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Enterprise South East

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BOARD OF DIRECTORS AND STAFF**EXECUTIVE COMMITTEE**

James McKenna	President
Janice Ryan	1 st Vice-President
Michelle Wedge-Strain	2 nd Vice-President
Klaus Sudbrack	Secretary-Treasurer
Léandre Cormier	Past-President

BOARD OF DIRECTORS

The seven municipalities and the Provincial and Federal partners appointed the following members:

Agriculture

Richard Strang	Entrepreneur, Strang's Produce, Melrose
Guy LeBlanc	Entrepreneur, Willie A. LeBlanc & Sons, Memramcook

Food Production-Primary Processing

Janice Ryan	Entrepreneur, Botsford Fisheries, Petit-Cap
Terry Lister	Special Project Officer, Corcan, Moncton
Aline Landry	Entrepreneur, Cape Bald Packers, Cap-Pelé

Knowledge Industries

Bill Swift	Retired Entrepreneur, Sackville
Michelle Wedge-Strain	Director, Admin. Services, Mount Allison University, Sackville

Manufacturing Sector

Norbert LeBlanc	Entrepreneur, King's Mechanical Contractors, Shediac
Léandre Cormier	Entrepreneur, Westwood Industries, Scoudouc
James McKenna	Entrepreneur, Glenwood Kitchen, Shediac

Tourism

Klaus Sudbrack	Entrepreneur, Little Shemogue Country Inn, Shemogue
Sophie Belliveau-Doiron	Entrepreneur, Ocean Surf Trailer Park, Shediac

STAFF

Patsy Chamberlain, Ec.D.	Executive Director
Luc Babineau	Economic Development Officer
Lisa Rioux	Administrative Assistant
Ghislain Thibodeau	Labour Force Development Officer
Kim Landry	Youth Entrepreneurship Development Officer
Danny Pellerin	Tourism Development Officer
Anne McGraw	Community Tourism Officer
Tammy Nichol	Older Worker Initiative Coordinator

MESSAGE FROM THE PRESIDENT

As President of Enterprise South East, (ESE), I would like to reflect on ESE's past year, but would also like to look at what lies ahead in 2011-2012.

In the fiscal year 2010-2011, New Brunswick companies continued moving forward, determined to overcome challenges and impacts of the last recession.

Within the last year, companies in the Southeast region have shown growth and stable employment levels, but not without their challenges. That is why businesses must focus on innovation, become more efficient and adapt to the economic realities, we continue facing.

ESE believes in its' local companies and communities and will be at the forefront facing challenges and opportunities with them, in order to increase economic growth and prosperity in our region.

Increasing efficiencies will continue to be one area of focus. With energy cost on the rise, a strong Canadian Dollar and increased global competitiveness, it makes it imperative for our businesses to concentrate and put their efforts in this area of their business. In doing so, it will increase productivity, become more competitive and increase bottom line.

Innovation is also a priority and a reality in today's economy. As per a report from The Conference Board of Canada, Canada ranks 14th among 17 Countries on Innovation and continues to be a "D" performer. There is no question that we, as a country, are lagging and need to embrace innovation in our companies. Our local companies have the ability and capability to take a leading role in innovation in New Brunswick. By introducing new products, processes or materials, businesses will experience success by again, improving productivity and competitiveness.

New Brunswick has been exporting for many years and has done very well. The economic realities have shown that diversification of new markets needs to occur as 86% of our exporting activities occur in the United States. We have seen businesses diversifying in new markets and that focus needs to remain. In the next year, ESE will continue to encourage and assist businesses in the development of new markets and will also be working with new exporters.

As 80% of small and medium size businesses will be transitioning in the next 10 years, succession continues to be a priority for ESE. While putting a lot a focus on succession in the last 5 years, ESE took a step further last year by developing a tool concentrating on new ownership. Throughout the years, ESE has seen that after a transition, there are challenges faced by the company. This new tool will assist the successor to be better prepared in facing challenges when they occur. ESE will be working closely with

companies introducing this new tool as our priority is to ensure businesses stay healthy and that employment and services remain in our communities.

The Aftercare Program which was developed 2 years ago, has certainly gone to the next level. Last year, over 80 Aftercare consultations took place with our local companies. This has resulted in addressing issues such as training needs, workforce issues, cash flow issues and even expansion projects. ESE believes that follow-ups with businesses is key to the success of its region and builds strong business relationships between the agency and the business communities.

ESE will continue to support the Southeast New Brunswick Education and Industry Council. The council was established approximately three years ago with a mandate to strengthen the links between industry and post-secondary and public education. This dialogue between educators and employers is vital to ensuring tomorrow's workforce is prepared to enter the workforce. It also informs the education providers of the needs of the employers. It is important to note that this is a greater southeast initiative, bringing together all post-secondary education, public school districts and industries.

In 2009, a comprehensive three-year Tourism Development Strategy was completed, branding the region as the NB Cultural Coast. ESE has focussed efforts this past year in the implementation of this comprehensive tourism strategy which was developed for the Greater South East region. This required the continued participation and commitment from many parties. The focus was on product development, marketing and human resource development. We've accomplished several goals set in the tourism strategy and the focus remains the betterment of the tourism sector and economic growth for the region. The coordination of tourism development has been identified as a priority over the last two strategic plans.

Consistent with ESE's mandate, numerous training sessions, consultations and site visits were held during the year. Approximately 280 participants benefited from training sessions offered by ESE and last year, a record breaking 1,345 consultations and site visits were held offering entrepreneurs needed tools to foster business growth. Youth also remain at the forefront of business development and entrepreneurship training. In this regard, more than 1,960 local youth participated in various sessions, training opportunities and career fairs.

Moving forward, ESE will be putting more efforts on its' performance indicators. As an Community Economic Development Agency, it is key to be able to measure economic performances in our region. While some processes are in place, ESE will focus on better measurements for the region as a whole.

The staff at Enterprise South East works in very close collaboration with its Board of Directors and has its full support. Together, we create a vision and form a plan to

achieve our goals. With our Board's insight and the dedication of the staff, we are confident that we will have another successful year.

I would like to thank those, including our Board of Directors, whose valued efforts were instrumental in ensuring such a successful year. To our partners and municipalities, your ongoing financial support was greatly appreciated. Rest assured that we are ready to take on next year with its challenges and opportunities.

Lastly, I would like to thank the staff at Enterprise South East for their continued hard work and devotion, as they play an integral role in the success of the agency. It is very much appreciated.

James McKenna,

President, Enterprise South East

THE COMMUNITY ECONOMIC DEVELOPMENT STRATEGY 2007-2010

In June of 2007, ESE adopted the update of the initial three-year Strategic Plan entitled "Charting our Course for the Future" which was launched in 2003. This Community Economic Development Strategy has been extended for the year ending March 2011.

The updated strategic plan has been the document that has guided and will continue to guide the strategic direction of the agency and determine our actions for the coming year.

As a result of the implementation of the recommendations of these plans, the region has seen the following results:

- One priority set out in both previous strategic plans was the required infrastructure investment into the Scoudouc Industrial Park. With the major funding announcements made in the fall of 2007, the Province of New Brunswick confirmed its financial assistance for these investments. The start of capital investments was in 2008 and was completed in November of 2010. The Scoudouc Industrial Park now has a completed highway interchange and increased serviced park land. The Scoudouc Industrial Park is an important piece of infrastructure for the South East region and is one of the region's priorities to foster economic growth.

- In May of 2009, a comprehensive three-year Tourism Development Strategy was completed, branding the region as the NB Cultural Coast. ESE has focussed efforts this past year in the implementation of this comprehensive tourism strategy which was developed for the Greater South East region. This required the continued participation and commitment from many parties. The focus was on product development, marketing and human resource development. We've accomplished several goals set in the tourism strategy and the focus remains the betterment of the tourism sector and economic growth for the region. The coordination of tourism development has been identified as a priority over the last two strategic plans.

These are but two examples of how the last two regional strategic plans have guided our activities and efforts over the years.

The staff of ESE has been very committed by pro-actively establishing priorities and initiating activities within these same priorities. The details of our activities are elaborated further in the report.

AN OUTLOOK FOR 2011-2012

ESE keeps playing a leading role in succession planning by being proactive and working in close collaboration with regional entrepreneurs. Last year, ESE took a leading role in developing a tool for the successor, as we realized the importance of not only ensuring the person selling the business is prepared, but very importantly, the one buying is very important as well. With this new tool, this year ESE will be working very closely with both parties and this, mostly on a one on one basis as we have seen better results. Our priority is to ensure that businesses stay healthy and that employment and services stay in our communities. ESE also plans on holding post-succession sessions with regional businesses that have gone through the process and see what the issues are and assist them in addressing these issues.

ESE will also focus on innovation in the next year. Awareness sessions and support will be offered in order for our businesses to continue to prosper, move forward and stay competitive. In addition, ESE will also be holding a Round Table for the manufacturing sector on innovative emerging markets in the fall of 2011.

ESE will again this year, take part in the Older Workers Initiative Program. The objective of this program is to assist unemployed workers, living in the Southeast region of NB to improve their employability so they remain active and productive in the labour force and to assist regional businesses in filling vacant positions in their respective companies.

Creating a networking group for young entrepreneurs as well as young professionals under the age of 35 is something ESE will be developing in the coming year. It is important for youth to gather and share their best practices with others in the region. Creating a networking group and encouraging young professionals to join, will increase retention.

The “Centre de formation secondaire” also known as Alternative Classroom, is another YEDI initiative that we continue to participate and support. In June 2011, students will be graduating, without this program; these students would not be receiving their high school diploma.

As one of ESE’s priority sectors, Enterprise South East and Enterprise Kent partnered with the Department of Post-secondary Education, Training and Labour and the Department of Fisheries and Aquaculture to evaluate the labour force challenges in the seafood processing industry. By working with the industry and our Economic Development Partners, an action plan has been established for moving forward over the next 2-3 years. The action plan is intended to address HR challenges which confront the seafood processing sector over the short and long term. This action plan will be implemented in this upcoming year.

Tourism Development

Since 2009 the Greater Southeast region of New Brunswick has partnered with 13 municipalities, 2 enterprise agencies, La Commission du tourisme Acadien du Canada Atlantique, 2 regional tourism associations representing over 250 tourism operators and stakeholders to brand the region as the NB Cultural Coast. The NB Cultural Coast as set forward once again over 20 objectives in their current work plan, that ranges from marketing, tourism training to product development. After its first year in implementing this initiative the NB Cultural Coast has been the runner up as the recipient of the 2010 Excellence and Innovation Tourism Partnership Award by Tourism and Parks NB.

ESE will continue working with both tourism associations on a regional approach by participating to both associations board meeting.

ESE also participates with other related activities:

- Fundy Biosphere Reserve
- South East Tantramar Tourism Association
- Point-du-Chene Harbour Authority
- Shediac Downtown Inc.
- Célébrons nos quais
- Kent Regional Tourism Association
- Shediac Lobster Festival

Tourism Training

ESE will continue working closely with the NB Cultural Coast work plan and both tourism association on promoting training sessions on Social Media, Web Optimization, Partnerships Building and Experiential Tourism Product Development for operators, tourism ambassadors and all stakeholders.

Training Sessions

ESE will continue to deliver training sessions to business owners in the upcoming year. Follow-ups are done on a regular basis with employers in identifying training needs and training sessions are then organized by ESE. It is very important for employers to have the right skills in today's competitive market and to continue to stay healthy and grow.

Salary Survey

ESE will undertake a salary survey with employers in the tourism sector. The objective of the survey will be to provide tourism operators in the southeast and Kent region up-to-date statistical information on hourly wage rates for specific occupations.

REPORT ON COMMUNITY ECONOMIC DEVELOPMENT ACTIVITIES 2010-2011

SECTION 1 – ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

ESE is considered the first stop for business services for potential, new and existing businesses in the southeast region. We consult and assist our clients in a variety of ways, including:

- providing information to clients on government assistance programs (capital or employment) for start-up or expansion activities, and assisting with the development of applications for these programs;
- providing guidance to clients in preparing business plans, market research, and/or developing financial forecasts;
- providing general information on starting or expanding a business and other related topics, as well as providing clients with appropriate referrals when necessary;
- assisting clients in addressing the various challenges that may impact their businesses.

During the 2010-11 fiscal year, the agency staff conducted 1,345 counselling sessions and site visits with potential, new and existing entrepreneurs throughout the southeast region. ESE is pleased to report that the number of counselling sessions have increased from previous years. Some of these counselling sessions were conducted throughout the region to offer a greater convenience to clients.

It is estimated that ESE assisted in over 47 successful start-up and over 50 projects with existing businesses, during the past year. These projects consist of expansion, modernization, missions, etc.

To increase its presence amongst the region, and to provide a more convenient and proactive service to its clientele, the agency staff also organized on-site visits with entrepreneurs. During 2010-11, over 550 business on-site visits were conducted.

Activities and Events Supporting Entrepreneurship and Small Business Development

Various initiatives were carried throughout the year to directly, or indirectly, encourage small business and sector development.

The Labour Force Development Officer initiatives were directly linked with training. Training sessions were given throughout the year and are listed within the activities and event supporting entrepreneurship and small business development. Nine workshops were given on different subjects between April 2010 and March 2011 with approximately 130 participants attending.

ProfitLearn Workshops

In May 2010, ESE held a workshop on Managing Customer Service in Shediac and Sackville. The session was designed to help employers create a customer service focus within their organization by establishing goals, training their staff, and measuring their customer service effectiveness. A total of 19 participants attended the workshop.

In November 2010, ESE held a workshop on Resolving Conflict in the Business in Shediac and Sackville. The session was designed to assist managers on reducing or preventing conflicts in their business by identifying its sources, recognizing how individuals contribute towards the dynamic of conflicts, and working together towards resolutions. A total of 24 participants attended the workshop.

In December 2010 and January 2011, ESE held a workshop on Effective Communication Skills for Managers in Sackville and Shediac. The session was designed to assist managers in learning to deliver a clear and effective message to clients, suppliers, employees and colleagues. A total of 26 participants attended the workshops.

In February 2011, ESE held a session in Cap-Pelé on Attracting and Retaining Employees in the Seafood Processing Sector. The session was designed to meet the recruitment and retention needs of business owners and managers in the seafood processing industry. A total of four participants attended the workshop.

Opening the Door to Exporting Session

ESE organized an export session in collaboration with Enterprise Kent and Enterprise Greater Moncton. The event with Barrie Reid was held in March 2011 in Scoudouc. Barrie Reid lead the session and presentations were done by the following partners: DFAIT, ACOA, Canada Business and EDC. The session also included two client presentations sharing their export experience with the 28 participants.

Workshop on the Impact of Key Position Replacement and Good Management Practices on Your Bottom End

The Industry Education Council in partnership with Enterprise Kent, Enterprise Greater Moncton as well as Enterprise South East hosted a workshop on the impact of key position replacement and good management practices on your bottom end which was held in Moncton on February 8th 2011. The objective of the workshop was to provide employers a strategy on key position replacement. In total, seven participants from our region attended the workshop.

Workplace Environment and Satisfaction Survey with Employers

ESE has been conducting a survey on Workplace Environment and Satisfaction with three employers. The survey is designed to provide feedback from employees within the organization on different subjects such as employee satisfaction and engagement, hiring and recruitment, communication and work environment, training and development, workplace health and safety, performance management, salary and benefits as well as leaderships. Once completed, a report was given to the employer with an action plan to address human resources issues within the organization.

Salary Survey

In the fall 2010, Enterprise South East and Enterprise Kent conducted an hourly wage rate survey for their respected regions. Data information was collected on starting wages with no experience, starting wages with one to five years' experience, wages after five years' experience, most frequent paid wages as well as average benefits paid to employees.

The objective of the survey was to produce up-to-date statistical information on hourly wage rates for 10 occupations in the manufacturing sector. In total 16 employers participated in the survey.

Diagnostics with Employers

In 2009, ESE developed a diagnostic tool to assist business owners identifying the strength and weaknesses and develop strategies for improvement on human resources, safety, production (key performance indicators), marketing, finance as well as innovation. This report card provided ESE valuable information to guide and direct the business owner to proper partners in order to get the support they need. Last year, ESE was very active in pursuing this initiative. As a result of its' efforts, 12 diagnostics were completed with regional business owner.

Career Fairs

ESE in partnership with the Department of Post-Secondary Education, Training & Labour as well as Service Canada hosted career fairs in Sackville and Shediac in April 2010. There were 22 exhibitors at the career fair in Sackville with 450 participants while 30 exhibitors were at the career fair in Shediac with 650 participants.

NB Cultural Coast Web Portal

Add placement and Web presence in the New Brunswick's Tourism Visitors Guide and Web site for 2011 season, NB Cultural Coast Web Portal, www.nbculturalcoast.com, was launched on November 17, 2010 with over 100 stakeholders in attendance showcasing

all regional products and by creating an opportunity to stakeholder to input all of their events and profile on the Web Portal.

A Facebook page and a Twitter account have been created for the NB Cultural Coast showcasing links and events happening in the region.

NB Cultural Coast as created a partnership with both tourism associations to develop a locator map showcasing products and services within the Greater Southeast region, 60,000 copies was distributed.

Understanding Social Media

Training sessions on Understanding Social Media for tourism operators were held and resulted in 31 participants. The purpose of these sessions was to help tourism operators understand the value of using this mean of media and how it can help tourism businesses and also working directly one on one with over 30 operators to assist them in technology capacity building to maximize their marketing visibility with online presence on the NB Cultural Coast Web Portal.

Speed Networking Session

In March 2011, a Speed Networking session was held in Grande-Digue with 22 participants. The goal of the half-day workshop was to bring southeast tourism operators together to network and explore new partnership opportunities. The outcome of this event has created three new partnerships to be implemented during the 2011 tourism season.

Product Development

Two experiential tourism product development workshops were held last year one in May, 2010 that showcased Regional Experiential Tourism Products to over 30 potential experience providers to teach them how to set the stage for these experiences and also how to create packages, pricing and identify markets.

Gros Morne Institute for Sustainable Tourism and ESE organized a workshop on what are the New Rules of Products, Packages and Promotion for the Tourism Industries. This session was held in March 2011, with 27 participants attending the workshop.

In July 2010, the development of an Artisan Route was created showcasing 17 regional Artisans. There was over 20,000 copies printed of the Artisan Route Map that was distributed province wide.

The Tourism Ambassador initiative started out as a pilot project and because of its success, it is becoming a NB Cultural Coast initiative. The goal is to have all VIC's

(Visitors Information Centers) in the region, participate to this initiative by introducing retired professional, 55 years of age and over, to work with our summer students at VIC's throughout the region. Three day training session for all Tourism Ambassadors was held in order to be prepared and make them aware of all attractions in our region. This training consists of a day of training with the NBCC called the Disney Way, which have customized a workshop on how to surpass visitors expectations and a two day regional bus tour to showcase all attractions and tourism products of the NB Cultural Coast by touching, seeing and tasting products. Once the training is complete, Ambassadors are ready to intercept visitors to stay one more night in the region. This project has resulted in Shediac having seven Ambassadors, three in Richibucto and three in Rexton.

This project created interest from other regions in the province and we were invited to make a presentation to the Acadian Peninsula which later resulted in them adopting our initiative with our shared information.

Entrepreneurship Gala

In October of 2010, the ninth annual Entrepreneurship Gala was held highlighting Small Business Week. Very importantly, the event was once again organized in partnership with CBDC Westmorland Albert, Downtown Shediac, the Greater Sackville Chamber of Commerce and the Chambre de commerce de Cap-Pelé/Beaubassin-Est. An award is presented to both an entrepreneur and a young entrepreneur who has shown success, growth and innovation in his or her business. An award from the Greater Sackville Chamber of Commerce is also presented at the Entrepreneurship Gala. Being presented at the Entrepreneurship Gala again this year, was a special Tribute from the Chambre de commerce de Cap-Pelé/Beaubassin-Est. This tribute is to commemorate a committed individual from the Cap-Pelé/Beaubassin-Est region.

These awards were presented at the Entrepreneur Banquet where approximately 200 people attended. It is a way of recognizing, highlighting and showing our appreciation to not only the winners of the awards, but all entrepreneurs of our communities.

Investment Attraction and Support

While the agency does not engage in seek and find activities, it does offer support to other investment attraction departments, such as Business New Brunswick. During 2010-11 the agency undertook the following investment attraction support activities:

- Co-hosted visits with potential investors to the region.
- Identified companies who may be interested in forming foreign strategic alliances, and arranging meetings with them and appropriate government officials to discuss possible opportunities.
- Updated the database of businesses within the region.

- Provided potential investors with information on available properties for sale/lease and other pertinent information, and arrange appropriate contacts.

Enterprise South East in partnership with Enterprise Kent, Enterprise Greater Moncton, the City of Dieppe and the Chambre de commerce française du Canada (Atlantic Section) continued to strengthen partnerships with our economic development partners in France.

Youth Entrepreneurship Development Initiative (YEDI)

The Young Entrepreneur Development Initiative (YEDI) is an ACOA initiative designed to expand and enhance the entrepreneurship training, information and support services available to Atlantic Canadians up to 35 years of age. Investments are made in three key areas; Aspiring Entrepreneurs, Existing Entrepreneurs and Community Entrepreneurship Development.

Entrepreneurship and Business Plan Information Sessions

This year many presentations and workshops on entrepreneurship and business plans as well as Micro-Enterprises were done within our region's middle schools, high schools, universities and colleges. We continue to promote the summer SEED program and other programs available to youth. Over 250 students participated in these entrepreneurship workshops this year from schools such as Polyvalente Louis-J.-Robichaud, Tantramar Regional High School, École Donat-Robichaud, École Mgr-François-Bourgeois, Crandall University and Atlantic College of Therapeutic Massage.

Alternative Classrooms

The Alternative Classroom Center has two separate projects with the same goal in mind; helping students receive their high school diploma. These two very important projects are administered through a non-for profit organization called "Place aux Compétences" (PAC) incorporated in 2008 and works with numerous regional partners in order to make it all happen. PAC's mandate is to help young students in developing their confidence, independence and their sense of belonging to the community. ESE's role in this project continues to liaise with local businesses and the Town of Shediac.

The first project had a total of 12 students attending the classroom. The purpose of this class is to help students that have challenges functioning in traditional classrooms and give them the tools to learn, by providing them with one on one coaching in the classroom. This class allows them to move forward in receiving their high school diploma and pursue Post-secondary studies.

The second project in which ESE continues to support as well helps students who drop out of high school or have challenges learning in a regular classroom setting to give

them the motivation to graduate and receive their high school diploma by learning an industry trade while earning a salary. This project has the students, hired by local employers, learn a trade and work under supervision through another employee. The students work under supervision for 15 hours a week and the other 15 hours is reserved in a classroom setting learning life skills and job related information.

ESE's role in this project was to find companies that would accept to be part of this project as well as coordinate meetings with the businesses. We targeted companies with similar aspects for the students to learn different elements of the trade. This year, there are three local companies taking part in this project and a total of nice students participating.

Also, this year, the YEDI accepted to be part of the Board of Directors of "Place aux Compétences". This adds great value for the youth in our region.

Percé

ESE played a key role in this program in collaboration with Enterprise Kent and partnering with RDEE brings the Percé program targeting the southeast and Kent region. Percé is a program that allows postsecondary students from the Atlantic region to rediscover the economic and cultural potential that their home region has to offer before starting their career. This program allowed us to place three students from our region in local companies.

Mentorship

Having a mentorship program available for young entrepreneurs is vital in our region. ESE understands the importance to prosper and keep businesses alive in the southeast region in order to generate growth. This being said, we continue to find matches as well as develop a mentorship program that works for our youth. This year ESE implemented the program and will continue to follow up and match local companies to ensure success.

Career Fairs

In the past year, ESE participated in two career fairs; Crandall University and Mount Allison University. During these career fairs we were able to target university students and promote the summer SEED program and all other available programs for youth. A total of 205 students from both career fair attended.

Small Business Week

- In October 2010, Enterprise South East in collaboration with Enterprise Kent hosted a full day workshop on New and Practical Tools do Deal with Human

Resources Issues which was held in Bouctouche. The objective of the workshop was to provide participants strategies on employee motivation, goal attainment, collaborating as a team for results as well as optimizing human and financial resources. Close to 50 participants attended the workshop.

- This year during small business week, ESE held its first youth round table focusing on *“Young Entrepreneurs are Moving Forward”*. This activity took place in the board room of the Beaubassin-Est Rural Community in Grand-Barachois. A total of seven young entrepreneurs from the southeast region participated at this activity.
- We also hosted a reception at the Centre de formation secondaire (Alternative Classroom) to provide proceeds from ESE’s Annual Young Entrepreneur Golf Tournament. This year, we were able to donate \$3500. A total of 12 students and numerous partners were at the reception to show their support.

Youth Entrepreneurship Golf Tournament

ESE held its’ Fourth Annual Young Entrepreneur Golf Tournament on August 25th, 2010 at the Memramcook Valley Golf Club; a total of 115 participants attended the event this year. This was a networking event for young entrepreneurs, partners and other entrepreneurs to have an opportunity to meet and interact.

During this event, hole sponsorships were sold for advertising in which \$3,500 was raised and donated to the Alternative Classroom in Shediac in order to help them purchase technology tools for the classroom.

Research Rally Workshop

In Collaboration with Polyvalente Louis-J.-Robichaud, this project has students make use of the Internet and other resources to complete a series of questions about entrepreneurship as well as the youth programs and services that are available for New Brunswick youth. This year two classes participated for a total of 32 students.

Student Market Place

This is a five to six weeks project where the students are ask to think of a business idea, do a business plan including a budget; they meet with a loan officer to receive a \$20 loan per person in order to fabricate their products and sell them during a three day period during lunch time. Once done, the students are asked to reimburse their loans and calculate their profit or loss. This year we had participation from one entrepreneurship class from the Polyvalente Louis-J.-Robichaud, for a total of eight students.

Youth Entrepreneurship Challenge

Enterprise Greater Moncton and the Youth Entrepreneurship Development Initiative (YEDI) hosted its provincial competition on May 19th, 2010 at the Capitol Theater in Moncton. This year the competition between high schools has students create a “Green” product or service. An organizing committee was put in place grouping youth entrepreneurship officers from around the province. In our region a total of 11 groups submitted a project for a total of 29 students. Provincially a total of 72 business plans were submitted which was an all-time high.

Young Round Tables

The round tables are a new initiative in our region. This year we organized two round tables both targeting different demographics such as young entrepreneur and students.

The goal of this activity is simply to assist young entrepreneur in moving forward. The round table allows young entrepreneurs of the southeast region to speak out on the challenges they face in their business and the community they live in. We also discussed possible opportunities and talked about the quality of life in the southeast region. This round table will help us build our Youth Strategy. A total of seven young entrepreneur participated at this discussion.

The student round table had many discussions on how entrepreneurship can become a great career option and also determine opportunities available to youth in our region. Students had the chance to share some of their thoughts on entrepreneurship and ways to better inform students about entrepreneurship. A total of 11 students participated to this round table.

SECTION 2 – BUSINESS DEVELOPMENT – ACCESS TO FINANCIAL ASSISTANCE

Most of the Community Economic Development Agencies’ counselling services focus on helping clients to access government assistance to start or expand their businesses. Assistance may be to help cover capital costs or employment-generating activities. ESE’s personnel assist clients in developing business projects, such as explaining government programs and the application process, providing guidance in preparing business plans, and ensuring the clients have addressed the application requirements before submitting their proposals to various government agencies or departments for consideration.

Throughout the year a number of businesses in the southeast region accessed government assistance to carry out various projects. Following is a summary of programs accessed in the southeast region during the 2010-2011 fiscal year.

Atlantic Canada Opportunities Agency (ACOA)

Program	# of Projects	ACOA Assistance (\$)
Business Development Program & AIP II – Entrepreneur and Skills Development	8	\$ 632,359

Business New Brunswick (BNB)

Program	# of Projects/Initiatives	BNB Assistance (\$)
Financial Programs	3	\$ 758,405
Community Economic Development Fund	6	\$ 32,000
Industry Services – Technical Adoption & Comm.	16	\$ 108,060
Trade Assistance Program	18	\$ 38,298
NB Growth	6	\$ 303,458
Total	49	\$1,240,221

Human Resources & Skills Development Canada (HRSDC)

Program	# of Projects	Total Financial Contributions
Opportunities Fund	2	\$ 90,975
Summer Career Placements	-	\$573,512
Youth Awareness Initiative	-	-
Homelessness Initiative	4	\$ 573,455
Skills Link	9	\$ 613,963
Total		\$ 1,851,905

CBDC WESTMORLAND ALBERT

Program	# of Projects	CBDC Westmorland Albert Assistance (\$)	# of Jobs Created & Maintained
Business Loan Program	27	\$ 1,565,500	117
Self-Employment Benefit Program	29	\$ 435,000	49
Young Entrepreneurs Connexion Program	39	\$ 395,000	76
Total	95	\$ 2,395,500	242

Dept. of Postsecondary Education Training & Labour (DPETL)

Program	# of Projects/ Businesses	Assistance (\$)	# of Weeks Approved	# of Jobs Approved/Created
Research & Innovation	1	\$ 199,547	-	-
SEED – Student Employment	37	\$ 184,754	504	60
SEED – Student Entrepreneurship	-	-	-	-
Work Ability – Job Exposure (Private)	-	-	-	-
Workforce Expansion	22	\$142,500	533	30
Labour Market Research & Analysis	6	\$246,200	-	-
Labour Force Adjustment	2	\$10,400	-	-
Total	68	\$ 783,401	1037	90

SECTION 3 – LABOUR FORCE DEVELOPMENT

The Department of Population Growth Secretariat in partnership with all Labour Force Development Officers from the Community Economic Development Agencies in New Brunswick is a committee dedicated of exchange of information on labour issues in our respected region and how to better assist employer’s human resources needs. Meetings are held on a monthly basis and updates on programs and best practices are shared with others.

SECTION 4 – PARTNERS IN COMMUNITY ECONOMIC DEVELOPMENT

To help carry out its mandate to promote and stimulate community economic development within the southeast region, ESE works closely with a team of community economic development partners. They include: the Atlantic Canada Opportunities Agency (ACOA), Business New Brunswick (BNB), CBDC Westmorland Albert, the New Brunswick Department of Agriculture and Aquaculture and the Department of Fisheries, International Trade Canada and the New Brunswick Department of Post Secondary Education, Training and Labour (DPETL). These partners work together in many ways:

- ESE and CBDC Westmorland Albert are co-located, thus providing a one-stop shop service for business clients. Throughout the year they hold joint staff meetings and have also partnered on specific events, such as the ESE/CBDC Westmorland Albert Entrepreneurship Gala in October 2010 and the Open House in December 2010.
- ACOA and BNB are the two major contributors to the ESE's budget, with additional funding being provided by the seven regional municipalities and funding from DPETL for the position of the Labour Force Development Officer and Coordinator Targeted Initiative for Older Workers 55+. These partners also contribute in the funding for the position of the Youth Entrepreneurship Development Initiative and the Tourism Development Officer.
- ESE, in partnership with la CTACA (Commission du tourisme Acadien du Canada Atlantique) has received an additional resource creating the position of Community Tourism Officer. This has permitted us to put even more efforts in the tourism sector.
- ESE often works jointly on client files with its partners to provide a better service to its clientele.
- ESE promotes the business development programs offered by various government departments and agencies.
- ESE works closely with appropriate partners such as National Research Council Canada, Tech South East and New Brunswick Innovation Foundation on specific initiatives that will stimulate community economic development in the region.
- International Trade Canada has provided ESE with financial assistance for investment attraction, exporting activities and support initiatives.
- Both provincial and federal governments provided financial assistance this past year to employ two summer students.

Community Partnerships

It is equally important that ESE work closely with its other partners, including municipalities, business support associations and community development organizations. These partners work diligently to improve the community economic well-being and quality of life in the southeast region.

Throughout the year ESE met with municipal representatives, regional MLA's and the regional MP's office to strengthen relations, provide updates on various initiatives taking place and to identify opportunities to work together to increase community economic prosperity within the region.

It is our intent to continue these important relationships with all partners to ensure we reach our common goal, which is, to increase community economic prosperity.

Communication continues to be an important part of community partnerships as well as a very important element in the priorities of Enterprise South East. ESE believes very strongly that a Communication Strategy is imperative as it is the vehicle that will get us from where we are now to where we want to be.

The goals are:

- Enhance communications with partners.
- Increase participation in government programs.
- Enhance the importance of taking advantage of programs, training and services, to prosper and succeed economically.
- Generate awareness for related activities.
- Enhance ESE's reputation and credibility.

The Communication Strategy was developed and continues to be a very important tool in the everyday operation of ESE.

We continue to update our business tools in order to provide accurate information to our clients in both official languages. ESE constantly offers valuable information such as succession planning, developing a business plan, buying a business, guide to business regulations and more. This allows us to drive our clients in the right direction and give them a better perspective on steps to undertake in the different levels of their business.

Annual General Meeting

ESE held its 30th Annual General Meeting on June 22, 2010 at the Parlee Beach Restaurant in Shediac. Approximately 80 people attended this event, at which time Mrs. Michelyne Paulin, Director and Senior Trade Commissioner Atlantic Region, Foreign Affairs and International Trade Canada addressed the guests and talked about the impact of a fully global economy.