

September 2024

# Welcome to our new Board Directors

We are pleased to welcome Sarah Turcotte and Melissa Visser to the Community Futures Peace Country Board of Directors. Sarah, representing Sub Region 8 and Indigenous Peoples, holds a law degree and is committed to social justice. Melissa, a seasoned entrepreneur and tax professional, has made significant contributions to the Valleyview community through her businesses, CyrTax and It's A Cyr Clean. Both women are from the Valleyview area and bring valuable perspectives and experiences that will enhance our board. We look forward to collaborating with them to foster continued growth in our communities. Thank you, Sarah and Melissa, for your dedication and service —welcome to the CFPC team!



Melissa Visser



Sarah Turcotte

# SONGRISE MUSIC CONFERENCE THIS WEEKEND!

Join us this weekend for the Concert of Songwriters, part of the Songrise Conference hosted by Community Futures Peace Country and Long Story Records at the Northwestern Polytechnic Campus Gymnasium in Fairview. You'll have the unique opportunity to witness the collaborative and creative efforts of participants who created the music they will perform live during the two-day conference. The Songrise Music Conference starts on Friday, October 4, and features hands-on workshops led by industry experts, including Duane Steele, Earl Pereira, Jaydee Bixby, James Murdoch, and Carly Klassen, focusing on songwriting, recording, and the music business. Tickets for the concert are available for purchase at Community Futures Peace Country, The Old Bistro, Mad Dog Cresting, or online at [songriseconference.ca](http://songriseconference.ca).

Community Futures Peace Country | SONGRISE MUSIC CONFERENCE 2024 | long story records

## SongRise Concert Showcase

NWP Gymnasium (Fairview campus)  
 Tickets \$20 Adult \$10 Kids (12 and under)  
 Doors 6:30 | October 5th  
 Show begins at 7 pm | 2024

"Songriser" Showcase  
 Songwriters Showcase  
 Songs and Stories From The Pros  
 Open Mic/Jam

Tickets available at Mad Dog Cresting and The Old Bistro (both cash only), Community Futures Peace Country, or online at [www.songriseconference.ca](http://www.songriseconference.ca)



# SMALL BUSINESS WEEK 2024

October 20 - 26, 2024



LET'S PROMOTE LOCAL BUSINESSES AND FOSTER COMMUNITY ENGAGEMENT!

October 21 - 25, 2024

#### How It Works:

Participants will register for the scavenger hunt through a dedicated event page & will receive a list of clues and challenges that will lead them to various local businesses' websites or physical locations. Participants will then complete tasks such as finding specific items, answering trivia questions, or taking photos at designated spots. Points will be awarded for each completed task, and the participants with the highest scores will win prizes.

#### Benefits for Local Businesses:

- Increased online and foot traffic
- Enhanced brand visibility and community presence
- Opportunities to offer special promotions or discounts to participants
- Social media exposure through participants sharing their experiences

Please let your local Chamber of Commerce know if you are interested!

COMMUNITY FUTURES WILL CONTACT EACH PARTICIPATING BUSINESS AND COMPILER THEIR ANSWERS TO USE FOR THE SCAVENGER HUNT.



If you are a small business owner and would like to get involved, contact your local Chamber of Commerce.

**DID YOU KNOW** that in Alberta, small businesses account for approximately 95% of all businesses and employ over 50% of the workforce? This Small Business Week, we're excited to offer several events that highlight and support small business owners.

Join us for a **Scavenger Hunt**, where participants receive a list of clues and challenges that lead them to various local businesses' websites or physical locations. Complete tasks such as finding specific items, answering trivia questions, or taking photos at designated spots to earn points. Those with the highest scores will win prizes.

We're also headed to Manning and Grimshaw to "**Hug an Entrepreneur**," where we'll be visiting local businesses with treats to show our appreciation and capturing memorable moments for our Facebook page.

As part of Small Business Week, we're hosting a **Lunch and Learn** session titled "Get Confidence in Your Numbers," led by Crystal from First String Bookkeeping Co. This is a great opportunity to enhance your financial knowledge and skills (see more information below).

Stay tuned and follow our Facebook page for updates on all our events! We are grateful for the passion and dedication of our small business owners and look forward to celebrating their contributions!

## LUNCH AND LEARN

OCTOBER

### LUNCH & LEARN

Bookkeeping 101: Get Confidence in Your Numbers



October 24, 2024

12 noon - 1 pm

Presented by:  
Crystal Alfred, First String Bookkeeping Co.

JOIN IN PERSON OR ONLINE VIA ZOOM

Lunch is provided if attending in person. Kindly RSVP to [adminpc@albertacf.com](mailto:adminpc@albertacf.com) or by calling us at 780-624-1161 before noon on October 22nd.



SMALL BUSINESS WEEK

# FIESTA MIXER

Mexican Inspired Buffet | Networking | Door Prizes

WEDNESDAY  
**OCT 23**  
5 PM - 7 PM

PEACE RIVER BREWING

Tickets are **FREE**  
Limited number of tickets available

Pre-Registration is **REQUIRED**  
Registration closes **OCT 16**

780 624 4166 | [info@peacriverchamber.com](mailto:info@peacriverchamber.com)





# CLIENT FEATURE

# J4 Performance

Jimmy Nicholson is a local of Spirit River, a former university strength and conditioning coach, and the founder of J4 Performance, a health and fitness company focused on enhancing mental, emotional, physical, and social well-being. His journey as a competitive athlete and passion for better health solutions inspired him to establish this business in his hometown

**Q: Tell us a little bit about your business**

**A:** I started J4 Performance in 2020, coaching clients in my dad's backyard. I believed that 2020 was the perfect time to launch my business because people needed a healthy outlet—mentally, socially, emotionally, and physically. A combination of hard work and community support helped J4 Performance persevere through tough times and eventually grow to two locations: the Studio and the Gym & Golf Simulator Lounge. The J4 Studio, located at 4822 46 Avenue in Spirit River, is our home for personal training, group fitness programs, and yoga. Outside the Studio, our team leads an after-school program called Fitness For Life in both Spirit River and Rycroft, which is a game-based physical activity program that introduces life skills to youth. For the past couple of months, we've also been leading game-based physical activities for seniors at Pleasant View Lodge.

**Q: Why did you choose to start a business?**

**A:** A life-changing car accident in 2012 ultimately motivated me to help others with their health and fitness, especially those experiencing pain. At just 21 years old, I quickly recognized many issues within the healthcare system, as well as numerous problems in the fitness industry. I have made it my lifelong mission to be part of the solution, not the problem. My coaching philosophy combines strength and conditioning, yoga, and physical therapy. Instead of simply "working out," I encourage my clients to view health and strength as skills that can be improved over time. Our Small Group Personal Training has become our most popular service, providing personalized health and fitness plans at a fraction of the cost of one-on-one personal training. Our coaches are held to the highest standards in the fitness industry, and we utilize the best resources available to provide our community members with high-quality service that exceeds expectations.



The J4 Gym & Golf Simulator Lounge is located at 4720 Highway 49 in Spirit River and is accessible via key fob seven days a week. Our Golf Simulator Lounge, our newest venture, is just two weeks away from its grand opening. During the winter, we look forward to running golf leagues for ladies, men, and seniors, as well as hosting Christmas and birthday parties. Overall, our aim is to provide a fun, social atmosphere for our community members and the Peace Country.



**Q: What is your favorite part of being a small business owner?**

**A:** My favorite part of operating a small business is the freedom to be creative. I've witnessed both the best and worst of the fitness industry, and I'm grateful for the opportunity to create and provide a service that is both unique and valuable.

**Q: What advice would you give to others looking to start a business?**

**A:** Invest in yourself and your future success by seeking professional business coaching before you start a business. Passion alone will not guarantee happiness. Strive to create a business that is simple, profitable, and enjoyable.

# About Community Futures

Community Futures Peace Country is a community driven, non-profit organization staffed by business professionals and guided by a volunteer Board of Directors. We provide a wide range of small business services, developmental lending and business management tools for people wanting to start, expand, franchise or sell a business. We also run a number of specialized business programs, organize exciting business events, and actively work with community and business leaders to foster rural economic growth.

## CONTACT US

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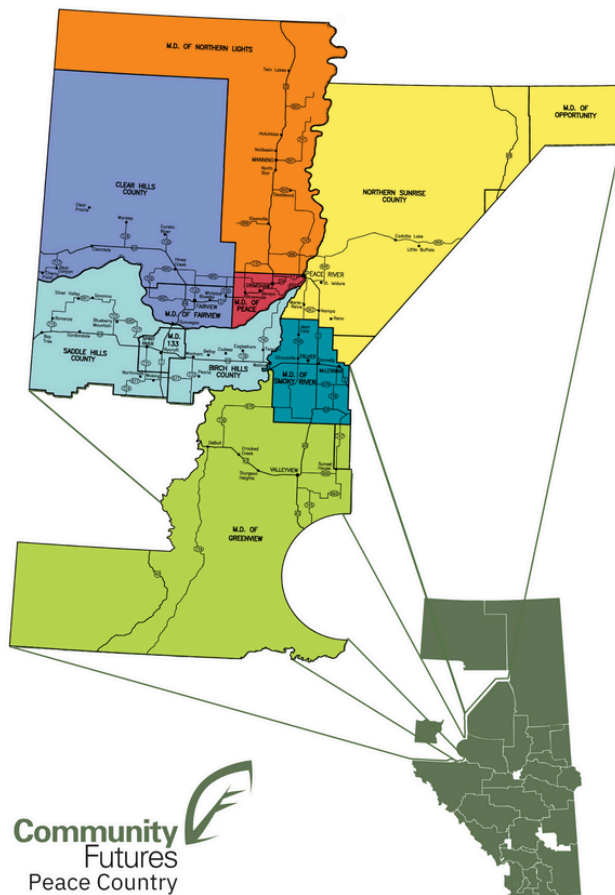
Email: [adminpc@albertacf.com](mailto:adminpc@albertacf.com)

[cfpeacecountry.com](http://cfpeacecountry.com)

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## OUR REGION



We help entrepreneurs and small business owners throughout the Peace region, including: Bay Tree, Bear Canyon, Berwyn, Blueberry Mountain, Bluesky, Bonanza, Brownvale, Cadotte Lake, Calais, Carcajou, Cherry Point, Chinook Valley, Cleardale, Crooked Creek, Deadwood, DeBolt, Dixonville, Donnelly, Dunvegan, Eaglesham, Eureka River, Fairview, Falher, Girouxville, Gordondale, Grimshaw, Guy, Hines Creek, Hotchkiss, Jean Cote, Kathleen, Little Buffalo, Manning, Marie-Reine, McLennan, Nampa, North Star, Notikewin, Peace River, Reno, Rycroft, Silver Valley, Spirit River, St. Isidore, Tangent, Twin Lakes, Valleyview, Wanham, Watino, Whitelaw, Woking and Worsley

**POPULATION: 50,000**  
**50 COMMUNITIES**  
**26 MUNICIPALITIES**  
**4 FIRST NATIONS**  
**122,000 SQUARE KMS**

*Our ultimate goal is to help our area grow and thrive through economic diversification. We help companies across all industries, with a strong history of helping those in the retail, oilfield, construction, restaurant and recreation sectors.*