

## SUCCESS STORY: Gnome Lawncare

In the spring of 2011, Shawn Thompson started his lawn care business, Gnome Lawncare. The company currently operates in the Rocky Mountain House, Red Deer, Penhold, Innisfail, Sylvan Lake, Rimbey and Bentley areas. Shawn started his business because he was dissatisfied by the lack of customer service that was given to clients in the lawn care industry. "I want to ensure all customers (have) a beautiful lush lawn and quality service all year long," Shawn says.

After securing financing through Community Futures Central Alberta, Shawn was able to purchase necessary items for his business such as advertising space in local newspapers and on local radio stations, marketing materials, equipment and a shop lease in Red Deer.

Gnome Lawncare is a member based lawn care company. By August Shawn hopes to have 250 members in the Rocky Mountain House area, 125 members in the Rimbey area and 125 members in Bentley. Shawn hopes to utilize his skills, years of experience and friendly personality to gain lifelong members for Gnome Lawncare.

Gnome Lawncare also has discounts available, so give Shawn a call at (403) 310-Lawn (5296) and "Join the Revolution."



(Left) Shawn Thompson and his trusty sidekick, Winston

**Phone:**  
1.855.731.Lawn (5496)

**E-mail:**  
gnomelawncare@gmail.com

Find them on Facebook!

## Business Loans offered at Community Futures

- Term Demand Loans for start up, or existing business expansions
- Youth Entrepreneur Loans (Age 18-34)
- Entrepreneurs with Disabilities program
- Loans for Self-Employed tradespersons. Up to \$10,000 for tools & equipment
- Loans for Home Based Businesses
- Independent contractor loans for tools, equipment and vehicles
- Loans for land, building, equipment, inventory, working capital, past payables, and partner buy-ins
- No set requirements for cash down or for collateral value



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Community Futures Central Alberta is supported by:



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Canada

Karli joined the Community Futures team on June 27, 2011. She brings experiences from the oil and gas industry, human services and management industries. Her area of expertise is Marketing and it was her major at the University of Lethbridge where she graduated with her BMgmt. Karli has extensive knowledge of small business start up and business plan creation. "I really enjoy hearing people's business ideas and seeing what people come up with." Karli looks forward to meeting new clients interested in starting their own business or expanding their existing business.

## WELCOME TO THE NEW STAFF OF COMMUNITY FUTURES CENTRAL ALBERTA



**Karli Eckart**  
Business Analyst

## CF CENTRAL ALBERTA SUCCESSFULLY IMPLEMENTS REGIONAL INVESTMENT ATTRACTION PROJECT

Community Futures Central Alberta and Red Deer Regional Economic Development (RDRED) recently completed a regional investment attraction project funded through the Community Futures Rural Diversification Initiative (RDI).

The initial goal of this project was to recruit foreign companies to the Red Deer Region that were looking to expand and were complimentary to existing businesses in the area. RDRED then partnered with Central Alberta Economic Partnership (CAEP) to expand the scope of the project to include over 40 municipalities in Central Alberta. Qualitative and quantitative research revealed that by marketing Central Alberta as a whole, the region is able to attract

international companies and site selectors making investment decisions with more industry cluster options, a larger workforce and a more recognizable trade area.

This project achieved many successes that have positively impacted the region. A new brand and tag line for the region was developed called "Central Alberta: Access Prosperity". This branding was taken on the road to seven trade shows to market the region to investors.

In addition, an International Ambassadors Program consisting of local business owners and managers was established to represent and promote Central Alberta and its investment opportunities during their international travels. In total, 67 local managers participated in the Ambassador's Circle, over 3 times the initial target!

The Central Alberta region achieved great recognition and built a strong brand that has clearly been noticed. Following on the success of this RDI project, RDRED in partnership with CAEP have subsequently secured additional funding through Rural Alberta Development Fund to continue and expand the project.

"This project has really helped jump start Central Alberta's initiative to attract foreign direct investment," said Erin Gates, spokesperson for Red Deer Regional Economic Development. "Thank you to Community Futures for helping us to get the ball rolling."

The Community Futures Rural Diversification Initiative is a 4-year program funded through Western Economic Diversification Canada that provides funds to Community Futures organizations to implement economic diversification projects in rural Alberta. RDI started in April 2008 and will be complete by March 2012. For more information, please visit [www.ruraldiversification.com](http://www.ruraldiversification.com).

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## BUSINESS FUN FACTS

### DID YOU KNOW...

- Dell Computers was started by a 19 year old with only \$1,000.00.
- 90% of all restaurants fail during their first year of operation.
- The average company saves \$7,000.00 for each employee suggestion that is enacted.

Found at [www.funfactz.com](http://www.funfactz.com)



## VIDEOCONFERENCE BUSINESS TRAINING

We are taking a break to enjoy the summer! Videoconference business training will be back in the fall. Please watch for our fall newsletter for the upcoming schedule. You may also sign up to get the schedule e-mailed to you.

Please call **403.342.2055** or email  
[reception@cfcab.com](mailto:reception@cfcab.com)

For future schedules please check  
[www.cfcab.com](http://www.cfcab.com)