



Lake of the Woods

BUSINESS INCENTIVE CORP.
A Community Futures Development Corporation



THE LOWBIC LAKER

FALL 2011

Finding Solutions for Small Business

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LAKE OF THE WOODS BUSINESS INCENTIVE CORP.

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Another Stunning Sunset in Northwestern Ontario!!

Summer is quickly coming to a close and with it comes the end of another summer tourism season. We have seen a mixed bag of results this summer with some tourism related businesses showing a strong season while others continued to struggle. It's no surprise that the businesses who have reached out to new and non-traditional markets have found success. I would encourage all small business owners to take a few minutes to reflect back on your customer base and look for potential new markets. Whether you're searching for new customers or looking at new methods to reach them – it's worth the time to do some research!!!

At LOWBIC, we can help you analyze your operation and provide advice or direction on diversifying your customer base. LOWBIC offers numerous workshops and training seminars with topics ranging from starting a business to financial analysis of your operation. Each week LOWBIC hosts video conference events led by subject experts – the cost to attend a session is \$5. Please take a look at the selection of video conference sessions in the Events Calendar section of the LOWBIC Laker.

The professional staff at the Lake of the Woods Business Incentive Corporation are here to help find answers to your small business questions. Our consulting services are free of charge and confidential!

Call, email or drop by the office for a confidential discussion about your business needs.

Ryan Reynard, MBA
Executive Director

About LOWBIC

- ◆ The Lake of the Woods Business Incentive Corp. is funded by FedNor.
- ◆ LOWBIC is a non-profit Community Futures Development Corporation — one of 24 CFDC's in Northern Ontario and 269 across Canada.
- ◆ LOWBIC is run by a local volunteer board of directors and a compliment of professional staff!
- ◆ LOWBIC partners with traditional lenders to find funding solutions to support small to medium size businesses.
- ◆ Over the last 5 years LOWBIC has loaned approximately **\$1.3 Million per year.**
- ◆ LOWBIC has been operating for 25 years!!

Wilson's Rocky Lake Camps

Located on the CN line at Jones, ON, Wilson's Rocky Lake Camps was started in 1947 by Mr. Edward Wilson & his grandmother and has been continuously operated by Ed & his wife Kay since 1955.



The resort was built up over the years and now includes a lodge, mainland and island cabins and camping sites at Havik Lake. We offer hunting, fishing & camping to both local and American clients. We also offer American Plan vacation packages.

The tourism industry has struggled over the past few years, and at a time when we needed financial help with our family business—LOWBIC was there. LOWBIC provided us with the necessary funds to ensure that we are able to continue to successfully operate our business. They were there when we needed funding and worked with us to make sure we had the funds in a timely fashion. We found the process to be straight forward and our loan was approved quickly. The LOWBIC staff have been very supportive and are always ready and willing to help us in any way they can.

Much thanks to LOWBIC and staff!

The Wilsons — Wilson's Rocky Lake Camps Ltd.

Need a Business License or Permit?

Visit Biz Pal at:

<http://www.bizpal.ca/en/>

- **It's free**—Search for the permits and licenses you may need to start or grow your business.
- **Save time and money**—Spend less time searching for information and more time building your business.
- **Get answers**— Available 24/7 to help you navigate government requirements specific to your business type.

Loaf 'N Jug Food Mart

After working in commercial finance I had a burning desire to sit on the other side of the commercial lending desk and to become an entrepreneur. So in 2006, my wife Louise and I, purchased the Loaf 'N Jug. When putting the business plan together, I knew we required a little more than a traditional bank or credit union's mathematical policies allowed, so rather than shelve the idea, we approached LOWBIC.

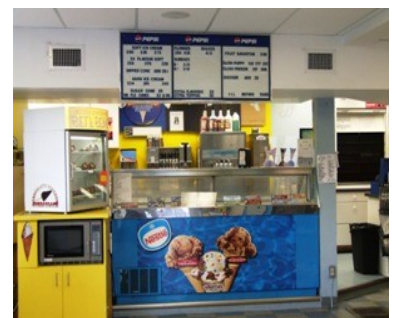
LOWBIC is willing to look at projects that exceed a traditional financial institution's comfort zone and they turned out to be the icing on our cake. My wife Louise and I became the new owners of the Loaf 'N Jug.

Over the decades, the Loaf 'N Jug has evolved to continually meet customer demands, so what was once a neighbourhood grocery store is now a convenience store. In addition to our Robin's Express Coffee and Big Scoop Ice Cream Shoppe, we have the best sandwiches and fresh baked buns around.

Business evolution often requires funds and LOWBIC was there to help us evolve to the next level. Without them, I'd probably still be sitting on the other side of the commercial lending desk.

Keith Myshkowsky—Owner

Big Scoop Ice Cream Shoppe



Robin's Express Coffee



LOWBIC Events

August 2011

Small Business Week 2010 Featured the "Clodhopper Guys"



A packed Minis Hall



LOWBIC Open House Celebration 2010



Funding Announcement by Kenora MP Greg Rickford



SUN	MON	TUE	WED	THU	FRI	SAT
	1 Civic Holiday	2	3	4	5 Summer Hours Closed	6
7	8	9	10	11	12 Summer Hours Closed	13
14	15	16	17	18	19 Summer Hours Closed	20
21	22 Marketing Basics VC: 10am-12pm Marketing Research VC: 12pm-2pm	23 Advertising & Promotion VC: 10am-12pm Developing a Marketing Plan VC: 12pm-2pm	24	25	26 Summer Hours Closed	27
28	29	30 Choosing the Right Business Opportunity VC: 1pm-3pm	31			

September 2011

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 Labour Day	6 LinkedIn for Business VC: 2pm-3pm	7	8	9	10
11	12	13	14	15 Branding Basics VC: 2pm-4pm	16	17
18	19	20 Basics of Exporting VC: 1pm-3pm	21	22	23 Fall	24
25	26	27 Are you ready to be an Entrepreneur? VC: 1-4pm	28	29	30	

Special Notes

- 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.
- Don't forget about **Small Business Week** in October; contact LOWBIC for a list of events!!!
- Stop by **LOWBIC's Open House** for refreshments & draws and help celebrate Kenora's Small Businesses Oct. 20th, 11 AM — 1 PM

Want to upgrade some of your skills?

'To Learn Online' is an online learning website where students can take courses that are self-paced and 100% online

'To Learn Online' is operated by the Ontario Association of Community Futures Development Corporations (OACFDC) with development support from FedNor and Industry Canada

Areas of study include:

- Marketing, Sales, Promotion
- Leadership & Management
- Computer Software & Programs
- Customer Service, Tourism
- Workplace Improvement, Health & Safety
- & Much More

Visit www.cfdlearn.ca for course listing and additional information

Course subsidies may be available to qualifying clients

October 2011

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10 	11	12	13	14	15
16 Celebrate Small Business Week Oct. 17-21	17 Marketing Basics VC: 10am-12pm Marketing Research VC: 12pm-2pm	18 Adv & Promotion VC: 10am-12pm Developing a Marketing Plan VC: 12pm-2pm	19 Critique of Small Business Websites VC: 1pm-4pm	20 *** LOWBIC Open House 11 AM—1 PM	21	22
23	24 Social Media VC: 1pm-3pm	25	26	27	28	29
30	31  Halloween					

SEB News

Unemployed?? Looking to start your own business??

The Self-Employment Benefit (SEB) Program is designed to assist unemployed people who are, or have recently been, eligible for Employment Insurance with income and entrepreneurial support while they develop a business plan and launch new full-time businesses. The program provides information, training and counselling for new entrepreneurs, through the business planning and start-up stages and provides financial support for up to 42 weeks.

SEB Program Information Sessions are held on the last Tuesday of each month (subject to change). Individual Information Sessions are also available upon request.

Please call Louise Tresoor, SEB Coordinator, at 467-4642 or Email ltresoor@lowbic.on.ca to schedule your appointment.



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