

RDEE

Île-du-Prince-Édouard

*Your first stop for francophone entrepreneurial
and community economic development!*



2008-2009 ACCOMPLISHMENTS



Canada 


sdba
LA SOCIÉTÉ DE DÉVELOPPEMENT
DE LA BAIE ACADIENNE

**The delegated organization's
accomplishment report
is integrated into
this report.**

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Canada

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■ MESSAGE FROM RDÉE CANADA

Nothing but concrete results!

RDÉE Canada (economic development and employability network) is an organization that has been evolving at the national level for the past 12 years. It is the only national economic development network devoted to serving the Francophone and Acadian communities of Canada. It is therefore fundamental, for RDÉE Canada, to work in constant collaboration with the 12 provincial and territorial RDÉEs, which, together, have more than 100 economic development officers.

I would like to take advantage of this opportunity to focus on the 10th anniversary of RDÉE Prince Edward Island. We are extremely proud of this RDÉE's accomplishments within the national network. A special thank you is being extended to Louise Comeau and Francis Thériault, as well as their entire team, for everything they have accomplished during the 2008-2009 year.

RDÉE Prince Edward Island's numerous interventions in the Francophone and Acadian communities have greatly contributed to the economic development and employability in this Maritime region. Among the many highlights of the year is the pilot project conducted through the 'Espace économique francophone canadien', a joint initiative of RDÉE Canada and Quebec's SADC network. This particular project saw the creation of economic exchanges between communities in PEI and the Magdalen Islands. Several entrepreneurs from both regions were able to discover new markets or to find new potential suppliers and clients.

Another one of this RDÉE's great accomplishments is its community economic



development plan, prepared in collaboration with various community and governmental partners. This CED plan will guide the Acadian and francophone community of PEI toward solid economic development for the next three years. The community now has a clearer path to follow to ensure its development.

These are but a few of the concrete results that prove how essential RDÉE Canada and the provincial and territorial RDÉEs are in economic development and job creation for francophone and Acadian communities in Canada.

Once again, bravo!

A handwritten signature in dark ink, which reads "Roger Lavoie". The signature is fluid and cursive, written in a professional style.

Roger Lavoie
Executive director

■ MESSAGE FROM THE ADVISORY BOARD'S CO-CHAIRS

RDÉE PEI: a key player in francophone economic development



Martin Marcoux



Colette Arsenault

RDÉE Prince Edward Island is now considered a key player in francophone entrepreneurial and community economic development on PEI. Its team is overflowing with potential and has access to a vast network of complementary expertise both at the provincial and national levels, thanks to partnerships and collaboration agreements established over the past few years.

The past year has seen RDÉE work on more than 50 initiatives related to community economic development and entrepreneurial development. Among these are: facilitating of exploratory missions with entrepreneurs from PEI and the Magdalen Islands to create new partnerships between these two regions; increasing the capacity of the PERCÉ Program so it can serve 20 participants, including 10 Francophones and 10 Anglophones; hosting RDÉE Canada's national tourism conference; providing support to several initiatives aimed at promoting economic immigration; signing new agreements with various organizations for the implementation of youth employment programs and entrepreneurial services; delivering training sessions in the areas of Internet marketing, communications and youth entrepreneurship; supporting a project for the establishment of a wind turbine park in the Evangeline region; organizing a recognition event for entrepreneurs; and participating in the promotion of a business succession program.

This list is but a quick glimpse at the numerous projects in which the RDÉE team was able to contribute over the last 12 months.

The past year also provided the Acadian and francophone community of PEI to prepare a new three-year Community Economic Development Plan (CED Plan) for 2009-2012. This plan will guide the RDÉE with the development of its own annual action plan for the next three years. With the "2008-2009 recession" in full swing, the timing could not have been better for new orientations and the establishment of community economic priorities for the Island's Acadian and francophone communities.

This year that we've just completed was obviously very busy. As well, it ended on a high note as we launched the RDÉE's 10th anniversary celebrations. In fact, a few commemorative activities are planned for the new year.

A very sincere thank you to the devoted people who make up the RDÉE team: Nicole, Giselle, Mathieu, Janine, Christine, Francis, Amy and Raymond. Please know that your efforts are greatly appreciated.

Finally, a special thank you to the Société de développement de la Baie acadienne for having served as host organization for the RDÉE for the past decade. We truly appreciate our relationship and hope we will be able to keep collaborating with the SDBA for many years to come.

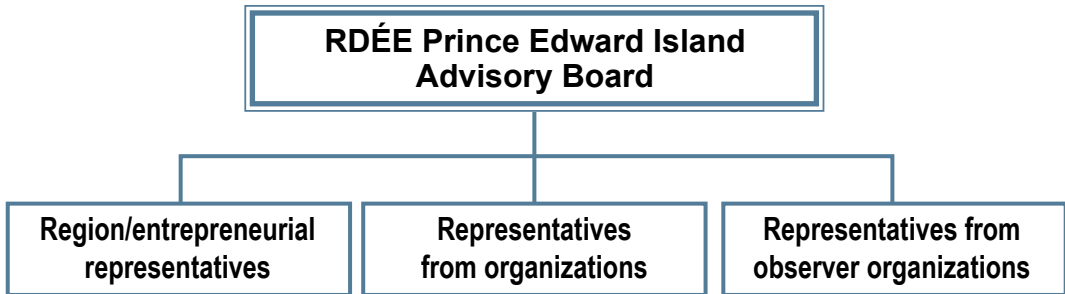


Martin Marcoux
Entrepreneurial Co-chair



Colette Arsenault
Community Co-chair

■ ADVISORY BOARD MEMBERS



Charlottetown region
Martin Marcoux
(Entrepreneurial co-chair)

Évangéline region
Dick Arsenault

Kings region
(vacant)

West Prince region
Hubert Lihrmann

Rustico region
(vacant)

Summerside region
Wilfred Arsenault

**Alliance touristique
acadienne et francophone
de l'Î.-P.-É.**
Jeannette Arsenault

Actions-Femmes Î.-P.-É.
Colette Arsenault
(Community co-chair)

**Association touristique
Évangéline**
(vacant)

**Chambre de commerce
acadienne et francophone
de l'Î.-P.-É.**
Léo-Paul Arsenault

**Conseil de développement
coopératif**
Carmella Richard

**Fédération culturelle
de l'Î.-P.-É.**
Rita Schyle-Arsenault

Jeunesse acadienne
(vacant)

Société éducative de l'Î.-P.-É.
Claude Blaquiére

**Société
Saint-Thomas-d'Aquin**
Marcellin Garneau

**Conseil consultatif
des communautés acadiennes**
(vacant)

**Société de développement
de la Baie acadienne**
Louise Comeau

■ MANAGER'S MESSAGE

New economic opportunities for Acadian and francophone community



The recession has taken up a lot of media attention in 2008-2009. Several sectors were severely affected and the people involved are still trying to find solutions. In spite of all of this, Canada has somehow been able to maintain a certain equilibrium when compared to some European countries and our southern neighbor.

Closer to home, RDÉE PEI and its community partners, including la Société Saint-Thomas-d'Aquin, have facilitated a strategic planning process leading to a three-year (2009-2012) plan in community economic development (CED) which will guide the work of our team for this period.

RDÉE PEI is now actively present in the provincial capital area with a permanent office in Charlottetown. RDÉE PEI officers are also very active throughout the Island's Acadian and francophone communities, as you will see in this report. Our ties with various agencies and development corporations, as well as the

francophone school-community centres, help us to keep informed of the needs and priorities of these Island communities.

At the Atlantic level, the four RDÉEs have pursued their partnership with ACOA through a permanent committee. Representatives of this committee are looking to work closely to better focus on common priorities and, hence, reinforce the offer of services to their joint clientele.

The establishment of permanent entrepreneurial development services remains a priority for RDÉE PEI in 2009-2010. The three-year CED Plan, back up by a large number of request for services for entrepreneurs, very clearly indicate this need.

I wish to thank the Société de développement de la Baie acadienne as well as the RDÉE PEI Advisory Board for the confidence they were able to give us. THANK YOU to Christine, Giselle, Janine, Mathieu, Nicole and Raymond, who give of themselves, heart and soul, to fulfill their mandates and to make RDÉE PEI such a huge success. Thank you as well to our devoted support team, Noella and Amy, who greatly facilitate our daily work. A special thank you goes out to the government organizations that provide our funding since these funds allow us to continue serving our community and to do what we love to do – to support our communities in their local and global development.

Economically yours,

A handwritten signature in black ink, appearing to read 'Francis Thériault'. The signature is fluid and cursive.

Francis Thériault
Manager

■ RDÉE TEAM

DEVELOPMENT OFFICERS

These officers serve as entry points to RDÉE PEI's services for specific regions and priority areas. They work out of offices in Wellington and Charlottetown but are available to meet clients at their place of business.



NAME:
Christine Arsenault
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PRIORITY AREA:
Youth employability
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Région Évangéline
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NAME:
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SUPPORT STAFF



NAME:
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TITLE:
Manager
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NAME:
Raymond J. Arsenault
TITLE:
Communications and
liaison officer
TELEPHONE:
(902) 854-3665

**A few changes were seen within the RDÉE team over the past year. Giselle Bernard is back after a six-month leave of absence. During her absence, she was replaced by Mathieu Arsenault. Mathieu is staying with the RDÉE to replace Janine Gallant, who began a year-long maternity leave at the start of April 2009.*

■ OUR SERVICES

COMMUNITY ECONOMIC DEVELOPMENT (CED)

The community economic development (CED) concept is based on the following general principles:

- Stimulation of co-operation and partnerships
- Creation of sustainable jobs and new businesses as well as the expansion of existing businesses
- Greater level of participation of the community in determining its future.

RDÉE Prince Edward Island offers support to all groups and organisations from PEI's Acadian and francophone community in the various phases of CED projects.

STUDIES: In-depth studies and analysis of potential markets, current trends, community profiles, etc.

PLANNING: Development and implementation of a plan detailing all steps required to carry out a project, including attribution of responsibilities, timelines, etc.

MOBILIZATION AND TAKING CHARGE: Assistance in the motivation of partners and key players to encourage them to take charge of the implementation of their project and to form strategic partnerships.

IMPLEMENTATION: Assistance in the various phases of project implementation, including the identification of funding sources.

PROMOTION: Assistance in the development of a promotional approach for the project.

EVALUATION: Assistance in the evaluation of the project to identify successful elements and challenges met to enable an improvement of the project and a better orientation for future projects.

ENTREPRENEURIAL DEVELOPMENT

RDÉE Prince Edward Island collaborates with a number of community and government partners to offer a wide range of services to Acadians and/or francophones wishing to establish or expand a business on Prince Edward Island. The RDÉE can therefore assist clients with one, several or all phases of the entrepreneurial project.

BUSINESS SET-UP: Assistance in all stages of the establishment of a business, including the development of its structure, registration, business planning, etc.

MARKET STUDIES: Professional analysis of the potential markets for a business, its products, its services, etc.

INFORMATION GATHERING: Research to find necessary information on an industry, on applicable rules and regulations, necessary equipment, etc.

BUSINESS PLANS: Development of plans describing all aspects of a business: operation, funding, markets sought, etc.

MARKETING PLANS: Development of plans describing the method to be used to bring a product or service to market, etc.

FUNDING: Assistance in finding sources for the necessary funding to start a business.

OTHER NEEDS: Talk to us about your other needs and we will do whatever we can to help you.

■ CELEBRATION

10 years of economic development!



“If we take a quick glance at all the economic development within the Acadian and francophone community of PEI in the past decade, we will quickly notice that RDÉE Prince Edward Island was there in the vast majority of cases, sometimes in the background, providing its support.”

With those words, Martin Marcoux, the entrepreneurial co-chair of the RDÉE’s Advisory Board, launched the 10th anniversary celebrations of the RDÉE during the 2009 Entrepreneurs’ Banquet March 14th in Summerside.

“It is thanks to the support of the RDÉE that we now have great projects such as the Centre Goéland in Cape Egmont, the new www.ilebranche.ca community portal, the annual Entrepreneurs’ Banquet, the Acadian Chamber of Commerce and, of course, the PERCÉ program, to name but only a few of the hundreds of projects that have been supported,” he added.

Marcoux said this support was often provided at the technical level, or with the creation of partnerships, the development of work plans or marketing plans, as well as with identification of funding sources.

The co-chair added that over the past couple of years, about 80 businesses have benefited from the RDÉE’s support services. “We therefore hope that the governments – especially Service Canada, the Atlantic Canada Opportunities Agency and the province of PEI – will continue to provide adequate funding for the RDÉE’s operation for many years to come.”

■ NEW AGREEMENTS SIGNED

To help youth find jobs

Continuing its efforts to encourage youth to become more “employable”, RDÉE PEI this year signed a memorandum of understanding with East Prince Youth Development Centre



(EPYDC) geared towards helping youth overcome barriers to employment. The RDÉE provided office space half a day a week in the Community Business Centre in Wellington for Lacey MacDonald, the new youth outreach worker with Youth Works. As well, the two organizations will continue to work together to organize activities and information sessions on various career fields. The Youth Works program was geared towards youth aged 15-30 years who have quit school or who have completed their high school studies, but who need help with job searches or assistance with integration into the work market or with returning to school. The primary object is to help youth overcome barriers to employment.

Participating in the official signing ceremony of the memorandum of agreement between RDÉE Prince Edward Island and East Prince Youth Development Centre were, from left, Christine Arsenault, RDÉE development officer responsible for youth integration and employability; Lacey MacDonald, youth outreach worker with Youth Works; and Lila MacIsaac-Buchanan, EPYDC team leader and employment facilitator.

To better serve Eastern PEI clients

Active Communities Inc., the community economic development corporation that serves Eastern PEI, now has the capacity to serve community and entrepreneurial clients who request service in French or who want to incorporate a francophone dimension to their project. It is thanks to a collaboration agreement that the corporation has signed this past year with RDÉE PEI that it will be able to add this new dimension to its service. The RDÉE team will also be able to benefit from the expertise of the Active Communities team, whose members have many years of experience in community and entrepreneurial development.

Amie Swallow, left, development officer with Active Communities Inc., and Christine Arsenault, RDÉE PEI development officer responsible for the Kings region, sign a collaboration agreement between the two organizations.



■ NATIONAL MEETING

RDÉE Canada tourism officers meet in PEI

Fourteen francophone tourism development officers from RDÉE Canada's national network, as well as a student intern, representing nine Canadian provinces and the three territories, met on PEI September 30th to October 2nd for their regular bi-annual fall conference. It was the first time that the tourism officers came to the Island for one of their national conferences. Aubrey Cormier, RDÉE Canada's assistant executive director, led the conference, which was held at the Centre Goéland in Cape Egmont.

"We had a great conference, where we were provided with updates on several issues pertinent to the Canadian francophone tourism sector," noted Janine Gallant, then-tourism development officer with RDÉE PEI.

Among other things, the officers heard a presentation on the 2009 World Acadian Congress. They discussed an ongoing collaboration with the Canadian Tourism Commission and the classification system of French services within the Canadian tourism industry.

The delegates then heard a presentation on the network's strategic plan for 2008-2013. As well, the officers received training sessions regarding cultural tourism.

RDÉE PEI also gave them the opportunity to taste the artistic culture and the Acadian cuisine of the community as well as to visit several points of interest both in the Evangeline area and elsewhere in the province.



Prince Edward Island welcomed its first ever national conference of RDÉE Canada's tourism development officers last fall. Participants at the conference were: first row, from left, Mireille Roach (Nova Scotia), Cécile Guérin (Nunavut), Lynne Demontigny (Ontario-East), Janine Gallant (P.E.I.) and Francine Lecours (Ontario-North). In the back row are, from left, Mireille McLaughlin (student from University of Toronto), Isabelle Vincelette (Alberta), Marie-Claude Rivard (Corridor touristique francophone de l'Ouest), Frédéric Vandenoitelaer (Yukon), Réjean LeFort (Northwest Territories), Aubrey Cormier (RDÉE Canada), Siriki Diabagaté (Saskatchewan), Nicole Smith (British Columbia), Giselle Champagne (Manitoba), Frédérique Weiland (Newfoundland and Labrador) and Cécile Rousselle (New Brunswick).

■ CED SECTION

An Overview of Community Economic Development (CED)

Definition of CED (community economic development): *“A multidimensional activity or strategy that is directed by a community seeking to improve the social and economic conditions of a chosen population.”*

Generally, initiatives that fall into this category are mostly projects that deal with the economic development of communities, organizations or groups.

During the 2008-2009 year, the RDÉE supported 17 organizations and groups with the implementation of new projects. Some of these clients were supported with more than one project. The RDÉE collaborated on 25 projects or initiatives in community economic development hosted by these partners, in addition to nine of its own projects, for a total of 34 projects.

■ CED SECTION

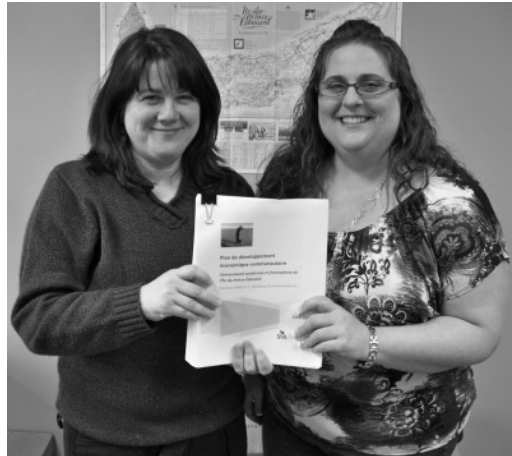
New community economic development plan

The Island's Acadian and francophone community recently adopted a new community economic development (CED) plan for the next three years, 2009 to 2012.

The process for the development of this plan was carried out by a tripartite directing committee (federal-provincial-community), composed of representatives of the Société Saint-Thomas-d'Aquin, RDÉE PEI, the Collège Acadie Î.-P.-É., la Société de développement de la Baie acadienne, the Atlantic Canada Opportunities Agency and the PEI Division of Acadian and Francophone Affairs.

The consultant firms Shift Central, X.O. Consultants and Ronald Bisson & Associés conducted a series of consultations with individuals and organizations from one end of the province to the other and came up with a picture of the economic situation of the Island's communities.

The three-year plan focuses on three primary strategic directions: human capital, employment and investment, and organizational efficiency. It also suggests an alignment with the priority sectors identified by the province (aerospace, biosciences, information technology and renewable energy) so that the Acadian and francophone community could benefit fully from business opportunities that will present themselves in these fields.



RDÉE PEI development officers Giselle Bernard (left) and Nicole Drouin look over the new Community Economic Development Plan for 2009-2012, which will serve as a guide for Acadian and francophone communities throughout the province.

RDÉE PEI developed its action plan for the new year based on this global plan. The Collège Acadie Î.-P.-É. will also continue to be inspired by the CED plan in the preparation of its action plans. All other organizations and groups within the community are welcomed to use it as a planning tool as well. The CED plan can be downloaded from the RDÉE PEI website at www.rdeeipe.ca in the section "Profils, rapports et études".

The preparation of the plan was funded by ACOA, the Province of PEI and RDÉE PEI.

■ CED SECTION

Hundreds of resumes from France and Belgium



During her trip to France to attend the Destination Canada employment and immigration forum, Nicole Drouin got to see the famous Eiffel Tower.

In November, RDÉE development officer Nicole Drouin participated in the Destination Canada employment and immigration forum in France and Belgium. She brought back hundreds of resumes provided by professional francophone Europeans interested in working in or moving to PEI.

“We were primarily trying to attract people who work in the province’s priority sectors – information technology, aerospace, biosciences and sustainable energy – to the PEI booth,” explained Drouin. “I met a large number of people from these sectors who had very impressive resumes. I also met many teachers who said they would readily move to PEI. I was quite pleased with the volume of interest that was expressed about the Island.”

She reports that an average of 600-700 Europeans from France, Belgium and various other European countries visited the forum each of the four days. “I was very busy throughout the entire forum, showing the advantages of living on Prince Edward Island and distributing pamphlets about the Island.”

The RDÉE plans to pursue initiatives in economic immigration.

Supporting the Integration Co-op’s communications efforts

Over the past year, RDÉE PEI offered four training sessions to the staff of the Coopérative d’intégration francophone de l’Î.-P.-É. (the co-op that works to welcome newcomers and immigrants to the area and that works with the community to prepare them to receive newcomers and immigrants.)

The RDÉE’s communications and liaison officer, Raymond J. Arsenault, offered sessions

on the preparation of a communications plan, the development of communications policies, the writing of press releases and advertisements and the preparation of other promotional tools.

The Co-op, which has undergone a year of major transitions, is now better prepared to promote itself and its activities, as needed.

■ CED SECTION

Conference on francophone immigration in Atlantic Canada

More than 70 participants at the Conference on francophone immigration in Atlantic Canada, in Truro, N.S., last February, had the opportunity to discuss what is being done in the region in regards to awareness, recruiting, welcoming and integrating francophone immigrants.

During the conference, organized by the Société Nationale de l'Acadie (SNA), the delegates attempted to paint a picture of the actual situation and to find solutions to counter the demographic setbacks of Francophones in Atlantic Canada.

Participants concluded that a lasting partnership between the various stakeholders is essential to attract more francophone immigrants in Acadian and francophone communities.

They agreed that efforts must be concerted, that there be a common mandate, that there be a better evaluation of the need for welcoming and integrating newcomers and that there should be but a single voice when speaking of such needs in the Atlantic region.

The presentation on the immigration efforts being made on Prince Edward Island was given jointly at the conference by Pierre Arsenault, then executive director of the Coopérative d'intégration francophone de l'Î.-P.-É.; Nicole Drouin, development officer with RDÉE PEI; Nancy Clement from the PEI Newcomers Association; and Céline White, representing the provincial government. Six other Islanders attended the conference.

Island employers learn about “Espace emploi international”

Last September, a few P.E.I. employers and professionals participated in a bilingual information session regarding the services offered by “Espace emploi international” (EEI), an agency operated by the French government that helps professionals from its country to find jobs in France or in various other countries of the world, including Canada.

During the session, held in Charlottetown, two bilingual EEI representatives – executive director Erik Sadiki and Americas officer Julie Paglia – provided details about the agency.

“This visit allowed them to create awareness about the services and programs available in France and in Europe to help Canadian employers in their efforts to recruit qualified employees,” said Francis Thériault, manager of RDÉE Prince Edward Island, who coordi-

nated the Island visit. “It was also a great opportunity for them to better understand the needs and objectives of employers and communities in Atlantic Canada.”

EEI’s services are geared specifically to people from France who wish to find a job or acquire a professional experience in a foreign country and to employers who are recruiting workers.

EEI, which opened its doors in Paris in 1999, brings together the expatriation service from the Agence nationale de l'accueil des étrangers et des migrations and ANPE International.

The RDÉEs have signed an exclusive agreement with this organization, which works jointly with the Canadian Embassy in France to help French workers who want to move to Canada obtain Canadian visas.

■ CED SECTION

Major renovations at the Farmers' Bank of Rustico

Thanks to a major renovation project this past year, the historic building of the Farmers' Bank of Rustico – which serves as a tourist museum and community hall – has a fresh new layout and is much more wheelchair accessible. It is expected that the newly renovated areas will be officially reopened to the public at some point this summer.

RDÉE PEI is proud to have contributed its support by preparing funding proposals and by participating as a member of the project's management committee. Several partners collaborated with the Central Development Corporation to ensure that this project became a reality.

Service Canada contributed sums to hire five employees to carry out the renovations and to make the location more accessible. Canadian Heritage, the Atlantic Canada Opportunities Agency and the Province of PEI have all contributed financially to the project as well. Its total value is approximately \$400,000.

The project enabled the construction of offices and storage areas; the elimination of support posts and the reinforcement of cross beams; changes to the meeting room; an increase in the size of the kitchen and the addition of various

major appliances; the renovation of washrooms; changes to the configuration of the stairwell; the addition of an elevator; the reconfiguration of the reception area; the addition of a gift shop; the addition of a geothermal heating system; the installation of a fire suppression system; and the reconfiguration of the area for museum exhibits.



Charlottetown's 2008 Francofolies Festival: a great success

The second edition of the Charlottetown Francofolies, in June 2008, was highly successful, thanks to the participation of a huge number of Islanders and tourists. This popular event was held on Victoria Row amid the vibrant colours of Acadia. For three days, the spotlight was on visual arts as well as Acadian and francophone music.

On the first evening, audiences were treated to an amazing show featuring the talents of Mario Robichaud and guests and then Yves Lambert

(formerly from Québec's La Bottine Souriante) and the Bébert Orchestra. On the second evening, the featured performers were the popular groups Vishten and Suroît. On Sunday night, La Virée and Jean-François Breau charmed the audience. In the Kier Gallery, visitors could admire the works of various Acadian, francophone and francophile artists from PEI.

RDÉE PEI contributed to this project by helping to prepare funding proposals and by participating as a member of the festival's working group.

■ CED SECTION

“Frolics” organized for tourists

Tourists visiting the Evangeline region during the summer of 2008 had an opportunity to participate in five “frolics” (or experiential visits), organized by businesses that are members of the Evangeline Tourism Association. Tourists were able to buy, at a very decent price, a little pouch of coupons that gave them access to all five frolics as well as a chance to participate actively in these events.

On Mondays, Acadian music was highlighted at the Centre Expo-Festival in Abram’s Village; visitors could learn how to play an instrument or dance a stepdance. On Tuesdays, visitors could learn all about Acadian history at the Acadian Museum of PEI in Miscouche. Wednesdays were reserved for making traditional handicrafts at the Abram’s Village Handcraft Co-op. On Thursdays, visitors could learn how to make Acadian dishes in the kit-

chen of the Centre Expo-Festival in Abram’s Village. Friday, participants received a lesson in sewing with Marie Anne Arsenault from À-Point Boutique in Mont-Carmel.

The coupons also encouraged visitors to discover the amazing Notre-Dame-du-Mont-Carmel Church and the Bottle Houses in Cape Egmont as well as the chance to receive a small gift offered by the Abram’s Village Handcraft and À-Point Boutique. Finally, visitors received a traditional Acadian meal at the Centre Expo-Festival.

RDÉE PEI is proud to have been able to participate in this initiative, by preparing funding proposals, by helping to develop and distribute promotional materials and by collaborating with the Evangeline Tourism Association in the general organization of this initiative.

Provincial passport for tourism services in French



Even in today’s world, many francophone tourists who arrive on PEI don’t know that there are several francophone communities, businesses and attractions on the Island that can serve them in French. This is one of the

main reasons the Alliance touristique acadienne et francophone de l’Î.-P.-É. published, for the summer of 2008, a small passport booklet promoting about 30 tourism businesses on PEI that offer quality services in French. Some 10,000 copies of the passport (with a title that translates to “Services in French? Of course!”) were printed and distributed at the participating sites as well as at the province’s tourist information centres.

Tourism businesses appearing in the booklet indicated that Francophone tourists who used the booklet were very pleased to find out they could be served in their own language at so many locations on the Island.

RDÉE PEI was pleased to collaborate with the planning and implementation of this initiative.

■ CED SECTION

Cybermarketing: an essential tool in today's business world

Thirteen people participated in a cybermarketing, or Internet marketing, training session January 21st in Summerside. This session, offered in collaboration with RDÉE PEI and ProfitLearn PEI, was delivered by Louis-Philippe Gauthier, a marketing expert working with the E-Commerce Centre, a research centre at the University of New Brunswick.

This interactive workshop gave participants the opportunity to learn various methods to improve their web sites, increase the number of visits received and master the “4 Ps” (product, price, place and promotion) of traditional marketing via Internet. Among other things, participants learned have to adapt their web site to better meet the needs of clients, use web analytics tools to increase their client numbers, make more efficient use of search engines, and develop online promotion strategies.



Trainer Louis-Philippe Gauthier offered many useful tips during his workshop on cybermarketing

RCMP: an interesting career choice



Attending an information session on careers offered by the RCMP were, from left, recruiting coordinator Daniel Roy, students Jordan Arsenault and Tyler Brown, who are both interested in learning more about these careers; and organizer Christine Arsenault, youth development officer with RDÉE PEI.

Two public information sessions on possible careers with the Royal Canadian Mounted Police (RCMP) were offered in Wellington in January, thanks to collaboration between Youth Works and RDÉE PEI.

Officer Daniel Roy, recruiting coordinator with the RCMP, provided details on the various jobs available as well as on the training needed to become an RCMP officer.

A few youth and their parents attended these sessions; following the meeting, they felt they were better prepared to make career decisions.

■ CED SECTION

Community portal being well used

During its second year of operation, the Acadian and francophone community's online portal, www.ilebranche.ca, is becoming more and more popular.

More than 50 community organizations have received training on how to enter news, upcoming events and job opportunities on the portal. The information they enter is visible

both on the website and also its daily emailed newsletter. At present, more than 600 people are subscribed and receive the newsletter every day.

This past year, two guides were developed for people who use the portal, the first explaining how to enter information and the other one providing usage guidelines .

Carrefour expansion planned

More than a year ago, RDÉE PEI joined a working group that is seeking an expansion of the Carrefour de l'Isle-Saint-Jean in Charlottetown so that it can better serve its two clientele - the school component and the community component.

François-Buote School, the school section of the centre, was originally built to accommodate 150 students. As of the beginning of the school year in September 2008, a total of 255 students were registered. The school was therefore forced to take over some of the rooms that were dedicated for the community component.

The French Language School board, through the Department of Education, started expanding in the back of the building, adding four classrooms, but this is only a small step towards the expansion needed at the Carrefour.

A study was conducted by consultant Marc Leblanc to determine precisely what is required by all partners of the centre.

RDÉE PEI contributed financially to the preparation of the funding proposal, which has since been sent to all potential funding bodies, both provincially and federally.

The plan proposes the addition of several other classrooms, a major renovation to create a private access to the theatre, kindergarten classes, classrooms appropriate for trades programs, classrooms for the Collège Acadie Î.-P.-É., additional space for the daycare centre as well as additional space for the community component.

The parking lot will also be reconfigured to accommodate more vehicles.

Transitional year for FRDC

The Francophone Resources Development Committee (FRDC) only held one meeting this past year but it was an extremely important meeting since members focused on the mission and raison d'être of this tripartite committee (federal-provincial-community). The committee is looking to redefine its mandate and how its members will fulfill it. .

In the meantime, the committee wants to do its part in the implementation of the new Community Economic Development (CED) Plan that has been prepared by and for the Acadian and Francophone community of PEI. RDÉE PEI continues to serve as administrator for the FRDC's committees and subcommittees.

■ ENTREPRENEURIAL SECTION

An overview of entrepreneurial development

“I really appreciate the excellent personal service that I’ve received from the RDÉE in several of my entrepreneurial projects. The team helped me to prepare my business plan, to write reports and letters and to establish important contacts with key players within government. The RDÉE also enabled me to participate in the exploratory mission that was organized with the Magdalen Islands. What is even more important than all of that is that the RDÉE believed in my projects and gave me a lot of encouragement. I am therefore extremely pleased with the service I received, so I regularly recommend to people with business ideas to go see the RDÉE to enquire about getting some support.”

Dick Arsenault
Owner, Atlantic BioHeat

Generally, initiatives that fall under this category are projects that directly touch or affect entrepreneurs or that pertain to the establishment of a new business or the expansion of an existing company.

During this past year, we organized or collaborated in the organization of seven activities for entrepreneurs and apprentice entrepreneurs. We have also served more than 30 entrepreneurial clients from one end of the province to the other.

■ ENTREPRENEURIAL SECTION

Economic exchanges with the Magdalen Islands

Two groups of Island entrepreneurs, one from Prince Edward Island and the other from the Magdalen Islands, were quite pleased with their participation in exploratory missions to each other's island this past winter. In fact, the results of their missions far exceeded their expectations since they were able to establish contacts and even discover new markets for their products as well as potential suppliers.

RDÉE Prince Edward Island coordinated these exchanges, which were one of the pilot projects from the "Espace économique francophone canadien" initiative hosted jointly by RDÉE Canada and the SADC Network of Quebec.

During the first phase of the project, seven entrepreneurs and business people from the Magdalens came to PEI to develop contacts and to explore the possibility of doing business here, either for the sale of their projects, the acquiring of materials or for other types of partnerships. They took part in a series of meetings with people from their respective sectors of endeavour. Five entrepreneurs from PEI, accompanied by two RDÉE PEI officers, later travelled to the Magdalens for the same type of meetings.

The Acadian and Francophone Affairs Division of PEI also supported this initiative.



The members of the PEI delegation who participated in an exploratory mission to the Magdalen Islands in March 2009 were, from left, entrepreneurs André Gallant, Lucie Bernadette Bellemare, Jeannette Arsenault and Sylvie Toupin; RDÉE development officers Christine Arsenault and Mathieu Arsenault; and entrepreneur Dick Arsenault. Pilot Jacques Delaney is in the back.

■ ENTREPRENEURIAL SECTION

Four Lauriers winners rewarded



The PEI winners of the 2009 Lauriers de la PME competition are, from left, Italo Marzari from Sirenella Ristorante; Jake and Diane Gaudreau from Tourbillon Design Inc./Gaudreau Fine Woodworking; filmmaker Denis Robert from Images @ p.e.inc. and brothers Alphonse and John Arsenault from J.C. Drilling.

During the annual Entrepreneurs' Banquet, held in Summerside March 14th, RDÉE Prince Edward Island honoured the four Island finalists of the national 2009 Lauriers de la PME competition for small and medium-sized francophone businesses. The winners were thanked and congratulated for their contributions to the economic development of their community and province.

The winners were Sirenella Ristorante of Charlottetown (Commercial Services Business category); Tourbillon Design Inc./Gaudreau Fine Woodworking of Rustico (Processing

Business category); images @ p.e.inc. of Mont-Carmel (Micro-Business category); and J.C. Drilling of St. Raphael (Specialized Services Business category). All four companies will move on to the national competition in Ottawa this November.

Each winning company received a painting by Lucie Bernadette Bellemare from the company Créactif as its award. Each work of art was conceived specifically for its recipient and reflected their field of endeavour or their interests.

Christian Gallant recipient of 2009 JEFLIPE Award

Christian Gallant from Charlottetown was named winner of the 2009 JEFLIPE Award (young enterprising francophone from PEI). RDÉE PEI presented this award to Christian for his vast involvement and contribution to cultural, artistic and economic development, mostly throughout Atlantic Canada but also internationally.

He lent one of his songs, Tempête, to serve as theme song for the S.O.S. Louisiane fundraising campaign following Hurricane Katrina. He is also involved in a number of organizations that work in cultural development at the provincial and Atlantic levels.



Christian Gallant, centre, received the 2009 JEFLIPE Award from Marcia Enman, executive director of La Voix Acadienne (the award sponsor) and from Raymond J. Arsenault, communications and liaison officer with RDÉE PEI.

■ ENTREPRENEURIAL SECTION

Entrepreneurs get informed during networking barbecue

Several francophone entrepreneurs from PEI, clients of RDÉE Prince Edward Island's entrepreneurial support services, gathered at the Centre Goéland in Cape Egmont on October 23 for the annual entrepreneurs' networking barbecue.

Several organization-partners joined the event to speak about the programs and services they offer to entrepreneurs and to share some of their promotional tools. For example, participants got to hear informal presentations on the program SOS Relève by La Société de développement de la Baie acadienne (SDBA), the various entrepreneurial programs offered by the Collège Acadie Î.-P.-É. as well as the support programs offered by the CBDC Central PEI.

The entrepreneurs were also able to discuss among themselves and with the representatives of the various organizations regarding their projects and the programs that could help them to further develop their projects.

“We believe that this event is a great opportunity to meet with our entrepreneurial clients in a relaxed atmosphere, away from the noise and stress of work,” said RDÉE manager Francis Thériault. “It is also an excellent opportunity for our clients to network among themselves, to exchange business cards and to discuss potential future collaborations. Finally, this event gives business people a chance to learn more about other services that could help their business grow.”



At the networking barbecue for entrepreneurs are, from left, Louise Comeau, manager of the SDBA; Francis Thériault, manager of RDÉE PEI; entrepreneur Chuck Arsenault; Claude Blaquière, executive director of the Collège Acadie-Î.-P.-É.; entrepreneur Mathieu Gallant; and Tania Maddix, program officer with CBDC Central PEI.

■ ENTREPRENEURIAL SECTION

Young Millionaires acquire entrepreneurial experience

Eight Island youth gained entrepreneurial experience and earned a few dollars last summer thanks to their participation in the Jeunes millionnaires program, the French version of



Young entrepreneur Myriam Cyr shows Jeunes millionnaires coordinator Carole Gallant some of her homemade greeting cards.

the successful Young Millionaires program. Their small businesses produced and sold a wide variety of products: birdhouses, natural health and beauty products, greeting cards, decorations, vegetables and sand bottles.

The program begins with participants attending three training sessions on the basics of entrepreneurship: business plans, market studies, client services, product quality, budgets, and other topics.

Once their business plan has been approved, participants can benefit from a small grant (up to \$100 for individual entrepreneurs and up to \$150 for partnerships) to help them establish their business. The participants then spend the summer months producing and selling their products or services.

Central Development Corporation, with funding from the Atlantic Canada Opportunities Agency, administers the Jeunes millionnaires program in conjunction with La Société de développement de la Baie acadienne (SDBA).

Jeunes Entreprises: learning the basics of entrepreneurship

The “Jeunes Entreprises”/ Junior Achievement program annually offers francophone and Acadian youth from PEI a series of workshops on entrepreneurship and the value of education in attaining their career goals. During the past year, about 225 youth from from the Evangeline, Rustico and Charlottetown regions participated in the program. The RDÉE coordinates the delivery of these sessions; this year, development officers Christine Arsenault and Mathieu Arsenault delivered the sessions.

Younger students participated in the Business Basics portion of the program. They were able to explore, through a series of sessions,

the four basic elements of a business: organization, management, production and marketing. They examine the list of costs necessary to set up and manage a business and then learn how to find the resources necessary to start a business. The youth in the second program attend four sessions of the series The Economics of Staying In School, which covers such topics as success, independence, employment and the future.

A third series of sessions, named The Company Program, is available and it is hoped that a pilot project of this program will be delivered in Charlottetown over the next year.

2008-2009 ANNUAL REPORT



LA SOCIÉTÉ DE DÉVELOPPEMENT
DE LA BAIE ACADIENNE



■ SDBA ANNUAL REPORT



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Goal and Mission of the SDBA

La Société de développement de la Baie acadienne, from Prince Edward Island's Evangeline region, is a francophone organization which, in collaboration with privileged partners and by adhering to a strategic plan, ensures economic development by undertaking innovative projects. It offers support services to both developing and existing private businesses, co-operatives and community organizations to stimulate economic growth and to facilitate transition towards the new economy. It encourages the implementation of provincial and national mechanisms that will help promote socio-economic development.

Territory

La Société de développement de la Baie acadienne focuses its activities in PEI's Evangeline region but it can intervene in any region of the province where Acadians and Francophones reside, in accordance to the SDBA's mandate as delegated organization for the RDÉE.

■ CHAIRMAN'S MESSAGE

Living in a new global world

Yet another year end has crept up and surprised us. We have ended this last year by looking at results attained, at hopes for the future and for the next strategy for community economic development, along with Acadians and Francophones from across the province. The CED Plan (community economic development plan) that the Island francophone community recently adopted will provide PEI's Acadie with a path that will help align the aspirations of both rural and urban communities. Following the trends and priority sectors identified by our provincial government, the plan provides each community with the liberty to develop initiatives that are appropriate for them.

We are living in a new world, a world that has become much broader. There actually was a good reason behind the adoption of the term "global village". Nothing happens in our world today without everyone being affected in one way or another. We no longer have the security of village borders; even before leaving their paternal home, our children have seen a country that is vastly different than the one older generations grew up with; the population, in general, is much more mobile than it has ever been. We no longer have the luxury of living in isolation, by thinking that we are sheltered from the costs that have an impact on the entire world. We are all living the same realities, the same dangers and the same opportunities. To not take advantage of opportunities that fall into our laps would mean risking the very development of our community, even if these new opportunities mean straying a bit from our usual way of doing things and opening ourselves to the world in a way that was never asked of us before.

Last year, in my message, I had indicated that 2008-2009 would be a year of reflection and of consultation. The process is well underway. During this last year, the Vision Plan has concluded. The Board of Directors of the SDBA, in consultation and in co-operation with the community, has the mandate and the responsibility to make decisions about



community economic development. We want, however, to make these decisions with the support of our community, with a commitment to the present and future generations and with a spirit of community collaboration.

In regards to the Evangeline region, I cordially invite you to join us in this reflection on the development of your region and to participate in the planning process that we will establish in the fall. Several people from the community have already spoken to us about their vision for the future and I invite you all to do so as well.

In closing, I wish to thank the Board of Directors for its commitment to the development of this community and offer a warm welcome to our newest board member, Donnie Arsenault. We offer a heartfelt thank you to our team for attaining results that emanated from our decisions.

A handwritten signature in black ink, appearing to read "Stephen Arsenault". The signature is fluid and cursive.

Stephen Arsenault
Chairman, Board of Directors

■ MESSAGE FROM THE MANAGER

Tangible and intangible results



As manager of the SDBA, I would like to reiterate the importance of tools, best practices and expected results that form the basis of our team's daily activities. Without proper work tools that help our team to perform at its peak capacity, our work would be futile. The development of work tools, which we can then share with other organizations and partners, becomes instrumental to our performance.

The team always seeks inspiration from best practices that make daily actions credible and valid. In regards to our attained results, the governmental departments that provide our funding consider them to be imperative. With justifiable reason, our governments ask us for results in return for the investment of this country's taxpayer dollars. The key question we must ask ourselves every day is clear: "What do our actions, our activities, our objectives change in our community?" It is with that question in mind that our team begins each day and each project.

Certain results are sometimes neither visible nor intangible. Part of our mandate is to ensure an increase in community capacity and job creation. This portion of the SDBA mandate is not always direct. When the SDBA established and renovated the infrastructures it has today – the Community Business Centre, the Place du Village mini-mall and the Promenade acadienne – it did so with the hope of making jobs and services more accessible in and for our rural communities.

We are extremely pleased to note that these infrastructures allow organizations and businesses to house 61 permanent employees as well as 26 part-time employees. Experts in statistics and demographics note that creating 50 jobs in a small region like Prince Edward Island is equivalent to a project that creates 1,000 jobs in a major region such as Ottawa.

Other accomplishments that are less tangible, which do not translate into bricks and mortar but rather in programs and services, include: PERCÉ, which is succeeding in countering the brain-drain of our graduating students; entrepreneurial services; the hosting of RDÉE PEI for the delivery of community economic development services throughout the province; lobbying our governments to support the development of our communities; and the list goes on...

I wish to take this opportunity to thank the Board of Directors of the SDBA as well as the provincial RDÉE PEI Advisory Board, the RDÉE team and the Acadian and franco-phone community of this province for their continued support.

A handwritten signature in black ink, appearing to read 'Louise Comeau'. The signature is fluid and cursive.

Louise Comeau
Manager

■ WORK TEAM

Your employees

The devoted employees of the Société de développement de la Baie acadienne are, from left, Noella Richard, administrative assistant (secretarial); Amy Richard, administrative assistant (finances), who is shared with RDÉE PEI; Léona Bernard, coordinator of the PERCÉ program; and Louise Comeau, general manager. The members of the RDÉE team often support the efforts of the SDBA team.



Amy Richard, standing on the left
Administrative assistant (finances)
(902) 854-3656

Noella Richard, seated on the left
Administrative assistant (secretarial)
(902) 854-3657

Léona Bernard, standing on the right
PERCÉ Coordinator
(902) 854-3660

Louise Comeau, seated on the right
Manager
(902) 854-3655

Over the past year, the SDBA has also benefitted from the services of an assistant coordinator of the PERCÉ program for a few weeks. It was Helen Bergeron. Two Katimavik program participants, Chantel Delachevrotière and Gabrielle Hurtubise, also had work placements at the SDBA for a few months.

■ OUR ACTIVITIES

Our infrastructures

The role of infrastructure in a region is not always as obvious as we might think it is. Our infrastructures can transform themselves into useful tools for a community such as the Evangeline region.

For the past 15 years or so, the SDBA has used infrastructures to provide the community with indispensable tools for its development. It obtained funding for the construction and renovation of the Place du Village, the Promenade acadienne and, of course, the Community Business Centre.

A survey among tenants of these infrastructures has revealed that these buildings helped facilitate the creation and/or housing of 61 full-time employees and 26 part-time employees in Wellington. This is not to say that these jobs would not have existed without these buildings, but the fact remains that they might not have existed within the Evangeline region.

The SDBA continues to manage these three buildings, which represent important anchors in the region and in the local economy.



Place du Village in Wellington.

Revamping at Day's Corner

During the past year, the Board of Directors of the SDBA looked at the possibility of buying the property at Day's Corner that runs along Route 2 from the corner where the former restaurant is located right down to Ellis River, including the section behind the Promenade acadienne. This area consists of 7.6 acres.

A four-phase development plan was developed and the purchase of the property (including

the restaurant building) was negotiated and finalized shortly after the end of the 2008-2009 fiscal year. The first phase of the plan, to beautify the entryway to the Evangeline region and thereby showcasing the area, should be underway shortly.

Discussions with the province have begun and submissions by conceptual landscapers have been received.

■ OUR ACTIVITIES

Potential development of a wind turbine park

A major infrastructure project has required a considerable amount of the SDBA's attention and participation over the past year. The project consists of exploring the possibility of establishing a wind turbine park to produce electricity in the Evangeline area.

Having initiated the idea of such a park as a source of renewable energy during its last strategic plan, three years ago, the SDBA quickly understood that such a project requires the commitment and support of the community to be successful. For that reason, an ad hoc committee, representative of the community, was formed to oversee the development of the project. The committee has since formed a co-op named La Coopérative V'la l'bon vent.

The SDBA sits on this committee with representatives of the Abram's Village and Wellington municipalities, the Egmont Bay area, the Mont-Carmel-Cape Egmont region, the Evangeline Credit Union as well as the landowners of the area that has been identified as the potential location for such a park.

Over the past year, the committee continued gathering information, elaborated the values it wants the project to adhere with, participated in conferences on wind energy, visited sites where similar projects are located, met with provincial representatives and sent out a call for expressions of interest from developers. A meeting with landowners and a public meeting were also organized to make



sure the community would be brought up to date on the steps undertaken so far, as well as to consult and gather comments and questions from the citizens.

The committee is creating a web site to inform citizens regarding the project's progress. Periodic newsletters are also being sent to all residents of the community.

A wood pellet plant in the works?

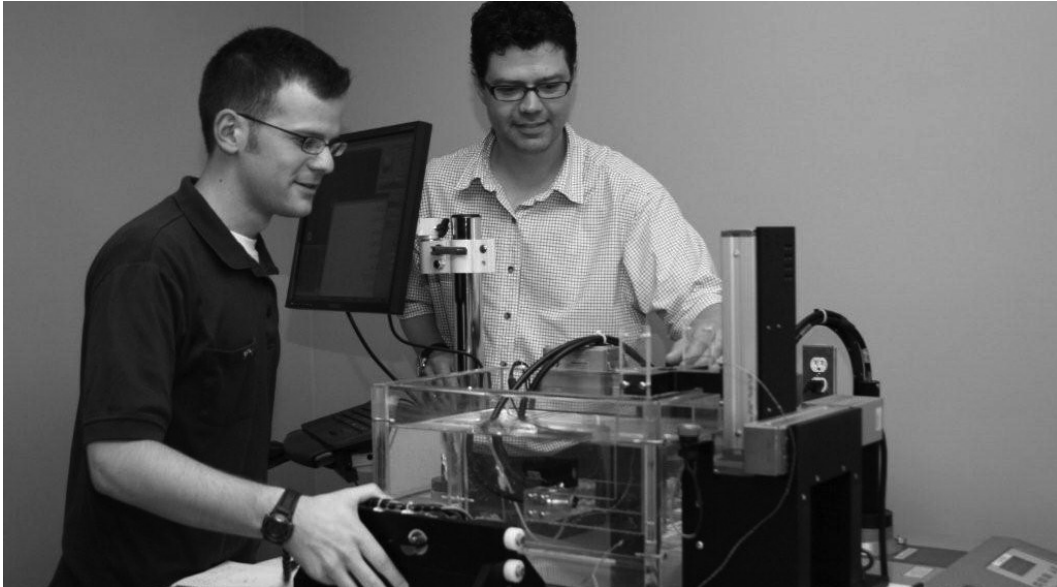
The SDBA is continuing to explore the possibility of establishing a manufacturing plant for wood pellets in the region.

The project is currently at the stage of partnership creation and funding research.

On this note, it should be mentioned that the Community Business Centre has acquired a wood pellet burning furnace in order to reduce the cost of heating the building. So far, results show that turning to this new source of heat is much more financially viable, as promised.

■ OUR ACTIVITIES

PERCÉ doubles its capacity in 2008



2008 PERCÉ participant Michel Arsenault had the opportunity of getting a work placement with scientist Dr. William Whelan from the University of Prince Edward Island. He was also able to stay on for several months after his work placement, which gave him the opportunity to attend a conference in San José, California, to present findings of a study on opto-acoustic technologies in the treatment of diseases such as prostate cancer. (Photo by La Voix acadienne.)

The popular PERCÉ program doubled its capacity for the summer of 2008 to provide a work and mentorship experience to 20 post-secondary students from across the province. Offered jointly by the SDBA and RDÉE PEI since 2004, PERCÉ is designed to offer youth currently studying outside the province an opportunity to come back home to work. Students first attend a week-long orientation session, followed by a 12-week, paid work placement with an employer working directly within the students' field of studies. "This program, which is considered a best practice at the national level, is aimed specifically at Island youth who are studying in post-secondary institutions outside of their home province," said Léona Bernard, program coordinator. "The objective is to bring them back to the Island to give them an opportunity to have an enriching experience that will eventually encourage them to permanently settle on PEI to live and work here."

The 2008 PERCÉ program was expanded and is now fully bilingual with 10 francophone

participants and 10 anglophone participants. Forty-eight college and university students applied to participate in the 2008 program, but there were only 20 spaces available. The 2008 program included participants studying in a variety of fields. Nine of the students were enrolled in programs within the health sector, from nursing and kinesiology to biochemistry, as well as experimental medicine. Others were studying in fields such as finance, human resources, anthropology, human rights, education, mathematics, and the arts.

The Atlantic Canada Opportunities Agency continued to fund the program. The province also contributed financially for the first time via funds from the Department of Health and the Department of Innovation and Advanced Learning.

As 2008 marked the fifth anniversary of PERCÉ, a special reception was organized at the end of orientation week. Premier Robert Ghiz was the guest speaker for the event.

■ OUR ACTIVITIES

PERCÉ: Five years of success and achievements



A survey of former PERCÉ program participants revealed that two out of three respondents have already returned – or have the intention of returning – to PEI to live and work, following their postsecondary education.

According to consultant Marc LeBlanc, from Moncton, who conducted an impact analysis of the first five years of the program in the Island community, “It is evident that the PERCÉ program has attained its goals since 2004.” The consultant noted that 57 youth participated in the program in its first five years (2004-2008). Those conducting the survey were able to reach 45 of these 57 youth. More than half of these (23) have now completed their postsecondary studies. Of this number, half (11) are currently working on the Island and another seven want to return to their birth province. Of the 22 still at university or college, exactly half (11) want to return to PEI. So if everything proceeds as anticipated, the program would have succeeded in convincing 29 of the 45 participants to return home; that works out to a general success rate of 64 %.

The vast majority of survey respondents indicated they were “satisfied” or “very satisfied” with the orientation/training week they received at the start of the program.

The youth also indicated they very much appreciated having had the opportunity to visit various regions so that they could meet entrepreneurs and employers and learn more about job opportunities in those regions. In



Attending the closing ceremony of orientation week for the 2009 version of PERCÉ are, from left, Julie Gilman, manager of the Acadian and Francophone Affairs Division of the province; Kelsey Ford, an Anglophone participant from Souris planning a career as a police officer; Louise Comeau, manager of the SDBA, PERCÉ’s host organization; Kallie Doucette, francophone participant from West Prince who is pursuing a career as a naturopath; and Ernie Hudson, representing Gail Shea, the federal minister of Fisheries and Oceans and MP for Egmont .

regards to their 12-week work placement, every single one answered they were “satisfied” or “totally satisfied” with their experience. A majority of those who are currently working also indicated it was their PERCÉ experience that helped them get their first job.

The evaluation also included a survey of participating employers; 31 of the 47 employers who participated in the program responded to the survey. All of them indicated they were satisfied with the performance of their young interns; about half even indicated the student was “excellent”.

■ OUR ACTIVITIES

Business succession and French business terminology



Larry Drouin, from Montrose, and Denise Arseneault, from Charlottetown, were among the 40 lucky francophone business people from Atlantic Canada and Quebec who won free online training, either in business succession or in French business language, after participating in two contests this winter.

The first contest offered 15 free registrations as prizes, each valued at \$80, to the first course of the training program called “Planification de la relève d’entreprise” (Planning for business succession). The program, developed in 2008, is offered by the Université Sainte-Anne and the Collège communautaire du Nouveau-Brunswick’s Dieppe campus, in collaboration with the Conseil de développement économi-

que de la Nouvelle-Écosse (CDÉNÉ) and the Société de développement de la Baie acadienne, two economic development organizations from Nova Scotia and Prince Edward Island, respectively. Those wishing to learn more about the program can visit the web site www.sosreleve.ca.

The second contest offered 25 free registrations, each also valued at \$80, to a choice of various courses from the online program called “Le français des affaires - le guide des entreprises” (French business terminology ... an entrepreneurs’ guide), which was developed in 2007 thanks to a partnership between the same two educational institutions, in collaboration with the Société éducative de l’Île-du-Prince-Édouard and the CDÉNÉ. Anyone interested in learning more about the program can check out the web site www.guidedesaffaires.ca.

Contest organizers were extremely pleased with the level of public participation in the contest, especially by business people. The contest gave great visibility to the two programs.

Both projects were made possible thanks to financial contributions from Industry Canada’s Franccommunautés virtuelles program.



■ OUR ACTIVITIES

Strategic planning

As the provincial Vision Plan came to an end this year, a new strategic planning initiative for the community economic development sector was launched by the SSTA and the RDÉE. The SDBA participated in a federal-provincial-community committee that had been established to oversee the develop-

ment of this new three-year plan. To follow up on this community economic development plan, the SDBA will hold a community consultation in the fall of 2009 and will oversee the implementation on the plan in its territory - the Evangeline region and surrounding areas

Partnerships and associations

The Société de développement de la Baie acadienne was represented on several committees and advisory tables this past year. Here is a list of the main ones:

- The SDBA holds the vice-presidency of the board of directors of the Collège Acadie Î.-P.-É
- The Francophone Resources Development Committee (FRDC) along with several other community organizations and two levels of government
- The RDÉE PEI Advisory Board
- The RDÉE Canada board of managers
- The RDÉE Atlantic board of managers
- The SOS Relève Committee, an Atlantic Canadian committee associated with the Collège communautaire du Nouveau-Brunswick and which offers training to entrepreneurs to help prepare the succession of their businesses
- The Provincial CED Plan Advisory Committee, along with the SSTA, the RDÉE PEI management, the Collège Acadie Î.-P.-É. and the two levels of government
- The Expo-Acadie Committee along with the other two Maritime Provinces. This committee seeks to give visibility to Acadian and francophone businesses through an annual trade show in one of the participating provinces.
- The committee for Community Entrepreneurial Leadership.

The SDBA is also a member of the Acadian and Francophone Chamber of Commerce of PEI as well as of the Summerside Chamber.