

CBDC Blue Water



Annual Report 2013-2014

**Celebrating 25 Years
Supporting Local
Businesses and Entrepreneurs**

WHO WE ARE

CBDC Blue Water is one of 41 independent, non-profit Community Business Development Corporations in Atlantic Canada. In partnership with the Atlantic Canada Opportunities Agency (ACOA) and other community partners, we work to support the local economy by assisting entrepreneurs as they build or expand their businesses.

WHAT WE DO

Whether it is providing much needed financial assistance through our various loan programs, additional skills training, or offering counselling services, the CBDCs are here to ensure the continued growth of small to medium-sized business throughout Atlantic Canada.

OUR STAFF

Front Row:

- Jennifer O'Quinn
- Joanne Loughery
- Alayne Jean
- Sheila Spicer

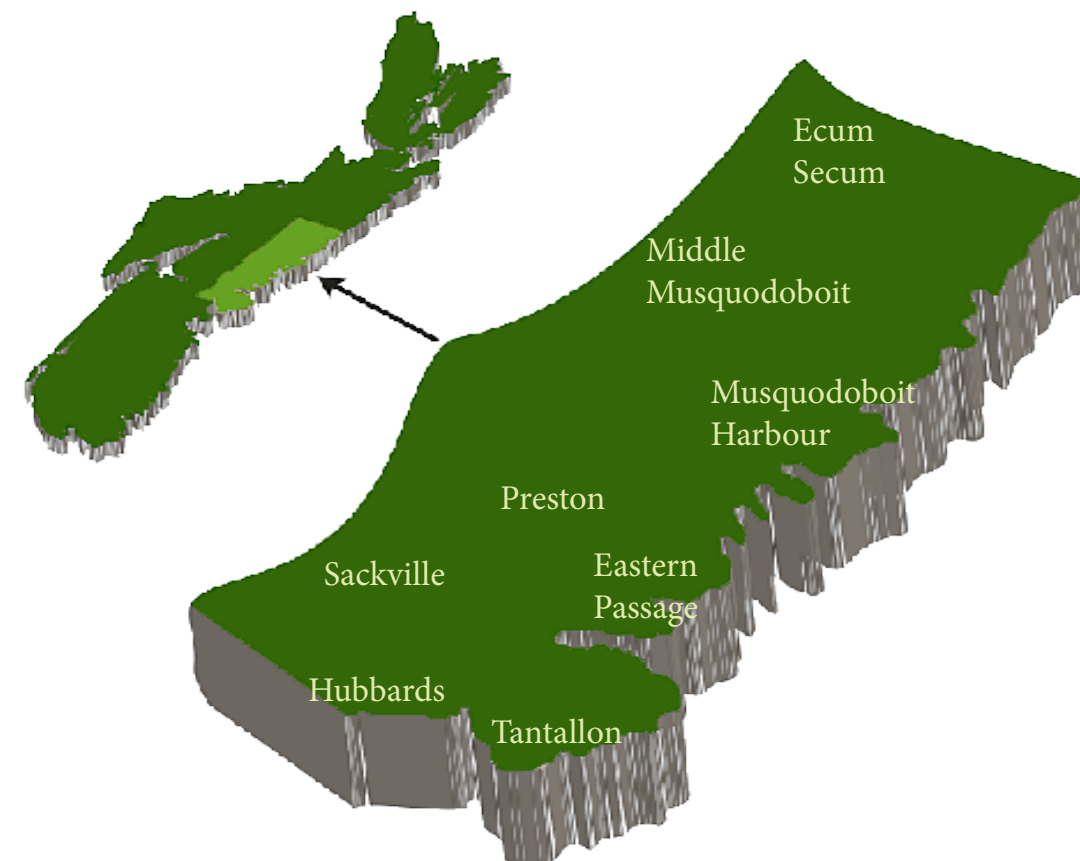
Back Row:

- Patrick Breton
- Jennifer McMullin
- Michael Redden



WHERE WE SERVE

CBDC Blue Water services rural Halifax, covering the areas between Ecum Secum and Hubbards, but excluding the urban areas of Halifax, Bedford, and Dartmouth. Some of the communities we serve include Tantallon, Timberlea, Sackville, Beaverbank, Eastern Passage, Preston, Porters Lake, Sheet Harbour, and Middle Musquodoboit.



SUCCESS DEPENDS ON

OUR VOLUNTEER BOARD OF DIRECTORS

JANICE MALAY	PRESIDENT AND CHAIR
DAVID YUILL	VICE-PRESIDENT
DAN NORDQVIST	TREASURER
EVAN WILLIAMS	SECRETARY
KENNY DOLOMONT	DIRECTOR
HENRY BOWERS	DIRECTOR
HAROLD BAKER	DIRECTOR
LYNN MATHESON	DIRECTOR
DARLA JOHNSTON	DIRECTOR
JESSIE GREENOUGH	DIRECTOR
DAVID YOULD	DIRECTOR
JOHN COOKE	SPECIAL ADVISOR



SUCCESS DEPENDS ON

OUR NETWORK OF PARTNERS



Atlantic Canada Opportunities Agency
Atlantic Association of CBDCs
Bank of Montreal
Black Business Initiative
Business Development Bank of Canada
Centre for Entrepreneurship Education and Development
Centre for Women in Business
CIBC
Credit Union
Entrepreneurs with Disabilities Network
Entrepreneurs Forum
Futurpreneur Canada
Farm Credit Canada
Farmworks
Greater Halifax Partnership
Immigrant Settlement and Integration Services
Nova Scotia Business Inc.
Nova Scotia Association of CBDCs
Royal Bank of Canada
Scotiabank
TD Canada Trust
Watershed Association Development Enterprise

Thanks to all who have assisted us in supporting our local communities.

2013-2014 YEAR IN SUMMARY



THE CHAIRPERSON AND EXECUTIVE DIRECTOR

25 Years... And how we've grown

Twenty five years ago CBDC Blue Water was created by a group of concerned citizens who recognized changing economic times and came together to address local concerns. In 1989 this group accessed \$40,000 to stimulate business development in Eastern HRM. The success of this activity garnered additional support to grow the lending pool to approximately \$2 million in funds available to small businesses in rural HRM. Today, twenty five years later, with no additional government funds to capital, we have grown the total pool to nearly \$9 million, approximately \$8 million of which is currently invested in our communities by way of small business loans. Over the course of 25 years, we have issued loans of nearly \$36 million, which, in turn, leveraged another \$27.6 million in investment in our communities.

Our office is one of 41 CBDCs serving Atlantic Canada. CBDCs in Atlantic Canada are part of a national network of 269 federally supported Community Futures program offices across Canada. In Atlantic Canada we are grateful to the Atlantic Canada Opportunities Agency for their continued support and contribution to our operating costs.

The national network is currently being evaluated for its impact and effectiveness, and a recent study found that, compared to unassisted businesses, CBDC assisted businesses in Atlantic Canada have a 5 year survival rate 50% greater, and have significantly higher growth in sales, job creation and payroll.

These amazing results speak volumes about the effectiveness and impact of the CBDC network on rural businesses in Atlantic Canada, particularly small business. We attribute these results to our ability to be responsive to changing needs, our local decision making through volunteer boards, and our ongoing relationship with our clients and businesses throughout their business launch and life cycle.

Over the years this office has had the support of many volunteers from our community who graciously gave their time to support our activities and provide governance through participation in our board of directors. The success of this agency and the businesses it supports is made possible only through their contribution, and we would like to extend a sincere thank you to all directors, past and present, for their part in our history.



Janice Malay
President and Chair



Alayne Jean
Executive Director

WE GROW BUSINESSES...

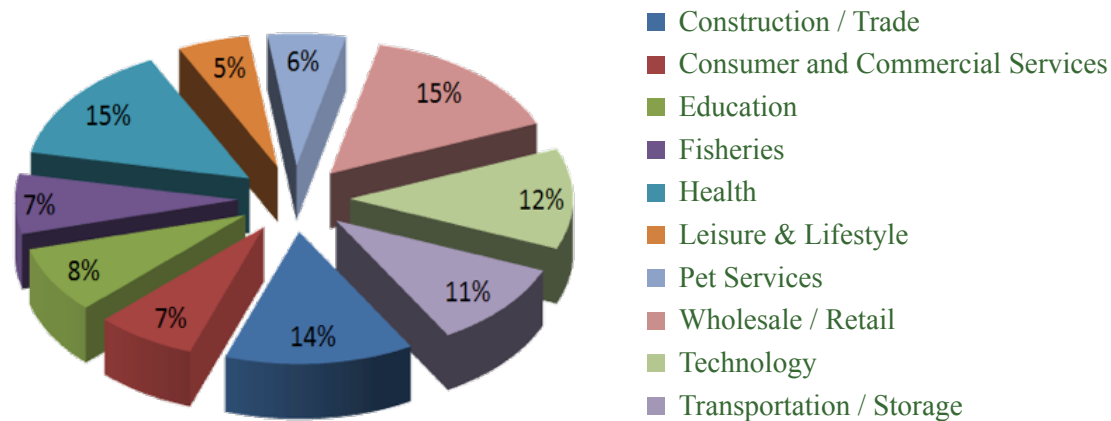
WE GROW BUSINESSES...

AND SUPPORT ECONOMIC DIVERSITY

AND OUR COMMUNITIES

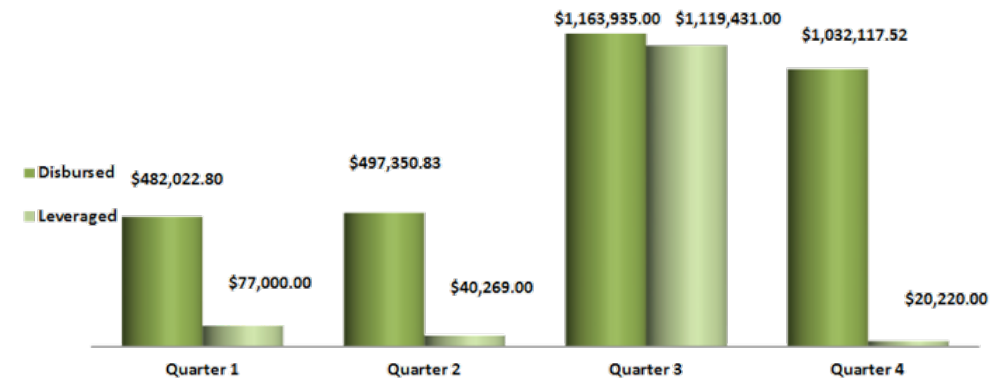


2013-2014 CBDC Loans - By Industry Sector



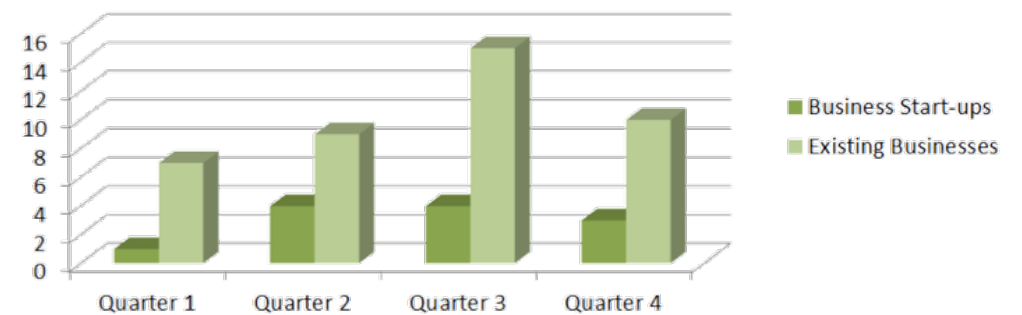
Our clients offer products and services in a wide variety of industry sectors. Our objective is to increase the range of services within the communities and limit competitive impact on existing businesses.

2013-2014 CBDC Loans and Leveraged Funding



Between April 2013 and March 2014, CBDC Blue Water invested over **\$3,175,426** into local businesses. This funding assisted clients in securing an additional **\$1,256,920** in financing through our valued partners.

2013-2014 CBDC Investment Activity
New and Existing Businesses



During 2013-2014, CBDC Blue Water assisted with the creation of **12** new business start-ups as well as the expansion of **41** Businesses.

WE GROW BUSINESSES...

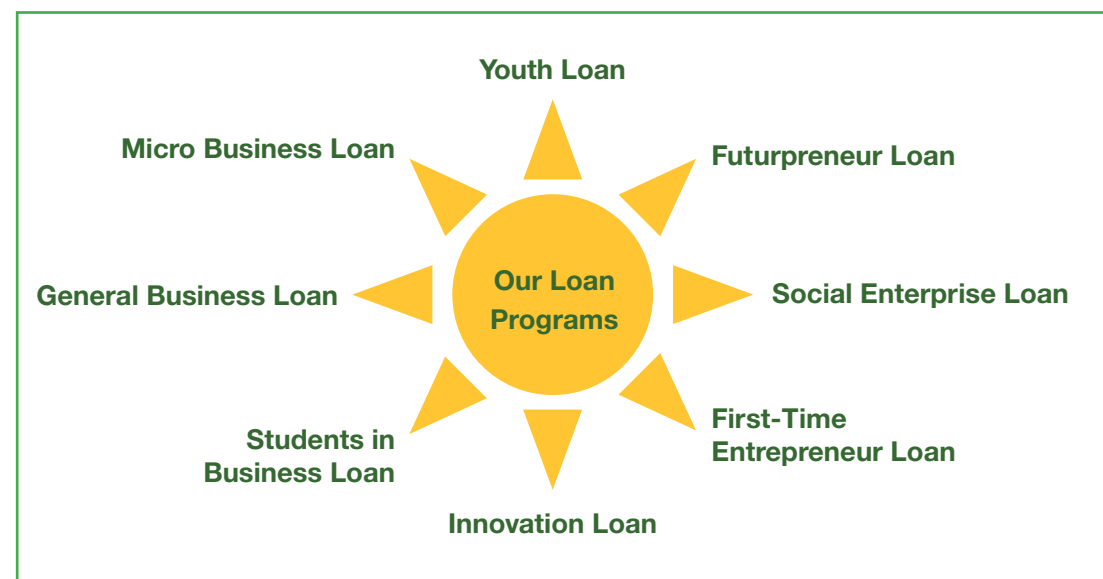
BY SUPPORTING BUSINESS SKILLS DEVELOPMENT

Between April 2013 and March 2014, CBDC Blue Water invested over **\$14,379** and assisted **17** clients, allowing them to further their business and management skills development.

We also support and finance continuous learning for our entire team of staff members, supporting our belief in continuous improvements and development.

ONE IDEA AT A TIME

- ⇒ We can be the sole lender or can work in partnership with other organizations
- ⇒ The ability to pay lump-sum or in full without penalty or fees
- ⇒ Loan repayment up to 15 years in certain situations
- ⇒ Attractive and reasonable interest rates
- ⇒ Flexible repayment options
- ⇒ Financing up to \$150,000



WE GROW BUSINESSES...

BY ASSISTING THOSE LOOKING TO REJOIN THE WORKFORCE

The **Self Employment Benefits (SEB)** program is designed to create employment opportunities for individuals who wish to start their own business by providing entrepreneurial support and financial assistance to eligible unemployed participants.

The SEB program offers

- 40 weeks of living assistance with progress reports after 10 and 25 weeks
- Business management workshops
- Monthly one-on-one business counselling
- Business plan development
- Access to a network of business professionals
- Networking opportunities with other small business owners



During the 2013-2014 fiscal year, the program saw the arrival of **17 new clients**, resulting in the creation of **16 new businesses**.

Since CBDC Blue Water adopted the SEB program in January 2012, the program has assisted in the creation of **31 businesses** and provided support to **7 additional small businesses** in our community.

WE GROW BUSINESSES...

BY SUPPORTING YOUNG ENTREPRENEURS



Students in Business Program (SIB)

This program assists students between the ages of 15 and 34 who are attending, or plan to attend, high school or a post-secondary education institution, and who wish to explore the world of entrepreneurship. The program provides students with access to mentoring and training, advice from experienced entrepreneurs, and interest free loans up to \$5,000 per business.

CBDC Blue Water invested nearly **\$130,000** in our Students in Business Program between April 2013 and March 2014. Invested funds helped **28 students** explore the world of entrepreneurship.

studentsinbusiness.ca

Futurpreneur Canada (formerly CYBF)

This program provides start-up mentoring, financing, and business resources for individuals between the ages of 18 and 39 who wish to start a business. It offers loans up to \$15,000 in start-up financing and up to \$30,000 in additional financing with their partnership with the Business Development Bank of Canada.

www.futurpreneur.ca



WE GROW BUSINESSES...

ONE LOAN AT A TIME

CBDC Blue Water offers a number of loan programs to assist small to medium sized businesses. We can support entrepreneurs who may have difficulties accessing funding through traditional lenders, or who may not satisfy the lending criteria of conventional lending institutions.

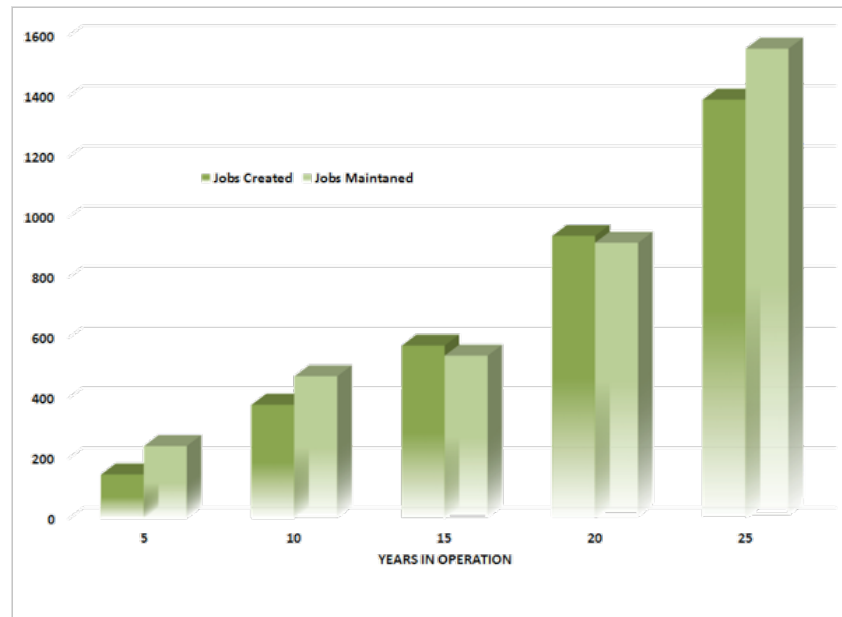


Who can apply for financial assistance?*

- ⇒ The business must be in rural Halifax
- ⇒ The project must create lasting employment for at least one local resident
- ⇒ The business concept must be sound and viable when offered to market
- ⇒ The new business must not be detrimental to existing businesses
- ⇒ The business must be morally sound

*Please note: The existence of the above criteria, or any part of, does not guarantee loan approval.

SUPPORTING JOB CREATION



Jobs Created and Maintained by CBDC Loans

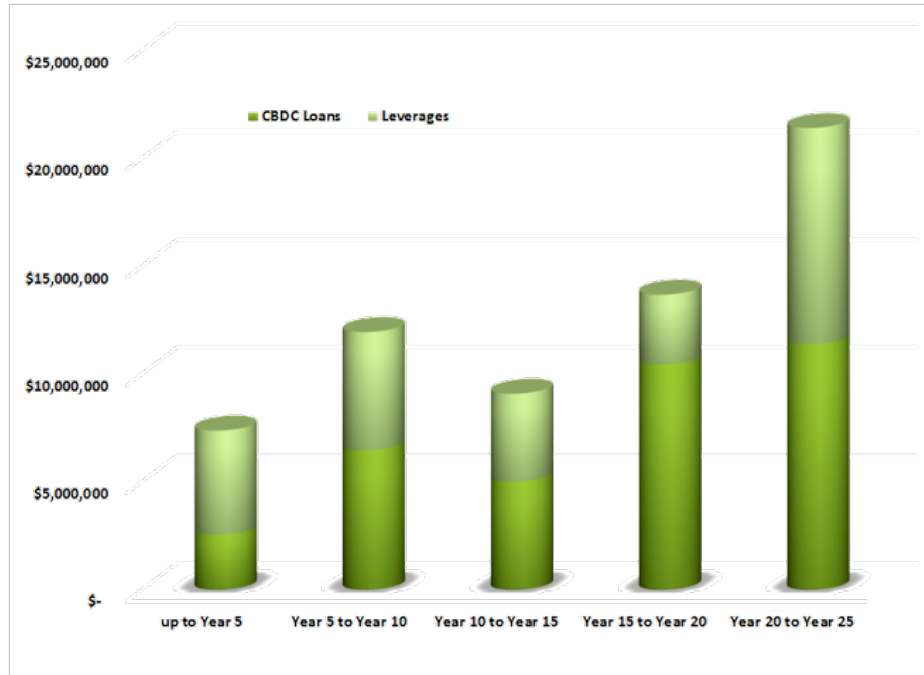
CBDC Blue Water prides itself on helping to create and maintain jobs in rural Halifax. Over 25 years our loans have helped local businesses **create almost 1400 jobs** and also **maintain almost 1600 jobs** that would otherwise have been terminated.



Photo courtesy of Joe Bidermann Landscaping Design Inc.

“There is no elevator to success, you have to take the stairs.”

SUPPORTING LOCAL BUSINESSES FINANCIALLY



CBDC Loans and Leveraged Funding over 25 years

Since incorporation in 1989 CBDC Blue Water has invested more than **\$35 million** dollars in local businesses which led to another **\$30 million** dollars in funds from other sources.

*“Coming together is a beginning; keeping together is progress; working together is success.”
- Henry Ford*



SUCCESS STORY

JUST CALL US - HEALTH SOLUTIONS INC.

JUST CALL US-Health Solutions Inc. officially started on May 8, 2012. Co-owners Jeannine Crouse & Carol Lynn Lucas, have nursing and Home Health Care (HHC) backgrounds. We both had been working at a local HHC department when it was suddenly closed & we were not offered other jobs within the company.

With our health backgrounds, we looked at what was lacking for the customers in the present HHC's and what we could do to help those areas. The two areas that we focused on were:

- 1) Being able to go to people who need compression stockings / garments. This process usually requires more than one appointment and for older people it's often difficult to get to an appointment, having to rely on family and friends, let alone getting there twice.
- 2) Offering women who have had breast surgery (mastectomy) a private, yet comfortable and homey atmosphere, where they would be professionally fit and measured. Facing the effects of cancer is often a very emotional and personal journey. A breast cancer survivor twice in her life, Jeannine can easily relate.

Jeannine was able to qualify for the Self Employment Benefits program through the Centre for Entrepreneurship, Education and Development (CEED). We applied for a loan through CBDC Blue Water so we could purchase our inventory, our computer and have a professional web page developed. The professional web site was needed as that was

our "calling card" that our clients were often going to see first. It needed to reflect how we were different from other stores and show the products that we offer. Our product line doesn't really allow for internet purchasing as both items need to be measured and then tried on to make sure they have the proper fit. Product lines such as mastectomy bras (everyday – intimate), sportswear, lingerie, swimwear and now sleepwear and everyday clothing, change twice a year and if we don't carry the newest items, then we lose sales.

The loan we received from CBDC Blue Water, gave us the solid start to our inventory. We maintain a separate bank account with funds (if needed to help us out in a tight spot), from our loan money. The Entrepreneurial Training Fund offered by CBDC allowed Carol Lynn to further her knowledge on QuickBooks, our current bookkeeping software, and allowed Jeannine to further her skills using LinkedIn tools to expand our company thus reaching out to those in need of our products and services.



During the past two years we have concentrated on building our business. Education is a large portion of our business. Both areas of focus have seen many changes in the past few years. For example, preventive medicine is becoming a big part of the compression side of the business. Post surgery garments are relatively new on the market and offer women the ability to leave the hospital wearing a garment.

We have attended numerous Health & Wellness Expos, displayed at Capital Health, done presentations to interested health-related groups, been present at the Multi-Cultural Festival, Bust A Move. We have met with cancer groups in Nova Scotia, presented a Lunch & Learn with all staff at the Cancer Centre at the Dickson Centre, and have spoken to doctors and their staff to promote awareness of our products and services. We are actively involved with BCANS (Breast Cancer Action Nova Scotia) and the Cancer Society. We have done several fashion shows, and have been on Live at 5 House Calls & Atlantic Breakfast TV. Most recently we were chosen as one of six businesses to display our products for His Royal Highness



SUCCESS STORY

Prince Charles & Camilla Parker Bowles, the Duchess of Cornwall, on their Royal Tour on May 19th through Military Family Resource Centre Entrepreneur Group, which we are proudly members of.

While promoting, women have come to us looking for proper fitting bras at a reasonable



price. We found that these women tuned out when they heard the word "health". Hence we have added a new company, The Bra Specialists, offering uplifting support for all women for life.

Our Blue Water Development Officer is always available to help us. We are more than comfortable contacting them to get advice or another perspective. Staff always get back to us in a timely manner and offer assistance when needed. Staff will often make us aware of events where we can promote our business as they recognize that this activity is essential to our business.

Without our loan and the expertise we have received from CBDC Blue Water, JUST CALL US Health Solutions Inc. & The Bra Specialists would not be where we are today.



Coral Business Communications Inc. began its journey in February 2006 as a home-based business with 3 employees. Coral's primary business is to supply and service the small to medium sized business market with business telephone solutions and consultations. This includes all voice and computer wiring, up-to-date technology on equipment including VoIP, industry specific solutions for healthcare and hospitality, and billing studies on their monthly recurring charges. Joining forces, Cathy Cornelius and Allen Newman took their 40 years of combined experience in the industry and decided to bring Maritime values to an industry that was very corporate.

Coral's clients appreciate the services they provide because, as a small business themselves, they understand the needs of the small businesses they serve. As the only Samsung dealer for business communications systems in the Maritimes, they can keep costs down and provide solutions to make even the smallest business look like a giant.

Currently, Coral has 6 full time employees and 2 Sales/Service agents. With offices in Halifax, Moncton and Charlottetown, they are able to fulfil the needs of most organizations with various locations in each province.

CBDC helped with financing the company growth, but they provided so much more. They were always there, only a phone call away, to offer solutions, whether to chat and/or decision making analyses.

growing pains. CBDC Blue Water really came through for us by reducing the risk and providing the counselling, training and guidance we needed to continue on the right track.

“Our biggest challenge was getting people to recognize Coral as a force in the industry. The competition has been around for awhile. Coral excels in providing a high level of customer service and has a loyal customer base to attest to its successes so far. Our customers tell us we are great, we don't tell you we are great.”

As with all new business we had to deal with

As we continued our growth and moved from a home based to a corporate office we once again leaned on CBDC Blue Water to assist in the financial aspect of the move plus the guidance to grow.



“There have been many challenges along the way and I would never say it's been easy. Finding the right mix of employees has been key. Your entire team needs to be on board. In order to ensure communication within your organization you need to keep those lines open. The CBDC has provided training to us on how to do just that.”

Starting and running a small business is not easy, you have HR concerns, financial concerns, marketing, customers relations, and the list can continue. You need to have

a good group of professionals behind you to work with you as your “behind the scenes board of directors” so-to-speak, and this is definitely an area where CBDC Blue Water steps up to the plate. They were always there to discuss, challenge, review and or research a decision that we needed to make. They would not make or advise which way to make the decision; however they offered you a way to look at the pros and cons of the decision, making the process clearer.

SUCCESS STORY

JOE BIDERMANN LANDSCAPING DESIGN INC.

Joe Bidermann was born in Stuttgart, Germany where he spent the first 33 years of his life before immigrating to Shelburne County on Nova Scotia's South Shore in 1996. Joe has college degrees in Early Childhood Education and Environmental Science, which introduced him to Horticulture and Ornamental Landscaping. In 1994, he founded Joe Bidermann Landscaping Design Inc. (JBLD).

Joe has been a member of Landscape Nova Scotia since 1998 and has served as a director on the board of Landscape Nova Scotia from 2000 – 2002. He served on the board of the Atlantic Association of Landscape Designers. He was chair of the association from 2005-2007.

In 1999, he received an Award of Excellence for Workmanship and Design and in 2000 he was the winner in the Design/ Build category of Landscape Nova Scotia's Awards of Excellence Program.

Over the past 3 years Joe has entered his projects in 10 Landscape Nova

Scotia Awards categories and he won every category!

JBLD Inc. is recognized in Nova Scotia as one of the leading landscape companies that stands for creative, innovative solutions and superior craftsmanship.

From 2001 – 2009, Joe was a judge on Landscape Nova Scotia's Awards of Excellence Program and also on the National Awards of Landscape Excellence Program with the Canadian Nursery and Landscape Association since 2006.

A strong believer in being a lifelong learner, Joe has participated in the National Certification Program and received his designation as Certified Landscape Technician (CLT) in 2004 and his designation as a Certified Landscape Designer in 2009. In 2013 he became one of the first Landscape Journeyman in Nova Scotia.

"Working with Blue Water has been a great experience. Staff have been very supportive of my business ideas, and worked with me to secure my financing, stabilize my cash flows and let me put my energies into my business."



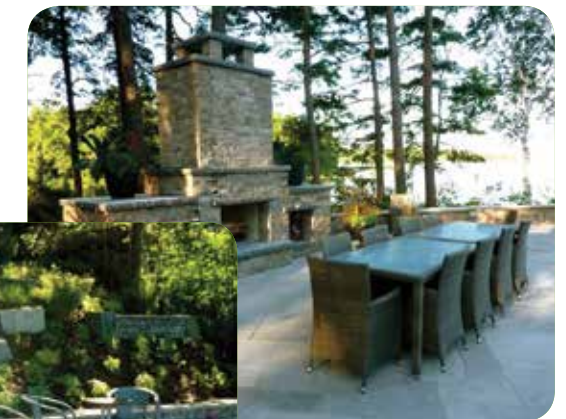
In December 2008 he moved his operation to Fall River, just outside of urban Halifax, where he lives with his wife Debbie, his 2 stepsons Jake and Ben and their rescue dog Jasper.

After moving his operations to rural Halifax in 2008 Joe realized that he needed to start making a transition from being self-employed to running a professional landscaping business. In 2011 he started to take courses to educate himself on business management and that led to the conclusion that he needed additional help with the growth of his

company.

In 2012, Joe approached CBDC Blue Water for a General Business loan to support his business during a growth phase. "I knew what I needed to take my business to the next level, and as I grew, I knew I needed some additional professional financial management advice." Joe began working with a professional certified accountant, who connected him with CBDC Blue Water. "Taking the financial strain off me allowed me to focus on the aspects of my business that I love...the creative side of my business and my clients". In 2013, Joe approached Blue Water again for financing to acquire equipment.

Joe has grown his company of 3 employees from 3 years ago and he currently has 9 employees. His sales from last year are already exceeded and JBLD Inc. will be celebrating their best year in 2014, 20 years after Joe started his business.





Agence de
promotion économique
du Canada atlantique



cbdc.ca

bluewatercbdc.ca

Blue Water Business Development Corporation Limited
5228 Highway 7, Unit 6
Porters Lake, Nova Scotia B3E 1J8
P: (902) 827-5564 • F: (902) 827-4390
Toll Free: 1-800-565-2773 (within Nova Scotia)

