

2011 Annual Report

Atikokan Economic Development Corporation



An artist's rendition of Osisko's proposed Hammond Reef gold mine site. (courtesy Osisko)



Town of Atikokan

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April 24, 2012

Thank You from the Mayor and Council

On behalf of Atikokan Town Council and staff, I would like to once more thank the Atikokan Economic Development Corporation Board and staff for their ongoing support in community and economic development initiatives that benefit the citizens of Atikokan.

By working with many groups including Atikokan Town Council, the Atikokan Economic Development Corporation is able to help sustain and expand employment through community economic development initiatives. This is crucial for our entire community and area.

Having access to capital through a Community Investment Fund at the Atikokan Economic Development Office for businesses is very important especially at a time when it is becoming more difficult for the private sector to acquire such capital from other sources.

The support of the Local Initiatives fund contributions is critical to the success of our many local organizations. Those organizations also rely on the Atikokan Economic Development Corporation (AEDC) for support and advice and benefit greatly from access to facilities and equipment that the AEDC willingly makes available.


The leadership that the AEDC is providing in the mining sector to assist in making a new mine(s), such as Osisko and Bending Lake, to become a reality is very much appreciated as well. The numerous Northern Community Investment Readiness studies such as the "Accommodation Study" and "Industrial Lands Inventory" contain valuable information that will help our town prepare for a mine opening. Moving forward by preparing the community for transition is very important.

The Atikokan Employment Centre, which is administered by the AEDC, is also an essential service to the workers and their families in Atikokan.

Other AEDC services such as those provided to the local Chamber of Commerce, the Energy Committee, and tourism related activities all help to make for a better Atikokan. Special thanks for meeting with Atikokan Town Council and staff on several occasions this past year to discuss and plan for common issues.

Congratulations on another successful year. Your efforts in community and economic development are necessary and very much appreciated.

Yours truly


Dennis Brown
Mayor



Atikokan

ECONOMIC DEVELOPMENT CORPORATION
A Community Futures Development Corporation

April 24, 2012

It was once again a very busy year for the Atikokan Economic Development Corporation, as it positions itself as an active leader in moving the community forward.

In 2011, the AEDC and Town enjoyed what was quite likely their strongest co-operative, working together on a number of projects that are already paying dividends. Monthly joint meetings, as well as the commitment from the Town on the AEDC Board have been both rewarding and productive, giving us the direction we need to move forward with renewed purpose. Now, more than ever, there is a unifying movement pushing Atikokan forward not just into the immediate future, but planning for its long-term prosperity.

The staff of the AEDC continues to excel, showing commitment far outside their official mandate and making contributions beyond the Corporation both big and small. The comfort level also continues to increase, as staff further their training and search for innovative, sound solutions to the issues ahead.

The mood in Atikokan is percolating, as increased hope about potential projects from Osisko Mining, Atikokan Renewable Fuels, Bending Lake Iron Ore and Ontario Power Generation continue to move forward. For the first time in years, Atikokan faces the possibility of needing to meet increased capacity - homes, education, essential services and growth of business, both commercial and industrial, have taken centre stage as the economic landscape moves into new and uncharted territory. Investors, developers and entrepreneurs, both local and beyond have taken notice, creating optimism that Atikokan will soon return to prosperous days.

We continue to strive to be an asset to our catchment area, and in particular our efforts in Upsala have continued to strengthen; our relationship with this unique, driven community is likely at its best ever. Both the AEDC and the Employment Centre have worked hard to ensure there are programs and services available, and the community has responded positively.

The LIP program continues to be an important part of the AEDC's relationship with the entire service area, displayed in its wide range of applications. Once again, the LIP funds were used to the fullest, and their impact was immediate for both the sponsors and the community who took advantage of them.

I am pleased to extend my most sincere appreciation to all of the volunteers and staff who have committed countless hours to ensuring 2011 was a successful year for the AEDC.

Dave Elder, Chair



Committee Reports

INVOLVEMENT AND UPDATES

MINING AND MINERAL DEVELOPMENT

Osisko continues to lead mineral development activities in the area, with most of their activity focused on the Hammond Reef showing on Sawbill Bay. Exploration drilling is nearing completion and some infill and condemnation drilling will continue for the near term. The company is well into their environmental assessment process and several community consultations have occurred.

Bending Lake Iron Ore is moving forward with their environmental assessment. The company has determined that most of their extraction and processing will take place at the mine site. Senior company officials have confirmed that there has been no change to their plans for a pig iron plant in Atikokan.

The AEDC and the Town of Atikokan continue to communicate support for these and other mining and mineral development projects in the area and pledge any assistance we can offer.

ATIKOKAN THERMAL GENERATING STATION

Ontario Power Generation has continued to maintain the physical plant and they continue to negotiate with the Ontario Power Authority for a Power Purchase Agreement. If OPG is successful in securing such an agreement, they will be in a position to move forward with conversion of the plant. They will also be in a position to enter into negotiations for the supply of fuel.

Mayor Brown and the Ad-Hoc Energy committee continue to monitor this situation and support the plan to re-fuel the AGS.

SENIORS HOUSING DEVELOPMENT

Thanks to the efforts of the Seniors Forum, a large cross-section of the senior community in Atikokan got to voice their opinions on current and future housing options they would like to see materialize. A two-page survey was drafted and delivered door-to-door, putting quantifiable figures to the scope of apartment-based residences needed over the next few years. More than 200 surveys were received, with an overwhelming majority favouring two-bedroom, market-g geared apartment dwellings.

The information will be valuable in determining where, and how, Atikokan moves forward with its housing strategy, as we look to accommodate new residents while ensuring our senior population has options available. A special thanks to Alex Broski, whose efforts to see this project through from its inception were nothing short of commendable.

PATH OF THE VOYAGEUR

The Path of the Voyageur (POV) is proposed as a broad theme to connect tourism and cultural experiences across Northwestern Ont. Most literally, the 'voyageur' relates to the fur trade period when large canoes criss-crossed the continent using a vast network of lakes and rivers. More generally, 'voyageur' relates to anyone travelling for adventure and experience. In our region, much of that travel continues to have strong links to this network of water travel.

The purpose of POV is to establish an identifiable route complemented by a series of self-directed tours that link these various natural features, cultural attractions, and recreational experiences.

This project has evolved out of initial discussions with communities in the area who had an interest in promoting their resources related to the voyageur story. Regional meetings began in 2005 and a great deal of work has been done since then. Community partners have contributed both in-kind and financial resources, and a steering committee and roundtable working group meet regularly. An intern was employed last year to develop the concept further.

This committee continues in their efforts to reach the goal of using community-based cultural and recreational assets to enhance tourism in northwestern Ontario.

OUR SERVICE AREA

The AEDC offers its services to the residents of Upsala, Lac La Croix, Lac Des Mille Lacs and Seine River. We continue to strengthen our relationship with these outlying areas, as we attend meetings together and finance projects within their communities.

Map courtesy of www.oacfdc.com



LOCAL LOAN DISBURSEMENT

SELF-EMPLOYMENT BENEFITS, LOANS & THE COMMUNITY

The AEDC works with local residents to create and maintain jobs by:

- ❖ By providing access to a loan program;
- ❖ Providing technical and advisory support, such as help with their business plan, cash flow projections, staffing issues, training, etc.;
- ❖ Works with the Town of Atikokan and community groups, planning to the future;
- ❖ Participating in the Self Employment Benefit Program.

The Self-Employment Benefit Program (funded by The Ministry of Training, Colleges and Universities) is administered by our office and offered to residents within our service area. It is a very successful program, as it provides financial support and monitoring to new entrepreneurs engaging in business start-up.

SELF-EMPLOYMENT SERVICES

| SECTOR | YEAR ENDED DEC. 31/11 | SINCE INCEPTION |
|----------------|-----------------------|-----------------|
| Hospitality | -- | 7 |
| Service | 3 | 59 |
| Tourism | -- | 6 |
| Aquaculture | -- | 2 |
| Manufacturing | -- | 10 |
| Transportation | -- | 6 |
| Retail | 2 | 24 |
| Forestry | -- | 6 |
| TOTAL | 5 | 120 |

BUSINESSES & JOBS CREATED/MAINTAINED

| YEAR | BUSINESSES STARTED | BUSINESSES MAINTAINED | JOBS CREATED | JOBS MAINTAINED |
|--------------|--------------------|-----------------------|--------------|-----------------|
| 2006 | 8 | 31 | 139 | 293 |
| 2007 | 8 | 11 | 19 | 43 |
| 2008 | 15 | 12 | 21 | 82 |
| 2009 | 3 | 12 | 4 | 42 |
| 2010 | 4 | 8 | 11 | 40 |
| 2011 | 3 | 18 | 11 | 31 |
| TOTAL | 41 | 92 | 195 | 531 |

FROM A FINANCIAL PERSPECTIVE...

During 2011, our office disbursed new investment funds of \$988,900 towards new loans. In total, 26 loans were refinanced, amalgamated and/or disbursed.

Since 1988, Atikokan Economic Development Corporation has dispersed more than \$11 million in Atikokan and the surrounding region.

With the AEDC, five additional Community Futures Development Corporations within northwestern Ontario form a corporate pool for dispensing larger loans: Superior North (Terrace Bay), Rainy River Futures (Fort Frances), Greenstone EDC (Geraldton), Thunder Bay Ventures and Lake of the Woods Business Incentive Corporation (Kenora).

Atikokan currently has 14 of these regional investments totaling \$764,048 in that portfolio. This partnership allows the AEDC to consider investments in excess of \$150,000 by sharing the risk with five other partners (up to a maximum loan of \$500,000).

| YEAR | LOANS ISSUED | LOAN AMOUNT | REPAYMENTS | PORTFOLIO BALANCE |
|------|--------------|-------------|------------|-------------------|
| 2008 | 24 | \$802,530 | \$493,915 | \$4,385,956 |
| 2009 | 16 | \$489,489 | \$329,159 | \$4,315,278 |
| 2010 | 18 | \$411,335 | \$421,120 | \$3,677,491 |
| 2011 | 26 | \$988,900 | \$776,059 | \$3,890,331 |

INVESTMENT PORTFOLIO ACTIVITY

| SECTOR | AMOUNT OF LOANS ISSUED IN 2011 | CURRENT # OF LOANS IN PORTFOLIO | CURRENT AMOUNT OF LOANS |
|----------------------|--------------------------------|---------------------------------|-------------------------|
| Hospitality | \$79,900 | 9 | \$518,779 |
| Agriculture | -- | 1 | \$34,933 |
| Mining | \$75,000 | 2 | \$150,536 |
| Service | \$273,000 | 26 | \$767,245 |
| Tourism | \$130,000 | 6 | \$430,912 |
| Manufacturing | \$120,000 | 5 | \$357,351 |
| Transportation | \$133,000 | 11 | \$489,435 |
| Retail | \$165,000 | 12 | \$558,993 |
| Forestry | \$10,000 | 12 | \$517,757 |
| Research/Development | -- | 1 | \$62,500 |
| Culture & Arts | \$3,000 | 1 | \$1,890 |
| TOTAL | \$988,900 | 86 | \$3,890,331 |

All funding applications received by the AEDC are reviewed by our Community Investment Fund Committee. This committee is comprised of four members from the community at large, and three members from the AEDC Board, all of whom have extensive business experience.

We gratefully acknowledge the following for the many volunteer hours throughout the year that they contribute: Dr. Ken Sawchuk (Chair), Elizabeth MacKay, Robin Johnson, Cecil Leif, Bob Botham, Tami Stinson and Elvin Rydberg.



DID YOU KNOW?

In 2011, more than 190 meetings and seminars were held at the AEDC offices by non-profit groups? And that doesn't include the Atikokan Bass Classic, who had exclusive use of the AEDC Board Room from May 24-August 31....

Atikokan Chamber of Commerce

ANNUAL REPORT

BY MIKE MCKINNON, PRESIDENT

A little bit of the old familiar, and a little something new, combined with the growing optimism that our little town is headed for brighter days economically, made for another interesting year at the Chamber of Commerce.

It began with the annual general meeting and awards banquet, where we heard from Ed Fukushima, of Atikokan Renewable Fuels and Great North Bio-energy. He showed us how his companies are working to position themselves for the long-term in the global bio-energy marketplace.

Our membership is up one this year, to 73.

Our biggest activity as an organization is operating the tourist bureau, which we do in partnership with the Town. Chamber manager Jolene Wood secured grant support to hire five students working as ambassadors this past summer. They greeted well over 5,000 travelers - 3,700 of them signed in, up about 15% from a year earlier - and a significant proportion of those came the extra few kilometers into Atikokan.

The bureau is Internet-connected, and we have also established a Wi-Fi hot spot for travelers, so are able to serve them 24/7 from Victoria Day to mid-September. This also allows us to use the bureau as a Chamber office.

With the closure of all the Ontario Travel Information Centres to the west this year, we expect the Atikokan tourist bureau will be more important than ever to travelers.

The Chamber hosted a federal all-candidates meeting in September. It was well-attended and well-received, by both the candidates and the voters. Our partners at Shaw Cable broadcast the meeting on the community channel, and were even able to replay it a couple of times for those of you who missed it.

On the something new front, the Chamber hosted our first Showcase event in early September. This was a one-day event held downtown that incorporated local merchants, visiting merchants, and local home-based businesses at three different venues. It was a rousing success – the busiest Saturday of the summer, many of the merchants told us – and we are planning to repeat it this September.

Thanks to FedNor local initiatives grant support, the Chamber and the AEDC set loose several new products on the Atikokan scene just in time for Christmas. The Canoeing Capital gift stands, toques and hats were all well-received by the buying public. These were the winners in the Canoeing Capital challenge, and the grant support helped provide them a stake to get their products made and onto sale.

Actually there were so many good ideas we went back to Local Initiatives and got support for the development of a couple more items.

Late in the year we took the bull by the horns and re-developed the big business sign at the tourist bureau. About a dozen individual signs needed to be replaced or repaired, and we got great cooperation from all the businesses involved to give the sign a fresh new look. We also have set up a program with a small annual fee that will be used to replace the whole sign when the time comes for that.

None of these things would have been possible without our partnership with the Atikokan Economic Development Corporation. It provides low-cost office space, helps us employ our manager, and continues to be a big supporter of the Chamber and our programs.

I want to thank my fellow board members for their commitment in 2001-11, especially vice-chair Val Fraser and treasurer Maureen James. Board members Fred Colvin, Brent Boyko, Wayne Smith, Tracy Brown, Greg Sanders and Councilor Mary Makarenko have been faithful to their responsibilities.

Now entering her fourth year as Chamber manager, Jolene Wood continues to grow in the position. It's nice to have an experienced hand! Her commitment, initiative, and flexibility have been integral to our success.

Financially, it was a little better year, although we did have to resort to selling raffle tickets to keep the wolf from the door. We want to avoid having to do that again, so have raised our membership fees by a nominal amount. We remain the lowest-cost Chamber in the region.

Finally, thank you to the 73 businesses, organizations and individuals - our members - who make the Chamber a reality. Being part of the Chamber is one of the best ways for a business to give back to the community it serves. We are stronger as businesses, and as a business community, when we work together and support one another.



Regular users of the AEDC Facilities include:

- Atikokan Minor Hockey
- Atikokan Figure Skating
- Chamber of Commerce
- Atikokan Amateur Radio Club
- Path of the Voyageur
- Relay for Life
- Ringette
- Sno-Ho Club
- Atikokan Bass Classic

As well as meetings, seminars, training and conferences hosted by the AEDC, AEC, Town of Atikokan and numerous non-profit and for-profit businesses, including Osisko, the MNR and more.

Atikokan Employment Centre

ANNUAL REPORT

This year we operated under the full suite of Employment Ontario services. This meant a great learning curve for both staff and clients about what we do and how we do it. Our service delivery model is customer centric and all services needed to take into the client and how we could make the experience for them most simple and pleasant.

To manage the increased workload due to the new Case Management reporting requirements we have been able to expand our staff by one part-timer and have welcomed Cindy Simard as our Resource Centre Worker. She is responsible for frontline reception and resource centre management.

Participation in our Employment Ontario funded programs saw a shift this year. In past years we focused a great deal of attention on Second Career clients, however now we are focusing more attention on the supports that get the client directly to employment. The upswing in the economy has been very obvious in the number of job postings we are seeing and the nature of these jobs. We are seeing more professionals coming to our community. As a result they are bringing educated spouses that are seeking work. We have seen a shift in many social and health related positions in our community. Our self-serve resource centre is continually being utilized by job seekers for job searching, resume development and cover letter assistance. This year through our incentive dollars we were able to support 4 local employers and provided financial incentives for 8 unemployed individuals. Through our support dollars we were able to provide employment supports to 11 individuals in the form of safety gear, accommodation expenses, short-term training and mileage. These supports made it possible for individuals to embark on their employment plans successfully and pursue sustainable employment.

Our participation on the Atikokan Inter-Agency Committee Board has been expanded. One of our deliverables is to enhance client service by managing a network of local agencies and service providers for the purpose of information exchange and networking. Inter-Agency is a natural fit to fulfill this deliverable and ensure we are aware of what other service providers are doing. The benefit for Inter-Agency is that we can now leverage funds through our budget to enhance this group.

Additional activities of the Employment Centre included WHMIS training to unemployed and employed residents, a variety of group information sessions to clients including Interview Skills Techniques, Resume Writing Clinics, Young Worker Awareness Training, Babysitting Training, Cover Letter Writing Workshops and Job Search Techniques Training. We have continued our partnership with Norcat Training to provide a variety of e-learning opportunities including Fall Protection Training, Confined Space Entry, Transportation of Dangerous Goods and also partnered with the Learning Hub to provide on-line learning to individuals. Additionally we have begun to expand our in-house training capabilities. Our Program Manager attended training through the Ontario Tourism Education Centre and has been certified to provide Service Excellence Training.

To complement this training the Program Manager has attended and been certified in *Train the Trainer: Our Case Manager*, and become certified to provide Traffic Control Training. We are in the process of embarking on a great deal more in house training which will coincide with the needs of our community.

We also planned and coordinated the Atikokan Career & Job Fair 2011 which seen a great deal of people come through the door for assistance. With its continued success, I am sure this is a project that will continue for years to come.

We have maintained our partnership with Service Canada to offer in-person client appointments for individuals that are having challenges with, or questions about Employment Insurance, CPP/OAS and others. Representatives from Service Canada come to our community monthly to provide services to the community. This service has been well-received and continues to be an in-demand service.

This year we expanded our services beyond the community of Atikokan and have begun servicing the community of Upsala. We are working at providing support to the unemployed and underemployed of this community. We make bi-monthly visits to Upsala and hope we can build a good relationship with this community and assist them in moving forward.

It has been a busy year for the Employment Centre and as we offer the full-suite of services we predict the activities of the office within the community to increase as we make plans to continually enhance and expand the services we provide within the community and beyond.

Thanks from the Local Initiatives Project Participants

“Last year, The Atikokan Chamber of Commerce accessed almost \$15,000 to host a contest looking for suggestions for promoting our community as the “Canoeing Capital of Canada”, and then implemented the ideas. This summer, you will see canoe-shaped bike racks and planters, a wooden canoe scene, paddle-shaped pens and picture holders, Atikokan caps/toques, Atikokan license plate holders, and canoe-shaped strings of lights. The LIP money really helped us to create some unique gifts and beautify the town for both residents and tourists.”

- Jolene Wood,
Atikokan Chamber of Commerce

“The Town of Atikokan is very pleased to have received funding for the production of the Community Map. Many groups, organizations and businesses distribute these maps to our visitors and guests. The map enables people to find their way through our community with ease. The Town of Atikokan also wishes to thank the volunteers who spent countless hours updating this edition of the map.

The accommodation study is a valuable planning report for the community. Atikokan Town Council, the AEDC, Atikokan Chamber of Commerce members and many others have found the report interesting. It has stimulated many discussions about our potential future housing needs.”

- Angela Sharbot,
Town of Atikokan

Local Initiatives Program Summary

INVESTING IN COMMUNITY PROJECTS



The Local Initiatives (LIP) is funded by Industry Canada/Fednor for the purpose of supporting local economic community development projects that fit within the community's Strategic Plan. We would like to recognize our LIP committee members (three from the AEDC Board, and two members from the community-at-large) who volunteer many hours throughout the year to review all of our funding submissions. Thank you to Mary Makarenko (Chair), Dave Homer, Shannon Riding, Marilyn Ricci, and Jan Lewis. We are pleased to report that \$72,840.04 of the allocated \$75,000 was invested into community projects. Last year, those dollars made the following possible:

| | | |
|----|--|----------|
| \$ | Atikokan Native Friendship Centre | \$10,000 |
| | Conduct a feasibility study on current building | |
| \$ | Town and Ahousesat Student Cultural Exchange | \$5,000 |
| | Bring in students from B.C. to showcase community | |
| \$ | Town of Atikokan (Investment Readiness Cmt) | \$5,000 |
| | Accommodation Study & Community GIS Mapping | |
| \$ | Atikokan Sportsmen's Conservation Club | \$10,000 |
| | Construct walkway at Little Falls Tourist area | |
| \$ | Atikokan Sno-Ho Club | \$3,000 |
| | Construct "Welcome to Atikokan" sign at town entrance | |
| \$ | Atikokan Chamber of Commerce | \$4,700 |
| | Host a contest promoting Atikokan's 'Canoeing Capital' theme | |

"The Atikokan Native Friendship Centre would like to express our appreciation for the LIP grant that we received from the Atikokan Economic Development Corporation to promote Bass Classic events. The funds were used to photocopy and purchase bags for the people in the Bass Classic fishing tournament. This was a valuable contribution to the organizers of the fishing tournament and we are proud to be a partner in this community event. Thanks again for making this possible."

- Evelyn Veran,
Atikokan Native Friendship
Centre

"Without the financial assistance of the LIP we would have been unable to replace the Welcome to Atikokan sign. The new sign is a welcome addition to the entrance to town and showcases our community as a year round outdoor recreation paradise."

- Kim Cross,
Atikokan Sno-Ho Club

| | | |
|----|--|------------|
| \$ | Atikokan Native Friendship Centre | \$ 650 |
| | Provide funds to assist with Bass Classic promotion | |
| \$ | Atikokan Bass Classic | \$4,909.71 |
| | Purchase computer, oxygen meter and stage supplies | |
| \$ | Town of Atikokan | \$2,080.33 |
| | Produce 10,000 copies of the 2-sided community map | |
| \$ | Heart of the Continent Conference | \$5,000 |
| | International regional event for economic development projects | |
| \$ | Beaten Path Nordic Ski Club | \$3,000 |
| | Promotional signage at Kemuel Lake | |
| \$ | Town of Atikokan | \$4,500 |
| | Construct a lift operator booth at Mount Fairweather | |
| \$ | Atikokan Chamber of Commerce | \$5,000 |
| | Implement promotional ideas from Canoe Challenge | |
| \$ | Upsala Recreation Board | \$5,000 |
| | Develop ski hill for children's use in Upsala | |
| \$ | Atikokan Chamber of Commerce | \$5,000 |
| | Purchase canoe-shaped bike racks for Atikokan | |

“Beaten Path Nordic Trails would like to express appreciation for the funding of our new sign at Kemuel Lake. It has transformed a random parking area on Hwy 11 into a recognizable access point for our local cross-country ski trail system. It orients visitors, allows skiers to differentiate between the four main access points, and advertises to drivers on Hwy 11 that Atikokan does indeed have a Cross-country Ski Trail System.”

**- Lise Sorenson,
Beaten Path Nordic Trails**

“The AEDC funding was an important addition to a wide range of fund-raising efforts that brought together community representatives from communities along the international border. Good efforts were made to lay the ground work for some long-term plans that would link these communities together and build closer relationships between communities and their adjacent public land. Atikokan was able to send an experienced team to a workshop to refine ideas and contribute to new ones.”

**Robin Reilly,
The Heart of the Continent**

Northern Communities Investment Readiness Program (NCIR)

With the assistance of the Northern Communities Investment Readiness Program (NCIR), The Town of Atikokan and the AEDC have worked jointly on many initiatives. The goal is to obtain an understanding of what our community needs to do to be prepared, and attractive, for potential investors. During the past four years, the committee has completed 12 various projects to gain the data that financiers require.

Last year, the committee hired a consultant to take Atikokan's list of community assets and display them on-line for potential investors, employees, visitors, and residents to quickly access. We now have this data in a GIS compatible format, and soon it will be available on the Town of Atikokan website. This provides us with very accurate numbers regarding building permits, lot availability, etc.

Also in 2011, given the expected upcoming economic activity, a study was completed to access the current housing situation in Atikokan. The information gathered included such things as past, present and future population trends, as well as current and future housing demand, and affordability.

This committee is presently preparing NCIR funding applications for 2012, as we continue our efforts to invite community investment and improve the quality of life in Atikokan.

Workshops & Seminars



The AEDC is committed to offering ongoing education for our clients and residents within the communities we serve. We encourage suggestions from you if there are topics of interest that you would like to know more about. Last year, we hosted information seminars on the following:

- ❖ March 1 PARO Information Session
- ❖ March 3 Facebook for Businesses
- ❖ April 13 Interagency Presentation of Services
- ❖ May 16 SEB & LIP Program Introduction
- ❖ October 18 Presentation to Atikokan High School
- ❖ October 21 Conflict Resolution/Group Dynamics (Gary Philips)
- ❖ October 29 Merchant Business Social (Small Business Week Celebrations)

Videoconference Training

In 2011, the AEDC continued to offer a rich selection of videoconference-based workshops and seminars through the Canada/Manitoba Business Service Centre (CMBSC). A number of new and existing entrepreneurs took advantage of these low-cost, subject-focused courses, and had nothing but praises for their efficiency and professionalism. A number of the courses were well-attended and included participants from all over northwestern Ontario; CMBSC's selection is now almost at the point of offering daily courses on a year-round basis. A special thanks to the CMBSC for their continued efforts in providing this vital educational tool.

Some seminars attended by clients through the CMBSC in 2011 included:

- ❖ Canada Revenue Agency – Payroll Info.
- ❖ Canada Revenue Agency – T4 Prep.
- ❖ Effective Employee Orientation
- ❖ Survey Design for Customer Research
- ❖ Start A Non-Profit
- ❖ Understanding Financial Statements
- ❖ Microsoft Office 2003 Training
- ❖ Selling & Negotiating
- ❖ Having A Competitive Advantage
- ❖ Common Business Mistakes
- ❖ Intro to Pricing & Costing
- ❖ Developing Proposals
- ❖ Interviewing Skills
- ❖ How to Buy A Business
- ❖ Understanding Search Engines
- ❖ Advertising & Promotion
- ❖ Marketing Basics
- ❖ Savvy Sales Strategies, 4 parts
- ❖ IP, What's In It For You?
- ❖ Your Small Business Website
- ❖ Business Opportunities & Ideas
- ❖ Performance Management
- ❖ CRA Small Business Tax
- ❖ Workshop Capital
- ❖ GST Information Workshop
- ❖ Embracing Diversity at Work
- ❖ Elements of Customer Service
- ❖ Employee Relations
- ❖ Marketing Cluster, 4 parts
- ❖ Your Business Plan
- ❖ Recruitment & Selection
- ❖ Knowledge Building, 4 parts
- ❖ Dynamic Sales Presentations
- ❖ How To Brand A Small Business
- ❖ Developing Marketing Plans
- ❖ Marketing Research
- ❖ Selling To Canada Government
- ❖ Business Opportunities & Ideas
- ❖ Financial Analysis
- ❖ How To Write for the Web

Meet the AEDC Staff

Executive Director

General management responsibilities including personnel, financial planning and management, business planning, government relations, technical and advisory services to businesses and organizations.

Garry McKinnon

Senior Community Development Advisor

Business planning and advice, self-employment consulting, marketing and promotion, liaison with community groups and organizations.

Paula Sanders

Community Development Advisor

Business planning and advice, loan compliance, self-employment counseling, liaison with community groups and organizations.

Gord Knowles

Office Administrator

Contract administration, financial recordkeeping, loans administration, benefits administration, official minutes of board and committee meetings.

Annette Bryk

Administrative Assistant

Reception and customer relations, banking, correspondence, recordkeeping, community information.

Brigitte Tribe



Atikokan Employment Program Manager

Employment program development, employment counseling and community outreach.

Lisa Marusyk

Atikokan Employment Centre Case Manager

Employment Centre client file management, resume and cover letter assistance, data management.

Sue Bates

Atikokan Employment Centre Employment Resource Worker

Employment Centre reception, maintain jobs board, assist with job searches.

Cindy Simard

Chamber of Commerce Office Manager

(the AEDC contributes towards the wages for the Office Manager position)

Relief reception, monthly community calendar, assistance with AEDC events, business relations.

Jolene Wood

Looking Ahead

OUR PRIORITIES FOR THE UPCOMING YEAR...

2012 is going to be another busy year for the Atikokan Economic Development Corporation.

The AEDC will be working closely with the Town of Atikokan to prepare for development and growth and to ensure they occur in a planned, sustainable manner. We will collaborate with the Town to secure funding for additional investment readiness projects to assist us with our development planning and implementation

We will be working to outline the community's potential to developers through information sessions and presentations, building on the findings of the recently completed accommodations study and seniors housing survey.

Although Atikokan is the largest community the AEDC serves, there are many folks living outside of the community that require and deserve our support and assistance. We will continue to be vigilant in our attempt to engage and support Upsala and the First Nations communities we serve.

The success of the AEDC depends entirely on the commitment of our volunteers and we have been most fortunate to attract a committed group of people over the years. If you are interested in helping us as we help our regional economy, please drop a line, or give us a call.

Reaching the AEDC

COMMENTS? SUGGESTIONS? IDEAS?
HERE'S HOW TO GET A HOLD OF US



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