



## **NEW MEMBER RECRUITMENT INFORMATION PACKAGE**

**A member of the Community Futures Alberta Family**

# **Community Futures Lakeland MISSION STATEMENT**

The mission statement of “all” Community Futures Offices is to build partnership with individuals and organizations that develop a sustainable economy, and to address the social, economic and environmental concerns of the area.

**The mission statement of the Community Futures  
Lakeland is to:**

**“Foster business and community  
economic diversification for a stronger  
and more resilient Lakeland region”**

This package includes the following information about Community Futures Lakeland. Community Futures Lakeland is a member of the Community Futures family, which are 27 offices strong in the Province of Alberta and 91 offices strong in Western Canada.

1. Community Development Services
2. Business Development Services
3. Active Member Expectations
4. Active Member Recruiting Procedure
5. Application for Membership

As a “Not-for-Profit” corporation, we actively seek new members who will represent the broad community interest in the delivery of our mandate and services. New members are encouraged to apply and become a ‘**Member**’ and be available to serve on a committee(s) and the Board of Directors.

## **Membership Applications should be returned to:**

The Board of Directors  
Attention: Chairman of the Board  
Community Futures Lakeland  
P.O. Box 8114  
Bonnyville, Alberta  
T9N 2J4

Applications may be hand delivered to our office, located at:

201 - 5016 – 50 Avenue  
Bonnyville, Alberta

Or faxed to our office to the attention of the Manager

@ 780-826-7330

If you have any questions or are interested in learning more about the organization please contact our General Manager, Phyllis Maki at 780-826-3858 or Fax 780-826-7330.

# **FORWARD**

**Community Futures Lakeland** is a member of Community Futures Development Alberta. **Community Futures Lakeland** is a 'Not for Profit' corporation directed by a group of citizens concerned about the economy and the development of their community. These people, and the staff employed by **Community Futures Lakeland**, have a great deal of experience and expertise between them. They represent the commitment that only comes from caring about our community.

We are not unique or alone in this. There are many such groups in the region: churches, youth organizations, recreation and leisure time associations and civic committees of every kind.

**Community Futures Lakeland** has placed itself in an area where others don't usually go – the economy. The members of **Community Futures Lakeland** believe that developing a healthy economic future for our communities requires community involvement. We think that the more people are involved in business, social, and community economic development, the healthier our economy will be.

**Community Futures Lakeland** has identified a need to provide training, business development assistance and financing as a means of developing an entrepreneurial climate for the residents of the area. With this goal in mind, developing an infrastructure of support, positive atmosphere, and technical assistance for the people of the area will further enhance the strategic issues facing the area.

Critical to success is the need for the **Community Futures Lakeland**, and its board, committees, and staff, to be part of an organization whose members are interested in, and committed to, addressing the community-economic and social-economic issues facing the area.

The Corporation acts in co-operation with other key organizations in the community. Our partners are: Western Economic Diversification Canada (WD), Alberta Women Entrepreneurs (AWE), Local Chambers of Commerce, local schools and colleges, the Town of Bonnyville, the City of Cold Lake, the MD of Bonnyville, Aboriginal Business Service Providers, Human Resources Canada and many others. A complete list of agencies and organizations that are partnered with can be obtained by contacting our office.

Having a Board of directors and committees and sub committees, whose members enjoy themselves while working with issues, will support a more creative and constructive solution to our challenges.

**Community Futures Lakeland** is mandated to act as a catalyst in supporting the process of Community Economic Development. We continue to develop a reputation in support of diversification, skill development, training, and education. Most of all, we want to help create an entrepreneurial culture.

## **DESIGNATED AREA FOR OUR CORPORATION**

The area served by **Community Futures Lakeland** encompasses the City of Cold Lake, Town of Bonnyville, Municipal District of Bonnyville and includes the following communities:

Frog Lake First Nation

Village of Glendon

Cold Lake First Nations

Fishing Lake Métis Settlement

Kehewin 1<sup>st</sup> Nations

Elizabeth Métis Settlement

Within the region that **Community Futures Lakeland** provides services, there many more small communities that are not listed. Each of these areas and community regions is provided with the same service as the larger areas. We have strategically placed our office within the geographic centre of the region we serve and are there by able to ensure equal and equitable access to our entire client base.

## **FUNDING**

- Western Economic Diversification Canada funds the Community Futures program. Community Futures of Alberta also contract with other Government agencies and the private sector to provide specific services.
- Interest income, from business loans and investments, plus fees for services also contribute to the financial growth and stability of the Community Futures of Alberta.
- All Community Futures of Alberta are encouraged to some degree, to give consideration to obtaining self-sufficiency through the development of fee for service programs and activities.

Our program was developed in recognition that local economic development solutions need to be developed at the community level. In order to ensure this 'bottom up' planning approach, members from our communities serve as volunteers to work on committees or the board of directors to represent the interest of the area. Staff resources are provided to assist and support committee and/or Board requirements, in addition to assigned program delivery duties. The Corporation is able to negotiate its role, and function with various funding agencies, to deliver Community Futures programming under local direction and control.

## **LOCAL MANDATE**

The mandate of the Community Futures Lakeland, as contracted with the Minister of Western Economic Diversification, is:

“to support community economic development; diversify the economy; support the creation and expansion of small and medium-sized enterprises (SMEs), maintain and create new employment; and maintain the Minister’s capacity to deliver business services to rural communities in Western Canada.”

# **BACKGROUND**

## **Community Futures Lakeland**

Community Futures Lakeland is one of 27 Community Futures located throughout Alberta. The organization is sponsored by the Federal Department of Western Economic Diversification and offers business consulting, training, capital investment for marginalized small business ventures, and community economic development.

Community Futures Lakeland was incorporated in 1991 as a non-profit corporation, governed by a Board of Directors formed of people from the local area and who were currently involved in economic and social development issues. The Board has developed working committees that include an executive, loan review (credit), marketing/promotions, and economic development, as standing committees. From time to time "ad-hoc" committees are used for short-term projects, these would include, but not be exclusive of budget, nominating, etc.

Strategy sessions and information gathering meetings are held to assist the organization and the board to determine its direction and develop its community vision and mission statements.

We operate with a General Manager and a support staff to deliver an increasing number of programs.

We currently deliver the following services:

### **Small Business Loans**

- \* General Loan Portfolio
- \* Youth (29 and under) Portfolio
- \* Disability Portfolio

### **Business Counselling and Training**

- \* One on one client counselling
- \* Business planning workshops
- \* Marketing workshops
- \* Internet workshops
- \* Financial/financing

### **Business Resource Library**

- \* Over 300 resource books
- \* Audio tapes
- \* Video tapes
- \* Over 50 directories and guides

### **Community Economic Development**

- \* Region participation with CED practitioners
- \* In-kind aide with region CED projects
- \* On-going CED project identification and implementation

# **SERVICES**

Community Futures provides small business loans, counselling services, and on-going support for new business start-ups.

## **a) Loans**

Community Futures provides small business loans up to \$150,000.00. Loans are available for new business start-ups, business expansions, or to stabilize an existing business. Loan applications are evaluated on the following criteria, as reflected in a business plan:

- economic/social benefit to the region
- potential for job creation or job maintenance
- project viability
- management ability
- a reasonable personal financial investment
- provision of adequate security
- the client's ability to secure adequate funding under reasonable terms and conditions elsewhere

We also partner with other lending organizations, including the Alberta Women Entrepreneurs (AWE), banks and credit unions, to provide the best options for our clients. We have the ability to partner with any of the funding agents offering services within our region, including but not exclusive to; Agriculture Financial Services Corporation (AFSC), Business Development Bank of Canada (BDC), Aboriginal Business Service Providers, and too many others to list.

## **b) Business Training and Counselling:**

- One-on-one counselling, group sessions, or computer and on-line library resources are available to assist individuals in a variety of areas including:
  - ◆ general business information
  - ◆ starting a new venture or buying an existing business
  - ◆ business planning
  - ◆ advertising and marketing
  - ◆ financing for small business
  - ◆ home-based business
  - ◆ management
  - ◆ statistics and market research
  - ◆ cash flow and sales projections

**c) Business Resource Library:**

Our resource library is ever expanding and renewing. As a partner agency with “The Business Link”, we are provided with new resources monthly. In addition, we can access the entire Business Link Library, and have these resources brought into our location for our clients, at their request. Our directories and guides are kept up to date annually and contain relevant market, statistical, program, legal and financial information.

Our partner agencies within the region are very aware of the resources we have available and continually refer their clients, as well as accessing the materials for their own use.

**d) Community Economic Development**

Community Futures Lakeland is committed to supporting Economic Development projects and practitioners within our region. These are identified at least annually at a strategic planning meeting of the board members. As a “grassroots” organization, our level of involvement, length of commitment and duration of hands on participation, is determined by the board members, who are the voice of the communities. The Board of Directors on an annual basis sets the number and variety of projects Community Futures Lakeland is involved in.

**e) Entrepreneurial Learning Centre**

The entrepreneurial learning centre is a real time video conferencing centre that is linked to 25 other locations throughout the province. The majority of these sites are Community Futures offices however also include the Business Link site in Edmonton that acts as the hub and the Alberta Woman Entrepreneurs. Not only does this centre provide wonderful training options for our clients and staff, but also opens up a whole new world of opportunities for the entire community.

## **MEMBER EXPECTATIONS**

### **Length of Term**

Directors are appointed to the Board for a three-year (3) term. Directors may be reappointment to the Board after their term expires to a maximum of three (3) consecutive terms, or a total of nine (9) years service on the Board. Retiring directors may again be eligible for a membership after sitting off the Board for one (1) operational year.

### **Time Commitment**

Regular monthly Board meetings usually require no more than two hours attendance. The member would be expected to spend whatever time is required, to read information distributed prior to the meeting to ensure they are prepared and informed.

Loans Committee meets twice monthly over the lunch hour and the meetings normally last for one hour. Once again, members of this committee would be expected to prepare in advance by reading the materials supplied to them prior to the meeting date and time. As these committee members are expected to review loan applications, which include business plans, the preparation time can vary depending on the number of applications.

All other committees meet as needed and decided by the members of that committee. Times and dates will vary.

In addition to a regular monthly Board meeting, members are expected to serve on one of the standing committees. Members are also encouraged to participate in annual organizational development workshops or strategic planning sessions, where their interest and experience will support the development of new goals and an annual work plan for the Community Futures Lakeland.

### **Active committees include:**

- Credit Committee (Loans)
- CED (Community Economic Development)/Marketing Committee
- Executive Committee

### **Annual “Ad-hoc” Committees include:**

- Budget
- Nominating

*Other “ad-hoc” committees may be formed from time to time to meet the needs of specific concerns or projects the Directors deem important to Community Futures Lakeland*

Members are also encouraged to participate in other events and meetings related to Community Future's endeavours, such as:

- Trade Show attendance and use of display booths
- Annual conferences and workshops
- Community/organization meetings

Information sharing and knowledge from members is a two way street for Community Futures Lakeland. Members act as advocates for the program while in attendance at other community meetings and are able to deliver community input to Community Futures Lakeland Board through knowledge gained while participating within other community organizations.

### **Board Meetings**

We have one General Board meeting, normally on the third Thursday of each month. The General Board meetings are not held during the months of July, August or December. June of each year Community Futures Lakeland holds the Annual General Meeting and each fall usually in September or October the Annual Strategic Planning session will replace the monthly meeting. The 'Members' of the Corporation elect an Executive Committee for a term of 1 year. The Executive Committee acts as signatories for the Corporation and may deal with any issue of the Corporation that cannot conveniently wait until the next regular meeting.

### **Note:**

*Applicants for 'Members' are reminded that participation in Community Futures Lakeland activities is on a voluntary basis without remuneration or honorariums. However, Community Futures Lakeland does reimburse for pre-authorized travel expenses incurred for Community Futures Lakeland business, according to our Travel Expense Policy.*

### **Confidentiality and Conflict of Interest**

Members are expected to sign an 'Agreement of Confidentiality' which covers confidentiality and conflict of interest issues related to business lending, counselling, and other corporate activities. Additionally, members are asked to sign a Code of Conduct document that outlines the organizations expectations with regards to conduct as a representative of the organization.

# **NEW MEMBER RECRUITING PROCEDURE**

1. Information packages and brochures are provided to an interested individual by members of the Board of Directors, and/or staff persons.
2. Applications are completed and returned to the Manager for review by the Board of Directors.

- a. Upon completion of the application review, the Board of Directors may then choose one of the following:

- Give “provisional approve”

‘Provisional approval’ means that the Board has approved the application provisional on the applicant’s decision to join the organization after having had an opportunity to learn more about its purpose and programs.

- reject the application
- ‘file’ the application for review at a later date (this would normally only transpire should there be no vacant seats available at the time the application is made)
- request additional information from the applicant

- b. An ‘official’ response will be sent to applicant. Where the application has received ‘provisional approval’ the prospective member will be invited to attend a board meeting to learn more about the organization and the Committees. The Manager will provide an overview of our programs and respond to questions.
- c. Applicant confirms interest to join the Corporation as a Board Member. Applicants for ‘Membership’ are requested to indicate an area of interest to serve on a committee.
- d. A new member is invited to attend an orientation session with Chair and Manager.
- e. The ‘Member’ is appointed to serve on the committee of interest.

All members' are invited to attend the 'Annual General Meeting' and are eligible to vote once the Board of Directors approves membership.

Complete copies of the Articles of Incorporation, the Policies and Procedures Manual and any other documents that may help to orientate a new member will be made available once membership is approved.

If you require further information on which to base your decision for application, please feel free to contact our office and speak with the Manager.

Other information sources include:

Community Futures Lakeland website  
[www.communityfutureslakeland.ca](http://www.communityfutureslakeland.ca)

Community Futures Network Society of Alberta web site;  
[www.cfna.ca](http://www.cfna.ca)

Western Economic Diversification web site;  
[www.deo.gc.ca](http://www.deo.gc.ca)

Community Futures Lakeland contact information:

Telephone 826-3858  
Fax 826-7330  
E-mail [info@communityfutureslakeland.ca](mailto:info@communityfutureslakeland.ca)  
Manager direct E-mail [pmaki@telusplanet.net](mailto:pmaki@telusplanet.net)

# Application for Membership

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

(please include physical location as well as mailing address)

Phone Home: \_\_\_\_\_ Business: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_

Do you belong to one or more of the following designated groups?

**Aboriginal** \_\_\_\_\_ (Status Indian, Non-status, Metis, or Inuit)

**Women** \_\_\_\_\_

**Visible Minority** \_\_\_\_\_ (Persons other than aboriginal peoples who are non-Caucasian in race or non-white in colour)

**Persons with Disabilities** \_\_\_\_\_ (Persons who for the purpose of employment, consider themselves or believe that a potential employer would consider them disadvantaged by reason of any persistent, physical, mental, psychiatric, learning, or sensory impairment.)

What areas of Community Futures Lakeland activities are you interested in?

**Business Loans** \_\_\_\_\_ (Evaluating and approving small business loan applications).

**Community Economic Development** \_\_\_\_\_ (Participation in projects related to the economic, social, cultural, and environmental health and sustainability of the area).

**Marketing and Promotions** \_\_\_\_\_ (Helping to ensure that the energies and dollars spent on self-promotion and marketing are meeting the needs of the organization).

**Youth Entrepreneurship** \_\_\_\_\_ (Help to maintain an entrepreneurial mindset within our communities by introducing business ownership as a career path at an early age)

**Other** \_\_\_\_\_ (Involvement in projects other than those listed above, or projects that YOU may feel Community Futures Lakeland should be involved in or working on).

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Do you have any Community or Organizational experience that would support your work with Community Futures Lakeland?

Name(s) of Organizations	Date(s) of Involvement	Purpose of Organization(s) (as it might relate to the Community Futures Lakeland mandate)	Position(s) Held

What employment and/or self-employment experiences have you had that would support your work with Community Futures Lakeland?

Name(s) of Organizations	Date(s) of Involvement	Purpose of Organization(s) (as it might relate to the Community Futures Lakeland mandate)	Position(s) Held

What goals or projects do you hope to accomplish as a member of Community Futures Lakeland ?

Please provide two references that could reflect your previous community involvement endeavours.

Name \_\_\_\_\_ Contact Number \_\_\_\_\_

Name \_\_\_\_\_ Contact Number \_\_\_\_\_

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_