



Canada 

We Grow JOBS[®]





'The whole is greater than the sum of its parts.' - Aristotle



A Natural Attraction



Canada 





LIVE YOUR DREAM

Be Your Own Boss. Start Your Own Business.

Business Financing • Counselling • Information & Resources

We can help. Find out where to start, how to write a business plan and prepare to seek financing.

**We Grow
JOBS®** 

For more information contact
613-961-7999 or www.trenval.on.ca



Canada 

Marc Villebrun is a Certified Canadian Pedorthist and Trenal client. He has turned his extensive education into a business committed to helping you put your best foot forward.



Get your business **moving!**

Don't self finance with credit cards and LOC's. Business loans can offer seasonal flexibility, staggered payments and access to specialized lending programs giving you forward momentum.



Trenal is a Community Futures office providing free consultation, information and business financing for all sizes and shapes of business.
Let's Grow Your Business. Call Amber Darling at 613 961-7999
www.trenal.on.ca

2015 Marketing Campaign featuring 10 investment clients – print and radio

*Kathy Jenkerson, Trenal client
and owner of iDesigns Optical in
Trenton has an on-site optician,
huge selection and superior
customer service.
Kathy is doing small business BIG!*



We share your **vision** for business **success.**

Break away from the crowd and be competitive.
Carry a broad inventory. Have cutting edge equipment.
Create an impressive online presence.
Ask us about financing your journey to #1.



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2015 Marketing Campaign featuring 10
investment clients – print and radio

John Irish, Trenval client and owner of Twin Property Maintenance has grown from a one-man operation to running crews. He has earned his clients referrals.



Owning a business is **hard work**. We're here to **help**.

Trenval Business Development offers expansion loans with repayment options to fit your needs. Money for new equipment, tools, vehicles, a new or second location. Let's talk about your specific needs.



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2015 Marketing Campaign featuring 10 investment clients – print and radio

Trenval Investment in Small Business

April 1/14 – March 31/15

Loans Approved	\$1,837,221
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Number of Loans	34
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Job Impact	231
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Trenval Investment in Small Business

1987-2015

Loans Disbursed	\$28,048,280
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Number of Loans	730
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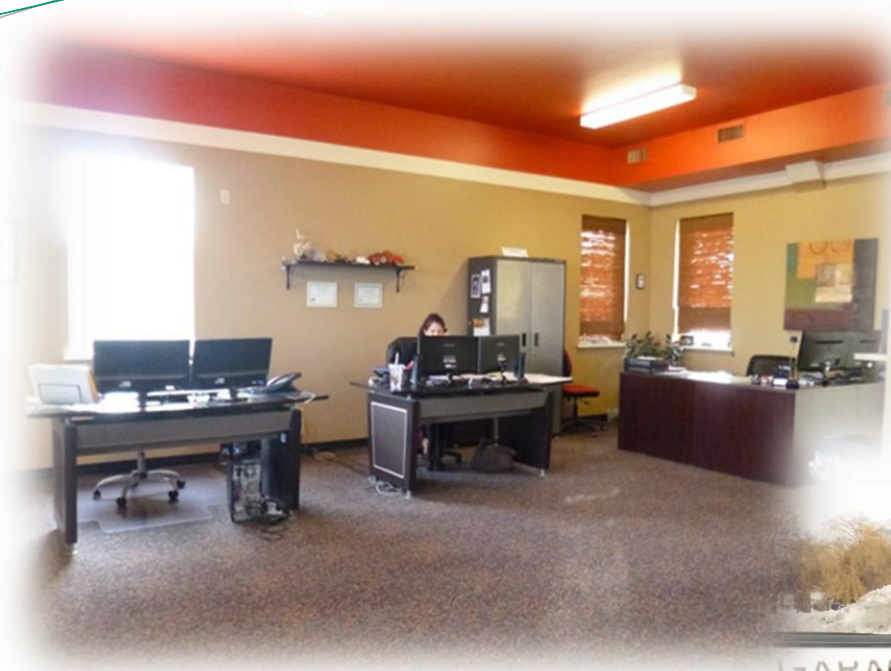
Job Impact	3,462
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Northtown Cleaners, Belleville



L'Auberge de France, Trenton



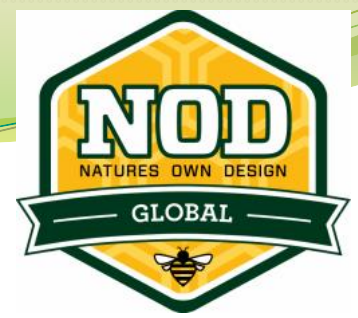
TH Logistics, Stirling



Quinte Garage Doors, Trenton



Southern Ontario Fund for Investment in Innovation
Fonds de sud de l'Ontario pour l'innovation en matière d'investissement



NOD Apiary Products – Global Division, Frankford

Futurpreneur Lending Activity Feb 2010 – March 2015

\$ 512,000	Futurpreneur	41 New Businesses
\$ 553,000	Trenval	
\$ 263,000	BDC	
\$ 719,000	Owner/Private	95 Jobs Impacted
<hr/>		
\$ 2,047,000	Total	

We're Keeping Our Youth at Home!





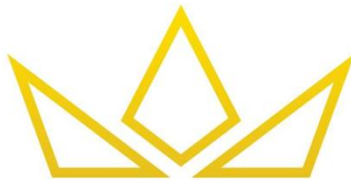
Hot Dog Factory
Downtown Belleville



Pro One Carpet Cleaning
Belleville

futurpreneur
canada

We Grow
JOBS® 



GRAND DESIGN
EVENT DECOR

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Get your business moving

Don't self finance with credit cards and Business loans can offer seasonal flexible staggered payments and access to specialized lending programs giving you forward momentum

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www.trenal.on.ca



futurpreneur
canada

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Trenval – BDC Partnership 2010-2015

\$ 2,003,000	Trenval	28 Loans
\$ 6,324,640	BDC	
\$ 1,081,100	Owner/Private	
<hr/>		
\$ 9,408,740	Total	332 Jobs Impacted



Canada





Small Business Centre

Belleville

Hastings County

Prince Edward County

Quinte West



- Outreach Events
- Workshops
- Seminars
- Lunch & Learns
- Sit N' Chats
- Summer Company
- Starter Company

Workshops & Events

HEALTH & SAFETY WORKSHOP

TUESDAY APRIL 28th FROM 1:00 PM TO 4:00 PM

MULTI-PURPOSE ROOM @ QUINTE WEST CITY HALL - 7 CRESWELL DR, TRENTON

Every business in Ontario, regardless of type, size or insurance coverage must comply with the Occupational Health and Safety Act!

A sole proprietor with just a few, or even no employees, must still comply with the Occupational Health and Safety Act.

Statistics from the provincial government dispel the myth that serious accidents only happen in large companies. Serious accidents happen at all worksites or all sizes and in all types of industry.

A new regulation, effective July 1, 2014, requires health and safety awareness training for every worker and supervisor under Ontario's Occupational Health and Safety Act (OHSA).



WE ENCOURAGE ALL BUSINESS OWNERS TO ATTEND THIS WORKSHOP TO OBTAIN THE INFORMATION NEEDED TO COMPLY.

SPACE IS LIMITED! COST TO ATTEND: \$25
REGISTER TO 613-961-0590 OR EVENTS@SMALLBUSINESSCTR.COM



BUSINESS START-UP BASICS

FREE SEMINAR

Do you have a business idea?

Do you want to be your own boss?

Do you know what it takes to start a business?

Wednesday April 22
10:00 am-12:00 pm

Career Edge
81 Dundas St W, Trenton

If you have ever thought about starting your own business, here is an opportunity to explore your idea!

Learn what to consider when starting a business, why you need a business plan, why market research is important, and where you can secure financing.

Do you have the traits of an entrepreneur? Find out how you can be successful.

Sign up for the free information session today! Seats are limited so RSVP today by e-mail: events@smallbusinessctr.com or call 613-961-0590.

TURN YOUR BUSINESS IDEA INTO REALITY!

Workshops & Events

How to Drive Effective Sales & Marketing on a Limited Budget



Monday March 9, 2015

1:00PM - 4:00PM

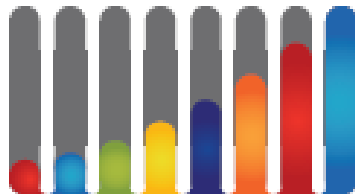
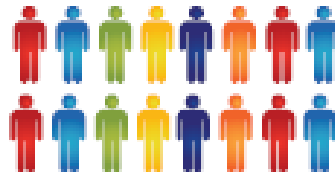
284B Wallbridge-Loyalist Rd.

Belleville, ON

Quinto Business Development Centre

Effective sales and marketing is easy to achieve with unlimited capital and an experienced team, but how can you attract attention, drive leads and convert those leads to sales with a limited budget and few if any additional resources?

Join Stephen Beamish, current Entrepreneur in Residence at Launch Lab and former Mitel Vice President of Global Marketing as he outlines ways you can successfully execute a marketing and sales strategy that will build awareness of your product or service, and drive qualified leads that convert to sales.



Attend this informative session and walk away with tips on how to generate revenue while avoiding common and expensive sales and marketing mistakes that lead to poor results and drain what limited cash resources you may have.

Seats are limited!

Please register to events@smallbusinessctr.com or 613-961-0590



Customer & Lead Tracking WITH MICROSOFT EXCEL



Discover and share insights from your data.

February 24 from 9:00 am - 11:00 am
Multi-Purpose Room, Quinto West City Hall
7 Craswell Dr, Quinto West

Do you miss out on business opportunities because you're not following up on customer leads?

Learn how to drive sales by tracking and analyzing customer leads efficiently in an Excel spreadsheet. The communication process is important to potential sales leads as we filter them through the funnel and qualify those leads.

Facilitated by: Lornie Watts, a Certified MS Office Specialist, who has been teaching MS Office for almost two decades. She enjoys relaying computer concepts simply and effectively using relevant examples that engage users. Lornie is the owner of Software Simplified, visit www.softwaresimplified.ca

Register now!
Please call 613-961-0590 or events@smallbusinessctr.com.



Workshops & Events

WOMEN IN BUSINESS



Thursday March 5, 2015

Upstairs @ Paulo's Italian Trattoria - 38 Bridge St E, Belleville

5:00 PM Doors Open

Join us for an evening social with light refreshments in celebration of International Women's Week.

6:00 PM Guest Speakers

Angela Barr - RBC Royal Bank
Protecting Your Small Business From Fraud

Julie Sweeney - Insight to Action Counselling Services
Motivational and Inspirational Speaker

Seats are limited!

Please register to events@smallbusinessctr.com or 613-961-0590

Starting or Growing A Food Business?



These workshops are for rural business owners interested in adding a new value-added product or service to their business.

Part 1: Exploring Value Added Opportunities

Tuesday, January 20 from 9:00 am to 3:00 pm

Stirling Public Library - 43 West Front St, Stirling

This workshop will cover four modules:

- Generating Ideas
- Selecting Your Best Idea
- Assessing Your Idea's Business Potential
- Next Steps

Part 2: Market Considerations

Tuesday, February 17 from 9:00 am to 3:00 pm

Stirling Public Library - 43 West Front St, Stirling

This workshop will cover:

- Regional Food Processing Demographics
- Basics of Food Safety
- Basic Market Requirements: Labelling & Nutrition
- Foodland Trends

Registration: events@smallbusinessctr.com or 613-961-0590



Small Business Centre

Belleville

Prince Edward County

Hastings County

Quinte West

Summer Company



Pheonix Toomath
Pheonix Rising Aerial Photography



Corrine Codina & Katie Turriff
Reduo Design

Summer 2014 19 Businesses – Job impact = 20

Summer 2015 17 Business – Job impact = 17

Small Business Centre

Belleville

Prince Edward County

Hastings County

Quinte West



Jason deWall
Gourmet Diem



Justin Locke
The Card Liar



Meagan Fisher
The Barking Spot

2014-2015 – 7 new business started – Job impact 12
2015-2016 – 8 new business started – Job impact 8

Eastern Ontario Development Program 2014-2015

- # of Businesses Created – 6
 - # of Businesses Expanded – 12
 - # of Businesses Maintained 22
- Total Businesses Assisted 40
-
- # Jobs Created 57 Full Time, 12 Part Time
 - # Jobs Maintained 550
- Total Job Impact 619

EODP



Miltex, Belleville



Karen Brown Antiques, Deseronto

EODP



Heritage Café @
Trent Port Museum, Trenton



Barn Owl Malt, Stirling

Ontario Self Employment Program

Ontario Self Employment Benefit Program

	Current Active	Total
Previous Contracts Aug/92-March 31/14		1,139
April 1/14- March 31/15 (contract for 60) (3 withdrew)	45	<u>63</u>
		<u>1,202</u>
April 1/15 – March 31/16	14	16
Total		1,218

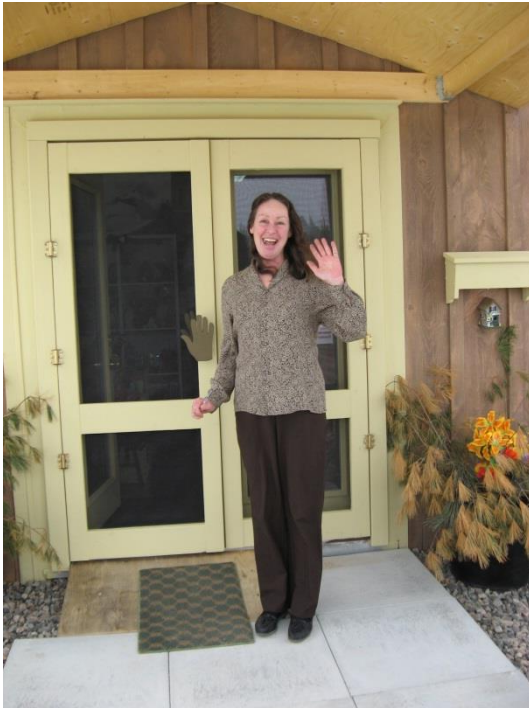




Tim Moffatt has extensive knowledge of food safety programs in all segments of supply chain management with over 30 years in the industry. Tim is now operating a home based consultancy, Food Safety Partners, in Quinte West serving clients in Canada, the U.S. and beyond.



Terry Arsenault began Solar to Go, which is solar panels inserted into a pick up truck tonneau cover for off the grid mobile power



Christine Johnston has opened the Eco-Emporium 41 on Hwy 41 in North Brook. The Emporium is a beautifully merchandised addition to the retail landscape north of Highway 7. Christine was a long time Sears employee who really wanted the training and mentoring that accompanied the financing in the OSEB program.



Dave Benton, Carrying Place – owner of Fenceworks has overachieved his targets since opening his business in August 2014. His first client was the result of the market research component in his OSEB training. He’s an incredibly hard worker, is expanding to a partnership and hiring season workers.



Community Economic Development Projects

We Grow JOBS® 

NATURAL HISTORY MUSEUM

- Fund raising
- Board of Directors formed
- Charitable Status NFP
- Regional Impact
- Unique Format



SHOP LOCAL

- Quinte West
- Belleville
- Stirling
- Deseronto



*Shop Smart, Shop Local
Shop Quinte West*



A Natural Attraction

MERCHANT BOUTIQUE

- Retail Incubator for new/existing small businesses
- 33 + Artisans represented
- Downtown Revitalization



QBAA & SMALL BUSINESS WEEK

QUINTE Business
Achievement
AWARDS



10:00 am - 12:00noon e-commerce

- What is E-Commerce
- Building an E-Commerce Website
- Pros, Cons, Best Practices
- Payment Modules/Options
- Shipping Modules/Options

free seminar

Speaker - Shingly Lee & Donna Yan from Queen's University

Location - Bay of Quinte Golf Course

Sponsored by:  

10:00 am - 12:00 noon strategy & tactics for employee retention

Small businesses employ more people in Canada than any other employment sector. Many small businesses do not employ or regularly access dedicated human resources specialists. One of the questions repeatedly asked by small business owners is how to retain quality employees.

Chantal Fraser of Empowered Path Inc. interactive presentation will cover the importance of leadership and a strategic focus in employee retention and will share concrete tactics that help retain employees.

free seminar

Speaker- Chantal Fraser of Empowered Path Inc.

Location - Bay of Quinte Golf Course

Sponsored by:



10:00 am - 12:00 noon market trends that matter for small businesses

This presentation will introduce key Marketing themes for 2014. We will decode the "buzz words" and discuss in the context of Small Business marketing. Topics covered will include Omni-Channel, Search Engine Marketing, Content Marketing, Social Media Mix, Marketing Automation, Marketing Analytics, and Mobile Marketing. Small Business Owners and Marketers will walk away with practical tips and guidelines on how to apply these marketing methods into their businesses.

free seminar

Speakers- Mallika Kazim, Marketing Consultant

Location - Quinte Business Development Centre Room P46 - south entrance

Sponsored by:



Room provided by: Loyalist

WHAT'S NEXT?

We Grow JOBS® 

QUINTE WEST YOUTH CENTRE

- Youth Entrepreneurship Coordinator
- Hands on – Real world experience
- New mini putt



Quinte West
Youth Centre

PITCH THIS PLACE

YOUR BUSINESS STARTS HERE!

PITCHTHISPLACE.COM

WIN FREE RENT FOR A YEAR!

Have you ever dreamed of owning your own business?
Now is your chance to "Pitch This Place" and WIN
one year FREE rent in the charming and revitalized
Trenton Downtown Core!

YOU could be Quinte West's next ENTREPRENEUR!

Located in the heart of the community, 103A Dundas Street West
is the perfect space for you to start your own
business! This location has high traffic
main-street exposure, a welcoming
façade and endless possibilities!



Visit PITCHTHISPLACE.COM to enter.

Deadline to enter is June 15th.

For more information, please contact the Small Business Centre
events@smallbusinessctr.com or 613-961-0590

- Downtown revitalization
- Quinte West and Belleville
- Win free rent for a year



INTERNATIONAL BUSINESS CENTRE

- Sidney Street, Belleville (old Nortel)
- Marketing funding to promote internationally





Canada 

Chairman's Remarks

We Grow JOBS[®]



Trenval Strategic Planning

June 19, 2015



Outcomes of June 19th

1. A few essential Business items to approve
2. 2014/15 Actions status & results celebrated
3. Key Stakeholder inputs crystal clear
4. 2015/16 Actions & clear Next Steps set
5. 2020 Vision development started

+...Learn a little... & have allot of fun!

2011 – 2014 Plan & Results review

Did we do what we said we would do?

You Bet We Did!

FANTASTIC!



Trenval KPI Results

KPI ID	KPI	Result	Target	Share Achievement	History	
					Year 1	Year 2
Strategic Community Planning & Priorities						
SCP1	Community Economic Development Needs Identified - Overall y/n	Y	Y	1	Yes	Yes
SCP2	Community Economic Development Needs are integrated and reflect existing economic development plans in service area - Overall y/n	Y	Y	1	Yes	Yes
SCP3	# Volunteers	18	18	1	21	16
Community Economic Development Projects						
CE01	Total # of Partners	38	23	1	20	21
CE02	Total # of Projects	8	4	1	8	3
CE03	\$ Value of Investment	\$51,289	\$35,000	1	\$50,000	\$35,550
CE04	Total \$ Leveraged	80477	35000	1	67028	15500
Business Services						
BS1	# of Workshops	60	15	1	34	12
BS2	# of Referrals	180	40	1	136	13
BS3	# of In-Depth Interviews Counselling (one on one counselling)	305	295	1	326	244
BS4	Total # of Businesses Assisted	88	45	1	60	33
BS5	Total # of Jobs Created or Maintained	178	55	1	94	74
Business Loans						
BL1	Total # of Businesses Assisted	34	30	1	30	39
BL2	# of Loans Disbursed	34	30	1	30	38
BL3	\$ Value of Loans Disbursed	\$1,837,221	\$1,500,000	1	\$1,997,000	\$1,680,000
BL4	Bad Debt Ratio	1	4	1	1	1
BL5	Active Portfolio Ratio	99	85	1	94	66
BL6	Total \$ Leveraged	\$2,732,905	\$2,500,000	1	\$3,141,500	\$4,198,000
BL7	# of In-Depth Interviews Loans (one on one counselling)	266	160	1	265	177
BL8	Total # of Jobs Created or Maintained	231	150	1	245	267

So What is Strategic Planning For Us?

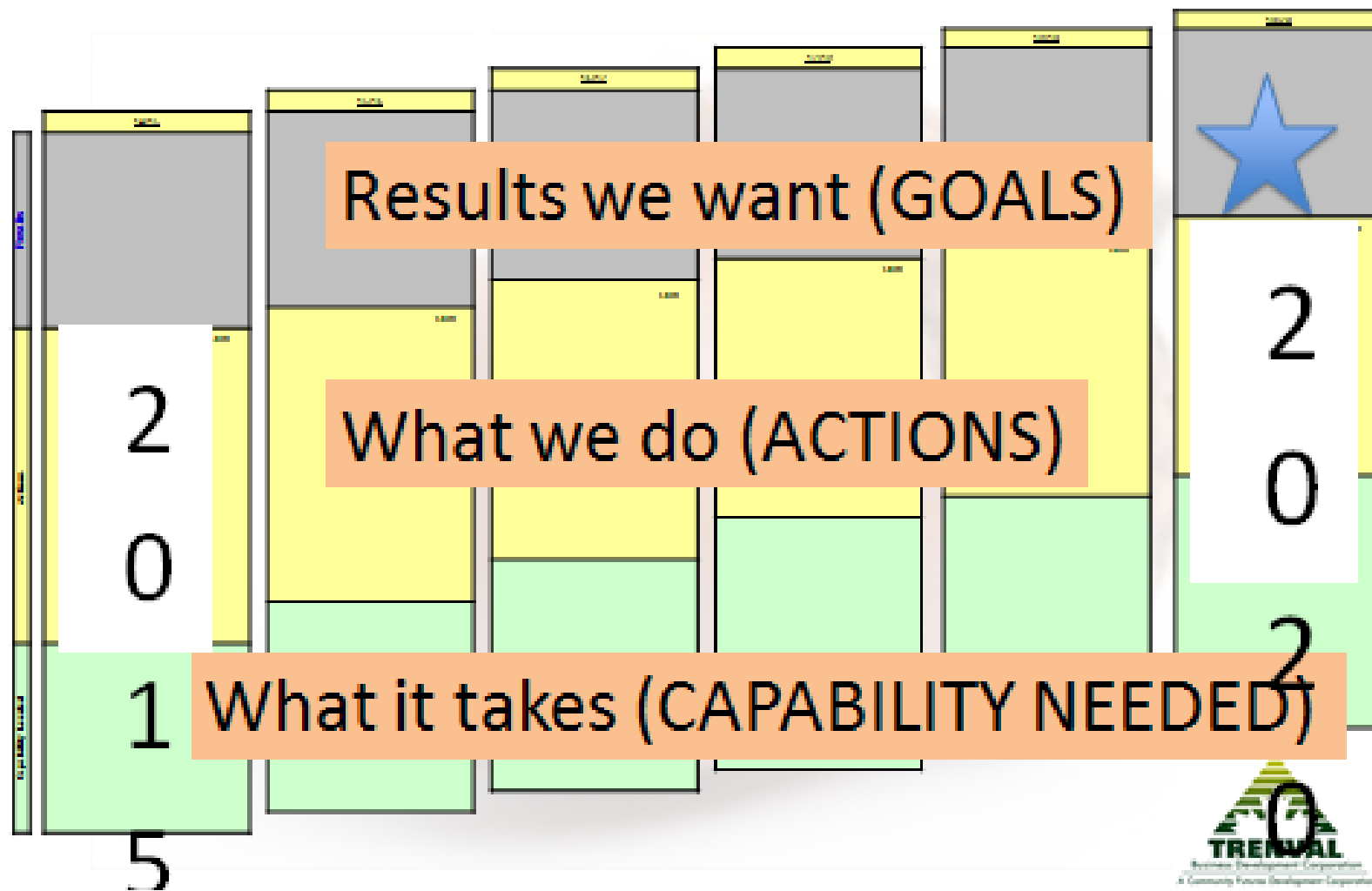
“Strategic” means deciding:

- 1) Where to go (Vision)
- 2) Why go there? (Mission or Purpose)
- 3) What to achieve on the way? (Goals or “Success Factors”)
- 4) Choices on How to get there (Strategies)

“Planning” means deciding:

- 1) What you will do now, before the fact
(Measures or “Success Indicators”)
- 2) How we will know we make a difference
(Actions, Owners, Status Checks)

Trenval Vision ... We Grow JOBS™



Trenval 2020 Vision is - We Grow JOBS™

Trenval 2020 Vision is - We Grow JOBS™			
Our Mission:		<i>Foster strategic community planning, deliver a range of business, counselling & information services to SME's, provide access to capital to SME's & support community-based projects</i>	
Strategies (Pillars)	Goals (Success Factors)	Measures (Success Indicators)	Actions 2016/18
(Decisions=Choices How)	(What we are trying to achieve)	(What we track to see progress)	(Targeted work to do)
Strategic Community Planning & Priorities	1) Municipalities & all stakeholder groups have current & relevant strategic plans	Plans reviewed semi-annually Board members activity tracking	Directors review stakeholder plans semi-annually Board members engage in stakeholder plan reviews
10%	2) Trenval's Strategic Plan aligns well with all plans	Trenval plans reviewed quarterly	Review strategies/quarter Accumulate & Invest Board Fund
	3) Maintain competency and capability of Trenval Board & Staff	Staff Skill profiles hit goals Board members assessed as capable	Staff skill profiles in place Training plans executed New Board member orientations
Support Community Economic Development 10%	1. Understand & influence strategic plans 2. Build awareness of Trenval 3. Target 5% KPI growth 4. ID Impact opportunities	# of community projects directly influenced Google Analytics set up KPI tracking # of key Community Economic Development projects	Director CED links CED/ECOP allocated together Links with key groups Board reviews Community strategic plans help ID all possible funding sources
Deliver Business, Counselling & Info Services to SME's 30%	1. Business information is relevant, timely, and accurate. 2. Trenval is recognized as "the go to" place for SME's 3. Services drive job creation	Client feedback TEAX reports All indicators trending positively Goals increase by 2%/year	Consolidate SBC statistics Options for better awareness Increased counselling services Quarterly advisory meetings Startup training options assessed Banker seminars outreach
Deliver Business Loans to SME's 50%	1. Leveraging with finances 2. Meet all requests 3. Acceptable loan losses 4. Clients to Mainstream lenders 5. Promoting loan clients 6. Lending impact	# of leveraged loans Maximize all lending possible < 8% of balance # of clients converted # of loan inquiries Repayable investment per job < \$15k 125 jobs impacted/year	Continue partnerships development Monthly Inv committee monitoring Assess support "what-ifs" BDC collaboration Futurpreneur partnership More outreach

The Short Story Is...





Canada 

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