



**WESTERN PEI**



**ANNUAL  
REPORT  
2022-2023**



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# A Message from Chairperson

*Gail Ellis*



June 21, 2023

To: The Members of CBDC West Prince Ventures Limited

As Chair of the Board of Directors, it gives me great pleasure to present the annual report for the year ending March 31st, 2023.

This year marks West Prince Ventures Limited's 41st year for delivering Community Business Economic development in Western PEI. Our region has a strong economy derived from agriculture, fishing, aquaculture, and tourism.

Supporting these and other industries over the years has contributed to creating and maintaining 4394 jobs with a total value of loans advanced of \$38,630,642. The success of the corporation comes from the dedication of many committed volunteers, professional staff and hardworking entrepreneurs who have contributed to the economic growth of Western, PEI.

This past year has brought many successes and new challenges. Although we are moving out of the pandemic, the economic impact of COVID-19 has caused significant increases in inflation rates, which has resulted in increased Bank of Canada interest rates. Our organization has worked very diligently with our business community to ensure they have the resources to see their businesses through these challenging times. We continue to support our clients through programs such as the Regional Relief & Recovery Fund, Emergency Working Capital Loan Program, Tourism Activation Grant, and the Tourism Seasonal Extension Program.

We continue to support business endeavors through our loan products which provide financing up to \$300,000, Business Management Training & Entrepreneurial workshops, Consultant Advisory Services. We take great pride in hosting the Rural Action Centre in Alberton and the partnerships this brings to the region. West Prince Ventures Limited also developed and delivers the PEI Community Navigator Program. This program ensures our rural communities have the support they need to welcome and sustain new residents for population growth in rural PEI. We have had great success within the program and continue to grow in demand for settlement services in the rural regions of PEI.

I would like to thank Marilyn Murphy of the Atlantic Canada Opportunities Agency (ACOA) for her continued support through the Community Futures Program. ACOA has demonstrated ongoing confidence in the CBDCs, and we are very pleased to administer many important initiatives on the agency's behalf.

I also want to thank Basil Ryan, Chief Operating Officer of the Atlantic Association of Community Business Development Corporations (CBDC), and the Atlantic staff for their dedication in strengthening the CBDC network.

In closing, I would like to extend my sincere appreciation to my fellow board members and to the staff for their dedication & hard work this past year. I look forward to working with you all in the coming year for continued success and economic growth in Rural PEI.

Sincerely,

Gail Ellis,  
Chairperson



# A Message from Executive Director

*Maxine Rennie*



It is with immense pride and gratitude I bring forward the exceptional work accomplished by our team here at CBDC Western, PEI for the year 2022-23.

CBDC West Prince Ventures Limited is federally funded through the Community Futures Program, delivering business financing, as well as other business support services through training and counselling, Human Resource support and community development to Western PEI since 1981. Our business development programs had great growth this past year. Under our lending division we had 55 requests for financing that were presented to the Board of Directors of which 52 were approved with a value of assistance of \$4,810,410. This is over a 20% increase from last year. We promote our Entrepreneurial Training Fund to assist clients in strengthening their business management skills. This year we advanced \$26,377 to support 87 clients. We have a current two-year contract to deliver the Consulting Advisory Services Program. This year we assisted 5 businesses with a value of assistance of \$21,000.

As we are moving out of the Covid 19 pandemic we continue to support our business community with the challenges this has brought in economic impacts of increased inflation rates and the bank of Canada's interest rates. The RRRF/RRFX programs brought in over the pandemic for support has been extended to December 31, 2023, and we will be working with our clients to ensure they are assisted in the repayment process.

PEI CBDCs partnered with Tourism PEI to deliver the Tourism Activation Grant. This program provided tourism businesses with a non-repayable grant toward expenses to assist with capital and/or maintenance costs associated in opening for the 2021 & 2022 season. We are currently delivering the Tourism Seasonal Extension Program to assist tourism operators in growing their business and extending beyond their current closing dates. We are very thankful for the partnership with Tourism PEI and look forward to continued programs in the future.

We developed and delivered the PEI Community Navigator program to support new residents and our communities in aiding population growth of rural PEI. The PEI Community Navigator program has seen great success. The growth of the program has generated over 150% increase in Client Interactions and 66% increase in Employer Interactions this year. With this increase in demand, we are working to add additional resources to the program to ensure continued support to grow the population of rural PEI.

Our organization hosts the Rural Action Centre for Western PEI to support our business and community groups by housing multiple federal, provincial and nongovernment agencies. The Rural Action Center is now a staple for business support in our rural communities and our government partners of Rural Development, ACOA and IPEI are to be commended for their support. This year we welcomed Develop West Prince to our centre, and we will continue to pursue additional partnerships to add to our compliment of services.

Our annual report highlights the many programs we offer to assist in the growth of the economy of Western, PEI. This success comes from many individuals and the great partnerships we have with government, which include the following:

- To our clients and community partners, thank you for your confidence and trust in working with our organization.
- To our excellent team, thank you for your hard work, dedication, and professionalism. Lucille Brennan-Loan / Development Officer, Barb MacDonald- CIO Rural Action Centre, Brittany Albert-Loans Administrator, Amy Murphy-Administrative Assistant, Scott Smith-Western Community Navigator, Peggy Miles-Central Community Navigator, Lindee Gallant-Eastern Community Navigator, and Kailee Skerry-Young Millionaires Coordinator.
- Our funding partner, Atlantic Canada Opportunities Agency, Immigration, Refugee & Citizenship Canada, Province of PEI – Departments; Rural Development, Innovation PEI, and Workforce, Advanced Learning & Population, your support in assisting the development and growth of our communities is of upmost importance and is greatly valued.
- Atlantic Association of CBDCs- special thanks to Basil Ryan and the team at the Atlantic office for the continued work in strengthen the CBDC network.

I am very grateful for the opportunity to work with such a wonderful Board of Directors, and I sincerely thank each of you for your time, expertise, and commitment to the growth of the Western Region of PEI. Your support and guidance are truly valued and appreciated. A special thank you to Chairperson, Gail Ellis for taking on the leadership role and representing PEI on the Atlantic Education and Training committee. Also, to Kevin MacLeod for holding the position for member at large on the Atlantic Association Board of Directors.

In closing I want to express my sincere gratitude for the opportunity to work with such an incredible organization & team. I am so fortunate to have all of you, and I look forward to the year ahead.

Sincerely,

Maxine Rennie,  
Executive Director



# ABOUT US

At CBDC Western PEI we assist in the creation of small businesses and in the expansion and modernization of existing businesses by providing financial and technical services to entrepreneurs in rural Western PEI.

## MISSION STATEMENT

Community Business Development Corporation (CBDC) West Prince Ventures Ltd. encourages business and community development by providing businesses and social enterprises with access to flexible financing, training, and support services.

## VISION STATEMENT

A community-based and regionally focused organization with strong partnerships, CBDC West Prince Ventures Ltd. is a leader in supporting business and community development.

## CORE VALUES

CBDC West Prince Ventures Ltd. believes in:

- Fostering and embracing diversity
- Supporting immigration
- Welcoming communities
- Working collaboratively with our partners
- Considering all enterprising ideas
- Creating sustainable employment
- Supporting our business community
- Sustaining business growth
- Fostering prosperity





# OUR TEAM

BOARD OF DIRECTORS



*Investment decisions are made by a volunteer Board of Directors who come from a variety of business sectors, who offer diverse knowledge of our business environment, our people, and who believe strongly in their community.*

Back - Mitchell Doucette, Vice-Chair; Amy Bryan, Secretary/Treasurer; John Colwill, Director; Kevin MacLeod, Past-Chair  
 Front Row - Wendy Fraser, Director; Gail Ellis, Chairperson

STAFF



**Maxine Rennie,**  
Executive Director



**Lucille Brennan,**  
Loan/Development Officer



**Brittany Albert,**  
Loans Administrator



**Amy Murphy,**  
Administrative Assistant



**Scott Smith,**  
Western PEI  
Community Navigator



**Peggy Miles,**  
Central PEI  
Community Navigator



**Lindee Gallant,**  
Eastern PEI  
Community Navigator



**Kailee Skerry,**  
Young Millionaires Program  
Coordinator



**Barb MacDonald,**  
Rural Action Centre  
Client Information Officer





# Investments in our Rural Communities

**52**  
Applications Approved

**\$4,810,410**  
Total Value of Approved Loans

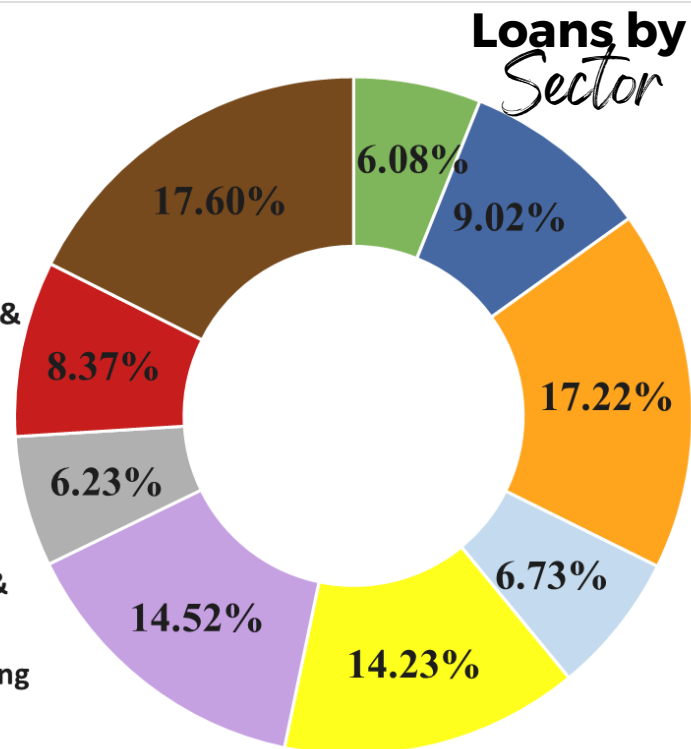
**\$18,371,258**  
Total Value of Leveraged Funds

**211**  
Clients Provided Business Counselling

**76**  
Jobs Created

**57**  
Jobs Maintained

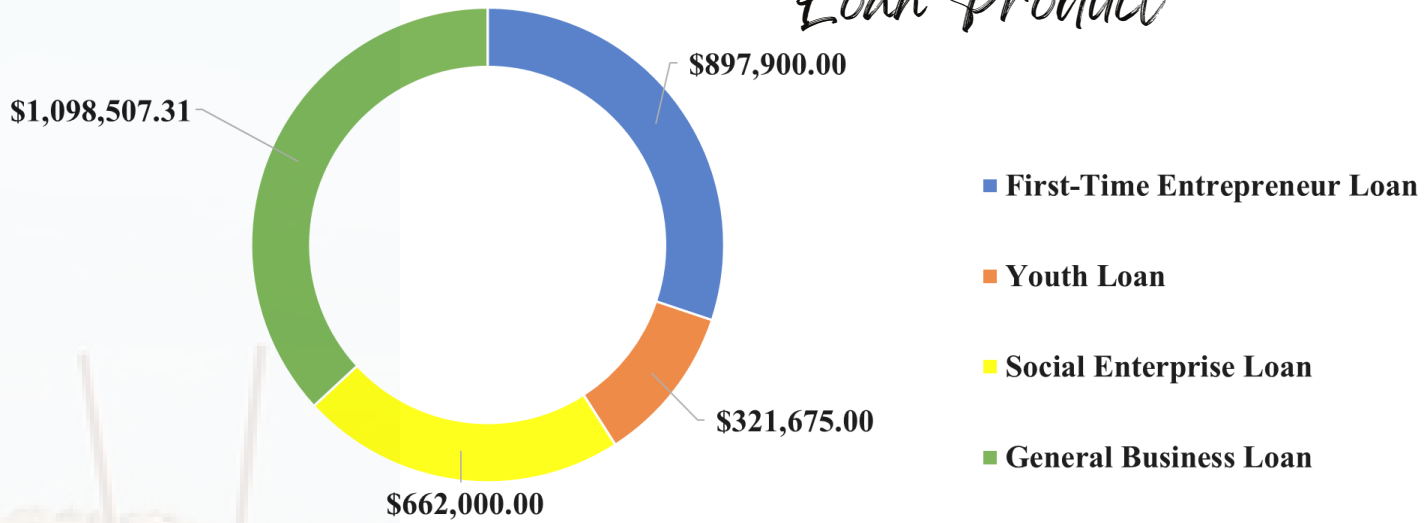
- Accomodation & Food Service
- Agriculture
- Aquaculture & Fishery
- Arts, Entertainment, Recreation & Tourism
- Construction & Forestry
- Health Care & Social Assistance
- Manufacturing, Transportation & Warehousing
- Real Estate and Rental and Leasing
- Retail, Professional, Technical & Other Services





# Investments in our Rural Communities

## Dollar Value of Loans Disbursed Per Loan Product



## Investments in our Rural Communities Since Inception:



**4,394**

Jobs Created & Maintained



**\$38,630,642**

Total Value of Loans Advanced

**\$1.5 M**

Government of Canada Initial Investment

**\$9.1 M**

Today's Investment Worth



# COVID-19 Relief Programs

## Regional Relief & Recovery Fund & Extension Program

In January, 2023 an extension for the loan forgiveness was granted to December 31, 2023.

Repaying the balance of the RRRF & RRRFX loan on or before December 31, 2023 will result in the forgiveness of 25% (up to \$10,000) for the initial \$40,000 and 50% (up to \$10,000) for the supplemental \$20,000. There is no interest accrued until January 1, 2024, with outstanding balances to be paid on or before December 31, 2025.

✓ **\$3,390,300**  
Total Value of Loans Approved

✋ **\$276,500**  
Total Value of Loans Repaid

✋ **\$112,500**  
Total Value of Loan Forgiveness

⚖️ **\$3,001,300**  
Balance of Portfolio

## Tourism Activation Grant

The Tourism Activation Grant (TAG) was a joint partnership between Tourism PEI and CBDCs in Western, Central & Eastern PEI. The program provided tourism businesses with a non-repayable grant towards eligible expenses to assist with capital and/or maintenance costs associated with opening for the 2022 season.

Applicant eligibility included a minimum 30% decrease in tourism related revenues for 2021 compared to 2019. Applicants had to have at least \$25,000 in gross revenues for 2019. The maximum grant was \$50,000.

✓ **30**  
Applications Approved

✋ **\$378,040**  
Total Value of Assistance

## Tourism Seasonal Extension Program

The Tourism Seasonal Extension Program is a joint partnership between Tourism PEI and CBDCs in Western, Central & Eastern PEI and was launched beginning in January, 2023. The program is intended to support capital investments that will help tourism businesses remain open on a multi-season basis.

The maximum amount of eligible capital expenses will be calculated at 4% of 2019 gross revenues. Eligible expenses include new product offerings, maintenance required to open on a multi-season basis, new equipment, insulation of buildings, indoor/outdoor heaters, outdoor dining domes and other infrastructure projects. The maximum grant is \$50,000.

✓ **10**  
Applications Approved

✋ **\$150,531**  
Total Value of Assistance



# Consultant Advisory Services Program (CASP)



The Consultant Advisory Services Program can provide small and medium sized businesses with financial assistance (up to 75% of eligible costs) to engage consultants to assist with business opportunities and challenges.

CBDC Western PEI is administering the contract supported by Atlantic Canada Opportunities Agency (ACOA) and Innovation PEI to offer the CASP to the three PEI CBDCs from April 1, 2022 to March 31, 2024.

Within the 2022-2023 fiscal, CBDC Western PEI had the following activity from the Consultant Advisory Services Program (CASP):

 **5**  
Projects Approved

 **\$21,000**  
Value Approved in Eligible Professional Fees

# Entrepreneurial Training Fund (ETF)



The Entrepreneurial Training Fund (ETF) can provide financial assistance relating to costs associated with business skills training in special areas such as market development, bookkeeping, feasibility studies, and business analysis. (90% up to a maximum of \$2,000.00)

Training can be in the form of, but not limited to, one-on-one consultation, classroom style courses, seminars and conferences.

Within the 2022-2023 fiscal, CBDC Western PEI had the following activity from the Entrepreneurial Training Fund (ETF):

 **9**  
One-On-One Projects Completed

 **8**  
Group Projects Completed

 **87**  
Clients Assisted

 **\$26,376.82**  
Disbursed in Eligible Costs

# Human Resources Workshop



CBDC West Prince Ventures in partnership with Rural Action Centre - Alberton hosted Corina Walsh CEO, Certified Coach, Author & Speaker of Shift People Development Inc to deliver a workshop on Attracting, Engaging & Retaining Employees. Comedian Patrick Ledwell was the Emcee.

Corina gave key takeaway information to assist employers with strategies to recruit and attract new employees, orientation and onboarding techniques, employee engagement and retention strategies, including how to motivate and engage current employees, understanding the employee journey, and what is required from business owners and managers to boost engagement and satisfaction along that journey.

The workshop was followed by a panel discussion including Rural Western PEI employer, Harvey Stewart of Trout River Industries in Coleman, Scott Smith, Western PEI Community Navigator, Rural Central PEI employer, Thane Smallwood of PEI Bag Company in Bedeque, and Peggy Miles, Central PEI Community Navigator.



Employers shared experiences and challenges with remaining competitive in the labor force; as well as success stories for integrating newcomer employees, increasing employee's overall satisfaction, and expanding their workforces. PEI Community Navigators shared about the importance of working together to build welcoming workplaces and welcoming communities for all, and how its success leads to stronger morale amongst employees/community members, overall successes, better integration, and increased retention of employees/community members.

Approximately 20 employers took part in this informative workshop.





# Young Millionaires Program

## Providing youth aged 9-16 the opportunity to explore entrepreneurship

CBDC Western PEI, in partnership with Central Development Corporation, was pleased to administer the Young Millionaires Program to young entrepreneurs in the Western region for 2022.

The Program Coordinator was Kailee Skerry. Kailee is currently studying Business at the University of PEI. Her friendly personality and enthusiastic attitude made her a great fit to Coordinate this Program to young entrepreneurs over the summer.

Kailee visited the Elementary & Intermediate schools in the area to promote the program. The program had a total of 33 participants take part.

Before receiving their grant money to start their business, participants were required to take part in workshops that taught them the fundamentals of operating a business. This information would allow them to start and operate their businesses through the summer.

CBDC Western PEI was grateful for the partnership with Mill River Resort, who graciously allowed participants to use their space for workshops.

Over the summer, Kailee was able to check in with participants at several vending opportunities. Some of the events participants took part in included the PEI Potato Blossom Festival, the Prince County Exhibition, and other smaller markets in the area. These vending opportunities gave participants a chance to showcase and sell their products.

To wrap up the summer Program, participants and their families took part in a Celebration Night at Mill River Resort. Special guests in attendance included MP Bobby Morrissey, MLA Hon. Ernie Hudson, MLA Trish Altass & MLA Robert Henderson. Participants gave a short speech of their experiences in the program and what they accomplished in the Program.

It was another inspiring and successful summer for budding entrepreneurs in Western PEI!



*Kailee Skerry, Program Coordinator*



*Workshop Participants*



*Workshop Participants*



*Celebration Night*



*Participant, Gracie Lidstone*

# PEI Community Navigators



The **PEI Community Navigators**, under the direction of Maxine Rennie, Executive Director work to provide support to new residents and work with Community members to build welcoming communities across rural PEI. Whether it is a new resident moving here from another country (temporarily or permanently), or from another province within Canada.



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada

Each Region has a Steering Committee comprised of representatives from local municipalities, government partners, community organizations and new residents. The committee acts as a touchpoint for collecting and distributing information and resources relevant to new residents and existing communities alike, with the goal of retaining new residents to grow the workforce in rural PEI and support the rural economy.



**Maxine Rennie**  
Executive Director



**Scott Smith**  
Western Region



**Peggy Miles**  
Central Region



**Lindee Gallant**  
Eastern Region

These are a few of the many events and initiatives that the **PEI Community Navigator Team** has facilitated or partnered with during the **2022 - 2023** fiscal:

## SETTLEMENT SERVICES PROVIDED TO UKRAINIAN EVACUEES UNDER CUAET MEASURES

The PEI Community Navigators assisted in providing supports to Ukrainian evacuees who settled across rural PEI. Partnering with Federal, Provincial, and other Settlement Providers to ensure the evacuees received timely supports with healthcare, employment, education, transportation, housing, recreational & social activities and more.

### LEARN TO SKATE

The learn to skate initiative took place across the Island, with all three Regional Navigators partnering with Recreation PEI, Province of PEI, Government of Canada and our local Sports Centers to make this a successful opportunity for newcomers to learn new skills, make social connections and feel welcomed in their community while having fun & being physically active.

### PEI NEIGHBOUR WEEK

Promoting community connections between new and longtime rural residents, celebrating diversity and belonging across communities in rural PEI.

Outside of community events like the one in Souris PEI with 50 attendees from more than 20 countries, people were encouraged to post to social media about their #PEIGoodNeighbours as well as to do 'something neighbourly' in person.





## COMPUTERS FOR SUCCESS PROGRAM

The 'Computers for Success' Program has served as a valuable conduit for connecting the PEI Community Navigators with immigrant clients.

Through a partnership between Health PEI, the Navigators are able to deliver laptops to clients in need.

This initiative has provided an opportunity to connect with immigrants who may otherwise not know about PEI Community Navigator services, while providing them with access to virtual healthcare.



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada

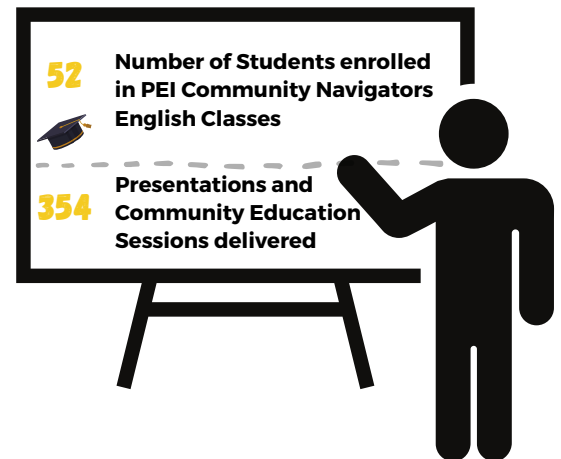
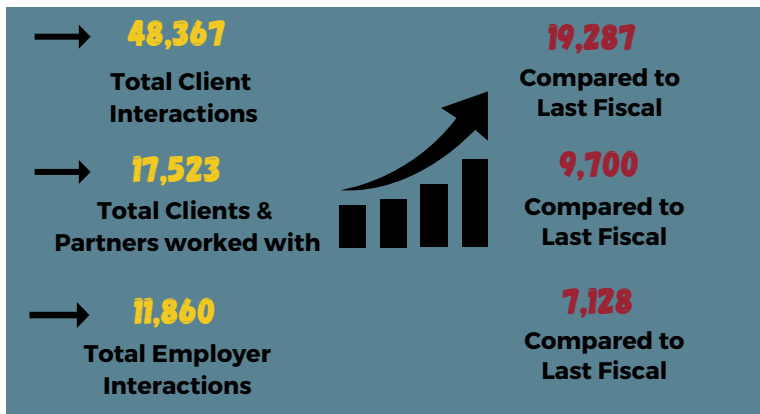


## HURRICANE RESPONSE FUND

West Prince Ventures Ltd. & the PEI Community Navigators were the delivery agents for the Hurricane Response Fund on behalf of the United Way of PEI and the Government of PEI.

This fund allowed West Prince Ventures Ltd & the PEI Community Navigators to meet the needs of Islanders in the wake of Hurricane Fiona through the dispersion of grocery and gas gift cards directly into the hands of those in need.

## PEI COMMUNITY NAVIGATOR STATS



# PEI Community Navigators - Snap Shot!

## WESTERN PEI



## CENTRAL PEI



 Immigration, Refugees and Citizenship Canada    Immigration, Réfugiés et Citoyenneté Canada



## EASTERN PEI





# Rural Action Centre - Client Information Officer's Report

I am pleased to present this Activity Report for Rural Action Centre – Alberton (RAC) as of March 31, 2023.

This past year has marked our 12th year of operation and has recognized many accomplishments. As of July 2022, we were pleased COVID – 19 protocols were lifted thus allowing our program delivery to return to near normal practice. RAC Alberton continues to offer a mixed complement of in-person and on-line workshops and sessions. Our Boardroom and Meeting Rooms are complete with up-to-date technology to accommodate business and community meetings. We also appreciate being able to utilize Mill River Resort and Northport Community Centre when additional space for engagement is required.

RAC Alberton partnered with CBDC Western PEI to promote and engage in initiatives such as CBDC Day, The Young Millionaires Program, and Small Business Week; in addition to Planning for Perfection – Writing a Business Plan, HR Attracting, Engaging & Retaining Employees, Microsoft Excel Training and Payroll Plus. RAC Alberton continues to partner with C & M Inc/PEI First Aid Services to deliver Red Cross Emergency First Aid & CPR/AED Training to over 125 people from Western PEI and across the Island each year.

The three PEI Rural Action Centres also shared in the delivery of programs such as Nuts and Bolts of Business Success, IPEI Ignition Fund, eForcePEI, Writing a Proposal, and Risk Management for Non-Profits, to name a few. Two recent initiatives include RAC Storytelling Campaign and RAC Good News Campaign – both of which feature clients via social media platforms to assist in our RAC brand awareness. In keeping with our on-going strategy, RAC Alberton continues to provide an Information Folder, a resource which provides brochures representing each Partner and the programs and services they offer. This resource, complete with a RAC Partner Photo Page, is also available electronically and is included as part of any responses to inquiries via email. The RAC Newsletter, delivered via our RAC Email List Serve, continues to play a vital role in delivering updates – reaching over 750 businesses and individuals.

As our community continues to grow and diversify, so does the number of Newcomers accessing our services. RAC Alberton is pleased to support the work of our Community Navigator by partnering and promoting such sessions as Financial Literacy for Newcomers and The Hiring of Immigrant Workers.

RAC Alberton continues to host a full complement of Partners – Welcoming to our RAC Team: Jordan MacDonald – Executive Director, Develop West Prince, Genna Dumville – Program Officer, Skills PEI, Amanda Barlow – Interim NCCD Tourism Manager and Tracy Pineau – Project Coordinator, DWP.

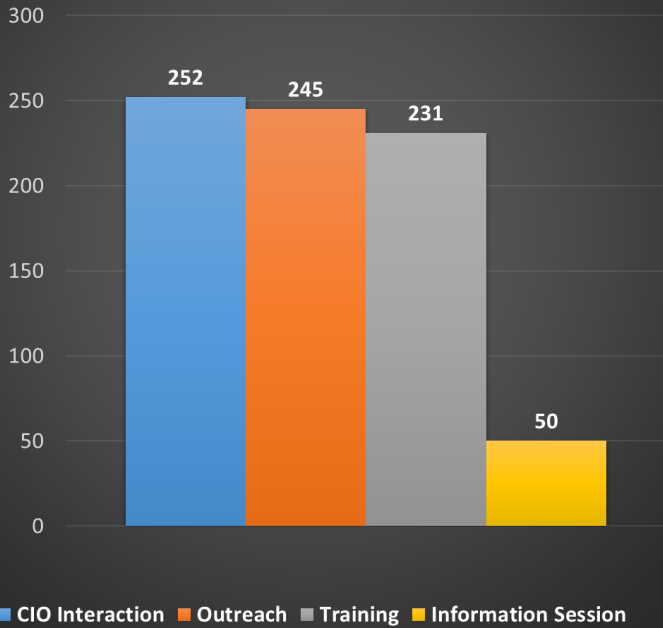
I would like to express my appreciation to Maxine Rennie – Executive Director of RAC Alberton, Patti Devine – Manager of PEI Rural Action Centres, and Lucille Brennan – Loan Development Officer for their support and guidance, and to Amy Murphy – CBDC Administrative Assistant and Brittany Albert – CBDC Loans Administrator, for providing back up services as required.

Clients and businesses have been highly supportive of workshop and training endeavors initiated by our Centre. As we move into the year ahead, we look forward to the continuation of these opportunities – Helping Businesses and Communities Succeed.

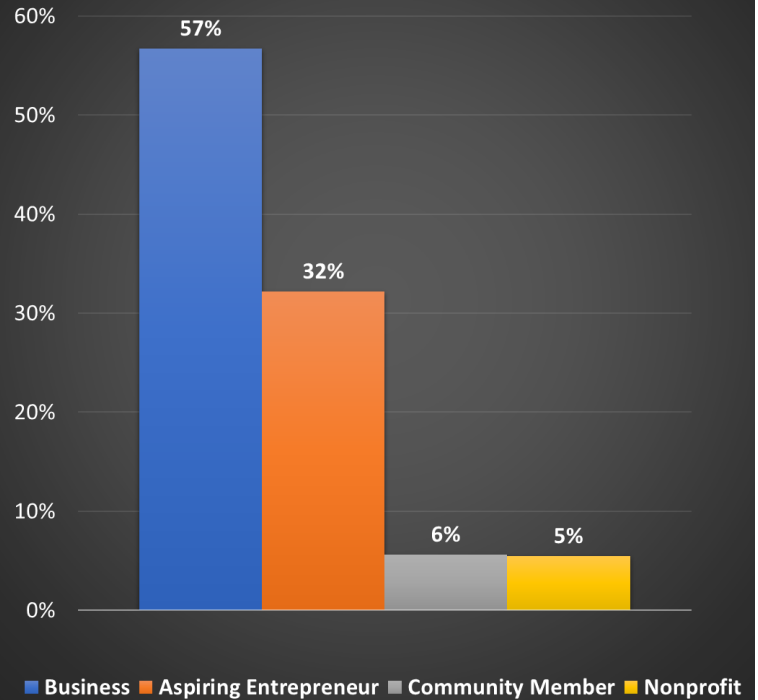
Respectfully submitted,  
Barb MacDonald – Client Information Officer

# Rural Action Centre - Stats At a Glance

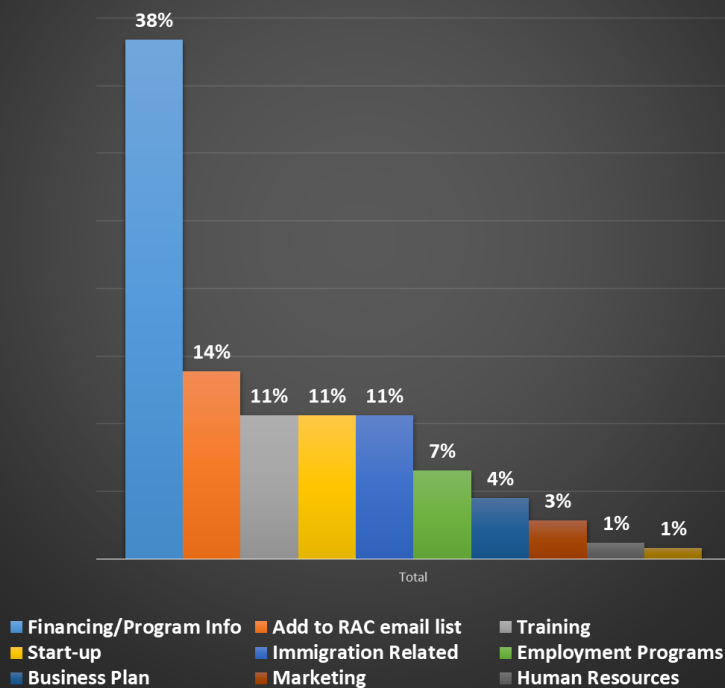
## Number of Clients by Activity



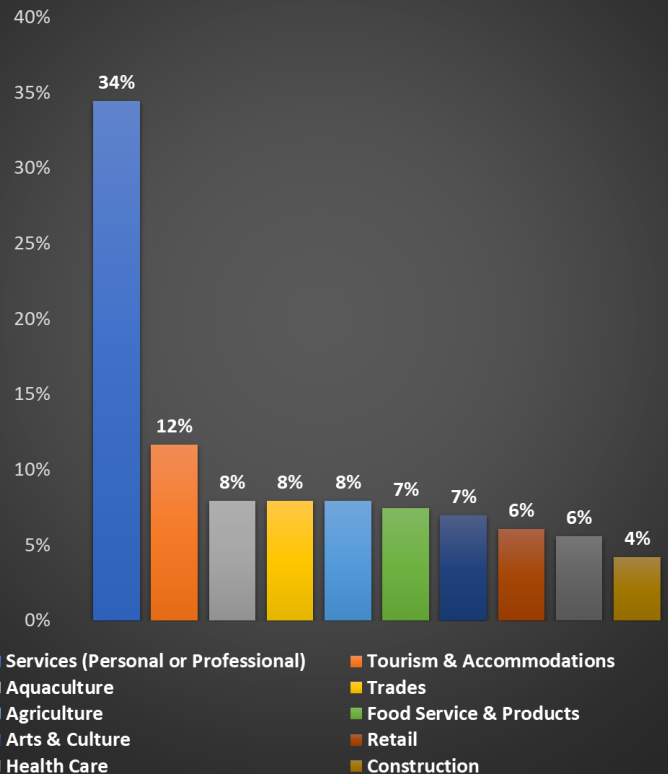
## Who Are Our Clients?



## Information or Support Clients Are Seeking



## Which Business Sectors Use the Rural Action Centre?





**Helping Businesses & Communities Succeed**

Business owners, future entrepreneurs, employers and community groups can access multiple federal, provincial and nongovernmental agencies at Rural Action Centre (RAC) Alberton – a one-stop service Centre in Western PEI.

Whether it's funding programs, financing options, skills training, help with hiring employees, or how to write a business plan, Rural Action Centre (RAC) Alberton is the place to start.



**Barb MacDonald**  
Client Information Officer



**Ellen Rennie**  
Community Development Officer



**David Gamble**  
Business Development Officer



**Genna Dumville**  
Program Officer,  
Self Employ Program



**Amanda Barlow**  
Interim Executive Director



**Jordan MacDonald**  
Executive Director



**Tracy Pineau**  
Project Coordinator,  
West Prince Housing Initiative



# CBDC Day 2022

To celebrate the contributions that small businesses make in our rural communities everyday, our CBDC organized a Facebook Give-away, providing a CBDC prize package to one lucky winner.

By random drawing, the winner was Erin Murphy, shown right picking up her prize.

Our staff also took time to visit various local small businesses in the area, creating a greater awareness of CBDC programs & services.



## Small Business Week

Small Business Week is an exciting initiative for our CBDC Staff & RAC Partners, as we take time during this week to highlight the many contributions small businesses make to our communities.

During the week of October 17 - 21, 2022 our Staff set up at local businesses in West Prince. Staff also spent time touring in communities, visiting small businesses and providing promotional items and information on programs & services available from CBDC & Rural Action Centre Partners.

Lindee Gallant, Eastern PEI Community Navigator hosted a 'Hiring & Retaining Immigrant Workers' Panel Discussion in Eastern PEI; and all three PEI Community Navigators hosted IRCC in a 'Hiring of Immigrant Workers' Information Session at Mill River Resort.

Check out a snapshot of site visits and sessions throughout the week..



Forestview Meadow



Myers Welding



Sari Sari Retail Store & Takeout



Jeremy Kinch's Custom Welding



IRCC Information Session for Employers - Western PEI



Hiring & Retaining Immigrant Workers Information Session - Eastern PEI



# Business Award of Distinction

We were delighted to present the CBDC Western PEI Business Award of Distinction to Geoffrey & Amy Irving of You Move Health & Wellness during Small Business Week celebrations. This award is an opportunity for the CBDC to profile and reward the outstanding achievements of a CBDC client.

The criteria used to determine the recipient of the award are based upon a business' operating success, growth, and contribution to the local and provincial economy. The CBDC recognized these attributes and acknowledged innovative and entrepreneurial skills in nominating You Move Health & Wellness.

You Move Health & Wellness was also nominated through the three PEI CBDCs for the Atlantic Association of CBDCs Business Award of Distinction.

Congratulations Geoffrey & Amy! Best wishes for continued growth and success!



# Young Millionaires Award of Excellence

CBDC Western PEI was proud to present the Young Millionaires Award of Excellence to Young Millionaires Program entrepreneur Haylei Sidwell of Nature's Decor.

The Young Millionaires Award of Excellence is given annually to one participant who excelled in the program. Not only did Haylei attend all the workshops, but she did so with a positive attitude and willingness to learn. She came prepared to retain the information to help her create a successful business. It is awarded to someone with a unique business idea and a strong drive to turn that idea into a practical reality. This is also someone who attended vending opportunities to reach as many potential customers as possible and acted in a professional manner. Most importantly, this is someone who never gave up and could overcome any obstacles.

Congratulations Haylei. Wishing you great success in your entrepreneurship journey!



# Bursaries & Awards

## West Prince Ventures Bursary Award & Charlie Sark Memorial Bursary

Each year CBDC Western PEI awards two bursaries to graduating high school students who are pursuing post-secondary education in a business-related program.

This year, the recipient of the CBDC West Prince Ventures Ltd Bursary Award was Samuel Goguen. Samuel is studying in the Bachelor of Business Administration Program at the University of Prince Edward Island, which began in the Fall of 2022.

The recipient for the Charlie Sark Memorial Award Bursary was Aiden Gaudet. Aiden is studying at Holland College in the Accounting Technology Program, which began in the Fall of 2022.

Best of luck to both Samuel & Aiden in their studies!

Shown presenting the bursary awards is Lucille Brennan, Loan/Development Officer.

*Samuel Goguen*



*Aiden Gaudet*



## 2022 West Prince Chamber of Commerce Business Excellence Awards

CBDC Western PEI was proud to sponsor the Emerging Business Growth Award that was presented to Ruby Lubigan, Sari-Store Store at the West Prince Chamber's Business Excellence Awards Gala held on April 21, 2022.

Maxine Rennie, Executive Director made the presentation.





# "The Beat of the Drum" - Drum Making Session

PROFESSIONAL DEVELOPMENT



In October, 2022 CBDC Western PEI staff took part in a unique opportunity through Experience Lennox Island. They were guided in the hands-on process of making a moose hide drum of their very own. Instructor, Faith Matthews taught what the drum means to the Mi'kmaq culture, the history of the drum, and why it's important to share these teachings.

Following the workshop, staff took an informative tour of the Mi'kmaq Cultural Centre where they were shown a visual of the history and culture of the First Nations & Mi'kmaq people who settled in the area. Faith shared emotional words of residential school survivors and their families and the importance of talking about and creating awareness of the tragedies faced by families and communities.

The National Day of Truth and Reconciliation allows Canadians to honor the resilience and strength of residential school survivors and intergenerational survivors, as well as those children who tragically did not make it home. As an organization, we strive for continued reconciliation.



# FIND US HERE:



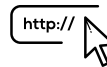
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