

CONNECT

Official publication of the Economic Developers Association of Manitoba

SPRING 2020

ISSUE #7

Ecd. ARTISTRY DURING COVID-19

Economic Development Practitioners have been given one of the most opportune times to shine. Your communities need you now more than ever. Do not underestimate the importance of your role. You have never been given a better time to utilize your skill set fostered by the EDAM Community Edge program.

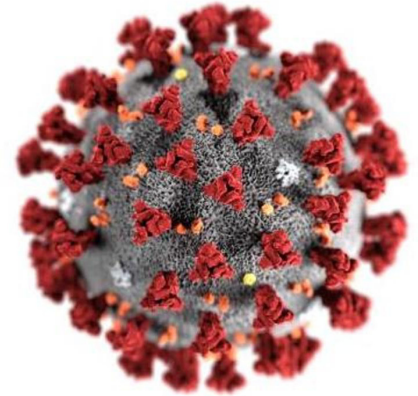
You may need to fast forward some of your planning. Maybe you had a project planned for 2021 to do a Business Retention and Expansion (BR&E) project, but waiting until 2021 may be too late! Speeding up these

critical projects may mean the difference between saving a business and seeing a business close.

Collect and organize resources that are available to you. Your provincial, national, and international economic development agencies are currently executing support to all Economic Development Professionals. Many of these resources are free of charge, available on their website, and through web related conferencing.

Use your tools and resources to help facilitate strategic planning for resiliency. Remember, you are a key element to guiding your community to overcome this economic crisis. Realize your importance in this process. Execute the planning process, develop an economic development strategic plan specific to emergency response and most importantly, implement that plan. Ensure your communications are clear and open with decision makers. Your involvement is critical to foster ideas and implement decisions.

EDAM is providing our members with the opportunity to connect through Virtual Cafe Events. We will discuss strategies and plans for our communities. These ideas and resources could be used for economic resiliency during emergent economic times such as COVID-19. We would encourage you to share your local economic development strategies, emergency response plans, documents or activities to benefit other communities during COVID-19. Include what has worked for you and what has not, what are you planning on trying, what can you share that another community may benefit from. We will then compile the submissions and create a resource document from all findings.



Now is the opportune time to connect with your business community using social distancing. Find out what your businesses needs are currently, in the near future, and coming out of this pandemic. Work with your clusters to determine needs. Each cluster may be experiencing various challenges. Come up with solutions for each cluster within your strategic plan. A quick way to do this is by the creation of an online survey. Reach out to your fellow economic development practitioners and check what resources they have that you can use. There are many templates in existence for surveys and planning.

Information regarding programs and services with the Federal and Provincial Governments seems to be changing everyday. This can be quite overwhelming to your businesses and you as a professional. Manitoba has launched a new service as part of the Manitoba Protection Plan – the Manitoba Economic Support Centre. Businesses, not-for-profits, and charities facing economic challenges due to COVID-19 can call 1-888-805-7554 to get information and guidance through the different support programs available. Call **1-888-805-7554** and speak with an agent at the Manitoba Economic Support Centre today!

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MEET THE EDAM CHAIR



Joel is on the first of a two-year term as EDAM Chair. His plans for the association include continuing to grow the EDAM membership and ensure that the EDAM board meets the needs of the members by helping develop their knowledge and expertise as economic development professionals. Part of the strategy is to continue delivering the Community Edge Certification Program in various workshop opportunities and communities. Keeping in mind the main goal of Community Edge is to educate community and economic development practitioners, elected officials, community leaders, chief administrative officers and many others wanting

JOEL LEMOINE, EC. D.

to better understand how community economic development is pursued in Manitoba communities. In 2020, there will be a strategic planning process that will be driven by feedback on what the membership views as top three priorities, needs or wants to help guide the board in the process.

For the past 13+ years, Joel has been a director at the Canadian Association for Economic Development (EDAC) and the Manitoba Development Association (EDAM) and volunteers on several community boards.

Since 2015, together with some of his EDAM colleagues, have been involved in initiating and developing the provincial Rural Economic Development Strategy in hopes to grow and prosper rural communities of Manitoba.

Currently, he is the Finance and Business Advisor and the Immigration Coordinator for the Economic Development Council for Manitoba Bilingual Municipalities (CDEM). Working as a Financial Business Advisor since 2002, Joel provides support to entrepreneurs and 17 bilingual municipalities in Manitoba. He provides guidance in developing funding strategies and access to financing for business owners and community development organizations. He gives advice to clients looking to start, buy or expand businesses or community projects and also supports people in finding jobs in our rural and urban Manitoba municipalities.

Prior to this, he taught an entrepreneurship course at the University of St. Boniface for eight years.

Joel is also a graduate of the University of St. Boniface, B.A.A., the University of Manitoba, B.Comm and also has his designation in Economic Development, Ec.D. from the University of Waterloo.

CONTRIBUTORS

WENDY BULLOCH

Wendy has worked as a process builder with organizations for over 40 years. She provides knowledge and insight on the role of volunteers, governance, strategic planning sessions and project management to many organizations in Manitoba and across Canada. Wendy is a facilitator with Volunteer Manitoba, as well. Wendy believes visionary, collaborative, empowering leaders in rural communities build a strong province and a strong Canada. Connect with Wendy, Building Up: buildingup.wb@gmail.com



DOUG GRIFFITHS, MBA

Doug's article is based on his national best-selling book, 13 Ways to Kill Your Community. Through 20 years of working on community building, Doug has always asserted that building stronger communities is the most important ingredient to building stronger families and a stronger nation. The content will drive healthy and constructive debate in your community. Much like the book, communities will see themselves in the story and that will push them to discuss the present situation of the community, and what it wants to be in the future. Connect with Doug, 13 Ways Inc: doug@13ways.ca



RUTH MEALY, MRD

Ruth is a retired economic development specialist with the Province of Manitoba where she helped develop and implement programs such as Partner4Growth and Regional Economic Assessment Process as well as numerous resources for Community Development Corporations and economic developers. She is proud to have contributed to the research and writing of EDAM's Community Edge training modules. Since her retirement, she has been consulting in economic development as well as working hard in her first term as a municipal councillor. Connect with Ruth Mealy Consulting: r.mealy.consulting@gmail.com





JOE MASI RETIRED AFTER 20 YEARS AT AMM

By Teresa Carey

Joe Masi, long-serving executive director of the Association of Manitoba Municipalities (AMM), known for his strong leadership and for putting the AMM on solid footing, retired on Dec. 30, 2019.

While, he does look forward to spending time by himself and doing some personal travel (such as attending the annual hockey World Junior Championship being hosted in Prague this year) retirement comes with mixed emotions, Masi shared during a telephone interview last winter.

"I'm going to miss it—the people and the connections," he said.

Masi, who has earned degrees in Political Studies and Public Administration as well as a certificate in Public Sector Management, has spent a career working in the public sector. He joined AMM after a several-year stint with the Province of Manitoba where he dealt primarily with municipalities. After first serving three years as Director of Policy at AMM, Masi moved up in 2001 to become AMM's executive director.

"Coming to the AMM was a good fit," Masi said. "It was a good transition. I knew the players and people involved."

Masi describes his time at AMM as being, both, grueling and rewarding—grueling because his job necessitated a lot of time on the road, and rewarding for so many other reasons, one of which was the people he met, noting the positive relationship-building aspect of his role.

"It's really not a typical nine-to-five job," Masi explained.

As Executive Director, Masi was charged with coordinating the overall affairs of the AMM. He dealt with people of every stripe, liaising with senior officials of various organizations and all levels of government, with municipalities, the media, as well as his own staff.

"There was no such thing as a typical day as executive director," Masi said. "A big part is meeting with our members from across the province, and making sure that the

AMM agenda is being presented and pursued with the Government."

Masi cites some of AMM's accomplishments during his tenure, and particularly values its partnership with EDAM and the sharing of on-going dialogue on issues with them. This dialogue has led to good things, such as soon-to-be-opened Rural Economic Development Agency in Brandon, which will coordinate and streamline all the rural economic development in the Province.

"We've always heard economic development is disjointed in Manitoba," he said. "EDAM was instrumental in providing us with advice," he said. "EDAM will (be able to) do their job better with only one agency to deal with, and they will be part of the discussion."

Another achievement spawned by this partnership is the creation of training modules, which EDAM developed with the help of funding from AMM, for elected officials, economic development officers, and staff. Masi believes the resource will serve to heighten awareness for elected officials about the importance of economic development officers so they can have the support of council, as well as highlighting EDAM's importance to the Province.

Masi notes some additional AMM accomplishments during his tenure, including brokering a deal with the Province on the gas tax program, and securing \$1 million from the Province to help pay some of the costs of the forced amalgamation of 2013.

Masi was also proud to have signed a historic Memorandum of Understanding between the AMM and the Treaty Land Entitlement Association, on improving the treaty land process, including the tools and educational materials needed which will help all parties work through the process.

"I think after 20 years, I feel really good about the AMM," Masi said. "It's time for a new energy, and (someone with) a new perspective to drive the ship."

"Finances are solid, and we have a great relationship with the Province," he added.

Effective Jan. 1, 2020, Denys Volkov took the helm at AMM. Volkov joined the association in 2011 and has already served as Director of Advocacy and Communications.

3RD ANNUAL EDAM AWARDS



Last November 14, 2019 in Beausejour, EDAM held the 3rd Annual Economic Development Awards Gala. The association received a total of 16 nominations across the four award categories.

"The Economic Development Awards are an excellent opportunity to recognize the individuals and initiatives that drive community sustainability and success throughout our Province. Each year, communities and practitioners are coming up with innovative ways to support economic development and it is great to be able to celebrate those achievements!" noted EDAM Chairperson, Joel Lemoine.

The four EDAM Awards categories are:

The **Rising Star Award** is presented to an individual in the field of economic development whose accomplishments have made a significant contribution in the field of economic development and demonstrates exceptional best practices.

2019 Award Recipient: Eve O'Leary – FDC Regional Economic Development Commission

The nominees for this category included:

- Stephanie Harris – Supporting Entrepreneurs through Economic Development (SEED) RPGA (Rhineland, Plum Coulee, Gretna, Altona)
- Pamela Cavers – Municipality of Louise
- Bonnie Dobson – Municipality of Pembina

The **Economic Development Project of the Year Award** recognizes a municipality, town, Community Development Corporation (CDC), group, or committee that has undertaken a project or activity in the last 18 months that has or will have significant and long-term economic effect.

2019 Award Recipient: Neepawa Storefront Improvement Incentive Program – Town of Neepawa

The nominees for this category included:

- Beausejour Brokenhead Social Media Advertising Campaign – Beausejour Brokenhead Development Corporation
- Puttin' on the Prairies Miniature Golf in Holland – Cypress River-Holland CDC
- Shop Local Win Big White Horse Plains Style – Community Futures White Horse Plains
- Dennis County Regional Partnership for Investment Attraction
- La Brise Métisfest – La Broquerie CDC

The **Economic Development Marketing Excellence Award** is presented to a municipality, town, CDC, group, or committee that has undertaken a marketing initiative in their community / region in the last 18 months that has or will have significant and long-term economic effect.



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2019 Award Recipient: The Poutine Trail/Sentier de La Poutine – Economic Development Council for Manitoba Bilingual Municipalities (CDEM)

The nominees for this category included:

- Neepawa Where Stories Take A Beautiful Turn – Neepawa Tourism
- Beausejour Brokenhead Social Media Advertising Campaign – Beausejour Brokenhead Development Corporation

The **EDAM Award of Distinction** was awarded to an individual in the field of economic development whose accomplishments have made a significant contribution in the field of economic development and demonstrates exceptional best practices, such as: providing leadership; mentorship; motivation to fellow community development practitioners; and

cultivating community economic development in Manitoba.

2019 Award Recipient: Tyler King – Town of Carman and R.M. of Dufferin

The nominees for this category included:

- Marcia Rowat – Municipality of Russell Binscarth
- Becky Cianflone – Community Futures Greenstone

Thank you to our award sponsors: Association of Manitoba Municipalities, Construction Association of Rural Manitoba, and 6P Marketing.

Congratulations again to the nominees and awardees! Watch out for the 2020 Call for Nominations!



EDAM COMMUNITY EDGE TRAINING MODULES

8 Summary Videos are now LIVE at

<https://www.edamonline.ca/communityedge-training-program/communityedge-modules/>

WATCH AND SHARE WITH YOUR NETWORK!

AWARD SPONSORS:



WANT TO SHARE YOUR STORY?

EDAM CONNECT newsletter is a forum to spotlight the ongoing efforts and achievements of our practitioners across the Province. We'd like to showcase the work, challenges and success of all of our members. If you have a story that you would like to share in an upcoming edition of this publication, connect with our association manager at edammanitoba@gmail.com and let us share your story with our colleagues across the Province.

PLANNING TO TAKE ON THE WORLD

Trade has become a household topic that is discussed around dinner tables throughout the country. Rarely has it been so thoroughly debated across the many national news cycles. While the current global political climate certainly bears responsibility for the situation, in the last few years alone, Canada has signed free trade agreements such as CETA (Canada-European Union Comprehensive Economic and Trade Agreement), CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnership) and CUSMA (Canada-United States-Mexico Agreement).

As a World Trade Centre, we know that free trade agreements can improve access to new markets for Canadian businesses and help break down barriers that might have otherwise prevented them from expanding abroad. When considering a new market, we understand that companies are assessing several different factors such as market demand, risk, foreign exchange, tariffs, employment laws, duties, and shipping.

Since its establishment in 2013, the World Trade Centre Winnipeg (WTC Winnipeg) has worked alongside businesses at various stages of the development of their importing and exporting efforts. Unfortunately, we often notice that not all companies carefully consider their options before entering a new market, which leads to the incurring of unnecessary risks. These companies often have the characteristics of what trade agencies call "accidental exporters".

An accidental exporter largely consists of a company that never intended to export their product or service, or not necessarily at that time. They are companies that have known success in their local market and operate on the Internet. Once a website is live, a company's products can be purchased from anywhere in the world. So, what happens when a lucrative order arrives from a new market?

Most clients will simply try to ship the order to their new client. The result? They struggle to rush the product, their costs and risk factors are higher than they should be, and they have no plan in place if they encounter issues at the border or with the final delivery of the product.

For companies to know success internationally, preparation is key. There is a need for Manitoba companies to receive assistance and systematically ensure that costs, risks and other factors are effectively managed when entering a new market.

Being equipped with an export plan is a great way to start. It helps companies focus on



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essential elements to consider before taking the first step. A solid export plan will get them thinking about their financial, physical and human resources, as well as their intellectual capital, international marketing strategy and other key concepts.

In 2017, the WTC Winnipeg partnered with the WTC Toronto to offer Manitobans a cutting-edge program that provides business owners with a comprehensive overview of export plan development, and opportunity to create their company-specific export plan. The Trade Accelerator Program (TAP Canada) is geared to helping Manitoba SMEs to overcome the multitude of pitfalls and barriers associated to engaging with foreign markets. To date, a total of 52 Manitoba companies have completed the program with another 15 companies participating in the Fall 2019 cohort.

Applications are now being accepted for the Spring 2020 cohort. Companies located outside of the Winnipeg Metropolitan Region are eligible for a subsidy for travel related expenses, accommodations and meals.

TAP-Manitoba Results

- 115% | Average export sales increase after year 1
- 31% | Average sales revenue growth

after year 1

- 95% | Companies entered new markets

"Throughout the program, I was introduced to the TAP-Manitoba expert partners. I've since used the services of these industry experts and found them very instrumental to my company's growth." – Jack Maendel, Ecopoxy

"I found tremendous value in participating in TAP Canada. I've gained the contacts, knowledge and confidence needed to pursue new international markets." – Allan Friesen, K-Tec Earthmovers

"TAP Canada has really made us think strategically about our business, not only for exporting, but overall. The support in writing the plan and the questions that arose from the process made me think about how to grow the company." – Laural Bickford, Lennard Taylor

"TAP Canada opened our mindset and provided important contacts allowing us to expand and grow our business from regional to global." – Jeff Hildebrand, Winkler Canvas

For more information about the WTC Winnipeg's Trade Accelerator Program, visit: wtcwinnipeg.com/tap



DEALING WITH THE DESTRUCTORS



By Doug Griffiths, President & CEO, 13 Ways Inc.

I want to expose a certain type of person that is very destructive to our communities and our society, so they can't cause more damage: the Destructors.

A community that is deeply divided is the right environment for Destructors to survive and thrive. Division feeds their souls and gives them power. They need one group of people to be angry and opposed to another group. They fire up their angry followers, and suddenly there is a parade of rage, with the Destructor in front.

Of course, sometimes the rage starts to die down when the issue gets boring or resolved, and then people

go back to their normal lives. That is when the Destructors fan the flames by creating a greater level of distrust. They rise at meetings and start throwing around half-truths and outright lies about a situation or group of people, to create a heightened level of Distrust. They often use social media to "spread the word", and start sentences with, "You know, they say...", but they never actually identify who "they" are. Once a Destructor

gives folks a renewed sense of distrust of the enemy, they have no choice but to trust, and continue to follow, the Destructor.

Sometimes those lies begin to catch up with the Destructors. But Destructors know that will happen, and have a plan. When their lies are outright exposed, they simply go into Denial. They will deny they ever said the lie, deny the lie is a lie, deny...deny...deny. They do it so well that if you once supported the Destructor, you will even question yourself. Perhaps you heard them wrong? Perhaps that wasn't what they meant? The process is called "gaslighting" (look it up).

Once that doesn't work anymore, the Destructors will use the tactic of Distraction to hang onto what power and influence they have. They will try changing the subject, throwing out red herrings, or throwing up straw dogs. Their goal is to avoid the truth and keep people angry, but they need to keep their people angry at someone else to be effective. Just when you think you have them in a corner and they are about to be exposed, be careful. They will change the subject, change the mood, and change the room so that you are the one on the defensive.

Finally, if they are truly exposed once and for all, and they have no power left, they will simply Discard everything and move on. They will abandon their issue, their cause, their supporters, and perhaps even the community, and simply move on to the next issue and perhaps even the next community. The reason they do this is because they were never about any of that—the issue or the community. They were about acquiring destructive power. That is all they crave, and they use the 5 Ds—Division, Distrust, Denial, Distraction, and Discard—to grow and keep their power as a Destructor. Watch for them, and be prepared for the tricks they will use. The future of your community depends on it

These folks are hard to find before they become powerful and influential. They are like an aggressive disease that goes without symptoms, and therefore unnoticed until suddenly it's almost too late. When they arise, you have little time to lose, but you must be smart and strategic about dealing with them. They often win for a little while, but they never win for long. They can be beaten, and then your community can return to focusing on working on what really makes it great again. Stay positive, focused, on message, and consistent.

WHAT WORKS IN COMMUNITY ECONOMIC DEVELOPMENT?

By Ruth Mealy, MRD

"Are the dollars we are spending on economic development really making a difference?" Those of us who work in the Community Economic Development (CED) field have likely been asked this same question many times by our local CED boards, local councils, and community members who are footing the tax bill to fund our economic development agencies.

Before we can answer that question, we need to agree on what "making a difference" really means. Is it only population and job growth or attracting a new industry? CED is usually about much more than this, including making communities a great place to live; supporting existing entrepreneurs; developing a cohesive plan for the community that involves many stakeholders; and perhaps focusing on better jobs, not just more jobs. But how do you measure this success?

In my masters thesis a few years back, I tried to find the keys to success for CED in rural Manitoba. The answers aren't surprising to those of us who have been in the CED field for a while – success was linked to having strong community leaders, developing a common vision, community pride, a culture of local ownership, and taking a long term approach to CED. There are many communities in Manitoba that are well known for their successful efforts in CED, and several of these communities and economic developers have been nominated and won awards

at the Economic Developers Association of Manitoba (EDAM) annual awards event in the past few years. The Economic Developers and their projects from communities such as Neepawa, Woodlands, Carman, Virden and Pipestone area, Manitou, Flin Flon, Melita and Portage la Prairie are just some of the examples of the award nominees where CED has made a difference.

But local councils still want to know – has it made a difference to jobs and population growth? So, while we can't say for sure that only the efforts of CED have been responsible for the success, just take a look at what has happened in just a few of the communities where CED has been recognized by EDAM, where it is supported by councils and community leaders, where there has been a community vision, and where there has been a long term approach to CED, (data source: Manitoba Economic Profiles <https://www.gov.mb.ca/jec/ecprofiles/index.html>):

- Neepawa – from 2006 to 2016 had a population growth of a whopping 1371 people and from 2011 to 2016 it grew by 381 jobs.
- Carman – from 2006 to 2016 grew by 536 people and from 2011 to 2016 it grew by 181 jobs.
- Woodlands - has had a stable population base, and from 2011 to 2016 grew by 431 jobs.
- Gimli – from 2006 to 2016 grew by 681 people and from 2011 to 2016 grew by 306 jobs.
- Virden and Pipestone area – from 2006 to 2016 grew by 581 people and from 2011 to 2016 grew



by 561 jobs.

So, is there a link between economic success and supporting CED? Is there a link between supporting CED and making a difference? I think the numbers speak for themselves!

MEMBER SPOTLIGHT

Tanis Chalmers

Originally from Brandon, Manitoba, Tanis Chalmers has been active in economic development for over 15 years. She started out as a Tourism Administration graduate from Assiniboine Community College. She then followed this with focusing on Event Management through the Manitoba Tourism Education Council.

Her first role as an economic development officer (EDO) started in Redvers, Saskatchewan. To this day, there are still remnants of her time there. This includes the town's tag line and the creation of the Redvers and District Oil Showcase which still remain a highlight of the community's bi-annual events.

After three years in Redvers, Tanis and her husband moved to Melita where she began working as the EDO for the town. During this time, the construction of Sunny the Banana was in full force.

Tanis' work with marketing in Melita was awarded the title of Aspiring Youth through the Tourism Westman, Tribute to Tourism Awards. She also then sat on the Tourism Westman board of directors, eventually sitting as the chair for a few years.

Tanis was contracted by the Southwest Immigration Committee at this time, to coordinate a marketing strategy for relocation and settlement to SW Manitoba for eight rural communities. This also involved the coordination and implementation of a settlement conference in partnership with RDI in Brandon, MB.

In 2012, Tanis started the position of Manager of Economic Development for the RM of Pipestone. Managing economic development programs and services for the RM of Pipestone Council and CDC board. \$10 residential lot sales program, cash incentive programs of commercial and residential properties, property development and sales, tourism development and management, marketing and promotion, business retention and expansion programs, investment attraction, business client management, strategic planning and execution.

Highlights:

- \$10 lot program - marketing, which included high profile media coverage including but not limited to: 4million website hits, national and international media coverage, internet placement that is still gaining attention 7 years later.
- Recreation Development Area - spray park and lake creation - fostering the development, creation, and sustainability of an economic driver for recreation and tourism within the Municipality. The RM of Pipestone became a Tourism attraction overnight!
- CBC Still Standing episode - season 3
- Marketing and Branding Development – Municipal buy-in, social media, print, visual etc.
- Creation and Facilitation of the Dennis County Development Partnership. A regional partnership for investment attraction consisting of RM of Pipestone, RM of Wallace-Woodworth and Town of Virden. Visit investsouthwest.ca
- Founding Chairperson of the Southwest Business and Entrepreneur Expo
- Facilitation of multiple strategic planning sessions: community, land and tourism development
- Completed Levels 1 & 2 FDI training
- Completed Yr. One – Fundamentals in Community Economic Development
- BR&E: Completed levels 1 and 2 BR&E, created and implemented successful BR&E initiatives and programs
- Educational Partnerships: A partnership between Town of Redvers and the South East Regional College was formed. This led to program development and long-term communication between the region and the college.

Tanis also enjoys spending time with her family, husband Scott, kids Tylan (12) and Macalla (9), and we can't forget Bacon (dog) and Waffles (cat).



Connect with Tanis:

Phone: 204-877-3669

Email: tanis@rmofpipestone.com

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REMINDER:

**Annual General Meeting will be on
Friday, May 15, 2020 at 9:30am**

via ZOOM video conferencing.

Register by visiting:

<https://www.surveymonkey.com/r/QCT8R7G>

VOLUNTEER ENGAGEMENT - WHAT IS IT? ARE WE EMBRACING IT?

By Wendy Bulloch, Building Up



Did you know? Manitobans still lead the way in volunteering. Too often we hear the comment – we can't find volunteers for an ongoing, year after year community event. Perhaps there is a different approach and a new mindset in realizing and understanding what volunteers are willing to do.

A survey completed two years ago by Volunteer Canada and Investors group "Recognizing Volunteers in 2017" found some reaffirming stats

about volunteer engagement including:

- 64% of volunteer hours still contributed to top four sectors: social services, sports and recreation, religion and education and research.
- 50% of volunteers contribute to the top two sectors – social services, sports and recreation.
- Organizing events and fundraising were identified still as the top two volunteer activities.

The overall reasons for volunteering remained the same:

- 93% said to contribute to their community,
- 77% stated to use their skills and experience,
- 60% they were personally affected by the cause, and
- 52% was to improve a sense of well-being

Further stats from the survey identified 48% of volunteers seek out opportunities themselves to volunteer. One in six volunteers searched the internet for volunteer opportunities. How are we, as organizations advertising or sharing our volunteer needs? Are we using social media i.e. Facebook, Instagram, Twitter – do we have a web page that we keep current?

If 47% state, they volunteer because they were asked – are we as communities and organizations approaching students and others to find how they could help us or how much time could they give to volunteer for an upcoming event? What are the ways we can increase or support volunteers in becoming involved within our local communities? What types of skills or new learning opportunities are we providing our volunteers?

Another question – have we taken the time to sit down and identify how many volunteers we need and what are we expecting them to do for an upcoming event? Many times, organizations keep doing the same thing year after year without ever evaluating how successful their event was. Are our organizations still functioning in an old mindset where once volunteers sign up for an event, we "just assume" they will come back and keep working with our organization forever and ever?

What would happen if we looked at volunteering from an episodic approach – meaning volunteers only want to be involved for only a certain activity/event, for only 3 to 4 times a year or even 1 to 2 times a year? Some volunteers are not willing to come back every week to do the task. Can we change the way we engage the volunteer that only wants to volunteer episodically? What do we need to do to create options and still meet our organization or community needs in order to engage the episodic volunteer?

Can our organizations be more flexible in our asks, are their opportunities for "incremental volunteering"? Can we look at groups and/or families who are interested in volunteering? Would they be interested in scheduling their group or family and be responsible for helping at the rink once a week or cleaning up the local park/playground once every two weeks?

How is your organization staying connected to your volunteers? Do you have a database/list of volunteers in the community who are willing to help? Does your organization reach out to them on a monthly, quarterly or every six-months advising them of new activities and volunteer opportunities?

Would your organizations consider holding a volunteer rally/fair early in the fall or spring? The different organizations could come together create and identify a menu of volunteer opportunities those in the community may be interested in.

What would this menu look like? A list of flexible work schedules, skills based projects – what skills do some of your jobs need? i.e. young people to help with promotion through the use of social media; opportunities for groups, (4-H Clubs) families, friends to volunteer at an event; a list of short-term tasks that would only take a few hours or a few weeks or a couple of months to complete; virtual volunteering opportunities i.e. doing a task from home on their computer and sending the project back; and/or volunteer job sharing or rotation of activities list.

Volunteering across Canada and in our province is changing. Local organizations may need to change their "traditional mindset" of what a volunteer is and what a volunteer does or may want to do. As organizations, we many need to make the shift in our approach, promotion, and volunteer opportunities for our communities to continue to thrive. Collaborating as an overall group and not just individual organizations may be the key to further successful volunteer outcomes.

Volunteer Manitoba: Connecting people with volunteer opportunities, promoting volunteerism, and providing leadership and counsel in the voluntary sector.



1ST EDAM COMMUNITY EDGE GROUP TO GRADUATE IN 2020

It was back in 2017 when the Economic Developers Association of Manitoba (EDAM) ran their first module from the Community Edge (CED) Certification Program. Co-developed with the Province of Manitoba, the CED Program was created to provide economic development practitioners, municipal leaders, chief administrative officers, and community leaders with a structured learning approach that will help them deliver community economic development initiatives. This is a Manitoba made program for Manitoba communities.

Currently, EDAM has eight candidates for graduation. Candidates completed all eight core Community Edge modules. The final requirement to graduate involves the submission of five case studies that will describe real-life scenarios of community economic development theories applied to projects they have been involved in. Once all requirements are complete, the graduation for the successful CED Program candidates will be held at an upcoming EDAM Forum.

Since the CED program's launch, 65 of the 119 EDAM members or 55% of the member base have taken one or more of the CED Modules. Echo Finlay, Municipality of Souris-Glenwood economic development officer (EDO) says, "This was a complete career change for me when I began the position in 2018. I was the coordinator for a family resource centre for more than a decade before moving to Souris and pursuing the role as EDO. Taking the Community Edge training has given me the foundation to understand more about my role and what I am capable of."

Finlay is an EDAM member and has now taken six out of the eight modules. She plans to take the remaining two and obtain her CED Certification. "The topics have been fantastic, I found them very relevant to the work I do. Module 4: Finance and Governance was the most helpful. I knew my way around a budget, but I was inexperienced when it came to land planning and how municipalities structured their finances. Lana Cowling-Mason facilitated the session and she did an excellent job. It's a topic that I could easily get frustrated with, but she is so well spoken! It sparked an interest for me to learn more about the topic."

EDAM has certified CED trainers that deliver the eight modules. Aside from the bi-annual forum that EDAM delivers modules at, municipalities or local organizations that are interested to offer the program in their areas can make a request for special training delivery. EDAM will work out the schedule between the community and trainer. There are 62 non-EDAM members from various communities that have taken a CED module.

The Melita and Area Economic Development Corp. (EDC) was one of the local organizations that brought the EDAM Community Edge modules closer to the southwest region. In June 2019, the Melita EDC hosted Module 1, Introduction to Community Economic Development. A total of 10 municipalities sent representatives to attend the training: Brenda-Waskada, Deloraine-Winchester, Grassland, Two Borders, Prairie Lakes, Melita, Virden, Wallace-Woodworth, Pipestone, and Whitehead. The class had 21 participants from Mayors, Reeves, Councilors, EDOs, and community leaders attending the workshop.

Debbie McMechan, Reeve of the Municipality of Two Borders, saw the afternoon as a time well spent for municipal officials. "I left the first module with a degree of understanding. I felt very encouraged about the kinds of projects/partnerships that have been developed in Manitoba. Course expectation was fulfilled. We were analyzing data by the end of the workshop."

McMechan laments, "When elected to municipal government, most folks don't come equipped with an understanding of economic development. I certainly did not. We agree heartily that we want "it" for our municipalities or towns, but how? Community Edge Certification allows municipal officials and employees to get their feet wet on the subject of community economic development in an interactive and positive learning environment."

McMechan says she will not miss an opportunity to enroll in the remaining modules or other programs being offered along this CED Program. "Any topic that will benefit a municipality is an interest. Courses that will teach us all to think regionally."

Trevor Tuttosi, councilor from the RM of Whitehead, is an EDAM member and has participated in recent EDAM Forums. "I have attended two economic development forums, and have completed five of the eight modules to date. I certainly plan on completing all eight modules and then work toward certification."

In addition to learning modules, Tuttosi experienced the value of networking with participants at the forums and workshops. "There is a great group of forward-thinking people at these events that are eager to help provide ideas and solutions for various scenarios I have brought forward. If a council is feeling like there are little or no opportunities for development in their area, they definitely need to get involved with

this group to learn that there are always a multitude of opportunities waiting to be advanced."

EDAM forecasts an uptake on local organizations leading the request for program delivery in their communities. The core eight modules can be taken in any order. Interested organizations can choose topics that are more relevant to their needs. The core eight modules are:

1. Introduction to Community Economic Development
2. Community Economics and Pre-planning Analysis
3. CED Strategies
4. Local Government Finance and Land Use Planning
5. Strategic Planning
6. Communications
7. Marketing the Community
8. Operations and Project Management

EDAM's Education Committee is at the helm of the CED program development. After the eight modules, certified CED practitioners need to maintain their certification. They can do so by attending any of the advanced modules that are being developed, such as Business Retention & Expansion, Business Investment & Attraction, and Tourism, to name a few.

If you are interested in joining any of the upcoming scheduled CED Programs or if you wish to have it delivered in your community, contact Lesley Gaudry, association manager at edammanitoba@gmail.com or visit www.edamonline.ca to get more information.

CONNECT is published by the Economic Developers Association of Manitoba and is distributed to its membership and municipal leaders across the Province. Articles and content appearing in this publication may be reproduced with credit attributed.

Editor: Iris Vercaigne, MBA
Asst. CAO, R.M. of Wallace-Woodworth

Economic Developers Association
of Manitoba
PO Box 541
St. Adolphe, MB R5A 1A1
Email: edammanitoba@gmail.com

Website: edamonline.ca
Facebook: [/edammanitoba](https://www.facebook.com/edammanitoba)

