

SADC

Société
d'aide au développement
des collectivités

DES LAURENTIDES

ANNUAL 2014-2015 REPORT

30 YEARS

OF EXPERTISE
with businesses
and the community.



MESSAGE FROM THE PRESIDENT AND THE GENERAL MANAGER

At the SADC, entrepreneurs are a source of economic growth for our communities.

The 2014-2015 financial year was marked by the consolidation efforts of our overall service offering. Over the year, the Board of Directors positioned itself to better contribute to the organization's strategic direction, a commendable effort that also spread to our internal operations.

Our financial services team, supported by members of our Investment Committee, is extremely strong and draws upon solid experience. Now, more than ever, its approach focuses on management counselling. We believe in our clients and they believe in us!

The Sustainable Development Initiative Incentive – at the very core of our values – was re-examined and improved by a highly effective tool box designed to meet the real needs of our entrepreneurs.

We would also like to highlight renewed vitality within our Mentor Unit, with new faces added to the team. A major groundbreaking project in business mentorship – for female entrepreneurs – that promises to revitalize and positively impact the milieu, is already in the works.

Finally, our participation in certain decision-making bodies and the continuous efforts made to collaborate and strengthen ties with our partners clearly demonstrate the level of our active contribution and commitment to local development as a driving force to regional economic growth.

We invite you to peruse this annual report in order to see the strength and positive impact of our activities for yourself.



Martine Paiement, President | Sylvie Bolduc, General Manager

FINANCING AND CONSULTING SERVICE

Through our involvement, investments of over **\$9.2 million** were finalized in our territory, with financing in the amount of **\$1 281 995** from the SADC des Laurentides, representing leverage of **7.2 to 1**. Throughout the process, clients receive personalized coaching and close supervision at every step of the business project.

INVESTMENT FUND

Through loans totalling some **\$1 038 995** across 16 different business projects, the Investment Fund allowed for the creation of **18 jobs** and the maintenance of **222 others**.

YOUTH STRATEGY

The **\$243 000** paid out as part of the Youth Strategy supported **13 entrepreneurs** between the ages of **18 and 35 years old** in the acquisition, implementation, expansion or modernization of **10 businesses**. It also led to the creation of **14 jobs** and the maintenance of **44 others**.



"When organizations like the SADC support us so that we may move ahead, it propels us to new heights! The SADC is not just a financial partner, it also acts a showcase for our company."
- Eric Landry and Mélanie Boutin, Doncaster Camping & RV Resort.



"I wish to thank the entire SADC team – for your financial support, of course – but also for your kindness, your moral support, your sound advice, your professionalism and your perfect understanding of the challenges faced by entrepreneurs. Hats off to your dedication!"
- Fabrice Coutanceau, Cuisine Spontanée.



"The SADC means a lot to me for had it not been for their loan, I would never have been able to launch my company. Since then, everything that we have implemented has grown and thrived. Business is good!" - Jean-François Dritschler, Les Jardins Vertige.

SUSTAINABLE DEVELOPMENT (SD)



It pays off to have a sustainable development philosophy as part of a business strategy as it improves a company's economic, environmental and social performance. Thanks to the Sustainable Development Incentive Measure in partnership with the CLD Laurentides, **38 regional businesses** have discovered the advantages of sound SD practices. We are constantly seeking ways to improve our services, which allows us to innovate at the regional level with our consulting services.

Recruitment of a major client: IRONMAN Mont-Tremblant
Support from the Business Development Bank of Canada in Saint-Jérôme, recognized as the "greenest" BDC in Quebec.



In 2014, the SADC des Laurentides received Quebec's highest environmental distinction – a Phénix de l'environnement Award in the Social Responsibility (Businesses) category.

LOCAL DEVELOPMENT

Throughout its activities, the SADC des Laurentides diversifies and renews its approach so as to meet local economic challenges.

QUEBEC ENTREPRENEURSHIP CONTEST – 2014 local business creation category

A powerful symbol of entrepreneurial advocacy and passion, the local business creation category of the Quebec Entrepreneurship Contest is a springboard for new entrepreneurs who wish to help build an innovative, involved and prosperous region. Participation of **28 new businesses**. Some **200 people** visited the trade show.



Organized by the SADC des Laurentides, the trade show associated with the Quebec Entrepreneurship Contest presented a prime opportunity to discover new entrepreneurs and start-up businesses in the region.

BUSINESS MENTORING

Business mentorship gained new momentum this year. Above and beyond pinpointing entrepreneurial needs and refining our incentive measures, we conducted a survey of our mentors to launch this vision: "That mentorship become an integral part of entrepreneurial culture to maximize success". At the SADC, we want this motto to become ingrained in our entrepreneurial community.

- 18 active mentors** – 5 new;
- 26 active pairings** – 13 new;
- 7 mentor breakfasts**
- 4 training sessions**



The Business Mentorship fundraising supper, headed by mentor Jocelyn Rioux and hosted by Sylvie Laganière, mentor, raised over \$15 000. The 215 guests in attendance enjoyed a presentation by Gilbert Rozon, who shared the importance of mentorship in his professional career.

COMMITTEES

The SADC des Laurentides sits on various boards of directors and participates in working committees in order to support and develop local initiatives in line with our partners and our mission. Involvement in **4 boards** of directors. Participation in **7 working committees**.



For more thorough documentation, please visit the website!
sadclautentides.org

At the SADC, we firmly believe that citizen involvement is a critical building block in the organization's sustainable and democratic development. The time and energy volunteered by the members of our Board of Directors and Investment Committee ensures strong leadership and makes up the very DNA of our organization that serves businesses and the community. For this, we wish to express our deepest appreciation and gratitude.

2014-2015 BOARD OF DIRECTORS

Me Martine Paiement, MPGA | President
 Simon Geraghty, Cinéma Mont-Tremblant | Vice President
 Mélanie Légaré, National Bank of Canada | Treasurer
 Me Mélanie Beauchamp, Étude Major Lazure, notaires inc. | Secretary
 Nicole Davidson, Mayor of Val-David | Director
 Réjean Charbonneau, Mayor of Sainte-Adèle | Director
 Alexandre Gélinas, Théâtre du Patriote | Director
 Norman G. Bergeron, Consultant | Director
 Charles Huot, Rôtisserie St-Hubert Piedmont / Saint-Sauveur | Director

2014-2015 INVESTMENT COMMITTEE

Yves Corbeil, Intervex inc.
 Julie Paquin, Desjardins Caninet de services financiers inc.
 Charles Huot, Rôtisserie St-Hubert Piedmont / Saint-Sauveur
 Norman G. Bergeron, Consultant



THANK YOU TO
 OUR VOLUNTEERS!



For these people, sharing their passion and knowledge is simply part of who they are; it is a civil commitment that leads to enhanced wellbeing of individuals as well as the community at large. At the SADC, 18 mentors share their experience and expertise with a wave of extremely appreciative young entrepreneurs.

MENTOR UNIT

Jocelyn Rioux	France Delisle	Richard Daoust	Marcel Vachon
Sylvie Laganière	Louise Lapointe	André Paquette	Marc Tassé
Martine Paiement	Michel Hylands	Norman MacPhee	Louis Lapointe
Aviram Muller	Romain Corbeil	François Marcil	Lucien Baril
Lucien Le Nôtre	Garry Andrus	Dominique Laverdure	

The very backbone of the SADC, its team members contribute to creating a significant and innovative force for the organization. Guided by values of professionalism, responsibility and efficiency, the SADC favours a personalized approach to its client and partner relationships, responding to both the individual and the collective needs of the community.

TEAM

Sylvie Bolduc | General Manager
 Réjeanne Gauthier | Administrative Assistant
 Sylvie Gauvin | Business Consultant
 Marc Cliche | Business Consultant
 Marilyn Breault-Bolduc | Financial Services Agent
 Martine Cournoyer | Business Mentorship Coordinator
 Karine Bourgeois | Sustainable Development Consultant
 Marie-Isabelle Poupart | Local Development Consultant

ALSO COLLABORATING THIS YEAR,
 Anny Champoux | Project Manager

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

