

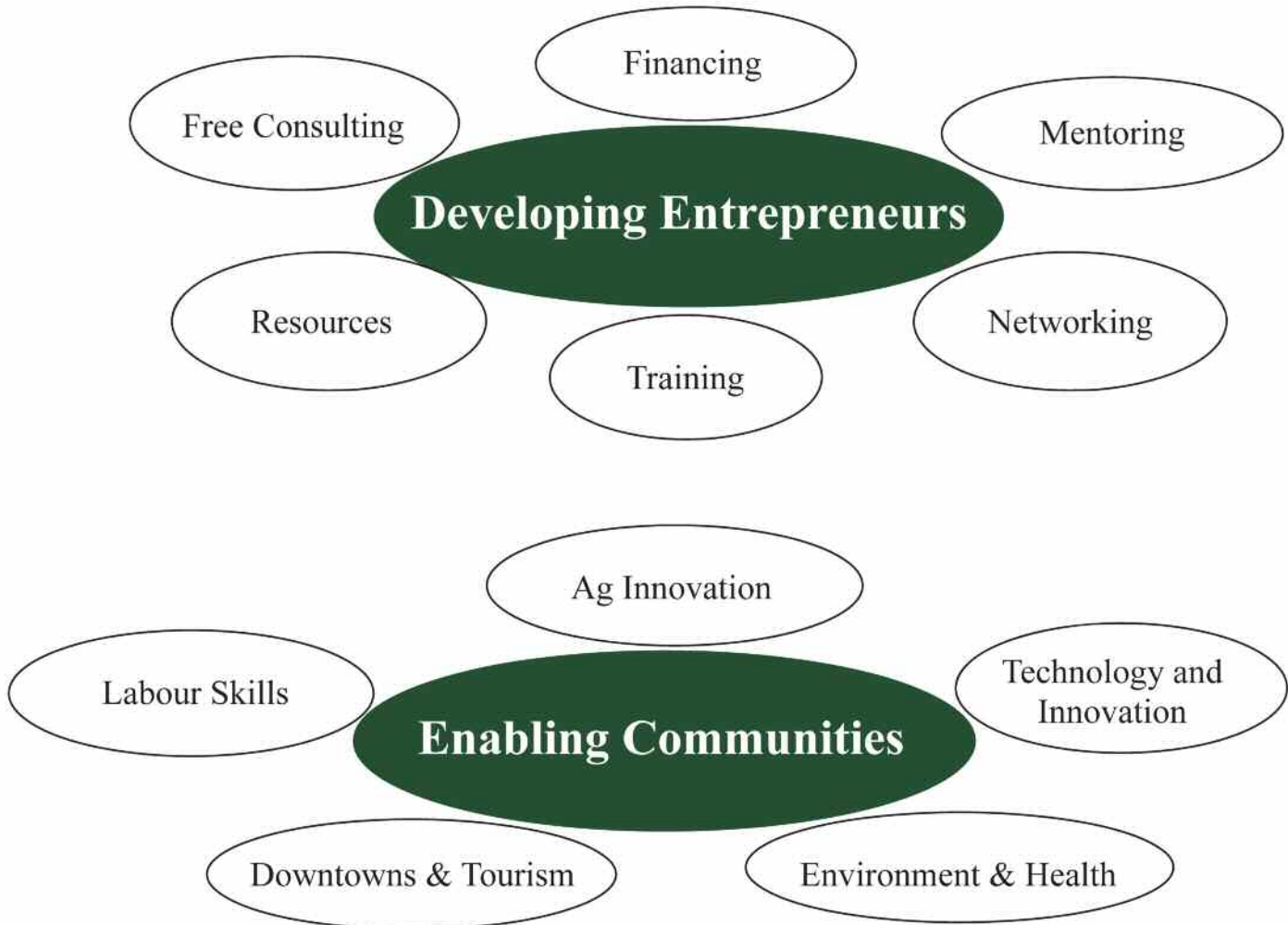
# 2010 Annual Report



Photo Credit to the Beacon Herald.

Holding a block of artisanal cheese, Perth-Wellington MP Gary Schellenberger, left, and Perth Community Futures Development Corporation President, Dave Shearer join Monforte Dairy owner and cheese maker Ruther Khlaseen at the announcement of a \$1.11 million investment by the Federal Economic Development Agency for Southern Ontario.

# **Our Mission:** **Developing Local Entrepreneurs** **& Enabling Our Communities**



In partnership with



Federal Economic Development  
Agency for Southern Ontario

Agence fédérale de développement  
économique pour le Sud de l'Ontario



Stratford | Perth  
Centre for Business  
Helping business succeed

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## President's Message



Perth Community Futures continues its' fine tradition of working and partnering with individuals and organizations throughout Perth County.

I want to acknowledge the dedication and leadership shown by our committed Board of Directors who hale throughout Perth County and recognize the efforts of our staff in our Milverton and Stratford offices.

I would also like to acknowledge the efforts of our former General Manager, Jaret Henhoeffler who has been with the Perth Community Futures since its' inception and left late last year to pursue a personal business opportunity.

I would also like to welcome aboard our new General Manager, Nigel Howard and wish him and our staff the best success for 2011.

*Dave Shearer, President*

## General Manager's Message

2010 was another very productive year for us.

We invested \$1,540,710 in local businesses, who in turn, contributed over \$12,250,000 of their own capital positively impacting 124 jobs. We spent almost 1,000 hours consulting with small business clients throughout Perth County in 2010, bringing the total hours spent assisting entrepreneurs to over 5,500 since our inception.

Other notable achievements include:

- The official launch of the partnership with the Town of St. Marys providing advisory services in the Pyramid Centre one half day each week
- The successful participation of 8 students in the Summer Company program who generated upwards of \$40,000 in revenue
- The successful completion of 53 Community Adjustment Fund Projects
- The reinvestment of \$1.11 million dollars in Capitalization back into our community

I would like to take this opportunity to thank our Board for its direction and leadership, as well as acknowledge the support of our many partners throughout the community.

Finally, I especially wish to thank our dedicated and industrious staff in Milverton and Stratford. I am extremely pleased to have joined the team and look forward to working with our staff and community partners in 2011 to build on our success to date.

*Nigel Howard, General Manager.*



## Filshie Logistics

To be a good logistics and freight broker, you've got to know the transportation industry. You've got to have contacts, you've got to be organized, and you've got to be sure you've got the right equipment, in the right place, at the right time. To be a great logistics and freight broker, you've also got to offer your clients exceptional customer service – just like Bob Filshie of Filshie Logistics does.

"It's true: Customer service is a big thing in this business," says Filshie, who likens his skills to that of an "in-house transportation department" for those businesses who don't have one – yet. "People want that face-to-face connection; they want to know someone is looking after their shipment. It makes all the difference in the world."



Customer service comes naturally to Filshie, an affable entrepreneur who has decades of experience in getting goods moved from point "A" to point "B" – on time, and on budget. He's worked as a special events coordinator, dispatcher, intermodal rail service manager and more recently, a logistics specialist, shipping product by land, sea and sky around the world and back again.

For small to medium sized businesses that aren't shipping on a daily basis, Filshie is a God-send: A middle-man who has access to multiple carriers and who can almost always get a better price for transportation than the general public can.

What has proven to be more challenging than helping his customers meet their transport objectives, he says, is the rest of the self-employed equation: Things like bookkeeping and accounting, marketing and communications.

Fortunately, Filshie found the team at the Stratford-Perth Centre for Business when he was in the planning stages of launching Logistics. They not only helped enroll him in small business boot-camp where he learned the rest of the skills needed to succeed on your own, but they continue to be a valuable resource to him, year after profitable year.

"The big thing for me has been networking," Filshie explains. "Getting plugged in to start-ups and existing businesses has been critical to my success – and the networking opportunities I've received through the Stratford Perth Centre for Business have just been fantastic." Networking, he says, has been the single most important conduit to the clients who need his services in Perth County.

"Sometimes, they're in a panic when I meet them for the first time," Filshie laughs. "I have one customer who called me for the first time on Christmas Eve and needed to get a shipment out west immediately." Others, he says, build his services into their business models, and those relationships have grown along with the list of destinations he's imported and exported product from, including China, Australia, the Netherlands, India, Saudi Arabia, Brazil and Japan.

## Jenn & Larry's Brittle & Shakes

Some things go better together. Like chocolate and peanut butter, for instance; shakes and brittle, or in the case of people, Jenn and Larry of Stratford. The father-daughter team may appear an unlikely business combination at first, but then so does their world-famous, mouth-watering milkshakes and to-die-for-peanut brittle. Until you try them together, that is.

"Everyone wants the brittle," says Jenn Stacey-Maclean, who opened Jenn & Larry's Brittle and Shakes on York St. with her father this fall to rave reviews from tourists and locals alike. "I used to make it out of my home but it just snowballed; I knew I had to expand, but I didn't think brittle would carry a storefront all by itself."

When her father's shakes were added to the mix, however, the equation changed from untenable to unstoppable. Larry Stacey and his wife, Gail, ran the drive-in restaurant on Hwy. #8 through the 60's and 70's – and had a reputation for serving the best shakes this side of Toronto.

"It's the shakes, no question about it," Larry quips when asked for the secret to Jenn and Larry's success. Stacey-Maclean says the decision to go into business with her dad was a no-brainer. "This is a dream come true for me," she says. "He always gave us the courage to try; even as kids, he and my mom were very supportive. Besides, we both have our own specialty; the two products complement the other. It's perfect." It's also good business; when shake sales start to drop off, brittle sales typically pick up - and vice versa. It means Jenn and Larry's Brittle and Shakes' experiences a more stable cash flow than other, more seasonally dependent businesses.

Stacey-Maclean says the importance of that stability was just one of the many things she learned at the Stratford Perth Centre for Business's six week business course, offered to help local entrepreneurs succeed in business. "The information I received there was invaluable," she explains. "It was one of the best connections I made as a business woman."

As for her father, he says he's just happy to be back doing what he loves, creating culinary delights with his 1953 Hamilton Beach milkshake maker. "I've spent a lifetime engaging the public in one way or another," he says of a career that has included working as an OPP officer, a restaurateur and a salesman. "But it's great to be able to relive the experience I liked the best; running an ice cream business."

Jenn and Larry's Brittle and Shakes is open year-round, seven days a week between 11 a.m. and 7 p.m.. Visit them in person at 49 York Street in Stratford, place a special order by calling 519-508-4949 or become a friend of the "deliciously famous" duo on Facebook.



## Fido's Playground

Every dog, the old adage goes, has its day. If yours spent it at Fido's Playground, chances are the day was a pretty good one. Located at 141 Monteith Ave. in Stratford, Fido's Playground is to dogs what Canada's Wonderland is to kids: Fun, fun, and more fun.

"You should see them when they come in," says George White, who, along with wife Cheryl White, opened Fido's Playground in May of 2007 to rave reviews from both the human and the canine world. "If they've been here before, they know what's in store – and believe me, it's a good thing."



Starting at just \$5 an hour, dogs visiting the White's warehouse are treated to exercise, play and socialization, all expertly supervised by fully certified trainers with extensive experience handling all types of breeds. Saint Bernards play with Shih Tzus and Poodles, with Pomeraneans, the only rule being all dogs must be fixed and have had their shots.

"Socialization is a big part of what we do," Cheryl explains. "A lot of people mistakenly believe their dogs are socialized because they get along okay with one or two dogs in the neighborhood, but most dogs need to be with more than a small handful of dogs to be really socialized."

The Whites, both of whom are members of the APDT, CAPPDT, IPDTA and CFIB, also offer patrons of Fido's Playground a full range of training programs, from an education in basic commands like sit, down, stand and stay to rally obedience training for dogs and their owners who want to take the bond they share to a higher level.

It's not dissimilar to the bond George and Cheryl share with the staff at Perth Community Futures Development Corporation and the Stratford-Perth Centre for Business; what started with a simple quest for financing has yielded the couple several lifelong friends. "I wouldn't hesitate to tell other entrepreneurs to get in touch with the staff there," George continues. "They've treated us so well ... and they're more than business advisors to us; they and their dogs are our customers too."

George says the Perth CFDC and the Stratford Perth Centre for Business were instrumental in helping Fido's Playground grow from start-up to sensation in just a few short years: Since opening, the couple have been awarded Best New Business and Dog Daycare Excellence awards and so far, have received one nomination from the International Positive Dog Training Association.

"We started this business because we wanted to work for ourselves, but meeting so many different dogs with different personalities and helping owners understand it all ... that's really what makes this job great," he sums up.

"I love introducing new dogs into the yard."

# Consulting

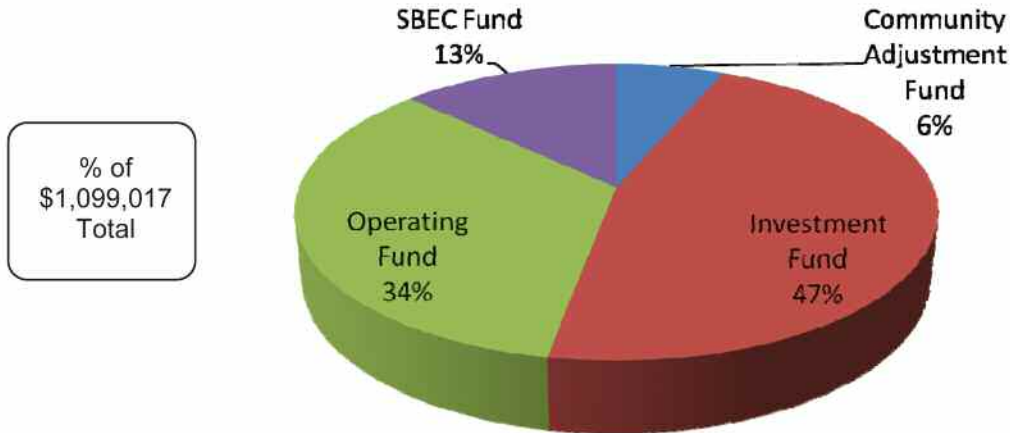
	2010		Since 2002	
	# of Clients	# of Hours	# of Clients	# of Hours
St.Marys	76	104	243	369
Perth South	13	17	73	88
Listowel/North Perth	68	94	340	410
Mitchell/West Perth	36	45	270	374
Stratford	319	478	1581	2424
Perth East	46	73	441	664
SEB/SEOW	15	17	219	542
Misc	126	138	830	645
<b>TOTALS</b>	<b>699</b>	<b>966</b>	<b>3997</b>	<b>5516</b>

# Lending Portfolio

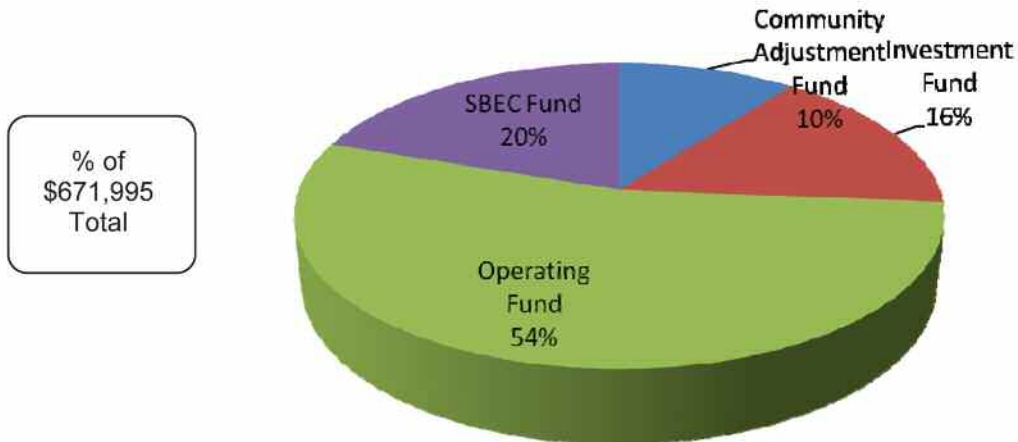
	2010	Since 2002
# of loan Inquiries	174	961
# of Loans Booked/Advanced	15	168
\$ of Loans Booked/Advanced	\$ 1,540,700.00	\$ 11,430,962.50
# of Jobs Impacted	124	1655
\$ Invested by Owners	\$ 12,257,027.00	\$ 60,787,614.00
\$ of Bad Loan Losses	\$ 494,803.00	\$ 1,299,405.00

# Financial Statement

## Revenue



## Expenses



Full Financial Statements Audited by  
Famme & Company  
Professional Corporation.

Total Revenue \$ 1,099,017  
Total Expenses \$ 671,995  
Excess of \$ 427,022  
Retained Earnings, Dec. 31, 2009 \$ 4,604,757

## 100 Mile Market

Paul Knechtel thought Albert Knap and Chris McKittrick were crazy when they first approached him about creating the infrastructure required to deliver locally grown and locally processed foods to local consumers. “Tearing down the supply chain and rebuilding a value chain is an awful lot of work,” Knechtel says. “I think I said something like: ‘I don’t even know if it can be done.’”

But Instead of walking away, Knechtel agreed to try – and 100 Mile Market – a Kitchener-based company dedicated to helping connect the family farm to nearby urban consumers - was born. “We started by running a pilot,” he continues. “We knew there was a lot of interest in local food; what we wanted to find out was whether that interest would turn into sales.”



From left to right: Paul Knechtel, Carol Mitchell—Minister of Agriculture, and Albert Knab

It did. In fact, when the pilot wrapped up in 2008 and the 100 Mile Market team told their customers that they were going to shut down while searching for a venture capital investor, they were told “don’t you dare.” “So we decided to do both at the same time; look for money while we continued to run the business,” Knechtel says.

It proved to be tougher than any of the founding partners imagined. The chartered banks didn’t want anything to do with a company that had no inventory and no hard assets. “We underestimated the time and effort it would take,” Knechtel says, looking back. “We were falling short of our capital goals but the business was growing exponentially.”

The company could have found itself in trouble if it hadn’t been for a consortium of Community Futures Development Corporations who came to their aid. The CFDCs – including Perth County’s - saw the value in what 100 Mile Market was doing and stepped up to the plate to help.

“Since then the Perth CFDC has been the most active supporter of us, not just in dollar terms but in liaising with constituents, providing contacts ... they’re very active in promoting us and the relationship has been extremely beneficial.” And not just for 100 Mile Market, either. Knechtel explains the company’s business model helps everyone in the chain, from the family farmer who needs access to bigger markets to be competitive right through to the urban consumer who is looking for better quality food.

“If Fair Trade can help coffee growers in Guatemala get a decent price for their beans, we should be paying our farmers a fair price for peaches,” he says. “Farms and farmers have been price takers, not price setters, for far too long.

“100 Mile Market can help do something about that.”

# Perth CFDC Board of Directors

## Member

Dave Shearer  
Colin Pearson  
Judy Nafziger  
Marty Rops  
Annabell Thomson  
Joe Figliomeni  
Gerald Weersink  
Milt Corley  
Sharon Louwagie  
Sam Coghlan  
Steve Smith  
Nancy Ross

## Sector

Education  
Training & Development  
Real-Estate  
Financial  
Agriculture  
Financial  
Agriculture  
Retail  
Manufacturing  
Library/Learning  
Manufacturing  
Agriculture/OMAFRA

## Geography

Perth East  
St.Marys  
Perth East  
Stratford & West Perth  
Perth South  
Perth East  
Perth South  
North Perth  
West Perth  
Stratford  
North Perth  
Perth South

## Our Members

County of Perth  
Township of Perth East  
Township of Perth South  
Municipality of West Perth  
Town of North Perth  
Town of St. Marys  
City of Stratford  
Stratford & District Chamber of Commerce  
St. Marys Business Improvement Area  
North Perth Chamber of Commerce &  
Listowel Business Improvement Area  
Milverton Business Association  
Ontario Federation of Agriculture  
Four County Labour Market Planning Board serving  
Bruce, Grey, Huron & Perth  
Village of Millbank Business Association  
Elma Ward Business Community  
Perth County Visitors Association  
Perth CFDC Board of Directors

The Perth Community Futures would like to thank all who made 2010  
an incredible success!

The Perth Community Futures is a grass roots, local non profit organization overseen by its' Board of Directors.



# PERTH

## Community Futures Development Corporation

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