

Growing communities one idea at a time.



Annual Community Futures Conference hosted by Community Futures North Central Development

Community Futures North Central Development (CFNCD), in partnership with Community Futures Cedar Lake and Community Futures Greenstone hosted the annual Community Futures Conference September 20th - 22nd, 2011 and promised to deliver an event that was like

no other. That promise included an "outside the box" and "outside the classroom" concept that was well received by delegates.

"We were so proud to play host to the 100+ who participated in this year's event. It truly was the prime opportunity to showcase economic diversity and opportuni-

ties that exist in the North," said Frances McIvor, Chair of CFNCD.

This edition of North Central News is dedicated completely to highlighting the three days our guests spent in northern Manitoba experiencing their northern Adventure.

Welcome to northern Manitoba!!



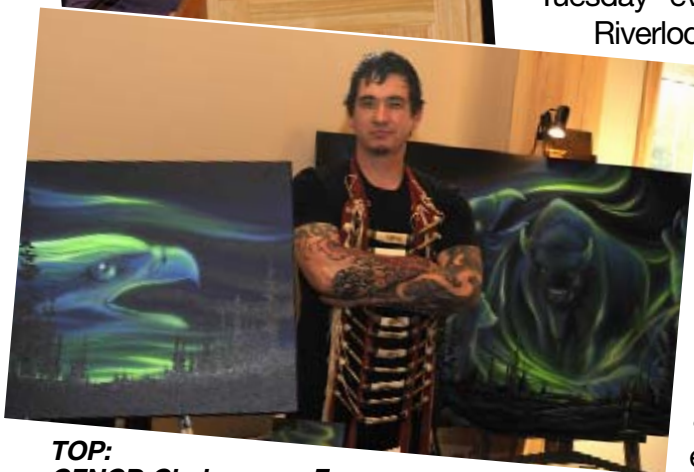
Upon arrival in Thompson delegates took advantage of some of the area's spectacular recreational activities. Some of our group ventured to Paint Lake Provincial Park to take in a guided fishing trip, others visited the Thompson Golf Club for a round of golf and a third group toured the City of Thompson with local tour guides Don Fulford and Michelle Pruder.

Tuesday evening's Welcome Reception at Riverlodge Place was a treat for all featuring

northern cuisine - moose stew, smoked lake trout, wild rice stuffed cherry tomatoes and bannock. Welcome remarks were provided by local dignitaries and delegates had the chance to puruse the impressive artwork of northern artists Robert Pegalo, Irvin Head and Jasyn Lucas. The evening's entertainment included the Split Lake Square Dancers and the music of Al Starling, another local favorite.



The Tataskweyak Cree Nation Starlite Dancers provided toe-tapping, get-out-of-your-seat entertainment at the Riverlodge Place at Tuesday evening's Welcome Reception.



TOP: CFNCD Chairperson Frances McIvor welcomes delegates to the annual conference. **Below:** Artist, friend and previous client of CFNCD - Jasyn Lucas was one of the artists on-hand to showcase his wares.

Mobile Learning Sessions provide delegates an out of the classroom learning opportunity

The conference planning committee opted for motivational, educational, and (most importantly) hands-on experiences for delegates in place of the typical classroom setting workshops that make up a conference. Delegates had their choice Wednesday afternoon of three exciting mobile learning sessions.

#1: ECONOMIC DIVERSIFICATION:

Participants in this mobile learning session toured two examples of businesses who have diversified the economy of northern Manitoba. Vale (formerly Inco) is the nickel mine that founded Thompson in the 1950's. Today the mine continues to be a major employer in the north. A tour of the open pit mine provided delegates with intimate insight into the Thompson operations. The group also had the opportunity to visit Glacier / MDS Aerotest -



Delegates at Vale's open pit mine learn about diversification and clustering opportunities.

Thompson's new world-class jet engine testing facility. A workshop on economic diversification (presented by Judy McMillan-Evans and Tobey Williams of Community Futures Alberta) and a presentation by the Thompson Economic Diversification Working Group (Michelle Drylie of Replan) were also highlights of this session.

#2 TOURISM:

Participants in this whirlwind session travelled to Churchill, MB via a Calm Air charter. The group of 34 was greeted at the airport by Frontiers North Adventures, Town of Churchill and Churchill Chamber of Commerce reps. The afternoon included a tour of Churchill, lunch aboard a Tundra Buggy at Cape Merry and a closing reception at the Tundra Inn. Most importantly however, was the one-on-one opportunity delegates had to speak with major tourism players in Churchill about tourism as an economic opportunity.

Story continued on page three.



Pictured LEFT: Delegates at MDS Aerotest - Thompson's jet engine testing facility stop for a photo under the test stand.

Mobile Learning Sessions from page two



#3 BUSINESS & ABORIGINAL RELATIONS:

Participants in this session learned about the partnership between Nisichawayasihk Cree Nation and Manitoba Hydro and how the Aboriginal culture was included in every aspect of the Wuskwatim Generation Construction Project. Participants toured the construction site that when complete will become a 200-megawatt generating station. An informative workshop on duty to consult legal responsibilities was delivered

by Brad Regehr of D'Arcy & Deacon Law Firm. To top off the day delegates were welcomed to the onsite cultural centre where Susan Kobliski (Cultural Coordinator) gave an overview of the historic importance of the land and the cultural training each Wuskwatim employee receives. Special thanks to the MB Hydro team who organized our tour of the site and acted as tour guides for the day - Lynn Glennon, Tim Armstrong, Gary Sawisky, Paul Oblander and Gord Dumas.

Hope, Vision, Action message for Thompson youth

Community Futures North Central Development partnered with the School Board of Mystery Lake to offer a second presentation from entrepreneur and keynote speaker Frank O'Dea.

Mr. O'Dea attended the high school in Thompson - RD Parker Collegiate in the afternoon of September 22nd to present his message on Hope, Vision and Action. The story of how he went from panhandling for nickels and dimes not so many years ago, to the successes he has achieved today was meant to inspire youth to believe nothing is out of reach. The presentation was followed by a question and answer period and several one-on-one discussions with students.



Pictured LEFT: Delegates in Churchill, MB explored tourism as an economic strategy.

Photo taken behind the community complex with inukshuk and Hudson Bay as backdrop

Newman and O'Dea: Tales from the past, hopes for the future

The following article on the conference's keynote speakers ran in the Thompson Citizen, September 28, 2011

Article By Matt Durnan
news@thompsoncitizen.net

Riverlodge Place played host to a couple of celebrated Canadians last week as Community Futures North Central Development brought in writer and journalist Peter C. Newman, and Frank O'Dea, the former homeless alcoholic, who went onto found the Second Cup coffee chain in 1975 in a classic rags to riches story – for the 2011 Manitoba Community Futures Conference here Sept. 20-22.

Newman spoke Wednesday and O'Dea did likewise on Thursday.

Both speakers drew a sizable crowd of people into the large meeting hall, and were both received with enthusiasm and applause.

The two guests of honor come from very different walks of life; Newman a long established writer and journalist who emigrated to Canada from Czechoslovakia during the Second World War, and O'Dea, a former homeless alcoholic turned entrepreneurial icon, responsible for almost single-handedly changing the coffee industry to what it is today.

While their pasts differ in countless ways, their speeches on consecutive days managed to resonate with similarities as well as a sense of chronological order.

Newman spoke on Tuesday and opened with some light-hearted humor and stories of his time working as a gold miner in Val-d'Or, Quebec. He presented mayor Tim Johnston with a beaver skin hat that was later passed around for the crowd to have a closer look at.

Newman then went into the bulk of his speech, talking about the roots of business in the North, with the Hudson Bay Company.



CF North Central Development Manager Tim Johnston with keynote speaker Peter C. Newman

“The Canadian business style really fits into how we as Canadians are as a people,” said Newman, “If you look at our past, we don't have the history of civil wars and genocide that the United States has. I think that our model of doing business began with the Hudson Bay Company, and that there wasn't any open Indian warfare, part of the Bay's motto was, you should never

shoot your customers.”

The point being made by Newman was that company towns had to be loyal and not function in a wild frontier like manner such as in the United States

“Back then, everything west of Kenora was an HBC town, and at that point HBC owned about one-twelfth of the world's territory, so it was the standard to be unwaveringly loyal.”

When the floor was opened up for questions, Newman was asked what he would like to see for the future of Thompson and what can be done to reach their goals.

“I think this city has great potential, when I was flying in I see a lot of empty space around that can be expanded to and utilized,” said Newman, “what I'd really like to see would be for your university (University College of the North) to become a really specialized university in some facet, so that it would gain prestige. That way you not only keep everyone here but you're drawing in new people at the same time.”

The phrase “survival of the fittest” is one that may be very commonly recognized, but Newman subscribes to a different mantra, and that is “survival of the most adaptable”.

“The world is in a constant state of change and it's almost a new world every six weeks now. We're seeing a real acceleration of history, and the ones who make that history are the ones who can best adapt.”

Continued on page 4

Newman and O'Dea continued from page four

Fast forward to day two of guest speakers, and enter Frank O'Dea, whose speech largely reflected the point of adapting and changing in order to succeed in today's economy.

O'Dea began his journey on the corner of Shuter and Jarvis streets in downtown Toronto.

"It's not the best area, and when I was there, it was a lonely dirty and sometimes violent existence," said O'Dea, "I was using whatever money I could scrape up from pan-handling to buy wine and sleep in flop houses."

Procrastination, O'Dea says, is one of the worst things if you want to be successful.

"I'd always tell myself, tomorrow I'm going to stop drinking and get a job," said O'Dea, "but tomorrow would come and I'd go back to drinking. If you want to get something done you need to take action today, when you put it in the tomorrow pile, that's where it stays."

When he did manage to get sober, O'Dea was unemployable for six months, with no home and pan-handling as his only work experience. In 1974 in Oakville, Ontario he met Tom Culligan and the two struck up a partnership that led to the founding of Second Cup.

"When we first started, we were in a 164-square-foot kiosk at Scarborough Town Centre," said O'Dea "the coffee market was down and we were losing money. Then one day Tom and I were sitting at Baskin Robbins eating ice cream staring at our coffee store, when we had the idea to sell sample sized cups of coffee at the

same price as regular size."

O'Dea stressed the point that if you offer value as far as a quality product, then you will attract the consumer. Much of O'Dea's speech was fixated on the concept of red ocean vs. blue ocean, where red ocean signifies a bloody and competitive market and the blue ocean is virtually untapped with possible new consumers.

"If everyone in the red ocean is competing for the same thing, you have to set yourself apart and change the market," said O'Dea, who went on to cite examples of companies that have followed this model and are wildly successful. Companies such as Yellow Tail wines, and Samsung.

"For the longest time no one but serious connoisseurs knew anything about wine. There's all these vintages and styles and years to remember," said O'Dea, "then along came Yellow Tail, who decid-

ed, you know what there are two types of wine, red and white, you take your pick. This made wine much more friendly and much less intimidating a decision for the average consumer. This company is now the most powerful Australian wine company in the world."

Not unlike the conclusion to Newman's visit, O'Dea was asked what he sees for the future of Thompson.

"I'd like to see Thompson to be seen as not just a mining town but as a resource centre to the whole North," said O'Dea, "everyone should strive to be the best in whatever it is they're doing, I'd like to see Vale strive to become the best mining company in the world. In the end we all want the same thing, and that's to leave this place just a little bit better than we found it, and that starts today, not tomorrow, today."



Keynote speaker Frank O'Dea with Tamy Burton (CFNCD conference planning committee), delegate Dawn Sands from the Thompson Neighbourhood Renewal Corp. and volunteer Liz Sousa.

WORKSHOPS AND TRAINING

The conference offered several other educational opportunities including the following workshops and training:

Two sessions were delivered on **ECONOMIC DIVERSIFICATION** by our partners from Community Futures Alberta. Judy McMillan-Evans and Tobey Williams facilitated an indepth look at Thompson as a case study for diversification (in particular the Vale nickel mine and Glacier / MDS Aerotest jet engine testing facility). Participants in this workshop left with practical tools to take back to their communities and information on future professional development opportunities. Community Futures Alberta offers online studies in diversification.

Thompson community champion Volker Beckmann facilitated a workshop on **MARKETING COMMUNITY BASED ASSETS** to delegates on the third day of the conference. The session explored how projects can go beyond the scope of business and the municipality when he highlighted the

award-winning Spirit Way project. CFNCD partnered with Community Futures Manitoba to offer training for CF staff and board on the topics of **EFFECTIVE LENDING POLICIES**, principles of loan decision making and loan administration and monitoring.



Volker Beckmann speaks to a packed house on how to effectively market community based assets.

Banquet wraps up 2011 conference



Banquet guests were treated to the hilarious comedic entertainment of Big Daddy Tazz and a spectacular meal catered by local chef Joe Perreira and his team.

MANY THANKS TO OUR COMMUNITY AMBASSADORS!

Charlene Lafreniere, Tanna Teneckye, Judy Kolada (Thompson), Angeline Flett (Pikwitonei), Bunny Burke (Flin Flon), Rick Ducharme (The Pas), Frances McIvor (Wabowden), Wayne Anderson (Norway House Cree Nation), Glen Flett (Norway House), Lillian Spence (War Lake First Nation), Charlene Mercredi (Thicket Portage).

This year's conference banquet celebrated the communities and people of northern Manitoba. Each table at the banquet was themed to a different community in the north and community ambassadors were on hand to speak about their home.

2011 MANITOBA COMMUNITY FUTURES CONFERENCE:
DISCOVER A NORTHERN ADVENTURE!

Gala Banquet

YOUR TABLE THEME IS
WAR LAKE FIRST NATION

War Lake First Nation is located north of Thompson about 300 miles on the railway tracks. War Lake has a population of about 250 people off and on reserve. War Lake First Nation is adjacent to the Town of Flin Flon.

War Lake is a peaceful community, it's northers have a strong sense of community and many annual community events including War Lake Indian Days, an annual Winter Carnival (opening the spring dance competition), Mother's Day, Branch and an annual fish fry.

Our Chief is Betty Kennedy, Councilors are Raymond Spence and Philip Mertz. Chief and Council serve a 3 year term. War Lake's population is mostly young families between the ages of 18 - 45 years.

War Lake recently completed their convenience store and a new water treatment plant. The community is in the process of building 2 new five-bedroom units for our families. We are still meeting to secure more ready lands within our TLE agreement which is an ongoing process.

War Lake is in partnership with Intakwekwak Cree Nation, York Factory First Nation and Fox Lake First Nation under the MB Hydro \$5.6 billion de-licensing project. Project is set to start this year.



2011 MANITOBA COMMUNITY FUTURES CONFERENCE:
DISCOVER A NORTHERN ADVENTURE!

Gala Banquet

YOUR TABLE THEME IS
THE COMMUNITY OF WABOWDEN

Wabowden is a picturesque small community nestled between Bowden, Buckle, Rock Island lakes. It's Cree name, Mescauagonek means "steel mud".

Mile 137 or Wabowden is a historical meeting place of the Hudson's Bay Company traders.

Trapping, fishing, logging and recently opened mining industry have always been key economic factors for the survival of Wabowden.

Grandma Florence, one of the first mid-wife's of the north has brought more than 50 children into this world.

Gardening is flourishing in Wabowden, the community boasts the best soil conditions of the north and of course the best water!



The 2011 Community Futures Conference was made possible by this amazing group of people, businesses and organizations

SPONSORS:

NICKEL LEVEL:

Aboriginal Business Development Program, Vale, MB Hydro, Community Futures Manitoba, Calm Air

GOLD LEVEL:

Frontiers North Adventures, Business Development Bank of Canada, MTS

SILVER LEVEL:

Tourism North, Thompson Regional Airport Authority, Assiniboine Credit Union, The Burntwood Hotel

BRONZE LEVEL:

Kendall Pandya, Days Inn, Thompson Unlimited

VOLUNTEERS:

Michelle Pruder, Kaylee Brabant, Angelica Matiasek, Phil Calnitsky, Betty Landego, Tanna Teneckye, Laura Finlay, Adele Sweeney, Maggie Taylor, Bruce Krentz, Tara Ellingson, Leslie Tucker, Liz Sousa and Rhonda McDonald.

CONFERENCE PLANNING COMMITTEE:

COMMUNITY FUTURES NORTH CENTRAL DEVELOPMENT:

Frances McIvor, Tim Johnston, Tamy Burton, Charlene Grant, Leann Brown

COMMUNITY FUTURES CEDAR LAKE:

Rick Ducharme, Joe Cote

VALE:

Penny Byer

COMMUNITY FUTURES GREENSTONE:

Bunny Burke, Joe Buie

COMMUNITY FUTURES MANITOBA:

Jason Denbow, Christine Landry

THOMPSON UNLIMITED:

Mark Matiasek

SERVICES PROVIDED BY:

Juniper Centre Inc.(Catering), Chris Sundevic Photography, Randi Radesic Events Supply and Decorating, After Dark Productions (Music & Sound), Norwave Communications (AV Tech), Joe Perreira (Catering), Thompson Ski Club (Serving Staff), Greyhound Bus Lines, Calm Air, MB Hydro, Frontiers North Adventures (Churchill Mobile Learning Session), Town of Churchill, Churchill Chamber of Commerce, Al Meston, Mike McDonald, Ken Bigelo, Larry Roy, Volker Beckmann, Community Futures Alberta (Judy McMillan-Evans, Tobey Williams), Thompson Golf Course, Don Fulford, TCN Starlite Dancers, Thompson Firefighters Association (Bartending), Jasyn Lucas, Robert Pegalo, Irvin Head, D'Arcy & Deacon Lawfirm (Brad Regehr), Al Starling, MDS Aerotest, Paint Lake Marina, Thompson Economic Diversification Working Group, Riverlodge Place, The Burntwood Hotel, Lima Janitorial, Speedpro Signs, Arctic Signs, Thompson Citizen, Shaw Cable, CBC North Country, Thompson Ford, Boston Pizza, Canadian Tire, Crazy Pete's Trading Post, Don Johnson Jewelers, City of Thompson, All Season Parts, Arctic Trading Company, ET Blades, Doug's Source for Sports, Northern Flavours, Thompson Chamber of Commerce.

CFNCD BOARD OF DIRECTORS

CHURCHILL: Vacant

CROSS LAKE C.C.:
Darlene Beck

CROSS LAKE F.N.:
Ryan Castel

FOX LAKE F.N.: Vacant,
Alternate: John Lundie

GILLAM: Curtis Belfour

ILFORD: Jim Chornoby

NELSON HOUSE C.N.:
Marcel Moody, Alternate:
Shirley Linklator

NELSON HOUSE C.C.:
Vacant

NORWAY HOUSE C.C.:
Glen Flett

NORWAY HOUSE C.N.:
Wayne Anderson

SPLIT LAKE C.N.:
Norman Flett

PIKWITONEI: Angeline Flett,
Alternate: Bill Cordell

THICKET PORTAGE:
Charlene Mercredi,
Alternate: William Brightnose

THOMPSON: Judy Kolada

WABOWDEN: Frances
McIvor, Alternate:
Reg Meade

WAR LAKE F.N.: Lillian
Spence, Alternate:
Roy Ouskin

YORK LANDING: Vacant

VOLUNTEERS:

THOMPSON: Danae
McCullough, Society for
Manitobans with Disabilities

THOMPSON: Gary Ceppetelli

THOMPSON: Roxie Binns,
Thompson Unlimited

CFNCD Staff Members



TIM JOHNSTON
MANAGER



TAMY BURTON
ADMINISTRATIVE OFFICER



KAYLEE BRABANT
ADMIN ASSISTANT



MICHELLE PRUDER
DEVELOPMENT OFFICER



CHARLENE GRANT
DEVELOPMENT OFFICER



LEANN BROWN
DEVELOPMENT OFFICER



ANGELICA MATIASEK
DEVELOPMENT OFFICER



PHIL CALNITSKY
BUSINESS SUPPORT OFFICER



PETER ROSENFELD
ABORIGINAL BUSINESS
CANADA

Community
Futures North Central Development

Vale Reception

Wednesday evening had the delegates come together for a reception at Riverlodge Place hosted by Thompson's nickel mine - Vale. The informative evening featured company ambassadors from the many different mine departments and hands on, interactive displays, not to mention great food and company!



TOP: Ryan Land from Vale welcomes delegates to the reception.

ABOVE: Joe Cote from CF Cedar Lake tries out the mine simulator.

LEFT: One of the many displays set up at the reception gave an insider look at Vale operations.

BELOW: Delegates take a break to enjoy some of the evening's refreshments.

