

*Inaugural Issue 2024*

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SUNDAY JUNE 30

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# Message from the president of the Parkland Chamber of Commerce

## JON YERAMA



Dear members and friends,

As I step into the role of president of the Parkland Chamber of Commerce, I am honoured and excited to serve our vibrant business community. I would like to take a moment to honour our past president, Gabe Mercier, for his dedication and leadership. Under his guidance, the Chamber achieved significant milestones, and his contributions have paved the way for our continued success. Our Chamber stands as a beacon of collaboration and growth, fostering connections and opportunities for all who call the Parkland home.

This year promises to be one of momentum and progress as we embark on several exciting initiatives and events. From networking mixers to educational workshops, we are dedicated to providing resources and support to help our members thrive in an ever-evolving business landscape.

One of our key focuses this year is a program we recently launched, “Immigrate Parkland.” We recognize the valuable contributions of our diverse population, and we are committed to creating an inclusive environment where everyone can succeed. The objective of this program is to recruit and select skilled foreign workers in hopes of supporting the immediate and long-term

labour market needs. Through targeted programs and events, we aim to connect businesses and individuals, fostering a sense of belonging and shared success.

I invite each of you to join us as we work towards our shared goals and aspirations. Whether you’re a long-standing member or considering joining our Chamber for the first time, your involvement is vital to our success.


In addition, we are thrilled to announce the launch of our chamber magazine. This publication will serve as a showcase of the diverse businesses within our community, featuring success stories, industry insights, and highlights from our events. It’s a testament to the strength and resilience of Parkland’s business landscape, and we encourage all members to contribute and engage with this exciting new endeavor.

In closing, I extend my heartfelt gratitude to all of you for your ongoing support and dedication to the Parkland Chamber of Commerce. Together, let’s make this year one of collaboration, innovation, and prosperity.

Warm regards,

**Jon Yerama**

President

Parkland Chamber of Commerce 

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



# STEPHEN CHYCHOTA



This is incredibly exciting. Thanks for flipping through our first ever magazine! We hope you get a lot out of it. This is something that for twice a year, and years to come, will be highlighting some outstanding businesses and individuals in the Parkland region. This area is so vibrant, and we need to share the stories from out here in the Parkland. No matter where you are, no matter when it is, here's a snapshot of the region we call "home."

As for life at the Chamber, there is no shortage of "what's next?" The membership is growing, and their needs are changing. We must be able to adapt and provide supports, whatever that looks like. That can be our Lunch Series for networking or learning, to simply reaching out and making connections. Our latest venture, one that we'll highlight more in the magazine, is our Immigrate Parkland initiative. I'm

incredibly proud of what this project represents and what it will do for our region. Not many organizations can say they can get multiple partners and municipalities working together to get a project running. The actions we have taken together will hopefully bring our region closer, but also address the dire needs of our local businesses. The search for qualified and skillful talent is a difficult one regardless of what area of the province you are in. With this proactive approach, this is just one of many paths we've set to better serve our members.

So, as you flip through this publication, I hope you become inspired as well as informed. This region is rolling along with incredible actions being taken. We're focused on nurturing that success and being a champion for it. I'm honoured that the Chamber and I can help foster that progress. □



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## Message from MLA for Dauphin, Minister of Agriculture

# RON KOSTYSHYN



I'm proud to be part of this NDP Government, both serving as the MLA for the Dauphin constituency and as the Minister for Agriculture. We have made incredible strides in meeting the needs of Manitobans across the province. Together, we're building a strong economic future in Manitoba. That's why we have invested in a variety of programs to drive innovation in rural communities. As the MLA and a former Reeve of Mossey River, I have been able to see for myself the incredible role that the Chamber has played in attracting and supporting local businesses. For over 100 years, the Dauphin and District Chamber of Commerce (now Parkland Chamber of Commerce) has proudly represented local businesses. The success of their efforts can be seen across the entire Parkland region. For that I offer my heartfelt congratulations.

Furthermore, I'm thrilled to express my enthusiasm for their latest venture, *Parkland Now* magazine. By featuring the successes of business and tourism in the Parkland, this publication helps narrate the story of the extensive innovation and potential flourishing within our region. It serves as a powerful tool in highlighting the remarkable achievements and opportunities available in the Parkland area.

Agriculture is one of Manitoba's leading industries and it's growing. The future of the Dauphin constituency, and the province, is

bright thanks to incredible leaders in agriculture that are forging the path towards a sustainable and prospering economy. In March, we announced our funding support for 101 new projects under the Sustainable Canadian Agriculture Partnership. Our government wants to expand Manitoba's research and capacity building for agriculture in the province. We know that with our support, Manitoba companies have the potential to make our province a leader in sustainable agriculture research.

We are in an exciting time for Manitoba. A new, enthusiastic government was elected last year and I am so proud to be a member of that government under the leadership of Premier Wab Kinew. The Premier wants us to tackle several challenging issues that have faced Manitobans over the last few years. Healthcare is a top priority, and Premier Kinew knows the challenges associated with fixing it. But we are not deterred by tough challenges.


I commend the Chamber for their recognition of the economic potential in tourism and their efforts to promote local businesses to visitors. Events like Countryfest and Canada's National Ukrainian Festival not only provide world-class entertainment but also showcase our community's offerings. Additionally, the prominence of attractions like the Northgate Trail System provides year-round

recreational opportunities amidst breathtaking natural landscapes, further enhancing our region's allure.

We faced the economic challenges associated with the pandemic together. We face tough weather challenges together. And we encourage economic development together. Local municipal councils and Indigenous leadership throughout the region are key to strengthening our collaborative effects and working in partnership. The incredible staff working within communities are dedicated individuals who work tirelessly every day to make our community better and better.

The future of the Parkland has never been brighter. And together, we can all help promote the economic and cultural aspects that make the Parkland a unique place in the world.

The Dauphin constituency holds a special place in my heart thanks to all our innovative businesses, amazing organizations, and hard-working people. We really have the best of both worlds in Dauphin – being an urban centre surrounded by the beautiful rural Manitoba. I continue to be honoured and inspired as I serve our communities.

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

*Message from MP*  
**DAN MAZIER**



As your local Member of Parliament, I'm proud to represent the Parkland region in Canada's House of Commons.

The Parkland is a region abundant in natural beauty, rich heritage, and entrepreneurial spirit. It is a pleasure to represent the community, families, and people of the Parkland each and every day. Since I was elected to represent the region, I have truly been amazed at the economic and social growth of the region. The potential for this region is tremendous.

The Parkland region is a testament to the success and resiliency of rural Canada. Rural Canada is where millions of individuals first made Canada their home. Their contributions to the Parkland region continue to be prominently displayed in the social, cultural, and economic fabric of the region.

As a Member of Parliament who represents a fully rural region, I am committed to fighting for rural Canadians and defending the way of life that many of our families have lived for generations. Rural

Canadians deserve a voice in Ottawa.

Whether you need assistance with something or would like to pass on 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 soon! 🇨🇦



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# 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

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# ANNUAL CHAMBER AWARDS HONOUR OUTSTANDING ACHIEVEMENTS

The Parkland Chamber of Commerce is pleased to announce the recipients of this year's Annual Chamber Awards, which recognizes excellence in our business community. The awards were presented at the Chamber Celebration Night on March 20, 2024.

The Annual Chamber Awards highlight the exceptional contributions of businesses, organizations, and individuals who have demonstrated leadership, innovation, and commitment to advancing our region. This year, we are delighted to honour the following recipients across eight categories.

## *Start-Up Business*

Award nominees in this category demonstrate success in starting a business that is less than two years in operation. This is for new businesses only and not takeovers. They show promise in growth, have created new employment opportunities, and may have renovated a building or facility. The age of the nominees is irrelevant.

**2024 Recipient:** *Obsolete Brewing Co.*

**2024 Nominees:** *Hippie Mama Gifts, Hockridge Trade School, Obsolete Brewing Co., The Other Shop*



*Start-Up Business awards recipients Kevin Steinbachs and Steve Sobering, presented by Pierce Cairns.*

## *Side Hustle Business*

This category demonstrates success within the business they choose to operate outside of their regular job. This takes a very special person to be able to balance a day job(s) and the small business they run outside of those hours. The side business should have been in operation for no less than two years while also demonstrating progress in sales and promotion. This can be a home-based, online, service, or store-front type business. They have had a positive impact on the community and may have created employment opportunities.

**2024 Recipient:** *Hot Shot Entertainment*

**2024 Nominees:** *Garage 41 Coffee, Hot Shot Entertainment, JS Mechanical*



*Side Hustle Business award recipient Cory Gulenchin, presented by Craig & Melanie MacCarthy.*

## Young Entrepreneur of the Year

This award recognizes outstanding achievement by young entrepreneurs. The award is given to the business that best exemplifies the qualities of effective leadership, innovatively applied know-how, and excellent potential for growth; shows a high level of social, cultural, and environmental awareness and a demonstrated commitment to the wider community; and engages in continuous learning or other improvement opportunities designed to advance the economic, social, and environmental prospects of the enterprise. The business must have been primarily established and continue to be operated or lead by an individual or individuals under the age of 35 years old. The business should also have been in operation no less than two years.

**2024 Recipient:** *Tanner Bennet*

**2024 Nominees:** *Tanner Bennet, Cali Stewart*

## Outstanding Business of the Year

Nominees in this category demonstrate success in positive company growth including sales, growth prospects, and employment creation in the Parkland. They should also demonstrate a clear strategic vision. Consideration is also paid to a company in any industry for excellence as a business with a vision for sustainable methods, who engages in innovative practices, and has a continuing positive impact on the community.

**2024 Recipient:** *ICL General Construction*

**2024 Nominees:** *ICL General Construction, La Grange, OB Construction, Trail Tutors Inc., Trakside Motors*



*Outstanding Business of the Year Award recipient Ian Leighton, presented by Jarett Robak.*



*Young Entrepreneur of the Year award recipient Tanner Bennet, presented by Dale Jacobs.*

## Business Person of the Year

This award recognizes a local business person who demonstrates a continued passion for excellence and leadership in the business community. This individual shows a commitment to economic development, innovation, business ethics, and community involvement.

**2024 Recipient:** *Dean Cooley*

**2024 Nominees:** *Corrina Abrey, Dean Cooley, Sandra Goertzen*



*Business Person of the Year award accepted on behalf of Dean Cooley, Jordan Cooley, Taylor Cooley, and Ryan Yarchuk.*

### **Community Appreciate Group**

This award is presented to a group that has contributed through their personal efforts to the well-being of the community.

**2024 Recipient:** *The Bridge Ochre River*

**2024 Nominees:** *Grandview Trail Group, The Bridge Ochre River, Umbay Nagamon Group*

### **Community Appreciate Individual**

This award is presented to an individual that has contributed through their personal efforts to the well-being of the community.

**2024 Recipient:** *Marge Beyette*

### **Business Legacy Award**

A special award not always presented each year, the Business Legacy Award recognizes a business or business person in business for over 10 years whose efforts have accomplished extraordinary things that have benefited the region in unique and meaningful ways. They are an inspirational role model for the community, and the award is presented at the discretion of the nomination committee.

**2024 Recipient:** *Dauphin Music & Electronics* 📺



*Community Appreciation Group Award recipient Donna DeVries, presented by Rodney Juba.*



*Jon Yerama and Business Legacy Award recipient Dave Zabiaka.*



*Community Appreciation Individual award recipient Marge Beyette, presented by Darren Eddie.*

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# Immigrate Parkland pilot project aims to connect local employers with foreign skilled workers

By Kelsey James

A new pilot project is helping employers throughout the Parkland region fill job vacancies.

The project, called “Immigrate Parkland,” began approximately two and a half years ago and was born out of the idea that immigrants landing in southern Manitoba can be recruited to support the immediate and long-term labour market needs of the region, said Parkland Chamber of Commerce executive director, Stephen Chychota.

“We’re linking people that have specific skillsets to employers struggling to find workers,” he added. “We’re trying to find people that fit that list and the needs of our region and bring them in that way.”

The goal of the project is to select no more than 50 qualified skilled immigrants in the first 12 months, with a manageable increase each year going forward. The committee will be selecting applicants based on their skills related to the labour market needs of the employers in the region.

According to the Chamber, the needs of the Parkland area are consistently changing and evolving. They anticipate the project will grow organically based on what they find out from employers. The project will run for one year, at which time they will evaluate its success and if it will continue.



“With help from Economic Development for the City of Dauphin and our pre-research and information gathering working with some of the major employers in the area, we’re looking at a lot of vacancies in the health care sector, finance and insurance, accommodation and food services, manufacturing and agriculture, transportation, warehousing, educations, and some other areas,” Chychota said.

Under guidance from the Province of Manitoba, the Parkland Chamber of Commerce approached seven municipalities – the City of Dauphin, Rural Municipality of Dauphin, Municipality of Gilbert Plains, Municipality of Grandview, Municipality of Roblin, Municipality of Messe River, and Municipality of Ste Rose – and asked if they would like to take part in the project.

“We started having conversations and getting the program wrapped around the idea it’s a regional approach, because it’s a lot stronger when we’re working together,” Chychota said.

“These municipalities have the communities that could benefit from a program like this. They have employment opportunities. No one had to participate, but they recognize employers in parts of the Parkland are struggling,” Chychota added. “This isn’t a quick tool or one and only means to supporting the business community, but it is part of the equation. They saw

## *They anticipate the project will grow organically based on what they find out from employers.*

that working together on something like this could be beneficial and easier than if they needed to do it on their own.”

The Parkland Chamber of Commerce is also working with strategic partners Regional Connections and Rural Manitoba Economic Development on the project, which is based on the Manitoba Provincial Nominee Program, a branch of the Province of Manitoba’s strategic initiative. These partners, along with the municipal leaders that joined, have created the Parkland Regional Immigration Committee. From this committee, the program Regional Connections was developed to act as the front-facing organization that applicants and the business community will engage with.


“We’re all partners on this,” Chychota said. “The Chamber is playing an administrative role on operations and dealing with the applications and marketing. We’ve already gotten several applications in. Some of them are people that are already local and working, which is great, and we have a few people that applied who are elsewhere in the world and are trying to get themselves to Canada.”

While Immigrate Parkland doesn’t have the final say in who gets hired and where, the project will advocate for applicants that can fill needs within the communities.

“We pass that information onto the province and then they start their process,” Chychota said. “The province and federal government have final say on how this will work. We’re simply just a way to start the process and fast track it. It takes the financial burden off employers, as well. There’s other means an employer can look at for hiring foreign skilled workers, but it can be quite costly and time consuming, so we’re taking that burden off employers. It’s at no cost, so we’re saving them time, money, and hassle.”

Chychota encourages new Canadians to consider immigrating to the Parkland region.

“It’s a great place to live and work. There’s opportunity to be had out here, whether that’s the jobs here or the entrepreneurial spirit that this region has,” he said. “There’s supports that can be found and utilized. There’s access to certain services, like schools and post-secondary. We’ve got lots of land opportunities and, for the most part, things are quite safe. It’s a supportive and positive community.”

For more information about the Immigrate Parkland pilot project, visit [www.immigrateparkland.ca](http://www.immigrateparkland.ca) or contact the Parkland Chamber of Commerce at [office@parklandchamber.ca](mailto:office@parklandchamber.ca). 

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# Vermillion Growers opens 12-acre greenhouse in Dauphin

By Kelsey James



*Vermillion Growers, Manitoba's first large scale vegetable greenhouse, will be producing approximately 10 million pounds of tomatoes annually out of its 12-acre under glass facility in Dauphin.*

Manitoba's first large scale vegetable greenhouse is bringing locally grown produce to central Canada.

Vermillion Growers has been growing and shipping fresh tomato on the vine in Dauphin since November 2023. The company is looking at producing approximately 10 million pounds of tomatoes annually out of its 12-acre under glass facility (10 acres consists of the growing space while two acres is dedicated to technical and line packing).

***“Our tomato vines are pushing 30 feet long and we’ll be continually producing until later this summer.”***

“We have several shipments coming out of the facility every week. It’s a continual harvest because as the vines grow new fruit is set and we’re harvesting the entire greenhouse, which takes between four to five days,” said Vermillion Growers managing director, Maria Deschauer.

Deschauer and the rest of the Vermillion Growers founder group discovered that Canada imports approximately 90 per cent of its table fresh tomatoes. The team decided they wanted to make a difference by ensuring communities

have easier access to locally grown produce.

“In our case, the tomatoes are vine ripened so nutrients are higher,” Deschauer said. “It’s a healthier product and lowers our carbon footprint since these tomatoes don’t have to be shipped from way down south. We’re looking at a transportation time of three to five hours instead of 36 hours.”

Deschauer and the Vermillion Growers team selected tomatoes to start the venture with because they can be more forgiving than other crops. They are also the second most consumed vegetable in the world – next to potatoes – so there’s a need for them.

“It’s beautiful walking through the greenhouse,” Deschauer said. “Our tomato vines are pushing 30 feet long and we’ll be continually producing until later this summer.”

Red Sun Farms is currently purchasing all of Vermillion Growers’ produce and distributing it to local Federated Co-operatives, Loblaws, and Sobeys. Next year, they also hope to expand to Costco.

The project was initially budgeted at \$33 million but has gone over by about 10 per cent. Funding came from private investors and



After the Vermillion Growers founder group discovered that Canada imports approximately 90 per cent of its table fresh tomatoes, they decided they wanted to ensure communities have easier access to locally grown produce.



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the founders, as well as the Small Business Venture Capital Tax Credit program through the Province of Manitoba.

“We raised about \$5 million from private investors across Manitoba that were passionate about local food production and wanted to get involved in this project,” Deschauer said. “Those investors are then rewarded with a tax credit, which is equivalent to 45 per cent of their investment. It’s a good incentive for growth and starter companies in Manitoba. We’re also proud to be partnering with Bank of Montreal for our main financing.”

Dauphin has numerous benefits for

this type of facility. The distribution centres for most food chains are either in Winnipeg, Regina, or Saskatoon. The area receives a lot of sunshine hours compared to other locations in Canada. It also receives more than sufficient water and has access to the other infrastructure requirements, including gas and electricity.

“There were many moving parts to ensure we picked the right site,” Deschauer said. “Dauphin is a heavy agriculture community so we received lots of support for this project.”

Sustainability is at the forefront of the facility. The roof system captures

all rainwater, snowfall, and moisture, resulting in about 50 per cent of the water required for irrigation. The design also uses thermal screens to reduce heat loss during the winter months and the fan and screening systems are designed specifically for the location and climate.



“We have harsh winters, so we needed to ensure the design we’re using can handle that,” Deschauer said. “Controlled environment agriculture is all about being able to maintain a consistent environment in a greenhouse. We use a computer environment control system called Priva to make sure the climate in the greenhouse can remain steady and provide whatever is required



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The Vermillion Growers team selected tomatoes to start the venture with because they can be more forgiving than other crops. They are also the second most consumed vegetable in the world.

by the crop at that time. We worked with the experts, primarily from the Netherlands, to ensure we're creating the right kind of greenhouse for this climate."

The facility also uses an integrated pest management system so harmful chemicals aren't required for the crops. If an infestation ever occurs, they can release ladybugs. The amount of water required is much lower than a traditional field crop, and any extra water or irrigation not consumed by the plant can be recycled. In the winter months, when gas boilers are used for heating, CO2 can be extracted from the flu gas and fed back into the plants for the photosynthesis process, making the facility more carbon neutral.

The kind of greenhouse Vermillion Growers has is called a Venlo greenhouse, which is characterized by extruded aluminum and a glass roof structure. One of the reasons they chose to go with this type of structure is because it's flexible. While tomatoes are the team's focus right now, they could also grow other vine crops.

"We have plans to expand to about 70 acres under glass," Deschauer said. "As we expand, we'll start growing peppers and potentially cucumbers... everything required for a nice Greek salad, except maybe the lettuce."

For more information, visit [www.vermilliongrowers.com](http://www.vermilliongrowers.com). □





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Photos by Renata Bardelli.

# Dauphin-based brewery secures several awards in first year of business

*Obsolete Brewing Company's head brewer named Brewer of the Year at 2023 Canadian Brewers Choice Awards*

By Kelsey James

A Dauphin-based brewing is being recognized at a national level.

Obsolete Brewing Company opened in July 2023, but has been in the works since November 2020, explains co-owner Ryan Vanderheyden, who founded the brewery with friends Steven Sobering and Kevin Steinbachs.

"We started brewing ourselves just so we'd learn," Vanderheyden said. "We bought a commercial small batch system and started making some beer. It turned out decent, so we thought we could possibly open a brewery. However, we really lucked out when we went and hired a professional brewer who has lots of experience and can brew beer a lot better than us."

Lead brewer Marco Bardelli, who was named Brewer of the Year at the 2023 Canadian

*Obsolete Brewing offers 20 different drinks, including 16 varieties of beer and four non-alcoholic options.*



*Dauphin-based taproom Obsolete Brewing Company opened in July 2023.*

Brewers Choice Awards, has been overseeing Obsolete's creations. Bardelli has been brewing for 12 years and got his start in Brazil before eventually making his way to Manitoba.

"We're able to do a huge variety mostly because of Marcos," Vanderheyden said. "He's got a lot of experience and can do a lot of variety of beers to keep our taproom filled with choices. We discuss with him what we think people will like, but he's the main guy in terms of coming up with the recipes. We want him to be creative and do what he does best."

Twenty different drinks are offered in the taproom, including 16 varieties of beer and four non-alcoholic options (the brewery is also known for its craft lemonades). While they don't have a restaurant yet, visitors are encouraged to order from local restaurants and bring food into the taproom.

"We've done lots of different beers based on what people have brought in locally," Vanderheyden said. "We've had a farmer bring in wild rice so we made a wild rice beer. Another farmer brought in honey so we incorporated

that. Our coffee Kolsch uses the local roasters, Garage 41. We've also had rhubarb from peoples' farms dropped off so we made a strawberry rhubarb sour. We're currently brewing a tomato beer with Vermillion Growers."

Aside from Bardelli being named Brewer of the Year, Obsolete has been honoured twice at the Prairie Beer Awards and three times at the Canada Beer Cup.

"We've won gold with an Altbier beer and got bronze with a double IPA and a Catharina Sour," Vanderheyden said. "At the Prairie Beer Awards, we got gold with a coffee Kolsch and silver with an imperial stout."

Vanderheyden believes Obsolete's success can be attributed to both planning and luck. The team did a lot of research before deciding to pursue opening their own business, and Vanderheyden personally signed up for a university course to learn about brewing systems. They also went to other brewers to see what they did right and wrong before deciding what type of system they would need to get up and running.

"We just decided it might be good to have something like this locally," Vanderheyden said. "We wanted to see it,



*Obsolete Brewing Company's head brewer was named Brewer of the Year at 2023 Canadian Brewers Choice Awards. The brewery has also been honoured twice at the Prairie Beer Awards and three times at the Canada Beer Cup.*

and we obviously enjoy beer and thought Dauphin was a good place to invest in because it's where we live and where our families are.”

Before Obsolete Brewing opened its door, the nearest city with craft breweries was Brandon.

“We’re basically creating the craft beer scene in Dauphin, but everyone has been receptive and open to trying new things,” Vanderheyden said. “Even if they don’t drink craft beer, they seem to like the events we put on in the taproom.”


Since opening, those events have included Filipino Nights, October Fest, St. Patrick’s Day, puzzle races, and trivia. Obsolete Brewing also hosted Christmas events, including pictures with Santa, and has become a venue for birthday parties, engagement parties, and soon-to-be weddings.

“We’re basically a tourism hub for Dauphin. We get so many people that come for other businesses and end up

stopping by,” Vanderheyden said. “We’ve had people from different provinces, different countries... All three of us really love all the things that have to do with Dauphin so we’re able to tell people, ‘Hey, you should go check this out.’” We get to be a hub and tour guide for our own city that we love.”

For those who can’t make it to the taproom, Obsolete Brewing’s products are currently being sold in Dauphin and Brandon liquor marts as well as a few select specialty craft beer stores in Winnipeg.

“We’re excited and thankful that Dauphin supports the business, and we’re looking forward to getting into more stores in Manitoba while taking the momentum we have and growing,” Vanderheyden said.

Obsolete Brewing is located at 24 2 Avenue NW in Dauphin, and is open Monday to Thursday from 4:30 p.m. to 11:00 p.m., and Friday to Sunday from 11:00 a.m. to 11:00 p.m. For more information, visit [www.obsoletebrewingco.square.site](http://www.obsoletebrewingco.square.site). 

# New Dauphin trail system becomes must-see Manitoba attraction

*Northgate Trail System near Riding Mountain National Park boasts 26 kilometres of multi-use trails for bikers and hikers*

By Kelsey James

You don't have to be an advanced backcountry hiker or cyclist to enjoy Dauphin's new family-friendly trail destination.

The Northgate Trail System is a 26-kilometre system of stacked loop, multi-use trails featuring sections for mountain bikers, hiking, and trail running. The main trailhead area is situated on the border of Riding Mountain National Park, only seven minutes south of the City of Dauphin on Highway 10.

The Dauphin Derailleurs Cycle Club and a volunteer-run board worked tirelessly for five years on the project. It was a short timeframe – construction began in 2017 and was completed by 2019 – but strategic fundraising and corporate support helped bring the idea to fruition. There were also contributions from the local community by way of in-kind labour and donations of

materials. A core group of dedicated individuals did a staggering amount of manual labour to build trails, clear bushes, and move rocks and earth.

“It was very emotional to see it get finished,” said Melisa Stefaniw, founding member of the Dauphin Derailleurs Cycle Club and owner/operator of Trail Tutors Inc., which offers guided tours and mountain bike lessons at Northgate. “With projects like this, you become attached to it and you own it. Everyone was thrilled to see it come to fruition, but also probably a little relieved. It was intense for the small board to build something this large scale so quickly.”

The system was developed in 2018 as a competition-style level of trails for the Manitoba Summer Games, explained Stefaniw. There had already been interest in creating something like this because of an

existing trail system from a previous Manitoba Summer Games.

“It's a multi-use trail system but it has portions that are especially designed for mountain biking,” Stefaniw said. “The family trails were designed for accessibility, so we have an entire section right off the parking lot that is very wide, flat, and runs alongside a fantastic pump track for bikes. The rest of the trails range from a level of Green to Black, so for those who are new to mountain biking and want a more enjoyable experience to those who are mid-range and might be feeling more confident and want to go faster. There's also a full-service washroom, five cabins, a shower building, and a community picnic area.”

Aside from guided tours and mountain bike lessons, Stefaniw's role with Trail Tutors Inc. also



*The Northgate Trail System near Riding Mountain National Park is a 26-kilometre system of stacked loop, multi-use trails featuring sections for mountain bikers, hiking, and trail running.*



Since opening in 2019, the Northgate Trail System has welcomed upwards of 25,000 visitors over a summer, or over 200 cars per day.



Construction on the trail system began in 2017 and was completed by 2019.

includes facilitating programs for children, schools, and special interest groups.

“Last year, we did a whole week of programming with the Girl Guides of Canada,” she said. “We’re available to do custom-designed experiences that are land-based and cycle-based for any type of group. We do map and compass type programming and scavenger hunts. We also have a fleet of rental bikes that are available for people who maybe don’t have access to a bike, and we work with the Derailleurs to help groups access their sponsored collection of fat bikes.”

Northgate was strategically placed on the border of Riding Mountain National Park so it could connect to additional trails. The group is continuing to build and add new additions to the attraction, with some slated to be completed this summer. Riding Mountain National

Park also has potential plans to expand the trail system upwards of 30 or 40 kilometres, which would make Dauphine a huge trails destination in the province.

“A lot of the press so far has been on Riding Mountain’s East Escarpment. We want people to realize that

escarpment area stretches all the way around the park to our side, and all the way to the north side of the park,” Stefaniw said. “We have some of the best topography in the province. At one moment you can be in a very moist and damp, jungle-type environment and then



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The system was developed as a competition-style level of trails for the Manitoba Summer Games.

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five minutes later you can be in an arid, desert-like setting. The wildlife viewing is second to none. It's a very magical place."

Since opening in 2019, the Northgate Trail System has welcomed upwards of 25,000 visitors over a summer, or over 200 cars per day.

"Having a trail system like this creates a shift in culture. When there's sometimes limited opportunities for sports and recreation in rural communities, a development like this opens some doors for different athletic and leisure opportunities that weren't there before," Stefaniw said.

"We've quickly become one of Manitoba's favourite trail destinations and we've started to break into other markets. In

terms of developing a destination, having a trail system as highly rated as this is going to be huge for Dauphin as we continue to expand. Because Dauphin is only seven or eight minutes away, these types of visitors are then either staying in accommodations or visiting the brewery, picking up groceries, getting gas... It's been fantastic for bringing a new type of visitor to Dauphin."

For more information about the Northgate Trail System or Trail Tutors Inc., visit [www.northgatetrails.com](http://www.northgatetrails.com) or email [info@trailtutors.com](mailto:info@trailtutors.com). To speak with members of the Dauphin Derailleurs Cycle Plans about their future plans, contact their president, Brenda Gregory, at [brenda.gregory@icloud.com](mailto:brenda.gregory@icloud.com). 



# Gilbert Plains business combines creativity and collaboration

*Old September, a specialty coffee shop and cocktail bar, floral design studio, merchandiser, and workshop venue, opened its doors in 2019*

By Kelsey James

Grandview resident Kayla Luky started her floral design business from her back porch while on maternity leave with her second child in 2018.

“I had done some crazy stuff with my first maternity leave, and so I thought I should do something kind of crazy with my second as well,” Luky said. “I started doing floral work just to see if I liked it and how it would go.”

At the time, Luky wasn’t sure if she would return to her day job. When the opportunity to open her own studio space presented itself, she made the decision to pursue the business full-time, which she named Old September.

“My friend, Sarah, was looking for a space to set up her own studio and mentioned she didn’t want to go into

the space alone and wondered if I’d like to come,” Luky said, noting that Gilbert Plains hadn’t had a florist in the community for 15 or 20 years. There also was no speciality coffee shop, venue to get specialty cocktails, or place to buy giftware.

“I’ve always wanted to do this. I had somewhat of an opportunity to do it as a young adult, but I knew I wasn’t ready,” she added. “There were a couple of other opportunities in the past decade that came my way but never came to fruition, so the idea of having a business like this had been rattling around in my mind since I was 17 years old. It hurt too much to not do it.”

Old September officially opened its retail space in August 2019 at 11 Main St. in Gilbert Plains. It is now

*Left: Old September, a specialty coffee shop and cocktail bar, floral design studio, merchandiser, and workshop venue, officially opened its retail in August 2019 11 Main Street in Gilbert Plains. Centre: Old September owner Kayla Luky started her floral design business from her back porch while on maternity leave with her second child in 2018. Right: Recent workshops Old September has offered include floral arrangements and wreath making, needle felting, watercolour painting, sign making, Easter egg making, and energy/alternative health workshops.*

a specialty coffee shop and cocktail bar, floral design studio, merchandiser, and workshop venue.

“I thought that having multiple revenue streams was wise in the area we live in because we don’t have the population that larger centers have,” Luky said. “I figured I probably couldn’t make a business viable focusing on just one thing. Since there was a gap in what was being offered around here, I felt that I could do all those things because they weren’t being offered in the way I felt they could be.”

Recent workshops Old September has offered include floral arrangements and wreath making, needle felting, watercolour painting, sign making, Easter egg making, and energy/alternative health workshops. Luky also brings in other artists and craftspeople to share their expertise.

“There’s always something happening and new energy going in and out,” Luky said. “In terms of the merchandise we sell, I try to keep a variety of things on hand that I can stand behind ranging from more local and Canadian made products – including candles, soaps, and consumables – to more higher price point giftware that you might find in larger centers. Of course, I also have some giftware that is a little more affordable.”

Old September shares its space with Ruminaton Textile Studio, a textile and fibre art studio that features handmade, one-of-kind designs and creations (the business is owned by Luky’s friend, Sarah). *The Plain View*, a non-profit newspaper that Luky volunteers for, is also located in the same building.

“With the newspaper, it’s nice because it brings people

who wouldn’t normally come through the doors for Old September,” Luky said. “It opens peoples’ eyes to see how we renovated this old building into something new. With Sarah’s energy and her creative work in the back, what I do, and what the newspaper brings, it’s kind of this magical, creative portal of Gilbert Plains and I hope people feel that when they come in.”

Luky originally wanted to open in Grandview but the “stars never aligned.” Because Grandview already had a similar business, she opted to open in Gilbert Plains.


“Being a business owner in a small town, you really get to know your clients in a way that a larger city probably wouldn’t,” Luky said. “For instance, when people come through my doors, I can tell them what they want before they tell me. They’ll ask, ‘How did you know that?’ It’s just different. We care, and we remember these things because we’re so much more tightly knit.”

Gilbert Plains has also responded warmly to the new addition to its business community.

“Things grew and were accepted far more than I even anticipated,” Luky said. “I think, ultimately, I had worked enough jobs in a bunch of different capacities that I wanted to be able to have a job I don’t dread going to, that the good days outweigh the bad, and made me feel like I’m contributing positively to my community while setting a good example for my kids.”

And if you’re wondering how Luky came up with the name Old September, she took inspiration from a song of the same name by duo Pharis and Jason Romero.

“It’s an instrumental track,” Luky said. “I really enjoyed the way it made me feel, so I searched it online to see if it had been used by anything and the first thing that came up was a quote by Wallace Stegner: ‘... left over from school days, of summer passing, vacation nearly done, obligations gathering, books and football in the air ... Another fall, another turned page: there was something of jubilee in that annual autumnal beginning, as if last year’s mistakes had been wiped clean by summer.’”

Old September is open Tuesday to Saturday from 9:30 a.m. to 4:30 p.m. For more information, visit [www.oldseptember.com](http://www.oldseptember.com), email [shopoldseptember@gmail.com](mailto:shopoldseptember@gmail.com), or call the store at 204-647-5859. 



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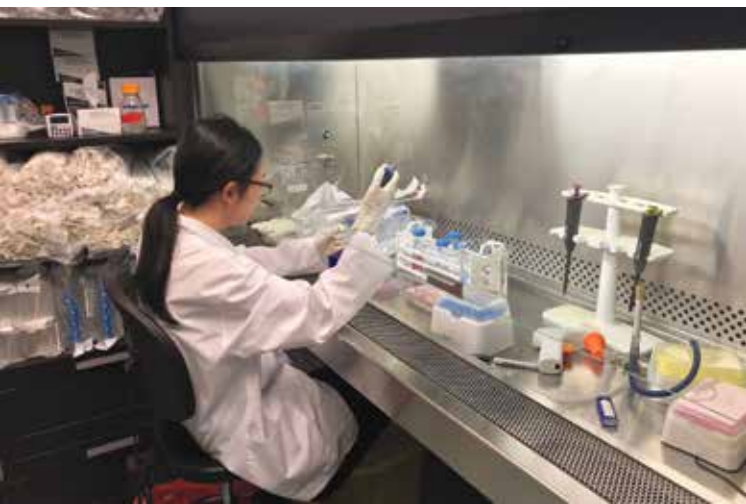
# Dauphin biotech trailblazes diabetes care and research



*Mick Lautt, co-founder and CEO of Scimar, and his family made the commitment to ensure Dr. Wayne Lautt's discovery would help as many people as possible.*

*Scimar Ltd. is the first Manitoba company to achieve Regulation A+ investment status*

By Kelsey James



*Dr. Victoria Sidhard at work in the Scimar lab.*



*Vials a part of Scimar's clinical trials.*

A local biotech company, with head office in Dauphin, Man., is revolutionizing how we treat and reverse type 2 diabetes.

The company was founded on two decades of research conducted by Dr. Wayne Lautt at the University of Manitoba.

In 1996, Dr. Lautt discovered a previously unknown hormone called hepatalin. This hormone may be the missing link in medicine's understanding of type 2 diabetes, cardiovascular disease, and obesity. In a healthy body, hepatalin works alongside insulin to remove sugars from the blood. Dr. Lautt's research shows that insulin action stores sugars in fat, while hepatalin action stores sugars in muscle.

"Years ago, when working with the liver, pre-clinical test subjects started showing signs of type 2 diabetes," said Mick Lautt, co-founder and CEO of Scimar. "It didn't make

any sense, so he dug deeper and discovered there's a unique hormone produced by the liver that, when it's shut off or missing, leads to serious metabolic dysfunction and type 2 diabetes."

This "major discovery" was an accident, Lautt added. His father stumbled upon it and, luckily, was able to recognize the significance of what he found. Dr. Lautt, a well-known international hepatic specialist whose team discovered the signaling pathways for how the liver regenerates, decided he would devote the rest of his research to this project.

By 2009, the Lautt family made the commitment to ensure this discovery would help as many people as possible.

"With this scientific foundation, we're trying to educate people about 'nutrient partitioning,' which is what the body does with glucose in the blood, how it's processed,



John West (left) and Mick Lautt at the IBAM BaM Awards, which recognizes outstanding technological innovations.



Dr. Wayne Lautt in his lab.

and where it's stored to be used for energy," Lautt said. "We're designing and testing products to screen, prevent, and reverse type 2 diabetes based on the discovery of hepatalin. Our pipeline is designed to protect and renew hepatalin action, thereby reversing this serious metabolic dysfunction."

The Scimar team has been running clinical trials with the goal of getting to market. The company's work is divided into four products:

1. The Scimar NuPa Test is a screening process that measures the action of hepatalin in the body and will detect metabolic imbalance up to 10 years earlier than the current diagnostics. The test, moving into phase 2b trials, involves drinking a specially formulated shake and then measuring the body's response. When hepatalin production is shown to be inadequate, appropriate interventions and treatments can be considered.
2. Scimar NuPa Daily is a preventative nutraceutical designed to protect the body against further damage and support its ability to produce hepatalin. This product has received a license from Health Canada.

3. Scimar NuPa Renew is a drug designed for people already diagnosed with type 2 diabetes or prediabetes. In pre-clinical studies, it returned hepatalin action in 100 per cent of its test subjects. This pharmaceutical is meant to activate the production of hepatalin in the 90 minutes following consumption of a meal, thereby reversing the type 2 diabetic state.
4. Hepatalin-S will be a synthetic version of the naturally occurring hepatalin. This therapeutic treatment is designed for people with advanced type 2 diabetes and it's believed it will be used in combination with insulin.

"We've taken responsibility for making sure this gets to market because it could impact every second person on the globe," Lautt said, adding Scimar would like to be in market with all the products within the next seven to eight years. "It's partly funding related, meaning how long it takes us to raise money. For us, it's urgent because people are dying every 4.2 seconds of diabetes. As I'm spending time looking for money and setting up trials, I'm looking at my watch as the seconds tick by, and I know we have something that can save lives."

Scimar has also established the Wellness Transformation Network, a community initiative that brings together wellness-focused non-profit organizations, Indigenous communities, and business partners to tackle type 2 diabetes holistically.

"It can't just be about bringing a magic pill to market that's going to solve the problem because, without change, people will have to take that pill for the rest of their lives and that's not a solution to the overall issues we're facing as a society," Lautt said. "We're trying to look at everything from a holistic perspective and say, 'We

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know it's necessary to bring this breakthrough medical intervention to market because people are sick and dying but, at the same time, it's going to be a combination of medical and lifestyle intervention that solves the problem.”

Scimar is working with community partners that are on the frontlines encouraging and facilitating lifestyle change while supporting people to make good decisions about their health. Some of these groups include Reh-Fit Center, Youville Diabetes Center, and the Youth Huddle in Winnipeg, as well as other organizations tackling things like mental health, diet education, and food security.

Scimar recently became the first Manitoba company to receive a qualified SEC Regulation A+ exemption, allowing them to crowdfund equity investments in the United States. This unique public offering structure allows Scimar to solicit to retail investors while controlling where investment money goes and how it's spent. They also received a special exemption from Manitoba Securities to invite Canadians to participate. Now, interested people in nine Canadian provinces, the U.S., and across the world can purchase stock in Scimar for as low as a \$99 USD

minimum investment on the company's website.

“For years, we've had to work under securities regulations that say, as a private company, we can only solicit investment from people with a certain amount of wealth. For many of the people that wanted to invest in this company, it was off limits,” Lutt said. “We've had to turn away \$10,000, \$20,000, and \$30,000 offers to invest in the company. We've had to tell people, ‘Sorry, I can't take your money.’ But now we don't have to turn people away. If you want to invest in innovative research, community development, and a company with plans to disrupt a significant part of global health, then Scimar is the company for you.”

Scimar also produces a popular Webby-nominated podcast called *Inside the Breakthrough*. Hosted by Dan Riskin, it shares surprising and unusual stories from science history, and compares them to the modern work being done by Scimar. Season three of this popular podcast is coming soon.

For more information and to invest in Scimar, visit [www.scimar.ca](http://www.scimar.ca).

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