



SADC

Société
d'aide au développement
des collectivités

DES LAURENTIDES



ANNUAL REPORT 2012-2013



TEAM

JOANNE DAY
BUSINESS CONSULTANT

MARIE-ISABELLE POUPART
LOCAL DEVELOPMENT CONSULTANT

SYLVIE BOLDUC
BUSINESS CONSULTANT

MARTINE COURNOYER
BUSINESS MENTORING COORDINATOR

RÉJEANNE GAUTHIER
ADMINISTRATIVE ASSISTANT

JACQUES GARIÉPY
GENERAL MANAGER

KARINE BOURGEOIS
SUSTAINABLE DEVELOPMENT
CONSULTANT

ALSO CONTRIBUTING THROUGHOUT THE YEAR



**ISABELLE
PARÉ**
BUSINESS MENTORING
COORDINATOR



**GABRIELLE
AUBIN**
FOLLOW-UP AGENT

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MESSAGE FROM THE GENERAL MANAGER



In order to fully appreciate the work accomplished and to evaluate its impact, we must regularly refer to our mission statement, which serves as our constant guide.

Our mission is to: **Promote and foster, through our initiatives and commitment, the well-being and the social and economic wealth of the community.**

The year 2012-2013 was ultimately successful as the actions undertaken and results obtained are both perfectly in line with our mission and directly in support of our businesses. Let's take a closer look at the past year in numbers: over \$1 million in financing spread across 19 projects, 1,700 hours of consultation to help our entrepreneurs, plus the much-appreciated training session for entrepreneurs, **Concevoir des stratégies gagnantes de croissance** (Developing winning growth strategies). In mentorship, with the co-operation of the CLD des Laurentides and Pays-d'en-Haut, 12 new partnerships were formed, 3 new mentors joined the program, 6 meetings were held and close to 300 people attended the fundraising supper featuring acclaimed speaker, Norman Legault, an event that secured the continuation of the cost-free mentorship service. Over 175 entrepreneurs, professionals and industry representatives attended the local edition of the 15th annual Quebec Entrepreneurship Contest where 36 innovative projects were presented. With regards to sustainable development, the assistance provided by the Forum jeunesse des Laurentides, the Desjardins Business Centre and the Tellier and Jasmin Family IGAs allowed for 7 new businesses to join the list of now 30 companies since 2008 to receive SD support, 5 presentations of our SD services to be made to organizations, 8 SD presentations and workshops to be held in schools plus we were able to maintain an active presence at the provincial level in order to promote sustainable development within the SADC-CAE network. We also participate in over 30 different boards of directors, committees plus steering committees for various organizations operating in the economic, social and cultural sectors.

This massive effort is possible due to the enthusiasm and dedication of our incredible team of employees as well as to the professionalism and open-mindedness of our Board of Directors and Investment Committee members.

I would be remiss in not highlighting the precious support of Ms. Diane Gingras over the last eight years, the last two of which she presided over the Board of Directors, a position which she held until last June. Diane has made her mark on the SADC through her great enthusiasm in the preparation of various projects, by representing our organization in various public appearances, and, above all, by her great love for the SADC des Laurentides. Thank you, Diane!

To conclude, we extend our appreciation to you: entrepreneurs, professionals, leaders of socio-economic organizations and financial institutions. Thank you for your trust and for maintaining profitable business relations with the SADC for the benefit of the greater Laurentian region.

Jacques Gariépy, General Manager

A BIG THANK YOU!

The entire SADC des Laurentides team would like to express their sincere appreciation and gratitude to its partners, mentors, and volunteer members of the Board of Directors and Investment Committee for their commitment and dedication to the organization throughout the year.

2012-2013 BOARD OF DIRECTORS

President: Diane Gingras, Services RBDG inc.

Vice President: Simon Geraghty, Cinéma Mont-Tremblant

Treasurer: Johanne Roy, Caisse de la Vallée des Pays-d'en-Haut

Secretary: Martine Paiement, MPGA

Directors:

Nicole Davidson, Mayor of Val-David

Clément Cardin, Mayor of Piedmont

Stephan Coderre, Desjardins Financial Security

Maxime Tessier, National Bank

Claude Pouliot, Commission scolaire des Laurentides

2012-2013 INVESTMENT COMMITTEE

Yves Corbeil, Intervex inc.

Éric Dargis, Fonds régional de solidarité Laurentides

Diane Gingras, Services RBDG inc.

Julie Paquin, Desjardins Financial Services Firm

Simon Geraghty, Cinéma Mont-Tremblant

Charles Huot, Rôtisserie St-Hubert Piedmont / St-Sauveur

FINANCING

In 2012-2013, the SADC des Laurentides allowed for the creation of 36 new jobs and for the maintenance of 141 others. Investments of more than \$6.8 million were made in our territory, with financing in the amount of \$1,068,000 from our SADC representing leverage of more than 6 to 1.

FINANCED PROJECTS BY ACTIVITY SECTOR

	Commerce	Services	Restaurant and Hospitality	Distribution	Manufacturing	Agri-Food	Total
Investment Fund	5	4	–	1	1	–	11
Succession Loan	–	–	–	1	1	–	2
Youth Strategy	1	3	1	–	1	–	6
Total	6	7	1	2	3	–	19

FINANCED PROJECTS BY TYPE

	Growth	Business Transfer	Start-up	Modernization	Total
Investment Fund	9	1	1	–	11
Succession Loan	–	2	–	–	2
Youth Strategy	3	1	2	–	6
Total	12	4	3	–	19

INVESTMENT BY TYPE OF LOAN

	No. of financed projects	Jobs created	Jobs maintained	SADC investment	Overall investment generated
Investment Fund	11	17	118	\$785,000	\$5,127,658
Succession Loan	2	2	9	\$145,000	\$950,000
Youth Strategy	6	17.5	14.5	\$138,000	\$790,300
Total	19	36.5	141.5	\$1,068,000	\$6,867,958

SOME BUSINESSES SUPPORTED BY THE SADC IN 2012-2013



**AVENTURES
NOUVELLE-FRANCE**
aventuresnouvellefrance.com

Specializes in year-round multi-activity trips, including summer golf packages and winter snowmobile excursions, for European tourists in particular.



**FER
ET MÉTAL**
feretmetal.com

Specializes in the manufacture of culverts plus the distribution of steel and metal. Also transforms metal parts of all sorts.



**LES FRUITS
ET LÉGUMES
VAL-DAVID**

A corner store, it offers flowers, gardening items, fruits and vegetables in the summer.



MILLE PÂTES

Located on St-Jovite Street in Mont-Tremblant, this boutique-restaurant specializes in fresh, home-made pasta and mouth-watering sauces.



PURE LAINE
purelaineetc.com

Located on Main Street in Saint-Sauveur, the shop features top-quality natural wool, products and accessories by Quebec designers plus knitting classes.



**TÉLÉ-CÂBLE
LA CONCEPTION**
conceptele.com

A non-profit organization that has provided television service since 1991 and Internet service since 2007 to the town centre of La Conception.



**VILLAGE
DU PÈRE NOËL**
noel.qc.ca

Santa's Village in Val-David is an amusement park where you will find Santa Claus, a petting zoo, games, a theatre, visual displays and much more.

CONSULTING SERVICE

In 2012-2013, no less than 207 projects benefitted from more than 1,712 hours of support, representing 20 authorized and financed projects, 19 technical support projects, 88 monitored businesses, 80 enterprises that benefitted from consulting services and 48 requests for information with regards to start-ups, expansion, modernization, succession, human resources and/or consulting in all areas.

BUSINESS MENTORSHIP

WE'RE REACHING OUT!

Since 2003, the SADC des Laurentides has offered a business mentoring service to all entrepreneurs within the MRC des Pays-d'en-Haut and des Laurentides territories. This service is available to all entrepreneurs who wish to share their knowledge, gain a different perspective or push ahead with their thinking.

THE FAMILY IS GROWING!

In November 2012, the SADC mentorship cells of the MRC des Pays-d'en-Haut and the Laurentides joined Quebec's largest mentoring network, the Réseau M of the Fondation de l'Entrepreneurship.

This association was completed by the Conseil régional de mentorat des Laurentides (CRMLAU), of which the SADC is a founding member along with the Thérèse-de-Blainville and Saint-Jérôme Chambers of Commerce and Industry. This committee also includes the CLD d'Antoine-Labelle, d'Argenteuil, de Mirabel, de la Rivière-du-Nord, de Deux-Montagnes, des Laurentides and des Pays-d'en-Haut.

RENEWED SUCCESS!

In order to assure the continuation of a cost-free mentoring service, the SADC held a second fundraising supper, to which the organization had the great honour of welcoming Mr. Normand Legault, renowned businessman, speaker, sports promoter involved in the Grand Prix du Canada organization for over 20 years and President of Montréal International and GPF1. He was warmly received by over 250 guests!

SOME STATISTICS

- 20 mentors, including 3 new ones.
- 30 active pairings throughout the year, including 13 new couples.
- 4 breakfast meetings for mentors, including 1 training session.
- 3 networking activities for mentors and mentorees.
- 300 follow-ups with mentorees.
- 450 volunteer hours spent by mentors.



Le
mentorat
d'affaires



sadclautentides.org

73%

OF BUSINESSES

who benefitted from business mentoring successfully made it through their first five years of operation. For those businesses who did not receive mentorship support, only 37% survived their first five years.

Thank you to our partners:



CLD Centre local de développement Laurentides



SUSTAINABLE DEVELOPMENT CONSULTING SERVICE

A BUSINESS CONSULTING SERVICE

The year 2012 marked the SADC's fifth year of sustainable development (SD) support to businesses. This service provides consultation support and technical assistance to organizations who wish to implement SD into their operations.

In 2012-2013, 7 organizations received assistance to develop their SD action plan:

- Club de Golf Val-Morin
- Saint-Sauveur Valley Chamber of Commerce
- Parc régional de la Rivière-du-Nord
- Développement durable Rivière-du-Nord
- Rendez-vous de la Relève 2012 / 2013 (Forum jeunesse des Laurentides)
- L'Adolphin
- Ralliez-vous à l'économie sociale (Laurentides économique)

INTERNAL ACTIONS

- Recovery of over 95% of residual materials.
- Compensation of greenhouse gas equivalents generated by corporate activities and employee travel.
- Participation in the Défi Climat 2012 campaign.
- Participation in the ICI ON RECYCLE program, level 3.
- Employee SD awareness (on-site visit in Montreal).
- Organization of a Rendez-vous Durable (Sustainable Development Meeting) in Saint-Jérôme.

REGIONAL PROJECTS

- Partner in the regional Défi Climat campaign.
- Awareness promotion activity as part of the *In Town Without My Car!* Day.
- Creation of a SD grid with students from the Université de Sherbrooke.
- Participation in the Table d'accompagnement conseil des entreprises secteur privé (TACEP).
- Several youth strategy projects.

HEAD OF THE SUSTAINABLE GOLF COURSE COMMITTEE

The pilot project with the Club de Golf Val-Morin finished in July 2013. A workshop was held in March 2013 to invite regional golf clubs to implement a similar approach in their operations. The organizing committee was comprised of the SADC des Laurentides, ABRI-NORD, AGIR pour la Diable, CRE Laurentides and the Créneau d'excellence Tourisme de villégiature quatre saisons.



Thank you to our financial partners:



15TH ANNUAL QUEBEC ENTREPRENEURSHIP CONTEST

La SADC. is happy to announce the results of the 15th edition of the Quebec Entrepreneurship Contest, Local Business Creation category. This year, 36 projects were presented in one of six official Contest categories. Six winners, two honourable mentions, one Local Sustainable Development (SD) award winner and two people's choice award winners were honoured at the Théâtre Saint-Sauveur last April 2013.

WINNERS

- Bio-Food Industry: Plaisirs sans gluten / Gluten Free Pleasures (Saint-Sauveur)
- Commerce: Agatha Boutique pour bébé (Sainte-Anne-des-Lacs)
- Social Economy: Marché fermier Morin-Heights (Morin-Heights)
- Technical and Technological Innovation: Maîtrise technologique Laurentides (Saint-Sauveur)
- Services to individuals: Mesdemoiselles Survie (Sainte-Adèle)
- Services to businesses: Clinique Sport Santé Laurentides (Saint-Sauveur)

FAVORITES

1. Pure Laine from Saint-Sauveur
2. Airoum from Sainte-Agathe-des-Monts

LOCAL SUSTAINABLE DEVELOPMENT AWARD WINNER

- Marché Fermier Morin-Heights

2 PEOPLE'S CHOICE AWARD WINNERS

1. Clinique Sport Santé Laurentides
2. Plaisirs sans gluten / Gluten Free Pleasures

concours-entrepreneur.org

Thank you to our major partners:



**QUÉBEC
ENTREPRENEURSHIP
CONTEST**
REGIONAL WINNER

Airoum: Regional Winner, Technological and Technical Innovation's category

Airoum offers air purification products and treatment services in the form of shock, preventative, olfactory and air quality maintenance. Eco-responsible, the company promotes a sustainable development approach through the use of products made from natural aromatic extracts. Airoum works with ventilation experts, maintenance companies and building superintendants to serve their buildings.

airoum.ca



CONGRATULATIONS!



INVITATION Branchons les PME des Laurentides

En collaboration avec l'expert Web François Charron, la SADC des Laurentides, le CAE Rive-Nord et la BDC succursale St-Jérôme vous convie à une conférence gratuite ayant pour but d'aider les PME et travailleurs autonomes à réaliser leur site Web et leur boutique en ligne. Celle-ci se déroulera le 23 mai 2012 à 16 h au West Western de St-Jérôme; un cocktail suivra la présentation.

La conférence a pour objectif de démontrer aux propriétaires de petites entreprises et aux travailleurs autonomes qu'il est facile d'être en ligne. « Si l'on est capable de mettre une photo sur Facebook ou d'envoyer un courriel par Hotmail, on est capable de faire son site! C'est le défi qu'on relève avec les outils votresite.ca », explique fièrement François Charron.

Cette présentation permettra de vous initier au monde de l'informatique ou de mettre à jour vos pratiques antérieures. Comme des études l'ont démontré, les Québécois dépensent 34 milliards de dollars par année sur Internet. Il est donc devenu primordial pour les entreprises de se doter d'un site Web, pour la commercialisation de leurs produits et la vente en ligne.

CONFÉRENCE
GRATUITE
PLACES
LIMITÉES



OPÉRATION BRANCHONS LES PME DU QUÉBEC (LET'S GET QUEBEC'S SMES ONLINE)

BY FRANÇOIS CHARRON

Last May 23, 2012, Web expert and popular columnist François Charron came to Saint-Jérôme to present a free workshop to help SMEs and freelancers operating in the Laurentian region to create their web and e-commerce sites.

The objective of the conference, organized in collaboration with the CAE Rive-Nord and with the financial support of the Saint-Jérôme branch of the BDC, was to show small business owners how easy it is to have an online presence.

One hundred people from the MRC Rivière-du-Nord, des Pays-d'en-Haut and des Laurentides territories attended the conference and quickly recognized that the Internet is essential to the viability of our region's businesses.

2012-2013 LOCAL DEVELOPMENT PARTNERS

ADVISORY COMMITTEES

- Board of Directors and Executive Committee, Cégep de Saint-Jérôme;
- Board of Directors, Transport adapté et collectif des Laurentides;
- Business Sustainable Development Committee, SADC Network;
- Communal Investment Committee, CLD des Pays-d'en-Haut;
- Finance Committee, Quebec SADC Network;
- Investment Committee, SADC Network;
- Laurentian Regional Mentorship Advisory Committee (CRMLAU);
- Local Laurentian Investment Fund, CLD des Laurentides;
- Permanent Representatives Committee, SADC Network;
- Social Economic Investment Fund, CLD des Pays-d'en-Haut.

LOCAL ECONOMIC DEVELOPMENT

- Advisory and Selection Committees, Employeur de choix MRCPDH;
- Board of Directors and Communication Committee, Théâtre du Marais;
- Board of Directors, CLD des Pays-d'en-Haut;
- Board of Directors, Musée d'Art Contemporain des Laurentides;
- Board of Directors, the Saint-Sauveur Valley Chamber of Commerce;
- Committee, Défi Climat 2012;
- Committee, LEDCD;
- Committee Skiez-Réseautez, MRC des Laurentides et des Pays-d'en-Haut;
- Migratory Strategy Committees, MRCPDH and MRCL;
- MRCL Community Development Committee;
- Organizing Committee, Regional Division, 15th Quebec Entrepreneurship Contest;
- Organizing Committee, Savoir Affaires Lanaudière-Laurentides 2014;
- Regional Jury, 15th Quebec Entrepreneurship Contest, Business Creation Category;
- Strategic Vision Committee, MRCPDH;
- Sustainable Transport Committee, UQO;
- Work-Retirement Conciliation Committee.

YOUTH COMMITTEES

- Board of Directors, Carrefour jeunesse emploi (CJE) des Pays-d'en-Haut;
- Committee, Murale 2012 initiative by the Maison des jeunes (MDJ) de Ste-Adèle;
- Fonds Jeunes Promoteurs (JP), CLD des Pays-d'en-Haut;
- Self-Employed Worker Support Program, CLD des Pays-d'en-Haut.

COMMUNITY

- Honorary President, fundraising campaign for the Laurentian Chapter, Quebec Division of the Multiple Sclerosis Society of Canada (March of Hope) 2013.



TRAINING

DEVELOPING WINNING GROWTH STRATEGIES (FRENCH)

- 5 SADC client companies
- In collaboration with Emploi-Québec

SUSTAINABLE DEVELOPMENT TRAINING FOR GOLF COURSES (FRENCH)

- 24 participants
- March 2013
- In collaboration with the CRE Laurentides, Abrinord, Agir pour la Diable and the Club de Golf Val-Morin

INTRODUCTION TO MENTORSHIP (FRENCH)

- 12 participants
- January 2013

RENDEZ-VOUS DURABLE DE LA SADC (FRENCH)

- 33 people
- November 2012

2 WORKSHOPS: MANAGING YOUR FINANCES ET MAKING IT HAPPEN, THE ART OF PRESENTING YOUR BUSINESS

- 30 people
- March 2013
- In collaboration with the FEL

RENDEZ-VOUS DURABLE
Formation sur la norme BNQ 21 000 et 5 @ 7 réseautage

Venez en apprendre davantage sur la norme en développement durable (DD) BNQ 21 000 qui s'adresse aux entreprises et entrepreneurs. Des repas vous attendent au 5 @ 7 réseautage. Boissons et bouchées seront servies.
Entrée gratuite.

FORMATION BNQ 21 000
Où: Musée d'art contemporain de St-Jérôme
à la salle Anthony Lapointe
101, Place du Cœur-Labadie, Saint-Jérôme, J7Z 1X6
Quand: le jeudi 29 novembre 2012
Heure: Accueil à 13h et formation de 13h15 à 16h30

5 @ 7 RÉSEAUTAGE
Où: Dans la salle d'exposition du musée
► 17h15: Lancement
• Nouvelle politique DD de la SADC.
► 17h30: Remise des certificats de reconnaissance en DD
► 17h55: Tirage du prix couverture
► 18h00: Début du réseautage, cocktail
► 19h00: Fin de l'événement

Pour vous rendre à l'événement, n'oubliez pas de consulter l'option couverture **BOODLE** ou encore d'utiliser les transports en commun
<http://www.ville.saint-jerome.qc.ca/pages/4/News/fr/resp-rt-couverture-autobus-train.aspx>

RSVP auprès de Karine Bourgeois au 450 229-3001 ou kbourgeois@sadc-laurentides.org
RSVP le 21 novembre 2012.

SADC Société d'aide au développement des collectivités DES LAURENTIDES

Logos: JEUNESSE, D'Emprunt, SADC

FREE BUSINESS TRAINING

Pick up valuable information to help run your business and network with local entrepreneurs at the same time!

DON'T MISS THESE TWO GREAT WORKSHOPS. RESERVE NOW!

MANAGING YOUR FINANCES
► Learn more about making and managing a budget
► Credit ratings
► Starting a business
► Savings and insurance

MAKING IT HAPPEN: The art of presenting your business
► Be prepared for possible business opportunities
► Create winning sales pitches
► Develop confidence in networking situations

WEDNESDAY, MARCH 20, 2013 FROM 8:30 A.M. TO 10:30 A.M.

WEDNESDAY, MARCH 27, 2013 FROM 8:30 A.M. TO 11:30 A.M.

AT LA GRANGE MORIN-HEIGHTS, 2 Meadowbrook, Morin-Heights

FREE! Please reserve before **Wednesday, March 13, 2013.** Places are limited.
Reservation and Information: Karin@ViceandMe.com | 1 888 792-9593

Karen Dixon
Coach

d'Emprunt Société d'aide au développement des collectivités
Logos: JEUNESSE, D'Emprunt, SADC

COMMUNICATION

- Calendar of training sessions and workshops offered to entrepreneurs
- Newsletters in both French and English
- Press coverage: 278 articles and mentions
- Bilingual Website
- SD Twitter account: 871 followers





WE HAVE THE EXPERTISE WHEN IT COMES TO BUSINESS FINANCING, CONSULTING,
LOCAL DEVELOPMENT, BUSINESS MENTORING AND SUSTAINABLE DEVELOPMENT.



"Société d'aide au développement des collectivités (SADC) des Laurentides inc."

1332 Ste-Adèle Blvd, Suite 230, Ste-Adèle, Québec J8B 2N5

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August 2013



Notre rapport annuel est aussi disponible en français.

Canada Economic Development offers a financial support to the SADC des Laurentides.