



Business Connections

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Food Entrepreneurship: From Concept to Kitchen to Commercialization

The food industry in Ontario is growing at a rapid pace. According to the Ministry of Agriculture, Food and Rural Affairs, this province's diverse and extensive agri-food sector supports more than 781,000 jobs and contributes more than \$35 billion annually to Ontario's Gross Domestic Product (GDP). In Orangeville, employment in the food sector is increasing at a rate even faster than the provincial average, growing by nearly 22 percent over the past five years. As consumers continue to demand fresh, locally produced food, the popularity of food businesses in the Orangeville area will continue to grow.

Starting or expanding a business in this sector can be challenging. Behind each enterprise is an entrepreneur who has spent countless hours developing, researching, testing, and perfecting products with hopes of establishing and growing a successful and sustainable food business. To improve their chances for success in an increasingly competitive environment, new and expanding food business owners can benefit from the guidance and resources offered by food industry experts, start-up incubators and other entrepreneurial support programs.

To help food entrepreneurs access valuable resources as they start or expand their businesses, the Orangeville & Area Small Business Enterprise Centre will present Food Entrepreneurship: From Concept to Kitchen to Commercialization on November 2, 2017 at Monora Park Pavilion. This half-day session will feature keynote speaker and food business expert, Dana McCauley, Executive Director of Food Starter, a food business incubator located in Toronto. Ms. McCauley has helped dozens of food entrepreneurs launch and expand their ventures and her engaging sessions will include best practices, sound advice and useful resources for participants.

The event will also highlight a panel of local business owners, including: Brian French (Lennox Farms), Christian Horner (Fire in the Kitchen), Jennifer Clark (Soup Girl), and Laura Ryan (Laura's Luscious Pies). These speakers represent various components of the food processing chain and they will share their inspiring stories and useful advice on succeeding in the food sector.

An informative session on the rise of culinary tourism within the local region will feature Michele Harris, Executive Director of Headwaters Tourism, and Phil Dewar, owner of Soulyve restaurant. The Food Entrepreneurship event is presented by the Orangeville & Area Small Business Enterprise Centre. Pre-registration is required by October 27th. The \$30 fee includes lunch, keynote address, panel discussion, access to information booths, and refreshment breaks. To register, visit orangevillebusiness.ca/events, call the Orangeville & Area SBEC at 519-941-0440 Ext. 2286, or email sbec@orangeville.ca.



Employees celebrate Millennium1 Solutions 40th anniversary at the Orangeville facility in July.

Partnering with customers and the community for 40 years – Millennium1 Solutions

Millennium1 Solutions (M1S) has been delivering high-quality, secure business solutions to its customers for 40 years. Despite this impressive history, employees are frequently asked the same question: what exactly does M1S do? According to Jennie Bradley, Vice President of Operations, "we are a Business Process Outsourcer or BPO. We deliver critical process solutions and operate as an extension of our clients' own businesses." M1S employees, also known as "Customer Heroes", are the voices behind the phone calls and emails of some of North America's largest and most recognized companies and brands. In addition to its contact centre solutions, M1S also specializes in credit card, back office and administration services.

M1S has built an award-winning reputation as a recognized leader in a very competitive industry. Considered a boutique BPO due to its comparatively small size, this feature also enables M1S to innovate quickly. With 7.8 million calls answered and 22 million documents processed annually, M1S certainly generates tangible results. Beyond the numbers, M1S prides itself on delivering outstanding customer service.

Celebrating its 40-year anniversary was especially significant at M1S's Orangeville office – the company's longest operating location. Although the business has continuously evolved and grown since 1977, it has always maintained its position as a proud and active member of the local community. "Orangeville has all of the amenities that M1S requires to operate a national business – a central location with close proximity to transportation hubs and a reliable local workforce that appreciates that small-town feel," says Ms. Bradley. Ninety-five percent of M1S Orangeville employees live locally, including the leadership team, making the company's notable contributions to the community even more meaningful.

With its business growing beyond industry standards, M1S is actively recruiting and continues to bring new jobs to its Orangeville location. To learn more about employment opportunities, please visit millennium1solutions.com/careers.

October is Small Business Month

Deputy Mayor Warren Maycock (left), and Pete Renshaw, Chair of the Town of Orangeville's Economic Development Committee, proclaimed October as Small Business Month in Orangeville. Small and medium sized businesses account for 99.7% of all Canadian businesses and employ more than 90% of private sector workers. There are over 2000 small businesses in Orangeville, keeping the local economy competitive and strong.





Upcoming Events

Costing and Pricing for Maximum Profitability • October 11, 2 p.m. to 5 p.m.

In this session, owners of both service and product based ventures will learn how to determine costing and to price products and services to maximize business profitability. Andrew Patricio, owner of Bizlaunch, will share his winning formula for determining the business's break-even point and provide templates that entrepreneurs can use to set their optimum prices. Participants will also learn how to conduct industry and competitor research, understand fair profit margin, how to calculate monthly and annual break-even sales, and much more. **Cost \$23.**

Annual Economic Outlook Breakfast • October 17, 7:30 a.m. to 9:30 a.m.

The Town of Orangeville will team up with the TD Bank Group to deliver its annual networking breakfast featuring a keynote address by TD Vice President and Deputy Chief Economist, Derek Burleton. Derek will provide analysis of the Canadian economy and financial markets and offer insights on economic and financial developments pertinent to the local economy. This year, a panel of local business owners will also bring sector-specific updates and perspectives. **Cost \$25 (includes breakfast).**

Enhance Your Online Presence • October 24, 9 a.m. to Noon

Developing an effective online presence is essential in attracting customers to your business. Kelly Brooks, President and CEO of SpeakFeel Corp., will present options and ideas to help you optimize your website, social media platforms and other online tools to promote your business and engage with customers. Whether you are just starting to develop an online presence or you're looking to enhance existing content, this workshop will provide you with valuable information and advice to market your business effectively. **Cost \$25.**

Food Entrepreneurship: From Concept to Kitchen to Commercialization • November 2, 11:30 a.m. to 4 p.m.

Dana McCauley, Executive Director of Food Starter, will explain the steps required to succeed in the flourishing food sector. She will deliver proven strategies that will help entrepreneurs get a strong start, cultivate steady growth and reap ultimate success. Local food entrepreneurs will be on hand to share their expertise and provide guidance to new and expanding food sector business owners. Register early to attend this popular annual event. **Cost \$30 (includes lunch).**

Write an Effective Business Plan • November 7, 9 a.m. to Noon

In this interactive and hands-on workshop, participants will learn the essential elements of a business plan and take practical steps to create their own business planning documents. As participants work on their individual plans, they will learn how to describe the company's vision, mission, goals and activities, begin the market analysis and promotional plan, formulate the pricing strategy, calculate financial outlays and revenues, and work on the financial forecasts. **Cost \$20.**

Sessions are offered in a variety of locations and pre-registration is required. Further details and registration information can be found at orangevillebusiness.ca/events or by calling the SBEC at **519-941-0440 Ext. 2286.**



In The News

Economic Development/SBEC has new location

In July, the Town of Orangeville's Economic Development Office and Orangeville & Area Small Business Enterprise Centre (SBEC) moved to a new location. The office is now situated on the upper level of 200 Lakeview Court, above the Visitor Information Centre. The bright and spacious area also accommodates the offices of the Town's Communications and By-Law Enforcement staff.



The location of the office may have changed, but the services and resources offered by Orangeville's Economic Development office will continue to support businesses in Orangeville and the surrounding area. Aspiring entrepreneurs and existing business owners are invited to contact the office with any questions related to starting, expanding or re-locating an operation within our community.

Emerging, new and existing businesses undergoing development, growth, change, or relocation can take advantage of a full range of community economic development services including:

- Detailed information on Orangeville's business environment
- Site selection research, economic data, statistics, and information
- Research and information on available industrial and commercial properties available for sale or lease in Orangeville
- Delivery of an ongoing business visitation program
- Referral and liaison services for numerous government, industrial, and community-based services and organizations and business associations
- Assistance with small business development and start-up through the Small Business Enterprise Centre (SBEC)
- Development and expansion of tourism-based initiatives through involvement with organizations and programs geared to supporting and building a tourism economy
- Assistance with and facilitation of community-based development projects and services, including initiatives geared to downtown revitalization

We look forward to seeing you at 200 Lakeview Court.



Things To Know

Economic Outlook Breakfast to feature local business owners

On Tuesday, October 17, the Town of Orangeville will partner with TD Bank Group to present the popular annual Economic Outlook Breakfast. In addition to the insightful analysis provided by Derek Burleton, Vice President and Chief Economist of TD Bank Group, this year's event will also feature a panel of local entrepreneurs. Paul Nelson of Data Cable Co. Inc., Buddy Pitt of Orangeville Home Hardware Building Centre, and Marjorie Grime of Royal LePage RCR Realty will provide sector-specific updates and perspectives. Registration is now open online at orangevillebusiness.ca/events.

Starter Company Plus offers support for entrepreneurs

Starter Company Plus is a program for entrepreneurs who are looking for support to start, expand, or purchase their own small businesses. Successful applicants have access to enhanced guidance, training, and mentorship and may qualify for grants of up to \$5000. For more information about the program and to complete an application, please visit orangevillebusiness.ca.

Industrial Directory is now updated

The Town of Orangeville's Economic Development office maintains the Industrial Directory to provide information about many of the businesses located in Orangeville's industrial (M1) zones, including the Orangeville Business Park. The annual update of the directory is now complete and can be viewed online at orangevillebusiness.ca. If your business has new details to add to your listing, please contact **519-941-0440 Ext. 2286** or edo@orangeville.ca.



Real Estate - Featured Listing

63 Broadway

Historic 5221 square foot freestanding commercial building in beautiful downtown Orangeville. Zoned Central Business District. The circa 1852 building underwent extensive renovations in 2015 and is now equipped with a state-of-the-art kitchen and reservation system. Options exist to purchase building/lot only while keeping current tenant which is a profitable and thriving restaurant, or to include the business for a turn-key restaurant and real estate investment. Asking price \$1,500,000. Please contact Ross Hughes, Royal LePage RCR Realty Brokerage. **519-941-5151.**

