

# CONNECTIONS

THE LABRADOR WEST CHAMBER OF COMMERCE MAGAZINE

2024 FALL ISSUE

## SMALL BUSINESS ISSUE

### A New Season Begins:

Brian Penney Takes the Helm at Tacora Resources

### COMMUNITY SPOTLIGHTS:

- Reverend Rowena Payne
- 60 years of the Carol Players

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CHAMBER OF COMMERCE

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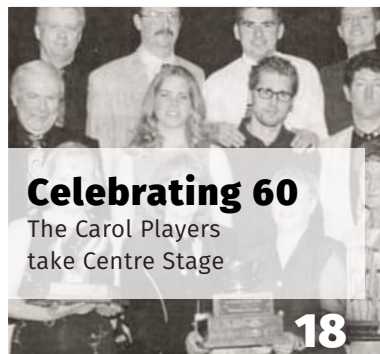
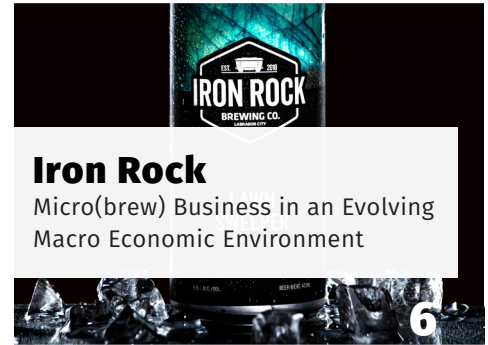


**NLCU**

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# CONNECTIONS

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**Layout and Design:** Lydia Rickards, Ashley Quirke (QuirkeyDesign)

**Cover Photo:** Keith Fitzpatrick Photography

As we cozy up and nestle into Fall, you're invited to dive into this season's edition of Connections magazine. Fall is often seen as a time to slow down and appreciate the beauty around us as the seasons change, shifting from long summer days to cozy evenings, where cold deck beers are replaced by warm cups of tea. Here in Labrador West, we use this time to build connections within our community that will sustain us all winter long.

In this edition, we highlight the vibrant spirit of our region—both in business and community. As we gear up for Small Business Week in Labrador West (October 20th-26th), let's celebrate the inspiring success stories that surround us. In a small rural community like ours, supporting local is always crucial, and this month, we encourage you to take that extra step by visiting a small business you haven't explored yet! Including one of my personal favorites, Iron Rock Brewing Co.'s 5th Birthday Celebrations! There's so much to see and do this Fall in Labrador West, so let's dive in!

-Lisa Parmiter, LWCC Secretary and Experience Manager at Iron Rock Brewing Co.



# Summer 2024:

## An Unforgettable Test of Community Resilience

In June 2024, our neighbours in Churchill Falls faced an unprecedented crisis as residents were evacuated due to encroaching forest fires. Many sought refuge in Happy Valley-Goose Bay and Labrador West, but little did they know that this was just the beginning of a summer of challenges for our region.

On July 12th, as ominous smoke billowed through the skies, it became clear that the residents of Labrador City would soon follow suit. This marked the largest evacuation in the province's history, with approximately 9,000 people leaving their homes, not knowing what they would return to. The fire, initially monitored since July 8th and believed to be under control, reignited with a vengeance just five days later. Under high temperatures, dry conditions and high winds, fire #619 escalated rapidly, growing from 600 hectares to over 10,000 hectares in mere hours. It was moving at a staggering rate of 50 meters per minute, with the flames dangerously approaching the town. At 5.45pm, Mayor Belinda Adams issued an evacuation alert for Labrador City.

Evacuees found shelter across various locations, including Wabush, their cabins, and Happy Valley-Goose Bay, where they were warmly welcomed by the Canadian Red Cross, Salvation Army, and local authorities.

At its peak, the fire expanded to approximately 14,000 hectares—an area equivalent to about 14,000 hockey rinks. The blaze was reported to be just 300 meters away from homes on Throne Lake and only 1 kilometer from the nearest business at the landfill. While most residents were evacuating, around 120 personnel remained behind, working tirelessly on fire management and various logistics.

The Emergency Operations Centre (EOC) coordinated with provincial partners to ensure that essential services continued for the Town of Wabush and the surrounding area, all while minimizing movement within Labrador City. A State of Emergency was declared on July 15th, bringing in additional support from various provinces. Firefighters from New Brunswick and Quebec joined our local heroes in battling the flames, as aerial and ground teams worked side by side.

This summer has been a testament to our region's resilience. We are the only district in the province to have experienced widespread evacuations due to forest fires, with Churchill Falls in June, Labrador City in July, and Wabush back in 2013.

Throughout this challenging time people stepped up, all around us...

The Towns of Labrador City and Wabush, the local fire departments, medical staff, police and all local first responders, Ground Search and Rescue and The Department of Fisheries, Forestry and Agriculture (Forestry & Wildlife), you rallied to keep us safe and support those in need.

The countless volunteers and all kinds of businesses who stepped up any way they could. Community spirit shone brightly as neighbours shared gas, supplies, baby formula, pet food, and more, demonstrating the strength of our collective resolve.

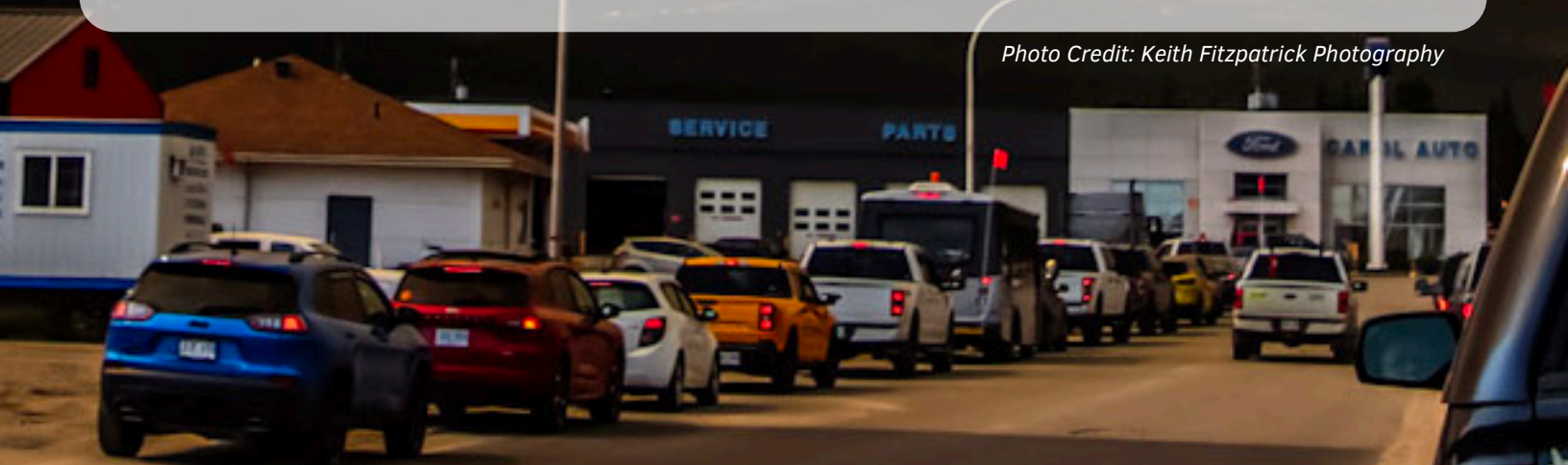
The Towns of Churchill Falls and Happy Valley-Goose Bay, from organized groups like the Canadian Red Cross, Salvation Army, local churches and the Labrador North Chamber of Commerce, to individual families with spare rooms and spare beds, you welcomed hordes of people with open arms and over those 11 days strangers became friends. We hope we never need to repay the favour but if you need us, we will rally and show the same hospitality you showed us.

Vitality, for all those boots on the ground and wings in the air, those who stayed behind to help, to the brave people who fought the fires, kept our infrastructure safe and ensured we had a community to return to.

**Words will never be enough but from the bottom of our hearts... Thank you.**

*Submitted by: Lydia Rickards, Executive Director  
Labrador West Chamber of Commerce*

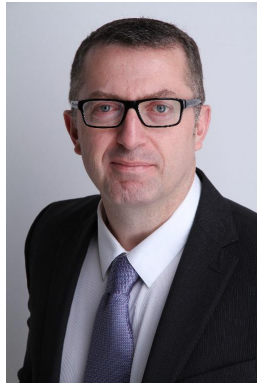
*Photo Credit: Keith Fitzpatrick Photography*





# Tacora Resources welcomes new President and CEO

Tacora Resources is very pleased to announce that Brian Penney has joined the company as President and CEO, effective September, 2024. Brian is a seasoned expert in the mining industry, with over 32 years of experience in the field and 27 years dedicated to the iron ore sector. He has held several key leadership roles throughout his career, including CEO of Baffinland Iron Mines and COO of Alderon Iron Ore. Brian also held multiple senior management positions at the Iron Ore Company of Canada (IOC). His extensive expertise and leadership have been instrumental in advancing mining operations and optimizing iron ore production, making him a highly respected player in the mining industry.



Brian has led Baffinland and the Mary River Mine from an early-stage project into a 6.0 million tonnes per year low-cost producer of high-grade iron ore. His focus on people, safety, Inuit engagement and environmental stewardship has contributed to creating a lasting and positive socio-economic impact throughout the Baffin Island region in Nunavut.

Brian is no stranger to Labrador West, having spent 15 years working in the region earlier in his career. His return to Lab West is not just a professional milestone, but a personal homecoming, reinforcing his commitment to the community and the region's economic development.

"I am honored to be returning to Labrador West where I have deep personal ties. I am incredibly energized to take on this role at such a pivotal time for Tacora as we solidify and expand its presence in the global green steel movement with

its branded high-grade iron concentrate, Tacora Premium Concentrate (TPC)," Brian remarks. "Since arriving at Scully, I have had the opportunity to meet many of the Tacora team members, and I am very impressed with the potential that exist within our young and diverse workforce. Of course, safety of our employees will be the cornerstone and priority as we harness that potential."

Tacora's new investor group is excited to have Brian join Tacora. His extensive iron ore mining experience, leadership, and roots within the Lab West community will be invaluable in driving operational excellence, a strong safety culture and achieving Tacora's stated goal of producing 6 million tonnes of high-grade iron ore concentrate annually.

As Tacora emerges from CCAA and embarks on a very aggressive investment program, Brian is eager to work with our Indigenous partners, our suppliers, our stakeholders, and the residents of Labrador West to build strong relationships that will be critical to the future success of the business. **This investment program will provide the pathway to Tacora reaching its maximum capacity and become a major player in the global green steel economy.**

*Submitted by:*

*Graham Letto, Manager of Government and Community Relations.*





# Micro(brew) Business in an Evolving Macro Economic Environment

For this quarter's issue of Connections magazine, I wanted to offer some insights into the current business climate from a small operator's perspective in NL.

For those who are not familiar with Iron Rock Brewing Co.'s (IRBC) structure, we operate a 4600 ft<sup>2</sup> brewery and taproom in Labrador City. We employ 8 to 11 people, depending on the season to support production, packaging, marketing, distribution, sales, event coordination, in-house and offsite service, and community engagement. IRBC has one foot in the tourism and hospitality sector, and the other in the food and beverage manufacturing subsector.

While no one would expect me to speak in detail on the myriad of unfolding market changes, I can offer my thoughts along with some practices we've implemented at IRBC. Should you wish to find greater context on which my views below are based, I will refer you to two valuable resources I regularly consume:

- Business Development Bank of Canada's Monthly Economic Letter
- Mind Your Business – A weekly newsletter from Peter Armstrong, CBC's senior business correspondent

## Labour Market

As the Canadian economy has slowed and labour market pressures have eased from their peak, the Canadian unemployment rate stands at 6.6% as of August 31, 2024. While not historically high, the steady increase we've seen in this figure, relative to the short time frame, is more significant. From a small employer's perspective, our company is prepared to endure losses rather than reduce our workforce as the economy slows into the fall. I believe this mindset is not unique and is not solely held by small businesses. Economic consensus suggests a further slowdown in the Canadian economy will be felt during the next six months, barring another major geopolitical shock.

2021 and 2022 were years of great workforce realignment, IRBC's included. I commend any and all who moved on to opportunities more aligned with their values and intentions of economic security for their family. However, as individuals settled into their new roles, the economy as a whole experienced a great loss of institutional knowledge and additional process losses as employers worked to backfill and hire for new roles.

After such a significant struggle, the unemployment rate does not truly capture the slowdown. I believe more employers are resistant to losing valuable staff after enduring such a challenging period of finding and training individuals.

### Financing Environment, Interest Rates & Business Investment

The Bank of Canada’s key overnight interest rate hikes in 2022/2023 have completed their intended function, and the Canadian economy has slowed. IRBC alone experienced more than an eight thousand dollar increase in interest expense alone between our 2021/2022 and 2022/2023 fiscal years.

IRBC is an asset-heavy manufacturing operation, requiring access to capital for scalability. The company, thankfully, is getting closer to financial stability each day. 2024 was a year of heavy financial housekeeping. We were reluctant to burden ourselves with any additional debt given how much was accessed during the pandemic to transition the company to a packaging operation. However, our internal focus of 2024 & 2025 is on productivity, rather than strictly growth. IRBC approaches business growth as a staircase, with periods of increased production followed by a focus on productivity.

This year’s investments have focused on enhancing automation, reducing waste, and increasing reliability. Our attention is keenly aimed at reducing logistics costs, per unit costs, and general overhead, while improving process efficiency to produce more with the assets on hand. Additionally, we’re enhancing the patron experience with a careful roll out of food options and improvements in the taproom’s acoustics.

### Operations & Supply Chain

As IRBC heads into the slower fall and winter months, the team has discussed segmenting its products to stagger production of non-core brands. This will lower the risk of products on shelves during months of slower distribution activity. Below is a snapshot of how we’ve approached this: A successful tactic employed to reduce Less Than Truckload (LTL) freight costs, courtesy of Dave Hurley, is to leverage our large suppliers’ contracts with national carriers to ship pallets to our local carrier’s consolidation warehouse in the Montreal

Malt-Forward Beer	Non-Core Hop Forward Beer	Wheat Beer
Rail Bender Red	Orange Daydream MSIPA	Year End Harvest Apricot Wheat
Overburden Oat Stout	Hop Shocker DIPA	Happy Valley Hefeweizen
Boreal American Brown	Prospector American Pale Ale	Shabogamo Sour

region. This allows us to access the competitive rates of our local carriers and the contracted rates with the big players. The company generally uses the early winter to focus on maintenance and process development. While our team is nimble, we attempt to minimize complexity during the busier summer months. With this year being IRBC’s 5th trip around the sun, startup challenges are giving way to longer term operational considerations, increasing the need for astute care and maintenance to ensure we can continue to deliver the high quality products our customers expect across the province and beyond.

### Small Business Week – October 20 – 26th.

We’re wishing our fellow small operators the best heading into the fall. We’re planning some fun events, notably 5th birthday celebrations and the launch of the Iron Rock Monthly newsletter. If you’ve enjoyed the content provided here, please consider signing up to receive more tailored information around our little brewery in the Big Land.

Also, please be sure to follow along as the Labrador West Chamber of Commerce fills an excellent week of collaboration during small business week!

Submitted by:  
 Brian Hurley,  
 Business Manager,  
 Iron Rock Brewing Co..



# SMALL BUSINESSES MAKING A BIG DIFFERENCE

## EMPOWERING COMMUNITIES THROUGH LOCAL ENTREPRENEURSHIP

### Impact of a small business into Lab West region

Every company starts small. I recommend that every entrepreneur prospect and test the market before they invest and decide to go full power into the business. Even if we all want big and successful businesses nobody likes the "start" stage when all the hard work goes in, and the outcomes are not coming as soon as expected. However, with all the struggles during these early stages, each and every small business is important and has an impact on the community.

### How a Small Business impacts over 20 businesses in town!

First thing first, you have to register your business with the town, you will be paying the registration fee. Then you have to create and prepare a few marketing materials to showcase your business: business cards, brochures, etc., so you are heading to the print shop in town. Depending on the nature of your business, you might need the assistance of an accountant. Then, you start driving around town to meet with people and other businesses, so you need more fuel for your car than normal. You have a meeting, a contract to sign somewhere in town so you have to choose a restaurant or eatery in town. You will pass, more often, by the coffee shop or the grab a quick snack in between jobs or meetings.

Let's say your business took off and you are doing well, you now may consider

changing your phone or changing your car, you will visit one of the dealerships here. You will need more supplies for your activity, therefore stores in town will increase in their sales as a result. Even if you order your needed supplies or products online, another impact you will make will be to the local delivery services. If you are doing very well, you might need even support from one of the local staffing agencies in hiring the right person(s) for your business, or you will consider renting or buying a space. A happy scenario would be one in which you are running your business so profitably that you can now consider that well deserved holiday you have dreamed of. A flight and other arrangements are needed for the trip. The list can go on...

The exponential growth trajectory of a business, we know, depends on many factors, such as: product or service of the business, funding, market specific, competition, etc. In my opinion the biggest support that a business can get in early starting times is the business community support and guidance. **I know that the Labrador West Chamber of Commerce are more than willing to support the small businesses in the region, so we all grow strong and profitable and create that big impact within our community.**

*Submitted by Emil Suci*  
LEAN Business Founder  
Tel: 709 282 8663  
[www.leanbusinesssolution.com](http://www.leanbusinesssolution.com)



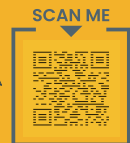
**INDIGENOUS SKILLED  
TRADES OFFICE**

**ARE YOU AN  
INDIGENOUS PERSON  
INTERESTED IN A SKILLED  
TRADES CAREER  
OR AN EMPLOYER OF  
TRADESPEOPLE?**

**WE HAVE PARTNERSHIPS  
WITH BUILDING AND  
CONSTRUCTION TRADES  
UNIONS AND INDUSTRY  
STAKEHOLDERS TO FOSTER  
EMPLOYMENT  
OPPORTUNITIES**



**REGISTER  
NOW**



**Trades NL Indigenous Skilled  
Trades Office Locations**

**LABRADOR**  
21 Burnwood Drive  
Goose Bay, NL  
(709) 896-4426

**CORNER BROOK**  
Suite 202, Main  
Street  
Corner Brook, NL  
(709) 660-9169

**ST. JOHN'S**  
80 Mews Place  
St. John's, NL  
(709) 726-4560  
EXT. 208



@TradesNLIndigenousOffice



# FINANCIAL BEST PRACTICES FOR SMALL BUSINESSES

Small business owners face unique financial challenges, and managing finances effectively is key to long-term success. Balancing expenses, investments, and planning for emergencies while staying focused on your goals can feel overwhelming. Achieving financial success isn't determined by income alone but by how well finances are managed. Here are five best practices to help your small business thrive:

## 1. Separate Personal and Business Finances and Track Income and Expenses

Keep personal and business finances separate by using dedicated business accounts and credit cards to simplify bookkeeping and avoid tax complications. Additionally, use accounting software to diligently track income and expenses, monitor cash flow, budget effectively, and identify areas for cost-cutting or investment opportunities.

## 2. Establish a Pay Structure for Yourself

Determine how much you need to pay yourself by understanding your personal financial needs. Decide between paying yourself a salary or taking dividends, as each option has different tax and retirement implications. Consult a financial advisor to choose the best approach.

## 3. Plan and Pay Your Taxes on Time

Stay on top of tax deadlines—June 15th for personal taxes (with payments due by April 30th) and within six months of your corporate year-end for corporate taxes. Make regular remittances for payroll, tax instalments, and sales tax to avoid penalties.

## 4. Consider Incorporation

Incorporation offers tax advantages, such as a lower tax rate on the first \$500,000 of active business income, along with limited liability and income-splitting benefits.

## 5. Protect Your Income

It's important to safeguard financial stability through disability insurance, health coverage, business overhead insurance, and key person protection to manage unforeseen events.

These practices ensure that your business finances remain organized and optimized for growth and sustainability. **Small business success comes from smart planning; building a solid financial foundation today paves the way for sustained growth and resilience tomorrow.**

*Submitted by Elaine Jennings, BComm, Financial Advisor*

Lupin Planning Group Inc. is an independent financial planning firm based in NL. Elaine works remotely from Lab West serving clients throughout the province and is pursuing her Qualified Associate Financial Planner (QAFP) designation.



## HOST YOUR NEXT FUNCTION AT THE MENIHEK CHALET

### CELEBRATING OUR 50TH ANNIVERSARY!



Come ski with us this winter! Our chalet is once again available to rent for meetings, conferences and social events. Tailored to meet your needs, book your occasion with us. Surrounded by nature with a view of Smokey Mountain, the Chalet offers;

Seating capacity is 15 to 90 people.



- WiFi and all the equipment needed for meetings/conferences.
- Casual or formal dining decor options.
- Catering and bar services.
- Pre-ordered meals are cooked in an indoor fire pit by chalet staff.
- Four meal options available - steak, chicken, salmon, and vegetarian - served with baked potatoes, salad, and buns as well as dessert.

**New For 2024-2025 Season:**  
Discounts for Parents & Tots



P.O. Box 38, Smokey Mountain Road, Labrador City, NL, A2V 2K3.  
menihek@crrstv.net, 709-944-5842

Find us at [meniheknordic.com/](http://meniheknordic.com/) and on Facebook.



# PRESENTING HORIZON TNL'S BUSINESS SUCCESSION PROGRAMS

**H**orizon TNL, formerly known as RDÉE TNL, has dedicated over 20 years to the economic progress of Newfoundland-and-Labrador, using French as a catalyst for development. Our core priorities include employability, economic immigration, entrepreneurship, sustainable development and tourism.

This past September two innovative bilingual business succession programs created in New Brunswick by RDÉE NB were also made available to the public in Prince Edward Island, Nova Scotia, Saskatchewan, and now here in Newfoundland-and-Labrador. Horizon TNL is proud to introduce **Solution Succession** and **SME Succession Hub** to the business community of our province!

## **Solution Succession: Empowering Women Entrepreneurs**

**Solution Succession** is a specialized program designed for women entrepreneurs who want to acquire an existing business or have recently acquired one. Our goal is to enhance their entrepreneurial skills and provide them with the necessary tools to ensure a successful business acquisition, regardless of their experience level.

Participants register through the Solution Succession online platform, gaining free access to professional coaching services. Our coaching protocol is built on comprehensive training tools, including a series of seven webinars and nine guide sheets titled, "Taking Over a Business in Seven Steps."

**Candidates are categorized into three levels, each receiving the following tailored coaching package delivered by an expert:**

### **Level 1 - Seeking Business Opportunities :**

Determine the type of acquirer you are, identify acquisition options, prepare to buy a business, and write your business plan.

### **Level 2 - Acquisition of a Business :**

Prepare for meetings with financial institutions, determine financial capacity, and negotiate the purchase of a business.

### **Level 3 - Integrating into the Business :**

Prepare for integration, create a transition plan, understand accounting, and manage risk effectively. Our approach ensures personalized support tailored to each candidate's needs, matching them with a coach-mentor who utilizes webinars, guide sheets, workshops, and other tools developed by Solution Succession.

## **SME Succession Hub: Bridging the Gap**

**SME Succession Hub** is a national online platform providing virtual resources to bridge the gap between entrepreneurs looking to sell their business and those looking to acquire it. It features a directory of experts to assist in various fields, ensuring comprehensive support for both parties throughout the transaction process.

It also facilitates confidential interactions between parties, enabling candidates from the Solution Succession program to explore diverse business opportunities.

There are three types of users on the platform and reasons to register:

### **You own a business for sale :**

As a business owner, you will be able to post a summary profile of your business and match confidentially with potential buyers.

### **You are a buyer :**

As a potential business buyer, you will be able to consult summary profiles of businesses for sale and match confidentially with their owners.

### **You are an expert :**

As an expert, you will be able to offer your specialized professional services as they relate to business transfers.

Horizon TNL is committed to supporting the entrepreneurial spirit in Newfoundland and Labrador. **Through these programs, we aim to create a thriving ecosystem where businesses can grow and succeed, contributing to the overall economic development of our community.**

For more information about these programs, please contact Marie-Renee Guerette via email at [succession@horizontnl.ca](mailto:succession@horizontnl.ca) or by phone at **(709) 216-5049**.





# WOMEN AT WORK

The Office to Advance Women Apprentices Newfoundland and Labrador is thrilled to join the incredible network of businesses and organizations represented by the Labrador West Chamber of Commerce.

Committed to supporting and advancing women in their apprenticeship journeys, the Office provides ongoing assistance to tradeswomen seeking employment or already working in underrepresented skilled trades. This is achieved through career services, employment support, and networking opportunities for tradeswomen. This essential work is made possible through partnerships with employers, trade unions, government, and training institutions.

To further these efforts, the Office recently welcomed a new Industry Partnerships Specialist, Leigh Wall. Leigh's primary focus will be to build and strengthen relationships with industry stakeholders to create more meaningful and equitable opportunities for the tradeswomen we serve. You can contact Leigh at [lw@womenapprentices.ca](mailto:lw@womenapprentices.ca).

In addition to career development services, the Office offers an in-house wage subsidy program to small and medium

employers. The Apprenticeship Wage Subsidy program assists female apprentices to gain work experience in their skilled trade, and progress to journeyman certification by providing a wage subsidy to employers who hire apprentices. The program supports apprentices across all levels – First, Second, Third and Fourth year. For more information on our wage subsidy program, contact Cindy Fowler, Apprentice Placement Specialist at [cfowler@womenapprentices.ca](mailto:cfowler@womenapprentices.ca)

For more information on the programs and services available at the Office to Advance Women Apprentices Newfoundland and Labrador, such as the Supporting Women in Skilled Trades Scholarship Program and the Trailblazer Awards, or to register as a tradeswomen with the Office, please visit our website at [www.womenapprentices.ca](http://www.womenapprentices.ca)



OFFICE to ADVANCE  
**WOMEN**  
APPRENTICES  
NEWFOUNDLAND AND LABRADOR



# Yvonne Jones

MEMBER OF PARLIAMENT FOR LABRADOR

**#LabradorStrong**

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# LABRADOR WEST

## CHAMBER OF COMMERCE

### JOIN YOUR LOCAL CHAMBER TODAY!

The Labrador West Chamber of Commerce is an association whose mandate is to promote and improve trade and commerce, as well as the economic, civil and social welfare of the district. Striving to be the principle voice of the business community, the Chamber addresses relevant issues that are of interest to the local area and its people.

#### About the Chamber:

We are here to serve, protect and promote Labrador West's business community. We are 50+ years strong. This is no small feat, but we're up for it, because together we are mighty and our mission to build resiliency in the business community means you are never alone.

We are always by your side. You can count on us – to be your department of policy, connection or advocacy. To be your

biggest voice, to have your back, to be your most trusted advisors and to build confidence, optimism and hope.

Our power to convene brings Lab West's business community together, regardless of industry or size. We're not in it for ourselves, we are 100% member founded and funded, and we operate with our members' best interests at heart.

Business has built Lab West, making it an incredible place to live and work, and the Chamber is here to build business. The Chamber is Lab West's champion, at the heart of the business community since 1970.

Support your community, become a member today and let's "Create a Better Future Together."

### CONTACT US TODAY AND START YOUR MEMBERSHIP!

CALL: 709-944-3723

EMAIL: [info@labradorwestchamber.com](mailto:info@labradorwestchamber.com)

Visit our new office at Gateway Labrador:

1365 Route 500, Labrador City.

[www.labradorwestchamber.com](http://www.labradorwestchamber.com)

<https://www.facebook.com/labwestchamber>

## SMALL BUSINESS WEEK

OCT  
22

#### Women in Business Breakfast in partnership with NLOWE



9:30am – 11:30am, Two Seasons Inn Restaurant  
Connect with fellow professionals while hearing insights from a panel of female business leaders from Lab West.

OCT  
23

#### Networking Event in partnership with CBDC



5pm – 7pm, Iron Rock Brewing Co.  
Join us for an informal evening of networking and discover how CBDC can help fund your new or existing venture.

OCT  
24

#### CRA Q&A

more details to follow

Small business? Self-employed? Get free tax help from your local CRA liaison officer.

OCT  
26

#### Sip & Shop Artisan Market:

2pm – 5pm, Iron Rock Brewing Co.

Explore a showcase of talented local artisans while enjoying the selection of beverages and bites from IRBC.

### MORE EVENTS TO BE ANNOUNCED

Stay up to date by following Labrador West Chamber of Commerce on Facebook

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# KEY SUPPORTS AND SERVICES FOR SMALL BUSINESSES

## TOOLS, RESOURCES AND FUNDING

### Business Benefits Finder

1-888-576-4444 <https://innovation.ised-isde.canada.ca/>

The Business Benefits Finder is a one-stop resource for businesses to access all government services. It offers up to 1,500 supports from all levels of government. Businesses can find tailored programs and services by answering a few questions.

### Canada Digital Adoption Program (CDAP)

<https://ised-isde.canada.ca/site/canada-digital-adoption-program/en>

The Canada Digital Adoption Program helps Canadian small-medium sized businesses grow their online presence with the help of a micro grant.

### Business Data Lab

<https://bdl-lde.ca/>

This joint initiative provides data insights for businesses to drive innovation and growth. Small business owners can leverage this tool in order to make more informed decisions.

### Selling to the Government of Canada

1-800-811-1148 <https://buyandsell.gc.ca/for-businesses>

Provides information, tools and help to complete the tasks related to selling to the Government of Canada, such as understanding how to sell to the Government, registering the business, or finding seminars about the process.

## INCLUSIVE ENTREPRENEURSHIP

### Women Entrepreneurship Strategy

<https://ised-isde.canada.ca/site/women-entrepreneurship-strategy/en>

The Women Entrepreneurship Strategy is a whole-of government initiative to boost women-owned businesses by enhancing their access to finance via a loan fund, networks, and expertise. It offers support and funding through partners like BDC, EDC, and Farm Credit Canada.

### Black Entrepreneurship Program

<https://ised-isde.canada.ca/site/black-entrepreneurship-program/en>

The Black Entrepreneurship Program is a targeted initiative to assist Black entrepreneurs in Canada with access to capital via a loan fund, business services, and collects data to understand the Black entrepreneurship ecosystem

### Futurpreneur Canada

1-800-464-2923 <https://futurpreneur.ca/en/>

Futurpreneur Canada is a national, not-for-profit organization that provides financing, mentoring, and business support tools to young entrepreneurs between the ages of 18 and 39.

### 2SLGBTQI+ Entrepreneurship Program

<https://cgfcc.ca/programs/2slgbtqi-entrepreneurship-program/>

The 2SLGBTQI+ Entrepreneurship Program supports entrepreneurs with mentorship, advisory services, and networking. It includes a Business Scale Up Program, an Ecosystem Fund, and a Knowledge Hub.

### Aboriginal Entrepreneurship Program

<https://www.isc-sac.gc.ca/eng/1375201178602/1610797286236>

The Aboriginal Entrepreneurship Program in Canada offers Indigenous entrepreneurs funding for business ventures, aiming to increase Indigenous-owned businesses through capital access and business opportunities.

## ACCESS TO CAPITAL

### Canada Small Business Financing Program

1-866-959-1699 [www.canada.ca/csbfp](http://www.canada.ca/csbfp)

The CSBFP assists small businesses in securing financing by sharing risk with lenders. It offers up to \$1,000,000 in term loans and \$150,000 in credit lines for various expenses.

### The Venture Capital Catalyst Initiative

<https://ised-isde.canada.ca/site/sme-research-statistics/en/venture-capital-catalyst-initiative>

The Venture Capital Catalyst Initiative co-invests with private investors in VC funds to boost the Canadian VC industry.

### Business Development Bank of Canada

1-877-232-2269 <https://www.bdc.ca/en>

BDC supports Canadian entrepreneurship, with a particular focus on small and medium-sized enterprises, by providing a full spectrum of financial support and non-financial support, including consulting services.

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# THE REVEREND ROWENA PAYNE

**W**e in Labrador West are without much doubt, in a unique community. You only have to look at a Map and see how far North and how remote it is in this place that we call home.



With a bit of scratching around on the ground, the massive Iron Ore deposits were discovered here. It has created a cascade of events that all of these decades later has given us a very close knit and special community. The incredibly large vision of these early pioneers armed with the technology of the day has seen over the years, the investment of money, money with perhaps more zeros' on the end of it than many of us could truly understand. Armed with this ongoing investment in the hands of the visionary business minds and the forward thinking initiatives created, we have, on the backs of all of our hard working honest folks and their families, built a community with a lot of moving components.

At the end of the day through all of the best of times and some of the times when things weren't the best, our people have always been

our most valuable asset. We have had each others backs and built a community where the things that matter are a regular part of our lives.

Every once in a while, we discover that we have someone special among us, one of those moving parts who has had the wellness of our community and all the folks among us as their driving force each day. Someone that has quietly given their lives and never ending efforts to the important things outside of the gate, that matters to us all.

A resident of Labrador West, Rowena Payne has been our neighbour, our friend and a source of strength to all among us who have been blessed by having her in our lives.

Rowena came from St. Pauls and her husband Kevin from Cow Head Newfoundland. They were married in December of 1964 and landed in Labrador West in 1965. Together they built their lives in our community and had 3 children. Byron in 1966, Brett in 1968 and Christa in 1978. As the old saying goes, the rest is history.

Rowena from the beginning, through her strong faith, has been solidly entrenched in the many ongoing efforts that really

matter in our Community. Her ongoing efforts has helped build a place for our people, our children and our grandchildren to live and grow and feel as though they are part of something that matters. Everyone that she has influenced by her actions and has encouraged with her positive reinforcement has over all of these years been a very special gift to our whole Community.

Rowena has from the beginning been engaged with the Recreation Board and played a very positive role in the many initiatives that has kept our young people, active, busy and engaged. Through Gymnastics, Minor Hockey and Minor Softball, all of these efforts that Rowena has been engaged in, has taught our young people the value of cooperation through teamwork, Community involvement and just plain fun. All of these efforts passed on as building blocks to our young ones as their turn comes to become leaders of our Community

Rowena for the past 40 years, every Friday morning, has given the many gifts of her strong faith by delivering Pastoral Care and Chapel Services at our Hospital to our people. Many times, when they needed her the most.

Through her strong faith, continued growth and through her never ending commitment to her faith, Rowena became Reverend Rowena Payne and was ordained as a Deacon in the Anglican Church of Canada in 2009.

This story isn't over yet. Rowena hasn't slowed down a bit. She was ordained in February 2024 as a Priest in the Anglican Church of Canada. From her place in front of her congregation at our local Anglican Church, the Reverend Rowena Payne continues to pass on the incredible gift of simply herself to our Community.

As we take a look at the many components that has built our Community, we are occasionally blessed with a few very special folks. Through their never ending contributions to the wellness of our Community and it's people, our Reverend Rowena Payne stands tall. She has given her all to our entire Community through all of these years. She has tirelessly delivered through her strong faith and endless efforts so many acts of kindness to so many among us, for so long.

**For all of this Rowena, thank you, our whole Community of Labrador West has been truly blessed by you, simply measured by the incredible example you have set for us all.**

*Submitted by Gary Shaw*

*Photo Credit: Katherine Dawe Photography*









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# DON'T FALL INTO AUTUMN

## PREVENTING FALLS...ONE STEP AT A TIME



**D**id you know that in Canada, 42,000 workers are injured each year due to falls (WorkplaceNL)? Falls are also the leading cause of injury for older Canadians (Canada.ca). With winter around the corner, there is typically an 11% increase in injuries due to slips, trips, and falls (WorkSafeBC). Most falls occur on the same level due to a loss of balance, such as from slipping or tripping, while a smaller number result from falls from heights. This article will focus on falls on the same level due to slips and trips. First, we need to know the difference between the two.

Slips happen when there is a loss of footing due to incomplete contact between the foot and the ground or where there is inadequate friction between the footwear and the walking surface. Common causes of slips include icy and snowy conditions, oily surfaces, spills, loose or unanchored rugs or mats, and changes in traction in flooring or walking surfaces (Canadian Centre for Occupational Health and Safety CCOHS/WorkplaceNL).

Trips, on the other hand, occur when walking is interrupted by an obstruction or accidental misstep. This might happen if your foot strikes an object, causing you to lose balance and fall. Common causes of trips include obstructed views of walking areas, poor lighting, clutter, uncovered cables, wrinkled carpeting, open drawers, or uneven walking surfaces like steps and thresholds (CCOHS/WorkplaceNL).

### Tips for Preventing Slips:

- Slow down and pay attention to where you are walking.
- Place your feet firmly and flat on the floor.
- Adjust your stride based on the walking surface (take smaller strides and slow down in slippery or wet conditions).
- Walk with your feet pointed slightly outward, like a penguin.

### Tips for Preventing Trips:

- Keep walking areas free of clutter or obstructions.
- Keep flooring in good condition.
- Ensure lighting is sufficient for your tasks.
- Avoid blocking your view with materials you are carrying or pushing.
- Highlight uneven surfaces with reflective paint or use different coloured flooring.

Everyone has a role in preventing falls, whether at work or at home. November is Fall Prevention Month, so please visit [fallpreventionmonth.ca](http://fallpreventionmonth.ca) for additional information. **Stay safe, be aware, and take steps to prevent falls – one step at a time!**

*Submitted by Kathy-Lynn Shaw.*



*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 Injury Prevention, Ergonomics, or Compression Wear please contact her at [kathylynn@kineticlife.ca](mailto:kathylynn@kineticlife.ca) or call 709-288-0123.*



### To prevent slips and trips both at work and at home, consider the following measures:

**Housekeeping:** Keep walking areas clear of debris, snow, and ice; clean up spills immediately; secure rugs and mats; and close drawers and cabinets.

**Walking Surfaces:** Ensure surfaces are in good condition and suitable for the conditions.

**Footwear:** Wear appropriate and good-quality footwear for different conditions.

**Pace and Awareness:** Walk at a safe pace and be aware of your surroundings to avoid obstructions.

**Lighting:** Ensure adequate lighting to clearly see where you are walking.

**Obstruction Management:** Avoid carrying materials that block the view of your walking surface.





# UNLEASHING CREATIVITY AT THE SHED:

## A Community Makerspace in Labrador City

The dream of creating a space where creativity and technology converge has become a reality with the official opening of The Shed, a makerspace located at the Labrador City Public Library. This innovative space, designed to empower local residents and businesses, is the result of a unique collaboration between The Shed Inc. and the Labrador City Public Library.

### The Birth of The Shed

The vision for The Shed began taking shape in 2017 when three local residents, Colin Oldford, Eric Tremblay and Sheryl Ryan, saw the potential for a community-driven space that would provide access to advanced technology and tools. By 2018, The Shed Inc. was officially incorporated, with the goal of making technology for building and creating more accessible to the residents of Labrador West. After extensive market research and community engagement, The Shed Inc. reached an agreement with the Labrador City Public Library to house the makerspace within the library's infrastructure, providing an ideal location that aligns with both organizations' goals.

The partnership with the library has been crucial in bringing The Shed to life. By utilizing existing library space, The Shed can operate with minimal overhead, allowing more resources to be directed toward acquiring state-of-the-art equipment and providing training to the community. This collaboration also benefits the library by attracting new visitors and fostering a culture of innovation and lifelong learning within its walls.

### A Treasure Trove of Technology

The Shed is equipped with a variety of cutting-edge tools and machines that are now available for public use. These include the Ultimaker S3 and S5 3D printers, a Glowforge laser cutter, a Peel 3D scanner, a Cricut station, a label maker, and electronic STEM kits. Each piece of equipment has been carefully chosen to meet the needs of hobbyists, students, entrepreneurs, and small businesses in the community.

One of the most exciting aspects of The Shed is the ability for local businesses to use the space for prototyping and

small-scale manufacturing. For example, Dave Hurley, a local business owner, recently used the makerspace to create small parts and prototypes to modify canning equipment at the local brewery. This is just one of the many ways The Shed is already making an impact in the community.

### A Space for Learning and Innovation

The learning curve for using the equipment at The Shed is not steep, making it accessible to people of all skill levels. The makerspace provides extensive documentation, instructional videos, and access to countless online tutorials to help users get started. Workshops and training sessions are also offered to engage a wider audience and ensure that everyone feels comfortable using the tools.

Makerspaces like The Shed are invaluable resources for fostering creativity and innovation. They allow individuals to experiment with new ideas, iterate on designs, and build proof-of-concept models at a fraction of the cost of traditional methods. Whether you're a seasoned maker or someone looking to try something new, The Shed is the perfect place to bring your ideas to life.

### Join Us at The Shed

We invite everyone in the community to visit The Shed and see what it has to offer. Whether you're interested in 3D printing, laser cutting, or just exploring new technologies, there's something for everyone. The Shed is more than just a workspace—it's a community hub where people come together to share knowledge, collaborate on projects, and turn ideas into reality.

The Shed at the Labrador City Public Library is now officially open to the public. **Come by, explore the possibilities, and become part of our growing community of makers. The only limit is your imagination!**





Fisherman's Ordeal, 1974 Left to Right: Jerry Doyle, Kathy Pottle, Kevin Lewis

# CELEBRATING 60 YEARS OF COMMUNITY THEATRE WITH THE CAROL PLAYERS

## A GROUP IS BORN

It all started when a couple of Labrador West residents got together in the early 60s and decided to form a drama club. They named themselves the Carol Players after the community which was known as Carol Lake at the time. Their first play, *Blithe Spirit* by Noël Coward was performed in a school gymnasium in 1964 where many residents came to watch out of simple curiosity. Over the following years between availing of theatre workshops and averaging 2-3 plays per year the group began to make a name for themselves within the community.

## MAKING WAVES OUTSIDE OF LABRADOR WEST

In 1969 the group received a much anticipated invitation to the Regional Drama Festival in St. John's, NL. That year they performed *The Misunderstanding* which was not well received. In fact, the first words from the adjudicator were, "this group needs help". Instead of being discouraged, the group took it in stride and brought in Patricia Carol Brown to help. The following year under Patty Brown's guidance the group performed *Spoon River Analogy*, which won the provincial award for best play and represented the province at the Dominion Festival in Winnipeg that same year! Since then the group has graced stages locally, provincially, nationally and internationally. From festivals in Ireland to dinner theatres at local venues the group has worked hard to build a strong community presence where new and returning members can learn, grow and share in their love for community theatre together.



One Flew Over the Cuckoo's Nest, 1980

## A TEAM EFFORT

While many of us recognize names like Jerry Doyle, Kevin Lewis and Audrey Sumner for their outstanding performances on stage, it is also important to note that no play could ever come to life without a good script and a solid backstage crew! Individuals like Clar Doyle, Jim Hoskins and Shawn Oliver helped bring masterpieces to life on stage through directing, set design and lighting (just to name a few). The group has also had a number of talented local Playwrights come through over the years starting with Kathy J Pottle who wrote *The Fisherman's Ordeal* and *Relocation* in the early 70s and most recently, Leanne Kendall who wrote *The Metal Lunch Can* which had its stage debut this past spring. Regardless of their role, we have had decades worth of incredible members come and go and it has taken every single one of them to make the Carol Players a possibility!



West Moon, 2000

## CHILDREN AND THE ARTS

Promoting theatre in youth has been a long standing goal of the organization. It's well known that the arts helps build confidence, inclusivity among peers, increase academic performance and most importantly, it's fun! From the yellow brick road in *Oz* to the seas of *Neverland* the Carol Players Kids have brought *Oompa Loompas*, *the Mad Hatter*, *Annie*, *Mortimer* and so many other beloved childhood characters to the Arts & Culture stage!

## GOALS FOR THE FUTURE

The group is looking forward to the NL Provincial Drama festival in Corner Brook this spring, but between now and then there are a number of smaller projects in the works. Over the last few years they have had the privilege of working with the Wabush Come Home Year Committee, Gateway Labrador's Fall Heritage Festival and the Labrador City Special Events team, to

bring to the stage everything from short sketches to full-length shows. Community partnerships are important to the group and they continuously strive to increase their membership and community presence. If you want to get involved, don't hesitate to reach out!



Metal Lunch Can, 2023 Left to Right: Caleb Smith, Karen Saunders

## GATHERING HISTORY

In Honor of their 60th anniversary one of the primary goals of the group this year has been to gather pieces of their history into one place. When you have a group like this, without a stable home and with ever changing memberships pieces of your history tend to get lost over time. We kindly ask the public if you have anything you might want to share to please reach out! To date we've received pictures, old programs, posters, and written records. We are so incredibly thankful to those who have reached out so far, but we know we are far from finished. There is still so much we don't know, so many productions we don't have photos of, so many names that we don't have a record of. **If you were ever a Carol Player we would love to hear from you!**



Workshop with Patricia Carol Brown in the early 70s



# ANC BRINGS HENNA TO LAB WEST

One of the many benefits of bringing cultures together is the sharing of each other's traditions and practices. The art of henna has been practiced for over 5000 years in Pakistan, India, Africa and the Middle East. Over the past 7 months, the ANC has been bringing this beautiful art to the Labrador West public! What started with a few simple school visits during Multicultural Month, has blossomed into numerous public events including the Status of Women, Canada Day and Fall Festival!

While some of the henna events have been free of charge, the ANC has also tried to use the platform to generate donations to the local food bank in Labrador West! Our numerous volunteers (from India, Tunisia and Nepal), love to share their art with young and old, and are thrilled to give back

to the communities that have welcomed them with open arms!!

**The ANC is proud of our henna sessions and hope to continue sharing this amazing creative activity with all the residents of Labrador West!**

*Submitted by Bill Soper,  
Regional Settlement Coordinator,  
Association for New Canadians  
bsoper@ancnl.ca*



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Photographer: Eldred Allen of Rigolet



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# TENACITY TRIUMPHS

## Encore's "Into the Woods" Overcomes Adversity for August 2024 Performance

In a remarkable display of resilience and community spirit, Encore's production of Stephen Sondheim's "Into the Woods" dazzled audiences in August 2024, overcoming significant challenges that nearly derailed the show. Initially scheduled for June 2024, the production faced a series of unforeseen obstacles, including a power outage due to the devastating forest fire in Churchill Falls during the second dress rehearsal, which forced Encore to make the difficult decision to postpone the show. The situation compounded when the uncertainty around future performance dates left the possibility of a complete cancellation looming. With the original cast and crew's availability in jeopardy, Encore's team went to work to secure a new date that would accommodate as many participants as possible. In a heartwarming display of dedication, many parents of the young cast members rearranged family vacations, while crew members shifted commitments to ensure they could support the production.

However, progress was again interrupted when the community faced mandatory evacuations due to an ever-growing wildfire just kilometres from town, which then left worries that the show would never make it to the stage. Throughout these challenges, progress was slow. The ensemble faced significant hurdles, including limited availability for rehearsals, and delays in completing sets, props, and costumes. Yet, the spirit of

collaboration and determination remained unwavering among cast and crew alike. As the clouds of uncertainty finally began to clear, the dedication and hard work of everyone involved paid off.

The August performance of "Into the Woods" emerged as a triumphant celebration of perseverance, proving that even in the face of adversity, the show truly must—and will—go on. The heartfelt journey of Encore's production stands not just as a testament to the unwavering spirit of those involved, but also as a reminder of the power of community and commitment to the arts. **The collective efforts of cast members, parents, crew, and the community culminated in a performance that all could be proud of—a shining testament to the resilience of the human spirit and the magic of theatre.**

*Submitted by Cherish Talbot  
Vice-Chair & Production Director  
Encore Community Arts Association  
encore.entertainment53@gmail.com*

*Photo credits:  
Onstage: Tanya Pinksen Photography  
Backstage: Keith Fitzpatrick*



*Photo Credit: Drew Kennedy*

LABRADOR WEST

# PRIDE WEEK

MORE THAN JUST A PARADE

**W**ith roots in 2010, the Labrador West Pride Incorporated committee is a non-profit organization whose foundational purpose is shared with other such organizations: to raise awareness and to celebrate diversity. To achieve this aim, members of the 2SLGBTQIA+ community and allies in various towns and cities worldwide come together every summer to celebrate Pride. While the dates and activities vary from place to place, they're all rooted in the movement established following the Stonewall Riots in June of 1969. If it had not been for those brave individuals who stood up for equality and justice, Pride committees, such as the one in Labrador West, would not exist. Most important, however, is how the voices of so many people would have remained silent.

A host of different events marked Pride 2024 in Labrador West. Beginning on Sunday, August 4th, and continuing until Sunday, August 11, there was something for everyone—from the young to the young at heart. New to the lineup of events this year was Pride Rowing, an event held in conjunction with the Labrador West Rowing Association, where attendees had an opportunity to try rowing. The Puppy Pride Parade featured many happy canines on a trek around Tanya Lake with their owners. Drag Bingo, with the support of Iron Rock, Rio Tinto IOC, and PAL Airlines, was a sure crowd-pleaser! Finally, with the Association for New Canadians, The Great Labrador Bake Off had an inaugural and successful showing.

Many familiar events returned to help celebrate Pride. On August 5th, the flags were raised at various points throughout Labrador West, including IOC, Gateway, the Labrador West Health Centre, the Town of Wabush, the Town of Labrador City, Union Halls in Labrador City and Wabush, and the office of the local Royal Newfoundland Constabulary detachment, as signs of support and solidarity. The Gateway, The Margaret Butt

Memorial (Labrador City) Public Library, and Labrador West Women's Centre were the sites of Teen Trivia, storytime and craft, and a Dungeons and Dragons night respectively.

Pride week would be incomplete without the annual parade to raise awareness about equality and the impacts members of the 2SLGBTQIA+ community have made. Held on the afternoon of August 10th, the walk commenced at the Labrador City Town Hall with an ending point at the Status of Women's Centre. An array of colours and smiles captured the excitement of all who attended. A little later in the evening, and with support from the Kash, the 7th annual Drag Show was a huge success. Headliners for the event featured the extraordinary talents of Porcelain Barbie from New Brunswick and Labrador City's own Lucy Pearl, as well as entertaining performances from members of the Pride committee. The weekend ended with a Pride-themed service at Carol United Church, followed by brunch at Maverick's Lounge in Labrador City.

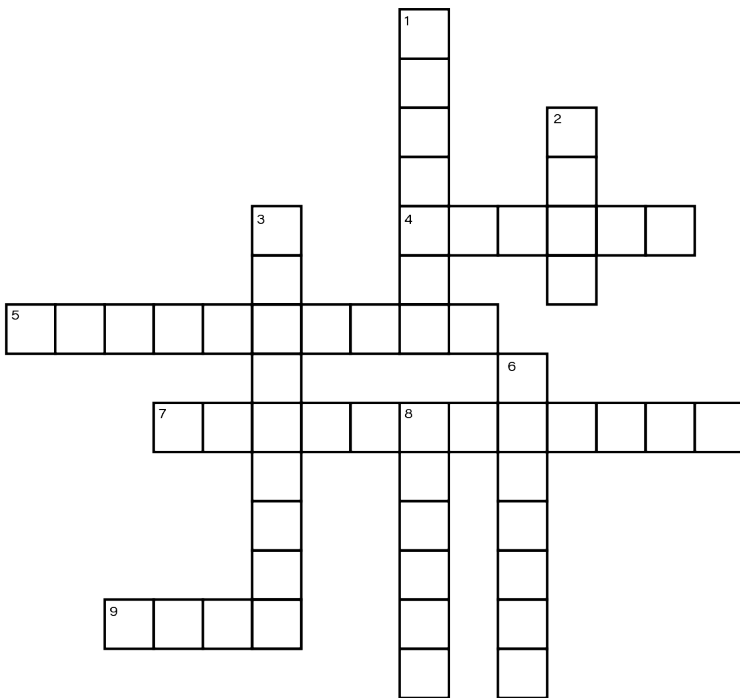
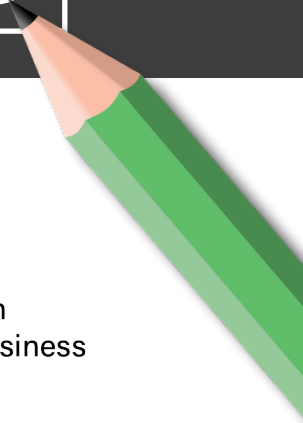
Overall, the committee was happy to see how well-attended the activities were. As an ally and a Labrador West Pride committee member, I easily speak for my fellow committee members when I say our work is so important. For the readership who might question why Pride is necessary, the fact that it is as essential today as it ever was remains. In a broader societal view, people's lives were not meant to be the topics of political platforms and should never be up for debate. Until discrimination and violence cease, Pride events will allow us to celebrate the past and look confidently to a future where nobody will be marginalized because of their gender or sexual identity. Everyone has a right to live as they were meant to be. **One thing that remains as true as it ever will be is that "love is love." Simply put.**

*Submitted by Margaret Pittman*



# SMALL BUSINESS

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2. Needed to run the operation
3. The hardest stage of any business
6. The goal of any business
8. What's left after expenses

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