



TABLE OF CONTENTS

Business Profile

Village Square Coffee House Pg01

Tourism Profile

Culture Days Pg03

Award

Where in Elgin? Video Contest Pg04

Business Profile

Grandma's Oven Pg05

Local Event

Bridge to Better Business Pg07

Alan Smith

General Manager,
Economic Development
(519) 631-1460 Ext. 133

Katherine Thompson

Marketing &
Communications
Coordinator
(519) 631-1460 Ext. 180

Lindsey Duncan

Tourism Services
Coordinator
(519) 631-1460 Ext. 164

Kate Burns Gallagher

Economic Development
Coordinator
(519) 631-1460 Ext. 137

Business Profile

Village Square Coffee House - Coffee For a Good Cause

According to Michelle Fournier, living in Port Stanley is a little bit like living on an island. The community is alive with great places to eat, shop, and enjoy live entertainment, but is far enough removed from the rush of the big city (and close enough to the beach) to make you feel like you are on a permanent vacation.

“We have a very tight knit community here,” says Michelle. “Everyone in Port Stanley is so friendly and willing to help out; people genuinely care about your well-being.”

Five years ago when the local bakery/ coffee shop on the corner of Bridge St. and Main St. was set to close, Michelle sprung into action to make sure that this tight knit community had a comfortable place to hang out. The need for a local hub was apparent when, on a cold day in February 2012, Michelle opened the doors of the Village Square Coffee House for the first time to a whopping 50 customers.

The Village Square Coffee House is a welcoming stop for both tourists and cyclists alike but caters primarily to full-time and seasonal residents of the



small lakeside village. Staff develop close relationships with customers who come back again and again, year after year, bringing their friends and family with them.

Homemade baked goods, light lunches made with local ingredients, and of course superb coffee are the specialties of the Village Square Coffee House. Michelle serves up espressos, cappuccinos, ice coffees, and regular coffee in dark roast, medium roast, and decaf – all made

VILLAGE SQUARE
coffee
house

exclusively from freshly ground Las Chicas Del Café coffee beans.

Las Chicas Del Café Coffee is imported, roasted and packaged in downtown St. Thomas by Maria Fiallos and Valeria Fiallos-Soliman who source the beans directly from suppliers in their native country of Nicaragua. Through coffee sales and fundraising Las Chicas Del Café raises money for the remote mountain community in Nicaragua where the Las Chicas Plantation is located. Proceeds from the coffee sales go to purchase medical supplies, maternity support items, and

other things that are needed in the community.

“When a customer buys a cup of my coffee, they can know that a percentage is going to a worthy cause,” says Michelle.

Through her relationship with Las Chicas, Michelle has been able to travel to Nicaragua to the Las Chicas Plantation and meet with the coffee growers, pickers, farm hands, and their neighbours and families. She feels very fortunate to have been able to travel to Nicaragua, develop meaningful relationships with her suppliers, and learn about the coffee that she sells.

“I am very lucky to have a business in a community that I love,” says Michelle. “I am a part of the Port Stanley Community but at the same time, I now feel like part of this community in Nicaragua.”

For more information about the Village Square Coffee House visit the [website](#) or Like them on [Facebook](#).



Tourism Profile

Culture Days Sees Record Number of Events Registered in Elgin County

Elgin County is thrilled to be included amongst more than 7,500 free activities that are already registered to take place in some 900 communities across Canada as part of the 7th anniversary of Culture Days happening on September 30, October 1 & 2, 2016.

This year Elgin County Cultural Services has teamed up with Economic Development and Tourism to support Cultural Producers and Elgin Arts Trail Members in helping to make Culture Days a showcase of the rich and diverse Culture that exists in our region.

Over 50 free local events featuring Elgin Arts Trail Members and local Artists are currently registered on the easy to navigate Culture Days website, www.culturedays.ca.

“This year there is definitely a momentum building surrounding the unique cultural identity of our region. This is shaped by the amazing artists, musicians, crafters, authors, creators, and cultural producers that call Elgin County and St. Thomas their home. Culture Days provides the public a unique opportunity to meet, connect and create and we are thrilled to see such a positive response from participants”, states Sandra Poczobut Manager of Programming and

Community Development for Elgin County Library.

Some of the event highlights include demonstrations of “Gadgets and Gizmos” at the Elgin County Museum, The West End Arts Mingle at the St. Thomas and Elgin Public Art Centre, Pottery Demonstrations at Pinecroft Pottery, and Low German Cultural Activities at the Aylmer Library. All activities are free to the public and celebrate the value culture brings to the community.

To kick off Culture Days a Flagship Culture Days event is planned for the Port Stanley Festival Theatre and Library on Friday, September 30th at 6:00p.m. – 8:30 p.m. This “Culture Talks” event will feature Canada’s leading Cultural Champions Jane Nokes – retired Director of Fine Art Collection and Archives for Scotiabank and Paul Roth Director of Ryerson Image Center. Polaris Prize nominated musician Jennifer Castle will punctuate the talks with songs from her critically acclaimed album Pink City. Limited space is available so reserve your free tickets by calling 519-631-1460 ext. 151 or emailing spoczobut@elgin.ca. For all other events visit www.culturedays.ca and search ELGIN.



Elgin arts trail

I  culture days CULTURE!
CREATE, PARTICIPATE & SHARE

September 30, October 1 & 2
www.culturedays.ca



Award

Elgin County Promotional Campaign Recognized Internationally

The International Economic Development Council (IEDC) presented Elgin County Economic Development with a Silver Award in the New Media category for its 2015 “Where in Elgin?” Facebook Video Contest. The award was presented at the IEDC annual conference in Cleveland, Ohio on September 27, 2016. This is the 8th time that Elgin County has received international recognition from IEDC.

"It is a tremendous honour for Elgin County to once again be recognized as one of the world's best economic development programs," said Elgin County Warden Bernie Wiehle. "The County has been able to successfully tap into the power of social media, using it to generate interest in our local tourism assets and raise the profile of businesses in our community."

The “Where in Elgin?” Video Contest was a campaign designed to engage Elgin County’s social media followers through the use of video content. A Go-Pro camera was used to film different local tourist attractions over the course of 15 weeks and social media followers were

encouraged to guess the featured locations for the chance to win prizes. Elgin County was able to significantly increase engagement on its social media platforms while simultaneously highlighting the area’s great local tourist attractions and businesses.

Over the course of three months the “Where in Elgin?” videos were viewed over 39,000 times. The campaign was so well received that it was continued during the summer of 2016 with increased success. Elgin County Economic Development plans to bring the campaign back again in 2017.

For more information on Elgin County’s Tourism program visit www.elgintourist.com or to view the “Where in Elgin?” videos find Elgin on Youtube (www.youtube.com/elgincounty).



**Where in Elgin?
Wednesdays**

Like us on Facebook and guess where we are each Wednesday of the summer for your chance to win an Elgin County prize!

facebook.com/elgincounty

www.elgintourist.com

Business Profile

Grandma's Oven Bakery & Cakes – Designing Confectionary Masterpieces

In 2008 Anna Hiebert and her daughter Martha Zacharias embarked on a journey to fulfill a lifelong dream of opening a bakery. Although they had no formal training, Anna was a tremendously skilled baker with experience creating delicious homemade treats for her family. The decision to open Grandma's Oven Bakery in Aylmer was a daunting one but the initial leap of faith paid off as eight years later the business is a huge success. The bakery started by employing only family but over the course of time has grown to accommodate increased demand for its delicious sugary treats.

For the past eight years Anna and Martha have worked alongside each other as business



partners – Anna baking and supervising staff and Martha running the business and taking care of custom cake orders.

Martha has recently taken over as sole proprietor as Anna slowly works towards retirement. In the meantime she is still expertly whipping up traditional recipes from her Mennonite background that include pies, fresh breads, squares, and cookies of all types. Customer favourites include chocolate filled cream cookies, chocolate dipped marshmallow cookies, cornflake cookies, cake truffles, cheesecakes, and deliciously decadent cupcakes in a variety of enticing flavours. These flavours are continuously changing and include everything from strawberry swirl with cream cheese, chocolate peanut butter, and red velvet to lemon and chocolate with cookies and cream.

Martha has always enjoyed baking but her artistic side longed for a creative outlet. She



began by creating basic cakes for special occasions and weddings and has worked up to designing edible works of art that are nothing short of confectionary masterpieces.

Word has spread about Martha's artistry and not only are her cakes a hit in Aylmer, but across southwestern Ontario as well. She now makes cakes, cupcakes, cake pops, and cake truffles for approximately 200 weddings a year with a large

portion of her business coming from the London area. Martha's reputation has even reached the Muskoka area where she recently delivered a wedding cake to an extremely satisfied couple.

For more information on Grandma's Oven Bakery and Cakes, to place a custom order, or to view a full gallery of special occasion cakes visit www.grandmasoven.ca or like Grandma's Oven on [Facebook](#).



BRIDGES TO BETTER BUSINESS

OCTOBER 26, 2016

4:30 pm - 8:30 pm

St. Anne's Centre, St. Thomas



FEATURING

DAVID CHILTON

on Entrepreneurship



In partnership with



Networking & Dinner
Small Business Awards

Keynote by David Chilton with signed book

\$25

More information at: www.sbecinnovation.ca
or RSVP to Tara McCaulley: tmccaulley@sbecinnovation.ca