

FALL/WINTER 2018

Explore

ISSUE NO. 2 **Western PEI Entrepreneurship & Opportunity**

 **West Prince**
CHAMBER OF COMMERCE



**Thinking about starting
or expanding a Business?**



Maxine Rennie
Executive Director

WE CAN HELP!

**Loans up to
\$225,000 available
for all sectors
of business:**

**farming, fishing, retail,
tourism, construction**



Lucille Brennan
Loans Administrator

ASK US ABOUT OUR:

- Business Training • Human Resource Services
- Consulting Advisory Services

Call us today. 902-853-3636

455 Main Street, Alberton • Rural Action Centre
www.cbdc.ca

150189.mb



**Year round
support for
small businesses.**

Focus on managing your business
and leave the tax prep to us.

Visit us today:

1 Elder Street | Alberton
902.853.3741

hrblock.ca



150191

**Your FULL SERVICE Pharmacy
OPEN 7 DAYS A WEEK**

OFFERING:

- Medication Reviews
- In-home Visits
- Free Local Prescription Delivery
- Immunizations & Flu Shots
- Travel Vaccinations
- Home Care Items & Mobility Aids
- Sports Injury Support
- Blister Packing
- General First Aid
- Health & Wellness Products
- Personal Care and Cosmetics
- Gift Cards & Giftware
- Kodak Picture Maker

ALBERTON
Rx PharmaChoice

Main Street, Alberton
902-853-2808

150206.mb



**YOU MOVE
PHYSIO**

**PHYSIOTHERAPY
CHIROPRACTIC
MASSAGE**

SPACIOUS, WELL-EQUIPPED GYM
PRIVATE TREATMENT ROOMS
WHEELCHAIR ACCESSIBLE

Direct billing to most insurance companies!



To book an appointment call
902.853.1622

370 Main Street, Alberton, PE
www.youmovephysio.com

150232.a



A group photo of last year's West Prince Chamber of Commerce 2018 Business Excellence Awards winners, joined by Lieutenant Governor Antoinette Perry, taken last February at the gala event at Mill River Resort.
Submitted photo



The awards for West Prince Chamber of Commerce 2018 Business Excellence Awards Gala were created by Max Gourson, owner of Whimsea Wood Working in Ellerslie. Six awards were given out at the gala in the categories of Business of Excellence, Emerging Business Growth, Community Impact Award, Best Website/Social Media Marketing, Lifetime Business Achievement 20+ Years and Chamber Ambassador(s). See pages 15-18 for details on the 2018 Chamber Awards winners, and criteria for the 2019 awards.
Submitted photo

Explore

Eastern PEI Entrepreneurship & Opportunity

Explore is published by Island Press Limited on behalf of the West Prince Chamber of Commerce.

It is dedicated to telling the stories of determination, diversity and success found in our local economy.

For information on advertising, distribution or to suggest stories for future editions contact:

Paul MacNeill, Publisher
902-838-2515
paul@peicanada.com
PO Box 790 Montague
PE C0A 1R0

IN THIS ISSUE

- | | | | |
|---------------|---|----------------|--|
| Page 4 | President's message
<i>Year of growth</i> | Page 10 | Royal Star Seafoods
<i>Confidence in West Prince</i> |
| Page 5 | Green Gable Alpacas
<i>Peace on the farm</i> | Page 12 | You Move Physio
<i>Total patient focus</i> |
| Page 7 | HF Stewart & Sons
<i>Innovation driving growth</i> | Page 15 | Chamber Gala Awards
<i>2018 Winners</i>
<i>Criteria for 2019 nominees</i> |
| Page 9 | Tignish Dinner Theatre
<i>Keeping the laughs coming</i> | | |

COVER PHOTO:

Janet Ogilvie has a cuddle with one of the alpacas on her farm, Green Gable Alpacas in Birch Hill along the North Cape Coastal Drive of PEI. Ogilvie, originally from Ontario, moved to the Island in 2010 seeking a gentler way of life.
Jillian Trainor photo

President's Message

Year of growth for West Prince Chamber

Reflecting back over the last year, the West Prince Chamber of Commerce has grown significantly with the revitalization of our organization. When you attend local chamber events you not only obtain free advice from guest experts and professionals, but our chamber network connects you with other professionals, and gives you access to fresh ideas to help you open the door to opportunities to move your business in the right direction.

Western PEI is home to six very distinct communities: Tyne Valley, Lennox Island, O'Leary, Alberton, Miminogash/St. Louis and Tignish. Each community has its own individual identity and a strong sense of local pride. Chambers are tasked with making a positive impact in all our communities.

This past spring the Chamber developed a Strategic Planning Questionnaire that was sent to our members, youth and people in the community. Some of the findings for our region from our youth: looking for more professional job opportunities; faster internet services; personal development growth (such as life and financial literacy skills programs); a more diverse selection of restaurants and entertainment; investment in beautification of rural areas outside of town centers; and more seasonal tourism activities such as recreational water rentals.

Furthermore, our business members are asking for access to faster internet services to help improve opportunities for rural remote businesses, and education; affordable and timely shipping options; short courses at Holland College targeted to business needs; connection with consumers both locally and globally through on-line communications; cultural awareness training and help with building relations with international partners; video promoting and showcasing West Prince; support for small businesses that are trying to compete with larger businesses and the province.

Together, as business leaders in our community, we can play an important role in community engagement by encouraging students to get involved at a much earlier age to seek out opportunities and follow their passions. As young individuals they can bring a wealth of different skills sets to the table and that helps everyone gain for the good of our economy.

We recognize the need to celebrate entrepreneurship and the hard-working people in our region who give so generously to help others in need. As a result, the Cham-



ber worked to develop our first signature event "Business Excellence Awards Gala" this past February.

Joining the West Prince Chamber is a small investment that will have a positive impact on the success of your business. We challenge you to be involved as well. Take advantage of all the benefits that we have to offer and make it an integral part of your business growth. Think about how your business goals align with that of your local chamber of commerce, and how can you partner to benefit your business, and community development sectors in our Western region.

Your membership allows us to keep you informed on issues that matter to your business; things like small business tax relief to address the cost of doing business. Mentoring can give you an opportunity to cultivate a new relationship, a chance to gain insight, and to invest in others' successes. For example, are you thinking of retiring, or of selling your business? Succession planning is a great way for your business to get ahead and plan for this day.

Explore West magazine is another initiative of the West Prince Chamber of Commerce in our mission to be a leader that advocates for our members and promotes success in our business community. We have 165 members to date and our goal is to reach 300 members by year five in order to be sustainable. This will not only allow us to be in a better financial position but give Western PEI a stronger voice to advocate on issues such as the "Tax Planning using private corporations" consultations in the fall of 2017.

On behalf of the WPCC Board of Directors, and Tammy Rix our Executive Director we remain your partners in business and are committed to the success of our region and the growth of our communities. Looking forward to seeing you all at our Business Awards Gala on February 21, 2019.

*Geoffrey Irving, President
West Prince Chamber of Commerce*

West Prince Chamber of
Commerce Board of Directors:

*Geoffrey Irving, President; John Maynard, Vice-President;
Mike Adams, Treasurer; Carol Rybinski, Secretary;
Janet Ogilvie, Paul Arsenault, Michele Oliver, Zach Stewart,
Denis Gallant, Sean Doyle, Leah McGrath, Jackson Platts,
Melissa Heald.*

Finding peace on the farm

By Jillian Trainor

Janet Ogilvie never thought she'd be an alpaca farmer.

Sitting at the island in the middle of her kitchen, drinking a cup of coffee, she recounts how different her life used to be and the unexpected events that brought her to where she is today.

Born and raised in Ontario, she worked at the University of Guelph as an administrator at the Veterinary Teaching Hospital. Wearing high heels and business suits to work every day, she said she never left the house without her hair done or makeup on. And she never had dirt under her finger nails.

"I was very materialistic," she said. "I was all about the next car, the next vacation, and my closet was impeccable. If it was a weekend, I'd be shopping because you can never have enough black shoes, or black pants, or black skirts, you can just never have enough. That was my life."

Ogilvie, who at the time was a single mother of two girls, said she had dreams of having a big corporate job, and even though she mostly enjoyed her work, which included a large staff and a lot of responsibility, she wanted something bigger.

Wanting to do something that would help her reach that goal, she enrolled at the University of Toronto to get her Masters of Business Administration.

Six weeks into her program tragedy struck when her oldest daughter, Amanda, died suddenly on Oct. 27, 2007.

"She was away at university," Ogilvie said. "She was a diabetic and basically she went to sleep and she didn't wake up one night. It was a diabetic crisis that she went through."

Ogilvie went right back to work after Amanda's death because she didn't know what else to do. She stayed in



Janet Ogilvie shows a small sample of the alpaca fibre she's turned into yarn. Along with raising alpacas, Ogilvie also spins and dyes alpaca fibre, selling it out of what used to be the milking shed in her barn.

Jillian Trainor photo

school, something she's really glad of, but four months later she left work, never to go back.

Eventually Ogilvie was diagnosed with Post Traumatic Stress Disorder (PTSD). After 18 months she entered a treatment facility in Guelph called Homewood. While there she was in the residential program with other trauma survivors.

It was here that she first got the idea to move to Prince Edward Island.

"One young gentleman I met there, he was a two time Afghanistan vet, and he was from Halifax but his grandmother lived here on the Island in Sea View, and he used to come here every summer," she said. "It left such an impression on him that he talked about this place constantly when I

was in therapy. He talked about what it was like to be here, how much it meant to him, what life was like, and just the way he spoke about it, I had two thoughts. My first thought was 'I can't believe anybody lives like that,' because that sounds so foreign to what I know and how I live, and secondly I thought 'That sounds really peaceful, and I think that's how I want to live my life.'"

By this time Ogilvie had finished her MBA, but when she looked at the jobs posted in the various papers she was filled with a sense of dread. She said she found she didn't care about all the things that used to be so important to her.

See page 6

It was then she decided to move to the Island, despite not knowing anything about the province besides potatoes and Anne of Green Gables.

"I do recognize that part of that was running away, because I needed to get away from that," she said. "I decided I wanted to come to the Island, and I decided I wanted to live in the country and I decided I wanted to live on a farm."

She knew she didn't want to farm sheep or cattle, and she doesn't know how she thought of alpacas, but she spent three weeks researching the animal, along with researching PEI as well.

The first weekend in October of 2009, Ogilvie and her daughter Rachel took a road trip to the Island. Monday morning she walked into her realtor's office and she was asked where she wanted to live. She didn't have an exact idea, just that she wanted to live on the Island by some water.

She was shown four properties, one of which would turn out to be her new home.

Tuesday morning she put in an offer on a property and headed back to Ontario. She hadn't been off the Island much more than an hour when she got the call from her realtor; her offer had been accepted. The farm was hers and her move in date was January 15, 2010.

"That was a little surreal because I'm still in the car driving home and it's like 'Ok, I bought a farm. I bought a farm,'" Ogilvie said. "Between then and the fifteenth of January, I spent all of that time, as much of that time as I could, learning about alpacas," Ogilvie recalled. "I visited alpaca farms, I volunteered at a mill that was just starting up to learn as much as I could in the short time that I had."

Located in Birch Hill along the North Cape Coastal Drive, the farmhouse is a shade of green that almost enables it to blend in with the surrounding trees, and the barns are a vivid scarlet red. Originally they housed cows, but have been retrofitted for the alpacas. What was once the milking shed is now the shop where Ogilvie sells her alpaca fibre. On the wall behind the counter is an Ontario license plate with the words 'YO MAJA', an inside joke between Ogilvie and her daughters and the Austin Powers movie 'Goldmember'.

The alpacas are primarily raised for their fibre. Ogilvie said anything can be made out of alpaca fibre, and she chooses to produce high quality fibre because she wants high quality yarn.

Wanting to show the difference in quality, Ogilvie brought out about a dozen different types of yarn, two from sheep, the rest from alpacas.

The first piece of fibre felt slightly gritty, somewhat greasy, and smelled ever so faintly of wood smoke. That was sheep wool. Alpaca fibre has no scent, and because the fibre doesn't have lanolin in it like sheep wool, it doesn't have that greasy feeling.

Continuing on, each new type of fibre felt softer and

softer, but according to Ogilvie, soft is a relative term.

"When folks come to me and they're looking to get into alpacas, my advice to them is touch as much alpaca as you can," she said. "Because the very first animal you put your hands on, you're going to say 'Oh my god, that's the softest thing ever,' and the point is, no it's not. It's the softest that you may have touched, but it's not the softest alpaca."

There are currently 33 alpacas on the farm and one llama, Griswold. While llamas tend to have a bad reputation when it comes to spitting, Ogilvie is quick to remind those who bring that up that alpacas and llamas are both part of the camelid family, and both spit as a result, but only do so if someone or something deserves it.

Because we're in the age of social media, many businesses have accounts on various internet platforms and Green Gable Alpacas is no different. Ogilvie has a Facebook account for herself and one for the business, along with a Twitter account and Instagram account.

Because of how she used social media to promote her business, she was awarded the 2017 Innovation PEI Best Website and Social Media Marketing from the West Prince Chamber of Commerce.

She said she just started posting more content online, and when people started reacting to things she posted, she would take note and would actively seek out others who were interested in her content. At first it felt really uncomfortable because she wondered who would want to see a picture of an alpaca? It turns out a lot of people do.

"The more I started posting, the more I realized it doesn't have to be elaborate, it can be something simple," she said. "It can be just something I'm feeling in the moment, or they do something silly, something stupid, snap a photo. How do I feel when I look at that photo? This is how I feel, and I text it and people seem to relate or something to it."

This online presence has helped create present and future customers for Ogilvie, something that was proven last summer with one very memorable visit from a woman named Diane who came all the way from Florida to meet her.

"She says 'I know everything about you. I know about Otis, I know about Shilo, because I've been following you on Instagram,'" Ogilvie recalled. "At first I was taken aback thinking 'Maybe this isn't so good,' but I realized before she got here, she was my client. I didn't know her, had no idea who she was until she came here, but she was already my client, and that was just one example of how I think folks can use social media for their business."

Ogilvie was asked how it felt knowing she found what she wanted to do for the rest of her life? Her answer was short, but insightful.

"I learned several years ago not to make decisions for the rest of my life," she concluded. "This is what I'm doing now, things could change. This is what I'm doing now and I'm quite content to continue to do it."

Innovation drives growth at HF Stewart & Sons

By Melissa Heald

The beginning of May is a busy time of year for HF Stewart & Sons.

It's a time when the spring fishing season is just underway and farmers are beginning to gear up for planting.

When fishermen or farmers have equipment in need of repair, the large blue building just down the road from the West Point Harbour on Route 14 is the first stop for many. Owner Sandy Stewart says staff move as quickly as they can to help anyone who comes to them, in order to ensure they get back on the water or fields as quickly as possible.

With workers on break, Sandy's brother and co-owner Stephen Stewart and their cousin Zacharie Stewart even pitch in to shear a large plastic sheet for a customer.

The West Point brothers continue to live in the rural community where they grew up. Both volunteer for the local fire department and both are proud of the company they have grown together.

"I believe in my community and I enjoy what I do in my community," said Sandy. "I just feel a sense of pride for what we do here. If I can do this and sell our products nationally, globally, from little old West Point, I'm going to do it. It might be a little harder and it might be easier somewhere else, but hey, I'm doing something in West Point and I feel like, hopefully, that I am doing something for my community."

HF Stewart & Sons was created when Sandy and Stephen's father Harvey Stewart purchased the business in 1989 from Harvey's sister-in-law Claudette Stewart after his brother passed away.

"His brother ran it until he died and then my father came in and started helping her out with the company,"



West Point brothers Sandy and Stephen Stewart purchased HF Stewart & Sons from their father Harvey Stewart in 2014. Sandy began working full-time at the company in 2001 while younger brother Stephen started working full-time at the West Point business in 2003. *Melissa Heald photo*

explained Sandy, "At that time, he thought he should purchase the company from her."

Sandy referred to the business back then as something of a jack-of-all-trades.

"It was a little bit of carpentry, a little bit of welding, a little bit of trucking. It was a repair shop, a mechanic shop. It was a little bit of everything," he said.

Under the new ownership though, the business began to focus solely on manufacturing and repair work for the agriculture industry. Over the years, that focus has extended to include both the fishing and construction industry.

In 2001, Sandy graduated from Holland College as a precision machinist and began working full-time at HF Stewart & Sons. But Sandy knew from a young age that his father's company was going to be his future, working every weekend and evening he could at

the business while growing up.

"I just like working with my hands and coming up with an idea in my head and putting it out and following it through and seeing it work out in the industry."

After obtaining a business degree from Holland College, Stephen began working at the company full-time in 2004.

"We enjoy what we do. It doesn't seem like a job sometimes," he said. "We've been expanding and growing. That's what you have to do in this area. It's been fun. It's always challenging, but makes you want to get up and go to work."

The brothers purchased the business from their father in 2014, which they had managed for a number of years prior.

See page 8

The business has expanded steadily since 1989. The original building, where the machine shop is now located, was incorporated into a new piece built on in 1991. The office, parts room and shipping and receiving area was constructed in 1997. A larger manufacturing building was added onto the back of the shipping and receiving area in 2017.

In 1998, Sandy's father designed and built what would become known as the Trout River live-bottom trailer. Initially, the trailers were made at HF Stewart & Sons until a manufacturing plant was built in Coleman and Trout River Industries opened in 2001.

Sandy said the sister companies began generating their live-bottom systems around the same time, but while Trout River Industries focused on building their larger trailers for the construction industry, HF Stewart & Sons turned their attention instead to helping the agriculture sector, by designing equipment that was safer and more efficient.

Since 2003, the West Point company has been manufacturing both potato handling equipment and conveyor systems. They build live-bottom bulk boxes and hulk chain bulk boxes, which are both used to haul large amounts of potatoes and other agricultural product.

The typical live-bottom trailer has a conveyor belt on the bottom of the trailer tub that pushes the material out of the back at a controlled pace.

In older live-bottom systems, the belts were known to slip, causing a safety issue and loss of production.

"Everything is going so much bigger and time means everything with weather and labour costs, so everything has to be faster," said Sandy, "If you have a piece of equipment that is just sitting on the belt and the product is not off-loading and moving to the next line, it causes downtime."

The HF Stewart & Sons positive drive system used for their bulk boxes eliminates the possibility of the belt slipping, allowing the product to be off-loaded quicker.

The same positive drive system is used in their van trailer insert designs, a design that not only eliminates the belts from slipping, but the need for individuals climbing inside the trailer to remove the last of the product.

"We built this system because we saw a need. People were getting inside trailers to pull planks on slippery slopes, falling and getting hurt. So we came up with a solution for that so they don't have to get in there," said Sandy, "It's safer, plus it's quicker."

The positive drive system for the live bulk boxes was a collaboration between HF Stewart & Sons and a local farmer who was having issues with his original live-bottom bulk box. The belt would slip, causing problems with off-loading and losing a lot of time.

"He came to us with the problem he was having and we sat down and had a back and forth and designed a system that would work for him," said Sandy.

That design saw the creation of two shafts running down either end of a conveyor system, then running heavy chains down both sides on a rail system and attaching the two chains



Speaking with Stephen Stewart, West Cape farmer Ronnie MacWilliams stops by HF Stewart & Sons to pick up a custom made part he needed done to repair a tractor. When he spoke to his tractor dealer, the closest he could get the part shipped from was the state of Illinois. Mr MacWilliams said he liked the convenience of having a machine shop in the community.

Melissa Heald photo

together with crossbars and then bolting the belt down as a covering over top.

Between the bulk boxes and the van trailer insert, on average the company sells about 30 units of their positive drive system each year.

HF Stewart & Sons also manufactures a large assortment of other agriculture equipment, including bin pilers, even flow hoppers and steel drum washers. They also do custom work.

In 1989, their clients were solely from West Prince. From there to the mid-2000s business grew to include all of PEI. In the late 90s, they did some exporting to Russia, but in the last several years sales have grown to be 50 per cent outside of the province, mostly across Canada and some to the USA.

Currently, the company employees 14, all from the West Prince area.

Sandy feels grateful to be living in West Prince for its highly motivated and multi-talented labour force, which allows his company to continue to do what they do best. That's not necessarily the case in other areas of Canada or even the US.

"We've grown up on Prince Edward Island to figure out things and make things work. I find we are very innovative around here," he said, "It's just great to hire people that are sort of jacks-of-all-trades. Hats off to western PEI, and to all of PEI, to be able to have people like that, because we know those types of people are not out there everywhere. There are other provinces who have issues finding people who can actually do this work," he said.

"Hopefully, we continue to hire more people and just keep doing our thing."



Tignish Dinner Theatre members Sean Doyle, Brendan Shea, Nancy Peters-Doyle, Sarah Rennie-Shea, Bruce Arsenault and Danalee Lynch-Veinotte gather at the Tignish Legion near the end of April for their first practice for their 2018 summer show.
Melissa Heald photo

Dinner theatre troupe keeps the laughs coming

By Melissa Heald

Members of the Tignish Dinner Theatre sit around a table at the Tignish Legion on an evening near the end of April.

Scripts out and open, it's their first official practice for the upcoming summer season.

As a student at the University of Prince Edward Island, core member Brendan Shea doesn't usually get to participate in the group's winter shows, so the summer production is something he often looks forward to as the school year draws to a close.

"I know I can come home and jump into the acting," said the biology major.

Shea, along with Sean Doyle, Nancy Peters-Doyle, Danalee Lynch-Veinotte, Sarah Rennie-Shea and Bruce Arsenault, formed the dinner theatre after Cousins Restaurant and Gunners Pub in Tignish burned down in August of 2015.

Many of the members that now make up the current group used to perform in dinner theatres at the popular eatery.

"We knew we wanted to keep the shows going, but it quickly became apparent we needed some kind of structure either for non-profit or for profit to keep it going, so we decided to form a corporation," said Doyle, "We had such a great time at Cousins, we knew we wanted to keep it going

and just provide that service to the community because it's always great to have some laughs."

The Tignish Dinner Theatre incorporated in November 2015 and performed its first show that December, finding a new home at the legion and using a script they purchased online.

"It was just a fair script, as they say in Tignish," joked Doyle.

When performing at Cousins, it was the restaurant owners who would take care of the logistics of mounting the dinner theatre. That resulted in a steep learning curve for the members when they first started creating their own shows.

See page 14

Royal Star Foods believes in West Prince

By Jillian Trainor

In 1995 the board of directors for Tignish Fisheries Co-operative Association was faced with a stark decision: either stop processing or build a new facility.

The board chose to build. And Royal Star Foods was born.

“The old facility had outlived its life,” says plant manager Francis Morrissey. “We couldn’t get it to meet standards; our cold storage was basically condemned. We either had to build new or close and ship the product away and tell the workers there was no more work.”

He said by keeping the processing plant in Tignish, the company is enabling Islanders to sustain a way of life that dates back to the 1800s.

Royal Star Foods Ltd. employs between 225 to 350 or 400 people, depending on the season, so having the plant in rural Prince Edward Island is important, not only for the community, but for Prince County as a whole.

“Take 350 jobs out of rural PEI and you’ll find out where the economy is going,” said Morrissey. “There are no car lots in Alberton, Tignish, or O’Leary, they have to go to Summerside. If you walk in any of the supermarkets in Summerside on a day off or on a Sunday, there’s all kinds of them (West Prince residents) there.”

The new facility opened in 1996. Located within a 75,000 square foot building are two processing areas, three different styles of freezers, a dry storage area, and a cold storage area with a capacity to hold five million pounds. A second facility has a one million pound live lobster holding area.

Royal Star Foods Ltd. is a subsidiary of Tignish Fisheries Co-operative Association. At present, there are 195 shareholders. To be a shareholder, you must be a fisher and apply to join the cooperative. Once accepted, you’re required to sell 100 per cent of your



Francis Morrissey, manager of Royal Star Foods, has been a member of the Tignish Fisheries Cooperative Association for 42 years. Morrissey said his main goal when he gets up in the morning is to see if he can make it a better fishery by the time he goes to bed.
Jillian Trainor photo

product to the company.

There are benefits to this, one of which is equality.

“If you come in tomorrow, you have the same rights and the same assets as I own, and I’ve been here for 42 years as a member,” explained Morrissey.

The plant processes lobster, snow crab, herring, mackerel, and bluefin tuna. The amount processed depends on the catch. With lobster, about seven million pounds is processed annually, while for herring, that number is about four million.

The various products are shipped to different locations. Snow crab will go to places like Europe, United States, and Asia. Herring eggs are extracted from the females and shipped to Japan, while male and female herring are sold to smokehouses in New Brunswick, and then on to places like Haiti and South America.

Lobster is shipped around the world and in various ways from cooked or raw, to netted, clawless, tails, bodies, lobster meat, even minced lobster and lobster concentrate.

One new market for lobster that just

opened up last year is Israel.

“We met one of the people at a trade show, from Israel, and they bought a full container,” said Morrissey. “It was the first time anyone had imported processed product into Israel.”

Like other businesses and processors, Royal Star Foods employs temporary foreign workers, and is allowed to hire 36 each year. Morrissey said some people think it’s a cheap process and that the company doesn’t want to hire Canadian workers. He said Royal Star Foods will hire every Canadian that wants to work.

It costs the company between \$6,000 to \$7,000 for every temporary foreign worker hired. Though the company helps these workers find housing, it doesn’t pay for the workers’ housing, nor does it pay for their food, clothing, transportation, or anything else once they get here. They’re also paid the same wages as their Canadian counterparts.

Many of these workers come from the Philippines, and in coming here, they are given a better standard of living.

“We run 10-11 months of the year now,” said Morrissey. “What they make here in one week is similar to six to seven weeks of work in their own country, if they can get a job.”

Many of these temporary workers have gone on to become permanent residents.

Of the 225-400 employees at the plant, between 60-70 are students. High school students are able to work from 5 p.m. to 10 p.m. and full shifts on weekends. University students can work full shifts during the day or at night.

Education is also important to Royal Star Foods, so if exams are happening at Westisle Composite High School, the students aren't allowed to work so they can better focus on their studies.

The company also participates in 36 scholarships to support local students.

Morrissey said the company has a great relationship with the students, and finds they're excellent workers, adding how it's amazing to watch them grow as individuals.

“The first day they come into work at the start of the season they're quiet, pulled back, a little bit nervous about what to expect,” he said. “You go up two weeks later and you would never know you were looking at the same kids. They've got confidence, they've made friends, they're outgoing, they're doing (almost) everything everybody else can do.”

There are some who think working at a fish plant might be an awful job, but Morrissey explained how a fish



Derrick Cabriga (left) and David Doucette (right) make sure orders of lobster are ready to go. The lobster processed here is shipped to all parts of the world including the United States, United Kingdom, China, and most recently Israel.

Jillian Trainor photo

plant today is not like a fish plant of 60 years ago.

Before entering the plant, employees don a hair net and rubber boots. Hands are washed, followed by putting on a second hair net, and a work jacket. Employees wear blue jackets, while managers wear magenta.

The processing room itself is labelled high risk because of the raw meat that is handled in there.

“If you look in there, you'd think you were looking into a surgical ward in a hospital,” said Morrissey. “Everybody is dressed in white, their gowns never leave the premises, their boots never leave the premises, or anything.”

The plant has implemented a Quality Management Plan, and is Hazard Analysis and Critical Control Point certified, and is certified for many organizations including the British Retail Consortium, Customs-Trade Partnership Against Terrorism for the United States, and is also Marine Stewardship Council certified. It also welcomes the Canadian Food Inspection Agency to conduct regular audits.

Morrissey had been on the board of directors for the Tignish Fisheries Co-operative Association for 21 years. When he became manager of Royal Star Foods, he only intended to remain for six months because he enjoys being a fisherman.

Years later he is still manager, and said he enjoys every minute of the day.

When speaking, it's clear how proud he is of Royal Star Foods and its impact on rural PEI.

“I enjoy everything that we do with seafood, and I really enjoy seeing the boats coming in with good catches,” he concluded. “We're able to process it and pay them decent money, and to see how the fishery is doing well, the economy of West Prince is doing well. I hope that all of this is here for a lot of years to come.”

We Love Atlantic Grown

O'LEARY FARMERS CO-OP

*Supporting Local Producers
Every Day!*



O'LEARY FARMERS CO-OP 500 Main Street, O'Leary
902-859-2550

150187.a

Total patient focus

You Move Physio puts clients at the heart of every decision

By Jillian Trainor

In less than five years You Move Physio has accomplished a lot, including a business expansion, the hiring of new employees, and an award from the West Prince Chamber of Commerce.

In operation since October of 2014, the brainchild of husband and wife duo Geoffrey and Amy Irving, the clinic was something the couple had been thinking about for a while.

“Amy took a position with Health PEI at the Community Hospital in O’Leary in 2010, and she was there for a few years,” said Geoffrey. “I think the idea had always been kind of discussed over the duration of a couple of years on the need for another private practice in the area.”

Before You Move Physio opened its doors, the only other private physiotherapy clinic was based in O’Leary. The Irvings began to develop a business plan in 2012 and in early 2014 made the leap to private enterprise.

Amy has a Bachelor of Science from the University of New Brunswick and attended Dalhousie University in Halifax for the Master of Science and Physiotherapy program and has been a practicing physiotherapist for approximately nine years. Geoffrey’s background is in business development and marketing. He took the Golf Club Management Program at Holland College and studied for a couple of years at the University of Prince Edward Island before landing a consulting job in Charlottetown.

“I’m the uneducated one,” he joked.

The process for getting the clinic set up was fairly straightforward. The Irvings had to make sure everything was



Geoffrey and Amy Irving hang out with someone who clearly did not do their physiotherapy exercises. The Irvings co-founded You Move Physio in 2014. While the clinic started out with just the two of them, it has since expanded not only to a new location but new staff as well, including a second physiotherapist and a chiropractor.

Jillian Trainor photo

certified and approved by the College of Physiotherapists on PEI, and they had to get set up with their different insurance providers, along with other things like financing for equipment.

While they had their business plan, they still needed a business name. That came about as they were, ironically, sitting on the couch.

“The main focus of the clinic is that

it’s client-centered,” said Amy. “As physiotherapists and as rehab professionals, we’re restoring physical function, so that’s where the two ideas came together as You Move. Clients have an idea of when they walk in the door just what physio or what rehab does.”

Originally, You Move Physio was in the same building as Canada Post in



The gang from You Move Physio is (almost) all here. From left to right: Kathleen O'Meara, physiotherapist; Amy Irving, physiotherapist and co-founder of You Move Physio; Michelle MacDougall, office manager; and Dr Nadia Shea, chiropractor. Co-founder Geoffrey Irving runs the behind the scene operations such as accounting and marketing. Registered massage therapist Leslie Teeple has also recently joined the staff. Photo submitted

Alberton. Because they didn't have a receptionist, Amy was not only providing treatments, but also all of the invoicing and answering the phones as well.

Reaction to the new business in West Prince was very positive. It didn't take long to build a clientele, which in turn justified the need to hire more staff.

In May of 2015, Michelle MacDougall was hired as office manager and in the fall of 2016 chiropractor Dr Nadia Shea joined the practice.

On Nov. 1 of that same year, the clinic moved to its current location at 370 Main St in Alberton.

The one-level building has three treatment rooms painted in soft blue and a gym painted an eye-catching lime green. Since moving, they've also hired a second physiotherapist, Kathleen O'Meara. While the physiotherapists and chiropractor treat the clients, Geoffrey manages the day to day operations that aren't treatment-based, like the accounting, marketing, and building maintenance. The clinic grew again with the recent hiring of Leslie Teeple, a Registered Massage Therapist with 13 years experience.

Like other small business operations, there are challenges to running You Move Physio, but it's not really much different than what other business owners deal with.

"It's a lot of work on the back end," said Geoffrey. "Just dealing with the accounting and bookkeeping and dealing with the insurance companies and making sure everything

is current, documented and invoiced. Overall it's been pretty good"

You Move Physio has also been recognized by the West Prince Chamber of Commerce. At the Chamber's inaugural business gala in February the clinic received the award for emerging business.

Receiving the award and recognition was great, but there are some things that are worth more than an award.

"For me as the therapist, my reward is when I make a direct impact on their (the patient's) health in a positive way," said Amy. "That's why I do my job; that's why I love my job."

For Geoffrey, his passion is business in West Prince and business growth, and he enjoys trying to come up with the next idea and ways to grow the clinic and expand.

"I think locally, we'd love to expand the amount of healthcare services we provide in a couple of different ways," he said. "The potential is always there to expand the physical clinic itself too, to offer more treatment rooms and be able to see more clients in the area. You never know how it will expand."

Amy agrees.

"From a clinician-based approach, just having that multi-disciplinary type of clinic is what we're building on now. We're really having that team-based approach to healthcare."

Dinner Theatre - continued from page 9

“At Cousins we had to show up and act, and that was it. Now, we’re responsible for payroll and for hiring, basically all the facets of running a business we have to do now besides acting. That took a little bit to get used to,” said Doyle.

Yet, the experience of putting on their first show brought the members closer together.

“You’re always close when you are in a cast working together, but now we’re in a cast and business owners too,” said Doyle, “So, we’ve almost become this tight-knit family. It’s kind of stayed that way until this day. It’s been a pretty good experience for sure.”

All the members have been involved in theatre one way or another for many years either through school productions or local drama clubs. As a singer Lynch-Veinotte has helped the group improve its music and marketing. Since that first show in November 2015 crowds have grown every year.

Peters-Doyle, Doyle’s wife, directs while the rest of the group act.

Outside actors are sometimes hired when one of the main members need a break due to personal commitments. They also hire caterers to cook the meals for shows. The legion provides the bar staff.

“It’s a neat little economic boost during some of the downtimes,” said Doyle.

Putting on shows twice a year, with a winter and summer season, the group performs 12 shows at Christmas and twice a week in summer, depending on demand.

The summer run generally sees up to 1,500 people over the course of 12-14 shows. Numbers are similar for Christmas, which is a three to three and half week run. Capacity for each show is 125.

All scripts are now written in-house, mostly by Rennie-Shea. It takes up to three months to write a script. Rennie-Shea starts with an idea and begins crafting characters to fit the plot.

When the first part of the script is written, the group meet to review and brainstorm ideas. This often leads to greater character development and a tighter storyline. They meet again when the final draft is complete and fine-tune the final product.

“I think our collaborative nature is what makes our scripts so good, because everyone brings great ideas to the table,” said Doyle.

Rennie-Shea’s first script in the summer of 2016 was ‘Pepe’s Money’, the one Doyle credits with helping to make Tignish Dinner Theatre a household name.

“Out of all the things we’ve done and what people ask me about in the street, in the community, is Pepe. And they still quote lines to me that happened in that show three years later,” said Rennie-Shea.

Thanks to popular demand the group brought Pepe back this summer.

Arsenault returned as Pepe, a man in his late 90s, confined to a wheelchair, looked after by his grandchildren.

Doyle returned as the oldest grandson Wilbert while Shea played the youngest grandson Earl. Rennie-Shea plays granddaughter Sandy, whose whole world revolves around her Pepe.

‘Pepe Too; For Love or Money’ centres around the decision of Pepe’s two grandsons to move their grandfather into a retirement community so the feisty senior can be better watched, unbeknownst to granddaughter Sandy, who decides she needs to break her Pepe out to bring him home. There’s some romance too, as Lynch-Veinotte plays Cecilia, Pepe’s long lost love, but who wants absolutely nothing to do with him.

The group make and assemble their own costumes.

“We don’t usually need anything too complicated, so we can generally get by with what we find at bargain shops and the Halloween stores,” explained Doyle, “Once we know which character we’ll be portraying, we start to get a feel for what that character would look like. We work hard to ensure that the costume really fits the character, because it’s the first impression that the audience gets of the character.”

From the moment audiences enter the upstairs area of the Tignish Legion, members of the cast are in character throughout the three course meal, three act show. When they are not up on the stage performing, the cast is responsible for serving the meal.

“The audience really enjoys the interaction with the cast,” said Doyle, “There’s often just as much laughter during the intermissions as there is during the actual show.”

And there’s always an attempt to localize scripts, often giving a shout out to some well-known name from the community.

“It’s not done in hurtful or harmful way, we’ll just insert a name every now and again of somebody that gets a good laugh,” explained Rennie-Shea, “We try to incorporate names of the audience as well to make them feel like they are part of the experience too.”

Retired teacher Arsenault said what he likes most is the stability and freedom.

“We know we’re going to do something, we don’t know what it is, but we know we’re going to do something and we get together and kind of bounce it around, bang it around, things like that and see how it goes,” he said, “I like the freedom to change things, to adapt and suggest things and move around. It’s great. If something doesn’t work, let’s try this and make it funnier and more entertaining.”

Doyle agreed.

“We’ve acted in various other places, and we always gave it our all, but it’s different when you actually own the business. You take ownership a little bit more. It’s really gratifying to see the show really take off.”

Chamber anticipating repeat success of 2018 business gala

By Melissa Heald

When Tammy Rix became executive director of West Prince Chamber of Commerce (WPCC) in June of 2017, a priority was to see the organization host a gala and award event.

She knew such an event would be one way for the Chamber to highlight the successes of local businesses in the region. "Sometimes it's the local businesses that don't get recognized enough. I felt that was really missing in West Prince," said Rix.

After looking at other chambers on the Island and their award ceremonies, Rix knew that was what the West Prince area needed as well.

"We need to continue to celebrate and keep things positive and give back to the entrepreneurs up here," she said.

Selling about 140 tickets, generating much needed revenue for the Chamber, the 2018 Business Excellence Awards Gala held last February at Mill River Resort was a great success, said Rix.

"Picking the venue was finding that ideal spot to make it have that gala feeling," she said. "We wanted the nice awards and we wanted people to come and dress up and just celebrate the business community and acknowledge all the hard work they have done over the years."

The evening also provided an opportunity to fundraise for the WPCC's Bursary Awards, which are given to a male and female high school student pursuing a post-secondary education in the field of business. Thanks to the gala, the Chamber raised \$1,000 for its bursary, allowing the money to be split evenly among last year's recipients.

PEI's Lieutenant Governor Antoi-

nette Perry was the guest speaker at the 2018 gala and the awards handed out that evening were created by Max Gourson, owner of Whimsea Wood Working in Ellerslie.

Six awards were presented in the categories of Business of Excellence, Emerging Business Growth, Community Impact Award, Best Website/Social Media Marketing, Lifetime Business Achievement 20+ Years and Chamber Ambassador(s).

As a new organization, a small committee within the WPCC had to create the award categories and the nomination forms from scratch. The process involved research and determining what type of awards would best highlight the achievements of West Prince businesses.

"Once we got that figured out, we were able to put the nominations forward," explained Rix. "It was a lot of work last year because we actually had to go out and actually talk to employers and tell them what we were doing and ask for their support to nominate a business."

The deadline for nominations did have to be extended from December to January, but once they understood what the WPCC was trying to achieve, businesses in the area were quite excited, said Rix.

The Chamber received 27 nominations. An award the Chamber hopes to draw greater interest to this year is the Emerging Business Growth Award, which celebrates newer businesses in the area operating less than five years.

Rix encourages people to nominate any new business they feel is worthy of such an award for this year's gala.

The People's Choice Community Impact Award is designed to recognize organizations/individuals that have

made an outstanding contribution to the economic, social and cultural well-being of one or all the communities in Western PEI. It's open to all West Prince businesses.

While the majority of the award winners are chosen by a panel of judges, made up of non-members of the Chamber, the Community Impact Award is determined by an online vote.

"The online voting was quite popular and people did participate, so it was a really good idea," said Rix.

The feedback from the gala last year was all positive too.

"I don't think I heard one negative comment," said Rix. "My overall goal was to keep it all positive and happy. It was a great evening and people seemed to really enjoy themselves. It was a great networking event as well that brought our business community together."

The venue for the 2019 gala will be once again Mill River Resort and will take place on Thursday, Feb. 21 from 6-9 pm, with entertainment to follow.

The 2019 gala event will see the Chamber present eight awards with a revamped Best Website/Social Media Marketing Award, which has become the Marketing and Communications Award, and Business Excellence Award, which is now named the Business of the Year Excellence Award. This year will also have the addition of two new awards: Technology Innovator of the Year Award and Service Excellence Award. These two new awards are open to all businesses in West Prince.

See pages 16 - 18 for the 2018 Award Winners and Criteria for 2019 Awards



Tignish Co-op General Manager Darren MacKinnon and Coordinator for the Member Relations Committee Paulette Arsenault accept the Business of Excellence Award from CBDC West Prince Ventures Ltd Executive Director Maxine Rennie and Chairman Kevin MacLeod at the 2018 Business Excellence Awards Gala. Submitted photo

West Prince Chamber of Commerce Business Excellence Awards Category Criteria:

Nominations for the Annual Business Excellence Awards can be made online at www.westprincechamber.com or by picking up a nomination form at the Rural Action Centre in Alberton. Entries must be completed by December 15, 2018.

BUSINESS OF THE YEAR EXCELLENCE AWARD *2018 winner* *Tignish Co-operative Association Ltd.*

This award is open to all West Prince Chamber of Commerce members operating five years or more. Nominees for this category demonstrate continual excellence in business operations including marketing, sales, customer service, human resources, financial management and environmental practices. The businesses in this category are viewed by peers as being a leader in business excellence, demonstrating the best of the entrepreneurial spirit and have unique business practices that have been implemented to address challenges and/or adversity. Nominees have product development or service that has contributed to local community development including employment, use of local products and services and/or increased visitation to the area. The company also has a strong track record of community involvement and supports.



Owner of Green Gable Alpacas Janet Ogilvie receives the Best Website/Social Media Marketing Award from PEI's Minister of Economic Development and Tourism Chris Palmer at the 2018 Business Excellence Awards Gala. Submitted photo



Staff of You Move Physio accept the Emerging Business Growth Award from West Prince Chamber of Commerce Treasurer and Grant Thornton employee Mike Adams at the 2018 Business Excellence Awards Gala.

Submitted photo

EMERGING BUSINESS GROWTH AWARD
2018 winner You Move Physio

This award is open to all West Prince Chamber of Commerce members operating five years or more. The nominee has achieved outstanding business performance in a short period of time and has demonstrated exceptional promise of continued growth. This company serves as an inspiration to other businesses.

MARKETING & COMMUNICATIONS AWARD
2018 winner Green Gable Alpacas

This award is open to all West Prince Chamber of Commerce members. Nominees demonstrate a well-organized website structure and easy to understand navigation, has relevant, engaging and appropriate content for the intended audience, makes good use of available social media to reach target audience and uses media creatively to tell a story and engage audiences.

PEOPLE'S CHOICE COMMUNITY IMPACT AWARD
2018 winner Community Hospitals West Volunteer Program

This award is open to all West Prince businesses, not for profits and WPCC members. This award recognizes organizations/individuals that have made an outstanding contribution to the economic, social and cultural well-being of one or all the communities in Western PEI. Nominees demonstrate a commitment to making a difference in West Prince community and sees social responsibility as an integral part of the business success. Voting for this award will take place online.



West Prince Chamber of Commerce Vice-President John Maynard and Key Murray Law lawyer presents Project Manager of Volunteer Services at Health PEI Andrew Ramsay with the Community Impact Award for the Community Hospitals West Volunteer Program at the 2018 Business Excellence Awards Gala.

Submitted photo



www.westprincechamber.com

**LIFETIME BUSINESS ACHIEVEMENT
20+ YEARS AWARD**

*2018 winner
H.F. Stewart & Son's Ltd*

This award recognizes and celebrates the achievements of a business person in the West Prince area as demonstrated over the course of his/her career including community leadership, excellence in business, and a vision for future development and growth. Specific criteria included but are not limited to: Long term business success; created and maintained employment in the community; demonstrated and recognized community commitment; demonstrated adaptability and flexibility in a changing world, innovation business strategies; recognized business leader and role model.

**CHAMBER AMBASSADOR OF
THE YEAR AWARD**

*2018 winners Dean Getson,
Geoffrey Irving and Maxine Rennie*

Chamber Ambassadors are extremely important to the Chamber and act as a Champion Entrepreneur. They serve as liaisons between Chamber and Members to encourage meaningful participation in the Chamber's activities and programs and promote the Chamber to the community. They ensure the Chamber is meeting new members needs, make members feel comfortable at events and help build member commitment and increase member retention. Chamber Ambassadors believe and contribute to ongoing economic growth of the business community, encourage youth involvement and youth entrepreneurial mentoring opportunities.

**TECHNOLOGY INNOVATOR
OF THE YEAR AWARD
(New)**

This award is open to all West Prince businesses, not for profits and WPCC members. The award recognizes the successful introduction of an idea, process or initiative that has been proven to make a genuine difference or positive impact on an organization or the community. A business that has shown creativity and innovation in adopting, developing or utilizing new technology to advance their business. This award is intended to recognize real product innovation coming out of our industry. Nominees must be in business for at least two years.



Owners of H.F. Stewart & Sons Ltd Stephen and Sandy Stewart receive the Lifetime Business Achievement 20+ Years Award from MRSB Manager Jaclyn Waite at the 2018 Business Excellence Awards Gala. Submitted photo

**SERVICE EXCELLENCE AWARD
(New)**

This award is open to all West Prince businesses, not for profits and WPCC members. Awarded to an outstanding business or organization that has demonstrated a commitment to providing top-quality customer service and/or guest experience in hospitality, tourism, and the entertainment industry. Nominees must have been in operation for a minimum of two full years, exceeded customer expectations in the hospitality and service industry, and offered a superior-quality product or service, been a key player in increasing awareness of the West Prince area, demonstrated measurable success and made exceptional contributions by promoting community betterment.



*Nominations for the Annual Business
Excellence Awards can be made online at
www.westprincechamber.com
or by picking up a nomination form
at the Rural Action Centre in Alberton.
Entries must be completed by December 15, 2018.*



We are your
DIRECT CONNECTION
between Business and
Western PEI consumers

More readership.

More reach.

On any platform.

West Prince Graphic

peicanada.com
because life is local™

CALL TODAY

Rachel Kameka Finley
ADVERTISING CONSULTANT

rachel@peicanada.com

West Prince Graphic | Island Press, Ltd.
Office: 1-902-853-3320 | Fax: 1-902-853-3071

Print Copies distributed in West Prince Graphic and to coffee shops, professional centres, community buildings, government offices and consumer locations throughout western PEI.

Full digital copy available at peicanada.com

BOBBY MORRISSEY

Member of Parliament
EGMONT

Office Hours



Monday-Friday:
9:00am-5pm



1-800-224-0018
robert.morrissey@parl.gc.ca

263 Heather Moyses Dr.
Summerside, PE

150208.mb



Prince Edward Island is leading the region and country in many key indicators.

It is the hard working entrepreneurs of Western PEI and across our province that help drove the growth of *the Mighty Island*.

The new Small Business Investment Grant, created in Budget 2018, is helping Island business grow and succeed. With a *15% rebate on new business investments*, PEI's small business community has seen *over \$350,00 returned to them*.

Wade H. MacLauchlan
Premier H. Wade MacLauchlan
C.M., O.P.E.I.

158958