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*Message from the president of the
Parkland Chamber of Commerce*

JON YERAMA



Dear members and friends,

As we celebrate the second issue of the Parkland Chamber of Commerce magazine, I find myself reflecting on the incredible journey we are all on together. Stephen's decade of leadership as executive director has not only paved the way for our Chamber's growth but has also inspired each of us to strive for excellence in our endeavours.

This year, we have witnessed remarkable progress in our community. The success of the recent Street Fair exemplifies the spirit of collaboration and innovation that defines Parkland. It's heartening to see initiatives like Immigrate Parkland gaining traction, reminding us of the diverse contributions that enrich our region.

As we look ahead, I'm excited about the strategic plan that will guide us into the future. It's an opportunity for all of us – business owners, community members, and stakeholders – to come together and voice our aspirations for Parkland. Your insights will be invaluable as we chart a course that meets the evolving needs of our community.

I encourage you to explore the pages of this magazine, where you'll find stories that reflect our vibrant business landscape and highlight the achievements of our members. Together, we are creating a thriving environment for growth and connection.

Thank you for your commitment to our Chamber and to each other. The road ahead is bright, and I am thrilled to be on this journey with all of you. Here's to continued success and making a lasting impact in Parkland.

Warm regards,

Jon Yerama □

*Message from the executive director of the
Parkland Chamber of Commerce*

STEPHEN CHYCHOTA



As I reflect on my 10 years as executive director, I'm filled with a sense of pride and excitement for what's to come. I've had the privilege of seeing the Chamber evolve, and with each year, I've become more inspired by the incredible businesses, individuals, and projects that make the Parkland region so dynamic. Thank you to the partnerships over the years, the board members I've worked with, and the membership for making this role so amazing.

2024 has been a year of growth, with many positive developments already in motion. Some initiatives are still taking shape, and while we eagerly await further updates, the momentum we've built is pushing us toward an ambitious future. The Parkland Chamber is becoming a difference maker, and I'm honoured to lead that charge.

Street Fair was the best it's ever been with a few small changes made. The Immigrate Parkland initiative has taken off and the impact is already paying dividends. In October, attending the Chamber of Commerce Executives of Canada and Canadian Chamber of Commerce conferences in Halifax was a rejuvenating experience. Engaging with such a passionate network always fills me with new ideas and a renewed sense of purpose. It's a reminder that we're part of something larger, and we're constantly learning and growing together. I am also thrilled to share that funding for some big projects is starting to take shape with hopefully a lot more to come in the near future. These initiatives will have a long-lasting impression on the growth of our region.

Looking ahead, I'm excited to collaborate with our membership and board on setting our next strategic plan. It will be our guiding compass for the coming years, ensuring we continue to adapt and serve the evolving needs of our community. We're all in this together, and I'm confident that, collectively, we can make a positive and lasting impact on our area.

As you flip through this magazine, I hope you feel the same sense of excitement I do. Together, we're making great strides, and I can't wait to see where we go next.

Sincerely,

Stephen Chychota 

Message from MP **DAN MAZIER**



I want to start this issue's message with a special congratulations to the Parkland Chamber of Commerce on the success of the first issue of this magazine, as well as thank them for doing their part to showcase the innovative and hardworking businesses that help make this region and riding prosper. It was heartwarming to read the stories of these businesses and I can't wait to see the ones featured in the next edition.

As the House of Commons is back in session, I will continue fighting for the issues affecting all of rural Canada, including the Parkland region.

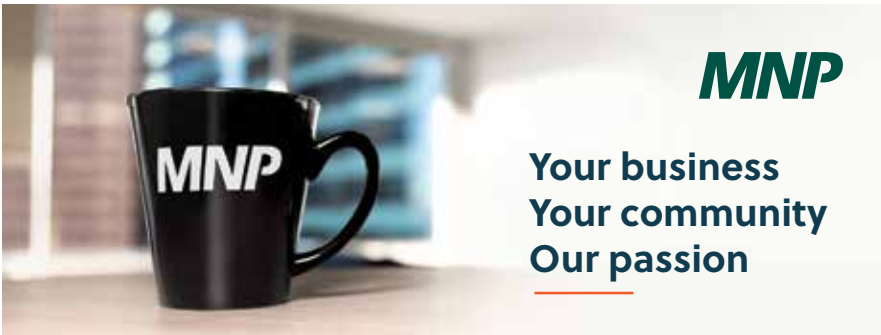
This past June, my Private Member's Bill, C- 288, An Act to amend the Telecommunications Act, passed through Parliament and became law. This bill is a crucial step forward for rural Canada as it bans Internet companies from advertising theoretical speeds that they are unable to deliver. Once it's implemented, Internet service providers will have to advertise and provide realistic and attainable speeds for delivering your Internet – after all, you are the one paying for it.

I continue to rise in the House of Commons, presenting petitions on behalf of the people of the Parkland

region regarding the rising crime rate in Canada. I will continue to raise this issue in Parliament until every petition is presented.

Whether you need assistance with something or would like to share your thoughts, you are always welcome to contact or visit my offices in the Dauphin Marketplace Mall or at 41 Main St. East in Neepawa. You can call my team at 1-877-405-8946 or email us at dan.mazier@parl.gc.ca.

I look forward to seeing you throughout the Parkland this fall and winter! 🇨🇦



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Message from MLA for Dauphin, Minister of Agriculture

RON KOSTYSHYN



As the MLA for the Dauphin constituency and Manitoba's Minister of Agriculture, I am proud to be part of our NDP Government, working to meet the needs of all Manitobans. Together, we are laying the foundation for a prosperous future, building a resilient economy that supports growth across the province. Our commitment to rural innovation is stronger than ever as we continue to invest in programs that drive progress in local communities.

Autumn is a particularly special time in Manitoba, especially here in the Parkland. The fall season not only highlights the beauty of our landscape but also underscores the vital role agriculture plays in our economy. As we watch the harvest come in, it's a time to reflect on the hard work and dedication of our farmers, whose contributions fuel one of Manitoba's leading industries.

In my role as MLA, I've seen firsthand the remarkable impact of organizations like the Parkland Chamber of Commerce. The Chamber has been instrumental in supporting local businesses, fostering a thriving economy across the Parkland region. I offer my heartfelt congratulations to the Chamber on its enduring success and its commitment to promoting economic growth.

I am especially excited about this second issue of *Parkland Now* magazine, which celebrates the successes of businesses and tourism in our region. This publication will tell the story of innovation and potential that continues to flourish in the Parkland area, showcasing what makes our community so unique. Whether it's through world-class events like Countryfest or Canada's National Ukrainian Festival, or the year-round recreation opportunities at places like the Northgate Trails, the Parkland is a vibrant hub for both locals and visitors alike.

I've also heard many people bring up health care this past summer, and it remains our government's top priority. Seeing the strengthening of health services in the surrounding region is a welcome change as we continue to see Parkland prosper. More beds are coming to the Dauphin Regional Health Centre to support cancer patients so they can receive care close to home. This expansion in local capacity is also supported by the completed expansion of the CancerCare program in Russell, offering comfort to patients and their loved ones as they seek treatment. Our government is proud to support this initiative, which has been helping people get the life-saving care they need since July.

Fall is also a time of reflection, collaboration, and community spirit. The challenges we've faced – whether it's high interest rates or extreme weather – have been met with the kind of resilience that defines our region. Local councils, Indigenous leaders, and community organizations have come together to support one another and strengthen our collective efforts toward economic development. I commend everyone for their hard work in making the Parkland a better place each day.

As we embrace the fall season, with its crisp air and the harvest in full swing, I feel optimistic about the future. The Dauphin constituency holds a special place in my heart, and it's an honour to represent such a dynamic community. Together, we will continue to celebrate the economic, cultural, and natural treasures that make the Parkland truly exceptional.

If you'd like to contact me for any reason, please reach out to my office at Ron.Kostyshyn@yourmanitoba.ca, call us at 204-638-1672, or drop by at Unit B1 101-1st Avenue NW. 📧

Benefits of a Parkland Chamber of Commerce membership

The Parkland Chamber of Commerce is a non-profit, community-leading organization made up of local businesses, professionals, and people of Dauphin and the surrounding area. Together, we are working towards building a strong and growing commerce for our Parkland region through various programs and partnerships.

Joining the Parkland Chamber of Commerce is a strategic investment in your business and the Parkland region. As a member, you receive access to a variety of supports and services.

Networking and professional development:

- ✓ Annual Lunch Series
- ✓ Small Business Holiday Party
- ✓ Workshops and meetings throughout the year

Visibility and exposure for your business:

- ✓ Online business listing on the Parkland website, Manitoba Chambers of Commerce website, and other Chamber-affiliated listings
- ✓ Opportunities to advertise and promote your business through the Chamber's marketing efforts
- ✓ Event sponsorship opportunities
- ✓ Referrals to member businesses

Cost savings, discounts, and programs:

- ✓ Chambers Plan Employee Benefits
- ✓ Chamber Bucks program
- ✓ Affinity programs
- ✓ Member to member savings

Advocacy and representation:

- ✓ Lobbying on behalf of member needs and other issues that impact the region at municipal, provincial, and federal levels

- ✓ Opportunity to provide valuable input through Chamber surveys
- ✓ Advocating for investments and support for regional initiatives

Access to information and resources:

- ✓ Weekly *Chamber Matters* newsletter
- ✓ Bi-annual *Parkland Now* magazine
- ✓ Connections through the Chamber office
- ✓ Access to additional information through the Manitoba Chambers of Commerce, Canadian Chamber of Commerce, and other industry associations

Contribution to community:

- ✓ Providing leadership as a member of the Chamber of Commerce Board of Directors
- ✓ Volunteering for Chamber events and special initiatives
- ✓ Hosting of events that impact the region including the Annual Street Fair
- ✓ Leading special regional initiatives such as the Immigrate Parkland project

Are you taking full advantage of the membership benefits offered to you each year? If not, reach out to the Chamber office to discuss your needs.

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Support local with Parkland Chamber Bucks



The Parkland Chamber Bucks program is a powerful initiative aimed at promoting local shopping and strengthening our community's economy. Chamber Bucks work just like cash and can be redeemed at any participating business within the Parkland area, offering customers the flexibility to explore a variety of local products and services.

One of the best parts about the program is that any business can sign up to participate, whether you're a Chamber member or not. This is an excellent opportunity for businesses to gain more visibility and attract local shoppers who are eager to support our community. By accepting Chamber Bucks, businesses are not only contributing to a stronger local economy but also opening their doors to new customers and building stronger relationships with existing ones.

For customers, Chamber Bucks provide the perfect gift and spending option that keeps dollars circulating locally. By using Chamber Bucks, customers are supporting local jobs, fostering growth, and ensuring the longevity of our small businesses. Whether it's for a special occasion or everyday purchases, this program encourages people to shop right here in the Parkland region, benefiting everyone involved.

Our Chamber Bucks are now digital and available for purchase online in denominations of \$5 to \$50.

Participating in the Chamber Bucks program is easy, and the rewards are invaluable – so why not join today and be part of a thriving local community?

For more information, visit www.chamberbucks.ca. 



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Parkland Job Opportunity Centre supports job seekers with finding employment



By Kelsey James

Parkland Job Opportunity Centre has been helping residents of the region secure employment for the last 26 years.

“The creation and longevity of the organization is that the services have always been customized to the individual and meeting the demands of the local labour market,” said Parkland Job Opportunity Centre team leader and employment advisor, Nicole Yunker. “There’s something powerful about sitting down with a stranger and describing your skills, what you’ve done, and where you’ve volunteered... you suddenly reflect, and that is powerful. It’s the most important thing we do.”

Parkland Job Opportunity supports any individual living in the Parkland region that is 18 years of age or older (interestingly, the youngest client the organization supported was 18, while the oldest was 80). Services are free of charge and include career exploration, job search, resume and cover letter development, and interview preparation. Wait time for services is three to four days.

“Our services are by appointment only to ensure everyone gets the time they need,” Yunker said. “We take the time to meet with people on an individual basis to learn about their skills and abilities and their interests. The biggest part of our

job through all the employment services we provide is to be peoples’ cheerleaders. The best outcome for us is when someone walks out the door and says, ‘I had no idea how many skills I had.’”

The organization also offers workshops and supports local businesses in securing workers.

“Our staff take pride in learning the needs of people of different ages and different phases of their careers to help them see how they can be a vital link in an organization. At the same time, our relationship with employers is key,” Yunker said.

“We encourage employers to keep in touch with us and let us know when

they are needing to fill positions. Those conversations are helpful for us so we can give clients current information. It also reminds us of the variety of jobs available in the Parkland region. Every community in the Parkland has a wealth of different businesses, which is fantastic for people looking for jobs.”

Funding for Parkland Job Opportunity Centre is administered through the department of Economic Development, Investment, Trade and Natural Resources in partnership between The Government of Canada and The Manitoba Government. The Parkland Chamber of Commerce is Parkland Job Opportunity Centre’s project sponsor, which allows the Chamber to oversee operations.

“Having a direct link to employers is key to providing good services to our clients,” Yunker said. “It also helps us prepare for changes in businesses and changes in needs within the communities we serve. The ability to connect with the Chamber, its board, and its members is key for us to be able to provide services. Each community throughout the Parkland has different businesses and different volunteer opportunities, and the Chamber helps us to make those connections.”

Yunker emphasizes that there is no set path for how individuals can access the organization’s services. Not every client may be interested in receiving assistance in creating a resume. Some may want help with interview prep, while others

may need support with online applications.

“The great thing about our services is people can call and tell us what they need,” Yunker said. “We encourage people to call us if they have any questions. We never want someone to not apply for a job because they’re overwhelmed by the process. A big part of our jobs is giving people the confidence to see their skills, which then makes it easier to navigate anything they need to do as part of the application process. If people feel confident in their skills and have support, anything is possible.”

For more information about the Parkland Job Opportunity Centre, visit www.pjoc.mb.ca. □

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A blank canvas for innovative business





Dauphin's south end to welcome new retail developments and enhanced roadways

By Kelsey James

The south end of Dauphin is getting upgraded in an effort to drive economic growth.

"Dauphin is going through a bit of a growth spurt, which is what we like to see," said City of Dauphin economic development manager Martijn van Luijn. "The highway system is being completely redone. The road into town is going to be reshaped, and then we see some construction happening."

One of the new retail developments planned for Dauphin is a Shoppers Drug Mart. The store will take over the former Village Mall location at 1430 Main Street South and will be approximately 15,000 square feet in size and employ up to 30 people. Construction costs are estimated at \$2.45 million.

The south end of town will also get a new car dealership and an urban reserve, which will feature a Petro-Canada gas station.

"There's an influx of different activity happening in a concentrated area," van Luijn said. "We know, statistically, that we're growing, but we just haven't been able to see it. A small city like us getting a Shoppers Drug Mart, for example, is an exciting thing because that's something we normally would have to go elsewhere for."

The City of Dauphin follows the principle of community economic development when it comes to growth and attracting new businesses. This means creating a city that is viable, livable, and safe.



“For us to be able to do that, certain elements need to be in place. You need to have the right infrastructure, your roads need to be in order, you need housing for people, and you need jobs,” van Luijn said. “When I look at it from an economic development point of view, our trail system and transportation network are things that people find attractive. It makes them want to choose Dauphin, and that’s what we want to do: we want to be a city that people look at and are envious of... a place they want to go to and they want to live in.”

In 2024, Dauphin has seen \$12 million worth of construction, whereas last year’s total was around \$5 million.

“That’s one of the ways we know something is going on,” van Luijn said. “We’ve seen such a dramatic increase of construction and, because it’s also visual, you just need to drive down the street and notice that lots is going on – and we’re not done.”

The opening of Vermillion Growers, a greenhouse production plant, created about 30 new jobs for the community and will increase to over 100 as the company expands. The Province of Manitoba has also promised to build a new justice centre, which will have a large construction value and produce more new jobs.

In April 2024, the province announced it would be



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“Because we’re going to see some new builds, the area is going to look fresh. The roads and the road system are new. There’s going to be some large new buildings.”

spending \$3.8 million towards reconstruction and safety enhancements to Main Street South, including widening the road and dividing the highway, as well as expanding drainage pools and piping to reduce seasonal flooding.

“We’re 10 minutes away from the north entrance of Riding Mountain National Park, so there’s a huge elevation difference between Riding Mountain and Dauphin. We’re at the bottom of what used to be a lake, so when we have heavy rain or snow events, all the water

comes towards us,” van Luijn said. “Redoing the road system on the south end gave us the need to also redo our drainage system. It cost over \$8 million to do that, which is a tremendous amount of money for our community. A lot of our reserves and resources went to this project but it needs to get done and it’s important.”

Dauphin’s sewage treatment facility is also scheduled to be redone next year.

Once the upgrades and developments at the south end of the city are complete, Dauphin will have more services and amenities to offer the Parkland region.

“There will be more restaurants, fast food, and retail,” van Luijn said. “Because we’re going to see some new builds, the area is going to look fresh. The roads and the road system are new. There’s going to be some large new buildings. We’ll see an increase in housing. Because we are a regional community, it will create new jobs. Tourists, visitors, future investors, and people that want to move to Dauphin will see that as well.” □





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Parkland Chamber of Commerce spends summer celebrating the region



By Kelsey James

On August 1, the Parkland Chamber of Commerce hosted the 22nd annual Street Fair and Dance in downtown Dauphin.

The Parkland Chamber of Commerce spent the summer celebrating the region with events both familiar and new.

On August 1, 2024, the Chamber hosted the 22nd annual Street Fair and Dance in downtown Dauphin. The free event saw a few thousand guests join in on the festivities throughout the day.

“We phrase it as the ‘hottest little party of the summer,’” said Parkland Chamber of Commerce executive director, Stephen Chychota. “It’s one of those events that the community really looks forward to. They rally behind it, and we get a lot of partnerships and sponsorships through it. It’s supported well.”

The annual event features musical entertainment, activities – including a kick-off pancake breakfast, kids zone, and beer gardens – as well as food vendors and a makers’ market.

When the Chamber hosted the first street fair after

COVID-19 restrictions eased, there was talk about changing it up and utilizing a different space. Now, the event is located at CN Park and spans the neighbouring street.

“There was an overwhelming amount of positive feedback this year,” Chychota said. “We had people comment that this was the best street fair yet. People loved the stage and street layout. They liked that there were more vendors in the park than just on the street. The kids zone was well done and they had a great time using that space.”

The kids zone operates from the morning until early evening, when more of the heavier rock or louder, more professional bands play the stage. Entertainment runs from 11:00 a.m. to midnight and the Chamber has a liquor license for the evening so attendees can have a cold libation while they enjoy some food, listen to music, or check out the merchants.



Above: The annual event features musical entertainment, activities – including a kick-off pancake breakfast, kids zone, and beer gardens – as well as food vendors and a makers’ market.



Right: Entertainment runs from 11:00 a.m. to midnight and the Chamber has a liquor license for the evening so attendees can have a cold libation while they enjoy some food, listen to music, or check out the merchants.

“We have an opportunity to showcase downtown differently,” Chychota said. “Some of the vendors and merchants at the street fair don’t typically get that opportunity to sell or promote. Because we are the day before the Ukrainian Festival, a lot of out of towners come out and celebrate or enjoy the evening. We get to show off our community to them.”

Bus Tour

One of the new events the Parkland Chamber of Commerce hosted this summer was a bus tour of the region. The two-day event, which took place on June 11 and 12, 2024, aimed to showcase what the Parkland region has to offer and the many small businesses and organizations it has.

“The bus tour was inspired by the Manitoba Chamber of Commerce. They put on an economic development tour and go to different communities throughout the province,” Chychota said. “Being on a few of those and working with local partners, we wanted to put something like that together for the folks out here.”

On the first day, attendees visited Winnipegosis and Ste Rose, while the second day took them to Gilbert Plains and Grandview.

“We stopped at different businesses and locations to give the folks that were on the bus a tour and help

them understand what’s going on in the communities,” Chychota said. “You go to meat markets and grocery stores. You go to museums. We got driven around Dauphin and had a tour by a local historian.”

The event brought together close to 20 people each day, many of which were members of the Parkland Chamber of Commerce or community stakeholders.

“We got to go into some places that people don’t typically go to all the time. We got to talk to people that don’t exactly have a tour bus of out-of-towners coming in,” Chychota said. “It was a great way to connect those folks with businesses. It was also a bit of an economic boost because people were buying meals and shopping. It ended up being positive for the community.”

The bus tour was a partnership between the Chamber and Parkland Workplace Education Manitoba. Stephanie Jaddock, Parkland regional manager with Workplace Education Manitoba, initially posed the idea of the bus tour to Chychota after she attended the Manitoba Chamber of Commerce’s event.

“I enjoyed the tour and learned quite a bit, so I shared that information with some local partners,” Jaddock said. “There seemed to be quite an interest from people in the area to participate in something like this. I brought up the idea to Stephen and he said, ‘Let’s make it happen.’”



This summer, the Parkland Chamber of Commerce hosted its first bus tour of the region.



The two-day event, which took place on June 11 and 12, 2024, aimed to showcase what the Parkland region has to offer and the many small businesses and organizations it has.



On the first day, attendees visited Winniepegosis and Ste Rose, while the second day took them to Gilbert Plains and Grandview.

Jaddock drew up the itinerary for the tour and selected which businesses and places attendees would visit. She also saw the value of weaving in historical information about the areas.

“We built connections to the communities, businesses, and people in the Parkland,” she said. “When you’re from an area, you don’t always get into the other surrounding towns or businesses. An event like this grows the awareness of services offered, possible partnerships, and fosters innovation. I see that as one of the most valuable pieces.”

Jami Turetsky, executive director of Community Futures Parkland, attended the bus tour because she saw it as an opportunity to learn more about the communities in the region.

“We know of them, but sometimes don’t spend enough time there to learn what they have going on now, what they are working towards, and the history of it,” Turetsky said. “We need to find ways to have community members participate in activities like this. The tour was one of the experiences that helped create the idea of our retail

tourism bus tour experience, ‘Shop the Parkland.’”

Amanda Zalluski, branch manager at Sunrise Credit Union, says her favourite part of attending the bus tour was visiting the local businesses and listening to owners share stories of their past, their operations, and what they’re looking forward to in the future.

“The bus tour exceeded my expectations. It was interesting, engaging, and well organized,” Zalluski added. “Most of the businesses that we visited I didn’t know existed. It was a great experience to have a firsthand look at these places, especially businesses like Ash Apiaries, Old September, Parkland Custom Cabinetry, Burrows Museum, and Grand Vieux Liquor Co. Making connections with different business owners and community minded people is important. With small communities being close to one another, supporting each others’ businesses is crucial.”

The Parkland Chamber of Commerce hopes to make the bus tour a yearly event. □

When you’re from an area, you don’t always get into the other surrounding towns or businesses. An event like this grows the awareness of services offered, possible partnerships, and fosters innovation.



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Dauphin business combines premium floral arrangements and specialty coffee



The Bloom 'n Bean features a coffee house, to-go counter of freshly made sandwiches, soups, and snacks, as well as a full-service flower shop

By Kelsey James

The Bloom 'n Bean is located at 219 Main St. North in Dauphin.



Friends and business partners Valerie McInnes and Travis Senecal opened the business in November 2023.

Business is blooming at a Dauphin coffee shop and florist.

The Bloom 'n Bean, located at 219 Main St. North, features a coffee house, to-go counter of freshly made sandwiches, soups, and snacks, as well as a full-service flower shop.

Co-owner Valerie McInnes has lived in Dauphin for over 20 years and opened the shop alongside her business partner, Travis Senecal, in November 2023.

“We’re one of the only sit-down places like this on our side of town,” McInnes said. “It has provided an opportunity for some of the banks, law offices, and other businesses that might not necessarily have the time or ability to get down to the south end of town to grab a coffee or get something to eat.”

When The Bloom 'n Bean opened, there was only one other active flower shop in Dauphin,



Far left: The Bloom 'n Bean offers specialty coffees and teas, freshly made sandwiches, soups, and snacks, as well as a full-service flower shop.

When The Bloom 'n Bean opened, there was only one other active flower shop in Dauphin.

so McInnes and Senecal knew there was still space within the demographic to provide residents with another option. Most of their pieces are custom made, but they also offer grab-and-go bouquets and some premade arrangements.

“When someone says they’d like to get a bouquet of flowers, we start first with what their price point is,” McInnes said. “We guarantee that whatever their price point is they’re going to have a beautiful product. We talk a lot with the client to make sure we’re meeting their needs, especially when it comes to the memorial side of our arrangements or wedding quotes. We have a lot of repeat customers and some die-hard fans that come back to us, whether it’s for a coffee and lunch or flowers.”

McInnes and Senecal purchased the storefront in April of last year after the two friends decided to embark on the business venture together. Together, they placed second in Fusion Credit Union’s 2023 Community Infusion program, which helped them get the shop up and running.

“We found a building that had been closed on Main Street for about a year,” McInnes said. “We walked into the space, both looked at each other, and went, ‘This is it.’ We saw it right away.”

Working with De Luca’s based out of Winnipeg, The Bloom ‘n Bean offers specialty coffees and teas, including lattes, steeped teas, and cold beverages. There are baked goods, granola bars, and other grab-and-go snacks. They work with Dauphin’s Sunshine Catering to bring in homemade soups and sandwiches. Six local artisans from the area also provide them with giftware they sell at the shop.


“We try hard not to duplicate too much of what else is being done by other businesses in town,” McInnes said. “We try to have things that might not be available anywhere else in town. We’ve also tried to stay local for our suppliers. That, for us, is key. We are Manitoba made and are dedicated to serving a niche within the community that we think is needed.”

Combining a coffee shop and florist added value to both business models, McInnes says.

“The space is a huge, which we knew gave us opportunity for development,” she added. “When we were brainstorming on what this would look like, we knew we wanted to do something different, but we also knew this combination of flower and coffee shop is a model that’s prevalent within the industry. We realized that people who come in for a coffee might grab some flowers, and vice versa.”

As the flower shop gets more established, McInnes and Senecal are looking to provide more comprehensive services to the community while also expanding the coffee shop into a mobile business.

“I get to make people smile by making coffee and flower arrangements, and that’s the best way to spend my day,” McInnes said.

For more information about The Bloom ‘n Bean, visit www.bloomnbean.com. 

Ochre River massage therapy business expands to offer sustainable, Canadian-made wellness products

By Kelsey James



Ochre River resident and registered massage therapist Kathy McLennan opened Roots to Wellness in 2011.

An Ochre River resident's small business is an ode to her Parkland roots.

"My grandpa was the doctor in Ochre River back in the day and my grandmother was his nurse," Kathy McLennan, owner of Roots to Wellness, said. "My mom became a schoolteacher here and that's how she met my dad. With being raised in such a wonderful community by great parents, I wanted to go back to my roots, and that's how Roots to Wellness came alive."



McLennan has since expanded Roots to Wellness into a retail space that offers environmentally friendly products from Canadian-owned companies.

McLennan, a registered massage therapist, started Roots to Wellness in 2011. At the time, it was strictly a massage therapy business based out of Ochre River.

"I saw there was a need for massage therapy and I wanted to help with pain management and offer something new to our community," McLennan said.

"When the pandemic hit, I had to close. Thankfully, I was only closed for six weeks, but not knowing how long I would be shut down for was kind of a reality check for

me. I was a single mom at the time, and this was my only source is income.”

McLennan began dreaming of expanding Roots to Wellness into a retail space that would offer environmentally friendly products from Canadian-owned companies.

“My business has evolved as I always endeavour to better meet the needs of my clientele,” she said. “As a mother and grandmother, I am dedicated to improving the environment for my family’s future. By offering environmentally friendly products in my refill station, I can hope to minimize our carbon footprint.”

When McLennan was given the green light to re-open the business, she introduced a product refill station featuring products from the Quebec-based business The Unscented Company.

“It’s a 98 per cent natural line of shampoos, conditioners, soaps, and lotion,” McLennan said. “You purchase the products, and when you bring the bottle back, you’re able to refill them at a discounted price. It helps eliminate recycling and waste.”

Shortly after, McLennan was awarded a grant from Parkland Community Futures in Grandview, which allowed her to open an online store. She also received the 2023 Business Person of the Year award from the Parkland Chamber of Commerce. This award opened so many opportunities for her business to grow.

“I’m finding my retail storefront is intertwining with my massage therapy background,” McLennan said. “It’s the whole mind, body, and soul connection. When people come into my clinic, I try to offer them an unbiased and relaxing environment. I reassure there’s confidentiality and they can just be themselves.”

McLennan was the first small business to bring Saskatchewan-based Lions Creek to Manitoba, which features a line of extra virgin oils and balsamic vinegars.

“The extra virgin olive oil has so many antioxidant properties and it’s good to reduce blood pressure and cholesterol,” she said. “The oil comes from South Africa and I’ve had the pleasure of meeting the farmer. I have customers who say they take a tablespoon or two at night




McLennan was awarded a grant from Parkland Community Futures in Grandview, which allowed her to open an online store. She also received the 2023 Business Person of the Year award from the Parkland Chamber of Commerce.

before they go to bed and they’ve had reduced swelling in their legs.

Other companies whose products she sells include Bob Williams Birch Bowls (Dauphin), Bruce McLeans Furniture (Dauphin), JTS Family Farm (Ochre River), Love, H. Pottery (Dauphin), Finally Found It Body Care (Swan River), Canadian Flora Essential Oils (Bowsman), Gravelbourg Gourmet Mustard (Regina), Chains and Charms custom-fit jewelry (Ste. Rose), Ebony & Ivory Candle Co., Sproos Collagen, Routine, and The Rogerie.

“I’m so appreciative of the support I receive from the Parkland area and beyond,” McLennan said. “I was born and raised in Ochre River and I just love the community and surrounding areas. I get huge support from the whole Parkland region. I have so many repeat customers and get such positive feedback.”

For more information about Roots to Wellness and to shop online, visit www.rootstowellness.net. 

Dauphin gift shop for the hippies at heart

Hippie Mama Gifts offers all natural, handmade bath, body, and home products

By Kelsey James



Jenna Scheller, owner of Hippie Mama Gifts in Dauphin, started her skin and bodycare venture in 2020 to help control her son's eczema.

All Scheller's products are handmade by her and cater to people with skin sensitivities.

Scheller's products are for bath, body, and home. They're all natural, and she offers a refill program.

Dauphin resident Jenna Scheller didn't expect a small venture to help her son would turn into her own business and storefront.

"I started up the company in 2020 because my son was diagnosed with eczema," Scheller, owner of Hippie Mama Gifts, said. "I began making my own skincare because I tried everything on the shelves and had been ordering from expensive companies, but nothing worked. I started on the journey of using organic, unrefined ingredients and, low and behold, my son hasn't had an eczema outbreak since."

The success of Scheller's products piqued the interest of her friends and family. Eventually, she began selling her products at local markets. Everything is handmade by her and caters to people with skin sensitivities. Ingredients are also sourced in Canada.

"Once we got big enough, people started wanting to come into my home and shop," Scheller said. "I wasn't comfortable with that, so I decided to open a store. I started where my ingredients fit on the island in my kitchen, but I was at the point where there was a whole

bedroom dedicated to what I had. The website was up and running, but a lot of people wanted to smell and see the products. This gives people the opportunity to come in and enjoy the ambiance – and I get to talk to my people, which was a huge reason I wanted the store as well."

Scheller moved back to Dauphin in 2018. Prior to opening Hippie Mama Gifts, she worked at a medical facility in Winnipeg. At that facility, she was able to meet with representatives from across Canada to discuss skincare, including

vitamins and minerals that are beneficial to skin.

“I saw the trend with natural living happening in Winnipeg... It was blowing up,” Scheller said. “So, when I got to Dauphin, I figured if it’s working for me and it’s something people love in the city, they’re going to love it here. It ended up being huge, and there’s repeat customers that swear by my stuff. The ingredients speak for themselves.”

Scheller’s products are for bath, body, and home. They’re all natural, and she offers a refill program. If a customer brings one of the containers back to the shop, they get \$1 off their refill purchase. She has a youth maker program where anyone still in school up to Grade 12 can sell

their products at her storefront. One hundred per cent of the sales goes back into their pockets, allowing them to grow and expand their small business.


Scheller also features other local makers and companies from across the country.


“I just wanted to support the Canadian economy and bring light to some of the amazing companies we have right here in Canada,” she said. “Dauphin has a great support system when it comes to small, local businesses. Everyone that I’ve run into – and even other local makers – say that any markets they’ve done out of town are not usually as well-attended as the ones here. Dauphin has a soft spot for people that make




Scheller also features other local makers and companies from across the country.

within the community, and they love to support local.”


For more information and to shop online, visit www.hippiemamagiftshop.com. 



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- Town wide garage sales



Fusion CEO Darwin Johns awards Community Infusion 2023 winner Danielle Pilatic her prize



Fusion staff Kyle Enns and Carlene Fouillard present Full Circle Fund donation to Morning Star Daycare in Birtle.



COMMUNITY
Infusion



Fusion Credit Union: Committed to community and here for good

The strength of a community lies in its ability to transform challenges into opportunities and work together to achieve more than one individual can alone. Fusion Credit Union embodies this philosophy and embraces the true spirit of cooperation by actively supporting their communities. The Full Circle Fund, Community Infusion, grassroots initiatives, and major sponsorships such as Credit Union Place, Dauphin’s Countryfest, Brandon Riverbank Discovery Centre, and the Royal Manitoba Winter Fair are just some examples. The success of these initiatives is evidence of the strength in togetherness.

The Full Circle Fund was created in 2019 as a means of supporting local organizations and community projects across the Parkland and southwestern Manitoba. As CEO Darwin Johns notes: “At Fusion, we’re only as strong as the communities we serve, and that’s why we created the Full Circle Fund – to help our communities

do great things. Investing in community projects, such as school playgrounds, recreation facilities, museums, and community organizations, provides the opportunity for everyone to learn, thrive, and grow. Healthy people make for healthier communities, and there’s nothing quite like a group of community members coming together to create, build, and support a project. That is the power of community.”

Since its inception, Fusion’s Full Circle Fund has awarded over \$920,000 to 171 community initiatives and projects of varying sizes.

In 2021, Fusion took the next step forward in their commitment to community by kicking off Community Infusion, a program focused on local economic development. In the past three years, Fusion has invested over \$90,000 to support local entrepreneurs, and they’ve seen the impact these dollars have on the businesses and communities in which they operate.



Fusion's Mike Csversko presents Full Circle Fund donation to Dauphin Recreation Services.



Fusion's Marsha Boese presents Full Circle Fund donation to the Winnipegosis Curling Club.

“Describing my gratitude for the Community Infusion program as immense would be an understatement. The support I’ve received from this remarkable initiative

has empowered Studio 12 to explore new avenues and expand in ways I previously only dreamed of. Thanks to the funding awarded to Studio 12 through the Community

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Infusion program, we've been able to hire and begin training a social media assistant, kickstarting content creation for the postpartum project," says Danielle Pilatic, 2023 Community Infusion \$20,000 winner.


Fusion's giving story continues to unfold and touch every corner of the communities they serve. In addition to Full Circle Fund and Community Infusion, Fusion offers a post-secondary scholarship program and rewards members with significant returns through patronage allocations. Over the past six years, Fusion has awarded members over \$9.69 million in patronage allocations and cash pay-outs, proof that it really does pay to be a member.

"Our employees make such a positive community impact," Johns said. "On top of their hard work and commitment to members, Fusion employees give back nearly 8,000 volunteers hours each year. It's a testament to the passion our employees have for the communities they live in."

It is no surprise that Fusion Credit Union has earned the distinction of Manitoba's Top Employer status for five consecutive years. Manitoba's Top Employers are evaluated by the editors of Canada's Top 100 Employers using the same eight criteria as the national competition, including work atmosphere, performance management,

training and skills development, and community involvement, among others. Employers are compared to other organizations in their field to determine which offers the most progressive and forward-thinking programs.

Chief Operations Officer Leanne DeVliegere commented: "While the word 'Fusion' is prominently displayed on the outside of our 18 branches, the meaning runs deeper than the six letters attached to the walls. The word is rooted in the day-to-day operations and culture of our organization. Fusion is the result of joining things together to create something new, something special. It speaks to the innovative and forward-thinking people in our organization. It's where talent meets passion, growth meets opportunity, and everyone works together to create something amazing each day. It's where we make a difference and do work that truly matters for Fusion, for our members, and for our communities."

Fusion Credit Union is a full-service financial institution serving over 30,000 members across 18 branches in Parkland and southwestern Manitoba. With five insurance agencies and over 220 employees, Fusion's commitment goes beyond numbers and resonates with every member, every business, and every neighborhood they serve. To learn more about Fusion Credit Union, visit www.fusioncu.com. 

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Dauphin Bible Camp

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Dauphin Consumers Cooperative Ltd.

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Dauphin Decorating Centre

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Dauphin Derailleurs Cycle Club Inc.

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