf): 1-866-753-7083



Statistics
Canada

Statistique
Canada

Ontario Launching New Fund to Develop Globally Competitive Clusters



Ontario

is partnering with the Ontario Chamber of Commerce to launch a new fund to help develop globally competitive clusters that will fuel innovation and productivity across the province.

The **Cluster Development Seed Fund** offers grants of up to \$100,000 to **support networking activities or research and feasibility studies** that will lead to the growth of more competitive clusters. A cluster is a geographic concentration of interrelated businesses and other organizations. Examples include Kitchener-Waterloo's information and communications technology cluster, the life sciences cluster in Toronto, and Sarnia-Lambton's chemical cluster. Strong clusters can help attract new investment and business to regions, creating more high-value jobs and economic growth throughout Ontario.

Quick Facts

- Developing competitive clusters is part of **Ontario's Business Growth Initiative**, which is helping to reshape Ontario's economy to respond to the challenges and opportunities of rapid technological change and global economic forces.
- The **Business Growth Initiative** is focused on promoting an innovation-based economy, scaling-up small firms and modernizing regulations for business.
- The **Ontario Chamber of Commerce** will deliver the Cluster Development Seed Fund, capitalizing on its extensive network of stakeholders and members.

Additional Resources

[Application Guide](#)



Who:

Contact North | Contact Nord and OACFDC invite you to attend our webinar **"Opportunities for Board Members, CFDC staff and Clients"**

What: This webinar will share information about how Contact North | Contact Nord can assist Board members (board training), CFDC staff (professional development and certification) and their clients (education and training), and provide a clear path to find relevant education and training options at each level.

There are over 1,000 online programs and 18,000 online courses available via the Contact North | Contact Nord network from Ontario's 24 public colleges, 22 public universities, and 250 literacy and basic skills and training providers to help you meet your certification requirements and provide you with education, training and professional development opportunities.



Where: This webinar will be hosted on the Contact North | Contact Nord webconferencing platform. After your attendance has been confirmed, you will receive login details and information about attending the online webinar from Contact North | Contact Nord.

When: **Wednesday, February 10, 2016. The webinar will occur from 10:00 a.m. - 11:00 a.m.** Please login a half hour before the start time in case you require technical assistance. Your login e-mail will contain details to contact our technical helpline should you require assistance.

To register, contact
Brenda LaGrandeur at
1-888-633-2326, ext. 125
or blagrander@oacfdc.com.

Contact North | Contact Nord

Ontario's Distance Education & Training Network

Funded by the Government of Ontario

The **Small Business Branch of Innovation, Science and Economic Development** has just published the newest results from the **Survey on Financing and Growth of Small and Medium Enterprises**.

Innovation, Science and
Economic Development Canada



Sample data from report:

- In 2014, 59 percent of SME owners were 50 years of age or older, 26 percent were between 40 and 49 and 15 percent were younger than 40.
- Seventy-five percent of SME owners had over 10 years of management or ownership experience.
- Most SME owners were male: 65 percent of SMEs were majority male-owned, 16 percent were majority female-owned and 20 percent were owned equally by men and women.
- Seventy-six percent of SME owners were born in Canada. Owners born outside Canada had resided in Canada, on average, for 29 years.

The 2014 *Survey on Financing and Growth of Small and Medium Enterprises* was designed to determine the types of financing used by small and medium-sized enterprises (SMEs), and to collect information on recent attempts by SMEs to obtain new financing. In addition, the survey gathers data on firm growth, government contracting, exporting, innovation and intellectual property as they relate to SMEs, as well as business owner characteristics. This latest questionnaire was adapted from the 2011 *Survey on Financing and Growth of Small and Medium Enterprises*, as well as from past questionnaires for the *Survey on Financing of Small and Medium Enterprises* and the *Credit Conditions Survey*.

Data tables and a summary of the results are available on-line at: <http://www.ic.gc.ca/eic/site/061.nsf/eng/02997.html>

OACFDC

300 South Edgeware Road
St. Thomas, Ontario N5P 4L1

Phone 519-633-2326
Toll Free 888-633-2326
Fax 519-633-3563

Staff

Diana Jedig
Executive Director
djedig@oacfdc.com
Phone extension 123

Denise Kozachuk
Finance and Member
Programs Officer
dkozachuk@oacfdc.com
Phone extension 121

Brenda LaGrandeur
Communications and
Professional Development
Officer
blagrandeur@oacfdc.com
Phone extension 125

We're on the Web!

See us at:

www.oacfdc.com

THANK YOU!

***Our distribution list is growing
thanks to you!***

Please keep sending us your staff and board member names and email addresses so that we can add them to our communications/ distribution lists. We will also sign them up to access the OACFDC website which has many valuable resources available only to members.

Please send them along to Brenda at info@oacfdc.com



Understanding Technology

**Fern Software's FaaSBank
solution is now live in
20 Ontario CFDCs!**

For further information on the
software please contact

Kyle Robinson at
kyle.robinson@fernsoftware.com



PartnerDirect
Premier

Looking to upgrade your Laptops, Desktops, Servers or accessories? Bulletproof Solutions is a proud Dell Premier Partner that can offer your Community Futures office special discounts. Reach out to your contact below for a no obligation needs analysis and quotation.

Ryan Shute
Account Executive
902-293-8279
ryan.shute@bulletproofsi.com

CF SUCCESS STORY – WAY TO GO!

Motors & Motivation

John and Eleanor Nowell, of the family owned and operated [Nowell Motors in Cloyne](#), are always on the lookout for new and innovative ways to continue the development of their successful business.



John and Eleanor Nowell (second and third from right),
Owners of Nowell Motors with staff

The Nowells turned to the [Frontenac Community Futures Development Corporation \(Frontenac CFDC\)](#) for advice on how to grow.

The Frontenac CFDC is a non-profit organization funded by Industry Canada, offering free advice, workshops and commercial financing to those looking to start a business in the Frontenacs.

With financial assistance from the Eastern Ontario Development Program provided through the Frontenac CFDC the Nowells were thrilled to be able to offer a full-time apprenticeship to an area resident with aspirations of becoming a licensed mechanic.

"The Frontenac CFDC benefits employers and employees", says Eleanor. "Thanks to their funding we are able to provide a young person work experience, while gaining skilled staff members to continue the advancement of our business". As she adds, "Hiring locally is a way we can motivate young people to keep their skills in the area. It was an investment in our community's future."