



SADC

Société
d'aide au développement
des collectivités

DES LAURENTIDES

ANNUAL REPORT 2013-2014



TEAM

KARINE BOURGEOIS
SUSTAINABLE
DEVELOPMENT
CONSULTANT

RÉJEANNE GAUTHIER
ADMINISTRATIVE
ASSISTANT

SYLVIE GAUVIN
BUSINESS
CONSULTANT

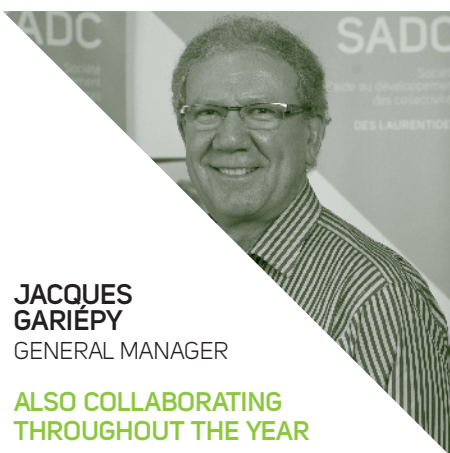
SYLVIE BOLDUC
GENERAL
MANAGER

JOANNE DAY
BUSINESS
CONSULTANT

MÉLISSA GIROUX
FOLLOW-UP
AGENT

MARIE-ISABELLE POUPART
LOCAL
DEVELOPMENT
CONSULTANT

MARTINE COURNOYER
BUSINESS
MENTORING
COORDINATOR



JACQUES GARIÉPY
GENERAL MANAGER

**ALSO COLLABORATING
THROUGHOUT THE YEAR**

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MESSAGE FROM THE PRESIDENT AND GENERAL MANAGER



Given that the SADC prioritizes entrepreneurial development and consolidation, 2013-2014 has been an extremely successful year in terms of the financing and support offered to entrepreneurs in our territory, even despite downturns in financial markets and funding requests.

Our financing policy is based on economic diversification and flexibility; as such, it contributes to the prosperity of our businesses in addition to attracting investment to the Laurentian region. Once again this year, we have attained our objectives, lending a total of \$1 208 000 to 20 businesses, for an overall regional investment of \$13 249 326.

In order to contribute to the collective shift towards sustainable development, the SADC gave itself the mission to encourage regional businesses to implement SD measures within their organization, which actually touches upon a much larger reality than just concern for the environment. Environmental quality, social equity and economic vitality are, in fact, inherently linked with such an approach. We are extremely pleased to have joined forces with the CLD des Laurentides to implement the SD Incentive initiative, an extremely innovative way of supporting businesses that not only encourages clients of both organizations to implement concrete SD practices into their operations, but educates them as well.

Business mentorship is another area that has a significant and positive impact on businesses in our territory. We are proud to be a lead organization for the Réseau M (M Network) of the Fondation de l'Entrepreneurship. With the financial assistance of the CLD des Laurentides and the Pays-d'en-Haut and thanks to our 16 experienced mentors, we were able to establish 10 new pairings, for a total of 24 active pairings by the end of the year. This service is offered free-of-charge to business managers within our territory thanks to our fundraising supper that features a leading business professional as the keynote speaker. In May 2013, we had the great pleasure to welcome Mr. Jean-Pierre Léger, President and Founder of Rôtisseries St-Hubert.

Furthermore, the SADC contributes to regional local development by sitting on several economic development committees. A major event that we have supported with enthusiasm since 1999 is the Quebec Entrepreneurship Contest. We brought together 29 businesses during a networking-trade show event during which they had the opportunity to promote their products and services to some 212 visitors. Another major achievement this year was the organization of the Savoir Affaires Lanaudière-Laurentides event last February. Some 36 innovative business projects were created by 51 Masters and PhD students, 108 business professionals and 181 socio-economic partners in attendance that week. As a result, some of these projects are currently underway.

All of this would not be possible without the exemplary contribution of the SADC team. Our incredibly dynamic and dedicated staff, an efficient and effective Board of Directors and Investment Committee, and the priceless involvement of all volunteers, such as our mentors, all lend to our success. We cannot forget the invaluable contribution of Mr. Jacques Gariépy, who left the organization last December after four years of dedicated service.

Sylvie Bolduc, General Manager | **Martine Paiement**, President

2013-2014 BOARD OF DIRECTORS

President: Martine Paiement, MPGA

Vice President: Simon Geraghty, Cinéma Mont-Tremblant

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

Secretary: Mélanie Beauchamp, Étude Major, Lazurre, notaires inc.

DIRECTORS

Nicole Davidson, Mayor of Val-David

Réjean Charbonneau, Mayor of Sainte-Adèle

Stephan Coderre, Desjardins Sécurité financière

Claude Pouliot, Commission scolaire des Laurentides

2013-2014 INVESTMENT COMMITTEE

Yves Corbeil, Intervex inc.

Julie Paquin, Desjardins Cabinet de services financiers inc.

Simon Geraghty, Cinéma Mont-Tremblant

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

Norman G. Bergeron, Uniplus Communication inc.

ALSO CONTRIBUTING THROUGHOUT THE YEAR

Nicolas Raymond, Glissades des Pays-d'en-Haut (CA)

Éric Dargis, Fonds régional de solidarité Laurentides (CI)

FINANCING

In 2013-2014, the funding from the SADC des Laurentides allowed for the creation of 45 jobs and the maintenance of 91 others. Investments of more than \$13.2 million were made in our territory, with financing in the amount of \$1 208 000 from our SADC representing leverage of more than 11 to 1.

FINANCED PROJECTS BY ACTIVITY SECTOR

	Commerce	Services	Restaurant & Hospitality	Manufacturing	Recreation & Tourism	Total
Investment Fund	–	4	1	–	1	6
Succession Loan	2	–	2	–	1	5
Youth Strategy	4	2	1	2	–	9
Total	6	6	4	2	2	20

FINANCED PROJECTS BY TYPE

	Growth	Business Transfer	Start-up	Modernization	Total
Investment Fund	3	1	2	–	6
Succession Loan	–	5	–	–	5
Youth Strategy	3	3	3	–	9
Total	6	9	5	0	20

INVESTMENTS BY TYPE OF LOAN

	No. of financed businesses	Jobs created	Jobs maintained	SADC Investment	Overall investment generated
Investment Fund	6	13	26	\$478 000	\$6 078 000
Succession Loan	5	1	64	\$455 000	\$5 935 000
Youth Strategy	9	31	1	\$275 000	\$1 236 326
Total	20	45	91	\$1 208 000	\$13 249 326

BUSINESSES SUPPORTED BY THE SADC IN 2013-2014



**BISTRO
O'CANOTIER**
ocanotier.com

Sample their smoked meat in a warm and inviting setting or enjoy a delicious gelato outside on their patio, located on the banks of the Rivière-du-Nord at the entrance to the village of Val-David!



**GROUPE
QUÉBÉCO**
groupequebeco.com

Specialists in mechanical processes and industrial plumbing, the 3 Marcoux brothers, young entrepreneurs looking to diversify their markets, expanded their operations by acquiring Plomberie St-Jovite.



**LE ST-AMOUR
ÉPICERIE URBAINE**
lestamour.ca

The Le St-Amour urban grocery store in Mont-Tremblant features flavourful products and high-end kitchen utensils.



MIMI ET PÉPINO
mimietpepino.com

Featuring exclusive or rare products throughout Quebec, this St-Sauveur boutique stands out for the superior quality of its maternity and baby products.



PAPA LUIGI
papa-luigi.com

Enjoy a delicious dining experience with authentic Italian recipes on Main Street in Saint-Sauveur.



**REFUGES
PERCHÉS**
refugesperches.com

Indulge in a one-of-a-kind, treetop camping getaway near Mont-Tremblant in a natural park that offers a wide array of recreational activities.



**TREES
MOUNTAIN
APPAREL**
treesmountainapparel.com

Mountain bike enthusiasts, this innovative duo has created comfortable, high-performance apparel featuring high-tech textiles and superior quality production techniques for endurance sport applications.

CONSULTATION SERVICE

In 2013-2014, some 305 projects benefitted from over 1,734 hours of support, representing 28 authorized and financed projects, 36 technical support projects, 152 monitored businesses and 89 requests for information regarding start-up, expansion, modernization, succession planning, human resources and/or consultation in all business areas.

BUSINESS MENTORSHIP

Mentoring is, without question, one of the most effective ways to make your business work: 73% of businesses that are mentored will survive their first five years of operations, compared to only 37% of businesses that were not mentored.

It is for this fundamental reason that the SADC, in partnership with the CLD des Laurentides and Pays-d'en-Haut as well as the Réseau M (M Network) of the Fondation de l'Entrepreneurship, offers this business mentorship service free-of-charge to businesses and self-employed workers.

WHO ARE MENTORS?

Mentors are experienced business professionals who are either retired, semi-retired or still in the workforce. They have an inherent desire to listen and to share what they learned, or would have like to have learned, at the beginning of their careers. They are intrinsic to the continuation and evolution of our consultation service; quite simply, we couldn't do it without them!

SOME STATISTICS FOR 2013-2014

- 10 new mentoring pairs were created, for a total of 24 active pairs.
- 1 new mentor joined, for a total of 16 active mentors.
- 7 mentor breakfasts.
- 1 annual mentorship convention.
- 1 5 à 7 cocktail reception was hosted at a mentoree business.
- 3 new mentor committees (promotion, consolidation, financing).
- 3 videos featuring mentorees from 2 MRC.
- 1 supper-conference fundraiser to benefit the mentorship program featuring Mr. Jean-Pierre Léger, President and Founder of Rotisseries St-Hubert as the keynote speaker was attended by 215 people.
- 6 meetings of the Conseil régional de mentorat dans les Laurentides (CRMLAU).

Thank you to our partners:



SUSTAINABLE DEVELOPMENT CONSULTATION SERVICE

A CONSULTATION SERVICE FOR BUSINESSES

2013-2014 marks the SADC's sixth 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.

This year, **16 businesses and organizations** received assistance to either develop a SD action plan or for a short-term project:

- Caisse Desjardins de la Vallée des Pays-d'en-Haut
- Caisse Desjardins de la Vallée des Pays-d'en-Haut – Lac-Masson branch
- Caisse Desjardins de la Vallée des Pays-d'en-Haut – Sainte-Adèle branch
- Caisse Desjardins de la Vallée des Pays-d'en-Haut – Saint-Sauveur branch
- Carrefour jeunesse-emploi des Laurentides
- Carrefour jeunesse-emploi des Pays-d'en-Haut
- Chambre de commerce de la Vallée de Saint-Sauveur
- Chambre de commerce du Grand Mont-Tremblant
- CSSS des Pays-d'en-Haut
- Développement durable Rivière-du-Nord
- Glissades des Pays-d'en-Haut
- Golf Royal Laurentien
- L'Adolphin
- Parc régional de la Rivière-du-Nord
- Rendez-vous de la Relève – Journée Relève
- UQO, St-Jérôme campus

REGIONAL PROJECTS

- Awareness activity held during Quebec Waste Reduction Week.
- Organization of the Environment bus during the "Rallyez-vous à l'économie sociale" rally event.
- Realization of the Sustainable Development Incentive Program pilot project in conjunction with the CLD des Laurentides.

YOUTH PROJECTS

- École de la Vallée: school yard clean-up as part of Earth Day 2013.
- Polyvalente A. N.-Morin: assisted the school's Établissement Vert Brundtland (EVB) committee to develop an environmental action plan for students and to organize Earth Day 2013 activities.
- Polyvalente Curé-Mercure: bioreactor project.

INTERNAL ACTIONS

- Compensation of greenhouse gas emissions generated by corporate activities and employee travel;
- Retention of the ICI ON RECYCLE ! Level 3 GOLD certification;
- Update of Sustainable Development Consultation Services and Financial Programs Directory;
- Recovery of over 95% of residual materials;
- Organization of a Rendez-vous Durable (Sustainable Meeting).
- Symbolic tree planting to highlight the compensation of our 2012-2013 Greenhouse Gas (GHG) emissions.



Thank you to
our financial partners:



16TH QUEBEC ENTREPRENEURSHIP CONTEST

The SADC is happy to announce the results of the 16th edition of the Quebec Entrepreneurship Contest, Local Business Creation category. This year, 28 newly-formed businesses, cooperatives and organizations were nominated across the 7 official Contest categories. Seven winners, one favourite and one People's Choice Award were recognized at the Théâtre Saint-Sauveur last April 10, 2014. A local business also garnered the all-new regional award, the Prix régional Réussite inc.

WINNERS

- Bio-Food: Super Kale Croustilles (Saint-Sauveur)
- Commerce: You and me Dans la Peau (Mont-Tremblant)
- Social Economy: CAP JEM (Saint-Adolphe-d'Howard)
- Business Operation, Processing, Production: Boisthuot inc. (Sainte-Adèle)
- Technological and Technical Innovation: Filion Sport Marine (Sainte-Adèle)
- Services to Companies: Frag Studio (Val-Morin)
- Services to Individuals: Clinique Sport Santé Laurentides (Saint-Sauveur)

FAVOURITE

Espace G Rangement intelligent (Piedmont)

PEOPLE'S CHOICE AWARD

Clinique Sport Santé Laurentides

concours-entrepreneur.org



Frag Studio: Regional Winner, Services to Companies' category

Frag Studio is an illustration and 3D animation studio that specializes in high-end image synthesis services, primarily for architects, but also for designers working in the gaming, aerospace and medical fields. The company can also guarantee superior fixed images as well as intricate high-quality animation, such as for interactive tools.

fragstudio.com



Maison de torréfaction Couleur Café: Regional Winner, Prix Réussite inc. category

When it comes to coffee, the Maison de torréfaction Couleur Café in Sainte-Agathe is THE reference, as much for its artisanal roasting process as its flavour and "Coffee Land" atmosphere.

couleurcafe.ca

Thank you to our major partners:

Le Journal de
Pays-d'en-Haut
La Vallée

Carrefour
jeunesse-emploi
LAURENTIDES

Carrefour
jeunesse-emploi

BANQUE
NATIONALE

SAVOIR AFFAIRES LANAUDIÈRE-LAURENTIDES

The Savoir Affaires Lanaudière-Laurentides was held last February 8 to 14 at the Château Joliette and the Manoir Saint-Sauveur. This initiative brought together students from the Université du Québec network, business professionals and socio-economic partners to share knowledge and ideas on the following subjects: agricultural foods and vegetable bioproducts; sustainable design and technology; composite, wood and metal materials; and 4-season resort tourism. As a result of various consultation workshops, training and work sessions, 36 business plans were developed and six prestigious awards were presented. Here are the winners...

The SADC formed part of the organizing committee for this major event. Over 700 hours were invested by the SADC team in this unifying project. Thank you to our financial and socio-economic partners as well as to businesses throughout the territory for your valuable support!



AGRICULTURAL FOODS AND VEGETABLE BIOPRODUCTS

The Meritas Award was presented to Team no. 2 for the cooperative project to develop by-products of wine production.



SUSTAINABLE DESIGN AND TECHNOLOGIES

The Méritas Award was presented to Team no. 1 for the mobile non-recoverable waste recuperation and destruction service project.



COMPOSITE, WOOD AND METAL MATERIALS

The Meritas Award was presented to Team no. 1 for the pulpwood post fabrication project.



4-SEASON RESORT TOURISM

The Meritas Award was presented to Team no. 2 for the business project detailing an agro-culinary tourist experience in the Lanaudière region.



HONOURABLE MENTION

The Meritas Award was presented to Team no. 6 for the frame manufacturing project that adapts bicycles for nautical applications.



GRAND PRIZE

The Meritas Award was presented to Team no. 7 for the project aiming to transform old railway cars into hotel rooms near the Labelle train station.

LOCAL DEVELOPMENT PARTNERSHIPS

ADVISORY COMMITTEES

- Board of Directors, Transport adapté et collectif des Laurentides;
- Communal Investment Committee, CLD des Pays-d'en-Haut;
- Investment Committee, SADC Network;
- Local Laurentian Investment Fund, CLD des Laurentides.
- Permanent Representatives Committee, SADC Network;
- Reflection Committee, PRRN Protection and Recovery Plan;
- Sustainable Development Business Committee, SADC Network;
- Social Economic Investment Fund, CLD des Pays-d'en-Haut;

LOCAL ECONOMIC DEVELOPMENT

- Advisory and Selection Committee, Employeur de choix MRCPDH;
- Board of Directors, ABRINORD;
- Board of Directors, Théâtre du Marais;
- Committee, 16th Quebec Entrepreneurship Contest, Regional Division;
- Committee in charge of Content for the 2014 Young Entrepreneurs Meeting;
- Communication Committee, Théâtre du Marais;
- Community Development Committee, MRCL;
- Laurentian Regional Mentorship Advisory Committee (CRMLAU).
- Migratory Strategy Committee, MRCL;
- Migratory Strategy Committee, MRCPDH;
- Organizing Committee, Savoir Affaires Lanaudière-Laurentides 2014;
- Skiez-Réseautez Committee, MRCL and the PDH;

YOUTH COMMITTEES

- Board of Directors, Carrefour jeunesse emploi (CJE) of the Pays-d'en-Haut;
- Committee, Self-Employed Worker Support Program (STA) of the CLD des Pays-d'en-Haut;
- Fonds Jeunes promoteurs (JP) of the CLD des Pays-d'en-Haut.



**16TH REGIONAL QUEBEC
ENTREPRENEURSHIP
CONTEST**



**SAVOIR AFFAIRES
LANAUDIÈRE-LAURENTIDES**



**COMITÉ RÉGIONAL
MENTORAT
LAURENTIDES
(CRMLAU - LAURENTIAN REGIONAL
MENTORSHIP ADVISORY COMMITTEE)**

TRAINING IN FRENCH AND IN ENGLISH

BUILDING CUSTOMER LOYALTY: HOW TO BE GREAT EVERY TIME!

- 11 participants
- November 2013
- In collaboration with Fonds d'Emprunt des Laurentides

DEVELOPMENT, STRATEGY, RESULTS (FRENCH)

- 6 businesses in 7 workshops: creation of their marketing plan
- March 2014
- In collaboration with Emploi-Québec

MAKE YOUR MARK WITHOUT INCREASING YOUR CARBON FOOTPRINT: INTRODUCTION TO ECO-RESPONSIBLE COMMUNICATION (FRENCH)

- 33 participants
- January 2014

GROW YOUR BUSINESS USING SOCIAL MEDIA

- 17 participants
- March 2014
- In collaboration with the Fonds d'Emprunt des Laurentides

COMMUNICATION

- Training Calendars: **8** mail-outs / **82** subscribers
- Newsletters: **9** mail-outs / **946** subscribers in French and **43** in English
- New bilingual website launched on March 14, 2014
- Press coverage: **659** articles and mentions
- Twitter: **981** followers

FREE BUSINESS TRAINING



GROW YOUR BUSINESS USING SOCIAL MEDIA

- Demystify Facebook, Pinterest and other social media tools
- Decide which tools work best for your business
- Learn to better understand and engage your market
- Learn easy and effective ways to use social media to grow your business

Wednesday, MARCH 26, 2014
FROM 8:30 A.M. TO 11:30 A.M.
AT LA GRANGE, 2 Meadowbrook Manor Heights



Karen Dixon,
Small-business
start-up coach

FREE:
Reserve before Monday, March 17th
Places are limited. Breakfast served.

Reservation and information:
fonds@lelaurentides.org
1-888-782-9353





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

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PRODUITS FINANCIERS
SERVICES CONSEILS
MENTORAT
DEVELOPPEMENT LOCAL
DEVELOPPEMENT DURABLE



MARDI 17 JUIN

Mardi 17 juin 2014

Vous êtes invités à l'assemblée générale annuelle de la SADC des Laurentides. Un déjeuner convivial sera servi des 8 h. Au golf Val-Morel 4500, Ste-Anne-de-Madame. Veuillez confirmer votre présence d'ici le 11 juin à monspart@sdad.ca

[Continuer](#)



LE MENTORAT, C'EST GAGNANT!

Pour une de nos activités, la Société d'aide au développement des collectivités (SADC) des Laurentides a eu l'honneur de recevoir Sir Gilbert Sprott, Président et Fondateur du Festival juste pour nos fans du support au sport de l'été (L.J.)



INFOLETTRE

Édition du mois de mai

[Prendre la tte](#)



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.

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June 2014



Notre rapport annuel est également disponible en français.

CANADA ECONOMIC DEVELOPMENT OFFERS A FINANCIAL SUPPORT TO THE SADC DES LAURENTIDES.