



Social Enterprises
Knowledgeable Economies
and Sustainable Communities

Northern Ontario Women's Economic Development Conference Report

Submitted by
PARO Centre for Women's Enterprise

**A report prepared for the Northern Ontario, Manitoba, and
Saskatchewan Regional Node of the Social Economy Suite**

Funded by the Social Sciences and Humanities Research Council of Canada
Conseil de recherches en sciences humaines du Canada

Entreprises sociales
économies intelligentes
et communautés durables



This paper is part of a collection of reports prepared for the project
Linking, Learning, Leveraging
Social Enterprises, Knowledgeable Economies, and Sustainable Communities,
the Northern Ontario, Manitoba, and Saskatchewan
Regional Node of the Social Economy Suite,
funded by the Social Sciences and Humanities Research Council of Canada.

The project is managed by four regional partners —
the Centre for the Study of Co-operatives and the Community-University
Institute for Social Research at the University of Saskatchewan,
the Winnipeg Inner-City Research Alliance,
and the Community Economic and Social Development Unit
at Algoma University College.

The project also includes more than fifty community-based organizations
in four provinces, the United States, Colombia, and Belgium.

This particular report is based on a conference that took place in Thunder Bay,
Ontario, 29–30 April 2008. Host partners were the PARO Centre for Women's Enterprise,
the North Superior Training Board, the Community Economic and Social Development Program
at Algoma University College, and the Canadian Women's Community Economic Development Council.
Further acknowledgements appear on pages 8, 9, and 10 of this report.



Northern Ontario Women's
Economic Development
Conference *"Ordinary Women
Doing Extraordinary Things"*

Conference Report

Submitted by PARO Centre for Women's
Enterprise

BUILD...

a business in Northern Ontario

GROW...

your community

CREATE...

a sustainable livelihood

It all starts here.





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A Message from the Conference Coordinators and Host Partners

From the Coordinators

I would like to use this space to express my heartfelt thanks to all those involved in the Northern Ontario Women's Economic Development Conference. To the Advisory Committee – your contributions through meeting attendance, sharing your thoughts and experience, spreading the word and assisting at the event are immensely appreciated. To my colleagues at PARO – your support and help were invaluable to the success of this event – Roz is right – you are the 'dream team'. And finally to all the women who attended in person and via video conference, this event was for you, thank you for taking the time out of your busy schedules to dedicate to yourself, your business, your community and the goal of sustainable community economic development in Northern Ontario. I wish that every delegate remembers at least one thing that reminds them that through your combined strength and effort women will continue to lead their communities as business owners, employees, volunteers, mothers and so much more.

Kirsti Tasala, PARO Regional Development and Conference Coordinator

On April 29-30, 2008 the Northern Ontario Women's Economic Development Conference (NOWEDC) commenced. I found myself not at just another conference, but an event that opened my eyes to the possibilities for women in Northern Ontario. Things can be harder for people in the North, and barriers exist, especially for women. However, at NOWEDC I realized in those two days that there are solutions and they can be locally derived. Opening a business or being an entrepreneur was not something I thought I could do, but the conference allowed me to believe I could if I wanted to. So many women gathered together to network, share, and learn –this inspired me and made me believe that a life in the North is possible and I wouldn't have to go it alone. I want to thank all of those women who put the conference together and to all those women at the conference who put hope in my mind and heart. I will never forget the lessons I learned and the confidence I gained to move towards a future that is bright.

Madison Saunders, Research Assistant, CESD Program -Algoma University College



From the Host Partners

PARO and the Canadian Women's CED Council recognize the special challenges experienced by women living in Northern Ontario while working to achieve economic sustainability. Women entrepreneurs tell us that they struggle to keep up with technology, market their business, build relationships, balance their lives, and ask a price that will generate a fair profit. It is our hope that this Northern Ontario Women's Economic Development Conference 2008 has provided the motivation, learnings, networking, and information that they require to help start and grow their business, while generating the kind of jobs and income needed to keep their families in the North.

Many thanks to the "Conference" team, coordinators, the committee, participants, partners, and funders; without your tremendous support nothing could be accomplished. May we all come away from this conference energized and inspired to continue to work together, to grow our businesses, organizations, and communities, and to be models of how we can live and work collaboratively together to achieve great things.

Rosalind Lockyer, Executive Director, PARO Centre for Women's Enterprise & President, Canadian Women's CED Council

Women have traditionally been the caretakers of the community, a major challenge when the economy of Northern Ontario does not meet many families' basic needs. As a result, many women look to creating an impact on the economy, trying to create jobs not only for themselves, but for their spouses, children and neighbours. Some of the conference agenda was designed to give women access to knowledge about others who have successfully worked in a cooperative way to resolve these issues - a method called 'community economic development' or the 'social economy'. We hope this conference will serve as a forum for building those relationships that will lead to a community approach to meeting our needs in Northern Ontario.

Dr. Gayle Broad, CESD Program, Algoma University College

Through a series of workshops, panel discussions, keynotes and activities over 200 delegates had an opportunity to explore economic development, entrepreneurship and personal leadership training while at the same time, delegates from across the north were able via webcast to participate and enhance their individual capacity by taking advantage of this incredible conference from their own communities. The North Superior Training Board through its labour market research has determined a need for innovative strategies to navigate the complex, changing world in which we all live and work – this conference did an excellent job in this regard judging by the very positive endorsement by those in attendance. Our thanks to the very generous contributions of so many businesses who made this event such a success and to all the speakers who shared their insights and wisdom with delegates across the north.

Marg Scott, Executive Director, North Superior Training Board



Northern Host partners



mentoring, and marketing. To grow women's markets and their skills, PARO operates two social enterprises, PARO Presents, a retail store selling products, and, Accelerated Consulting, a train the trainer program. Although PARO's headquarters are located in Thunder Bay, Ontario, through PARO On Wheels, a mobile training van, and creative use of technology, PARO brings business, employment and micro-lending services to women in communities throughout Northern Ontario, and into northern reserves, west to Kenora and east to Wawa.

PARO Centre for Women's Enterprise, founded in 1995, is a not-for-profit charitable organization, focused on women-centred community economic development. PARO provides both start-up and accelerator programs for women entrepreneurs. Programs provide business coaching, and small loans, plus opportunities for employment, networking,



local planning, the development of meaningful partnerships, and the provision of timely leadership on emerging labour market issues. NSTB works to identify existing employment programs and services, existing training and adjustment needs, economic trends and areas of growth, trends, opportunities and priorities in local labour force issues and also advocates for life-long learning and improved access to training opportunities. By working collaboratively with all sector groups, the Board integrates equity into all our projects and partnerships.

“Connecting community partners to improve the quality of life in our communities through workforce development” The North Superior Training Board (NSTB) is one of twenty-one Local Training Boards established in Ontario in 1996 as a non-government, not-for-profit Corporation funded by Service Canada and the Ministry of Training, Colleges and Universities. NSTB provides valuable resources and is recognized for its ability to effect change through the facilitation of

The Board respects the labour movement's commitment to the dignity and respect of all working people, antidiscrimination policies and work opportunities for persons with disabilities. With business, labour and educators working together we strive to improve the capacity of employers and unions to attract businesses and to keep young people in our region. Our Aboriginal, Francophone and Racial Minority representatives provide a greater awareness of the rich cultural diversity in our Board area and the challenges and opportunities they face. Northwestern Ontario has been faced with some serious economic and social challenges of late and we at the Local Board are committed to working on innovative and strategic solutions together.



Community Economic and Social Development program (CESD), Algoma University College

The CESD program at Algoma University College is a partner with the Centre for Cooperative Studies at the University of Saskatchewan in a social economy research project, called Linking Learning Leveraging, Social Enterprises, Knowledgeable Economies and Sustainable Communities, funded by the Social Sciences and Humanities Research Council of Canada (SSHRC). One of the goals of the research being conducted by CESD is to grow and expand the social economy in Northern Ontario with specific reference to encouraging women’s participation in the economy (see <http://usaskstudies.coop/socialeconomy/>). The CESD program is an interdisciplinary 4-year Honours degree program which provides students with the option of concentrating on economic development or social development. It is accredited by both EDAC and CANDO (Council for the Advancement of Native Development Officers) and graduates have obtained employment as Band development officers, community development workers with social service agencies and tribal councils, and with a number of government ministries. CESD also offers professional development workshops and one-week institutes on such topics as developing cooperatives, joint ventures, and introduction to CESD.



The Canadian Women's
Community Economic Development Council

Conseil pan-canadien du développement économique
communautaire des femmes

The CWCEDC is a nationally incorporated not-for-profit organization of women community economic development practitioners. *Community Economic Development (CED)* is local economic development that *is focused on people, employment, self-employment, inclusion and sustainability. Its goal is to provide meaningful work for all, at a level of income that provides a secure livelihood, in jobs that are environmentally, socially and economically sustainable.*

The CWCEDC was founded in 2002 to advance women-centred community economic development as a means of reducing poverty and improving the lives of women, their families and communities.



Conference Committee

Conference Coordinators:

Kirsti Tasala, Regional Development Coordinator, PARO Centre for Women's Enterprise
Madison Saunders, Research Assistant, CESD Program -Algoma University College

Advisory Committee Members

Alice Sabourin, Beedaubin Resources
Angela Halvorsen, Rainy River Future Development Corporation
Betty Albert, Wabi Art Gallery
Brenda Small, Dean of Negahneewin College of Academic & Community Development, Confederation College
Cathy Woodbeck, Thunder Bay Multicultural Association
Christine Simard, Nishnawbe Aski Nation
Colleen Martin, Nishnawbe Aski Development Fund
Dan Brenzavich, Northwestern Ontario Development Network
Dan Friyia, Wawa Superior East Community Futures Development Corporation
Deanna Yerichuk, ACTEW
Deanne Morrison, Youth representative -College student/Entrepreneur
Denyse Culligan, Association des Francophones de Nord-Ouest de l'ontario
Doris Rossi, North Superior Training Board/Comité de formation du Nord Supérieur
Dr. Gayle Broad, CESD Algoma University College, PARTNER LEAD
Franz Seibel, Keewaytinook Okimakanak Research Institute
Heidi Strobl, FedNor
Heidi-Lynn Frederich, Northwest Midwest Alliance
Jan Clarke, Department of Sociology and Social Welfare, Algoma University College
Jessica Notwell, Canadian Women's CED Council
Jude Ortiz, NORDIK Institute, Algoma University College
Katherine Turner, FedNor
Khanena Nowegegick, Youth representative
Laura Fralick, NORMAXX, Lake Superior Place
Lorraine Boland, YES Employment Services
Lorraine Lortie-Krawczuk, PARO Board member
Lou Hammond Ketilson, Centre for the Study of Co-operatives-University of Saskatchewan, Northern Node Research on the Social Economy
Marg Scott, North Superior Training Board/Comité de formation du Nord Supérieur, PARTNER LEAD
Maury O'Neill, Economic Development Corporation of Wawa
Michelle Lander, North Superior Training Board/Comité de formation du Nord Supérieur
Monique Beaudoin, L'équipe de la Coalition des communautés en santé de l'Ontario, NE Ontario- Sudbury
Pam Caland, PARO Centre for Women's Enterprise
Pauline Shesnicky, Thunder Bay Ventures
Rebecca Johnson, City of Thunder Bay Councillor
Rosalind Lockyer, PARO Centre for Women's Enterprise, & CWCEDC, PARTNER LEAD
Stéphanie Leman, Association des Francophones de Nord-Ouest de l'Ontario, RDEE



Thanks to everyone involved!!

MCs Rosalind Lockyer Stéphanie Leman Laura Fralick Alice Sabourin	Hosts for out-of-towners Alice Sabourin Laura Fralick Rosalind Lockyer	Drummers Isabella Mercier & Women's Drumming Group
Panel Facilitators Rebecca Johnson Paul Chamberlain Abraham Tounkara Ethel Cote Maury O'Neil Gayle Broad Marg Scott Rosalind Lockyer Laura Fralick Stephanie Ash	Volunteers –Special Services Nancy Saunders Lois Nuttall Daina Maslach Jan Hunter Marjorie Salavich Linda Bruins Gabby Cross Paula Wansbrough	Registration Table Pauline Shesnicky Maria Talarico Stacia Kean Anke Starratt Bobby Jo Chenier Lorin Morin Danielle Ruel Daina Maslach
Plenary Quadrant leaders Jessica Notwell Maury O'Neil Stacia Kean Alicia Mills	Childcare Coordinator Marcia Arpin Childcare providers Vicki McQueen Erin McQueen Droste Endaya Lianne Baron Rachelle Massaro Leah Barclay Shelley Armitage Kendra Bianco	Youth Fashion Show Alice Sabourin, Coordinator Youth models Raven Nowegejick Tamera Morriseau Sierra Nowegejick Justine Gustafson Candace Twance Lisa Esquega
Speaker gifts Pauline Horricks Izabela Pioro Bobby Jo Chenier		Youth Fashion Show Sponsor The Whole Nine Yards
LEGO Serious Play Facilitators Jacquie Lloyd Smith Krista Hansen	Tradeshow Coordinator Suzanne Tighe	Set-up and Clean up PARO staff Madison Saunders
Photographer Jean Paul	Conference delegate bags Laura Morine	Conference Committee Scarves Wendy McLuckie



Plenary Table leads Alicia Mills Angela Halvorsen Anke Starratt Colleen Martin Daina Maslach Danielle Ruel Heidi-Lynn Frederich Jan Clarke Jude Ortiz Patricia Wynta Linda Bruins Lori Morin Lorraine Bolland Maria Talarico Maury O'Neill Nancy Saunders Paula Wansbrough Rebecca Johnson Stacia Kean Suzanne Tighe	Door Prizes & Delegate bags: ABC Custom Embroidery Thunder Bay Ventures Algoma University College Activate Healing Bee Happy Candles Carlo's Hair Design Staples Office Depot Chapters Curves Lloyd Smith Solutions Body Shop Creekside Nursery Celebrations by George Steeper's: the Tea People Nishnawbe Aski Development Fund Union Gas Greyhound Tiffany's Restaurant	Lockyer & Associates Changing Faces Claudette Gleeson, Freedom 55 Wolseley HVAC/R Group Sportop Lakehead Motors The Glass Lady 'Stampin' it Up' Perfect Fit Lingerie K-9 Delights Pet Bakery City of Thunder Bay Community Economic Development Commission. Equipment World Peggy's Closet and The Fashion Outlet Store-Peggy Garriock Advantage Fundraising-Maureen Hill Jude Ortiz Studio Goldsmith Skandia House
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Leading up to NOWEDC 2008

Background

The need for a women-centred economic development conference was identified in PARO Strategic Planning Sessions, Northern Opportunities for Women Research Report, and in the North Superior Training Board's, *Trends Opportunities and Priorities (TOP)* Report. All sources detailed the need for an economic development conference to review and recommend northern-based solutions and to create networking and learning opportunities for women living in Northern Ontario. Based on these needs, PARO, through a partnership with the North Superior Training Board, the Community Economic and Social Development Program of Algoma University College, and the Canadian Women's CED Council, agreed to host the Northern Ontario Women's Economic Development Conference (NOWEDC) in April 2008.

The NOWEDC is a planned strategic outcome of the larger *Northern Opportunities for Women* (NOW) project. This project is funded in part by the Ontario Trillium Foundation with partners, PARO Centre for Women's Enterprise and the North Superior Training Board. A long term outcome of the NOW program is to create a broad impact on the regional economy by increasing the number of confident, skilled and self sustaining women actively contributing to business and economic development in Northern Ontario, and to increase their access to networking, and micro lending.

Forming the Advisory Committee

An invitation was extended to key organizations and women entrepreneurs in Northern Ontario to become part of the Advisory Committee for the NOWEDC. The response was fantastic and a committee of 35 members was formed. This committee met on average once a month to receive updates and provide valuable input on the planning of the conference. Also, contact was initiated with several organizations working with youth in their communities including: United Way (YouthScape), Nishnawbe Aski Nation – Decade for Youth, Regional Multicultural Youth Council, YES Employment Services, Beedaubin Resources, and students from Confederation College, Lakehead University and Algoma University College. The goal was to reach out to youth in the region who are interested in business and community economic development and ensure that some would be able to participate in the conference. A partnership was formed with Keewaytinook Okimakanak Research Institute (KNET) to provide video conferencing to remote northern communities and First Nations' reserves during the conference. Our partnership with Algoma University College ensured significant input from Northeastern Ontario.

Conference name and logo

After much debate the conference name was chosen; the 'Northern Ontario Women's Economic Development Conference' (NOWEDC) with the tag line 'Ordinary Women Doing Extraordinary Things' is a message that was key to the conference organizers. A logo contest was launched to find the NOWEDC logo. Several designers sent in submissions and the winner was chosen by the Advisory committee. Laurie Abthorpe of *by Laurie Abthorpe* in Petawawa, Ontario created the winning submission – Figure 1.1 next page.



Figure 1.1 - NOWEDC winning logo design



Funding and Sponsorship

Funding grant applications and a sponsorship package (see Appendix 1) were developed and funding was sought through various sources. Various levels of government, as well as community agencies and businesses, both large and small, were approached with invitations to partner for the conference. Funding and sponsorship support arrived from diverse sources (see Appendix 2). In addition, several organizations opted, instead, to fund delegate and tradeshow exhibitor fees while others provided travel subsidies.

Finding the speakers

A sub-committee of Advisory members formed to develop criteria for potential keynote speakers. The criteria included:

- Ordinary women doing extraordinary things - successful in business, careers, politics, culture, etc.
- Connected to Northern Ontario / representative of its cultures, including First Nations, Francophone, and Anglophone
- Successful in community economic development and/or economic development
- Can provide practical tools / “how to” based on real experience
- Public speaking experience - can address a broad audience
- Well known - Academic; Practitioner; Woman Entrepreneur; Social Entrepreneur; or Alternative Perspective (e.g. Political)
- Knowledgeable and supportive of a women centered approach to community economic development

A list of 38 potential speakers was finally narrowed down to three – Cathrine Ann, *Award-Winning Entrepreneur & Inspiration*, Melanie Conn, *Director of Canadian Women's CED Council and co-founder of WomenFutures CED Society* and Diane Redsky, *Director of Programs, Ma Mawi Wi Chi Itata Centre and Board member of the Canadian Women's Foundation*. In addition, Dr. Bob Rosehart, Northwestern Ontario Economic Facilitator, and Megan Chochla, Senior Advisor to the Northern Growth Plan (MNDM), were lunchtime speakers. Bernie Arbez, Manager, FedNor Liaison, Industry Canada/FedNor and Advisory Committee member for the PARO Accelerator program, opened the conference.



Workshops, Panels, and Plenary sessions to meet all needs

The conference had three main themes:

- Building a Business in Northern Ontario
- Growing Our Northern Communities
- Creating Sustainable Livelihoods

These themes were shaped in response to the specific needs vocalized by women in the region. A call was sent out for workshop application submissions (see Appendix 3) that addressed one or more of these themes. Sub-committee members met to make the final decision, selecting a diverse group of workshops, panel presenters, and plenary topics to meet the needs of as many attendees as possible; workshop topics included; Developing a business plan, Finding your passion in business, Social enterprise, Greening your business, Engaging Communities, Angel Investment, Northern Transportation Issues, Customer Service, Sustainable Livelihoods, Networking and Selling with Technology, Economic Diversifications, Youth Entrepreneurs, and Accelerating Business.

Registration and Marketing

After considering proposal submissions for the conference website and marketing, Norlink was chosen to develop the website (Appendix 4) and Firedog Communications Inc. was hired to carry-out marketing for the conference. A Media press release was held on February 5, 2008 to introduce the conference, launch the website and open registration. Delegates could register as participants online via PayPal or by printing a registration form. They could also register as Tradeshow Exhibitors (see Appendix 5).

The Registration fees were as follows:

Early Bird - Register by February 29, 2008	\$129.00
Regular - After March 1, 2008	\$149.00
Youth Delegate (25 & under or with valid student I.D.)	\$ 75.00
One Day fee	\$ 99.00
Tradeshow Exhibitor	\$199.00

PARO members and networking members received a \$25.00 discount and a limited number of Participant subsidies were also available.

Marketing over the next three months included; radio ads, newspaper advertisements and posters, as well as articles in the Chronicle Journal, Thunder Bay Source, The Ontario Country Register, The Northwestern Breather, Sault Star, Sault This Week, Around Town spot, coverage in electronic newsletters (PARO Link, Thunder Bay Business Women's Network, NODN newsletter, CCEDNET website, Superior News, Rainy River Business Women's Network newsletter, Thunder Bay Chamber of Commerce (see Appendix 6). Regional events were attended to promote the conference and posters were distributed to businesses and relevant organizations throughout the region. Advertising to remote communities and First Nations for video conferencing sites was carried out by KNET.



Translation and Interpretation

In an attempt to include representatives from a diversity of communities in Northern Ontario, the decision was made to provide language interpretation during the two day event. Simultaneous English/French interpretation was available via headsets. Native speakers of other languages could also receive interpretation, if they requested it on their registration form. Participants in remote communities had access to interpretation as needed. The Workshop application, registration form, and advertising poster were also translated into French and distributed to the Francophone communities in the region.



The Conference

Participants attended from throughout the North and beyond

We aimed to bring in delegates from throughout Northern Ontario and were pleased to have representation from various communities in the North including: Atikokan, Devlin, Dorion, Dryden, Fort Frances, Garden River, Geraldton, Kenora, Manitowadge, Moberg, Murillo, Nipigon, Ottawa, Petawawa, Red Lake, Red Rock, Sandy Lake, Sault Ste. Marie, Sioux Lookout, Slate Falls, South Gillies, Sudbury, Terrace Bay, Thessalon, Thunder Bay, Timmins, Wawa, White River, and Wunnumin Lake. Also in attendance were delegates from southern Ontario: Guelph, Stratford, Toronto, and Woodstock, as well as outside Ontario: Saskatoon, Saskatchewan; St. Johns, Newfoundland; and Vancouver, British Columbia. In total over 250 delegates attended the conference (see Figure 1.2) when we include those who attended by video conferencing. Video Conferencing allowed for participation by several Northern Communities.



A number of youth attended the conference and Beedubin Resources coordinated a youth fashion show, which showcased six young women and became a highlight on the first day of the conference. Childcare was provided for 11 children (6 months to 5 years of age) over the two days allowing mothers to attend. Many of these women would not have attended without this provision. Specific Sponsorships allowed for the participant subsidies for 39 regional women, which includes 9 youth subsidies.

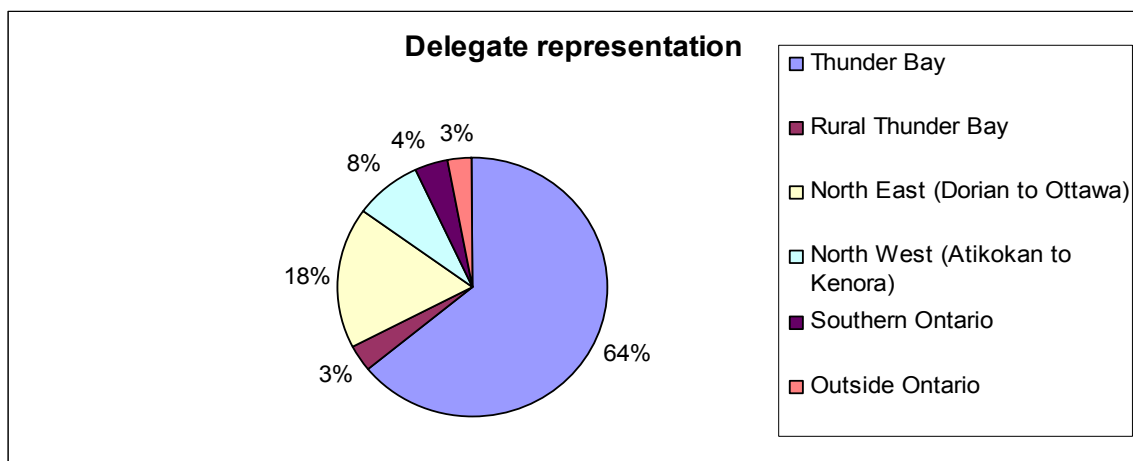




Among the delegates, many local, provincial, and national organizations were represented including: *A commitment to employment and training for Women* (ACTEW), l'Association des Francophones du Nord-Ouest de l'Ontario (AFNOO), Atikokan Economic Development, Canadian CED Network, Canadian Women's CED Council, Canadian Women's Foundation, Centre for the Study of Cooperatives, Centre Grandir en francais, CEP Labour Adjustment Committee-Redrock, CESD Program Algoma University College, Chukuni Communities Development Corp, City of Thunder Bay, Confederation College, EDC of Wawa, FedNor, Lakehead University, Le Centre des Femmes Francophones du Nord-Ouest de l'Ontario (CFFNOO) Ministry of Economic Development and Trade, Ministry of Northern Development and Mines, Ministry of Research and Innovation, Municipality of Oliver Paipoonge, Municipality of Sioux Lookout, Namaygossisagagun First Nation, Nipigon Labour Adjustment Committee, Nishnawbe Aski Development Fund, North Superior Training Board, Northwest Midwest Alliance, Northwestern Ontario Development Network, Ontario CED Network, Ontario Native Women's Association, Patricia Area Community Endeavours Inc., Pic Mobert First Nation, Rainy River Future Development Corporation, Red Rock Action Centre, Red Rock Community Economic Development, Sandy Lake Community Development Services Inc., Slate Falls Nation, Thunder Bay CEDC, Thunder Bay Chamber of Commerce, Thunder Bay Multicultural Association, Thunder Bay Ventures, Township of Manitouwadge, Township of White River EDO, University of Guelph, White River Community Adjustment, Wunnumin Lake First Nation, YES Employment Services.



Figure 1.2



With such a diversity of delegates, comments were voiced on the unique inclusiveness of the event and the opportunity to connect with women from a diversity of backgrounds,



cultures, ages, and businesses. While celebrating women's successes, this conference was an important forum for all women, including Francophone and Aboriginal women, to grow and share their knowledge and experiences from across the region. By bringing various stakeholders together, delegates focused on finding innovative solutions to the increasing economic challenges in the north.

An evening networking event was sponsored by TBayTel, 136 conference delegates attended this event which attracted over 250 individuals from the business community. Conference delegates had the opportunity to network, win great prizes from the business community, and also, could choose to upgrade their technology by attaining a BlackBerry Pearl cell phone.





The Agenda

Tuesday April 29th, 2008

Time	Event			
8:00 am Ballroom	Registration & Breakfast			
8:45 am Ballroom	Opening Ceremony: Isabella Mercier and the Women's Drumming Group Welcome to Conference			
9:10 am Ballroom	Opening Panel - Economic Environment for women in Northern Ontario Facilitator: Rebecca Johnson, City of Thunder Bay Councillor Panel: Dr. Gayle Broad, CESD Algoma University College; Pamela Johnson, Owner, Waskone Construction; Madge Richardson, Mayor, Township of Schreiber			
9:50 am Ballroom	Keynote - Melanie Conn (supported by the Canadian Women's CED Council)			
10:30 am Ballroom	Nutrition Break			
10:50 am	1A1 A Wheel Approach to Building a Business Scandia 3	1B2 Engaging our Communities Series - Part 1 Ballroom	1C3 Sustainable Livelihoods Model Viking	1A4 Sewing and Sewing Together Scandia 1
12:00 pm Ballroom	Lunch			
1:00 pm Ballroom	Keynote - Diane Redsky (supported by the Canadian Women's Foundation)			
1:30 pm	2A1 Are you ready for Angel Investment? Viking	2B2 Engaging our Communities Series - Part 2 Ballroom	2C3 Northern Women on the move Scandia 3	2A4 'Greening' Your Business Scandia 1
2:30 pm Ballroom	Nutrition & Networking Break			
3:00 pm Ballroom	Plenary - Community Consultation- Opportunities and Challenges Facilitators: Rosalind Lockyer, Dr. Gayle Broad Panel: Carol Rock, Owner of Rural Vision; Director, Canadian Women's Community Economic Development Council; Rosie Mosquito, Executive Director, Oshki-Pimache-O-Win; Director Nishnawbe Aski Development Fund; Levina Collins, Owner of Collins Consulting; Director, PARO Centre for Women's Enterprise			
4:00 pm Ballroom	Youth presentation, Invitation to TBayTel Blackberry Pearl Networking Event Closing Remarks			
4:30 – 7:30pm	TBayTel Blackberry Pearl Networking Event Scandia, Valhalla Inn			



Wednesday April 30th, 2008

Time	Event			
8:00 am Ballroom	Registration & Breakfast			
9:00 am Ballroom	Welcome to Day 2 of the Conference			
9:10 am Ballroom	Opening Panel - Local and Regional Women Entrepreneurs Facilitator: Laura Fralick, CFP NorMaxx Panel: Louise Thomas, Owner, Ahnisnabae Art Gallery; Lori Beaulieu, Owner, Star Consulting; Colleen Gouliquer, Owner, Steeper's-The Tea People			
9:50 am Ballroom	Keynote - Catherine Ann			
10:30 am Ballroom	Nutrition Break			
10:50 am	3A1 How to get your Customers to Love you, Rave about you and Keep Coming Back! Ballroom	3B2 Tools for Job Creation and Community Building Viking	3C3 Sustaining Livelihoods - Using the model to set personal goals Scandia 1	3A4 Going Up Scandia 3
12:00 pm Ballroom	Lunch Keynote: Dr. Bob Rosehart and Megan Chochla			
1:10 pm	4A1 Networking and Selling with Technology Ballroom	4B2 Building Vibrant Communities Viking	4C3 Youth Entrepreneurs Scandia 3	4C4 Accelerate your Business, not your Stress Scandia 1
2:10 pm Ballroom	Nutrition & Networking Break			
2:30 pm Ballroom	Plenary: Community Consultation- Priorities and Next Steps Facilitator: Jacqueline Lloyd Smith, Lloyd Smith Solutions			
4:00 pm Ballroom	Closing Panel: Audrey Gilbeau, Ontario Native Women's Association; Karen Kerk Courtney, Owner, Bare Organics Inc.; Rosalind Lockyer, Executive Director, PARO Centre for Women's Enterprise Closing Ceremonies The Travelling Song by Isabella Mercier and the Women's Drumming Group			



Keynotes

MELANIE CONN

Director of Canadian Women's CED Council and co-founder of WomenFutures CED Society

Melanie Conn has been working in community economic development (CED) and in the women's movement since the early 70s in Vancouver, British Columbia. In her work with credit unions, co-operatives and women's organizations, she developed an approach to CED that blends theoretical analysis with practical application. Melanie's CED work includes research, technical assistance, education and training. She was a founding member and staff of Women Futures CED Society from 1985-1997. Since 1997, she has been a lecturer and associate at the Centre for Sustainable Community Development at Simon Fraser University. She is the director of the Centre's Certificate Program for CED Professionals, which she designed in response to the need for professional development opportunities for people working in CED. The program has students from a wide range of workplaces, including government departments, Community Futures Development Corporations, economic development organizations, First Nations, non-profits and environmental groups.



DIANE REDSKY

Director of Programs, Ma Mawi Wi Chi Itata Centre, Winnipeg, MB; Director - Canadian Women's Foundation

Diane Redsky has long worked to address the myriad of issues facing Winnipeg's Aboriginal community in all areas of health, justice, education and social services. Since 1993, Diane has served in both a professional and volunteer capacity within Winnipeg's social service sector, assisting in the creation of numerous innovative programs to support healthy communities.

"I believe that everyone has gifts and strengths to share that will enable us to work together for healthy families and healthy communities."

Diane is a proud mother of three children and a member of Shoal Lake First Nation #40. She currently is employed in Program Development for the Ma Mawi Wi Chi Itata Centre, Inc. (we all work together to help one another), a social service agency that provides family resource support to Aboriginal families living in Winnipeg.

Diane's belief in the inherent strength of the community continues to guide her along her life's journey.





CATHRINE ANN

Award-Winning Entrepreneur & Inspiration

Cathrine Ann is a survivor against all odds. She was homeless, unemployed, and penniless... but determined to turn her life around. At age forty, after a disadvantaged childhood riddled with abuse and neglect, and becoming a single mother at age 14, Cathrine found herself at a crossroad. She could have continued on the path of hopeless despair, or she could take a massive risk. She chose the latter and it was then that she combined her street smarts and raw ambition (and a lot of creativity) to launch her business, Consumer Connection, a multi award-winning and multi-million dollar business venture providing employment to thousands. She has since won numerous entrepreneurial awards including the prestigious YWCA Women of Distinction award. Cathrine takes her audiences through a whirlwind of life experiences from being a scared little girl to becoming a prosperous, strong and vibrant woman. Her message is an important one for all audiences, one that will be remembered forever.



DR. BOB ROSEHART

Born in Owen Sound, Ontario, Robert Rosehart holds B.A.Sc., M.A.Sc., and PhD degrees in chemical engineering from the University of Waterloo. Dr. Rosehart was President of Lakehead University for 13 years then President of Wilfrid Laurier in 1997, a position from which he retired in 2007. In 1986, he chaired the seven-member Advisory Committee on Resource Dependent Communities in Northern Ontario. He is chair of past the Ontario Universities' Application Centre Advisory Board; has served as a member of the Association of Universities and Community Colleges Standing Advisory Committee on Educational Issues and Funding; has served as an executive committee member of Canada's Technology Triangle Inc.; and chairs the Selection Committee for the Government of Ontario's Amethyst Awards, which recognize Ontario's outstanding public servants. Dr. Rosehart was appointed to the post of Northwestern Ontario Economic Facilitator in the spring of 2007, with a mandate to co-ordinate efforts to improve the economic foundation of the province's northwestern region. Dr. Rosehart presented his final report, 'Northwestern Ontario: Preparing For Change', to Minister Gravelle in March, 2008. On March 1, 2008 he was appointed as the interim Principal of Renison College in Waterloo.



MEGAN CHOCHLA

Born and raised in Thunder Bay, Megan holds an HBA from the University of Waterloo, a post graduate diploma in Project Management from Humber College and an MBA from Centenary College in New Jersey. Megan has undertaken economic development work in Northern Ontario as well as overseas. Megan has served as Dr. Rosehart's research assistant and is currently a Senior Advisor to the Northern Growth Plan with the Ministry of Northern Development and Mines.





Workshops

1A1 - A Wheel Approach to Planning a Business

Presenter: Jude Ortiz, NORDIK Institute

The workshop uses a wheel approach to organize the decisions that need to be made when developing a business idea into a business plan. It works with participants to identify questions that will assist in the decision-making process and looks at the way decisions impact the development of the business. This workshop will provide an overview of what needs to be considered in developing a business plan to meet identified interests and needs. The workshop is intended to be a primer for people contemplating starting a business and/or changing their existing one.

27 delegates attended and the workshop was available via video conferencing.

1B2 - Engaging our Communities Series - Part 1

Facilitators: Paul Chamberlain, National Program Director CCEDNET; Abraham Tounkara, Ontario Regional Coordinator, CCEDNET, Rosalind Lockyer, Executive Director PARO Centre for Women's Enterprise, Co-Chair, CCEDNET Policy Council

Panel: Kathy Poling, Mayor, Sioux Lookout; Lynda Beavis, Regional Trainer, ACTEW; Denyse Boulanger- Culligan, President & Executive Director, Association des francophones du Nord-Ouest de l'Ontario (AFNOO); and Rosalind Lockyer (facilitator)
What is happening in Community Economic Development in Ontario and the North? How can we impact change?

What opportunities and challenges do you see for Women? How can we build our communities successes?

101 delegates attended and simultaneous English/French interpretation was provided.

1C3 - Sustainable Livelihoods Model

Presenter: Mary Ferguson, Eko Nomos

More than the bottom line influences your business success. Build your Assets. Introducing the Sustainable Livelihoods model and talking about successes based on three years of national research funded by CWF Collaborative Fund.

42 delegates attended this workshop.

1A4 - Sewing and Sewing Together

Presenter: Melanie Conn, Director, Canadian Women's CED Council and Maggie McDonald, Executive Director, Women's Employment Resource Centre (WERC) & Imogene's

"Working Together to Build a Business" Across the country there are a number of women-centred CED enterprises involved in light manufacturing, specifically sewing. Two examples are Imogene's (Woodstock, ON) and Northern Star Worker Co-op (Winnipeg, MB). In the first part of the workshop representatives of each group will present information about the current status of their enterprises with a focus on their next steps. In the second part of the workshop Melanie Conn will invite discussion about a proposed non-profit broker service to assist women-centred social enterprises in market development, production coordination and marketing.

24 delegates attended this workshop.





2A1 - Are you ready for Angel Investment?

Presenter: Jim Noble, Regional Coordinator, Northern Ontario Enterprise Gateway
Is your company ready to gain access to the vital equity capital and expertise needed to grow beyond local markets and become the next generation of top northern companies? Find out what Angel Investing is all about, if your business profile fits, the keys to preparation and the 'Top 10 Deal Killers'. Facilitating the linkage between Northern Ontario entrepreneurs and Northern Ontario Angel Investors, Jim will answer these questions and more.

32 delegates attended this workshop.

2B2 - Engaging our Communities Series - Part 2

Facilitators: Paul Chamberlain, National Program Director CCEDNET; Abraham Tounkara, Ontario Regional Coordinator, CCEDNET

Panel Facilitator: Maury O'Neil, CEO, Economic Development Corporation of Wawa

Panel: Katherine Turner, Initiatives Officer, FedNor; Maureen Brophy, Regional Program Manager, Ontario Trillium Foundation; Colleen Martin, Loans Manager, Nishnawbe Aski Development Fund, Deborah Vanoosten, Senior Advisory, Ministry of Research and Innovation

How can we build economic opportunities in our communities that will benefit local businesses? CCEDNET and Ontario CED Network, Economic Development Officers, and local funding agencies. Synopsis of Part 1 and 2 and next steps.

97 delegates attended and simultaneous English/French interpretation was provided.

2C3 - Northern Women on the Move

Presenter: Siobhan O'Leary, University of Guelph & Maggie McDonald, Executive Director, Women's Employment Resource Centre (WERC)

Our workshop will present the cold hard facts about transportation accessibility for women living in southern and northern Ontario. Results of current research will be presented simply for the benefit of service providers and others interested in using it. The workshop will engage women in understanding what transportation policy is and illustrate the blunt realities of women on the ground in southern and northern Ontario.

34 attended and the workshop was available via video conferencing.

2A4 - Greening Your Business

Presenter: Derrick Tessier, Project Coordinator, EcoSuperior

EcoSuperior Environmental Programs provides some environmentally friendly business strategies. We will be offering some green tips and tricks that will help to lower your business' operating costs AND environmental impact. By implementing simple changes such as recycling programs, green purchasing decisions and power management habits, business owners can feel good about the services they provide. Funded by the Ministry of Energy.

31 delegates attended this workshop.



3A1 - How to get your Customers to Love you, Rave about you and Keep Coming Back!

Presenter: Cathrine Ann, Entrepreneur and Inspiration, Founder of Consumer Connection

Customer service levels across Canada keep declining and Stats Canada continues to predict business closures for those businesses that don't improve/adapt. Yet Cathrine's company, Consumer Connection, increases revenue year after year. Cathrine built her multi million dollar company focusing on what most business owners say they provide, but somehow don't – their customers. An integral part of her success was developing a business plan and sales strategy based around 'Relationship Selling.' Cathrine provides an eye-opening and frank presentation on what you should be doing and what you shouldn't if you want to grow your business.



78 attended and simultaneous English/French interpretation was provided.

3B2 - Tools for job creation and Community Building: Social Economy, Community Economic Development, and Social Enterprise

Presenter: Dr Gayle Broad, Community Economic and Social Development Program - Algoma University College This workshop will introduce participants to some successful strategies employed in Northern Ontario and elsewhere that not only create jobs but also build healthier and happier communities. The Social Economy, community economic development and social enterprises combine business development and job creation with social justice through the

inclusion of lower income groups in the planning and development process. The workshop leaders are developing a Northern Ontario network to support the work of those interested in these strategies, and will provide participants with a kit that includes all of the workshop materials, so that participants can provide the workshop in their own communities.

68 delegates attended this workshop.

3C3 - Sustainable Livelihoods – Using the Model to set Personal Goals

Presenter: Suzanne Tighe, Project Manager, Accelerator Program, PARO Centre for Women's Enterprise

Getting from where you are to where you want to be – Setting personal goals using the Sustainable livelihoods model.

25 delegates attended this workshop.

3A4 - Going Up

Presenter: Carla Armstrong, Owner, CEO, The Flax of Life

Participants will identify their personal passion and definition of success. Regardless of geographical location, business opportunities are endless. This presentation will provide the audience with the tools required to discover inner motivations, strengths, and goals. The second section of the course will address the importance of marketing the product or service that transpires from passion. Many Northerners suffer from negative groupthink because that is where the media is focused. When the focus is shifted to potential, individuals become empowered to achieve whatever they can conceive. Attendees will learn the appropriate tools to commit goals to paper. Creating measurable timelines encourages entrepreneurs to stay on track and not lose sight of the vision.



22 attended and the workshop was available via video conference.

4A1 - Networking and Selling with Technology-Panel

Facilitator: Stephanie Ash, President & Chief Executive Officer, Firedog Communications

Panel: Angela Domansky Desserre, Vice President, Managed IT Services, TBay Tel; Heidi-Lynn Friedrich, Trade Administrator, Northwest-Midwest Alliance; Chris McLaughlin, ICT Project Manager, NEONet; Join this panel to learn how to use technology within your business or organization to network and sell online. What makes an effective website? What do you need to know when selling across provincial or international borders? And more.

53 delegates attended and simultaneous English/French interpretation was provided.

4B2 - Building Vibrant Communities

Presenter: Jody Rebek-DiCerbo, Managing Director – Destiny SSM

Lessons Learned: Destiny SSM, a City's Economic Diversification Strategy

Discover how one Northern Ontario city created an economic diversification strategy to aid in job creation and generated economic wealth, and how the community as a whole benefited as a result. A chronological overview of the situation, from inception to present and how one could apply this example to other communities and reap similar rewards. Tools and methods to establishing a diversification strategy will be shared so that you can create a similar process with your own community. Creating a diversification strategy and resources enables your community to position itself to be ready to take on new innovations or opportunities as they arise. As Destiny SSM evolves, new approaches show bigger benefits and the workshop will explore participants' methods to success.

46 delegates attended this workshop.

4C3 - Youth Entrepreneurs – Developing your business plans

Presenter: Wally Bannon, Senior Business Development Officer, Nishnawbe Aski Development Fund.

For Youth who are entrepreneurs or want to be entrepreneurs. Learn how to develop a business plan and other important tips. Youth Entrepreneurship development and support. Also, suitable for those assisting youth to build businesses.

27 attended and the workshop was available via video conference.

4C4 - Accelerate Your Business, Not Your Stress

Presenter: Barbara Gauthier, Certified Stress and Wellness Consultant by Canadian Institute of Stress

Learn about the long-term effects of stress overload and the risk factors for you, and your business. This workshop is designed to help women identify the early warning signs of chronic stress and determine how it is affecting their personal and professional lives. Discover how to build your resilience to work/life stress and increase your levels of personal and professional satisfaction.

67 delegates attended this workshop.



Workshops Summary

Over the two day conference four workshop sessions were held, each encompassing the three conference streams. During each workshop session there were four choices available, totaling sixteen workshops. During each of the four sessions, one workshop was available via video conferencing and webcasting – providing access to those unable to attend - and one was available with simultaneous interpretation. **The response from delegates was very positive – averaging 4.6 on a scale of 1 to 5, with 5 being ‘excellent’;** with the only complaint being a desire for longer workshops to gain more information from the knowledgeable presenters. During the workshops, a scribe was assigned to note the **Opportunities, Challenges and Resources** needed and available in the North. Presenters were encouraged to provide a participatory environment where delegates could learn from each other as well as the presenter. The valuable information gained from evaluation forms and scribe notes will become part of the Northern Opportunities for Women Report. Below is a sample of delegates’ comments.

Workshop Evaluation Comments

‘I am so happy to hear about Sioux Lookout! I really respected the Mayor of Sioux Lookout’...‘Very interesting and relevant!’ (Engaging Our Communities Series)

‘Best Video presentation I’ve seen in a long time! Thanks for including remote sites.’

‘Informative, creative...good interaction’ (A Wheel Approach)

‘Interesting information on WERC...great idea for micro enterprise’...‘Wish it was longer – great information’ (Sewing and Sewing together)

‘Thank you – good take homes and reinforces what I have already learned plus showing me where to improve and expand’ (Are you ready for Angel Investment?)

‘Good specific information’

‘Would definitely like to hear speakers again, criteria is always changing – good work’ (Engaging Our Communities Series)

‘Important issue at this time’...‘I very much appreciate their expertise and knowledge on the subject matter’(Northern Women on the Move)

‘What an amazing speaker (Cathrine Ann), great ideas, excellent customer service, Thank you!’ ‘Very useful-must have her again!’ (How to get your customers to love you)

Excellent presentation, knowledgeable, and engaging speaker. Would like to see her brought out into the region (Barbara Gauthier).



Economic Benefits to Women in Northern Ontario

The Northern Ontario Women's Economic Development Conference had several main objectives and over the two day event these were met and exceeded. Our goals included showcasing the success of women entrepreneurs; bringing the people, resources, and information together for mutual benefit, while demonstrating how strategic collaborative activity benefits business and community. The conference was a model of women-centred economic development.

Raising and celebrating the profiles of Northern women involved in business and CED.

During the two day event, Northern women involved in business and CED were showcased in several ways. We endeavoured to make this a truly inclusive event, attracting women who represent the diverse communities of the north, including Francophone, Aboriginal and Anglophone, as well as various ages and working backgrounds. As Workshop facilitators, panellists, and MCs, 34 northern women were directly highlighted (see Appendix 7). A further 21 women entrepreneurs showcased their businesses at tradeshow tables. Several opportunities were available for highlighting these extraordinary women.



For example, Opening Panellist Pamela Johnson, Owner of Waskone Construction in Fort Francis, illustrated how a woman can own and operate a construction company. She took the lessons learned from her previous employment positions and was able to open a construction business of her own. Louise Thomas, Owner of Ahnisnabae Art Gallery in Thunder Bay highlighted the advantages of having a website, which allows her to sell artwork online internationally. She has been able to increase her business sales dramatically by selling online. And, Mayor Kathy Poling, of Sioux Lookout, provided a shining example of how to successfully grow a small northern community; delegates were inspired by these stories and commented on their great respect and admiration for these women. As one delegate noted *“for me the best part was understanding how active women are in the development of northern Ontario -who these women are, the positions they hold from government to individual entrepreneurs.”*



Providing learning opportunities while encouraging participatory, holistic practices that empower women and facilitate businesses growth and community economic development.

Workshops provided opportunities for learning in a variety of contexts. Presenters and panellists focused on growing businesses in the north, and aspects of community economic development. Lori Beaulieu, of Star Consulting in Geraldton, spoke about the struggles and joys of doing business in a small resource-based Northern Ontario town and the value in always being true to yourself to achieve your goals. Carla Armstrong, of The Flax of Life in Thunder Bay, inspired delegates in her workshop by emphasizing the strength and potential of women entrepreneurs in the north. Day 2 MCs and local business women, Laura Fralick and Alice Sabourin, spoke about their experiences as PARO Circle members and the significant impact it has made in their lives. The Community Economic and Social Development program at Algoma University College, the Canadian CED network, and the Sustainable Livelihoods Research (results from a three year research project with National scope were provided) were just some initiatives highlighted during workshops. Many delegates were enthused to learn of these approaches and expressed a commitment to incorporating the lessons learned into their lives. Others were grateful for the inspiration. One delegate commented that she was most thankful for *“the motivation and catalyst for moving ahead and the education process concerning, what is economic development?”*

Increasing women’s awareness and access to innovative and effective entrepreneurial and economic programs and supports.

The Engaging Our Communities, Part 2 workshop session featured a panel of funding agency representatives from FedNor, Ontario Trillium Foundation, Nishnawbe Aski Development Fund, Wawa EDC, and the Ministry of Innovation and Research. These individuals provided up to date information on useful resources for community agencies and entrepreneurs. In other workshops, Jim Noble, of the Northern Ontario Enterprise Gateway in Providence Bay, spoke about the opportunities available to entrepreneurs via ‘Angle Investing.’ Dr. Gayle Broad, of Sault Ste.



Marie, provided tools for engaging in Social Enterprises, and Mary Ferguson, of EkoNomos in Kimberly, Ontario, introduced delegates to the Sustainable Livelihoods model. These workshops and plenary sessions also presented the opportunity for delegates to increase their awareness of various supports and programs. In addition, the Tradeshow held in the main meeting room of the conference venue allowed women to promote their businesses and better comprehend the benefits of hosting tradeshow tables to advertise and network.



Providing a forum as a catalyst towards finding northern ‘women-centred’ solutions for rural communities including those facing severe and sudden downturns in their local economy.

The opening day provided workshops on Engaging Communities. These were very well attended and served as a catalyst for the plenary sessions attended by all delegates. The plenary sessions provided for stimulating discussion and time to consider what needed to be accomplished after the conference. Due to the provision of subsidies for regional participants as well as video conferencing, delegates from throughout the north, including rural and remote communities, had the opportunity to participate. The plenary sessions provided an opportunity for delegates to consider the Opportunities, Challenges and Resources available and needed in their communities (Appendix 8). The chance to identify priorities and consider action steps they can take in their own communities towards these priorities was a key focus during the final plenary (Day 2) using LEGO Serious Play to facilitate this goal.

The LEGO® Serious Play™ tool encourages exploration of the *“relationships and connections between people and their worlds in new and enlightening ways”*. During this unique process, participants *“can observe both internal and external dynamics, explore various scenarios, and quickly gain an awareness of a variety of possibilities.”* LEGO® Serious Play™ can be used to *“unlock collective creative imagination...And the results will be dramatically different from those of the standard brainstorming and problem-solving sessions.”* Facilitator Jacquie Lloyd Smith, of Lloyd Smith Solutions in Thunder Bay, went around the room encouraging participants to talk about their visions for projects, activities and buildings. These visions were illustrated through their LEGO constructions. Delegates went home with their LEGO creations and plans in mind.





Stimulating growth in the north through partnerships and networks that will enhance the development of innovative northern solutions that are environmentally, socially and economically sustainable, mindful of the needs of women and their families.

The Day 1 Plenary, **Opportunities, Challenges, and Resources**, identified four main **Opportunities**:

- Advances in Technology result in online opportunities for business, networking, sales and e-learning.
- An Aging demographic results in opportunities for products and services targeting 'boomers'.
- Employment opportunities in skilled trades are increasing.
- Environmentally friendly businesses and business practices capitalize on our natural assets in the north.



The outline of Opportunities, Challenges, and Resources are available in Appendix 8.

The plenary on the second day, Priorities and Next Steps, was a time for delegates to evaluate the opportunities identified, prioritize and make plans on how to move forward. For many it was the most memorable part where they *"met so many wonderful ladies (and) received lots of information about vital issues regarding growth in our communities."* It served as a potential catalyst for change in the lives of those who attended and in the growth of their communities. Plenary Panellist, Karen Kerk Courtney, of Bare Organics in Thunder Bay, spoke of her focus on environmentally friendly business practices being a component of building sustainable communities for women and their families.

Time was allotted during the conference agenda for networking and partnership building. This was especially valuable, as one woman noted in *"creating awareness of how to grow business and our economy. How important it is to partner and to work with others."* In addition to the daytime networking time allotted. TBayTel hosted an evening networking event. They introduced 'Smart technology' – the Blackberry Pearl – a new phone that would allow women to update their technology and better communicate with clients and partners.



Evaluation Summary

An evaluation form (see Appendix 9) was distributed at the conference as well as electronically following the conference, to all who attended, 119 delegates completed the questionnaire. A summary of the results is provided below:

- **Keynote Speakers - the average rating for keynotes was 4.29 - with Cathrine Ann receiving 4.75**
- **73.7% said there was “Sufficient Networking time.”**
- **78.3% said “Panels and Workshops met expectations.”**
- **87 % said “Plenary sessions were useful.”**
- **97.4% liked the location (however there were negative comments about the food and dirty glasses)**
- **80.4% said the Length of each day was “just right.”**
- **88.1% said the Number of days was “just right”.**
- **99.1% felt the Conference was “well organized.”**
- **The “most beneficial” pieces of the conference were “Networking, Learning, and overall approach.” (Appreciation for Cathrine Ann, and Aboriginal inclusion as well)**
- **Asked “what would you change?” Many said "Change Nothing"; some suggested more time for sessions and a longer conference including a weekend day.**
- **Goals identified included: Help to build their business; advice and support; marketing help; continued networking with contacts; financial assistance; help with business plans; remaining motivated; and supporting their communities. Also mentioned were: getting a website up; going green; and advancing aboriginal women in business.**
- **Challenges identified: Financial, business coaching needs; further training or mentoring; marketing; building clientele; networking and making the right connections. Other challenges voiced included: staffing issues; knowledge of other women in business; time; remaining motivated.**
- **Future topics suggested: Marketing and Technology; 'How to' on Business and how to get Financing; and comments that were social in nature, for example, finding balance and stress relief.**

In addition to the evaluation, many delegates sent in word of thanks and appreciation directly following the conference; a few have been selected for our testimonials page (Appendix 10).



Looking Forward

Comments and Recommendations

- ❖ The tradeshow was great!
- ❖ It was important to include remote communities via video conferencing; we should prioritize communication to remote communities.
- ❖ Overall great! Suggestion: repeating workshops would allow more access, as it was difficult to choose from the great selection.
- ❖ The energy and life story of Catherine Ann was my absolute highlight. She was the reason I signed up for it, after reading her biography in the invitation. Also, I met some great people. The cocktail party (TBaytel event) was excellent and made people stay, hang around and meet.
- ❖ Networking and workshops were good - lots of information available.
- ❖ Suggestion: 1½ hours for workshops allowing for Q&A time.
- ❖ More speakers to motivate us to start our own business and what we can do for our community locally.
- ❖ TBayTel event was a good addition and chance for networking.
- ❖ Would like more information on community economic development for those of us in municipal government
- ❖ What a great demonstration of women's leadership- more recognition of that.
- ❖ Video conferencing worked well and problems were dealt with quickly.
- ❖ Women focus was important; in focus groups in the northeast the current marginalization of women was not always appreciated . . . so the focus on women was vital.
- ❖ The ladies sponsored from the Rainy River had only positive feedback; they learned a lot and had good support. It was great!
- ❖ Hearing from women who worked in the women's organizations for many years was great-they are our roots, history, our learning. We can build on their learnings.
- ❖ The linking of social economy and women entrepreneurs was beneficial, women became aware of different options available to them as entrepreneurs.
- ❖ Positive feedback has been received from sponsored youth.
- ❖ Let's get money to do it again next year; suggest policy discussions in which policy makers are included
- ❖ Extremely well organized, led to good results
- ❖ Would have preferred a social event sponsored by host partners.
- ❖ More of an economic development edge to the conference; Invite female economic development professionals to be part of the planning process.
- ❖ The interpretation was very well done.



Success Stories and Partnerships strengthened

ACTEW will partner with PARO and the North Superior Training Board to bring the 'Constellation Workshop' to the north.

Mayor Kathy Poling is talking about a potential for a Women's Summit in Sioux Lookout in the next year.

... "was busy with new clients calling all weekend after the conference"..
(Tradeshow Exhibitor and Gateway participant)

The Canadian CED Network would like to go on the road in the region with *PARO on Wheels* to deliver programs and work with KNET to do video conferencing.

Algoma University College will look to host the 2010 *Northern Ontario Women's Economic Development Conference* in Sault Ste. Marie.

"My bookings have increased as a result of my participation as a Tradeshow Exhibitor"

The Canadian CED Network will provide three youth interns for work across Northern Ontario.

The Canadian Women's CED Council, PARO and various skilled professionals will partner with other organizations to share learnings and technical assistance.

"I made \$600.00 in the two days at my tradeshow table" (Tradeshow Exhibitor)

The Municipality of Manitouwadge is talking about starting a social enterprise like PARO Presents

Conference MC Alice Sabourin is getting involved with the Canadian Women's Foundation's new marketing campaign and Multicultural Youth.



Appendix 1 –Sponsorship Package

Sponsorship Letter

Attention: Potential Sponsor

Re: Partners for the 2008: Northern Ontario Women's Economic Development Conference

PARO Centre for Women's Enterprise invites you to partner with us in hosting the **2008 Northern Ontario Women's Economic Development Conference (NOWEDC)** April 29-30, 2008. This conference will offer workshops, speakers and plenary sessions to help advance women's economic opportunities in Northern Ontario.

The need for this conference was identified in PARO Strategic Planning Sessions, Northern Opportunities for Women Research Report, and in the North Superior Training Board's, *Trends Opportunities and Priorities (TOP)* Report. All sources detailed the need for an economic development conference to review and recommend northern-based solutions and to create networking and learning opportunities for women living in Northern Ontario. Based on these needs, PARO, through a partnership with the North Superior Training Board, the Community Economic and Social Development Program of Algoma University College, and the Canadian Women's CED Council, will host the Northern Ontario Women's Economic Development Conference in 2008.

Through a diverse program of speakers and presenters, this conference will be an important forum to grow and share the knowledge and experience of women from across Northern Ontario, including Francophone and Aboriginal women. Also, by bringing various stakeholders together, we will work to find innovative solutions to the economic challenges in the north.

Conference objectives include:

- Raise and celebrate the profiles of northern women involved in community economic and business development
- Provide learning opportunities while encouraging participatory, holistic practices that empower women and grow business and community economic development
- Increase women's awareness of and access to innovative and effective programs and supports
- Provide a forum as a catalyst towards finding northern women-centred solutions for rural communities including those facing severe and sudden downturns in their local economy
- Stimulate growth in the north through partnerships and networks that will enhance the development of innovative northern solutions that are environmentally, socially and economically sustainable

Conference

The Northern Ontario Women's Economic Development Conference will take place April 29th-30th, 2008 in Thunder Bay Ontario at the Valhalla Inn. Video conferencing will be used to allow participation in the conference by several communities and reserves in the far north.

Featured at the event will be a National Keynote Speakers Melanie Conn, Diane Redsky and Catherine Ann. Talented local individuals offering workshops on themes to enhance community economic development for women in the region. It is our intent that this project will contribute to building sustainable community economic development and growth in Northern Ontario through providing information and resources while building on women's experiences.

In addition, we will seek out further sponsorship in-kind and financially from agencies, community organizations, and businesses. Also, we will charge registration fees for the conference and the showcase. It is our intention to give some travel assistance to women who live outside of Thunder Bay.

We hope you will consider Diamond, Platinum, Gold, Silver or Bronze Sponsorship of the **Northern Ontario Women's Economic Development Conference**. As this conference will take place on April 29th-30th, 2008, we would appreciate a reply to our request by **February 29, 2008**.

If further information is requested, please call Kirsti Tasala, Regional Development Coordinator, at (807) 625-0328.

Sincerely

Rosalind Lockyer, Executive Director
PARO Centre for Women's Enterprise



Attachments

Appendix A: Host Partners

Appendix B: Sponsorship Benefits

Appendix A : Northern Host Partners :

About PARO Centre for Women's Enterprise (PARO)

PARO Centre for Women's Enterprise is a not-for-profit charitable organization that is focused on women-centred community economic development. Founded in January 1995, PARO maintains its unique grassroots approach, with members involved in decision-making at every level. It provides programs and services designed to increase the economic independence and self-sufficiency of women and their families. Although PARO headquarters are located in Thunder Bay, Ontario, through PARO On Wheels and creative use of technology, PARO brings business development and micro-lending programs and services to women in communities throughout Northern Ontario, and into northern reserves, west to Kenora, and east to Wawa. PARO has extensive experience in hosting and administering these large economic development forums having hosted or served as a key partner in five (5) regional women's conferences.

About North Superior Training Board (NSTB)

The North Superior Training Board (NSTB) is one of twenty-one Local Training Boards established in Ontario in 1996 as a non-government, not-for-profit Corporation funded by Service Canada and the Ministry of Training, Colleges and Universities. NSTB provides valuable resources and is recognized for its ability to effect change through the facilitation of local planning, the development of meaningful partnerships, and the provision of timely leadership on emerging labour market issues. NSTB works to identify existing employment programs and services, existing training and adjustment needs, economic trends and areas of growth, trends, opportunities and priorities in local labour force issues and also advocates for life-long learning and improved access to training opportunities.

By working collaboratively with all sector groups, the Board integrates equity into all our projects and partnerships. The Board respects the labour movement's commitment to the dignity and respect of all working people, anti-discrimination policies and work opportunities for persons with disabilities. With business, labour and educators working together we strive to improve the capacity of employers and unions to attract businesses and to keep young people in our region. Our Aboriginal, Francophone and Racial Minorities representatives provide a greater awareness of the rich cultural diversity in our Board area and the challenges and opportunities they face. Northwestern Ontario has been faced with some serious economic and social challenges of late and we at the Local Board are committed to working on innovative and strategic solutions together.

About Community Economic and Social Development program, Algoma University College (CESD)

The CESD program at Algoma University College has received funding for research in the social economy from the Social Sciences and Humanities Research Council of Canada (SSHRC) and will be a key partner in the conference planning and sponsorship. One of the goals of the research being conducted by CESD is to grow and expand the social economy in Northern Ontario with specific reference to encouraging women's participation in the economy.

CESD also has strong links to Indigenous communities with over fifty per cent of its students being Indigenous, and shall take a lead in encouraging participation from these communities as well as identifying speakers. CESD's experience in co-hosting two national conferences has given faculty and staff a sound background on what is most effective in conference planning and organization, as well as excellent national and international contacts with speakers and workshop leaders.

About Canadian Women's Community Economic Development Council (CWCEDC)

The CWCEDC is a nationally incorporated not-for-profit organization of women community economic development practitioners. Community Economic Development (CED) is local economic development that is focused on people, employment, self-employment, inclusion and sustainability. Its goal is to provide meaningful work for all, at a level of income that provides a secure livelihood, in jobs that are environmentally, socially and economically sustainable. The CWCEDC was founded in 2002 to advance women-centred community economic development as a means of reducing poverty and improving the lives of women, their families and communities. They do so by :

- increasing the awareness of the effectiveness of holistic, women-centred CED
- researching and documenting issues, trends and outcomes of the diversity and spectrum of women-centred CED
- strengthening women-centred CED sector and organizations

We actively participate in, present research findings and address policy issues at social policy forums, round tables and consultations.



Appendix B: Sponsorship Benefits

<p>Diamond Sponsorship</p>	<p>\$30,000.00+</p>	<p>Signage and Display booth in main meeting room (supplied by the company/sponsor) Opportunity to speak during conference Company/Sponsor Logo on:</p> <ul style="list-style-type: none"> ▪ Brochure/registration (front cover) form ▪ Web page (including links to your web site) ▪ Print advertising (Ad in <i>The Chronicle-Journal</i>, 4 weekends, plus all fax promotions to individuals, and community organizations) ▪ Colour Posters ▪ Conference Report and Agenda ▪ Insertions in registration package (supplied by the company/sponsor) ▪ Company Link posted on PARO.ca ▪ Thank you ad – after the conference <p>DEADLINE: February 29, 2008</p>
<p>Platinum Sponsorship</p>	<p>\$15,000.00+</p>	<p>Signage and Display booth in main meeting room (supplied by the company/sponsor) Company/Sponsor Logo on:</p> <ul style="list-style-type: none"> ▪ Brochure/registration (front cover) form ▪ Web page (including links to your web site) ▪ Print advertising (Ad in <i>The Chronicle-Journal</i>, 4 weekends, plus all fax promotions to individuals, and community organizations) ▪ Colour Posters ▪ Conference Report and Agenda ▪ Insertions in registration package (supplied by the company/sponsor) ▪ Company Link posted on PARO.ca ▪ Thank you ad – after the conference <p>DEADLINE: February 29, 2008</p>
<p>Gold Sponsorship</p>	<p>\$5000.00+</p>	<p>Company Signage in main meeting room (supplied by company/sponsor) Company/Sponsor Logo on:</p> <ul style="list-style-type: none"> ▪ Brochure/registration form ▪ Web page (including links to their web site) ▪ Print advertising (Ad in <i>The Chronicle-Journal</i>, 4 weekends, plus all fax promotions to individuals, and community organizations) ▪ Colour Posters ▪ Conference Report and Agenda ▪ Insertions in registration package (supplied by the company/sponsor) ▪ Company Link posted on PARO.ca <p>DEADLINE: February 29, 2008</p>



Silver Sponsorship	\$1000.00+	Company/Sponsor Logo on: <ul style="list-style-type: none">▪ Brochure/registration form▪ Web page (including links to their web site)▪ Colour Posters▪ Conference Report and Agenda▪ Insertions into registration package (supplied by the company/sponsor)▪ Company Link posted on PARO.ca DEADLINE: February 29, 2008
Bronze Sponsorship	\$500.00+	Company/Sponsor Logo on Web Page Company Name on: <ul style="list-style-type: none">▪ Brochure/registration form▪ Colour Posters▪ Conference Report and Agenda▪ Insertions into registration package (supplied by the company/sponsor)▪ Company Link posted on PARO.ca DEADLINE: February 29, 2008
Supporters	\$250.00+ Donations & In-kind support (min. \$250.00 value)	Company/Sponsor Name on Web Page <ul style="list-style-type: none">▪ Insertions into registration package (supplied by the company/sponsor)▪ Charitable receipt for cash donation DEADLINE: March 28, 2008



Appendix 2 - Sponsors

Diamond Sponsors



Gold Sponsors



Silver Sponsors



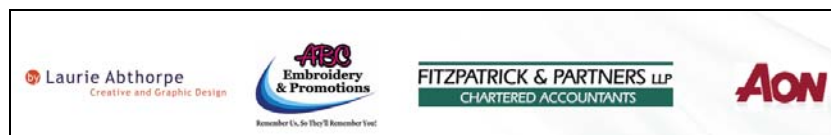
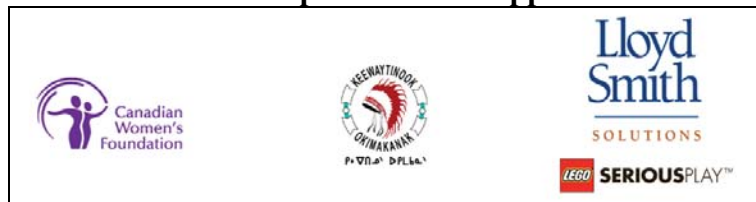
Bronze Sponsors



Media Sponsors



In-Kind Sponsors and Supporter





Appendix 3 – Workshop Application

Northern Ontario Women's Economic Development Conference
April 29-30, 2008
Valhalla Inn
Thunder Bay, Ontario

Workshop Proposal Submission Form

WORKSHOP INFORMATION

Title:

Description:

(This description should be no more than 100 words and will be provided in conference registration material and onsite material.) Please attach any additional information to application.

Themes:

- Growing our Communities: Building Opportunities through Innovative Future Focus
- Economic Development and Poverty Reduction: Building Sustainable Livelihoods
- Building a Business in Northern Ontario

Rationale for this workshop – why is it important?

Objectives:

By the end of the workshop, participants will:

1.
2.
3.

How does this topic impact on women and persons working with women, including those who are aboriginal, francophone, differently-abled, and immigrant? In what ways will the voices of these groups be represented in the process of creating your presentation (if applicable)?

In what ways will your presentation engage different learning styles among audience members and encourage their participation?

Deliverable or "Take Home Tool":

Presentation Requirements: Would you require audio-visual equipment or a specific room arrangement? If so, please outline below.

Number of Participants: Minimum number _____ Maximum number _____

Have you previously given this or a similar presentation? Yes No

If yes, please provide the following information on the organization to which you presented the session:

Contact Name:	<input type="text"/>
Organization/event:	<input type="text"/>
Telephone:	<input type="text"/>
Date of session:	<input type="text"/>



Appendix 4 – Conference Website

Northern Ontario Women's Economic Development Conference - - Windows Internet Explorer

http://www.nowedc.ca/

File Edit View Favorites Tools Help

Northern Ontario Women's Economic Development Co...

Northern Ontario Women's Economic Development Conference "Ordinary Women Doing Extraordinary Things"

Valhalla Inn
Thunder Bay, Ontario

April 29th - 30th, 2008

Home Conference Agenda Workshops Keynote Speakers Sponsorship Register Contact



The **Northern Ontario Women's Economic Development Conference (NOWEDC)** is the first regional economic development conference devoted to advancing business development opportunities for women. It is open to both women and men who share a vision for developing innovative, women-centred solutions to help build strong and sustainable Northern Ontario communities.

The conference has three themes:

- Building a Business in Northern Ontario
- Creating Sustainable Livelihoods
- Growing our Northern Communities

NOWEDC will engage regional communities in thought-provoking and informative discussions regarding the economic role of women and their current and future growth potential in promoting economic and social progress for the North. It will showcase eminent female role models who are involved in business and community economic development. It will provide opportunities for women to participate in panels and networking forums, aimed at empowering women in business and in the workplace.

NOWEDC will open doors to future business and community partnership opportunities

Register Today!

[Click here](#) for our registration form.

Conference Partners

PARO Centre
For Women's Enterprise

ALGOMA UNIVERSITY COLLEGE
Community Economic & Social Development (CESD) Algoma University College

North Superior Training Board
Comité de formation du Nord Supérieur



Appendix 6 – Conference Registration form



April 29-30, 2008, Valhalla Inn, Thunder Bay, Ontario

REGISTRATION FORM

Completed Registration forms can be faxed to PARO at 807-625-0317

1. CONTACT INFORMATION: Please print clearly. Only one person per form please.

Name: _____
Business/Organization: _____
Address: _____
City: _____ Province: _____ Postal Code: _____
Phone: _____ Fax: _____ Email: _____

2. REGISTRATION: Please indicate your choices with by checking the appropriate box.

I will be attending the entire conference:

Early Bird - Register by February 29, 2008 \$129.00
Regular - After March 1, 2008 \$149.00
Youth Delegate (under 25 or with valid student I.D.) \$ 75.00
Paro Circle Member / Networking Member \$ -25.00

I will be attending only one day of the conference:

Tuesday, April 29, 2008 \$99.00
Wednesday, April 30, 2008 \$99.00

3. METHOD OF PAYMENT

- Cheque (payable to PARO Centre for Women's Enterprise)
 Visa / Mastercard

NAME (as it appears on the card) _____

CARD NUMBER _____ Expiration ____ / ____ CSC _____

BILLING ADDRESS _____ HOME PHONE _____

The billing address and home phone numbers must be the ones associated with your credit card. CSC is the 3 digit security number on the back of the card. We need them to properly process your payment via your credit card. All credit card payments will be processed via PayPal.

Payments: All payments must be received before 4:00p.m. on April 21, 2008. Cheques and other forms of payment will not be accepted at the conference.

Cheques can be sent to - PARO Centre for Women's Enterprise, 110-105 North May Street, Thunder Bay, ON P7C 3N9

4. WORKSHOP SESSIONS: Registrants will be assigned on a first come first served basis.

Please select one workshop from each session 1, 2, 3, & 4. For each session, please indicate your 1st and 2nd choice preferences.

DAY 1: APRIL 29, 2008

- **SESSION 1:**
 - A Wheel Approach to Planning a Business
 - Engaging our Communities Series -Part 1
 - Sustainable Livelihoods Model
 - 'Greening' Your Business
- **SESSION 2:**
 - Are you ready for Angel Investment?
 - Engaging our Communities Series- Part 2
 - Northern Women on the move
 - Sewing and Sewing Together

DAY 2: APRIL 30, 2008

- **SESSION 3:**
 - How to get your Customers to Love you, Rave about you and Keep Coming Back
 - Tools for Job creation and Community Building: Social Economy, Community Economic Development, and Social Enterprise
 - Sustainable Livelihoods – Using the model to set personal goals
 - Going Up
- **SESSION 4:**
 - Networking and Selling with Technology-Panel
 - Building Vibrant Communities
 - Youth Entrepreneurs – Developing your business plans
 - Accelerate your business not your stress
 - Building Bridges- Business Development for the Differently –Able



5. LANGUAGE PREFERENCE Please check which language you would prefer to participate in the conference in. Simultaneous English/French translation will be offered. Other language interpretation may be available based on need.

- English
- French
- Sign language
- Other _____

6. CAR-POOLING

Are you interested in car-pooling with other women attending the conference from your region?

- Yes
- No

7. CHILD CARE

On-site child-care will be provided. Do you require on-site child-care?

- Yes If yes, how many children? _____ Age(s) _____
- No

8. CALL FOR TOTE BAGS

If you have been to a conference recently and received a tote bag to carry your materials in, if your business has tote bags they would like to donate, or if you have a CLEAN tote bag or two or three lying around the house in GOOD condition, please donate them to our TOTE BAG EXCHANGE. In an effort to be more environmentally friendly we are hoping to provide conference participants with tote bag's donated by conference participants. *Tote Bags can be dropped off at the PARO Presents Store – 111 N. May Street, Thunder Bay, ON - before the event – or by 8:30a.m. on the first day of the conference (April 29, 2008)*

Will you bring a tote bag for the Tote Bag Exchange?

- Yes If yes, how many? _____
- No

9. OTHER

Special Requirements – Please indicate any special requirements you feel the organizers should be aware of here (E.g. Dietary, accessibility or other special requirements).

Participant Subsidy

To ensure equitable access, the conference is offering limited Participant subsidies on a first come, first served basis, which are dependent on available funds. Generally, one representative per organization may apply.

Please briefly explain your need for a subsidy – Criteria may include the following: Self-identified as having insufficient funding within the organization to support the attendance of a representative, minimum of 50 km from conference site, cost of travel and accommodation, need for dependent care (child or elder), other special challenges, etc.

Note: You will be notified whether your application for subsidy is accepted, a reimbursement will then be provided.

Please [click here](#) and take a few minutes to complete our survey which will assist PARO Centre for Women's Enterprise in continuing to support women in business and enhance their role in community economic development.

Cancellation Policy: Cancellations will be accepted until April 14th 2008 for a refund less a \$50 administration fee. After that date no refund will be given but registration substitutions will be permitted.

Note: By registering for this conference, I am authorizing the conference managers to use my personal information for conference purposes only. By registering, I understand that any portion of the conference proceedings may be recorded in audio and/or in video, and that my likeness could appear in photographs, videos, and/or television transmissions, as well as in electronic and printed materials prepared and distributed during and/or after the conference. If you are concerned about this possibility, please contact us - see the Contact Information.



Tradeshow Exhibitor Registration form



April 29-30, 2008

Valhalla Inn

Thunder Bay, Ontario

www.nowedc.ca

EXHIBITOR REGISTRATION FORM

Trade show held on April 29-30, 2008

Company/Organization Name :			
Address:			
Telephone:		Fax:	
Email:		Website:	

EXHIBITORS	Registration Fee \$199.00 per table	Rate	Amount Due
(Fee includes: table, chair, continental breakfast, lunch & breaks for the two days)			
Exhibitor Participant Name: (as it will appear on name badge)		\$199.00	
Position:			
ADDITIONAL EXHIBITOR PARTICIPANT	Additional Registration Fee \$70.00 per additional staff		
(Includes continental Breakfast, lunch and breaks)			
Delegate #2 Name:		\$70.00	
Position			
Delegate #3 Name:		\$70.00	
Position			
TOTAL REGISTRATION DUE			\$



Appendix 6 - Marketing & Media coverage

Radio Script

3 SCRIPTS FOR PARO:
NORTHERN ONTARIO WOMEN'S
ECONOMIC DEVELOPMENT CONFERENCE

-SHARED MUSIC BED (CORPORATE-SOUNDING, NOT TOO HIGH-ENERGY)
-SAME FEMALE ANNCR VOICE THROUGHOUT

1: BUILDING A BUSINESS IN NORTHERN ONTARIO

ANNCR: Would you like to learn more about building a business in Northern Ontario? Register today for the first annual Northern Ontario Women's Economic Development Conference, April 29th and 30th at the Valhalla Inn. Hear from inspiring businesswomen like Cathrine Ann, well-known rags-to-riches entrepreneur, and discover new ways to retain and increase your customer base. Choose from a selection of workshops designed to educate and enlighten women in business and the workplace.

For more information or to register for the Northern Ontario Women's Economic Development Conference visit [www dot n o w e d c dot ca](http://www.nowedc.ca). Proudly presented by NewCap Radio and the Chronicle Journal.

2: GROWING OUR NORTHERN COMMUNITIES

ANNCR: Would you like to learn more about growing our Northern communities? Register today for the first annual Northern Ontario Women's Economic Development Conference, April 29th and 30th at the Valhalla Inn. Through workshops and inspiring keynote speakers you'll gain a greater understanding of the trends shaping the Northern economy and participate in discussions about building strong and self-sufficient Northern communities.

For more information or to register for the Northern Ontario Women's Economic Development Conference visit [www dot n o w e d c dot ca](http://www.nowedc.ca). Proudly presented by NewCap Radio and the Chronicle Journal.

3: CREATING SUSTAINABLE LIVELIHOODS

ANNCR: Would you like to learn more about creating sustainable livelihoods in Northern Ontario? Register today for the first annual Northern Ontario Women's Economic Development Conference, April 29th and 30th at the Valhalla Inn. Participate in workshops with inspiring women from the business and economic development sectors and learn how to manage your assets and set your goals. Discover new avenues for growth in your business, organization, community and personal life. For more information or to register for the Northern Ontario Women's Economic Development Conference visit [www dot n o w e d c dot ca](http://www.nowedc.ca). Proudly presented by NewCap Radio and the Chronicle Journal.



Newspaper advertisement and poster

The region's first economic development conference for women.

Northern Ontario Women's Economic Development Conference "Ordinary Women Doing Extraordinary Things"

APRIL 29-30, 2008
The Valhalla Inn To register visit: www.nowedc.ca
Thunder Bay, Ontario or call: (807) 625-0328 toll free: 1-800-584-0252

Conference Themes
 Building a Business in Northern Ontario
 Creating Sustainable Livelihoods
 Growing Our Northern Communities

Keynote Speakers
 Cathrine Ann, Consumer Connection
From homeless to award winning multi million dollar entrepreneur

Diane Redsky,
 Director of Programs, Ma Mawi Wi Chi Itata Centre, Winnipeg

Melanie Conn
 Director of Candian Women's CED Council and co-founder of WomenFutures CED Society

Registration Fees

Regular	\$149.00
Student Delegate (25 and under or with valid student I.D.)	\$75.00
One Day Rate	\$99.00

Inquire about our participant subsidies and PARO member discount.

Everyone Welcome!

Northern Ontario Women's Economic Development Conference

BUILD...
a business in Northern Ontario

GROW...
your community

CREATE...
a sustainable livelihood

It all starts here.

Northern Ontario Women's Economic Development Conference "Ordinary Women Doing Extraordinary Things"

April 29-30, 2008 Valhalla Inn

Conference includes learning and information sharing sessions, inspirational keynote speakers, workshops and professional networking opportunities.

Register today! www.nowedc.ca
Call: 1 807 625-0328
Toll Free: 1800 584-0252

TBAYtel

BlackBerry Pearl Event
 April 29, 2008

REGISTER TO RECEIVE AN INVITE!

By registration only. Register for NOWEDC now for an invite



Appendix 7 - Presenter Biographies

Workshop Presenters

Armstrong, Carla – Going Up

Carla Armstrong graduated from the University of Manitoba in 1999 with a Bachelor of Science in Microbiology, and was employed as a Quality Control Pharmaceutical Microbiologist in the United States for 7 years. While employed in the pharmaceutical industry, she obtained her Master's of Business Administration in Marketing from the University of Phoenix. Carla left the pharmaceutical industry in 2007 to pursue a career in Business Management in Thunder Bay, Ontario. Carla lost 60 pounds in 2000 and has managed to keep it off by incorporating flax seed into her diet. This, combined with her passion for entrepreneurship, led to the launch of the *Flax of Life* in 2007. Carla takes at least one step every day to grow her business.

Bannon, Walter - Youth Entrepreneurs –Development your Business Plans

Walter Bannon is Senior Business Development Officer with Nishnawbe Aski Development Fund and currently manages the Aboriginal Business Canada program for Northern Ontario. Walter was the Loan Manager for NADF for 3 years and spent 9 year as Economic Development Office for the Fort William First Nation. He is currently a Band Councilor for Fort William First Nation and President of Anemki Mountain Corporation.

Broad, Gayle – Tools for job creation and Community Building: Social Economy, Community Economic Development, and Social Enterprise

Gayle Broad was born and raised in the Algoma District of Northern Ontario. After 25 years' experience in community development, primarily in the non-profit sector, Gayle returned to study at the School for Policy Studies, University of Bristol, where she obtained her PhD. Gayle has published a number of articles on Participatory Action Research and community development issues, and her most recent work includes research on the social economy and strategic planning on both economic and social issues with First Nation communities. Gayle is currently an Assistant Professor in the Community Economic and Social Development program at Algoma University College in Sault Ste. Marie, Ontario.

Conn, Melanie – Sewing and Sewing Together

Melanie Conn has lived in Vancouver since 1969. She made her way there from Toronto via New York where she went to the Columbia University School of Social Work. In Vancouver she became involved in the women's movement. From then on, her way of looking at the world and her role in it has been with women in mind. She was involved for many years in women's health issues through the Vancouver Women's Health Collective and in many different types of co-ops – credit unions, food and housing co-ops and as a worker in Plane Jane, a women's construction co-op. In the mid-1980s Melanie was a founding member of WomenFutures which was the beginning of her formal involvement in women-centred community economic development. Since then she has worked as an organizer, researcher, educator, consultant and enthusiastic cheerleader for and with many amazing women and their organizations. Currently most of her paid work is as a member of Devco, a co-operative of consultants who assist people in setting up co-ops; Devco also trains co-op developers. Melanie is proud to be a founding member of the Canadian Women's CED Council and is very hopeful that one day soon she will be a grandmother like several of the other women on the Council.

Ferguson, Mary – Sustainable Livelihoods Model

Mary Ferguson is a partner in Eko Nomos, a Canadian company that promotes innovation and excellence in community-based, social and economic development programs. Eko Nomos, from the Greek root of the word economy, means 'the effective management of the household and community'. We bring a community-based approach to all of our initiatives, ensuring the incorporation of practical social change strategies into economic development, and promoting sustainable livelihoods for people and their families. Mary has successfully completed over 75 projects for organizations in the not-for-profit, public and private sectors. With working experience throughout Canada in northern, remote, rural and urban communities, she has developed a group of strategies that can be applied to development, research and evaluation projects



according to specific local needs. Using creative research techniques, graphic tools and directed policy initiatives, she excels at simplifying complex issues to help groups solve difficult problems in cost-effective ways.

Gauthier, Barbara – Accelerate Your Business Not Your Stress

Barbara Gauthier is a trainer and consultant who works with clients to reduce the effects of stress and improve emotional and physical wellness. She has a passion for educating, learning and healthy living. As a mother, wife and small business owner, Barbara is keenly aware of how challenging it can be for people to juggle the competing demands of family and career. She sincerely believes in cultivating skills for balanced living and has made changes in her own life that have greatly improved her health and well-being. These skills have had a powerful impact in Barbara's life and she is committed to helping others reach their wellness goals using simple methods that provide lasting results. "The most rewarding investment we can make is an investment in our own physical and emotional wellness. The time and effort we put into getting to know ourselves, assessing our priorities and creating a clear picture of the way we want our lives to be, will never be wasted. The mission of my business is to help women discover what feeds them, both at home and at work, and develop a plan to bring more of that nourishment into their everyday lives."

McDonald, Maggie – Northern Women on the Move & Sewing and Sewing Together

Maggie McDonald is currently the Executive Director of Women's Employment Resource Centre in Woodstock, Ontario, which operates two social enterprises. Maggie is also a community based researcher for *Rural Women Making Change* with the University of Guelph where she is involved with the Good Rural Jobs, Rural Transportation & Municipal Decision Making Projects. Previously, she was the National Coordinator for WITT Nation Network (Women in Trades, Technology, Operations and Blue Collar Work); a Professor in pre-trades & technology programs for women at Fanshawe College, where she developed several trades and technology based programs for women and girls, such as a summer camp for grades 6,7 & 8 girls called GETT Camps (girls exploring trades and technology) and Technical Orientation for Women. Maggie is a past member of WITT NN Board, Women's Reference Group & Equity sub-committee for the Canadian Labour Force Development Board, Woman's Future Fund and Canadian Council of Technicians and Technologists. Maggie's formal education is in Electronics Engineering Technician and Fashion.

Noble, James – Are You Ready for Angel Investment?

James is the Regional Coordinator for Northern Ontario Enterprise Gateway (NOEG) and in this capacity is responsible for implementing the organization's business plan. Prior to joining NOEG in November 2005, James had his own marketing and consulting business, *Professional Marketing Solutions*, which he founded in 2000. This business provided marketing and governance services to private and not-for-profit organizations and municipal clients. Between 1995 and 1999, Jim was Vice-President, Automotive Industry, for ABN AMRO Bank Canada where he was responsible for establishing and building profitable relations with Canada's automotive finance and manufacturing sector. Previously, Jim was employed by TD Bank for several years where he held positions of increasing responsibility in commercial and corporate banking, including six years in the U.S.A. as part of the bank's USA Division, culminating in the position of automotive industry specialist in the Financial Services division of the bank's Head Office. Jim has served on various non-profit boards as both a committee member and as Board Chair, and in that capacity has led the development of strategic plans and governance policy creation. He has also been an active member at the executive level of several organizations such as Kiwanis, Jaycees, and Kinsmen.

O'Leary, Siobhan – Northern Women on the Move

Siobhan O'Leary is a graduate student in the Rural Planning and Development Program at the University of Guelph. She has worked as a manager of community development programs in Africa for over 10 years. She returned to school with a new focus - the social and economic development of Ontario's north. Her research is focused on how transportation has impacted the lives of women in northern Ontario in their efforts to achieve a sustainable livelihood. She is currently a graduate research assistant with the Rural Women Making Change Program (<http://www.rwmc.uoguelph.ca/>) while she completes her degree.



Otiz, Jude – A Wheel Approach to Building a Business

As part of the Community Economic and Social Development Program's research department (now NORDIK), in 2005 Jude prepared a Community Strategic Planning Toolkit for Nishnawbe Aski Development Fund (NADF) and a Community Engagement Toolkit for Health Canada. Most recently she completed the report, Culture, Creativity and the Arts: Achieving Community Resilience through the Arts in Sault Ste. Marie which looks at the impact of the arts on the Sault's economy. Since its launch in March 2004 Jude has been the Project Coordinator/Facilitator for Community Resilience Sault Ste. Marie (CRSSM), a community-based organization. Community resilience is an approach to community development that builds on community strengths and focuses on holistic, inclusive, cross-sector planning processes in meeting the needs of the larger community. Jude has prepared the documents for CRSSM including the Portrait of Community Resilience Sault Ste. Marie and is currently preparing the Hiawatha Area Sustainability Plan. Jude also has her own consulting business (Jude Ortiz Consulting) that focuses on community economic and social development research and business development and training for artists. She has operated her own small jewellery business all her life. She holds a Bachelor of Fine Arts, Bachelor of Education and is also a PhD candidate in Community Development at the University of the West of England (Bristol).

Rebek, Jody – Building Vibrant Communities

Jody is an Athena Award winner (2007) and the inaugural winner of the Alumni Achievement Award for Algoma University, which acknowledges the professional, civic, and personal accomplishments of an alumnus who has graduated within the past 10 years. Jody was also awarded a Canada Graduate Scholarship from the Social Sciences and Humanities Research Council of Canada to complete her Masters of Arts degree in Leadership and Training (Royal Roads University, Victoria, BC) and holds a Bachelor of Business Administration (Hon.), Computer Science and Co-op Certificates (Laurentian University, Sudbury, ON). Currently as the Managing Director of Destiny Sault Ste Marie, she is responsible for strategy development - designing and establishing strategies and growth engines for Sault Ste Marie. Prior to joining Destiny Sault Ste Marie, she was the Executive Director of Communities Quality Improvement (CQI), the Operations Coordinator at the Municipal Property Assessment Corporation and is President of Orijinal Designs and Consulting.

Tessier, Derek - Greening Your Business

Derek Tessier graduated from the University of Guelph with a degree in Environmental Science – Earth and Atmospheric Science with an area of emphasis in Landscape Ecology. Hired by EcoSuperior as the Energy / Water Conservation Specialist and working with Superior Renewable Energy Coop (SREC) as an assistant project coordinator, Derek has been committed to promoting and addressing energy and water consumption concerns in the community of Thunder Bay. Prior to EcoSuperior Derek worked in the Ministry of Natural Resources' Aviation & Forest Fire section in the fire crew system and logistics for 11 years working up to Crew Leader in his last 2 seasons.

Tighe, Suzanne – Sustainable Livelihoods –Using the Model to set personal goals

Suzanne's experience includes 25 years of wide-ranging business experience. Starting her career path in sales of a high profile investment firm in downtown Toronto; she then moved to Thunder Bay and became Owner/Operator of a large home-based family business and franchise for 14 years. From Thunder Bay she partnered with a land developer, and established a golf recreational business and golf course in southern Ontario. In 2003, she went to Calgary where she worked, as General Manager, for a locally-based Thunder Bay company as they developed a new business from start-up to such time that it began trading publicly on the TSX Ventures Exchange. Happy to move back to Thunder Bay, Suzanne joined PARO Centre for Women's Enterprise in the fall of 2006, as Program Coordinator of the Business Accelerator Program. Suzanne's responsibilities are to provide women entrepreneurs a flexible variety of workshops, mentoring, expert coaching, web and tele-classes in Thunder Bay and throughout the region.



Workshop and Plenary Panellists

Beaulieu, Lori

Lori was born and raised in Geraldton and has spent 20 years volunteering her time to many organizations. Lori has thirty-two years experience in the Hospitality & Customer Service Industry and has Certification – in Supervision in the Hospitality Industry Of The Educational Institute Of The American Hotel & Lodging Association. Within the last ten years Lori has been hired for many contracts as a program coordinator, facilitator and convener. Lori has spent the last 20 years in business partnership with her husband in 1997 she then ventured into a business partnership with her daughter during the summer so her daughter could pay her own way into College. She is currently the Vice President for the Superior Greenstone Association for Community Living. From 1991 to 1994 she was elected as a Town Councilor for the former Town of Geraldton. She has just recently ventured into a home based consulting business in Geraldton which is the first consulting business to be operated out of the Greenstone Region. She was hired for a contract with More Than Words (funded by the Ministry of Training Colleges and Universities) to coordinate a Mining Sector Seminar for the Unemployed in the Greenstone Region. In February she was hired by the Thunderbird Friendship Centre to put on three workshops for the Steps Program. In May she will be working together with the Paro Centre to facilitate a workshop in the Community of Red Rock Ontario.

Boulanger Culligan, Denyse

Denyse Boulanger- Culligan is President & Executive Director of the Association des francophones du Nord-Ouest de l'Ontario (AFNOO). Denyse has long been involved in community development and was a business owner for many years.

Brophy, Maureen – Engaging our Communities panellist

Maureen Brophy is Regional Program Manager with the Ontario Trillium Foundation (OTF), working in the Thunder Bay Office in the Northwestern Catchment area. She has been with OTF since 2003, previously working for the City of Thunder Bay Recreation and Culture Division for 23 years. During that time she worked in Community Centres, Integration Services for People with Disabilities, and Cultural Services (as the first Cultural Coordinator for the Municipality). Raised in small town Northern Ontario she is aware of the unique and diverse needs of the region. Born on Manitoulin Island, she can also add the title of “Hawewater” to her credentials.

Domansky Desserre, Angela – Networking and Selling with Technology panellist

Angela Domansky Desserre is the Vice President of the newly launched Direct IT Division for TBayTel. She has worked in the Information Technology sector for over 20 years in Thunder Bay and her recent positions have included Chief Information Officer for TBayTel since 2005 and prior to coming to TBayTel was the Division Manager for the City of Thunder Bay IT department.

Friedrich, Heidi-Lynn – Networking and Selling with Technology Panellist

Heidi-Lynn Friedrich is the Trade Administrator for Northwest-Midwest Alliance (NMA), which researches trading and trade issues for businesses interested in expanding into the Northern Midwest United States or other new markets. She was born and raised in Northern Ontario and educated at Lakehead University where she obtained a HBA in Political Science and a BA in History. Her work experiences have been within both the public and private sectors, in Alberta and Northwestern Ontario. Heidi-Lynn can use her many resources to help answer your questions about exporting to the United States or wherever your potential market may be.

Gilbeau, Audrey

Audrey Gilbeau has been an involved in Northern Ontario's economic development in several roles; as Economic Development Officer with Bingwi Neyaashi Anishinaabek, owner of Mitig Consulting, and currently Development Consultant active in the Ontario Native Women's Association. Audrey uses her skills as a labour and policy facilitator to enhance economic growth within Aboriginal communities. Her passion for policy and labour equity for First Nations has gained her a solid reputation as a consultant.



Gouliquer, Colleen

Colleen Gouliquer is the owner of Steeper's-The Tea People! Steeper's is a retail tea store which provides premium loose leaf teas, steeping accessories and unique gifts. Upon graduating from Lakehead University with a business degree, she quickly discovered that self employment was the career for her! Colleen, along with her partner of 6 years, Jason, opened the first store in April 2006. With the strong support of the local community Steeper's expanded to a second location within their first year of operation. Steeper's tea is also available in several restaurants and coffee shops in Thunder Bay. In June of 2006 the online shopping site www.steeperstea.com was added. In 2005 "Business of the Year" was awarded to Steeper's by the PARO Centre for Women's Enterprise and in 2007 was nominated for a "Business Excellence Award" in the new business category, by the Thunder Bay Chamber of Commerce

Johnson, Pamela -

Pamela is the Owner of Waskone Construction. *Waskone-gabowiik/Kiiwedini-gabowiik*, Pamela Johnson, is a member of Treaty No. 3 and is from Stanjikoming First Nation. She is the former Chief for Stanjikoming First Nation and has recently started her own business in Home Building. Her business is called Waskone Construction. Some of her supports include the Fort Frances Business and Financial Services, Inc., Shooniyaa Wa Bidong, and Pwi-Di-Go-Zing Ne-Yaa-Zhing Advisory Services including her spouse *Ozi'igwanaab*, John Yerxa, sons *Aazhwade-gabo*, Ray, *Ozi'ibinace*, Dan and daughter *Maachiyaade-gabowiik*, JoAnna May.

Kerk Courtney, Karen – Day 2 Plenary Panellist

Karen Kerk Courtney is the Chief Organic Mama at Bare Organics Inc., a Canadian company that manufactures bare naked beauty products and organic mama & baby products. Karen started Bare Organics after the birth of her son because she was concerned about the unhealthy ingredients found in conventional baby care products and knew there had to be a safer alternative. When she's not filling orders or running after her busy boys, Karen speaks to other parents and community members about how to live a healthier lifestyle. Visit www.bareorganics.ca for more information.

Martin, Colleen – Engaging Our Communities Panellist

Colleen Martin has lived in Northwestern Ontario her whole life; growing up in Atikokan then moving to Thunder Bay after obtaining a Bachelor of Commerce degree from Carleton University. Colleen has worked at Nishnawbe Aski Development Fund for more than 7 years; first as the Senior Executive Assistant and most recently as the Loans Manager. She also has a background in Aboriginal financial management through employment as Business Manager at the Nishnawbe Aski Nation for more than 10 years. Colleen appreciates any opportunity to support business development and is currently a member of the advisory committee for the Confederation College Entrepreneurship program.

McCarthy VanOosten, Deborah – Engaging Our Communities Part 2

Deborah McCarthy VanOosten is a Senior Advisor with the Ontario Ministry of Research and Innovation. She works in the Research Talent and Awards Unit and is involved with the Premier's Catalyst Awards program, as well as several other Ministry programs. Prior to joining the Ministry, Deborah worked at the University of Ontario Institute of Technology (UOIT) in Oshawa as Grants Officer and at Brock University in St. Catharines as the university's Research Ethics Officer.

McLaughlin, Chris – Networking and Selling with Technology Panellist

Chris McLaughlin joined the NEOnet team in 2005 and is currently NEOnet's Information and Communications Technology (ICT) Project Manager. His project portfolio includes web-based municipal applications, computer-training programs for seniors, ICT awareness and education sessions for small and medium sized enterprises, and a wireless broadband expansion project encompassing 18 communities over 50,000 square kilometres. Chris graduated with honours from Wilfrid Laurier University with a bachelor's degree in arts and specialized in political science and economics. He has recently completed the graduate certificate in project management course at Royal Roads University. Chris is a board member of the Timmins Family YMCA, Timmins and District Red Cross, and is a member of the Canadian Youth Business Foundation's local loan review committee.



Mosquito, Rosie – Day One Plenary Panellist

Rosie Mosquito, Executive Director is Executive Director of Oshki-Pimache-O-win Education and Training institute and Aboriginal Reference Group member and on the board of the Nishnawbe Aski Development Fund. Rosie is originally from Bearskin Lake First Nation.

Rock, Carol – Plenary Panellist –Day One

Carol Rock, owner of Rural Vision, member of the board of the Canadian Women’s CED Council, former ED of Women & Rural Economic Development

Thomas, Louise – Day 2 Opening Panellist

Louise Thomas is the owner of Ahnisnabae Art Gallery. The gallery is located on S. James Street in the Mount McKay Plaza here in Thunder Bay, and has been in operation since June 2005. The gallery primarily features the works of Louise’s late husband Roy Thomas, as well as the works of over 70 local and regional aboriginal artists. The goal of Ahnisnabae Art Gallery is to “create an appreciation and awareness of Native Culture through art.”



Appendix 8 - Opportunities, Challenges, Resources identified in Day 1 Plenary

Challenges	Opportunities	Resources
<ul style="list-style-type: none"> • Support and awareness <ul style="list-style-type: none"> ◦ Integrate family life • Ways to access lines of credit, establish credit rating • Access to funds for women over 30 and to older women (50+) that face changing life circumstances 	<ul style="list-style-type: none"> • Sault Ste. Marie- accelerator program with access to experts eg. Marketing, creating an “elevator speech,” women centered • Community voice/Northern Ontario Growth Plan- getting heard • Women’s Leadership Conference- building networks 	<ul style="list-style-type: none"> • Grants – turning “ideas” into “a plan” <ul style="list-style-type: none"> ◦ Resources • Have money for operating costs, to keep business going • Coaching in areas they lack skills in (listed under opportunities) • PARO Model extended outside of Ontario ie: Accelerator Program
<ul style="list-style-type: none"> • Parking meters in downtown cores – hurts business • Tourism lack of encouragement to travel to different communities • EI regulations no incentives for people to find employment because if they earn too much, will deduct off pay • Learning new technology • High tax & too much bureaucracy • Market evaluation 	<ul style="list-style-type: none"> • Health care- women are ideal for these sectors • Education • Social Services • Trades- more opportunities for women • Tourism- adventure/eco/cultural; promote domestically; women and hunting- growing market • Mining- variety of jobs and shortage of workers- management jobs • Grants for women- regardless of age • IT businesses- can grow • Offer incentives to grow- B.I.A. • Community improvement program- incentive • Communities need to create cultural centres in downtown to create growth-critical mass- will create spin offs- restaurants, bars, etc. 	<ul style="list-style-type: none"> • Human resources – free ways to recruit skilled labour
<ul style="list-style-type: none"> • Broadband internet capabilities • Green business – lack of recycling facilities • Cost of shipping • Cost of gas 	<ul style="list-style-type: none"> • Business Initiatives CFDC/PARO • Centre to facilitate business opportunities/programs, ect. • Internet/E-Commerce/Global Marketing • Alternative Energy Sources (wind power, solar) 	



	<ul style="list-style-type: none"> • Filling a need that is not being filled, supply/demand • More funding/grants available for business 	
<ul style="list-style-type: none"> • Fear of change • Restrictions/policy red tape • Discrimination (race/age...) • Time 	<ul style="list-style-type: none"> • Grant opportunities • Economy downturn (change, fresh start) • Eco-tourism- green • Pilot projects (March of Dimes) • Organic base business 	<ul style="list-style-type: none"> • Human
<ul style="list-style-type: none"> • Geography • Language 	<ul style="list-style-type: none"> • Services for Elders • Technology • Conferences and Expos 	<ul style="list-style-type: none"> • Access to information
<ul style="list-style-type: none"> • The cost of attending conferences, workshops, etc. due to our location • Cost of living • Government regulations • Transportation cost due to remote location • Fuel costs, operating costs (hydro, etc) • Job losses in our areas resulting in people leaving our areas 	<ul style="list-style-type: none"> • “Green” businesses with a focus on self-sufficient communities • With our aging demographic (Boomers) a new and larger demand for products and services • Multi-tasking planners, coaches, caterers, business who can adapt to the changing needs of a small community 	<ul style="list-style-type: none"> • PARO but in an expanded service role: new, accessible location that incorporates the business incubator, but other co-operative efforts • Mentorship – <ul style="list-style-type: none"> ○ 4 themes in opportunity from plenary <ul style="list-style-type: none"> ▪ Technology ▪ Older people ▪ Trades/instruction/training ▪ Environmental/Eco-tourism
<ul style="list-style-type: none"> • Rural (location) • Balance between work/home • Ongoing support for businesses that have started – follow up 	<ul style="list-style-type: none"> • Online Business • Finding a niche market • Networking- sharing experiences, listening to other peoples stories 	<ul style="list-style-type: none"> • PARO – support, information • SEB Program, gov’t funded • For youth grant through NOHFC • Other business owners/mentors
<ul style="list-style-type: none"> • Lack of time to partake in self-improvement, professional development etc. because of being sole-proprietors, etc • Lack of money, funding • Fluctuating economy (especially in single industry town) 	<ul style="list-style-type: none"> • Job creation for more resources • use a product that is eco friendly • conserving energy in your business • wage subsidy • PARO available • TB Ventures • Trillium • Heritage • Services Ontario • Self-employment benefit • Networking and conferences 	<ul style="list-style-type: none"> • The Accelerator Program needs to go beyond and help the person on how to face whats to come as you go further in business. <ul style="list-style-type: none"> ○ Onsite visits from staff (or your PARO counsellor)



<ul style="list-style-type: none"> • Find support to sustain businesses that are suffering from economical downfall (short-term) • Helping to reface businesses that already exist • Access to funding for “for-profit” businesses – not necessarily grants 	<ul style="list-style-type: none"> • Central location • high speed internet • established businesses can share ideas with new businesses • succession opportunities are becoming available 	<ul style="list-style-type: none"> • Established businesses can share resources • PARO - Accelerator Program • Need a resources such as a NFP Trust or Foundation to act as a co-signer for women applying for financing (would have some sort of mentoring, etc. attached)
<ul style="list-style-type: none"> • Growth – sustainable & slow growth (do not make Northern Ontario like Yosemite National Park—over used & over commercialized) • Finding ways of pooling resources (especially for-profit and non-profit businesses) 	<ul style="list-style-type: none"> • We are perceived by others as being extremely beautiful- build on those concepts-not just tourism but green development- be leaders • Community owned/ co-op, beaches and resources • Using new technologies for working even if at a distance • Don't need to re-invent the wheel- things are working well in other parts of the country- why not here- both local and global level 	<ul style="list-style-type: none"> • Values-based development • ACTEW – constellation project
<ul style="list-style-type: none"> • Education • Location • Cost (start up capital) • Resources • Ability to assume risk 	<ul style="list-style-type: none"> • Value added wood products • In home care for aging populaton • Tourism • Crafts (Native) • Alternative Health Care • Handy Woman 	<ul style="list-style-type: none"> • Self Benefit Program • Wage subsidy for employees ie: Service Canada, YES Employment, Job Connect • PARO • Grants
<ul style="list-style-type: none"> • Lack of funding • Remoteness • Diversity 	<ul style="list-style-type: none"> • Local media support and promotion for small business • PARO and CFDC networks in the North • Medical professional health care (home) 	<ul style="list-style-type: none"> • Internet • PARO – further program development to be more specific • Mentoring & networking
<ul style="list-style-type: none"> • Value our time <ul style="list-style-type: none"> ○ How do you charge someone <ul style="list-style-type: none"> ▪ Too bug a heart to charge sometimes ▪ Women's skills undervalued ▪ Women taught to undervalue 	<ul style="list-style-type: none"> • Aging Society <ul style="list-style-type: none"> ○ services support, care-giving, handywoman, trades • Trades <ul style="list-style-type: none"> ○ lack of women in trades, construction trades, men blind to women's skill so miss a training opportunity • Program Development around gender specific- women high school- sci/tech ed; 	<ul style="list-style-type: none"> • Strong resilient women <ul style="list-style-type: none"> ○ Include them ○ Accept them ○ Let them lead ○ Women wanting to return home to the north after moving away • Women's computer skills &/or organizational skills <ul style="list-style-type: none"> ○ Highschool – emphasis here ○ Prep for trades and technology ○ Organizational skills from life



- themselves
- Training opportunity
 - Getting women included and funded
 - Acknowledging barriers for men
 - Acknowledging opportunities to include women
- Science/math phobia
 - Phobia not a problem with ability
 - Hw to gently overcome this
- Low self-confidence/low self esteem gets reinforced early
 - Self sabotage
 - Fear of risk taking and failure
 - Fear of success

- No access to money for business start-up
 - Bad credit
 - Bankruptcy
 - No credit
- No support from family
- No access to money- line of credit – because of gender

- care-giving as valued
- Women as problem solvers
 - Life experience, life skills

- Want to see more funding and programs for people 30 and over
- Funding for summer students- an opportunity for the employer and for students

- Technology: websites, don't need storefront
- Self-education (internet)
- larger client-base/market through website
- PARO
- Financing opportunities are improving
- Skilled trades jobs

- Greening opportunities in the North
- Women in business
- Youth

- Raise self confidence – once they get it
 - Feeling proud and assertive
 - Sharing strengths
 - Mentoring
- Multi-taskers
 - Keep mind open
 - Women are good at this
 - Business start all you can – offer them focus later

- Subsidies for employers for new employees (YES, Superior Connections)
- Ministry Department that helps employees with student employees



Appendix 9 – Conference Evaluation Form



Our sincere thanks for attending the Northern Ontario Women's Economic Development Conference. We would appreciate you taking a few minutes to share your thoughts about the event with us. Thank you in advance for your comments.

Please rate your overall impression 1=poor 5=excellent	☹					☺
	1	2	3	4	5	
Keynote presentations: Melanie Conn Diane Redsky Cathrine Ann						
Opportunity and length of time for networking?						
Did workshops meet your expectations?						
Workshops - Topics and usefulness of workshop presentations						
Plenary sessions						
Location and time of event						
Organization of the conference						
Other (please specify)						

Your opinion is important.

1. What was most beneficial about the conference?

2. What did you like the least?

3. How can we improve?

4. What kind of topics would you like us to address in the future?

Thank you very much for your help!



Appendix 10 - Testimonials

I would like to take this opportunity to thank you and your team for the great opportunity you gave us to do our workshop in a same time as the women CED conference. I was very impressed by the quality of the workshops, and the number of participants who showed up. It was also great to have an opportunity to better build the Network in the north.

Solidairement, In solidarity

Abraham K. Tounkara, Ontario CCEDNET

I was totally amazed by your event...It was incredible.

I hope we could multiple those moments for women all over Ontario and elsewhere in Canada

CONGRATULATIONS... MERCI POUR CETTE BELLE EXPÉRIENCE..

Thank you

Ethel Cote

I loved the conference. It really not only gave us opportunities but empowerment as well. I am only a high school student and all of the women I met have done and gone through so much in their lives. I also liked the fact that the key note speakers didn't just read their speech off of a piece of paper – it was well thought out and I could see that they enjoyed sharing their stories. At first before I went to the conference I was hesitant to go because I thought I would feel *disincluded*, but I met a lot of really nice people that opened my eyes to so many business opportunities and offered to help me with anything. That is what I think the whole point of this conference was, to see that we differ from men; we help each other when in need. That is what makes a woman a great business owner.

Thank you for giving me this opportunity,

Kayla Lamerz (High school student)

Thanks VERY much for the wonderful job you did with the conference. Participants are still buzzing about it, so that is great.

Laura Fralick, NorMaxx Financial

I loved the conference! I especially liked the sense that women welcome all cultures. The camaraderie was exceptional. The food was great and the atmosphere good too. The keynote speaker was amazing as was the networking.

Joan Beckingham

The conference was great, such a diverse group of women and the content was fantastic – the Lego concept was so unique and different, a great way for the kid in all of us to come out.

Dave King. Signal Resources

I loved it! I am truly inspired and am excited to be a woman and living in NWO. These are really the best of times. The opportunities from the changes in the economy and the environment are opening new and exciting doors and I am ready to be an integral part of it. Thanks for the inspiration and information at this conference. I feel the pricing was amazing and offered exceptional value.

And finally, I would suggest less panels and more inspirational and knowledge based speaking. I would love to see everyone have the anlge of seeing the opportunities rather than relaying the woes and how things have been. Also, I am always amazed that people continually mention that there are no resources for them... omg ... what about PARO? Need I say more?

I close with saying, Kudos, thank you and I appreciate all the hard work and dedication from all those who made this happen. As well, I am honoured to be a part of this great group of women in the north and look forward to many great things!

The Conference was amazing. It was a very worthwhile experience. Thank you for bringing this conference to Thunder Bay. I found the workshops very informative and useful in ways that will help me to accelerate



my business to the next level. I now know what to do thanks to some of the very knowledgeable speakers who presented at the conference. My favorite part of the conference was the real life stories shared by women in business. It's very helpful to know that everyone doesn't come from a charmed life and that they must work very hard to become successful. Thanks again for putting this conference together, it was an amazing experience and opportunity.

Debbie Squier-Bernst
A Step Beyond.ca

I just wanted to congratulate, and the rest of the Paro staff and volunteers, for organizing such a wonderfully enjoyable, relevant, educational, stimulating and inspiring conference. It was truly a pleasure to learn and network in such a positive and encouraging environment. And, I wanted to thank you for allowing me to participate through my workshop. I have to admit, entrepreneurial women are my ideal audience: intelligent, willing to learn, courageous, and they are looking for ways to make their lives better. I really appreciated the opportunity to speak to such a dynamic group: thanks for bringing them together!

Bravo!
Barbara Gauthier



Appendix 11- Publicity

Thunder Bay BUSINESS, • LIFE • EXTRA • JUNE 2008 Page 6

A Tribute to Women in Business

*A Special Pull Out Tribute to Local Business Women.
Published by North Superior Publishing as part
of Thunder Bay Business.*

*North Superior Publishers Inc. would like to congratulate all
Women who have established a successful business in Thunder Bay.
If you would like to be part of our annual tribute please contact us.*

Rags To Riches Literally

by Scott A. Sumner
Thunder Bay Business

Catherine Ann of Sechtelt, BC has had an interesting life. The now entrepreneur ran away from her home in Toronto at a young age ending up in Vancouver. Along the way she ate food from garbage cans, spent time in jail and was homeless living in a car. Today some 11 years later she lives in a \$1.4 million dollar home that is paid for and owns a multimillion dollar firm with 50,000 associates who perform mystery shopping services to companies both large and small across North America.

Catherine Ann was here to give a motivational talk at the PARO sponsored Women's Economic Development Conference held recently at the Valhalla Inn in Thunder Bay. "It is often people will come to me crying because many times we sweep these negative things under the rug and hold ourselves hostage over things we can't control. When life deals you lemons you have to make some lemonade and that is truly what you have to do. Keep on keeping on," smiled Catherine Ann. Ours is truly a rags to riches story. We were homeless, unemployed and penniless which is the name of the session I gave here today. I grew up in



eat out of garbage cans with alcoholic parents. You are not a priority then. I think the only reason I came out was I didn't get heavily into drugs. That might have taken me down a road I might never have been able to get out of. You take drugs to forget your pain as a bandaid."

Today Catherine and Mark's company, Consumer Connections, has 50,000 mystery shoppers across North America. They have clients like the Retail Council of Canada, London Drugs, Cadillac Fairway,

ing me how can they make more money."

Kirsti Tasala is the Regional Development Coordinator for PARO. She was originally from Thunder Bay but left for ten years and just came back in the fall after working in community development in Africa, England and Japan. "This conference is something that PARO, the North Superior Training Board and Algoma College in Sault Ste Marie have sponsored. We found there hasn't been an economic development conference in the North for women to come together for many years so we provided this venue to share experiences and learn," noted Kirsti Tasala. "We have about 250 women with a few men attending. They are from Thunder Bay as well as Sault Ste Marie, Kenora, Dryden and Rainy River. It is also video conferenced as well. Each day we have an Am and lunch time keynote speaker. We also have two workshops a day and some panels that highlight local women involved in business."

"Ordinary women doing extraordinary things that contribute to the economy of their communities. It has been an amazing success. We are very happy with the way everything is working out. There has been lots of time to network. I hope it will help women in their lives," smiled Tasala. The



NMA Participates in PARO's NOWEDC Conference

The Northern Ontario Women's Economic Development Conference (NOWEDC) was the first regional economic development conference devoted to advancing business development opportunities for women. It was open to both women and men who share a vision for developing innovative, women-centered solutions to help build strong and sustainable Northern Ontario communities.

The conference had three themes: Building a Business in Northern Ontario, Creating Sustainable Livelihoods, and Growing our Northern Communities.

NOWEDC engaged regional communities in thought-provoking and informative discussions regarding the economic role of women and their current and future growth potential in promoting economic and social progress for the North. It showcased eminent female role models who are involved in business and commu-

nity economic development. It also provided opportunities for women to participate in panels and networking forums, aimed at empowering women in business and in the workplace.

NOWEDC opened doors to future business and community partnership opportunities by creating networks between stakeholders who recognize the value of women in local and regional economic development.

NOWEDC featured three keynote speakers:

Cathrine Ann is a survivor against all odds. She was homeless, unemployed, and penniless... but determined to turn her life around. She combined her street smarts and raw ambition (and a lot of creativity) to launch her business, Consumer Connection, a multi award-winning and multi-

Women of Distinction award.

Diane Redsky has long worked to address the myriad of issues facing Winnipeg's Aboriginal community in all areas of health, justice, education and social services. Since 1993, Diane has served in both a professional and volunteer capacity within Winnipeg's social service sector, assisting in the creation of numerous innovative programs to support healthy communities. Diane is a Board Member of the Canadian Women's Foundation.

Melanie Conn is a long-time feminist and community activist who was born in Toronto, Ontario, Canada. She earned her Masters Degree at the Columbia University School of Social Work in 1965 and has been working in the women's movement and in community economic development (CED) in Vancouver, British Columbia since the early 1970s.

(Continued on page 3)

The first regional economic development conference devoted to women

Networking and Selling with Technology Panel



From the left Chris McLaughlin (NEOnet), Heidi-Lynn Friedrich (NMA), and Angela Domansky Desserre (TBayTel)

NMA's Trade Administrator, Heidi-Lynn Friedrich sat on a Networking and Selling with Technology panel at the NOWEDC Conference.

The panel discussed issues such as how to make the most of your business by using the Internet, Business Numbers, Trade Classifications and Harmonization System (HS) Codes, Reporting Exports, NAFTA, and maximizing your technology return on investment while reaching your customer via the web.

Over 250 people attended the two day conference and the Networking and Selling with Technology panel had over 50 participants.



Appendix 12 – Cards of Thanks

Pamela Henderson, PFP
Wealth Advisor
715 Hewitson Street
Suite 1001
Thunder Bay, Ontario P7B 6B5
Tel: (807) 626-5190
Fax: (807) 623-0058
pamela_henderson@scotiacleod.com



ScotiaMcLeod is a division of Scotia Capital Inc., a member of the Scotiabank Group.

Dear Rosalind and fellow
conference coordinators,
Wow! Thank you for such an
enlightening, educational
and well-organized conference.
It was exhilarating to be in
the same room as so many
positive and powerful women.
The entire message was
inspiring. Thank you for all
your hard work.

Pamela Henderson

Ladies
PARO Staff

You've got a lot to celebrate.

Congratulations
on the Economic Development
Conference.

Know a lot of folks went into
the organizing of the conference
and you all worked hard to
make it a success.
Well done!

Redeco
ci



May 2, 2008

PARO Centre for Women's Enterprise
110 – 105 North May St
Thunder Bay, On
P7C 3N9

Attn: Rosalind Lockyer

Hi Rosalind;

Just wanted to drop you a note from Terry Groulx and myself to congratulate you and your staff on a well planned and attended Economic Development Conference. It was great to see women from across our region investing their time and money to attend. The presentations provided strength and direction for the participants.

Terry and I enjoyed many conversations at the various breakout sessions. We met women who were deeply committed to changing the direction on how we effect our environment. They were equally passionate about finding solutions that will allow us all to continue to prosper, and build in our communities. There was a strong message of commitment expressed by the younger participants that want to work and raise their families in Northern Ontario.

Terry and I would welcome any follow up discussions that would help continue the momentum gained from this conference. We would also look forward to participating in future economic, and business related endeavors spearheaded by Paro and their partners.

Rosalind, we appreciate the chance to hear about the issues and opportunities ahead in our region. We learned a great deal during the course of the conference.

Thank You.

Best Regards

Dave Barrow
Personal & Business
Financial & Tax Consultant
Investors Group
Cell 476-7910
dave.barrow@investorsgroup.com

Terry Groulx
Personal & Business
Financial & Tax Consultant
Investors Group
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100 – 1113 Jade Crt
Thunder Bay, On
P7B 6M7



Appendix 13 – Financial Statement*

Northern Ontario Women's Economic Development Conference 2008		
Revenue		
Grant/Sponsorships		
Grant-diamond	FedNor/RED	19,713
	OWD	20,000
Grant-gold.	Northern Ontario Heritage Fund corporation	6,000
Grant-gold	Heritage Canada (translation)	5,000
Sponsorship-gold	Thunder Bay Ventures (CFDC)	5,000
Sponsorship-silver	North Superior Training Board	2,500
Sponsorship-silver	ACTEW	1,500
Sponsorship-silver	Laura Fralick -NorMaxx	1,000
	CEPaperWkrs Union of Canada	
Sponsorship-silver		1,000
Sponsorship-bronze	ACO Services	650
Sponsorship-bronze	CCEDNET	600
Sponsorship-bronze	Nishnawbe Aski Development Fund (CFDC)	500
Sponsorship-bronze	Cheadles	500
Supporter	Fitzpatrick & Partners	250
Partner Sponsors		879
Total sponsorships/grants		65,092
Registration and booth fees		22,116
Total Revenues		87,208
Expenses		
Coordination Salary expense		5,700
Materials and Resources		95
Phone, fax, email, photocopying, Misc.		1,000
Keynote, Workshop, Plenary Speakers		9,793
Travel for Speakers		2,044
Access/Childcare		5,102
Interpretation&Translation		12,753
Video Conferencing		6,945
Facilities and hospitality expense		
Facilities Expense		6,171
Food costs		21,984
Publications, registration and publicity expense		
Signage Banners etc.		339
Marketing/Advertising		7,308
Sponsor Packages, including programs		341
Volunteer Recognition Items		91
Report and Publish proceedings		3,168
Website Costs		1,073
Administration & Miscellaneous		3,300
Total Expenses		87,208

* Updated July 2008

Regional Partner Organizations



UNIVERSITY OF
SASKATCHEWAN

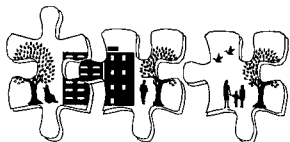
Centre for the Study
of Co-operatives



Community-University Institute
for Social Research



Community Economic and Social Development Unit
Algoma University College



Winnipeg Inner-City Research Alliance

Project Funding



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada