



# Lake of the Woods

BUSINESS INCENTIVE CORP.  
A Community Futures Development Corporation



## THE LOWBIC LAKER

Winter 2011

*Finding  
Solutions for  
Small Business*

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**LAKE OF THE  
WOODS  
BUSINESS  
INCENTIVE CORP.**

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Photo taken by David Nelson - Architect

Created to celebrate our natural attributes and promote sustainable sport fishing within our region and country, the **Northern Ontario Freshwater Sport Fishing Centre** located in the Township of Sioux Narrows-Nestor Falls will be opening in 2012. Sport fishing in Sioux Narrows-Nestor Falls is big business. Approximately 95% of the economy is reliant on the tourism industry with fishing as the major contributor. The estimated cost of the project is over \$2 million dollars; funded through NOHFC, the Province of Ontario and the Government of Canada in addition to local community funds.

Jeff Port, Director of Planning and Development, says *"the Sport Fishing Centre will create 10 full-time & seasonal jobs along with an economic impact around \$2,000,000 per annum."* The major benefits of the new Centre are to educate and celebrate the popularity of sport fishing in a way that has not yet been taken up. Currently there is only a private website to promote the sport. Other benefits include providing a unique tourism attraction and further development of the economy by enhancing the waterfront and downtown corridor. The building was also a prominent feature of the design firm that won the Architect Advocate Award for 2011.

*"The project is a great success and a beautiful addition to the municipality of Sioux Narrows-Nestor Falls! LOWBIC was proud to provide Local Initiative (LI) dollars to this significant project."* -

Ryan Reynard, Executive Director  
Lake of the Woods Business Incentive Corp

## Small Business Week 2011



Above: LOWBIC Open House celebration. Approx. 40 people attended for the opportunity to meet with Community Partners. Below: Ryan presents door prize winner, Todd Norlen with gift basket!!



## Small Business Key Facts

- ⇒ SME's Employ 48% of total labour force
- ⇒ 98% of businesses in Canada have < 100 employees
- ⇒ Self-employed workers accounted for 16% of employed workers
- ⇒ Bankruptcies fell by 56% between 2000-2010
- ⇒ 86% of Canadian exporters were small businesses (approx. \$86 billion)

# New Dawn Tanning Salon



Sharon McIsaac purchased **New Dawn Tanning Salon Inc.** in March of 2008. In the fall of 2010 she approached LOWBIC for financial assistance to purchase a Sunless Tanning Booth. The booth is a fully automated, spray tanning system that provides an overall even affect. New Dawn Tanning Salon also has the

conventional UV Tanning Beds, and sells moisturizers and sunscreens to enhance and maintain your skin, whether it has been tanned artificially or naturally. She also offers a line of skin care products and jewellery.

"LOWBIC provided me with the funds necessary to expand my business and their expertise and knowledge gave me the confidence to proceed with my plans. The financing they provided enabled me to purchase and install the Sunless Tanning Booth. LOWBIC's process and due diligence was easy to work with and my loan was approved quickly. I appreciate the role LOWBIC has played in my business and would not hesitate to engage their help in future endeavours." - Sharon McIsaac



# North Side Lawn & Garden

If you are currently on Employment Insurance or have had a claim in the past 3 years; or have been on a maternity/paternity claim within the last 5 years; and are looking to start your own business, you may be eligible for the Self-Employment Benefit Program. The S.E.B. Program is administered by the Lake of the Woods Business Incentive Corporation (LOWBIC) and offers financial and technical support while you start your own business.

With the assistance of the Self-Employment Benefit Program, Brad Maluorno was able to start his own business. North Side Lawn and Garden provides year-round service to Commercial, Residential and Cottage properties. His services include garden tilling, mowing, landscaping, deer fencing and general yard maintenance. He also provides tree trimming and removal services and as winter approaches he will switch to snow removal. If you are looking to decorate your front entrance, driveway or yard he also provides ice candles in various sizes.

"The Self-Employment Benefit Program was the ideal solution to take me from Unemployment to Self Employment. The S.E.B. Program provided me with the financial security and LOWBIC provided the mentoring and assistance I needed to develop my Business Plan and get my business up and running."

For more information about North Side Lawn and Garden, or to book ahead for next spring, check out the website [www.kenoralawncare.com](http://www.kenoralawncare.com) or call Brad at 466-3962.

For more information about the S.E.B. Program please call LOWBIC at 467-4642 and/or attend an SEB Information Session, held on the last Tuesday of each month.



# Upcoming Events

- Please contact LOWBIC (467-4630) to register for seminars/workshops
- Most of our events are free or require a small fee. Registration is required for all events and fees, if due, are payable at registration.
- “VC” indicates Video Conferencing session.



Watch for our new website launching later in November

[www.lowbic.on.ca](http://www.lowbic.on.ca)



Tweets on upcoming events and news posted to the new website

## NOTE:

- **Microsoft Office 2007 - Tips for Small Business:**
  - \* **Word:** November 9, 10am-12 noon
  - \* **Excel:** November 9, 1pm - 3pm
  - \* **PowerPoint:** November 10, 10am-12 noon

## WELCOME A NEW FACE!



**Communication Intern:**  
Jon Johnson joined LOWBIC in mid-October on a 1 year contract.

# November 2011

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6 Daylight Saving Time Ends	7	8	9 MS Office 2007 - Tips for Small Business * See Note	10 MS Office 2007 - Tips for Small Business * See Note	11 	12
13	14	15	16 GSH/HST Seminar - New Registrants  VC: 12:30pm - 3:30pm	17	18	19
20	21	22	23	24	25	26
27	28	29 Self-Employment Benefit Program Information Session Brdrm: 2-3pm	30			

# December 2011

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Choosing the Right Business Opportunity!  VC: 10am -12 noon	2	3
4	5	6	7	8 Year End T4 Preparation  VC: 1pm-4pm	9	10
11	12	13	14	15	16	17
18	19	20 Self-Employment Benefit Program Information Session Brdrm: 2-3pm	21	22 	23	24
25 	26 	27	28	29	30	31
<b>Closed for the Holidays</b> December 26 - December 30						

# Special Notes

# January 2012

SUN	MON	TUE	WED	THU	FRI	SAT
1 	2	3	4 Choosing the Right Business Opportunity!  VC: 1pm - 3pm	5	6	7
8	9	10 The Basics of Exporting  VC: 10am - 12pm	11	12	13	14
15	16	17 Facebook for Business  VC: 5:30pm-7:30pm	18 CRA - Electronic Services For Business Seminar  VC: 1pm-4pm	19	20	21
22	23	24	25 Survey Design for Customer Research  VC: 2pm-4pm	26	27	28
29	30	31 Self-Employment Benefit Program Information Session Brdrm: 2-3pm				

- Please contact LOWBIC (467-4630) to register for seminars/workshops
- Do you have a training or workshop request? Contact the LOWBIC office to see if we can help facilitate.
- From the LOWBIC staff and board, we wish everyone a safe and happy holidays, along with **ALL THE BEST IN THE NEW YEAR!!!**

## File Back-Up!!!

There are a many reasons to make backups of your data files, the main one of which is to minimize or virtually eliminate the impact of data loss. Systems include:

- **USB (memory) sticks** - convenient and easy
- **An external hard drive** - excellent for backing up your whole hard drive
- **Compressed copy** - A free way to save data easily off site is by emailing to an email address such as Yahoo, Gmail or your home email. Just be aware of potential security concerns.

The bottom line is that whatever method you use - make sure to have an up-to-date set of your data files separate from the device on which your original data files reside. For extremely important data, have a backup on a USB stick which goes home with you or is stored in a secure location. For data such as pictures or your music collection, back them up to large capacity DVD disks and keep them in a safe location away from the computer. For accounting data, run any data integrity checks your accounting software may have before making a backup.

Bad data equals bad backup!

## Executive Director's Message

Have you ever completed a **S.W.O.T** analysis on your business? No - why not???

- Strengths:** What do you do best? What sets you aside from others?
- Weaknesses:** Where are you under performing? Are customers not happy with your service?
- Opportunities:** What can you take advantage of to expand your business? Your next big move?
- Threats:** What can harm your business? Are you aware of new competitors or technology that could affect your business?

There are many reasons why you should commit the time to perform a S.W.O.T. analysis. If you're honest and take a good hard look at your operation - you may just find some relevant information directly related to the health of your business. Are you missing new markets? Do you know who your competition is? Is your industry changing? What do your customers want???

There are many resources available to help you with a S.W.O.T. analysis - call or drop by LOWBIC today for a free confidential business consultation.



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