



**BALLE NOVA SCOTIA**

Business Alliance for Local Living Economies

# Annual Report 2010



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# Mission and Vision

## Mission

BALLE Nova Scotia will be one of the premiere promoters of progressive, grassroots and sustainable economic development in the Province.

## Vision

BALLE Nova Scotia believes in the power of local businesses to transform communities for the better by working cooperatively toward a shared vision. We imagine cities and towns of every size and political stripe engaged in shared learning to build community assets like sustainable agriculture, green building, renewable energy, community capital, zero-waste manufacturing and independent retail: what we call the building blocks of Living Economies. We envision a time when local economies not only generate community wealth, but also are catalysts for civic action, social diversity and ecological health — for sustainable communities.



## Message From our Chair



During the majority of 2010 I was the vice chair for BALLE Nova Scotia until I took over the position of chair in

September from the lovely Lil MacPherson.

I am pleased to move forward in this position and help our organization grow. It is very important in our various communities across the province that we build resilience and relationships that will help us determine how we face the future and the legacy we leave for the next generation.

In the past year, we concentrated on building the organization by organizing governance, accounting, and membership management. We have also talked about the power we have to make positive changes throughout the province such as the 10% Shift initiative.

As a grassroots movement we are looking to build networks for independent businesses across the province and to make the public aware that by supporting BALLE businesses we are working to ensure a sustainable future.

BALLE has come out of a need to:

- Create jobs with a living wage
- Protect our communities and environment
- Allow for innovation from the entrepreneur

People increasingly want to see sustainable ways of doing business in their communities. And businesses that try to do right for their communities and the earth, can readily be found throughout the province. You can see great examples of the businesses that “get it” on our website. They are not just creating local jobs, they live here and have a vested interest in the future.

We at BALLE NS are working with businesses to help in various areas such as networking and marketing. We also have launched an ongoing workshop that helps businesses strive towards sustainability.

We would like to thank our sponsors and members for supporting us throughout our first year. With their continued support we are able to move forward to bring more programming and networking possibilities.

A great thank you to you, our sponsors and members, for supporting us throughout our first year. With your continued support we will be able to move forward to bring more programming and networking possibilities

Yours Truly

Paul Emile LeBlanc

Chair, BALLE Nova Scotia



## Board of Directors 2010

### **Paul Emile LeBlanc , Chair**

*CEO, of Caisse populaire de Clare*

### **Lil MacPherson, Past Chair**

*Owner, Wooden Monkey; Community Activist*

### **Allison Kouzovnikov, Treasurer**

*Executive Director, Community Foundation of Nova Scotia*

### **Kyle Shaw, Secretary**

*Editor, The Coast*

### **Jennifer Corson, Director**

*Architect with Solterre Design and president of Renovators Resource Inc.*

### **George Karaphillis**

*Director, MBA in Community Economic Development, Cape Breton University*

### **Silver Donald Cameron**

*Professional Author, founder of the Green Interview*

### **Camelia Frieberg**

*Film writer, director and producer; founder of the Pollution Project*

**We would like to welcome 3 new board members for 2011**

**Karen Miner** *Individual BALLE NS member*

**Ericka Wicks** *Sustainability Coordinator, CoRDA*

**Kevin Reinhardt** *Economist/ Researcher, Bank of Canada*

## Staff of BALLE Nova Scotia 2010

### **Shannon MacLean**

*Co-ordinator*

## Outgoing

### **Jeff Moore**

*CEO, Just Us*

### **Lara Ryan, Vice Chair**

*Consultant; Executive Director, The Canada Green Building Council Atlantic Chapter*

### **Marla MacLeod**

*Food Miles Project Coordinator, Ecology Action Centre*

### **Liz Crocker**

*Owner, P'Lovers, Co-Owner, Woozles Book Store*

### **Beth Caldwell**

*Executive Secretary, Minas Basin Pulp and Power*

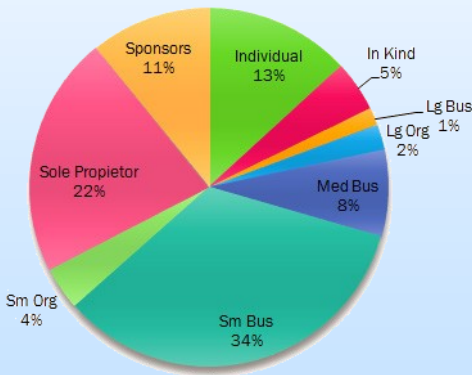
### **Bill Carr**

*Actor and Motivational Speaker*



# Coordinator's Report

Since our launch in October 2009 we have had 150 new members join the BALLE Nova Scotia movement from across the province. Members include many different sectors of business from retail and manufacturing to web design and real estate. We have also had membership from individuals that are invested in the future of their



## Breakdown of BALLE NS membership

communities and see BALLE NS as opportunity to support Nova Scotia businesses. Please see the end of the report for a list of our business members.

During the past year, we ran with one part time staff member. But, in the coming year we have one full time staff member as well as the possibility of an intern. This will enable us to provide more events and activities throughout the province. In the last twelve months, we have participated and presented at various events across the province reaching over 1000 people personally with messages about the importance of buying from independent businesses in Nova Scotia. We have also created a steady following online through our website, twitter and facebook accounts.

We had approximately 7000 unique visitors come to the BALLE NS website since its launch at the end of February 2010. We continue to attract new visitors each month showcasing our members as well as the BALLE NS message.

BALLE NS has participated and presented in over 25 events in the past

year and presented to various groups across the province. We talked to six municipalities about the importance of shifting spending to local independent businesses. We attended the Eco Expo, Bridgewater Sustainability Fair, and the ACCSE conference on Social Enterprise.

Over the past year, we collaborated with the province and federal government to present a workshop series on selling to government. This successful partnership brought information to businesses on how to sell their goods and services to government and explain the Province's Sustainable Procurement Policy. Workshops were held in Clare, Truro, Halifax, Bridgewater and Sydney.

Last fall, the Municipality of Richmond County invited BALLE NS as a keynote speaker at a dinner to honour local businesses. This wonderful event, full of great participants, truly told the story of the power of the entrepreneur, and of what they give back to our local communities. I am proud to welcome the Municipality Richmond County as a sponsor this year and look forward to launching a 10% shift initiative in the Municipality of Richmond County.

I would also like to thank the Lunenburg Library and the Hantsport Business Association for inviting BALLE to speak about the importance of building local living economies.

Throughout the year we collaborated with the Ecology Action Centre, Taproot Farms, the Halifax Farmers Market and Slow Food Nova Scotia to present various films such as *Dirt*, *Manufactured Landscapes*, and *Food Inc*. These films were followed by great discussions on Buying Local and how local businesses from various industries are helping the economy grow

Various media helped raised the awareness of BALLE in the past year. Overall, we reached well over 1000

people in person and our online presence grew exponentially every month. We had articles in The Coastguard, The Coast, Le Courier, The Cooperator, The Vanguard and the Cape Breton Post. We have also gave interviews to CKBW Bridgewater, CBC Sydney, The Giant Cape Breton Radio, and Rogers News 95.7. Thanks to all media that has supported the BALLE message this past year.

I attended the Annual BALLE conference in South Carolina in May, which yielded a lot of great information as well as strategic connections with other successful BALLE networks.

This year we are focusing on education for business and communities. We will continue to show people how to talk with their wallets and shift spending to local independent business in Nova Scotia. We have been working with the University of Cape Breton on a study that highlights the contribution of local businesses to the economy. The results should be released early this summer.

We are also very excited to launch our **Striving Towards Sustainability (STS)** workshop this March.

The STS workshop is a one of a kind accreditation opportunity for Nova Scotia businesses to evaluate and credit their sustainable business practices. It is an introduction to sustainable concepts and business practices, skills for developing priorities, and ideas on how to select and implement projects, including how to identify existing barriers to sustainability for business.

We are currently working with the Departments of Environment and Education as well as the Nova Scotia Environmental Network to host a Green Roots Symposium this March.

We will also provide more opportunities to network and provide more information to the public that will support our BALLE membership.

**Shannon MacLean**

**Coordinator BALLE Nova Scotia**

## Revenues

	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>REVENUE</b>			
Government + other	90,455	36,500	53,955
Memberships (net)	12,844	20,000	-7,156
Sponsorships (net)	13,000	25,000	-12,000
<b>Total Revenue</b>	<b>116,299</b>	<b>81,500</b>	<b>34,799</b>

## Expenses

	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
Admin. & Office	57,188	55,452	1,736
<b>Other Expenses</b>			
Charleston 2010	1,683	2,000	-317
Launch	12,106	10,000	2,106
Video	2,500	2,500	0
Contingency	0	8,150	-8,150
<b>Total Other Expenses</b>	<b>16,289</b>	<b>22,650</b>	<b>-6,361</b>
<b>TOTAL EXPENSE</b>	<b>73,477</b>	<b>78,102</b>	<b>-4,625</b>
<b>REVENUE - EXPENSE</b>	<b>42,822</b>	<b>3,398</b>	<b>39,424</b>

## **Annual General Meeting**

Wednesday, February 16th at 6.00 p.m. at the Hub Halifax, 1673 Barrington Street

# Minutes

## Present

Paul Emile LeBlanc, Chair  
Allison Kouzovnikov, Treasurer  
Jennifer Corson, Director  
Shannon MacLean, Coordinator  
Clark Swim

Jennifer Lawton  
Jamie Melrose  
Adam Cooney  
Kevin Reinhardt  
Lindsay Best

Ericka Wicks  
Derek Estabrooks  
Reuben Penner  
Holly Bond  
Joanne McRae  
Brian MacMillan

### 1. Welcome and Call to Order

Paul Emile LeBlanc, Chair, BALLE Nova Scotia

### 2. Approval of the Agenda

Moved by Jennifer Corson , Allison Kouzovnikov 2 second, Motion passed.

### 3. Introduction by Chair

- ⇒ BALLE businesses offer something different to consumers
- ⇒ Members need to support one another. Caisse populaire de Clare leads by example by procuring 80% of their services and supplies locally. It creates goodwill, supports the community and creates growth.
- ⇒ Taxation a problem for independent business in Nova Scotia that stifles growth

### 4. Year in Review

- Shannon MacLean, Co-ordinator BALLE Nova Scotia,
- ⇒ Officially launched in 2009
  - ⇒ Current membership at 150 members
  - ⇒ Thanks to Lil for her role as Chair. we are not saying goodbye as she will continue to promote BALLE.
  - ⇒ We have great examples of businesses practising sustainability and we should be helping them broadcast this message to the public. We can achieve this through a new workshop initiative Striving Towards Sustainability to be launched at the Green Roots Symposium this March (2011).

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### Year in Review (Con't)

- ⇒ We revised the website for an expanded directory and in October we launched Twitter and Facebook that has an ever growing following. In the last 12 months, 7000 unique visitors have come to the BALLE site since its re-launch in March 2010.
- ⇒ Goals for coming year to educate the public and businesses. Promote the 10% Shift initiative to the public to support local independent businesses. Provide tools and networking opportunities for businesses across the province throughout the year starting with our new workshop. Research the possibility of an online marketplace and an Mobile app to help promote our members

### 5. Election of Officers

Paul Emile LeBlanc

- ⇒ Three candidates for nomination: Ericka Wicks, Karen Miner, and Kevin Reinhardt.
- ⇒ Jennifer Corson moved the election of nominations, Joanne McRae 2nd, motioned passed
- ⇒ Thank you to outgoing board members: Lara Ryan, Bill Carr, Jeff Moore, Marla MacLeod, Beth Caldwell, and Liz Crocker.

### 6. Financial Report

Allison Kouzovnikov

- ⇒ Moved by Jennifer Corson, 2nd Joanne, motioned passed.

### 7. Appointment of Auditors

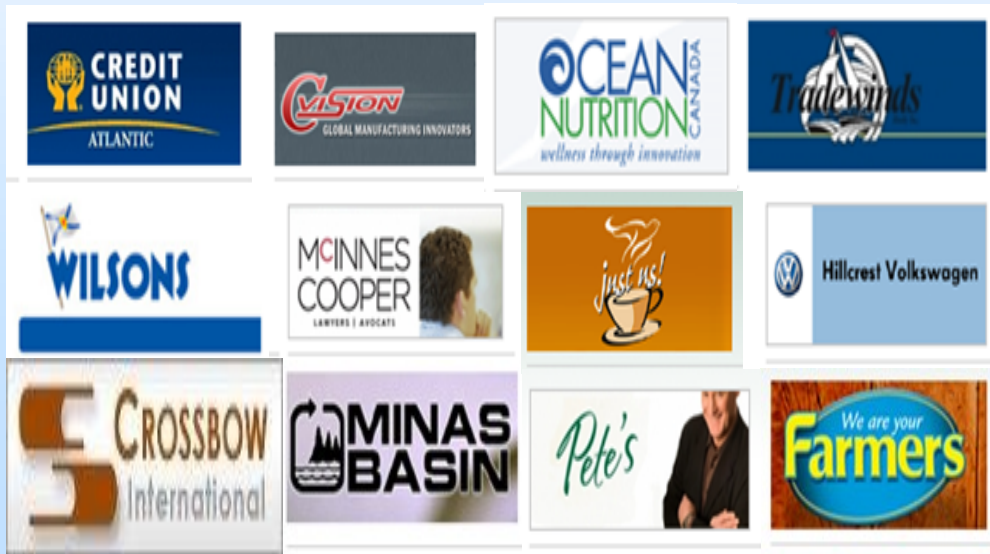
- ⇒ Allison Kouzovnikov motioned Sutherland Watt as the accountants for 2011. Joanne 2nd the motion. Motion passed.

### 7. Thanks to our Sponsors for the Past Year.

### 8. Adjournment

AGM powered by Bullfrog

# Our Sponsors 2010



*Credit Union Atlantic*

*Wilsons*

*Crossbow International*

*C Vision*

*McInnes Cooper*

*Minas Basin*

*Ocean Nutrition*

*Just Us*

*Pete's Footique*

*Tradewinds*

*Hillcrest Volkswagen*

*Farmers*

# Our Members 2010

Acadia Cinema Cooperative	de Weever's Wovens	Local Source Market	Strategic Perspectives Consulting Associates
Agricola Street Miracle	Dee Dee's Ice Cream	Ma Bell	TAMMACHAT Natural Textiles
Alliance Computer Systems	Digital Storm Communications Inc.	Magic Gourmet Pizza and Pasta	Taproot Farms
Allison Kouzovnikov, LLB MBA	DSRA Envision Architects	Maple Tree Montessori Ltd.	The Coast
Aqua Soul Therapeutics	East Coast Credit Union	Mariposa Natural Market and Cafe	The Hub
Art Workable Interiors	Environmental Consultant	McInnes Cooper	Town Market Ltd.
Assante	Farmers Dairy	Minas Basin Pulp and Power	Town of Mulgrave
Bear River Vineyards and Winery Ltd.	Futurvue Communications	Mo's at Five Islands	Communication & Environmental Solutions Consulting
Bebbington Industries	Garden Doula	Mudva Permaculture Farm	Tradewinds Realty
BFree Homes	Giveraising Development Services	Norex.ca	Trident Booksellers and Cafe, Ltd.
Bill Carr	GMS Surface Tech	Nova Scotia Farmer's Market	WHW Architects
Bishalive MRG	The Green Interview	Nutritional Diva	Wilson's Fuel Co., Ltd.
Blue Bio	Green Power Labs	Nurtured Products for Parenting Inc.	Windbag Company of NS
Breakhouse Design	Haligoniac.ca	Ocean Nutrition	Windhorse Farms
Bullfrog Power Inc.	Heather Holm Web Design	Off the Hook	Wooden Monkey Restaurant
Burchells	Helio Tree Nursery	Oxford Frozen Foods Ltd.	Woozles
CAAE	Helping Nature Heal Inc.	P'lovers	
Caisse populaire de Clare	Hillcrest VW	Peak Experiences: The Learning Company	
Canadian Convenience Stores Inc	Home Grown Rewards Inc.	Peers Group Marketing and Communications	
CarShare Atlantic Ltd. / CarShareHFX	Horizons Community Development Associates Inc.	Penelope Kuhn Photography	
CED Institute Cape Breton University	Ideum	Pete's Frootique	
CEDIF Management Ltd.	Imagine Bloomfield	Pictou County Stone Ltd.	
Chairs Limited	Indochine Banh Mi	Pollination Project	
Chalice	iNova Credit Union	Price MacDonald & Associates Consulting	
Charlie Mac Productions Inc.	Into the Mystic	Propeller Brewery	
Chebucto Windfield Inc.	Ironworks Distillery Inc.	Pur Alternatives	
Chez Edmond Vacation Home	Island Cartridge Rebuilders	Renovators Resource	
Claussen Walters & Assoc. Ltd.	Jane's on the Common	Sandy Lane Vacation Rentals	
Coastal Financial	Jost Winery	Schoolhouse Gluten Free	
CoRDA	Just-Us Coffee	Sealevel Communication	
Creative Solar	L'Acadie Vineyards	Silver Donald Cameron	
Credit Union Atlantic	Lara Ryan Consulting	Solas Naturals	
Crossbow International	Larkman & Associates Consulting	Solterre Design	
C-Vision Limited	LED Roadway Lighting		
	Lighthouse Media Group		
	Local Jo Cafe		

