

KENTVILLE CONNECTION

Your town. Your news.

Volume 1, Number 1

Summer 2007

Message from the mayor



On behalf of Town Council and staff, welcome to the first issue of our new newsletter, Kentville Connection.

This newsletter is an exciting communication tool for the Town and for you, the residents. Each issue will provide you with key information from Town administration and give you an inside look at what's going on in our community.

We hope that Kentville Connection will keep you informed, and perhaps encourage you to become more involved in our town and the many special projects we are currently undertaking.

I welcome your feedback and contributions to Kentville Connection and on any other issues or concerns related to our Town. For more information on our committees, departments or events, please visit www.town.kentville.ns.ca.

Mayor David L. Corkum

KCA students showcase small business skills

By Erin Mason

A trip to the Royal Spa for a French manicure with Jessie, a stop at Matt & Dal's Grill for a tempting barbecued treat and a browse through the latest beaded designs at A&A Crafts. It sounds like a trip to the mall, But I'm anywhere but the mall and these are not your typical businesses. I'm at Kings County Academy's Entrepreneurial Showcase, a bi-annual April event that teaches Grade 7 and 8 students, through hands-on involvement, what it takes to start a small business.

Young people showcased their products and services to students, teachers, parents and friends in the KCA gymnasium. Everything from cotton candy and slushies to (temporary) tattoos and video games were available to purchase and play.

Grade 8 students Page Veinot and Jessie Sinclair's business, The Royal Spa, was the result of many days of working during school hours and after. "I basically lived at Page's house," said Jessie. "We worked on designing our headbands and business cards, making invitations and decorating our sign."

Over at Matt n' Dal's Grill, Grade 8 students Matt Riley and Dal Seamone say that they didn't realize how much work was involved in starting a business.

"We had to do a four page business plan and register our business," Matt
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Jessie Sinclair displays Royal Spa headbands.

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Welcome

Hello and welcome to the first issue of Kentville Connection, Kentville's new community newsletter.

This newsletter highlights people, places and events in our community and will keep residents informed with updates from Town administration.

In this issue, you'll hear about my trip to Kings County Academy's Entrepreneurial Showcase, an interview with Rev. Randy Crozsmann and much more.

Your submissions to Kentville Connection are welcome. Stories highlighting extraordinary citizens, new businesses or unique events are just a few ideas for great submissions. Submissions or story ideas can be sent to emason@kingsced.ns.ca.

Thank you to everyone who contributed to the first edition.

If you have any questions about Kentville Connection, please contact me at 678-2669 or via e-mail at emason@kingsced.ns.ca.

Erin Mason
Editor

KCA small business showcase

From page 1

says. "All the paperwork really showed what it would be like to start my own business."

Before the showcase, local entrepreneurs visited Grade 7 and 8 students to share their experiences and challenges in starting a small business. When asked what he remembered most about these presentations, Matt mentioned the sometimes difficult task of securing bank loans and added that if he started a business, he would definitely need a partner.

Business partners Will Mosher, in Grade 8, and Zack Pate, in Grade 7,



Matt Riley of Matt n' Dal's Grill serves up a hot dog.

did it." At Piles of Pretzels, customers had their choice of cinnamon sugar, icing sugar, plain or pizza sauce for toppings and the pretzels were served fresh and warm. Zack and Will met a few challenges while organizing and preparing for the event, one of which was how to keep the pretzels warm, but overall their experience was positive. "I think we did a good job," said Zack.

Ashley Dodge and Alex Samson had their initial idea for A & A Crafts but did research to see if they were on-track with their designs. "I did market research to see if people would like our initial designs and we also asked our family for ideas," said Ashley. This experience taught her about the importance of listening to customer demands and meeting their needs. Combining Alex's jewelry making skills and Ashley's love of design helped A & A Crafts design products that customers would want to buy.

Grade seven and eight students completed this small-business project as part of an Inter-Disciplinary Unit, a cumulative learning experience which shows students how various areas of learning are inter-related.

started their business, Piles of Pretzels with the goal of differentiating themselves from the competition.

"We picked this idea because we didn't think anyone else would do it," said Zack, "And Will

thought it was a great idea so we



Kentville Connection is the voice of residents, businesses and Town administration to keep Kentville residents informed about what's going on in their Town.

Service and support for job seekers

By Erin Mason

Only 20 per cent of available jobs are actually advertised. Surprised? “The other 80 per cent are part of the hidden job market,” says Barb Buchanan, Manager of the Career Resource Centre, part of the Enterprise Centre of Kings County in Kentville.

One of the keys to a successful job search, says Buchanan, is having the skills and confidence to seek out these hidden jobs. That’s not always simple but there is help available.

The Career Resource Centre is part of the Enterprise Centre of Kings County. Located at 326 Main St. in Kentville, the Enterprise Centre houses Kings Employment Counselling Services, Youth Works and provides many employment services to all job seekers in Kings County.

“Many job-seekers get stuck in the rut of job searching alone at home,” says Buchanan. “The Career Resource Centre provides a place for job seekers to keep up their communication skills and build their networks.” Buchanan also mentions the sometimes unrealistic expectations of job seekers. “People don’t know how long a job search can take and we offer the support and skills that can help during the search.”

The Career Resource Centre works on a drop-in basis and offers services like resume writing, job/training postings, career exploration and a resource library. The Enterprise Centre also houses



Career Resource Centre staff (from left) Barb Buchanan, Rene Keddy, Sandra Martin, Pam Spinney and Phil Long. (Missing : Babs Wright).

a Community Access Program (C@P) site as well as a computer lab and board room/workshop room for community partner use. These facilities are often used for educational workshops and employer recruiting sessions.

Administrative assistant Sandra Martin has worked at the Career Resource Centre since it opened more than eight years ago and has seen client visits increase to an average of 900 client visits each month, including 80 new clients. “People that use our services come from every walk of life,” says Martin. Some clients who use the Career Resource Centre have limited education or experience, some have several degrees and are looking for careers while others may be seeking seasonal or part-time employment.

Service Navigators Pam Spinney, Babs Wright, Rene Keddy and Phil Long (also IT Specialist) work directly with clients at the Career Resource

Centre and facilitate group workshops. “We help clients become job-ready with a great resume that is matched to their skills and specific jobs,” Spinney says.

Clients also visit looking for information on training and further education and the Service Navigators provide them with this. “People often do their jobs and don’t really think about how their skills are transferable so we help them identify their skills,” says

Spinney. “At the end of the process, they are often surprised how much they have to offer.”

Unlocking the skills of jobs seekers and giving them the right tools to access the job market are just a few of the important services that the Career Resource Centre staff offer. Regardless of training or education, the Career Resource Centre and other partners at the Enterprise Centre offer important support and assistance to all job seekers in Kentville and Kings County.

The Career Resource Centre is funded by Service Canada and co-sponsored by Nova Scotia Community College and the Annapolis Valley Work Activity Society / PeopleWorx.

For more information on the Career Resource Centre or other services offered by the Enterprise Centre, please drop by 326 Main St. in Kentville, 9 a.m. to 4:30 p.m., Monday to Friday, call 679-7460 or visit www.crckentville.org.

Department updates

ENGINEERING & PUBLIC WORKS

Parking concerns impact businesses

A lack of sufficient parking spaces is the number one concern of many downtown businesses. In the last few months, the parking committee has received numerous complaints suggesting that some business employees are parking in the two-hour spaces around town and in Centre Square.

The parking committee asks that store owners, managers and employees park their vehicles in designated all-day parking lots around town. A map of these parking areas is available at Town Hall and online at

www.town.kentville.ns.ca/explorekentville_maps.cfm

Thank you for your support and co-operation. If you have any questions, please contact Councillor Bernie Cooper, parking committee chairperson.

Crosswalk safety a top priority

Warmer spring and summer weather will see increased pedestrian traffic on our streets and crosswalks.

Crosswalk safety is the responsibility of both drivers and pedestrians. Here are some tips:

Drivers: Reduce speed when approaching crosswalks. Every intersection in Nova Scotia is assumed to be a crosswalk whether one is painted there or not.

Pedestrians: Remember the importance of eye contact with drivers. Don't step onto a crosswalk until you are sure the approaching vehicle has seen you.

Many crosswalks in town have buttons that start flashing lights above the crosswalk. These flashing lights signal the intention to cross and must be used, where available, at all times. Wear reflective clothing when it is dark or the sun is low as visibility for drivers is most difficult at this time.

Pitch-in on community clean-up day

In the spirit of spring, Kentville is hosting a community clean-up day on Saturday, June 9.

Bring your family and join Mayor Dave Corkum and town Councilors at the Recreation Centre (beside Town Hall) at 9am. Supplies, including bags and gloves will be handed out, rain or shine.

A barbeque will be held at noon at the Recreation Centre to thank all participants for their clean-up

efforts.

Note: Only loose litter (ie. cans, bottles, wrappers, etc.) will be picked up during this clean-up. No large items will be considered as this is not the major clean-up sponsored by Valley Waste Resource Management.

For information contact Town Hall at 679-2500

FIRE DEPARTMENT

Residents are reminded that burning permits are required for any open fires. Permits are available at the fire station for properties in the town, and at the Department of Natural Resources for those in the Municipality of Kings.

KENTVILLE POLICE

Visit the new website at www.kentvillepolice.ca

PARKS AND RECREATION

The Parks and Recreation Department is preparing for another busy spring and summer. Planning is underway for Adventure Camp (ages 6 to 12), Sports Camp (ages 9 to 12), Kiddies' Camp (ages 3 to 6), tennis lessons and the learn to swim program.

Registration for all summer programs will take place on June 20 from 7 p.m. to 8:30 p.m. Early registration is not available. Post-dated cheques will be accepted for sessions 2 through 8. For more detail please visit the Town website.

The Kentville Centennial Arena is hosting its own summer hockey league for Atom to Midget players. Call Kevin Bennett at 679-2533 for details.

The department is looking forward to more exciting and challenging upcoming projects. It is active in the planning process for a new school, a new library and the continued construction on the Ducks Unlimited Project.

We continue to provide recreational opportunities through the operations of our facilities, including Kentville Memorial Park, our tennis courts, soccer fields, outdoor pool, and the walking trails. For facility rental enquiries please contact us at 679-2540.

Out & about

Princess Kentville dinner theatre



The second annual dinner theatre fundraiser for the Princess Kentville bursary fund was held at the Kentville fire hall April 7. Actors in Red Feather Ladies Aboard the S.S. Titanica included

Kentville Kinsmen Club member Wayne MacEachern (left) and Princess Kentville 2006 Siobhan Millett. For more information visit www.princesskentville.com



Main Street just became more colorful

Watch for the new Kentville banners on Main Street which colorfully promote Kentville's great recreation opportunities and facilities, rich history and unique special events.

Step back in time



Eleanor Rogers stops by to view the artifacts she donated to the Kings County Museum for the "Science of Beauty" exhibit.

Visit the Kings County Museum for an informative glimpse into the cultural and natural history of Kings County.

Current exhibits include: Apple Blossom Festival – Top Ten Memories; A Stitch in Time and The Science of Beauty.

Permanent collections and

displays include, a textile Collection from the mid 1800s a Victorian parlour and much more.

For more information on the Kings County Museum, please visit www.okcm.ca.

Busy times at the arena

The 2007 Kentville Home Show was a great success with more than 70 vendors and 100 diverse exhibitors on the arena floor. New to the show this year were two model homes on display in the arena parking lot along with several other displays. Our local NSCC Kingstec Campus made special effort to improve the front entrance of the area and make it more welcoming for attendees. These efforts made 2007 one of the best shows in 25 years.

Upcoming events at the Kentville Centennial Arena:

Tom Duffey Hockey School

July 30 – August 3, 2007

Please call 902-443-3414 for more information

Summer Youth Hockey League

August 4 – September 9, 2007

Registration is ongoing. Registration forms are available at town hall or online at www.town.kentville.ns.ca

Call Kevin Bennett at 679-2533 for more information,

United in compassion in Africa

By Erin Mason

As many Nova Scotians packed their bathing suits and sunscreen for all-inclusive tropical vacations, Randy Crozman also packed his suitcase and although his destination was also a warm one, his reasons for travel weren't sunbathing or relaxation.

Rev. Randy Crozman, Minister at the United Church of St. Paul & St. Stephen in Kentville, recently participated in a month long Food Study Tour hosted by the Canadian Foodgrains Bank in February.

Foodgrains is a Christian-based charitable organization working in South and Central America, Europe, Asia and Africa through its 13 member agencies. Foodgrains resources are requested by organizations that identify a particular need in a community and then partner with local organizations to distribute cash, grain and other agricultural commodities.

Food study tours occur every two to three years and after being nominated by the United Church of Canada, Crozman and representatives from Foodgrains' 13 founding partners spent one month touring Foodgrains projects in the Republic of Malawi and Zimbabwe on the southeastern coast of Africa.

The tour brought together a diverse group of Canadians including a minister, lawyer, doctor and baker, hailing from Alberta and to Prince Edward Island. After communicating via email for several months before the tour, the group finally met up in New York City for their flight to Johannesburg, South Africa.

"Everyone was excited and a bit anxious," says Crozman, recounting the emotions of his fellow travelers in the airport lounge. Although nervous of the travel distance, different cultures and possible health risks, all travelers were united in their conviction of compassion and faith for the Malawian and Zimbabwean people and their belief in the work of Foodgrains.

"The goal of Foodgrains is not to come in and fix but to build relationships with people that can turn into partnerships," says Crozman.

On this Food Study Tour, the projects in Malawi and Zimbabwe were focused on improving food security and providing long-term sustainable solutions for local farmers.

Crozman spent eight days in Malawi, with his time

divided between the northern and southern regions. He toured several farms in the area and also billeted on these farms. For this project in Malawi, Christian Reform World Service Committee received Foodgrains assistance and then partnered with the local Nkhoma Synod people.



Randy Crozman on his recent food study tour.

As subsistence farmers, the goal of Malawian farmers is to grow sufficient crops until the next harvest. In Malawi, women are the farmers and are responsible for cooking and running the home while men are in charge of livestock and building and land maintenance. Corn is the most common crop in Malawi as it is easy to grow but the Malawian diet lacks variety. Introducing protein-rich crops like nuts and vitamin-rich crops like squash were important aspects of this Food Study Tour as Canadian farmers shared their knowledge and adapted their growing techniques to meet the farming capabilities of Malawian farm-

ers.

In Zimbabwe, Foodgrains assisted the Christian Care United Church of Canada in food security projects and Crozman spent six days touring and visiting with local farmers benefiting from Foodgrains support. In Zimbabwe, the men and women participated jointly in farming duties but women still did the majority of work.

Having traveled extensively on other compassion projects around the world, Crozman found the spirit of the people in Malawian and Zimbabwean people striking and encouraging.

"Their primary goal is survival," says Crozman, "but at the same time they are joyful and resourceful." When meeting local farmers, Crozman was amazed at their genuine interest in him and his family. "Before talking business they always asked your name and wanted to know how you were doing," says Crozman, "they wanted to see pictures of family and were concerned with relationships first and business second."

Welcomed like a royal guest, Crozman was treated with gracious hospitality, and although he ate what they ate and bathed where they did, Crozman knew that the Malawian and Zimbabwean families were giving him the best they had.

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Showcasing Kentville businesses



Eric and Bonnie Lockhart of R.D. Chisholm's showcase their products at the Kentville Business and Showcase luncheon.

By Erin Mason

Education was the goal and networking a benefit for Kentville businesses and 100 attendees at the Kentville Business Showcase & Luncheon March 21 at the Kentville Fire Department Auditorium.

The Kentville Business Showcase & Luncheon kicked off the new Kentville Community Development Project, a pilot project of the Town of Kentville and Kings Community Economic Development Agency. Combining a showcase of products and services offered by Kentville businesses with lunch, speeches and interactive brainstorming, attendees learned about the Community Development Project and how they can get involved. Kentville businesses were also encouraged to register for upcoming events like Communities in Bloom and Service First customer service training.

Erin Mason, Kentville's Community Development Coordinator planned the Kentville Business Showcase & Luncheon with clear goals in mind: re-engage the business community; get them

interested in programs and events and foster their support for the community development project.

A business community event like this has not been held since Kentville Development Corporation Limited was active in the late 1990s. In his message to Kentville businesses, Dave Reid, owner of long-standing Kentville business, D.M. Reid Jewellers Ltd. said, "seven or eight years is too much time without a business gathering but today we have an excellent opportunity to revitalize the spirit of our business community and re-establish our vision of what we want to be and how we're going to get there."

Although this vision for growth and

development for the business community has not been clearly defined, the Business Showcase & Luncheon provided a forum to debate and discuss the development of this vision. Businesses participated in a brainstorming session to determine the most unique attributes of the Town and how to best to promote the town, which will subsequently bring growth within the business community.

As with any project, community and economic development in Kentville is a process however, small successes are important steps in achieving the overall goal. The Kentville Business Showcase & Luncheon succeeded in engaging the business. Although many messages were conveyed and diverse experiences shared, the common thread in all messages was the importance of the business community working together to make Kentville a great place to live and do business.

For more information on the Kentville Community Development Project, please contact Erin Mason at 678-2669.



Heather MacLeod of the Canadian Red Cross talks with Kings County chief administrative officer Brian Smith.

Have you heard?

Cafe Central is expanding with a new Gelato Bar next door. Gelato is the Italian version of ice cream but with less fat. There is no air added in production, resulting in a higher quality dessert with a silky, dense texture and intense flavors. Gelato and Sorbet will be made fresh daily. The bar's opening is planned for early June, and it will also have 'grab and go' lunches, hot and cold beverages and sweets.

Also opening in June is **The Designer Cafe** next to Pulsifer Flowers. Owned by Betty Ann Balcom, the Cafe will feature fresh, made-from-scratch whole foods using organic and local ingredients.

Visit Pulsifers or Cafe Central to find out about job opportunities.

Are you opening a new business in Kentville? We want to hear about it. Call Erin at 678-2699 to have your business included in have you heard.

Kentville is blooming

By Betty Ann Balcom

Communities in Bloom is all about pride, beautification and environmental awareness. This year, Kentville is participating in the provincial edition of this program and everyone can get involved.

Kentville will be judged in the following eight overall categories: tidiness, environmental awareness, community involvement, natural and cultural heritage conservation, tree/urban forestry. Business and

residents can get involved in Communities in Bloom and here are some how-to tips:

Businesses: Ask yourself what kind of message are you sending to your existing and potential customers? You want your exterior to reflect what customers can expect from your business. Retailers and food establishments are obvious examples of the importance of store frontage, however, businesses in other sectors are no exception. Ensure the exterior of your business is in good repair and that the colour is appealing and appropriate for the business type; add an accent such as an awning or seasonal flag and place flowers at the entrance way; emphasize your windows and make sure the displays are seasonal, professional and appropriate to your business; pick up litter outside your business and provide proper garbage and recycling disposal so that your employees and customers can reduce, reuse, recycle and even compost; bring your employees to the Community Clean-up Day on Saturday June 9.

Residents: The same philosophy applies to our residences: keep your yard neat and your lawn well maintained; place a planter on your step and fill with appropriate flowers; add a new coat of paint on your front door and hang a seasonal wreath, which adds an inviting touch to the exterior; reduce, reuse, recycle and compost; bring your family to Community Clean-up Day.



Africa trip

From page 6

Back on Canadian soil for two months now, the trip is still cementing itself in Crozsmán's memory. "Every time I share it and hear myself talk it becomes more real," he says.

Crozsmán's life has always been teaching based on faith. His recent trip, shared in pictures and presentations, is a call to action for ordinary citizens of the developed world to get involved.

For information on the Canadian Foodgrains Bank, visit www.foodgrainsbank.ca. To learn more about Rev. Crozsmán's trip, contact him at 678-2361.

Kentville Town Council

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