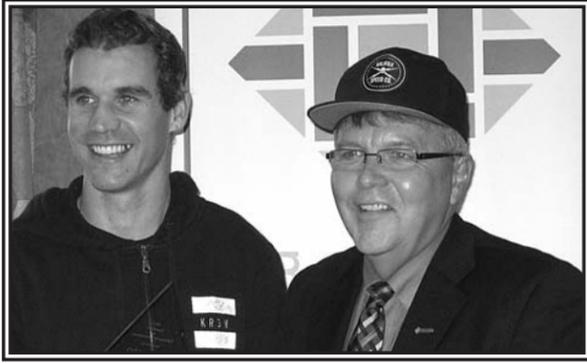




BUSINESS BRIEF

2016 SMALL BUSINESS AWARDS

Mitch Cooke - Excellence in Community Development



Mitch Cooke, owner of HAF Skate and Tattoo and organizer of the Rockstar Energy Motocross Nationals in Pleasant Valley receives the 2016 Excellence in Community Development Award from re-elected Mayor Bill Mills, Town of Truro. The town sponsored the award. (Rees Photo)

The Excellence in Community Development award is designed to recognize a business, community organization or social enterprise that has made significant and notable contributions to their community (cultural, social, environmental and/or economic) and that serves as a

catalyst for positive action, exhibiting the highest standards of leadership.

For three days last July, an international spotlight was cast on Pleasant Valley Motorsport Park, near Brookfield, when it played host to the Canadian Motorsport Racing Corps' Round 7 of the Rockstar

Energy Motocross Nationals series. It was the vision and belief of Truro businessman, and former Brookfield resident, Mitch Cooke that a national event of that caliber could not only be held in this area, but with great success. And he was right. This event attracted about 5,000 drivers and spectators from across North America. It contributed an estimated \$1.5 million to the economy of the region and was the first time in 14 years the national event had been held in Pleasant Valley, one of only two Maritime venues to host it.

As named in the criteria, this award recognizes the highest standard of leadership which was demonstrated by Mitch, leading a team of volunteers, making an exceptional effort to fund, organize and carry out the demands of hosting this event which contributed greatly to the local economy.

Tatamagouche Brewing - New Small Business of the Year



Christiane Jost and Matt Kenny Of Tatamagouche Brewing Company receive the new Small Business of the Year award from Darrell Kuhn, CEO, Community Credit Union, sponsor of the award. (Rees Photo)

This award recognizes a Truro or Colchester business operating for more than one year and less than two years that has gained an expanding positive reputation. The business must have shown innovation and offer unique products or services that go the extra mile in the local marketplace.

A family owned and operated microbrewery located in the heart of Tatamagouche, started with the conversion of an old butcher shop where they now make small batches of organic, tasty handcrafted beer.

In less than two years since Tatamagouche Brewing Company was established, it has expanded its retail location into a second building, the former village library, added a patio where flights of beer are now served to patrons and expanded the cellar by installing more tanks

and a walk-in cold room. More plans for expansion will be realized in the spring of 2017 with an increase in warehouse space and store frontage.

The family-owned business has grown from a small core staff to 10 employees at its location, which is now open year-round seven days a week. The uniqueness of the brewery has brought business to the rural community. Loyal customers seeking the "Pure Tatamagoodness" are travelling from city centres in the Maritimes to visit the brewery which has become a key destination in the village and are continually expanding wholesale markets to restaurants and pubs.

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Fundy Appliance Service - Small Business Achievement



Brian Babineau's Fundy Appliance Service was 2016 recipient of the Business Achievement Award. Sponsored by PWC, Lisa Poehl made the presentation. (Rees Photo)

This award is given to a local entrepreneur who has been in business for more than 10 years and demonstrates new product or service achievements, business growth and a commitment to their community.

Fundy Appliance is a one-stop-shop for all appliance needs and nationally branded as a GE Appliance Centre. They sell new and refurbished appliances, appliance

parts and accessories, and service all makes and models, both in and out of warranty, to a customer base spanning 90 kilometres.

They recently completed a showroom expansion with GE Canada, increasing sales floor space by 60 percent, including a fully functioning display kitchen. A project they proudly completed by supporting other local businesses, purchasing flooring by

Halliday's Flooring and cabinets by Hub Craft Building Supplies.

In an industry that has an aging skilled worker base, and with the relevant trades' courses no longer being offered in the province, Fundy Appliance has initiated an internal training program to try and meet the ever increasing demand for appliance service in the region.

Since completing the expansion in 2015, they are ready to grow again by increasing the sales department, which will in turn warrant the need for more skilled labor for installations and deliveries.

Brian, the owner of Fundy Appliance, is an active member of the Bible Hill Kinsmen and was just recently awarded the Kinsmen of the Year award. Fundy Appliance also makes regular contributions to local charities such as the Colchester Food Bank and the CEHHC Foundation. The business strives to give every customer a one-on-one personal shopping experience.

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