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ISSUE NO. 3 Western PEI Entrepreneurship & Opportunity

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President's Message

Chamber delivers benefit of membership

Why should I join the West Prince Chamber of Commerce Network?

Chamber membership gives you a tangible return on investment. Things like marketing, networking, referrals, leads, discounts and training help you grow your business and help you improve your bottom line. All of this helps businesses build credibility to help you become a better business person. The West Prince Chamber does this and so much more!

We work behind the scenes promoting West Prince to attract new residents and businesses and supporting our local labour force by sponsoring youth training and professional development programs. We are essentially the gateway to the West Prince community.

The Chamber encourages you to shop the businesses of our 180 members. Local businesses have plenty of great products in our region and now you can take advantage of a few of our new B2B (Business 2 Business) member benefits. B2B is designed for each business member to offer fellow members an opportunity for special discounts to drive traffic to their business and obtain enhanced promotion. We offer this opportunity to our members in order to stimulate new business through increased exposure and word of mouth referrals – but most of all to create long-term trusting loyal relationships in the business community.



The West Prince Chamber is proud to announce we are a founding partner of the PEI Partnership for Growth (PPG). This is a shared vision of business organizations and industry to come together in bringing Prince Edward Island's economic future to its full potential. Key areas that need to be addressed will include people, competitiveness, innovation, capital and investment, infrastructure, alignment and quality of life. You can show your support by downloading your business logo today and have your business included among the growing list of organizations in support of the "PEI Partnership for Growth".

As we move forward into spring/summer on our great Island we wish you a safe, healthy and thriving season. On behalf of the board of directors, executive director and staff, we wish to thank all of our members, sponsors, volunteers and partners who continue to support the efforts of the West Prince Chamber of Commerce in building and growing our rural communities.

John Maynard, President
West Prince Chamber of Commerce

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John Maynard, President; Geoffrey Irving, Past President; Mike Adams, Treasurer; Carol Rybinski, Secretary; John Griffin, Paul Arsenault, Zach Stewart, Denis Gallant, Sean Doyle, Leah McGrath, Melissa Heald, Tammy Rix, Madison Pitre

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.

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OUR COVER PHOTO:

Allan Hardy, one of Leslie Hardy's sons, shows the difference between a standard and a choice grade of oyster. The smaller oyster is a standard grade, while the larger is a choice grade. Choice grade oysters have a higher value than standard grade oysters. Jillian Trainor photo

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Leslie Hardy & Sons

By Jillian Trainor

Sitting in his East Bideford home, shellfish processor Leslie Hardy explains the differences in grade when it comes to oysters.

“There’s choice and standard, but there are different sizes,” the owner and operator of Leslie Hardy & Sons Ltd explains. “In the choice there might be a small choice or a large choice, same with the standards. A little fancier choice we call them select grade. Some people like the perfect oyster, so the select oyster is better than the poorer one down the grade.”

Other factors are shell hardness, and whether there are any holes in

it. Hardy said people don’t like oysters with deformities because they are more likely to crumble when opened.

Hardy has been processing oysters since 1980 when he started the business with his wife Shirley after deciding to sell his own oysters rather than through someone else. This allows better control over the product. When the product is sent away, he knows exactly when it is sent, when it will arrive, and what condition the product is in.

Located at the end of Foster Sharp Road, both the plant and Hardy’s home are right on the waters of Conway Narrows and Malpeque Bay. The single level unassuming processing

plant is painted the same sunny yellow as the house. Hardy said the plant isn’t too big, but they put a lot of product through.

The smell of salt fills the air as water laps on the shore. In early May, the sky was blue, and three dories were tied in the shallows, bobbing along as a blue heron made its way toward them on the search for its supper.

The company ships to a wide variety of locations across North America including Toronto, Quebec, Montreal, Boston, Rhode Island, and San Francisco. Product is shipped two days a week, Tuesday and Friday.

“If we’re shipping out on Tuesday we might process on Monday for



The company started by Leslie Hardy (left) and his wife Shirley in 1980 has become a family business. Along with working with sons Allan, Gordon, David, and Wendell, 11 of Hardy’s grandchildren, including Landon Bulger (right) and Tyler Hardy (far right) work at the processing facility.

Jillian Trainor photo



Two of Hardy's grandchildren, Megan Bulger and Jeremy Hardy bag oysters that will soon be placed in Conway Narrows for two weeks to filter out impurities. The oysters will then be tested and sold. *Jillian Trainor photo*



Family members Katie, Gordon, and Allan Hardy sort oysters, determining their grade, on a beautiful sunny day at Leslie Hardy & Sons Ltd. Katie is one of Leslie's granddaughters, while Gordon and Allan are two of his sons. *Jillian Trainor photo*

Tuesday, and if we're shipping out Friday, we might process Wednesday and Thursday," said Hardy. "You can't leave it all to the end, it's too much work."

Usually processing begins in early May, but this year it was delayed two weeks.

About 15 to 20 people work at the plant, depending on the season.

When Hardy is out on the waters fishing lobster, his sons take care of the plant.

While the name of the business is Leslie Hardy & Sons, the whole operation is really more of a family affair. Along with his sons, Allan, Gordon, David and Wendell, a slew of 11 grandchildren work at the plant as well.

"When the kids are off school, they all come down here, and Grampy usually has a job for every one of them," said granddaughter Megan Bulger.

One thing granddaughter Raelene MacLean enjoys is the opportunity to work alongside their family.

"It's fun to get to work beside your grandfather and your uncles," said MacLean. "Because they've been doing it for so long you get to learn about the culture, and the business side of it."

Not much has changed in the almost 40 years Leslie Hardy & Sons has been in operation. Demand for oysters has increased though, along with the use of technology. On the back porch of Hardy's home sits a search light, installed many years ago, but it is more of a decoration now. It was used to monitor the oyster beds at night, but nowadays radar technology is utilized.

While some things have stayed the same, many things that have changed.

"We have better transportation when it comes to getting the product to the marketplace quicker than years ago," said Hardy. "Trucks, they can leave and be there in two days, with good temperature control to look after the product, and when it gets there it's in perfect shape."

Another is the addition of a floating dock measuring 24x50 feet. The idea was thought up by Gordon, and enables work to be done on the water instead of continually having to return to shore.

"That's how things change when the younger people take over," Hardy concluded. "They have big plans and big ideas, which is good."



While filming a how-to video, Scott Profit explains each part of the assembly process to his friend Dwayne Hicks. Rubitracks is just one of the many projects Profit has come up with over the years. Others include Tire Man, his mobile tire service business, and repurposing shipping containers. *Jillian Trainor photo*

Inquisitiveness drives serial entrepreneur

By Jillian Trainor

Scott Profit has always gone at things backward. The owner of Westisle Special Projects says he's never been an expert at anything before starting a project. But thanks to the internet, an inquisitive nature and mentors, he has a knack for figuring things out.

Collectively they have all helped him to feed his entrepreneurial desire.

Twenty years ago Profit was living in Alberta. Like many, he went west to make money in the oil fields, where he worked as a truck driver.

"When I started trucking, I didn't have any money to do any other thing,

but I had lots of ideas," he said. "One day I was screwing around on Google looking at Australian trucks, and I stumbled on an ad down there to go haul coal in Australia."

So he did.

While working in Australia, he noticed how shipping containers were being repurposed for things like housing and office buildings.

When he returned to Alberta, he bought two shipping containers and welded the pair together to create his own workshop. A small business was born. Over the years he's sold about 100 repurposed shipping containers in various forms of completion, including a stable.

Other businesses followed including a fire pit factory, where he would make engraved fire pits, and building tracks for jeeps, called Polar Tracks. The fire pit business was sold to a friend in Alberta, while Polar Tracks is now run by a company in Montana.

Profit took a hiatus after selling Polar Tracks, and decided to move home.

"I grew up in Profits Corner, and if I could have afforded to stay here when I was a boy, I would have," he said. "West Prince is where I grew up, it's where all my friends are, it's where all my family is. When you're 5,000 km away from home, it's lonely."

Needing a job that would give him freedom, he bought an old U-Haul

truck and turned it into a tire shop, and Tire Man was created. The mobile tire shop is able to fit tires in all sizes, ranging from wheelbarrows to monster trucks.

“What I like about it is I get to go out and meet some people I wouldn’t have otherwise met,” he said. “It gives me the freedom to set my own schedule and do something a little different.”

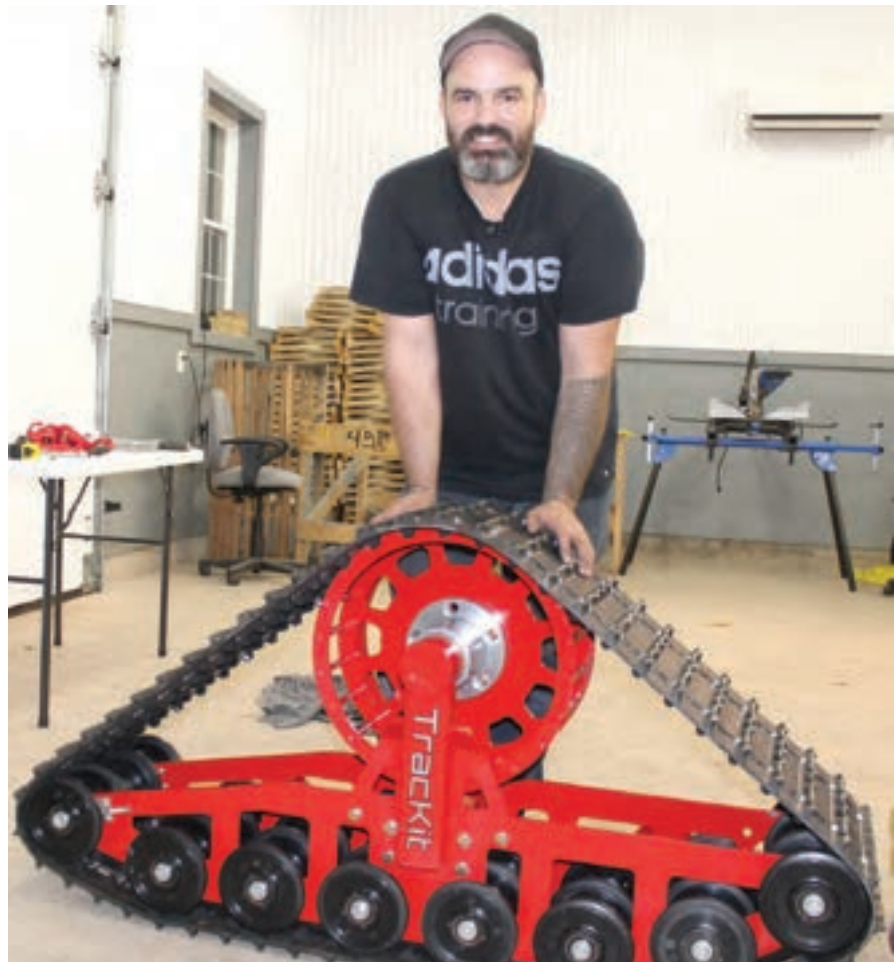
Tire Man is just one project Profit is working on right now for Westisle Special Projects. Another is Rubitracks, which is a set of tracks for any four wheel drive vehicle.

When he first started making the tracks, the target market was people who liked going out in the back country, but didn’t like freezing their behinds off on a Ski-doo. The main market actually turned out to be people in Manitoba and Saskatchewan who went ice fishing. The tracks enable fishers to, in relative comfort, get gear onto a frozen lake and down roads that aren’t plowed.

The day of this interview Profit was filming a how-to video on how to assemble the tracks. Filmed in a garage, a table is set to one side with all the tools and components needed. Profit’s friend, Dwayne Gilks, helped with the video by being the person Profit taught how to assemble the product. Profit himself is a visual learner, meaning he learns by watching and doing.

Rubitracks has also earned Profit a \$25,000 grant from the provincial government as part of the Ignition Fund, one of 10 businesses to do so.

“Every year for the last few years they have to set aside \$250,000 for anybody on PEI who is doing something that is considered new and innovative, something that would have export potential to bring outside revenue back into Prince Edward Island,” explained Profit. “What that grant will do for Rubitracks is it will make us get further down the line faster, sooner, quicker. While we still have to generate profits from our sales to reinvest into the company, it gets us probably one to two years further



Scott Profit proudly displays the finished product. Rubitracks can be installed on any vehicle that has four wheel drive. Many clients are ice fishers, who put the tracks on their vehicles to take their gear to the lake in comfort, as opposed to freezing their rear end off on a skidoo.
Jillian Trainor photo

down the road.”

There are some challenges when it comes to owning and operating your own business, and Profit said you don’t always know what they are when you start. For him, with the technical side it was always having to learn what he needed to know, and find ways to learn. Other aspects of business, such as financial planning and strategy, he learned the hard way, by making mistakes.

While there are challenges, there are definitely things he enjoys about running Westisle Special Projects.

“I like being my own boss,” he said. “I like the ability to be able to create things and try to monetize them. I like the fact that when I screw up it’s my

own fault. I don’t have to worry about getting fired, I don’t have to worry about upsetting my boss. All I have to do is worry about the customers, so as long as I can keep the customers happy.”

Being his own boss has given Profit a lot of things he wouldn’t have had otherwise, including the ability to travel all over the world.

His ultimate goal for Westisle Special Projects is to create more unique products. “In 10 years from now, I would hope to have a manufacturing facility that would produce products I would ship across North America,” he says. “Maybe in 15 years time, when the geese fly south I’m hoping I could fly there too.”



C.J. Synders-Couchman relies on the affordable transportation service provided by Transportation West five days a week. She is shown with manager Sherry Tremblay and driver Richard Blanchard. Melissa Heald photo

Independence delivered

By Melissa Heald

C.J. Synders-Couchman can sum up the importance of Transportation West to her life with a single word – independence.

She is not alone. For 20 years the nonprofit has provided predictable, affordable transportation to those in need throughout West Prince. As a client of Community Inclusions, the 28-year-old Synders-Couchman relies on the service five days a week to take her to work and the Tignish workshop.

“For people like us, we need help to get around when we don’t have people to drive us places and we can depend on the buses to take us where we need to go,” she said on a sunny afternoon

in early May while being picked up from Maple House Bakery and Café in O’Leary where she works as a cashier.

The primary focus of Transportation West is to offer those in need affordable door to door accessible transportation. The service is offered for a range of needs including grocery shopping, medical appointments, church, family services and work.

It also provides transportation outside of the West Prince region on an appointment basis.

With Transportation West being the only transfer company in West Prince, and since there is no taxi or public transportation, for many the organization is the only option for travel.

“If they didn’t have it, there wouldn’t be any help for anybody else because people who need the independence to go places, like me, won’t be able to do the things they want to do,” said Synders-Couchman.

The manager of Transportation West since December 2017, Sherry Tremblay said about 75 per cent of the passengers are involved with Community Inclusions, a nonprofit organization that assists individuals with intellectual disabilities.

“It’s just so important to get those people out of their homes and be an active community member,” she said. “I don’t know how that would be possible without us, without Transportation West, so it’s pretty important for the communities in West Prince that



Transportation West is a nonprofit organization with the primary focus to serve those who need affordable transport in the West Prince region by providing door to door accessible transportation services. In photo: Driver Andrew MacKenzie and Manager Sherry Tremblay. Melissa Heald photo

we do what we can to get them where they have to go.”

While many passengers are seniors or individuals with disabilities or special needs, the service is available to everyone.

A fleet of seven vehicles, including two 12 passenger shuttle buses, 12 seat passenger van, seven seat passenger van and three wheelchair accessible vehicles, drive the venture. There are three full-time drivers, two part-time drivers and three casual drivers, although, Tremblay said they can always use spare drivers.

Drivers must be patient, safety and detailed oriented, people friendly, and love what they do, she said.

Andrew MacKenzie has been a driver with Transportation West for almost three years. “I like that I get to help people,” he said. “The passengers, especially their families, are really appreciative.”

Synders-Couchman has high words of praise for the drivers. “All of them are fun and nice and kind,” she said.

Although services provided by Transportation West are not free, fees

are kept at a manageable rate. Rates vary depending on where passengers are travelling, or if it’s one way or a round trip. The maximum rate in West Prince for a round trip is \$37.

“We never say no to someone who can’t afford the rates,” said Tremblay. “I work with the passenger and figure out other options, for example, ride sharing where they travel to Charlottetown with someone else that is travelling, then both share the cost of \$225 if they both reside in Tignish, or we have organizations in West Prince that donate money to Transportation West and we can sometimes use that money to cover a medical trip if no other options are available.” In addition, the organization receives funding from the Department of Family Services to help keep rates as low as possible in the West Prince region.

On average, Transportation West takes about 10 people to Summerside and five to Charlottetown monthly, said Tremblay. Most of these trips are for medical appointments.

“All the specialists are in Charlottetown or Summerside now,” she said.

“So a lot of people with mobility issues who are in wheelchairs, and their families don’t have a wheelchair accessible vehicle, they have to call us because it’s their only way, unfortunately.”

Allan Clark chairs the volunteer board of directors that has overseen the operation of Transportation West since its inception in 1999.

“Essentially, Transportation West was started to help enrich the lives of those who face challenges and may don’t have access to transportation otherwise.”

Clark said he takes great pride in sitting on the board.

“Our drivers are second to none. They are very special people. Without them, and Sherry as well, Transportation West would not be in existence or be able to continue to operate and grow the way that we are,” said Clark.

With the nonprofit organization set to celebrate 20 years of operation in July 2019, Tremblay admits when she took the job she thought Transportation West would be better known in the West Prince region.

“With West Prince being so small, I thought everybody would know about Transportation West and what we offer, but surprisingly they don’t,” she said.

When Tremblay first started, the organization was handling between 400-450 transfers a month, but now are up to 700, increasing ridership by 55 per cent in a year.

A marketing campaign to increase awareness of Transportation West is what Tremblay points to as the reason for the increase. Her goal going forward is to see ridership increase again in 2019.

“That should bring us to about 750-800 transfers a month and I think we can do it and the need is there,” she said.

“Whether it’s picking up a prescription at the pharmacy or going grocery shopping or going to their specialist appointment, they can get there and we’re going to help no matter what,” she said.

Repair shop offers listening ear to all

By Jillian Trainor

When Gaudet's Engine Repair Ltd in Tignish first opened in 2011, owners Rodney and Tanya Gaudet didn't anticipate expanding as fast as they have.

Rodney has been a mechanic all his life, working for companies like John Deere and Atlantic CAT before creating Gaudet's Engine Repair Ltd.

"His father had a small engine repair shop for a number of years, and he wanted to retire," said Tanya. "It was just a small shop up the road, on Pine Tree Lane."

When Rodney's father retired, he took over, and Gaudet's Engine Repair Ltd. was born.

The plan was for the building to be a service station for lawn and garden services, along with working on ATV motors, with the ability to sell a few items as well.

Rodney had earned his Red Seal in Farm and Agriculture Equipment. After Gaudet's Engine Repair opened, he also earned his Red Seal in Motorcycle Mechanics. This has enabled the company to offer a service that isn't available to customers west of Tyne Valley.

Eventually the company grew to a point where it required a larger space and in October of 2017 a move was made to its current location, near Our Family Traditions.

The former location was 24x40 feet, while the new space is twice that, at 48x80 feet. A building off to the side is 60x80 feet, offering even more space.

"When we first looked at the building we thought, this is way more room than we need, so we rented space out here for campers and boats the first year," said Tanya. "The second year we couldn't, because we needed it for space."

When a client first walks through the doors of the shop, they enter the sales floor, where they can view merchandise. Turning to the right is a garage door, which opens onto the work



Gaudet's Engine Repair has been located on the Old Western Road in Tignish since October 2017. Originally, owners Rodney and Tanya Gaudet thought the space was too big, but the extra space has allowed the business to expand. Jillian Trainor photo

area. A set of stairs in the office leads to a storage area for parts, a small bathroom, and a break room for staff.

Along with Rodney and Tanya, as many as four people are employed, depending on the season.

Rodney works on a variety of motors and machinery, including ATVs,

UTVs, outboards, lawn and garden equipment, lawnmowers, snowblowers, generators, forklifts, and outdoor motors. Tanya, a full-time teacher, works in the office on weekends and in the summer.

Part of the reason the business has been able to grow rapidly is because



Rodney Gaudet proudly displays the award the store received from ICF Motor on the shop's sales floor. The award was for Best Professional Service.

Jillian Trainor photo

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been able to grow rapidly is because they listen to their customers. Rodney said no matter who comes through the door, they make them feel welcome.

“We talk to them,” he said. “We have customers coming from Charlottetown, and there’s a reason. One guy called and said ‘I’m coming up for a new helmet.’ When they come in the door, we greet them at the door, and give them the time of day, we explain things out to them. It’s customer service.”

Tanya added that they have people asking if they will sell one type of merchandise or another, but the Gaudets did a lot of research into the products to be offered and did not want to jump into too much at once.

“We would gradually take on a new line and build from there, because when you start too big, or too much, it can be kind of overwhelming,” she said. “Every year we’re like ‘What are

we going to do this year to grow?’”

Like many businesses, Gaudet’s Engine Repair Ltd. has its own Facebook page, and Rodney and Tanya try to stay active online, so if a customer, or potential customer has any kind of question after business hours, they’re able to respond in a timely manner.

Rodney said sometimes, they’re able to sell something before a client has even entered the store because they heard about the enterprise through a friend.

“We’re on PEI, and the good and the bad, everything gets talked about,” he said. “We get a lot of people calling ‘My buddy down the road just bought a bike from you. It’s a nice bike, he told me he got a good price on it, and all the stuff he got with it’. Sometimes they don’t even come up, and other times we don’t have the product a person wants in a certain colour, it’s ‘Order it in, and I’ll be in to get it’.”

Pleasant View food truck fires up the fries

By Melissa Heald

A chip wagon that serves hand-cut fries is turning a married couple's property on Route 14 into a must-visit destination for locals and tourists alike.

Kelly and Doug Wilson retired to PEI in 2017 from Ontario, purchasing a property in Pleasant View with beach access and a stunning view of the Northumberland Strait.

Kelly has roots in the West Prince area, her parents are originally from Tignish. She has been a cook for 30 years and has always wanted to run her own food business.

One of her personal comfort foods is fries, so, in June 2018, on Father's Day, Kelly and her husband opened their chip wagon: Up West Fire Fries.

"We decided to start Up West Fire Fries to actually share our property with everybody because it's such a beautiful view down here on the shore," explained Kelly.

Their fire engine red chip wagon was set up on the couple's property, between their home and a small barn in the backyard, where picnic tables were positioned so visitors can view the ocean while they eat. The wagon is open from Thursday to Sunday, unless the pair are booked for a catering job.

"But mainly, it was always to be on the property," said Kelly.

"To share the view and the beach, for everybody to sit and have a snack," added Doug.



Kelly and Doug Wilson opened Up West Fire Fries in June 2018 on Father's Day. They retired to PEI in 2017 from Ontario, purchasing a property in Pleasant View with beach access and a stunning view of the Northumberland Strait.

Submitted photo



Up West Fire Fries fire engine red chip wagon was designed by the Wilson's daughter and wrapped in Ontario. The wagon is set up on the Wilson's property, on the side of the house, between their home and a small barn.

Submitted photo

On Friday and Saturday evenings an open fire is lit, giving people the opportunity to sit around and watch the sunset while eating their fries.

"I wanted to bring people here to have an experience, not just to eat fries," said Kelly.

The firefighter theme of the business comes from the fact Doug has been a volunteer firefighter for 18 years, first in Ontario and now with the Miminegash Fire Department.

In April 2018, the couple returned to Ontario to purchase a fire rescue unit they use to pull their chip wagon, which was also purchased in Ontario. The chip wagon and truck were wrapped with their business logo and designed by their daughter Jamilynn.

Jamilynn and her husband Kyle also came up with the chip wagon's signature dish: Backdraft Fries.

"They're fries tossed in a heated butter, it's not a spicy butter, and then we drizzle them with a garlic sauce and Parmesan cheese and they're really popular," said Kelly.

Another speciality is apple fries, which sees the fruit cut like fries and then fried with a little bit of cornstarch before being dusted with cinnamon-sugar and served with caramel dipping sauce.

"That became a real big thing on the truck," said Kelly.

For their first year, Kelly kept the menu consistent by serving just fries with toppings. And it's truly a mom and pop operation as the husband and wife work as a team, although Doug is relatively new to cooking in such high volumes. The couple peel all the potatoes, chip and blanch the fries. This year they are locally sourcing their potatoes from a producer in O'Leary.

To compromise for not having burgers on the menu,

Kelly designed a cheeseburger poutine, which became another popular item.

Overall, the Wilsons say they had a very good first summer.

Having their property located on Route 14, which is part of the North Cape Coastal Drive, was an advantage, as much of their traffic came from visitors travelling from West Point eastwards.

"It was great," said Kelly. "We really enjoyed having the people come here ... It was an amazing experience."

When not on the property last summer, Up West Fire Fries could be found at the Tignish Irish Moss Festival, O'Leary Potato Blossom Festival, catering weddings, attending baseball tournaments, at Skinners Pond on loading day for the fall lobster season and in Tignish on landing day.

"The support from the whole up west community has just been incredible," said Kelly. "We couldn't have asked for a better community to open up our truck."

Their 2019 season started in April with the couple participating in PEI's Burger Love competition, where Up West Fire Fries introduced the Jaws of Life burger. The Wilsons then decided to keep the truck open for catering jobs in May and plan on opening onto their property in June.

The couple has plans to evolve the business over time, but the biggest hope is to create a destination spot for people when they come to Pleasant View.

"I'm trying to make it something for when people come up here," said Kelly. "It's not just fries. You're watching the sunset. You're sitting around a fire. It's an experience and that's what everybody likes, experiences."

Healing juice

By Melissa Heald

Mèlanie Dufour always had the dream of opening her own juice bar. And in the summer of 2018, the 42-year-old Tignish resident made that dream a reality when she launched Glow Juicery PEI.

The business makes an assortment of vegetable and fruit juices, smoothies, salads and raw food treats and snacks.

“Everything here is raw, plant-based or vegan, gluten free, lactose free, dairy free, peanut free and everything is made from scratch,” said Dufour. “Everything is really good for you and really nutrient dense.”

Dufour discovered the Glow chain, originally founded in Alberta, in 2014 when she was living up north working as an RCMP officer.

Her nine-and-a-half year career with the RCMP began on PEI in 2008. While on PEI, the Northern Ontario native met her husband and began living in Tignish. After three years on the Island, Dufour went north, where for a couple of years she was a member of the RCMP Relief Unit in the Northwest Territories. She also had the opportunity to do a peacekeeping mission in Haiti. When she was supposed to transfer back to PEI, Dufour made the decision to return to the north, where she was based out of Yellowknife.

In November 2017, she was diagnosed with post-traumatic stress disorder (PTSD) and went on medical leave. Then in May 2018, she made the decision to retire from the force.

“I just didn’t see any benefits of me returning,” she said. “I don’t have anything against the RCMP, but personally, it just didn’t feel good to me to go back.”

When she was living up north, Dufour would visit Alberta, where she would travel around the province looking for juice based businesses, in order to learn and do research, with the intention of opening her own juice bar someday.

That’s when she came across Glow Juicery. Everything about the chain’s business model attracted her to the franchise.

“Their juice tasted amazing,” said Dufour. “I did one of their cleanses and I felt amazing. I had their treats and their salads. It was exactly what I wanted. From the atmosphere to their customer service ... Everything about it made sense.”

When her policing career came to an end, Dufour then poured her entire energies into opening Glow on PEI, which in turn helped her heal.

“I really used building Glow as recovery for me,” she said. “It was really healing. Anything negative I turned into a positive for Glow.”



Owner of Glow Juicery PEI Mèlanie Dufour holds up two bottles of freshly cold-pressed juices Vanilla Almond Mylk and Ener-g Glow. The juice bar on Walker Avenue in Summerside offers 12 varieties of cold press juices for customers to purchase. *Melissa Heald photo*

Dufour originally opened her business at Summerside’s Spinnakers’ Landing.

“It was a really great spot to get my feet wet because I have zero business experience,” she said.

However, with Spinnakers’ Landing being a seasonal space, Dufour needed to find a permanent location, leading her to relocate to 115 Walker Ave. in September.

“The location here was perfect,” she said, the space works well with her future plans to expand by incorporating a wellness centre.

Made on location, every bottle of Glow’s cold-pressed juice contains the equivalent of between four and six pounds of vegetables. Dufour tries to locally source as much as produce as possible. Cucumbers, apples and beets

come from farmers in Montrose and the carrots are from O’Leary. The rest comes from Harvest Wholesale in Charlottetown.

Dufour explained juicing is another way for people to get more vegetables and fruits into their diet.

In 2012, she discovered she had an egg intolerance and later that she is also lactose intolerant.

“I had to change everything about my eating habits,” she said. “It was so overwhelming at first, I didn’t know what to eat. And my stomach was really in bad shape. In fact, it was hurting, so I started juicing to feel better.”

Juicing is the process of extracting juice from raw plant tissues such as fruit or vegetables.

Dufour found her energy levels increased when she began juicing and eating more plants. It also helped her sleep better, with weight loss and has helped her tremendously with her PTSD.

For that reason, Dufour is passionate about her new business and gets excited when she has the opportunity to talk about Glow.

Even if a person is hesitant at first to try a sample.

“We make people understand, if someone is not really eating healthy, doesn’t eat a lot of vegetables, their taste buds are going to be very different ... If you eat processed food, fried food, sugar, you’re probably going to think it tastes really gross,” she concluded. “It’s rare that happens and most people who come here are pleasantly surprised at how good the juices are.”

Glow Juicery PEI employee Nicole Arsenault pours bottles of freshly cold-pressed juice. The business employs one full-time and three part-time employees.

Melissa Heald photo



Glow Juicery PEI has the only cold-pressed commercial juicer in the Maritimes. Fruit and vegetables are tossed down the top chute to be ground into juice, which is filtered out below.
Melissa Heald photo



West Prince Chamber of Commerce 2019 Business Excellence Awards



The West Prince Chamber of Commerce Business Excellence Awards Gala took place at Mill River Resort on Feb. 21 with nine awards being presented.

Community Impact Award

The winner of the People's Choice Community Impact Award sponsored by Key Murray Law was Transportation West Inc. Pictured: John Maynard, president of the West Prince Chamber of Commerce, Sherry Tremblay, manager of Transportation West and Katherine Ellis. Submitted photo



Chamber Ambassador of the Year Award

The winner Chamber Ambassador of the Year Award sponsored by the Town of O'Leary was Paul Arsenault. Pictured: Tammy Rix, executive director of the West Prince Chamber of Commerce, Paul Arsenault and Eric Gavin, Mayor of O'Leary. Submitted photo



Marketing & Communications Award

The winner of the Marketing & Communications Award sponsored by Holland College was West Prince Graphic. Pictured: Michele Oliver, program manager Holland College West Prince Campus, Melissa Heald, editor of the West Prince Graphic, Jillian Trainor, reporter with the West Prince Graphic and Rachel Kameka Finley, sales associate at the West Prince Graphic.

Submitted photo



Business Excellence Award

The winner of the Business Excellence Award sponsored by CBDC West Prince Ventures was Mill River Resort. Pictured: L-R: Kevin MacLeod, chairman of the board of directors of CBDC West Prince Ventures, Don McDougall, owner of Mill River Resort and Maxine Rennie, executive director CBDC West Prince Ventures.

Submitted photo



Service Excellence Award

The winner of the Service Excellence Award sponsored by Westisle Enterprises was Stompin' Tom Centre. Pictured: L-R: Anne Arsenault, general manager of Tignish Initiatives and Stacey MacWilliams. Submitted photo



Emerging Business Growth Potential Award

The winner of the Emerging Business Growth Potential Award sponsored by Grant Thornton was Brian MacNevin Tours. Pictured: L-R: Brian MacNevin, owner of Brian MacNevin Tours and Mike Adams, board member of the West Prince Chamber of Commerce. Submitted photo



Lifetime Business Achievement 20+ Years Award

The winner of the Lifetime Business Achievement 20+ Years Award sponsored by MRSB Group was Ramsay's Appliance Repair Inc. Pictured: L-R: Jaclyn Waite, MRSB manager, and David Ramsay, owner of Ramsay's Appliance Repair Inc. Submitted photo



Technology Innovator of the Year Award

The winner of the Technology Innovator of the Year Award sponsored by Innovation PEI was Trout River Industries. Pictured: L-R: Pat Murphy, former MLA for Alberton - Bloomfield, and Harvey Stewart, president of Trout River Industries. Submitted photo



West Prince

CHAMBER OF COMMERCE

Enjoy our B2B Member Benefits

What is the Chamber B2B Member Benefits?

The Chamber Business2Business Benefits is a Chamber led discount program where Chamber members can offer exclusive savings on products and services to other Chamber members. Each Chamber member business has the opportunity to offer fellow members a special discount to drive traffic to their business and to obtain enhanced promotion. The West Prince Chamber of Commerce offers this opportunity to its members in order to:

- Promote its members and the services that they offer
- Support and promote a buy Local attitude in our community
- Help our members create new business contacts and leads to clients, customers and their friends and families
- Create long-term trusting loyal relationships in the business community
- Ensuring the reputation of your business matters and is respected by community

Specifics

All B2B offers are promoted on the Chamber website. All members in good standing can contact the following businesses to receive your discount. Simply tell the business you are a Chamber member and they will check the membership list they receive from us. It's that simply.

Business 2 Business Promotion Offers

When you are a participating sponsor of the program, you choose the terms of the offer which the Chamber will provide – including your company name, logo and location to our:

- Monthly e-newsletter
- B2B Discount webpage
- If a B2B sponsor attends a business at breakfast mixer they will have the opportunity to verbally promote their offer

Business Sponsors

- Chamber Member *Russell Noonan of Noonan Petroleum* is offering our members at .06 /litre discount on furnace oil - making it easier to identify and support fellow Chamber members and for them to identify you. 902-436-0022



- Chamber Member *Connie Wedge of H & R Block Alberton* is offering our members a 10 per cent discount off tax preparation. Get every tax credit and deduction you're entitled to. Call H&R Block, Alberton at 902-853-3741.



- Chamber Member *Mary Ellen Rennie of The Medicine Shoppe Pharmacy Alberton* is pleased to offer a discount to fellow Chamber of Commerce members. A 20 per cent discount is valid for store brand and name brand over-the-counter medicines and front store products, with some exceptions. Visit us in store if you have any questions at 152 Poplar Street, Alberton 902-853-4600.



Rural Action Centre,
455 Main St, Alberton PE

For more information contact
Tammy Rix, Executive Director 902-853-3616

www.westprincechamber.com

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