

RDÉE

Île-du-Prince-Édouard

Votre point d'entrée francophone au développement économique communautaire et entrepreneurial!



ACCOMPLISHMENTS 2009-2010

**"Thanks to the SDBA,
RDÉE Prince Edward Island
begins flying
on its own
in 2010.."**

Canada 


sdba
LA SOCIÉTÉ DE DÉVELOPPEMENT
DE LA BAIE ACADIENNE

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**RDÉE Prince Edward Island is a member of the national
francophone economic development network.**

Canada^{ca}

**The publication of this report was made possible through the participation
of the Enabling Fund, an initiative of the National Committee on Economic Development
and Employability (NCEDE), funded by the Government of Canada.**

◆ MESSAGE FROM THE CHAIRS

The 2009-2010 year was extremely busy for the SDBA and the RDÉE. In addition to working on our regular projects in a vast array of fields related to economic development, we began implementing the recommendations included in the Community Economic Development Plan (CED Plan), adopted by the Acadian and francophone community of PEI. One of its main recommendations called for the establishment of a provincial francophone economic development council.

The SDBA Board of Directors and the RDÉE PEI Advisory Board concluded that the RDÉE would be in an ideal position to take on such a role since it already had a provincial mandate. It was therefore decided to independently incorporate the RDÉE as an economic development council. A joint committee, made up of members of both boards, oversaw the transition.

The RDÉE is extremely grateful that the SDBA acted as its host organization for more than a decade. Sincere thanks to the SDBA for having taught the RDÉE to walk, then to run and now to fly with its own wings. On the flip side of the coin, the SDBA board truly appreciates all the work that the RDÉE team did to help facilitate the implementation of the SDBA's economic development action plan in the Evangeline region.

The great friendship and the wonderful collaboration between our two organizations will undoubtedly continue to flourish for many years to come; RDÉE PEI's independence certainly does not mean "goodbye". In regards to the daily operations at the head office in Wellington, the incorporation will bring about very few changes.

We wish to sincerely thank all the members of the RDÉE / SDBA team, including both general managers, for all of their great work again this year! A huge "thank you" also to our board members for their devotion and commitment to economic development.



Martin Marcoux
Entrepreneurial co-chair
RDÉE PEI Advisory Board



Stephen Arsenault
Chairman
SDBA Board of Directors

Martin Marcoux
Entrepreneurial co-chair
RDÉE PEI Advisory Board

Stephen Arsenault
Chairman
SDBA Board of Directors

◆ RESTRUCTURING RDÉE PRINCE EDWARD ISLAND

RDÉE PEI incorporated into economic development council

About two years ago, the Island's Acadian and francophone community mandated the Société Saint-Thomas-d'Aquin to prepare a community economic development (CED) plan. In collaboration with RDÉE PEI, the province and the federal government, this plan was developed. One of the main recommendations called for RDÉE PEI to become independent. Since its establishment, RDÉE PEI, which had a provincial economic vocation, was under the umbrella of a regional organization, namely the SDBA; the RDÉE was essentially considered an SDBA programs.

The various options used by other RDÉEs throughout Canada, as well as similar economic development organizations, were studied. It was determined that the best option for PEI would

RDÉE

Île-du-Prince-Édouard

Votre conseil de développement économique

be to incorporate RDÉE PEI as a provincial economic development council and that it be managed by its own provincial board of directors. (In the past, the RDÉE had a provincial advisory board but it was ultimately the SDBA's board of directors that was legally responsible for the RDÉE.)

Over the past year, RDÉE PEI and the SDBA formed a joint committee to facilitate the transition. The committee examined all aspects of the existing and future relationship between the two parties. A memorandum of understanding

was developed to ensure that RDÉE PEI could continue to maintain its head office within the SDBA offices and continue offering its support services to the organization that had essentially accompanied it and raised it to maturity over the past decade.

“RDÉE Prince Edward Island Inc.” officially began its operations April 1st, 2010. RDÉE PEI became the first francophone provincial economic development council on PEI. Its first annual general meeting was to be held June 8 in Summerside; on that date, those in attendance were to adopt the organization's new rules and regulations and to elect a board of directors.

An official agreement will be signed with the Conseil de développement coopératif de l'ÎPÉ Itée (CDC) in the new year to allow the RDÉE to oversee the council's operations.



RDÉE PEI took advantage of the 2010 Entrepreneurs Banquet to officially, and publicly, thank its host organization, the SDBA, for its unrelenting support over the past decade. From left are Francis Thériault, general manager of RDÉE PEI, presenting a thank-you plaque to Stephen Arsenault, chair of the SDBA Board of Directors. On the right, Jeannette Arsenault, member of the RDÉE Advisory Board, presents a bouquet of flowers to Louise Comeau, executive director of the SDBA.

◆ MESSAGE FROM THE EXECUTIVE DIRECTORS

The fruits of our labour

The year that just wrapped up was marked by several major highlights, both for the RDÉE and the SDBA. It was a year of beginnings, of endings, of adjustments, of anticipation, of advancements and of expansion. When working in the community economic development field, there are often many steps to take, so sometimes it may seem that things aren't moving fast enough. It is therefore very rewarding to see the realization or the implementation of a project after months (and sometimes even years) of planning and preparation.

Luckily, this year, we have been able to see the fruits of our labour, or more precisely, concrete results of several of our efforts. Notably, we dealt with the whole question of the incorporation of the RDÉE into an independent organization after more than 10 years under the SDBA umbrella. As of April 1st, 2010, we have a new provincial francophone economic development council, named RDÉE Prince Edward Island Inc.

One of our biggest projects was certainly the expansion of two of our projects on an Atlantic Canadian level. In fact, through our efforts, more than 60 post-secondary students from the four Atlantic Canadian provinces will benefit from the PERCÉ program this coming summer. This program offers a week of training and orientation and a paid work placement in their field of studies in their home province.

It is also because of efforts made in the past year that we can offer, a new youth economic leadership program, called "Faut que ça bouge!" (You've Got To Move It), in collaboration with Jeunesse Acadienne and the other RDÉEs in Atlantic Canada, during the 2010-2011 year. With four weekends of training on PEI as well as with help from a local mentor, the 30 or so participants will each establish a community development project in their home region.

This report is filled with examples of our accomplishments, projects and partnerships. But what you will read represents only a fraction of the projects we're actually involved in. In fact, over the past year, our teams managed or supported more than 50 projects or programs related to community economic development, served well over 20 entrepreneurial clients and organized several major events.

The RDÉE and the SDBA, while they were under the same "roof", worked on all these projects together. Even though there are now officially two "roofs", the collaboration and co-operation between our two organizations will certainly continue and we will definitely continue to generate many concrete results for many years to come.



Louise Comeau
Executive director
La Société de développement de la Baie acadienne



Louise Comeau,
Executive director, SDBA.



Francis Thériault,
Executive director, RDÉE PEI



Francis Thériault
Executive director
RDÉE Prince Edward Island

RDÉE Prince Edward Island



Francis Thériault
Executive director



Amy Richard
Administrative assistant – finances



Giselle Bernard
Development officer
responsible for Evangeline
Priority sector: Rural development



Christine Arsenault
Agente de développement
responsible pour Prince-Ouest
Domaine prioritaire « Jeunesse »



Nicole Drouin
Development officer
responsible for Rustico
and Summerside
Priority sector: Tourism



Mathieu Arsenault
Development officer
responsible for
Charlottetown and Kings
Priority sector: Knowledge economy



Gidéon Banahene
Project officer
Economic immigration and others



Raymond J. Arsenault
Communications
and liaison officer

La Société de développement de la Baie acadienne



Louise Comeau
Executive director



Noella Richard
Administrative assistant



Ronald Richard
Maintenance and
groundskeeper



Janine Gallant
Atlantic coordinator,
PERCÉ program



Léona Bernard
PEI coordinator,
PERCÉ program

RDÉE

Île-du-Prince-Édouard

Votre point d'entrée francophone au développement économique communautaire et entrepreneurial!

RDÉE PRINCE ÉDWARD ISLAND'S INITIATIVES

Mission

RDÉE PEI Inc.'s new mission is *"to actively contribute to entrepreneurial and community economic development and job creation within s the Acadian and francophone community of PEI, while collaborating towards the economic development of the province."*

Services

Support for the development, implementation or expansion of:

- a) Community economic development initiatives
- b) Entrepreneurial development projects

Head office

48 Mill Road
P.O. Box 7
Wellington, PEI
C0B 2E0
Tel.: 1-902-854-3439

Satellite office

137 Queen Street
Charlottetown, PEI
C1A 4B3
Tel.: 1-902-370-7333

Web Site and email

www.rdeeipe.com
info@rdeeipe.com

◆ ECONOMIC IMMIGRATION

Critical point

The Island's Acadian and francophone population has reached a critical point in its evolution. We're facing a lower birthrate, an aging population, the exodus of many of our citizens to big cities and locations in Central and Western Canada. Our French first-language population base is therefore constantly decreasing. We're already having a hard time finding enough qualified people to fill French and bilingual positions both within the community and within all levels of government on PEI. The community is therefore becoming actively

involved in a number of initiatives to increase the francophone population of PEI. We are looking for ways to bring expatriated Islanders back to PEI, to encourage our youth to stay here and to encourage people "from away" to settle in Prince Edward Island.

Economic immigration takes up a lot of the RDÉE's attention. The RDÉE is therefore making this matter a major priority by undertaking a number of initiatives, including economic prospecting. Here are a few examples of our efforts.

Destination Canada Job Fair

Mathieu Arsenaault, a development officer with RDÉE PEI, helped to man the PEI kiosk during the Destination Canada Job Fair in France and Belgium. Participating in the fair at the Province's request, Mathieu had the opportunity to meet several hundred potential French and Belgian immigrants. His mission over there was quite simple: speak to qualified people from these two countries about Prince Edward Island and the many jobs offered in this province in the hope of encouraging them to settle on PEI.



Exchanges with the Magdalen Islands

As a follow-up to the economic exploration phase between PEI and the Magdalen Islands of the past two years, RDÉE PEI attempted to pursue the relationship that had been established with help from the Société d'aide au développement des collectivités (SADC) des Îles – the equivalent of a French CBDC. A second round of funding was granted.

This second mission was not held during the fiscal period covered by this report but rather in April 2010. These missions are part of Espace économique francophone canadien, a joint initiative between RDÉE Canada and the Quebec network of SADCs seeking to stimulate economic exchanges to benefit the francophone economy and the Canadian economy as a whole.

◆ ECONOMIC IMMIGRATION

Mission to St-Aubin-sur-Mer

In the summer of 2009, Francis Thériault, executive director of RDÉE PEI, participated in an economic mission organized in collaboration with the organizers of Acadian Week festivities in St-Aubin-sur-Mer in France. During his trip, he met with more

than 50 stakeholders who work primarily in the province's priority sectors: aerospace, information and communication technologies, agriculture and life sciences. His numerous meetings revealed interesting potential for collaborations with Normandy.



Here, Mr. Thériault, left, can be seen with Michelle Vauclin, international representative with the Lower Normandy Regional Chamber of Commerce (Commerce and Industry), and Sonny Gallant, Evangeline-Miscouche MLA.

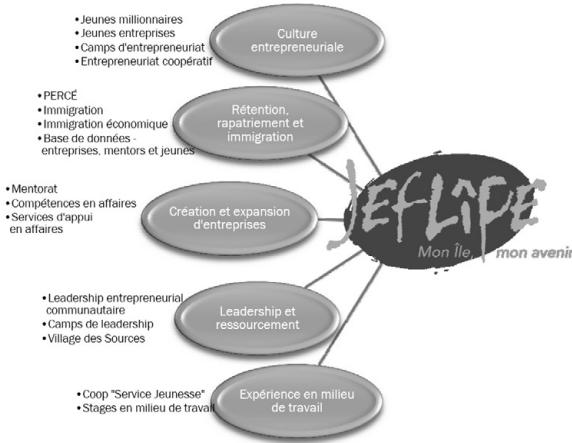
French Chamber of Commerce

The general manager of RDÉE PEI has been a member of the board of directors of the French Chamber of Commerce in Canada, Atlantic Network, for more

than a year now, with the goal of reinforcing the relationship between the Acadian and francophone entrepreneurial community of PEI and other francophone business people in Acadia and France.

◆ YOUTH ENTREPRENEURSHIP

2010-2013 Francophone Youth Entrepreneurship Strategy (JEFLIPE)



This strategy, known as JEFLIPE, was developed in January 2010 to help the Island's Acadian and francophone youth take the place they rightfully deserve in this province, particularly as it relates to entrepreneurship. The first step is to develop a dynamic entrepreneurial culture among youth so that they may one day find their place within the business world and thereby assure a solid future for the Island's Francophones. There are 16 different projects, programs and initiatives related to entrepreneurship and aimed at young PEI Francophones so it was logical to place all of these under a single umbrella and divided into five sectors. The RDÉE will be in charge of implementing this strategy, with help from various partners.

Jeunes entreprises (Junior Achievement)

Something new this year: RDÉE PEI and the SDBA have added a third program to the series of Jeunes entreprises (Junior Achievement) programs they deliver in collaboration with French and immersion schools throughout the province.

The senior level business classes at both Evangeline and François-Buote Schools accepted to participate in the "Company Program – A Student Venture" this year. This program teaches youth how to set up and manage a business; the training is delivered jointly by the class' teacher and a RDÉE representative. In Charlottetown, the business that was created by eight students is called "Éco-Can" and focuses on selling reusable sports water bottles made of aluminum; their goal is to reduce the number of non-reusable water bottles being used. At Evangeline, seven youth have established a company called "À cause ça compte" (Because It Matters) to sell red T-shirts to raise funds for



the Canadian Cancer Society.

As we have done for the past eight years, we also delivered the Business Basics and the Economics of Staying in School programs. This year, some 200 students in seven of the province's elementary schools participated in these programs. Some of the schools even took part in all three programs.

◆ YOUTH ENTREPRENEURSHIP

Jeunes millionnaires (Young Millionaires)

Twenty-eight francophone youth from the Charlottetown, Rustico, Summerside and Evangeline regions established a total of 17 small businesses through the Jeunes millionnaires program this past year. After participating in several workshops on various aspects of the establishment of a business,

the youth prepare a business plan and access small grants of up to \$100 for sole proprietors and up to \$150 for partnerships. The RDÉE delivers the training, oversees the establishment of these business projects and helps them find locations to sell their wares or services.



Faut que ça bouge ! (You've Got to Move It!)

Encouraged by the positive results of the community economic leadership (CEL) program that had been developed with the Société éducative de l'Î.-P.-É., RDÉE PEI decided to adapt the program for a youth clientele. The youth CEL program, called "Faut que ça bouge!" was therefore established for youth aged 14-17 years who wish to contribute to their vitality and energy of their community. This project, lead by Jeunesse Acadienne and supported by the RDÉEs and francophone youth associations from Atlantic Canada, is offered to youth from all four Atlantic Canadian provinces. About 30 youth are registered; the program began in March 2010. During the year, they must participated in a series of four weekend workshops, all held at the Centre Goéland in Cape Egmont. They must then set up some type of community economic development project in their community, with the help of an adult mentor. For example, the project could be anything – including, for example, a youth activities centre,



a skateboard park, the organization of visits or concerts for residents of seniors' home, the establishment of a theatre or dance troupe or the establishment of an art gallery. Each participant may ask for a small grant from the program to help with the implementation of his or her project or may seek outside funding.

◆ KNOWLEDGE ECONOMY

Subscription contest to ilebranchee.ca newsletter



RDÉE Prince Edward Island organized a contest from October to December 2009 in an effort to increase the number of subscribers to its email newsletter from the www.ilebranchee.ca web portal. About 70 new subscribers signed up. Several prizes, including a Canon digital camera, an Apple iPod Nano and computer mice with the ilebranchée logo, were offered as prizes.

The ilebranchee.ca portal is actually an online one-stop shop developed specifically for the Island's Acadian and francophone community. It gathers in a single spot all of the services and products offered to the community and offers a number of tools to community organizations. Its newsletter offers the community an opportunity to post their news and upcoming activities from one end of the province to the other.

The Garavou online tool

For several years, RDÉE PEI has worked on developing and revamping an online tool to help it compile data and information about its activities and projects. This tool, which assembles several modules, is now known as Garavou. Members of the team use it on a daily basis to tabulate their interventions by client, by region, by hour, by objective, etc. Over the past year, the RDÉE had shared this tool with other RDÉEs (Saskatchewan and Northwest Territories), adapting its interface according to the specific needs of the user.

Garavou is comprised of several modules allowing easy integration of results-based mana-

GARAVOU
La gestion axée sur les résultats
n'aura jamais été aussi facile!

gement approaches. It offers a simple and logical stocking structure for information acquired while undertaking projects. It also allows managers, funding partners and community and government partners to extract precise data and thereby facilitates the evaluation of measurable and quantifiable results.

◆ TOURISM

Seductive! « La Petite Séduction »

Mathieu Gallant from St. Timothy convinced the production team of a Quebec TV show to come to the Evangeline area to tape an episode of “La Petite Séduction” in June 2009. RDÉE PEI, the Evangeline Tourism Association, and several com-



mittees and hundreds of volunteers lent a strong hand to get everything ready for the show. The guest of honor that the region had to “seduce” was Quebec TV and movie star Marina Orsini (He Shoots He Scores, Les filles de Caleb, etc.). The spotlight also shone on host Dany Turcotte but mostly it highlighted the beauty of the Evangeline region. The show therefore showed an immense variety of community aspects, intermingled with activities organized to please Orsini. The community got her to learn all about Acadian life, culture, history and cuisine. The show was considered a huge success since some 100,000 TV fans watched the episode when it ran for a first time in early July. For the rest of the summer, tourism businesses heard countless compliments and comments from visitors who had seen the show.

Those crazy Francofolies

A resource person from the RDÉE worked again this year with the organizing committee of Les Francofolies Festival in Charlottetown to help organize the third edition of its Acadian-francophone celebration. Islanders and visitors alike were able to party until the wee hours of the morning from Aug. 7-9 as they listened and danced to the vibrant and energetic sounds of bands of international repute such as 1755, Roddie Romero and the Hub City All-Stars, Wing, and Steeve Poirier and Jean-Eudes Turbides. In the past, the festival was held outdoors and was therefore at the mercy of the weather. This year, the event was held inside the Historic Charlottetown Seaport building.



Support to tourism organizations

As it does every year, the RDÉE again participated in several of the Evangeline Tourism Association’s tourism endeavors. In addition, the RDÉE collaborated closely with the North Cape Coastal Drive Steering Committee to help promote tourist attractions and activities that are found along the Prince County coastline from Summerside to

North Cape. Because of this involvement, the RDÉE collaborates closely with the member groups of the Coastal Drive – Western Tourism Association, Tourism Summerside and Evangeline Tourism Association. The RDÉE has also initiated contacts with Island East Tourism and the Cavendish Beach and Dune Shores Tourism Association for future collaborations.

◆ RURAL DEVELOPMENT

Support to the province

RDÉE PEI works mostly on projects that have a direct link to the economy. This year, in collaboration with the province, the RDÉE team had the opportunity to work on a few projects that are more community-based, but which still have important spin-off benefits for our clients, either from a tourism perspective or in job creation. The assistance provided was mostly at an administrative level, often with helping to prepare funding proposals, finding required information and identifying the right people to contact for follow-ups.

Among the groups that we supported during this past year:

- **The Harmony Watershed Group** in its efforts to obtain funding for the construction of a wheelchair accessible ramp to make it easier for people with mobility challenges to get onto the new platform at Arsenault Pond in Egmont Bay to go trout fishing.



- **The Social Club of Egmont Bay** in its efforts to obtain funding for the construction of a commemorative park on the site of the former St-Philippe and St-Jacques Church in Egmont Bay; the park will honor the parish's veterans and will remind people of the former church. The site will include a gazebo, a fountain, benches and brick trails. It is also possible that one of the former bell towers of the old church will be kept.



- **The Basket Weavers of PEI Co-op** in its efforts to obtain funding to complete a second building that would be used to provide basket weaving demonstrations to tourists and locals.
- **Le Bel Âge Housing Co-op** in its efforts to obtain funding for the expansion of its apartment units for retired people.

◆ STRATEGIC PARTNERSHIPS

On a daily basis, RDÉE PEI works with several strategic partners – both community and governmental – to collaborate in the development of the Island economy. RDÉE also sits on several important committees, sometimes for the duration of a specific project and other times on a permanent basis.

Conseil de développement coopératif de l'ÎPÉ (Co-op development council of PEI or CDC)

The RDÉE has been collaborating with the CDC for many years, often for the development of new co-operatives or the expansion of existing co-ops, or sometimes to support projects being organized by specific co-ops. As the RDÉE was moving ahead with preparations for its incorporation, the idea of integrating the CDC into the RDÉE surfaced. The two parties considered what such a move would mean and quickly saw that it would be advantageous for all concerned. A collaboration agreement was therefore prepared; it will be signed at the beginning of June 2010.

The agreement specifies that RDÉE PEI will take care of the management of the CDC's human and financial resources and will support it in the delivery of its various development and support services. RDÉE will also lend a hand in the development and implementation of the CDC's strategic planning. The fact that the RDÉE already



intervenes in all Acadian and francophone regions of the Island will allow the CDC, which has a provincial mandate, to finally expand its services and actions throughout the province. In the past, because of extremely limited resources, the CDC was forced to focus the majority of its activities in the Evangeline region. The agreement was signed on a trial basis for a year. At the end of the year, the two parties will examine the results and decide if they wish to renew the partnership on a permanent basis.

Francophone Resource Development Committee

The Francophone Resource Development Committee (FRDC), which has existed for the past nine years, is made up of high-ranking federal and provincial officials from departments related to economic development, along with representatives of four community organizations: Société Saint-Thomas-d'Aquin, the SDBA, the RDÉE and the Collège Acadie Î.-P.-É. The FRDC was composed of a management committee and a working group and since its inception, RDÉE PEI took care of its administration. The FRDC's mission was simply to work to facilitate economic development within the Acadian and francophone community of PEI.

To make the FRDC more efficient and productive, its members decided to restructure the committee over the past year. It will now be composed of a Steering Committee and three permanent subcommittees, each addressing a specific sector: community economic development, human resources development and French language services. Each subcommittee will have a community leader and a government leader. RDÉE PEI has accepted to play an administrative role for the community economic development committee only; it will be supported by the Atlantic Canada Opportunities Agency.

◆ ENTREPRENEURIAL EVENTS

Six winners honoured during Banquet

Six winners – including four individuals and two organizations – received awards in the form of beautiful paintings by artist Lucie Bernadette Bellemare, during the 2010 Entrepreneurs Banquet at the Centre Belle-Alliance in Summerside March 13. Seated, from

left, are Gabriel Arsenault, recipient of the 2010 PERCÉ Award (offered by the SDBA), and Mathieu Gallant, winner of the 2010 JEFLIPE Award (offered by RDÉE PEI). In the back row are the co-chair of Le Chez-Nous Co-operative,



Sandra Arsenault, who accepted the 2010 Co-op of the Year Award (offered by Le Conseil de développement coopératif); Jean-Guy Arsenault, co-chair of the Centre Expo-Festival, which accepted the 2010 Tourism Stakeholder of the Year (offered by Evangeline Tourism Association); Colette Arsenault, winner of the 2010 Woman of Action Award (presented by Actions Femmes Î.-P.-É.) and Christien Arsenault, who accepted the 2010 Distinguished Entrepreneur Award (offered by the Acadian and Francophone Chamber of Commerce of PEI) on behalf of his father, retired mechanic Ivan Arsenault.

Networking reception

About 50 business people, including Anglophone and Francophone entrepreneurs and economic stakeholders, attended the first bilingual networking reception organized by RDÉE Prince Edward Island, in collaboration with two chambers of commerce, in Summerside, Oct. 30, 2009. This event was part of the Fall Pumpkin Festival, coordinated by La Belle-Alliance (SSTA) Regional Committee. Its goal was to provide an opportunity for entrepreneurs from both linguistic groups to get to know each other better. Francis Thériault, left, executive director of RDÉE PEI, presented a small gift to Maurice Guitton, president of the French Chamber of Commerce of Canada, Atlantic Network.



Then, Martin Marcoux, right, entrepreneurial co-chair of the RDÉE Advisory Board, presented a small gift to Rudy Smith, president of the Summerside and Area Chamber of Commerce.

◆ ENTREPRENEURIAL EVENTS

Time Is Money

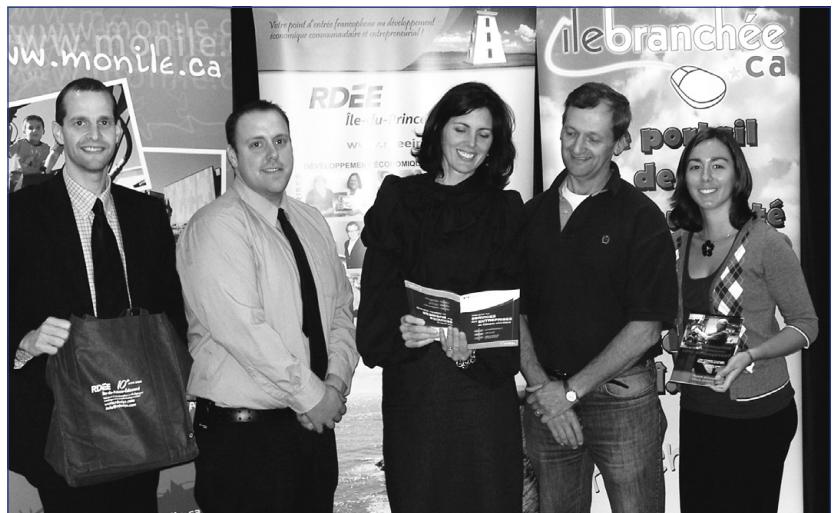


Among those participating in the Charlottetown session were, from left, facilitator Colette Arsenault from the Société éducative, entrepreneur Patrick Villeneuve, facilitator Giselle Bernard from the RDÉE, and entrepreneurs Daniel Arsenault and Denise Arsenault.

About 50 entrepreneurs, co-operators, business people and leaders of francophone community organizations from PEI had the opportunity to learn a variety of time management techniques during the “Time Is Money” lunch-and-learn session this past year. Organized and hosted jointly by the Société éducative de l’Î.-P.-É. and RDÉE PEI, this workshop was offered in West Prince, Evangeline and Charlottetown. Participants appreciated the methods they learned and willingly shared their own methods.

Small Business Week luncheon

Twenty-five business people, entrepreneurs and economic stakeholders gathered in Abram’s Village October 15th for an informative luncheon. They learned about the services and programs of three organizations that all offer support services to businesses: Canada Business, CBDC Central PEI and RDÉE PEI. The luncheon also helped launch Small Business Week (Oct. 18-24) and celebrate RDÉE PEI’s 10th anniversary.



From left are Francis Thériault, executive director of RDÉE PEI; Rick Arsenault, manager of Wellington Co-op; Rachel Clark McDearmid, supervisor of the Charlottetown Canada Business Centre; Donnie Arsenault, owner-manager of Wellington Service Station; and Tania Maddix, loan officer with CBDC Central PEI.

◆ CONFERENCES AND SESSIONS

Leadership camp in Alberta

Seventeen young leaders from PEI, all secondary level students from French schools on PEI, travelled to the “*Teen Time Ranch*” in Edmonton, Alberta, March 5-7, to participate in a leadership camp that is part of the “Leadership de Qualité AAA” program. During the three day camp, the youth discussed leadership theories and styles, teamwork and conflict resolution, among other topics.

This program was developed through a collaboration between the francophone youth organization Francophonie Jeunesse de l’Alberta (FJA) and the Northwest No. 1 School Board. Youth aged 18-25, having received leadership training from the FJA, deliver this same program

in 25 French schools throughout Alberta.

Three PEI organizations – the PEI Regional Committee of the Jeux de l’Acadie, RDÉE PEI and Jeunesse Acadienne – participated in this project.

This trip is part of an exchange program. In the coming year, the trainers from the FJA will be coming to PEI to offer leadership sessions to young Islanders aged 18-25 so that they too can become trainers.

The two phases of this project are made possible thanks to a contribution from Canadian Heritage, in addition to contributions from several Island partners.



Among the group of Islanders who participated in the leadership camp in Alberta were: front row, Krista Gallant, left, and Nicole Arsenault from the Evangeline region. Standing, from left, are adult supervisor Jeannette Gallant, coordinator of the PEI Regional Committee of Les Jeux de l’Acadie; Sara Martel and Alexis Gallant from Summerside, Jared Arsenault from the Evangeline region and adult monitors Christine Arsenault from RDÉE PEI and Nicole Noonan, coordinator of Jeunesse acadienne.

Forum for young co-operators

Mathieu Arsenault, development officer with RDÉE PEI, was the official youth delegate of the Conseil de développement coopératif de l’Île-du-Prince-Édouard at two forums on the co-op movement that were held jointly in Montreal, Que., March 7-9, 2010. He first attended the forum organized by the Alliance des jeunes coopérateurs et mutua-

listes du Québec. Next, he attended the Forum coopératif et mutualiste du Québec. This gathering of young leaders was organized to allow people to share what is happening on a co-operative level among youth throughout the country. He also sits on the national committee of young co-operators, whose goal is to promote the co-operative movement among youth.



LA SOCIÉTÉ DE DÉVELOPPEMENT
DE LA BAIE ACADIENNE

INITIATIVES LED BY LA SOCIÉTÉ DE DÉVELOPPEMENT DE LA BAIE ACADIENNE

Goal, mission and territory

The SDBA is a francophone organization which, in collaboration with select 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. The SDBA 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 host organization for the RDÉE.

Office

48 Mill Rd
P.O. Box 67
Wellington, PEI C0B 2E0
Tel.: 1-902-854-3439

Web site

www.sdbaie.ca

◆ INFRASTRUCTURE

Infrastructure and jobs

The SDBA continues to own three important structures in the Wellington area: the Centre d'affaires communautaire (Community Business Centre), the Place du Village mini-mall and the Promenade acadienne. It continues to manage and maintain these buildings and their properties. During the past year, a new restaurant opened at the Place du Village and a furniture store opened at the Promenade. This year, the SDBA bought the 7.6-acre property located right on the corner at Day's Corner, extending from Route 2 up to

the Promenade acadienne in one direction and down to Ellis River in the other direction. The purchase included the building that has served as a restaurant for a number of years. The SDBA renovated the building and leased it to a restaurateur to establish the Shanghai Restaurant.. Each year, the SDBA counts the number of employees that are housed in its buildings. In March 2009, the total was 61 full-time and 24 part-time. As of March 2010, these numbers had increased to 66 full-time and 34 part-time – an overall increase of 16 people who are working in our buildings!

Gateway to the region

The purchase of the property at Day's Corner represents the first phase of major development seeking to embellish the gateway into the Evangeline region so that it will become more attractive to tourists and

visitors who pass along Route 2. Over the past year, a study was conducted and a conceptual plan was developed for the corner. The SDBA hopes to be able to proceed with the implementation of this plan during the 2010-2011 year.

Rural Action Centre

With the objective of eliminating the obstacles that prevent the creation and expansion of businesses in rural regions of PEI, the province has announced its intention of establishing Rural Action Centres in the Alberton, Bedeque, Montague and Wellington areas to deliver both provincial and federal services in entrepreneurial and community development. These centres, we are told, will be “one-stop shops”. They will provide services

such as business counselling and training for businesses along with assistance in matters regarding community development and human resources training. Of course, the SDBA will host these new services that will be established in Wellington, right in its Community Business Centre, in the back section near the SDBA and RDÉE offices. Plans are progressing so that these centres can be established over the next few months.

Teleworking office

For some time now, the SDBA has been mulling over the idea of collaborating to establish a teleworking office that would offer office space, as needed, for federal and provincial government employees who live in Prince County. Every day, a fair number of people from the county must travel back and forth to Charlottetown to work with various departments, including Veterans Affairs. Such

an office would be well appreciated especially on days when the weather isn't great or the road conditions are tricky. The SDBA has contacted the minister and deputy minister of Veterans Affairs and has met with the local Member of Parliament, Gail Shea, to discuss the issue. The idea has also been pitched to the province. Discussions are ongoing.

◆ SUSTAINABLE ENERGY

Wind park

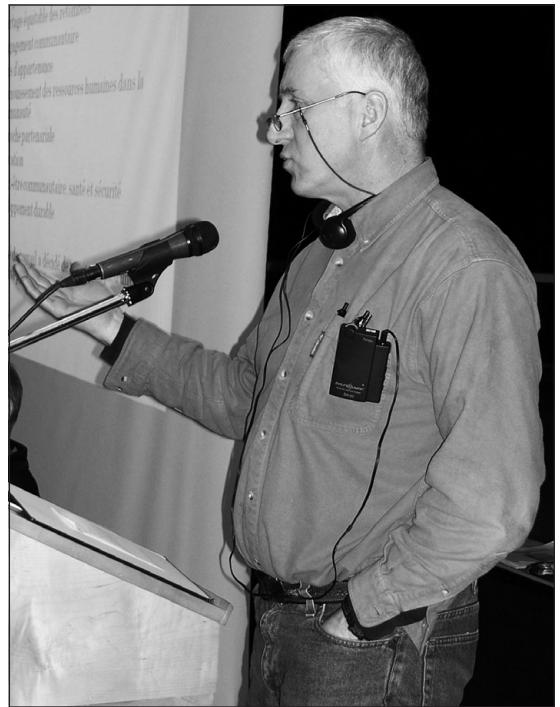
The committee seeking to establish a wind park in the Evangeline region continues to make some headway. Numerous changes and issues have arisen within the industry and within government in regards to wind energy, all of which have delayed this project. After several consultations with the community, the V'la l'bon vent co-op, which is in charge of the project, is considering a model that is community-based and that is much smaller than originally anticipated. It would belong entirely to the community, so all profits would stay in our region. There is still quite a long way to go before a definite model can be presented to the community for its approval.

Over the past year the committee has learned a lot about the management of wind projects.



The co-op organized public information sessions to better inform citizens about the steps already undertaken and the ones that are being proposed. Special guests also shared their experience and pointed out several areas where the co-op should pay special attention when developing its project.

The committee also met with the provincial minister responsible for energy to update him on the potential project.



Wood pellets

The SDBA continues to explore the possibility of establishing a production plant for wood pellets, which are used as a heating fuel. The market for wood pellet stoves and furnaces continues to grow as oil prices continue to increase. Islanders therefore need a good source of pellets right here on the Island.

A trip to Nova Scotia was organized to further explore the operation of the wood pellet industry in that province. Participants returned home with some good ideas; some of these could certainly be adapted to meet some of the community's needs.

The SDBA hopes to be able to finalize a more definite proposal for a plant in the near future.

◆ PERCÉ PROGRAM

Continuing to repatriate our youth – expanding within Atlantic Canada

Thanks to the PERCÉ program, 17 young Islanders, mostly studying in universities and colleges out of province, had the opportunity to return to PEI during the summer of 2009 for a week of orientation and a 12-week work placement directly in their individual fields of studies. The group was composed of nine Anglophones and eight Francophones from one end of the Island to the other. Through the PERCÉ program, the SDBA and the RDÉE brought them back to PEI to help them rediscover their province and to help them see all of the life and career possibilities that exist here.

During the past year, guides were developed to standardize the delivery and to facilitate the exportation of the program; these include guides

for group leaders, participants and employers.

A huge amount of work was also carried out to expand the PERCÉ program so that it could be offered in all four Atlantic Canadian provinces during the summer of 2010, in collaboration with the RDÉEs. Basic funding came from the Atlantic Canada Opportunities Agency but other amounts were also contributed from various provincial government sources. In total, 80 work placements are planned for the upcoming year: a minimum of 20 for PEI, 20 for New Brunswick, 12 for Nova Scotia and 10 for Newfoundland and Labrador. The 18 remaining placements could take place in the fall; another option is that there could be fewer placements but some could last longer.



For his PERCÉ work placement in veterinary medicine, Dominic Gallant worked last summer at the West Prince Veterinary Service. He is seen here with Dr. Wade Sweet, who is examining the mini-horse Sundance. This work placement is very important to Dominic since he wants to pursue his studies at the Atlantic Veterinary College.

◆ STRATEGIC PLANNING FOR 2010-2015

More than five years ago, the SDBA participated in the implementation of the Acadian and francophone community's Vision Plan and more precisely the section touching the Evangeline region. Since that plan came to an end, it was time for the SDBA to think about a new strategic plan for 2010-2015. Therefore the organization began the process to hire consultants in order to develop a new plan. The community will be consulted to guide the SDBA in determining its strategic priorities. The Atlantic Canada Opportunities Agency, which funds the operations of the SDBA, has granted

an additional amount of funding for this planning process.

The SDBA will ensure that the consultants extract elements of the Community Economic Development Plan that are pertinent for its territory and that are obviously its responsibility. Also, elements from the province's rural development strategy will also be considered.

Through this process, the SDBA is seeking to develop a realistic plan that will be consistent with the existing plans belonging to the province and the Acadian and francophone community.

◆ FUNDS FOR THE FACTORY

Last year, the SDBA facilitated a proposal that was submitted to the Atlantic Canada Opportunities Agency so that the Acadian Fishermen's Co-op could obtain funding for the preparation of a business plan for

a project to purchase new equipment. Once the funding was obtained, a consultant was hired; he completed the requested task. The co-op was therefore able to purchase necessary equipment for its fish-processing plant.



◆ POLITICAL LOBBYING

Intervening for our community's needs

In addition to the actions already mentioned in previous pages of this report, the SDBA has taken on the duty, again this year, of appearing before several government organizations to advocate for the economic needs of our community.

We'd like to highlight two of these occasions:

- Our presentation to the province's Rural Economic Development Advisory Council, which then presented its recommendations in the Rural Action Plan;
- Our presentation on economic immigration to the provincial Conservative government caucus when it visited the Evangeline region.

The SDBA was also consulted on a regular basis on the Acadian or regional perspective for various economic issues.

In addition, the SDBA holds a seat on several committees and councils, again to promote conditions that will allow a better economic development of our region. Among these committees are:

- The RDÉE Canada Managers' Committee;
- The ACOA-RDÉE Atlantic Joint Committee;
- The Expo-Acadie Atlantic Committee;
- The Francophone Resources Development Committee;
- The Atlantic PERCÉ Steering Committee;
- The ProfitLearn/ProfitHabilité Provincial Steering Committee;
- The Board of Directors and the Executive Committee of the Société éducative de l'Î.-P.-É.;
- The RDÉE PEI Advisory Board;
- The RDÉE-SDBA Transition Committee.

