



Manitoba RRN Connection

(Rural, Remote, Northern)

Winter 2006

Regional Round Tables – looking to the future



The Rural Development Institute (RDI) of Brandon University helped establish a successful five-year Community Collaboration Project (CCP) with four Manitoba/Nunavut-based Regional Round Tables – Hudson Bay Neighbours, Bayline, Northern Vision and Southwest – in which rural, northern and isolated communities not only created priceless linkages, but commonalities were established, barriers to development were identified and problems solved together. During this initiative, RDI's role was one of facilitation and support, both of which came to an end in 2004.

Now, in Saskatchewan, a group of communities that lie between the province's two major urban centres – Saskatoon and Regina – formed their first Community Collaboration Project regional round table called, Water Wolf Regional Round Table (WWRRT) see(www.waterwolf.org/). The need for the regional round table model was recognized and the foundation for this project is in the process of being laid.

As this new phase in regional round tables develops, the sustainability of the original four in Manitoba/Nunavut will be observed and annually, a meeting will bring together all round table participants – new and old – to communicate, share their experiences and learn from each other, perhaps inspiring other regions of Canada to

embrace the possibilities of the Community Collaboration Project's Regional Round Table model.

It is a reality that within rural areas across the country, there are issues shared by the communities in those regions. The original regional round tables have shown that when energies and funding are combined, shared challenges can be overcome, thus proving that this model can make positive and long-lasting changes to entities involved in Regional Round Tables.

Rural Teams explore ways to better dialogue with communities, thus enabling them to connect with various levels of government in a less-structured, more diversified manner as well as find suitable governmental assistance. Though Health Canada, Environment Canada and the Rural Secretariat were the original partners in the initial regional round tables, as the project evolved, it was the Rural Team in Manitoba that became connected to the round tables. Now, in Saskatchewan, this link between Rural Team Saskatchewan is a key piece in the model.

For more information about the Regional Round Tables projects, visit: www.brandonu.ca/rdi/

Rural Team Manitoba

Rural Team Manitoba is an active team of government and non-government organizations that works to build partnerships and identify priorities and potential solutions that will benefit rural, remote and northern communities of Manitoba. Now in its eighth year, the Team continues to talk with residents, community leaders, youth and special interest groups at the grassroots level to better understand local and regional concerns.

To find out more about Rural Team Manitoba activities, visit www.rural.gc.ca click Rural Teams/Manitoba.

Manitoba Food Charter in the works

You might wonder, "Why do Manitobans need a food charter"? This publicly owned, one-page statement on what our food system should look like is "about creating a publicly owned document that summarizes what we as Manitobans believe our food system should look like," Kenton Lobe, co-chair of the Manitoba Food Charter explains. "Food connects all of us as people, and a charter is a motherhood and apple pie statement about our food system, it's what we all agree on, but don't say. It's what everybody can get behind." Food security has been a priority of Manitoba's Public Health Agency of Canada since 2004 and the soon-to-be "Manitoba Food Charter" will bring together a diversity of voices and identify priorities and guidelines for action around local food security.

A dynamic group of volunteers, organizations, staff and three levels of government has grown

by leaps and bounds drawing in people from diverse regions and sectors of our food system. While sitting around the table issues are identified as seen by the population, from rural farmer to urban consumer, First Nations fisher to Northern grocery store owner, restaurant operator to university student. To date, the Manitoba Food Charter group has hosted over 45 community consultations and its outreach strategy is ongoing to ensure this broad representation of people, communities and stakeholders continues.

The goal is to complete the first phase of consultations in the Spring and produce a draft charter document by April 2006.

To learn more about each of the participating initiatives and other food security projects hard at work in the province, please visit the Manitoba Food Security website at:

<http://food.cimnet.ca>

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Canada

Programs, Services For You

Service Canada: Bringing service directly to Canadians

On September 14, 2005, the Government of Canada launched Service Canada and introduced Canadians to a new and enhanced way of accessing Government of Canada programs and services.

Service Canada brings together services from several federal departments to create a one-stop, seamless service delivery network. Today, this network consists of 320 points of service in communities throughout Canada. These services touch all aspects of the lives of Canadians: from parental and pension benefits, applying for a passport to obtaining a Social Insurance Number. Service Canada offers Canadians a choice of how they wish to get their information on federal programs and services: in-person, by phone 1 800 O-Canada (1 800 622-6232), or by Internet at servicecanada.gc.ca.

“One of the primary ways we are improving how Canadians receive information is through mobile outreach services where knowledgeable Service Canada representatives travel to small, remote and rural communities to address the special needs of individuals, employers, and organizations,” said George Skinner, Regional Executive Head for Service Canada, Manitoba Region. “These mobile outreach or itinerant services enable us to provide a more personalized means of helping clients.”

Currently, there are 18 Service Canada Centres throughout the province. In 2006, Service Canada Manitoba will expand its network by an additional 26 outreach points of service, thus serving even more Manitobans. The Service Canada Centre (SCC) outreach sites to be established in the coming months include:

- Brandon SCC area - Minnedosa, Neepawa, Carberry, Killarney, Deloraine, Virden, Russell and Shoal Lake
- Selkirk SCC area - Gimli, Ashern, Lac du Bonnet, Stonewall, Pine Falls, Arborg, Fisher Branch and Beausejour
- Thompson SCC area - Lynn Lake and Gillam
- Flin Flon SCC area - Snow Lake and Cranberry Portage
- Morden SCC area - Morris and Carman
- Dauphin SCC area - McCreary and Winnipegosis
- Steinbach SCC area - Sprague and Hadashville

Adds Skinner: “We’ve already demonstrated our commitment to bringing current, relevant information directly to clients through outreach sessions held in 16 southern Manitoba communities this fall. The sessions were organized in partnership with the province of Manitoba for employers and individuals experiencing economic hardships due to summer flooding.”



Cathy Lacouvee, Service Delivery Representative at the Brandon Service Canada Centre, standing in front of the Service Canada Jeep

Crime Prevention Action Fund (CPAF)

Supports community initiatives that:

- Undertake activities to deal with the root causes of crime and/or victimization
- Build safer communities by mobilizing a range of community partners

For more information:

Tel: (204) 984-4376

Website:

www.publicsafety.gc.ca/ncpc

Email: Donna.Huen@psepc.gc.ca

Young Entrepreneurs Program (YEP)

This program encourages Manitoba’s young people to start their own full-time business and pursue self-employment as a career choice. Applications are accepted on a year-round basis from youth aged 18 to 29 years. Under the Young Entrepreneurs program, approved applicants are eligible for a grant of up to \$4,000 to help defray business start-up costs and capital expenditures.

For more information:

contact Shaun Hampton – MB Education Citizenship and Youth

Tel: (204) 945-4284

Email: shampton@gov.mb.ca

EcoAction

EcoAction is an Environment Canada funding program that helps non-profit groups carry out projects that protect or improve the environment and/or increase environmental awareness and capacity in their community. Funding support is available for projects that address the following Environment Canada priorities: Climate Change, Clean Air, Clean Water and Nature.

For more information:

Toll free: 1-800-567-1570

Website: www.ec.gc.ca/ecoaction

Email: ecoaction.pnr@ec.gc.ca

Feasibility Studies Program

The Feasibility Studies Program provides cost-shared financial support to rural and northern entrepreneurs, municipal government and local community development organizations to access research and planning for potential new or expanding business projects.

Hometown Manitoba

Hometown Manitoba provides cost-shared financial support for rural and northern community projects initiated by local communities, organizations, cooperatives and businesses that enhance “main street” public places and building exteriors.

Community Enterprise Development (CED) Tax Credit Program

The CED Tax Credit Program encourages local private investment in Manitoba-based opportunities by providing community-based enterprise development projects with the means to raise necessary equity capital.

Rural Entrepreneur Assistance Program (REA)

The REA Program provides loan guarantees for business loans between \$10,000 and \$100,000 to new or expanding, full-time, small and home based businesses in rural Manitoba.

For further information on the above programs, please contact: Ross Bingham at:

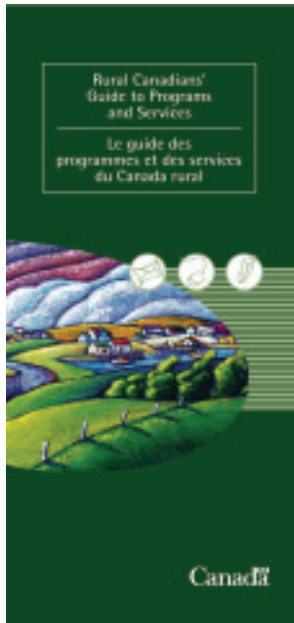
Tel: (204) 945-2180

Cell: (204) 792-9013

Email: rbingham@gov.mb.ca

& Success Stories

Directory of Programs and Services



Whether you're looking for business advice, a cultural exchange or a boating safety program, the **RURAL CANADIANS' GUIDE TO PROGRAMS AND SERVICES** was designed for you.

To obtain a copy, visit www.rural.gc.ca
Tel (toll free): 1 888 781-2222

Recognizing Manitoba's co-operatives

In late 2005, a list of the **Top 50** Canadian Co-operatives was released. The list shows the success of the co-operatives that, in 2004, had combined revenues of \$18.6 billion and total assets of \$7 billion. In Manitoba, some of these revenues were attributed to the following co-operatives that ranked within the Top 50:

- Manitoba Pork Marketing Co-op Inc.
Total revenue - \$243.9 million
Ranked 14
- TruServ Canada Cooperative Inc.
Total revenue - \$185.4 million
Ranked 16
- Red River Co-operative Ltd.
Total revenue - \$171.9 million
Ranked 18
- Granny's Poultry Co-operative
Total revenue - \$109.1 26 million
Ranked 26
- Arctic Co-operatives Limited
Total revenue - \$96.8 million
Ranked 33
- Heritage Co-op 1997 Ltd.
Total revenue - \$52.4 million
Ranked 50

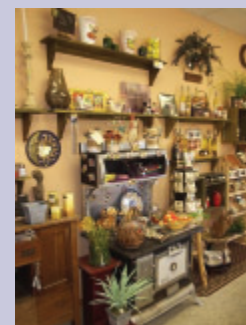
For the complete list of Top 50 Canadian Co-operatives, visit the news room at www.agr.gc.ca (November 3, 2005) or telephone (204) 983-8376.

Success amid change

A flower shop and auto garage are an unlikely combination, but one that has proved to be a blooming success for **LENORE CHARTRAND** of Gimli.

When Lenore's husband decided to make changes to the service station that had been owned by his family for 40 years, a flower shop wasn't the first idea to come to mind. Dennis Firman decided to focus on the auto service side of business and step away from gas sales – the result was a large unused portion of his building.

The old adage “when one door closes, another one opens” was certainly true for Lenore who saw this as an opportunity to combine her passion for flowers and crafts in **HEAVEN SCENT FLOWERS & GIFTS**. Now, a picture perfect flower shop shares space with a traditional male haunt – an auto garage.



One week before Christmas 2003, Lenore opened her doors and was immediately embraced by her community who flocked to the shop. Unexpectedly, two days before opening, Lenore's father became ill and sadly, the first floral arrangement she created was for his funeral. Given the delicacy of her inventory, Lenore had little choice but to open her doors during that difficult week. On Christmas Eve morning, she was staring at a cooler so full of flowers there wasn't room for another blossom and wondering what she had gotten into. By closing time, the cooler was bare.

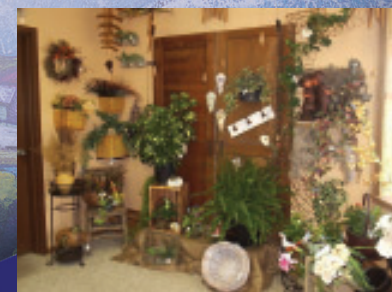
“It's been like that ever since,” says Lenore. “People love to come into the store. I give them a cup of coffee, let them look around and not fret if they don't buy anything. It's not just about the money for me.”

Her philosophy of putting the customers first along with a fierce commitment to quality floral displays created from both traditional and exotic flowers compliments her range of unique local arts and crafts.

The Women's Enterprise Centre of Manitoba, an organization dedicated to helping women interested in owning their own business, was one organization that assisted Lenore as she was preparing to open.

According to Mary Jane Loustel, CEO of the Centre, “Innovation and creativity are characteristics of the true entrepreneur. Rather than seeing a half-empty building Lenore Chartrand saw an opportunity to make her dream come true. Her indomitable spirit has made the business a success.”

An unexpected opportunity to cross market has also presented itself. Men often wander in the store and pick up flowers and gifts for their loved ones while they are waiting for their car to be repaired. “There are a lot of happy women in Gimli because of our location,” jokes Lenore.



The successes of rural youth is celebrated

In November 2005 the 2nd Young Leaders in Rural Canada Awards ceremony was held for rural youth who dedicate their passion, spirit and skills to benefit rural, remote and northern communities. Among the recipients, Manitoba's **Lana Cowling-Mason** of Warren received an honourable mention in the partnership category for her hard work and excellent leadership skills.

By earning the trust of local councillors and community volunteers, the RM of Woodland Community Development Corporation was able to implement many successful projects such as housing studies, feasibility studies and a web page development strategy. Through her participation as a member of the Super Six Community Futures Development Corporation Board of Directors and as chairperson of the Interlake Tourism Association (ITA), Lana saw communities like Warren reap the benefits from the popular “Prairie Dog Central”, vintage locomotive that travels from Winnipeg to Warren, and the transformed “Destination: Interlake North Tourist Centre”, a once abandoned grain elevator. “Personally, this project has been a tremendous learning experience that has included every aspect of community development,” said Lana.

“As is often the case in small communities, Lana wears many hats and the line separating her professional and personal life is incredibly blurred. As a result, her whole life seems intertwined with that of the community,” said Todd Goranson, Community Development Coordinator for the Super Six Community Futures Development Corporation. “One is never sure if Lana is chairing a public meeting as the EDO, the Chair of ITA, or simply as a caring, dedicated member of the community. Perhaps it is all of these.”



For more information on the Young Leaders in Rural Canada awards, contact the Rural Secretariat toll-free at **1-888-781-2222** or visit the web site at www.rural.gc.ca

Make informed choices about your health

The Canadian Health Network (CHN) is a bilingual, non-commercial, consumer health web information service brought to you by the Public Health Agency of Canada and major health organizations across the country. Look to CHN for information on how to keep your entire family healthy and prevent disease and injury. If you have questions about healthy eating, stress, violence prevention, substance use or many other issues, there's no better source than CHN. The Society for Manitobans with Disabilities is the Living with Disabilities Affiliate for the CHN, working with other organizations to develop a collection of rural health resources. You can sign up for a free e-mail subscription service for quick, easy reference to new articles and highlights as they appear.

For more information, visit www.Canadian-Health-Network.ca

Mark Your Calendar

Rural Forum

The Keystone Centre in Brandon is the place to be April 27 to 29 for Rural Forum 2006. The theme for this year's annual community economic development conference and tradeshow is "Manitoba Includes...You" and focuses on how contributions from all Manitobans are needed to build and maintain prosperous communities.

Mark Rural Forum 2006 on your calendar and watch for details on the Rural Forum website at www.ruralforum.mb.ca or call 1-800-933-9863 for more information.

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Consultations on creating vibrant rural communities are coming to a community near you.

Manitoba Agriculture, Food and Rural Initiatives has undertaken the Growing Opportunities (GO) Initiative, a realignment to reflect the changing needs of modern agriculture and rural and northern communities. A key principle of the GO Initiative is an increased focus on capturing rural economic development opportunities associated with value-added processing, bio-energy, bio-fibre, agri-tourism and provision of ecological goods and services.

In the recent speech from the throne, the Government of Manitoba stressed its commitment to helping producers and communities move in this direction, referring to the trend as "Farm it in Manitoba; finish it in Manitoba." To make this happen, we are looking for your ideas about how to further economic development and the next steps to achieve value-added opportunities.

The Creating Opportunities Committee will be visiting rural and northern Manitoba to gather input from individuals, communities and industry on the development of new opportunities and barriers that exist for value-added enterprises. The committee will make its recommendations in the spring of 2006, which will help focus discussion on steps the provincial government and rural communities can take to seize new opportunities for value-added development.

For more information and meeting dates and locations, contact your local MAFRI GO office.



Volunteer Manitoba is a provincial, non-profit, charitable organization that supports groups and individuals in the voluntary sector. All of our programs and services are available to rural Manitoba and include:

- Volunteer Referral to match agencies looking for volunteers with people seeking volunteer opportunities,
- Resource Library that houses approximately 5000 books and resources focusing on increasing the capacity of non-profit organizations,
- Training for staff and volunteers to ensure the organization is operating in a focused, efficient, and responsive manner,
- CONTACT database of community services information,
- Annual Volunteer Awards dinner to recognize the contribution of volunteers in Manitoba, and
- Monthly E-Bulletin that acts as a valuable resource of articles, tips, websites, and announcements related to the non-profit sector.

To learn more about our services, to find a volunteer opportunity, to see what training opportunities are being offered, or to receive our E-Bulletin, visit our website www.volunteermanitoba.ca or call us toll-free: 1-888-922-4545.

Upcoming Event:

Volunteer Management – three-day course, April 5 – 7, Assiniboine Community College, Brandon
Call 1-800-862-6307 press 1.

This publication is also available electronically on the web at the following address:
www.rural.gc.ca/team/mb/manitoba_e.phtml

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For information on Government of Canada programs and services:

- 1 800 0-CANADA (1-800-622-6232)
TTY/TDD: 1 800 465-7735

• www.canada.gc.ca

- Service Canada Access Centres



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