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Business News for Business Minds...

Wonderful things happen in the South East region!

The importance of efficiency in your business...

In today's world, gaining the competitive edge over the competition can be difficult. For a young company, learning to compete with the more established businesses out there can be especially hard. However, established businesses also have to stay on top which is not an easy task either.

One easy way to increase your probability of success is learning efficiency. When a business (either new or old) learns to operate efficiently, or even to make small steps towards becoming more efficient, a few things begin to happen.

1. **Cost Reduction** – By simply implementing processes or improving processes in your business, this can reduce costs and improve worker productivity.

2. **Improved Customer Service** - By designing better processes, a business will generally provide better service. Since the work is completed in a timelier manner, customers are happier.

3. **Higher Profits** – From the first two points, a business finds that profits begin to grow. Lower costs mean more money on the bottom line, and happier customers usually come back.

4. **Business Growth** – An efficient business, with happy customers will grow. That small start-up can quickly surpass the competition simply by learning to be efficient right from the start.

One of the easiest ways to increase efficiency is to implement or improve processes in your business. In doing so, you can lower your costs, improve your service and overall, help your business to grow and stay afloat during difficult times.

With streamlined processes either in the office, shop floor or on the production line, you can focus your efforts on managing and growing your business and not on dealing with issues that keep reoccurring because of inefficiencies. Isn't it time to think efficiently!!!

Generation Y...

How are twenty-somethings changing the workplace?

As Generation 'Y' enters the professional world, they bring a whole new set of rules. They are often criticized for their job-jumping or their sense of entitlement. The truth is, they might play the game differently, but that doesn't mean they're not every bit as bright, innovative, and hardworking. Some people see these differences as negative, and seek new methods to change the habits of the young generation 'Y'. Employers will have to adapt in order to prepare for this new generation of workers. Those more apt to change their old ways of thinking will have less trouble retaining quality employees.

Who is this generation 'Y'?

1. **Generation 'Y' craves personal development:** They spend their days on the internet learning valuable information and engaging in meaningful conversations. As a result, they're always learning more about their specific interests and picking up new skills.

2. **Generation 'Y' pursues unconventional paths:** Rather than taking the single corporate job path, many will explore their options, whether that means taking on multiple jobs or starting their own businesses.

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3. Generation 'Y' values company culture: A company isn't just a place to work away at a desk from 9 to 5, they're looking for a vibrant community in which their coworkers are their friends and their boss is their mentor.

4. Generation 'Y' are not afraid to ask: They've been taught the importance of asking for exactly what they want and they're not afraid to raise difficult questions in the workplace.

5. Generation 'Y' embraces transparency: While Generation 'X' continues to emphasize the importance of maintaining a professional and conservative image, Generation 'Y' grew up using Facebook and MySpace as places to share photos and lives with their friends and don't want to turn it into a purely professional arena.

6. Generation 'Y' just want to do what they love: Parents raised their children to think they could do anything, and as a result, they're determined to have their dream jobs. They'll keep searching until they find something that's personally fulfilling. As we approach a new era of working group, it will be imperative to adapt to the changes. Failing to do so, may result in employees voicing their displeasure with their feet, by leaving. Over time, the message will have to be heard by anyone who owns or manages a company, since Generation Y are entering into the workforce while the baby boomers are leaving it.

"Immigration!!"

It is a well known fact that the New Brunswick workforce is aging dramatically. Statistics Canada says, 27 p. 100 of New Brunswick workers are 55 or older and nearing retirement. With the baby boomer generation sliding into retirement, declining fertility rate, youth out-migration and workers going outside the region, many sectors are now facing labour shortages and will continue in the years to follow. A regional business has been very active in pursuing ways to address this challenge.

Cape Bald Packers, located in Cap-Pelé, is an international food processing plant that specializes in processing lobster, crab, and mussels.

They have between 300 and 450 employees, and operate 9 month per year.



In the above picture is Aline Landry of Cap Bald Packers speaking of her experiences with migrant workers.

Over the last few years, Cape Bald Packers identified that they had a labour shortage and needed to do something about it. To address this situation, Cape Bald Packers hired in April 2008, 18 women from Jamaica for a period of 8 months. The experience and feedback was very positive and in October 2008, another group of Jamaicans were hired for a period of 10 weeks. This was done in cooperation with Service Canada, Citizenship and Immigration Canada as well as Jamaican Liaison Services.

If you would like more information on hiring foreign workers, please contact Enterprise South East at 533-3390.

Spotlight on Business

In operation since March 2008, Mr. Greg Lamrock proprietor of Sackville General Contracting specializes in new construction and renovation work for both commercial and residential customers. Along with his four employees, he ensures and focuses on supplying all services to see projects from the design stages through to completion.

Mr. Lamrock saw an opportunity in supplying the needed service to the area to keep up with the growing housing and construction market. Having the experience, knowledge of business and a strong network has been instrumental in the development of his business.

'Having a good strong base is very important when starting a business. I believe that success comes with hard work, dedication, quality products and commitment to your clients. That is

the base of a business', says Mr. Lamrock.



Left to right is Andy Wilson, Jason Smith, Fred Carter, Wendy Lamrock, Greg Lamrock and Peter Burns

So for your next renovation project or your new construction, you can contact Mr. Lamrock from Sackville General Contracting at 536-7011. He and his team would be happy to make your project a reality!

Training Opportunities

Enterprise South East in partnership with the Department of Post-Secondary Education, Training and Labour is hosting a two day workshop on Occupational Health and Safety & Emergency First Aid that that is scheduled for June 25th & 26th 2009 at the Scoudouc old age club. This two day training is offered at no cost for youth between 15 and 29 years of age.

To register or for more information call Enterprise South East at 533-3390.

Tourism support for the South East Region

Enterprise South East would like to remind you that Mr. Danny Pellerin, our tourism development officer, is at the disposal of the tourism industry. His focus is mainly on product development. With his many years of experience in the tourism sector along with his knowledge in business, he is eager to assist the industry in their new ventures. If you wish to contact Danny, he can be reached by calling 533-3390 or e-mail: danny.pellerin@ent.southeast.ca, he will be more than happy to assist you.

