

CONNECTIONS

THE LABRADOR WEST CHAMBER OF COMMERCE MAGAZINE

2023 FALL ISSUE

SMALL BUSINESS ISSUE

Celebrating small business milestones

**COMMUNITY SPOTLIGHTS: ROTARY,
FRANCOPHONE ASSOCIATION AND ENCORE.**

HR, Mentoring and Group Benefits

LABRADOR WEST
CHAMBER OF COMMERCE

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Welcome to the Fall 2023 edition of our beloved community and business magazine, where we celebrate the heart and soul of our town: its small businesses. In these pages, you'll find inspiring success stories from fellow small business owners who have turned their dreams into reality.

This issue goes beyond the business side of small enterprises. It also delves into the invaluable role that small businesses play in building a strong, close-knit community. After all, small businesses are more than just contributors to the local economy, they are active participants in the life of our community.

I hope this issue serves as a reminder of the importance of supporting our local businesses, and a reminder to new or current small business owners that you're all doing a great job. Together, we can help small businesses thrive and ensure our community remains a vibrant and inviting place to call home.

Julia Manstan - Owner of Pimp My Nails Plus and Chamber Director





TWO YEARS OF WELL BEAN CAFE

BREWING COMMUNITY, KINDNESS, AND GREAT COFFEE!

In October 2023, Well-Bean Cafe achieved a significant milestone, celebrating its second anniversary as a brick-and-mortar cafe. But the Well-Bean journey began long before that.

Back in October 2018, owners Dave and Tina Harris introduced their new venture as a series of pop-up events across town. These pop-ups introduced the community to Well-Bean's distinct fusion of quality homemade food and live music. With three daily sittings consistently sold out, it was clear the town had an appetite for what Well-Bean had to offer.



Their original plan was to utilize these pop-ups as a testing ground for their business model, running them for six to eight months before transitioning to their own establishment. However, just as momentum was building, the pandemic struck. Despite the hurdles, Well-Bean Café opened its doors on October 2nd, 2021.

A community-focused cafe had always been the Harris' dream, and their inspiration came from a quote Tina discovered in the early days: **"Kindness is like coffee; it awakens your spirit and improves your day. Fill your cup with both."** This powerful mantra has since become the heartbeat of their establishment.

This past summer, Well-Bean expanded by adding an inviting outdoor patio, quickly becoming a favourite spot for tranquil mornings and sun-soaked afternoons. The patio's charm extends to canine patrons, with dogs loving the space, while families on bike rides can conveniently park their wheels at the brand-new bike rack.

Music has always been at the core of Well-Bean's identity, and this tradition continues with acoustic nights that allow musician Dave to reach for his guitar once again.

Well-Bean Cafe keeps its offerings fresh with a diverse range of monthly events and specials. From live music to recent highlights like "Harry Potter Day" (complete with homemade 'butter beer') and themed menu items, innovation is key. The Harris family's love of books has led to the addition of the Silent Book Club to their weekly lineup, reflecting their commitment to embracing new ideas and customer feedback.

Traditional Newfoundland fare can be found on the menu alongside modern favorites. Regular customers return weekly for date squares and black bottom muffins. Even as they expand, the heartfelt touch in every dish remains consistent.

However, the most distinctive aspect of Well-Bean Cafe is challenging to put into words – it's the experience. It's a place where patrons feel instantly at home, a welcoming atmosphere that draws people of all generations. Whether it's young families enjoying puzzles and babyccinos, students teaming up for study sessions, busy workers grabbing something to go, grandmothers enjoying a tea bun, or digital nomads working on their laptops, Well-Bean Cafe has something for everyone.

What began as a local, family-run cafe has blossomed into a thriving community hub. It's a place where connections are forged, where people come together, and where kindness is served alongside great coffee.

Article written by Lydia Rickards, LWCC

Stay connected with Well-Bean Cafe and keep up with their menus, events, and initiatives by following them on social media:





CHEERS AND BEERS TO 4 GOOD YEARS!

This October, we're raising our glasses to celebrate Iron Rock Brewing Co.'s 4th Birthday. In true IRBC fashion, they've lined up an exciting month of events and good deeds to mark this milestone. Let's dive right into the festivities and get to know the heartwarming story behind this beloved local brewery.

The IRBC Story

After home-fermenting for nearly a decade, Dave Hurley, a passionate home brewer, attended a fundraising event in Labrador West. A "brew-for-a-day" experience was offered as a prize at the silent auction that night. He seized the opportunity to earn his stripes on a production-sized system and to learn from Head Brewer Matt Chevrie at Mill Street Brewery's St. John's location. Matt had no idea who he had been paired up with for the day, but Dave's enthusiasm and love for the craft left an impression, and Matt certainly helped ignite a fire in Dave.

After months of solo planning and business plan development, Dave's interest and ambition rubbed off on his near-Irish twin Brian, who soon joined the venture, complimenting Dave's technical depth by handling the more business and admin aspects of the upstart. With a shared dream ignited from enough "why not us" and "why not Labrador" experiences, they embarked on a journey filled with excitement, equipment research, and lots of preparation. The brothers would certainly never need to worry about sharing a pint in the decades to come and wondering what could have been. It was happening.

In Spring 2019, they secured the keys to IRBC's space, and the taproom opened in the Fall 2019 after a 6-month sprint of

a buildout. The honeymoon phase of the brewery was ecstatic. But then came pandemic lockdowns, and we all know how that went. The pandemic forced IRBC to pivot, forcing the focus of the business on canning and distribution to keep the brewery alive. 2021 presented similar challenges, but the team was able to expand distribution.

New beers have come, some were perfected and stayed, others are fond memories which may be reinvented and re-launched. Above all, the team is committed to producing quality products which represent The Big Land with pride.

2023 Highlights So Far

- February & March were graced by the release of two special beers, Le Fer Du Monde 2022 Oak Aged Belgian Tripel and a Maibock collaboration brew which Dave travelled to Baie Comeau to brew with Microbrasserie St-Panrace, making some great friends and beer at the same time.
- In April, IRBC hosted its first 'Artisan Market Sip & Shop,' which was a massive hit. It set the stage for more community events to come.
- May saw Canadian folk band 'The Wilderness' gracing the taproom, paving the way for more live music shows. The taproom has become a hub for music lovers to see local and touring artists.
- In June, Brian & Dave were able to get to their first industry conference and networking event, travelling to Halifax for the 2023 Canadian Brewing Awards Conference. Exploring new products, processes, and industry trends to form their future plans.
- Later in June the IRBC stage was graced by local acts, Luce

Ends, The Sun Dogs, Cross Fox, Gen-X and the Huffies, and a Travis Lawrence x Lisa Bruce Duo, for a blowout band show.

- July was all about 'Come Home To Wabush,' featuring the special brew '1967 Inc.' IRBC was the official bar for the packed Derina Harvey Show at the Wabush Arena.
- August brought back the official beer of IronFest, the IronFest Ale – a Blonde ale that's become the talk of the town.
- And now, it's October, the month-long birthday bonanza!

Year of Paying Local Love Forward

Over the past year, IRBC and their patrons have donated to many local causes. They've chipped in for Hurricane Fiona relief, Pajamas for Kids, Mission Kitty, Faith's Haven, Kilometres for Kids, Encore, and the Northern Lights Theatre Company, among others and not counting product donations. The funds primarily come from Friday Night Trivia – a free-to-play game where patrons generously donate, with all proceeds going towards local causes. Talk about community spirit!

A Full Circle Moment

Friends of Dave may remember a homebrew he produced in 2017 for the Newfermenter's advent calendar. The beer was called Orange Creamsicle Milkshake IPA. This was the first beer he produced that was enjoyed by unknown homebrewers from different corners of the province. Some of those people have turned into valuable allies, opening their own production breweries on the Island. Since the 2017 iteration, Dave banded with a brother, survived a pandemic, and is releasing a scaled-up version of the beer to be released this October during the brewery's birthday celebrations.

What's on the Horizon?

IRBC's 2024 vision is to change people's perception of the brand, from craft to local. They want you to think of their brews not just as "craft beers" but as "local beers" that can stand toe-to-toe with your favorite imports. This will also involve exploring larger format offerings (8 & 12 packs) and 355mL cans. Supporting local also means a shorter journey from tank to glass – a focus on impact, both social impact and environmental impact, that's close to their hearts. The brothers are also exploring ways they can give back to their hometown of Bell Island, notably helping young people access seed funding and expertise to start businesses of their own.

As for the future, IRBC plans to continue collaborating with socially conscious businesses, tourism, and hospitality partners in Labrador and the whole province. While they may be the only brewery in Labrador, IRBC is no gimmick; their beer has become a regular offering in restaurants and pubs across the province.

The future looks brighter for IRBC as the pandemic clouds continue to dissipate. They're excited to partner to leverage collective strengths for bigger events and foster collaboration within the community. So, here's to Iron Rock Brewing Co. – four years of great beer, perseverance, community spirit, and plenty more to come. Cheers!

IRBC hosts a ton of fun pop-ups and events, so make sure you're keeping up with all their news and brews by following them on social media.



Article written by Lydia Rickards, LWCC



LABRADOR WEST

CHAMBER OF COMMERCE

EVENTS

New Date: Annual General Meeting

Our 2023 AGM has been moved to November 9th, 2023 - we hope you are able to join us!

6pm-9pm - Smokey Mountain Ski Club

Tickets are \$32 pp for Chamber members and \$40 pp for non-members. Ticket includes dinner, dessert, tea & coffee.

Speaker Presentation by Mayor Belinda Adams.

Presentations by the Chamber.

Election of officers.

Presentation of Marie Green Annual Business Award 2023.

Do you know someone who should be recognized for their amazing work? Nominate them for the Marie Green Annual Business Excellence Award. This award identifies and recognizes a business or organization that has demonstrated excellence in business affairs, while adding to the quality of life in Labrador West.

Coming Soon - Future of Lab West Summit

Please note new dates: February 20th-22nd, 2023.

Golf Tournament Recap

Thank you to everyone who joined us on September 11th at Tamarack Golf Club. Our first tournament in a few years, our 13 teams had a great time on what was a glorious sunny day in the Big Land! **We already can't wait until the next one!**



A big thanks to our sponsors:

Hole Sponsors

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ADVERTISING OPPORTUNITIES

Upgrade Your Visibility at the IOC Gate with a Brand-New Sign

We're excited to announce our project to enhance the sign located at the IOC gate, situated at the intersection of Avalon Drive and Humphrey Road.

Choose from the following sign sizes and prices:

- 2x2' Sign: \$500
- 2x4' Sign: \$750
- 4x4' Sign: \$1000

All prices are subject to an annual charge, plus HST.

Showcase Your Business in Our Next Magazine Issue

Are you eager to spotlight your business in our next magazine? Here's your chance! You have two fantastic options:

Write an Article: Share your expertise and insights on a topic relevant to our readers.

Place an Advertisement: Gain visibility and connect with potential customers by featuring your business prominently in our magazine.

Seize this opportunity today to elevate your business in the next issue. Contact our office to discover the benefits and get involved.

**CONTACT US TODAY AND
START YOUR MEMBERSHIP!**

CALL: 709-944-3723

EMAIL: info@labradorwestchamber.com

Visit our new office at Gateway Labrador:

1365 Route 500, Labrador City.

MEET TRACEY WEST

Met Tracey, your dedicated Financial Planner and Investment Representative with a wealth of experience and accolades.

With a career spanning 19 years, Tracey is a Licensed Financial Security Advisor, specializing in an array of financial services, including Group Benefits, Corporate and Personal Life Insurance, Investments, and Mutual Funds. Most recently she has developed a passion for building customized financial plans. Her commitment lies in crafting personalized portfolios that cater to the unique needs of each individual or group.

Notably, Tracey was recognized by the Insurance and Investment Journal in 2016 as one of the Top 50 Women of Influence in Canada's financial services industry. Over the past three years, she has achieved prestigious designations including CLU (Chartered Life Underwriter), QAFP (Qualified Associate Financial Planner) and RRC (Registered Retirement Consultant).

In addition to her impressive professional journey, Tracey is the proud recipient of the Marie Green Annual Business Excellence Award 2021/2022. This award was started in 2001 in memory of lawyer and businesswoman Marie Green, an example of how much one could accomplish in business and life with enough determination and hard work.

Beyond her financial expertise, Tracey is a dedicated wife and mother of two, thriving on a busy life. She's actively engaged in her community, serving on the board of the Labrador West Chamber of Commerce and as a Director of the Community Business Development Corporation Labrador (CBDCs). Tracey is also a nationally certified lifeguard.

Tracey's unwavering dedication to her clients' financial goals and insurance needs is truly commendable. Her business is on a continuous growth trajectory, fuelled by her commitment to staying at the forefront of financial planning, adopting cutting-edge technology, and embracing new ways to provide top-notch service to her clients.

Tracey West is a true professional who combines knowledge, kindness, and a passion for excellence in her pursuit of securing her clients' financial futures. **Tracey West CLU®, QAFP®, RRC®**



HR AND YOU

WHAT EVERY SMALL BUSINESS NEEDS TO KNOW

In any business, whether small or large, ensuring that you are hiring the right employees is important, but oftentimes that is not enough. Understanding HR Compliance is essential to build and maintain a healthy work environment. No matter the size of your business, or how many employees you may have, it is worth taking a moment to ask yourself these questions as a checkpoint:

1. Am I familiar with the labour laws in the province in which I operate my business?
2. Do I fully understand employment standards?
3. Do I have an established Employee Handbook or suite of human resources policies?
4. Did I determine the correct HR regulations to apply to my business?

If you have trouble answering some or all these questions, it may be time to look closely at the HR components that your business needs to keep your business functioning seamlessly. HR Compliance is ensuring your business follows and adheres to all applicable labour and employment laws.

Updated HR policies keep your business running smoothly; best HR practices can help ensure your business is meeting mandatory obligations to mitigate risk so that your business can continue to grow and succeed. This not only includes the creation of policies and procedures, but also the implementation of HR and work procedures as well as proper protocols – making sure employees understand and follow the guidelines.

As employment law and employer's requirements are dynamic and constantly evolving, it is critical to ensure that your business is keeping up to date with all legislative changes and other amendments. Regularly monitoring employee and labour relations updates and implementing necessary changes is a stride toward ensuring good compliance.

Ensuring that your business is HR compliant is necessary, and oftentimes outsourcing your Human Resources management can save small businesses time, money, and overall effort. Even large companies with integrated HR departments can turn to an external HR expert to tackle ad hoc projects for recruitment, training, and development, as well as supporting new supervisors and teams. The benefits of outsourcing Human Resources can be vastly different for each organization, but the unanimous purpose is to get a third-party opinion and support the business' success by allowing your managers and operations to keep doing what they do best: keep production going.

At HR Project Partners, it is our mission to uncomplicate HR issues, and deliver the best possible HR services and solutions to make your business run smoothly. We are a full-service HR provider offering a suite of HR services across Canada, including, recruitment, provision of contract personnel, leadership development, policy, and procedure development, and on demand HR Consulting. You can rely on us to be professional, experienced, and committed to making your business a success. To learn more, visit our website at <https://www.hrproject.ca/> or call us at (709) 221-8800, or email info@HRProject.ca.



HR Project Partners
HUMAN RESOURCES SERVICES

5

Reasons why Engaging with a Mentor is Good for Business

Who is that someone you turn to when you need business advice? Who is the person you count on to help you deal with challenges in your business? Who has helped you define who you want to be as an entrepreneur and map your path to success? We may call these people friends, colleagues, or advisors. More accurately, we call them mentors.

Mentors are trusted advisors who play a crucial role in the development and success of women entrepreneurs. They offer a valuable support system, build self-confidence, expand networks, facilitate skill development, and provide insight on how to address gender-specific challenges. One of the best things you can do for yourself as you move through your entrepreneurship journey is engage with a mentor to assist in building your personal capacity. Here are five reasons why mentors are an asset in business development.

Guidance and support

A mentor has the benefit of having extensive experience in running a business and can offer advice, insights, and expertise. Mentors can help women entrepreneurs set goals, make informed decisions, and overcome obstacles based on lessons learned through experience.

Expanding networks

In business, who you know is often as important as what you know. A mentor is a great ally in helping to develop a wider network of professionals, potential partners, investors, and customers. With each new connection comes the potential for new opportunities, collaborations, and increased growth and visibility of your business.

Increased confidence

We all have moments of self-doubt. A mentor can help you to push past those moments by offering support and constructive feedback to build confidence. By helping to increase confidence, your mentor can help you make important decisions and take calculated risks.

Skill development

A mentor can help you identify areas for skill development and provide guidance on how to enhance those skills. Whether it is improving leadership abilities, marketing strategies, financial management, or negotiation skills, mentors can provide personalized advice and suggest relevant training

and resources to help you choose the most effective path to increased competency.

Overcoming barriers and bias

Women entrepreneurs often face unique challenges and biases in the business world. A mentor who has experienced similar obstacles can provide valuable insights on how to navigate these barriers effectively. They can offer strategies to address gender-related biases, share personal experiences, and provide guidance on overcoming stereotypes and discrimination.

Are you convinced? Engaging with a mentor offers a valuable support system that can ultimately empower women entrepreneurs to thrive in their chosen fields. NLOWE has mentor-matching programs that can help you connect with someone excited to assist you on your business journey. However, we are not alone—many of the industry associations in Newfoundland and Labrador offer excellent mentorship opportunities. Finding the right mentor for you and your business can be a challenge, but the effort is worth it! **After all, we all get by with a little help from our friends. . .**

To learn more about NLOWE's programs and services please visit www.nlowe.org

by Jennifer Bessell, CEO Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE)

Jennifer is the Chief Executive Office at NLOWE and the current chair of the Women's Enterprise Organization of Canada (WEOC) and a board member with WISE-NL and Big Brothers Big Sisters of Eastern NL and volunteer with Junior Achievement NL. Jennifer considers coaching and mentoring a responsibility of leadership and is driven to help women and youth realize their potential and be successful in their journey as entrepreneurs.



SQUEEZING

the Most Out of Your Compression Socks!

When traveling, at work, or during physical activity, compression socks can help keep the legs feel light, revitalized, and minimize swelling as well as prevent and address leg issues such as spider veins, varicose veins, and functional insufficiency.

How do Compression Socks Work?

Compression socks work by creating pressure on the legs, starting from maximum compression at the ankles and gradually decreasing toward the top of the sock. The graduated compression helps move blood toward the heart, and as a result, improves blood circulation in the legs, reduces swelling, and lowers the risk of blood clots.

Are there Different Levels of Compression?

Compression socks come in a variety of different compressions or ratings that are measured in millimeters of mercury (mm Hg). The healthier the leg is, the higher the rating. Medical grade compression socks start at a minimum of 20-30 mm Hg and can go as high as 50-60 mm Hg. Class 1 (20-30 mm Hg) and Class 2 (30-40 mm Hg) are commonly recommended. Usually, a doctor will determine what level or class of compression is required based on your health concerns/conditions. You can also get socks with a lighter compression (less than 20 mm Hg), however this rating is not considered medical grade and will not be enough to treat circulation problems, although they may mitigate lower leg swelling. Insurance companies will usually only cover medical grade compression socks so be careful what you purchase!

Who Should Wear Compression Socks?

There are many health problems that can justify wearing compression socks such as venous insufficiency, swelling in the legs, spider veins, varicose veins, and leg ulcers. Compression socks are also used to prevent circulation problems that may arise from various situations such as during pregnancy or when flying or sitting for long periods of time. While there are a variety of compression socks available, it is important that you get measured properly to ensure the fit and type will specifically address your legs and concerns. Online ordering

does not always ensure proper fit, so be careful! Ordering compression socks based only on your

foot/shoe size is not recommended!

Tips for Wearing Compression Socks:

- Put on your socks first thing in the morning.
- Your legs and hands need to be dry to put on the socks.
- Remove any rings and take care not to hook the socks with your fingernails when putting them on.
- Do not pull on the socks using the top of the sock as it can over-stretch and impact the compression.
- Ensure there are no wrinkles in the socks once you have them on (especially around the ankle).

Cleaning Compression Socks

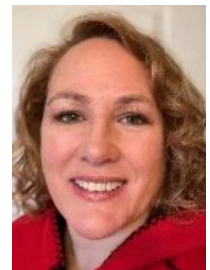
Cleaning of the socks are very important and can prolong the life and integrity of the sock by following some simple steps:

- Handwash or machine wash on a delicate cycle.
- Do not use fabric softeners as it can damage the elastic fibers in the sock.
- Use a gentle clothes detergent.
- Avoid direct heat when drying the socks – not recommended to put them in the dryer.
- It is best to air dry the socks or place them between two towels.
- Do not wring out your socks.

Did you know Kinetic Life Solutions Ltd. offers specific measurements for compression socks, as well as additional support for donning the socks, and detergent for proper cleaning and maintenance of your compression socks? As well, many insurances provide some coverage for medical grade compression socks with a prescription. Check with your insurance today and reach out to get your feet into a pair of socks that are beneficial and maintain the health of your legs!

Remember, the best compression socks are those you actually wear! Only then will you get the most benefit from them! If you are having trouble with your socks, please contact us!

Kathy-Lynn Shaw is a Canadian Certified Professional Ergonomist, Registered Kinesiologist, and Owner of Kinetic Life Solutions Ltd. in Labrador City. For any additional information on Compression Socks or leg health please contact her at kathylynn@kineticlife.ca or call 709-288-0123.



ARTIFICIAL INTELLIGENCE:

A NEW PARTNER FOR LABRADOR CITY BUSINESSES |

The crisp fall air does more than usher in a change of seasons. It brings with it a fresh gust of innovation for businesses. As the leaves turn and conversations buzz, one term stands out: Artificial Intelligence (AI). To some, it might sound like a term from science fiction. Yet, AI is steadily weaving its way into the fabric of businesses of all sizes, even here in Labrador.

>UNDERSTANDING AI:

At its core, AI functions much like a digital assistant. It's a tool that processes vast amounts of information, identifies patterns, and anticipates needs—all at a pace that's beyond human capability. Rather than replace us, AI serves to augment our skills, making us more efficient and insightful.

>THE WAYS BUSINESSES CAN HARNESS AI:

Imagine having an assistant that never tires and is always ready to help. That's the promise of AI. From drafting emails and presentations to scheduling and financial management, the applications are vast. Let's delve into some specifics.

For local shops and establishments, AI offers a unique set of benefits. AI-driven chat systems, for instance, can engage customers at any hour, ensuring their questions never go unanswered. This continuous engagement often leads to greater customer satisfaction.

Retailers might find value in AI's ability to analyze purchase patterns. By doing so, it provides insights on what to stock, ensuring that shelves are never bare and that there's minimal wastage.

Our industrial sector, with its unique challenges and opportunities, also stands to gain. Predictive maintenance driven by AI can be a game-changer. Rather than waiting for machinery to falter, AI can anticipate issues, ensuring that everything runs smoothly and costly downtimes are reduced. Furthermore, AI can fine-tune supply chains, helping businesses determine optimal suppliers and predict potential disruptions. Safety, a paramount concern, can also be enhanced as AI uses past data to recommend best practices and improvements.

>CONCLUSION:

The horizon of business innovation isn't monopolized by tech giants in distant cities. Every enterprise, from our local stores to the industrial backbone of our community, can leverage the power of Artificial Intelligence. As we forge ahead into the future, one thing becomes evident: AI will undoubtedly play a pivotal role in shaping business landscapes.

And if you're wondering about the clarity and detail in this article, here's a little reveal: it was crafted with the assistance of AI. An example, right before you, of the potential of technology in everyday tasks.

>THESE PROMPTS AND GUIDELINES HELPED SHAPE THE FINAL ARTICLE TAILORED TO YOUR SPECIFIC REQUIREMENTS.

- 1.** You initially sought an AI-written article explaining how AI aids businesses, intended for an audience unfamiliar with AI.
- 2.** You specified the context: the article would be for a fall newsletter of the Labrador City Chamber of Commerce.
- 3.** You highlighted that the town is predominantly a mining town with typical small-town businesses, but with many industrial and contractor shops catering to the local mine.
- 4.** You expressed a preference for a less "gimmicky" tone and for the article to subtly emphasize the utility of AI in daily business tasks, such as drafting emails or speeches.
- 5.** You further asked to integrate the essence of an initial draft into a newer one, and for the article to be structured in a flowing magazine-style rather than bullet points.
- 6.** Finally, you asked for the reveal that the article was AI-assisted to be placed at the end.



EMBRACING INNOVATION, SUSTAINABILITY, AND LOCAL PARTNERSHIPS

Tacora Resources representatives will be attending the 2023 Minerals Resources Review Conference held in St. John's scheduled in the early part of November. The MRR is a joint venture of the Newfoundland and Labrador Branch of the Canadian Institute of Mining, Metallurgy and Petroleum (CIM NL) and the Department of Industry, Energy and Technology (IET), Government of Newfoundland and Labrador.

The three-day program will focus on recent and pending developments, emerging projects, and the potential for future investment and discovery. Speakers from Newfoundland and Labrador's mining, exploration and service and supply sectors, as well as representatives from IET, will provide updates on industry developments.

Last year, Tacora was honored to receive the award for 2022

Top Mining Company in Newfoundland and Labrador by the Canadian Institute of Mining. Our President & CEO, Joe Broking commented, "I want to express my gratitude to each and every member of our team and say thank you for your hard work and dedication to Tacora. Our journey to become the preferred supplier of high-grade iron ore serving the green steel industry of the future is just beginning but I am confident that as we embrace and live our Tacora core values of safety, sustainability, teamwork, determination, and winning, we will achieve this objective. **Together, we will win!**"

This year, Tacora has partnered with a local small business to bring a little piece of Labrador to any conference we attend. Heather's Soap Kitchen offers handcrafted personal care items, which are handcrafted in Labrador West. We are so excited to share these items on our travels with people in our industry!



It's never too late to be **CANADIAN**



Frank Skrinjar has lived in Lab West since 1967. He came to work with IOC when he saw a job offer in a newspaper in Winsor, Ontario where he had worked for 9 months. He had travelled from Australia as a young man migrating from Slovenia. He did get his Australian Citizenship before he came to Canada. For whatever reason, he did not bother to obtain his Canadian Citizenship until the fall of 2021. The first attempt was a little rough and when he received his application back in February 2022 he showed up at the ANC office. Supporting Frank in receiving his Canadian Citizenship over the last 18 months has been one of the most rewarding experiences I have had in my four years with the Association of New Canadians!

Frank came in 1967 and just finished his 56th year as a mechanic in the Pellet Plant at IOC. He is the longest, active employee working at the Rio Tinto operation here in Labrador West and he has no plans to retire!!

Congratulations to Frank on becoming a Canadian Citizen! We are very proud of all your accomplishments; you are one of a kind!

*By Bill Soper, Regional Settlement Coordinator
Association for New Canadians
43 Tamarack Drive, Labrador City, NL, A2V 0C5*

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FALL FOR ADVENTURE: LEAF YOUR WORRIES BEHIND



SCAN HERE TO
GET STARTED



*VOSSY*



IRONFEST:

ANOTHER UNFORGETTABLE CONCERT EXPERIENCE

On August 19th, 2023, the Labrador City Recreation Area underwent a remarkable transformation. Barricades were erected, portable toilets were placed, and a grand 64-foot stage emerged complete with impressive big screens, state-of-the-art professional lighting, and a top-of-the-line sound system. Backstage, each performing act had access to a well-furnished trailer to relax and prepare for the show.

The outdoor venue featured an array of food vendors, a beer garden, a merchandise tent, and a spacious open area that would soon be filled with over 1600 enthusiastic concertgoers. This momentous occasion marked the culmination of a year-long effort, and even though the weather was less than ideal, it did little to deter the ticket holders' enthusiasm and spirits.

At 5 pm, the concert commenced with a thrilling performance by local artists, Luce Ends. This alternative/punk rock band earned their place on stage by winning a fierce Battle of the Bands competition earlier in the year. Their newly released single, "Ashtray," had captured the hearts of their fans, who were front and center to experience it live at IronFest.

Following Luce Ends, the iconic band Crush, featuring Cory Tetford and Paul Lambe, graced the stage. Their electrifying performance sent the crowd on a nostalgic journey back to the early 2000s with hits like "King for a Day" and "(I Just Wanna) Live."

The atmosphere reached a fever pitch as country music sensation Jess Moskaluke took the stage. As the first



Canadian female country artist since Shania Twain to achieve Canadian Platinum single status with her hit “Cheap Wine and Cigarettes,” Moskaluke delivered a jaw-dropping performance that left the audience yearning for more. Her growing fanbase in Labrador City was a testament to her exceptional talent.

The spotlight then turned to Newfoundland’s beloved Alan Doyle. As the sun set, the energy in the crowd continued to surge. A sea of people swayed, sang, and raised their solo cups in unison to Doyle’s hit songs like “When I’m Up” and “The Night Pat Murphy Died.”

The grand finale belonged to none other than the headliner, Arkells. With a remarkable backup section featuring a trombone, saxophone, and trumpet, this band was on fire. They captivated the audience with their outstanding performance, working the stage and the crowd effortlessly. It came as no surprise that they had been honored with the 2023 Juno Award for “Group of the Year.”

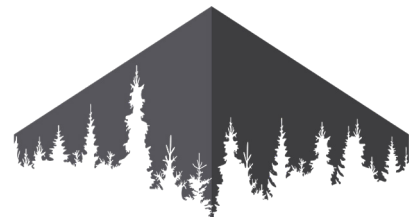
Coordinating an event of such magnitude, like IronFest, is an impressive undertaking. It relies on the unwavering support of sponsors and volunteers, as well as a dedicated team of employees who manage the logistics to bring the event to life. In 2023, IronFest celebrated its second year, and while the concert undoubtedly stole the spotlight, the weekend also featured a family fun day at the Mike Adams Recreation Centre, catering to all age groups with activities such as swimming, bowling, and bouncy castles. Seniors were treated to a special luncheon at the Well Bean Café, complete with a memorable acoustic performance by Jess Moskaluke.

IronFest holds immense significance for Labrador City, and the Town Council is elated at its resounding success. Mayor Adams believes that IronFest plays a crucial role in the community, stating, “I feel that it is a success. It helped unite us after COVID.” She goes on to emphasize, “IronFest is important because it brings the community together in a very special way.”

Looking ahead, Labrador City has an exciting lineup of events, including Halloween and Christmas celebrations. Dates have already been announced for a range of activities, including Trunk or Treat, The Spook Trail, the Lion’s Club Christmas Parade, Pancake Breakfast, and more. Residents are encouraged to visit the Town of Labrador City’s official Facebook page for additional details and to come together as a community to partake in these festivities. **Join us in the fun as we celebrate as one united community!**

Photography credit: Kindra Martin Photography

RioTinto | IOC



LABRADORCITY

ROTARY INTERNATIONAL SPINNING SUCCESS STORIES IN LABRADOR WEST



What is Rotary?

The Labrador City Wabush Rotary Club represents a group of community leaders who are passionate about working on projects that have a real, lasting impact on people's lives. We are always looking for opportunities to improve our communities today, and invest in the next generation for tomorrow. So, what have we been up to lately? Keep reading to see how we have been giving back to our communities!

Special Events

Over the past year we have participated in special events around our community including Carnival Breakfast, Canada Day Plinko, Kub Kar Race, and most recently, Regatta Day / Come Home To Wabush breakfast. Funds raised and leftover food from the Carnival Breakfast were donated to the food bank, and funds raised from the Regatta Day breakfast were donated to the Wabush Legion, along with an additional top-up from the club. Plinko was a success with a lineup the whole time, loads of prizes handed out, and an iPad given as the grand prize. The Kub Kar race was a ton of fun for the kids. Thanks to all members who helped make these events happen.

RECENT PROJECTS

We were proud to donate \$5000 to Ronald MacDonald House during the recent First Responder's Golf Tournament. This will help many families from Labrador West who frequent trips to St. Johns for medical reasons.

As in previous years, we continue to donate equipment to our local hospital with the latest items being an accessibility chair, a colonoscope and a vein finder.

We have a donation schedule with the Town of Wabush for a specific amount each year for the next 3 years to help with the development of their walking trail and the installation of lighting. The project is ongoing and as long as it continues to progress, we will continue to help.

Lids for Kids is a program we have been doing for years; this year we were able to donate gift cards to 109 kindergarten students at AP Low and L'Envol, along with bicycle safety information. Most recently, we were delighted to support the Gateway Labrador with their Fall Festival, and the Menihek Special Needs department in helping outfit their new classroom. Our beautiful Peace Park had the sign re-done last year and we will have permanent picnic tables installed this year for the community to enjoy.





IGA 50/50

Our 50/50 is still in full swing with weekly jackpots averaging between \$2400-\$2900. This program, with the help of our community, is a huge contributor to enable us to continue to do what we do best. We thank the wonderful staff and management at IGA for running and managing the 50/50 for us.

What are we working on?

We have a few donation requests from multiple community groups which our executive team has been working through. Our annual Rotary Auction will be here before we know it! We have a date set for November 16th-19th for our online auction with pickup at the Gateway Labrador. Donation request letters will be given out over the next couple of weeks so keep us on your radar. If you would like to make a donation please reach out to one of our members. There will be a special theme this year with some big donations so stay tuned for more updates.

Our Membership

We held a Lobster Boil / Barbeque event for our membership on September 23rd, as we had to postpone it in June. It is always a pleasure getting our group together with friends for a fun event after all the work we have been doing in the last year! We would like to welcome our newest members: Melissa Reid, Chris Lacey and Ashley Jones. Welcome to the group and we look forward to making a difference together! Our new executive team has been in place since June. We are pleased to share our current board members. President: Todd Seward, Past President: Neil Peckham, Treasurer: Wendy Cross Byrne, Secretary: Kelley Wellon, and Directors: Robert Kuhne, Danielle King, Julia Manstan, and Jack Crant. We anticipate another exciting year at Rotary, building new connections and helping our communities along the way. **“Fellowship isn’t just what we do for each other. Fellowship is what we do together for the world.”**



TURNING 50



L'Association Francophone du Labrador held its Annual General Meeting on September 16th. As important as the AGM is, members also came together this year to celebrate 50 years of community involvement. The day began with outdoor activities at Smokey Mountain and families enjoyed kayaking, canoeing, hiking and archery before moving inside, where games were set up for children with entertainment from the Gatineau-based duo Folklofolies. Following the AGM, families enjoyed a delicious meal in great company. The festivities continued around more music. There was even a signature shot for the adults to mark the occasion. As is usually the case in this kind of event, a multitude of details contributed to the celebration, from a slide show of archival photos to the colours of both the provincial Newfoundland flag and AFL logo splashed everywhere.

administrators. It is worth noting that Ms. Boucher has been a member of the AFL from the very start.

Special thanks are extended to the Smokey Mountain staff, who were instrumental in the success of the day, as well as to the Honourable Yvonne Jones' representative Jennifer Coffey, who attended along with her family. We also wish to thank MHA Jordan Brown, who couldn't attend but whose support we can always count on. The AFL is funded by Heritage Canada and the event was held thanks in part to funding from Immigration, Refugees and Citizenship Canada.



In the spring, the students of École l'ENVOL participated in a 50th anniversary drawing contest. All submissions were beautiful and were used to create a banner, the table centerpieces and coasters which were handed out as gifts. As difficult as it was, 3 impartial judges chose the winners, who were Angelica Magro, Amelia Letto and Anne-Rose Michaud. Their drawings were and will continue to be highlighted in various ways.

By Julie Cayouette, Executive Director
Association Francophone du Labrador

Rigolo, the AFL mascot originally created for the Franco-Labrador Games, which are held in March of every year, came out to the delight of young and old. Rigolo has been making more appearances at events outside of the Games; we hope this year to join the mascot activities at the Winter Carnival.

<https://www.facebook.com/AFLTNL>
<https://www.francotnl.ca/fr/organismes/afl/>



The newly elected board of the Association is led by Julie Blanchette as president, together with Lise Boucher (Vice-President), Alexandre Berman (Treasurer), Sébastien Kingsbury (Secretary) and Hélène Geoffroy, Nadia Lelièvre and Cathie Robichaud as



JOURNEY NL

Nearly half of all workers in Newfoundland and Labrador report having witnessed inappropriate sexual behaviour at work*. Are you prepared to respond to incidents of sexual harassment in your workplace?

The Journey Project supports individuals who have experienced sexual violence - including workplace sexual harassment - and/or intimate partner violence in navigating their experience with any legal system. We also support business owners in their efforts to prevent and respond to workplace sexual harassment. All workplaces in Newfoundland and Labrador are required to have training on harassment prevention, as set out in the Occupational Health and Safety Regulations.

The Journey Project offers training for employers, managers, supervisors, team leaders, human resources professionals, etc., and topics include:

- Identifying and understanding sexual harassment
- Employer's legal obligations
- How to prepare and implement your Harassment Prevention Plan
- Best practices for a harassment-free workplace culture
- How to respond to disclosures of sexual harassment and support your team in a trauma-informed way.

Our training is free of charge and available in-person, via Zoom, and through our self-paced online platform. We invite you to take this important step toward creating a culture of safety and intolerance of workplace sexual harassment. Please reach out to Sarah at 709-771-0702 or sarah@journeyprojectnl.com to chat.

ALL workplaces must have sexual harassment training

The **Journey Project** can help.
We have free resources and training to meet your needs.

1-833-722-2805
journeyproject.ca

FREE TRAINING EVENT

Monday, November 27th at 1-4pm

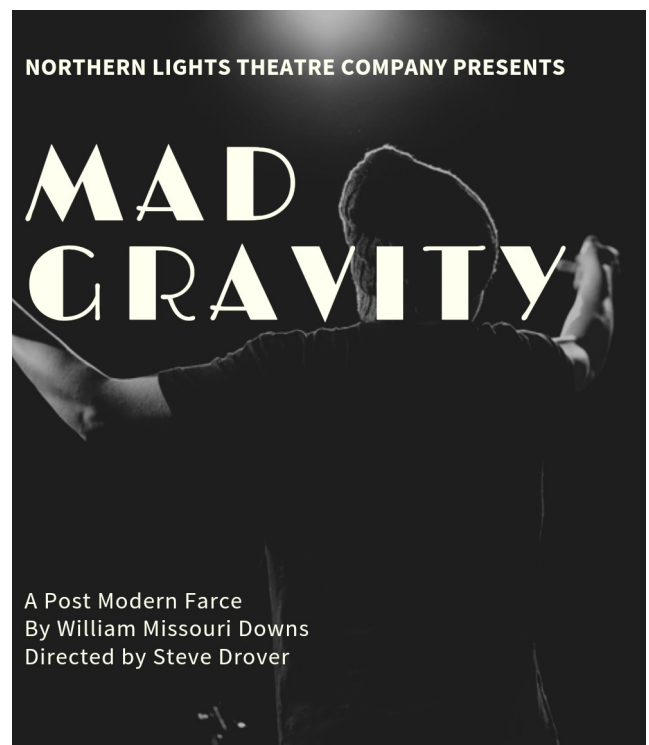
Gateway Labrador Exhibit Hall

Refreshments provided

Registration required as space is limited

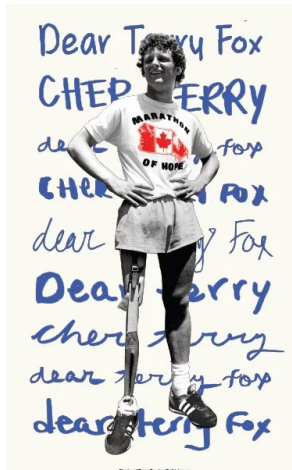
Call 709-771-0702 -or-

Email sarah@journeyprojectnl.com



December 1st & 2nd, 2023
Labrador West Arts and Culture Centre
Tickets on sale now at artsandculture.com

TERRY FOX RUN



After a 10-year hiatus the Terry Fox public run returned to Labrador West.

The run took place at Tanya Lake and raised over \$8100 for the Terry Fox Foundation which focuses on cancer research.

Community highlights include Cody Perrier who raised \$675 - his Mom even made him a personalized Terry shirt!

The Lab West Bolts team raised over \$1800, Leandra Lannon organizing a group of boys.

The team 'Betty & Louise's Bad Apples' has been fundraising in honour of former Labrador City residents Betty-Ann & Louise Albert, they raised over \$4000 this year.

Organizer Darryl Dinn thanks all the volunteers, participants, the Town of Labrador City and Tim Hortons for their support.

Save The Date For These Hauntingly Good



HALLOWEEN EVENTS!


Trunk or Treat - October 21st

**Family Halloween Skate/
Teen Halloween Skate - October 28th**

The Spook Trail - October 28th



For more information,
Call: 944-3602
E-mail: recreationevents@labradorcity.ca
Follow us!

 facebook.com/townoflabradorcity



ENCORE FOR ENCORE!

Encore Community Arts Association, or more fondly known as “Encore” is a Not-for-Profit organization with a focus that is geared towards the youth in our community who have a passion for the performing arts, such as Musical & Dramatic Theatre. Back in 2021, fighting through Covid-19, Lion King Jr. hit the stage as Encore’s first ever youth only performance. We are now moving into our 4th and 5th! Every year we have seen an increase in audition numbers, and it makes us so proud to see that there are youth who are being bitten by the theatre bug. The world of theatre is a place where creativity and passion meet on a platform which holds no limits. The youth in our community can discover something within themselves that they didn’t know was there. To make friendships that last forever and to find a place where they belong. Encore strives to be a place of security while encouraging them to find that passion within themselves.



In saying all of that, we have decided to try something new this year; our first Non-Musical production, “Humbug” a dramatic-comedy adaptation of a Christmas Carol, will be hitting the stage in December 2023. Of course, we will still be doing our musical production, this year it will be Broadway’s “Into the Woods” which will take place in June 2024. Even with 2 shows, we have increased our cast size again this year and have a grand total of 37 youth ranging in age from grades 5-12. Each time we begin rehearsals, the energy continues to build and the anticipation for Opening Night is infectious. When those curtains open and the lights come up on the stage, every single cast member shines so brightly with pride for all their hard work. All the hours invested pay off as their friends and family fill the seats to cheer them on and this is what pushes us to make those shows the best they possibly can be. We take tremendous pride in bringing live theatre to our community. To bring laughter, tears, discovery and so much more to those who continue to support us year after year.

The Encore Board of Directors consists of an incredible team of ladies, Tiffany Brinston (Chair), Chantal McGrath (Treasurer), Jeanette O’Keefe (Secretary), Cherish Talbot (Production Director & Social Media Manager), Sudeshna Abbott (Fundraising Director), Beth Loder (Board Director) & Ryan Legge (Costume Manager & Board Director). We also have a tremendous group of dedicated parents who help to make each show happen. Encore has grown into more than just a production company, we have become a family. We are incredibly honoured to be a part of our community and to be able to give something back when you sit in the seats of the Lab West Arts & Culture Centre for each show. Outside of productions, Encore has had the privilege of performing at various events such as Canada Day, The First Night, Smokey Mountain’s Christmas Dinner, and most recently, had the honour of opening for the one and only Kellie Loder. Encore started out with big hopes and dreams now, it has grown into a dream come true for many involved both on and off the stage. **“It was only in the theatre that I lived.” – Oscar Wilde**

By Cherish Talbot, Production Director
<https://www.facebook.com/encorenl>
encore.entertainment53@gmail.com



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