

FOCUS ON BUSINESS RETENTION AND EXPANSION & ASSOCIATED MARKETING

Objective: To Create Awareness of North Simcoe in the “Heart of Georgian Bay”
resulting in Business Growth, Expansion, Productivity, Innovation, Investment and Jobs



BLUE COLLAR COOL
in North Simcoe

Seeking skilled trades, general labour and management professionals interested in working in North Simcoe manufacturing firms in the Heart of Georgian Bay. Apply today.

edcns.ca/jobs

EDCNS
ECONOMIC DEVELOPMENT
CORPORATION of NORTH SIMCOE

Logos for participating companies: ADM, Ambient Activity Technologies, Baytech Plastics, DELUXE, FRANKE, JFM, keebee, LAKELAND INTERIORS, MAKI DESIGN, MRT Automation Ltd., North Simcoe Tool, Raytheon ELCAN Optical Technologies, WEBER, ZF TRW.

Skilled Trades Talent Initiative 3.0

Building upon our BIG (Business Innovation Growth) strategy, four new participants are in the fall Skilled Trades media campaign: Georgian Reinforcement Fabrics, Lakeland Interiors, Makk Design and Streit Manufacturing. Participants continuing to participate include: Archer Daniels Midland (ADM); Ambient Activity Technologies/Keebee Play; Baytech Plastics; Deluxe; Franke Kindred; Industrial Filter Manufacturing; Techform, a division of Magna Closures; MRT Automation; North Simcoe Tool; Raytheon ELCAN Optical Technologies; Weber Manufacturing Technologies Inc.; and ZF TRW. The application process provides links to all participating companies and their available positions on the [EDCNS website](http://edcns.ca). Detail on the media campaign is attached.

Prosperity Summit 2018 “Convergence of Healthcare with Manufacturing”

An interview was conducted by Star Metroland Media, The Mirror, with Ambient Activity Technologies complimenting the three published and communicated in the July/August EDO Report to Council: EDCNS, Franke Kindred and North Simcoe Tool.

More articles to come ...



Marc Kanik, Ambient Activity Technologies
EDCNS 2018 Prosperity Summit

TOURISM PILLAR: North Simcoe Tourism in the Heart of Georgian Bay

Heart of Georgian Bay Tourism Conference. Tuesday, October 16, 2018

You're invited to the 2018 North Simcoe Tourism Conference; an opportunity for tourism stakeholders to get together to learn more about the awesome industry we work in, network with like-minded professionals and have your voice heard to determine the future of tourism in the Heart of Georgian Bay.

Date: Tuesday, 16 Oct 2018 Time: 8:30AM - 12:00PM, Location: Brebeuf Event Centre at Sainte-Marie among the Hurons - 16164 Highway 12 E, Township of Tay

[Click here to RSVP](#)

September 21, 2018

To: Sixteen manufacturers participating in EDCNS Skilled Trades Talent Initiative 3.0:
ADM Milling Company, Ambient Activity Technologies/Keebee Play, Baytech Plastics, Deluxe, Franke Kindred Canada, Georgian Bay Reinforcement Fabrics, Industrial Filter Manufacturing, Lakeland Interiors, Makk Design, MRT Automation, North Simcoe Tool, Raytheon ELCAN Optical Technologies Inc., Streit Manufacturing Inc., Techform, a division of Magna Closures, Weber Manufacturing Technologies Inc., ZF TRW

From: Sharon Vegh, EDCNS Economic Development Director

Copy: Roy Ellis, EDCNS Board of Directors Chair & Manufacturing Ambassador
EDCNS Manufacturing Committee: Roy Ellis, Doug Ewen, Brent Graham, Mark Losch
Véronique Puderecki, EDCNS Marketing and Communications Coordinator
Georgian College Multi Trades Program, Pre-apprenticeship: Mac Greaves, Denyse Wigglesworth

Re: Skilled Trades Talent Initiative 3.0 Advertisement

Skilled Trades Initiative 3.0 supporting North Simcoe growth was launched on September 20. Thank you for participating in this important initiative. This document provides a synopsis of tactics by distribution channel and date of occurrence.

I. Local Distribution (completed September 21 2018)

1. September 11 Advertisement is enclosed for you to post on your website and at your facility (September 20 2018 revised version attached)
2. September 20 EDCNS website
Publication on the EDCNS home page of the advertisement and content you approved
[Click here](#) to see your content
3. September 20 EDCNS Board of Directors
Print copies of the advertisement provided to municipal representatives for posting at their locations: Midland, Penetanguishene, Tay and Tiny
Electronic copies sent to the four Municipal Clerks for website posting
4. September 20 & September 27 Municipal Councils (Municipalities: Midland, Penetanguishene, Tay, Tiny)
Sent to all Council members, CAOs, and Planning Directors of the four municipalities and the County of Simcoe.
Sent to municipal clerks for website posting and inclusion in their Council meeting package.
5. September 21 to 24 YMCA of Simcoe/Muskoka & La Clé de l'emploi Employment Services
Drop-off print copies of advertisement, posting on their websites
Midland, Penetanguishene and two Barrie Public Libraries
Drop-off print copies of advertisement

II. Media Advertising (Digital campaign: 450,000 impressions)

September 27 to December 13
www.bramptonguardian.com (Mississauga, Brampton, Milton, Steetsville)
www.yorkregion.com (York Region, 9 municipalities)
www.simcoe.com (Simcoe County, 16 municipalities + Barrie & Orillia)
www.thestar.com (online version of the Toronto Star)

III. Media Advertising (Print & Digital)

1. September 27 The Mirror Thursday edition, full page advertisement
2. October 4 Barrie Advance Thursday edition, full page advertisement
3. October 17 Tillsonburg News Wednesday edition, half page advertisement
4. November 15 Sault Ste. Marie This Week Thursday edition, half page advertisement
5. December 13 The Mirror Thursday edition, full page advertisement

IV. Colleges

September 27 Advertisements will be distributed to the following nine colleges on Thursday, September 27 by email and by mail. Colleges will post the advertisement on their websites and information boards.

- | | |
|-------------------------|--------------------------------------|
| 1. Georgian | Midland, Barrie |
| 2. Conestoga | Doon, Waterloo, Ingersoll, Cambridge |
| 3. Cambrian | Sudbury |
| 4. Centennial | Toronto |
| 5. Fanshawe | Simcoe, St. Thomas |
| 6. Mohawk, Stoney Creek | Hamilton |
| 7. Seneca, Jane Campus | Toronto |
| 8. St. Clair | Windsor |
| 9. Sault | Sault Ste. Marie |

V Online Talent Boards

1. September 27 Posted on [indeed.ca](https://www.indeed.ca)
2. September 27 Posted on [Job Central Simcoe Muskoka](https://www.jobcentral.com)
3. September 27 Posted on [workopolis.com](https://www.workopolis.com)
4. September 27 Posted on [jobbank.gc.ca](https://www.jobbank.gc.ca)
5. September 27 Posted on Employment Ontario <https://www.ontario.ca/page/employment-ontario>

Please do not hesitate to contact Sharon Vegh by cell phone at (705) 209-3197 / email svegh@edcns.ca for further information/clarification/comments.

Enclosure: Advertisement Skilled Trades 3.0 (revised September 20, 2018)

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