

FOCUSING ON THE FUTURE

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**WATCH FOR THE
2008 TOP 10 OF
OUR ANNUAL
CUSTOMER SERVICE
CHALLENGE.**

**To be announced on
May 28th at the
FF Chamber of
Commerce Business
After Hours event
At La Place
Rendezvous
From 5 to 7 pm.**

AGRICULTURE BIOFUEL TRIAL

Trial duration: 3 years

Species of interest: Reed Canary Grass and Switchgrass

Project partners:

- Rainy River Future Development Corporation
- AbitibiBowater Inc.
- Rainy River District Soil and Crop Improvement Association
- Emo Agriculture Research Station
- Ontario Ministry of Agriculture, Food and Rural Affairs

The purpose of this field trial is to collect data on the sustainable establishment of two perennial grasses for bio-fuel production for the purpose and use with the AbitibiBowater Inc. biomass boiler, and to collect data on the sustainable establishment of those grasses within the Rainy River District. For the purpose of this trial AbitibiBowater Inc. partnering with the Rainy River Future Development Corporation will fund a portion of the costs of the trial. The Rainy River District Soil and Crop Association and the Emo Agriculture Research Station with the Ontario Ministry of Agriculture, Food and Rural Affairs have developed the growing protocol, the grower log chart and have solicited agriculture producers with available, prepared acreage, to establish and maintain plots with either reed canary grass or switch grass, that will be planted in May of 2008.

The Emo Agriculture Research Station has been trialing small plots of six different varieties of switch grass along with reed canary grass over a six year

period with varying yield results. One purpose of the trial will be to see if a larger more realistic plot size will produce a better yielding grass. AbitibiBowater forecasts that there could be an opportunity to include a certain percentage of agriculture products to mix with wood wastes for the biomass boiler in Fort Frances. This will open up opportunities for agriculture producers to diversify their



production if there is adequate reward in revenue generated. The trial will document producer costs in order to determine the economic viability of agriculture biomass as a boiler fuel. In the long term, agriculture products will only be viable as feed to the biomass boiler if they are competitively priced to other biomass fuel options for AbitibiBowater. Conversion of idle lands to viable agriculture products for the biomass boiler could create new revenue opportunities in the District without displacing current crops. The Rainy River Future Development Corporation, working to better the success and sustainability of all aspects of rural agriculture, regards this as a viable project.



2007
Customer Service
Champion

Gary Taylor & Staff
Shoppers Home HealthCare
with
George Emes, RRFDC

SHOPPERS HOMEHEALTHCARE

The range of products and services available for health recovery and maintenance has increased enormously in recent decades. Individuals no longer face a choice of a cane, crutches, or perhaps a wheelchair. Patients and others who may need long-term assistance can choose from many different machines and devices in their quest for convenience, comfort, and independence.

Situated on King's Highway in the west end, Shoppers HomeHealthCare provides district residents with such products and services, tailored to specific needs. "If we don't have it, we will find it," said Mr. Gary Taylor, the

General Manager. "We do house calls," said Gary... which in his business means to do an in home assessment of the suitability of an item and provide an explanation on how to use it. Customer service for Gary means: "to go the extra mile for the individual and his/her family." "It is in your blood to do this", he said. And: "It is a great feeling to help someone with their dignity and independence."

The Fort Frances location is a satellite of the Thunder Bay outlet which in turn is a franchised location of Shoppers HomeHealthCare Canada, part of Shopper's Drug Mart Inc. The services range from custom modification of seating and

mobility equipment to automobile and van conversions. A wide range of aids to daily living are sold. Often the need for a product or service arises from a recommendation made by a health care professional. The staff does the installation of the product and, as required, they can act as a general contractor when the service of a tradesperson, e.g. plumber or electrician, is required.

Gary started in the business as an assistant at the Thunder Bay location. Then he was asked to lead the satellite outlet when it came to town almost 14 years ago. All of his staff has received product manufacturers' training.

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Phone RRFDC at
274-3276
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Business Library Open to Public

The Rainy River Future Development Corporation has a wide variety of books available to the public on various business topics. We have books on How to Start different types of businesses, marketing, exporting, home businesses, retail, selling and many, many more. In addition to our library we also have a computer with highspeed internet access that is available for public use. If you or anyone you know is looking for somewhere to research their business idea, or create their business plan, please give us a call at 274-3276 or stop in and check out the resources the RRFDC has to offer at 608 Scott Street.

INNOVATION CHALLENGE

Rick Pollard of Stratton was the winner of the recent Idea Factory Challenge for the RRFDC region, winning the top local prize for his "SpeedShield" invention. He will receive \$4,000 and 12 months support through the Innovation Centre's Innovator Members Program to take his idea to the next step. The "SpeedSheild" is "Heavy Duty-Durable-Portable-Quick Setup-The ultimate protection for your valuable outdoor equipment and recreational vehicles. Perfect for protecting your snowmachine, ATV, lawn tractor, motorcycle, firewood, bicycles, unfinished project tools, etc." Contact Quick Cover for more information at 483-1444 or info@speedsheild.ca

There were a total of 13 entries from the Rainy River District. Kami and Mike Leatherdale received an honourable mention for their "Bare Bags", which are reusable shopping bags that fit into a small pouch when not in use. The idea challenge was part of the Northwestern Ontario Innovation Centre, for further information on the Innovation Centre, please contact Judy Sander at 866-768-6682.

NEW LIFE CLINIC

Dorothy Friesen is accredited by the International BodyTalk Association Inc. and proprietor of the NewLife Clinic just west of town on Hwy 11/71. She is a private practitioner of the BodyTalk health care system, a holistic treatment modality created by Dr. John Veltheim.

Dorothy serves children or adults at the clinic, or via online consultation. A single treatment session takes 30 to 60 minutes and is generally a "comfortable and relaxing" experience. "The notion of "customer service" applies to the treatment I provide," she said. "We listen, and unconditionally accept...the whole person." "This approach begins right at the phone inquiry stage."

The nature and quality of service provided at the clinic can be judged in part from the comments received. Dorothy has testimonials from mothers of choletic babies, from a range of individuals suffering from long-term stress, depression and chronic fatigue, and from those with a variety of circulatory and breathing complaints.

Dorothy said: "The BodyTalk system works with a person's natural healing wisdom to promote vitality and well being. No drug or surgical treatment is used. It can be used as a stand alone system or can be integrated into any health care system to increase its effectiveness and promote faster healing."

After the intake and screening, a treatment plan is established. Some issues can be resolved in two or three sessions; chronic problems usually require more attention. If an individual is not making progress in their treatment plan, they will be referred to another modality of treatment.

Dorothy was born and raised in Winnipeg. She holds an M.A. in Peace Studies and resided 25 years in Chicago before re-locating, in 2004, to the Rainy River District. Her own healing through the BodyTalk system inspired her to begin practicing, and the district's rocks, trees and water drew her back to the area.



2007 Customer Service Champion

Dorothy Friesen, owner
New Life Clinic
with
George Emes, RRFDC

SUPER 8 MOTEL

The Super 8 Motel on King's Hwy in the west end re-defines in many ways the notion of a standard motel. The establishment provides a fully stocked breakfast lounge, a swimming pool, whirlpool, steam bath, high-speed internet in the room, and a coin laundry.

At the helm of the facility is the General Manager, Ms. Wanda Barker. She won the Super 8 "International Manager of the Year" Title for 2006 - an impressive achievement considering there are over 2000 Super 8's operating in North America. "We believe in offering a clean and friendly experience for our guests," she said.

The entire Fort Frances staff has for several years maintained the "Pride of Super 8" ranking for (i) excellent Quality Assurance inspections (ii) guest participation in the TripRewards program (iii) and high overall customer service scores.

Wanda said customer service in this business involves: "... creating a homey atmosphere for the guest, they are not just a room number." And: "I request the staff go the extra mile for the guest, to make a difference in their life today."

The staff has shown a high degree of loyalty to the motel. A five year service pin was

earned by six employees and two more workers will pass that milestone in the near future. "The work they do plays a key role in our success or failure" said Wanda.

Wanda has lived in the district for 27 years and had worked for many years in a local shop and then ran her own gift shop. In May 2001 she started working as a Front Desk attendant at the Super 8, and she was promoted to General Manager in July of that year.

The motel provides guest passes to a nearby Fitness Centre, and there is an on-site BBQ available for guests.



2007 Customer Service Champion

Wanda Barker, Manager
& Trish McBride, staff
Super 8 Motel
with
George Emes, RRFDC

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***RRFDC ANNUAL GENERAL MEETING
TUESDAY, JUNE 17, 2008***

Rainy River Future Development Corporation's Board of Directors invites you to their 26th Annual General Meeting on June 17, 2008, at La Place Rendezvous beginning at 7 pm.

This meeting is open to the public and everyone interested in the growth and future of the RR District is invited to attend. To vote at this annual meeting you must be a paid member in good standing a minimum of 10 days before the meeting. If you have not already purchased your \$5.00 membership, please remember to do so by June 6th if you would like to vote.

RRFDC is governed by a nine member Board who are in office for 3 years. Every year there are three—3 year term positions open for election. This rotation allows for consistency, as well as new ideas and fresh approaches.

Besides the elections and Audited Financial Statements for our fiscal year ending March 31, 2008, there will be a review of the many ongoing projects as well as a presentation on the strategic plan for the upcoming three year period, with goals set for both the short and long term.

PLEASE CALL IF YOU HAVE ANY QUESTIONS AT ALL. WE ARE MAKING ARRANGEMENTS FOR TRANSPORTATION FROM THE WEST END OF THE DISTRICT. WATCH FOR THE MEETING NOTICES IN THE NEWSPAPERS. WE HOPE TO SEE YOU THERE!

"It is better...to have enough ideas for some of them to be wrong than to always be right by having no ideas at all." Edward DeBono

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