



# CELEBRATING CO-OP WEEK & CREDIT UNION DAY

OCTOBER 17-23

## Hometown, Borderland Co-ops complete merger

*Continued from front*

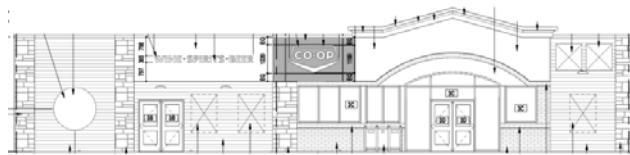
"One of the things we see is we have some ability to be a little more efficient in how we buy product and bring it in, rather than duplicating efforts in certain places. We can take advantage of a lot of our warehouse space to give us a wider breadth of things on hand and not be overstocked in any one particular thing."

"There's that hub and spoke kind of idea where branch locations would pull out of Moosomin, but we want to turn that on its head a little bit. In any one location we might not have everything that everyone's looking for, it's more likely in the large centres, but within our own network of stores we have we're going to have a higher likelihood of having whatever the customer needs and then having it on the road quick enough. We should be able to get it where it needs to go inside of 24 hours is the hope."

A couple of development projects Borderland has under way currently are new warehouse space and a new liquor store in Moosomin.

"One of the first tasks of the new board when they come together is to look at our combined queue of all the projects that Hometown had identified and Borderland had identified," says Schenn. "Since I've been working with Hometown as well for the last 18 months, I've kind of got an idea where they need to be, but of course that's up to the board to decide what projects proceed at what time."

"They're going to be taking a look at that queue of projects and I think there's about 14 projects probably worth around \$30 million that are able to be executed across all the locations or communities we serve."



Two projects Borderland Co-op currently has under construction are a new liquor store and additional warehouse space in Moosomin.



Prioritizing and getting the right projects on the ground in the right places is going to be the first focus."

Schenn says the new liquor store in Moosomin should be in operation within a month.

"Our target is to be in operation by mid-November so that we can be in for the Christmas season," he said. "And the warehouse hopefully within the next month we will have it under wraps, and then we'll be filling it this winter. We will have projects every year going forward. There will be some level of project every year, whether a renovation or a new build. 'We're looking at a fertilizer plant for Broadview as one of the priorities because they're a little under powered in terms of storage. The opportunity to be more com-

petitive in the market definitely comes if you can store more product in the off-season. That's one of the most important opportunities right now, and of course, we're looking at the Moosomin marketplace expansion, which is another high priority for us."

Borderland's IT department is currently making use of the Co-op's former head office on Windover Avenue. "For now it's our workshop for our IT department," says Schenn. "We're actually taking on an agreement with Valleyview Co-op to take on their IT services. That's one of those partnerships we're taking on to try to share services between retail Co-ops."

Where does Schenn see Borderland Co-op five to ten years down the road?

"When we talk about the vision of where

we want to be, we talk about wanting to be a strong and stable rural co-operative," he says. "The big thing is, we want to be a voice in the communities we serve and within the co-operative retailing system to advocate for small towns and the challenges that we face that aren't necessarily seen in an urban setting."

"How that all comes together into what does Borderland look like five years, 10 years from now? Of course we would like to continue to grow, continue to support other communities, other Co-ops. If there are opportunities for other agreements where we can work together and maybe find a shared future with other Co-ops, that's a great opportunity as well, as is just looking at how we can build within our own communities as well to keep enhancing services where we have facilities today."

How much work went into the merger with Hometown Co-op?

"There was a lot of work," says Schenn. "A big thing is just building a good relationship with people. It took time to build that trust, and the opportunity to work together under a management agreement really helped in that regard. It's a lot of work because it's about building trust, it's about making sure everybody knows we're all in this for the same reason. We all want to provide services for our communities, we want to make sure we have employment in our communities, we want to drive things forward in a positive way. Once we were able to build that level of trust, a lot of the other things became a lot easier. If you can unify the group and have everyone going in the same direction, you can achieve a lot of wonderful things."



## Borderland Co-op



### Celebrating Co-op Week October 17 - 23

MOOSOMIN | BROADVIEW | ROCANVILLE | KIPLING  
WHITEWOOD | GRENFELL | MARYFIELD

### FEEDING, FUELING, FUNDING, BUILDING YOUR COMMUNITY

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- Whitewood, Rocanville, and Moosomin Recreation projects
- Rocanville School Accessibility Swing
- Rocanville Outdoor Rink
- Tantallon Rink Dressing Room Painting
- Wheels and Saddles Building Project
- Playfair Daycare Renovation
- Whitewood Crockicurl

We're proud to support your local events and organizations!





# CELEBRATING CO-OP WEEK & CREDIT UNION DAY

**Twin Valley Co-op • Valleyview Co-op • Heritage Co-op**

## What does Co-op Week mean to you?

It's Co-op Week this week and the managers of three local co-operatives—Twin Valley, Valleyview and Heritage Co-op—are reflecting on what Co-op Week means to them and the importance that local co-operatives play in their communities.

"Co-op Week really gives us the opportunity to promote ourselves and explain the difference between co-operatives and other businesses," says Dwayne Moncur, the General Manager of Twin Valley Co-op.

"It gives us an opportunity to stand up and say 'this is who we are, we are a different kind of business. This is why we are different, and thank you for your local support.'

"Co-operatives are important. You're an owner when you purchase your membership. One thing I've always maintained is that we will do businesses in locations where other businesses won't. There are no box stores in our rural communities, there never will be, but there will be a Co-op and we will continue to invest in the community as well. We're always there."

"We are community-minded; we are leaders in the community, and we have to maintain that focus. And we support local. When we

are in a small community, not only do we do business here, but we live in the communities, and we volunteer in the communities. For example, Twin Valley Co-op team members volunteered over 1,400 hours of time last year in 2020. We've got team members on multiple fire departments and service organizations in our communities. That's what sets us apart," Dwayne explained.

"I think co-op week is a time when we recognize the co-ops and credit unions and reflect back," says Greg Gill, the General Manager of Valleyview Co-op. "If it wasn't for Covid, we'd probably have some different events and get out and about in the communities, but we can't do that right now."

"I think when you sit and look at a lot of our smaller communities, especially in rural western Canada, the co-ops are sometimes the only businesses left in the community. They were started by the members for the benefit of the members. I think a lot of times if it wasn't for the co-operative I don't know if there would be businesses left in a lot of our smaller towns."

"It is really about keeping those communities together and functioning."

"I think a co-op should be



DWAYNE MONCUR,  
GM OF TWIN VALLEY CO-OP



GREG GILL,  
GM OF VALLEYVIEW CO-OP



DENNIS LAING,  
GM OF HERITAGE CO-OP

other through employment, donations and services. Co-operatives allow communities to be sustainable in the future.

"Co-operatives are foundational pieces of almost every community around the world. By being present and investing in communities, we can ensure they remain vibrant, desirable places to live and work."

"Co-operatives give their members the opportunity to play a role through a democratic process of governance. You are not just a customer at Heritage Co-op, you are a guest, and our members are owners. As owners, our members share in our profits each year."

"Heritage Co-op is proud to be one of the major employers in many of our communities and provides employment for nearly 500 team members. We support our communities through donations both big and small. We offer smaller donation opportunities for events and fundraisers, and provide funding to support larger capital projects like playgrounds, museums and community centres. Heritage Co-op regularly donates to the food banks in our trading area, helping to ensure that these vital services are available for those in need."

a community builder. Yes we are a business and we have to make profits, but it is about doing things that benefit the majority of our members."

"The local co-ops are typically governed by a board of directors that represents their membership and they are elected by their membership. In turn the board of directors in collaboration with management develop the strategic vision of the co-operative and strategic direction, and then the management team executes the action plan towards achievement of the vision."

"There is a lot of community connection. Our administration offices are all local, the are not out in big cities in eastern Canada. We still have full service departments.

"Valleyview for example employs about 220 different people."

"If we were to go the way of a traditional corporation, I could tell you that probably overnight you'd lose easily 20 to 30 positions. Because everything would get centralized. You'd lose those local admin departments, you'd lose some of the local services."

"We do focus on being involved in the communities and donating back to the communities, and getting involved in groups."

"One of the things we did in the last year is we made a large donation to the Reston golf course. I think we have recognized, especially with Covid, the value of local."

"If there weren't those local businesses during Covid, it would have been tough. Peo-

ple would have been traveling in to larger centres, and I do think a lot of people did rediscover the value in their co-ops and why they are important."

"Co-op week is an opportunity to celebrate our co-operative values and co-operative principles," says Dennis Laing, General Manager of Heritage Co-op. "At Heritage Co-op, our values are Integrity, Excellence and Responsibility. We use these values to guide everything we do. We provide high quality service and products to our guests while supporting our community and being mindful of our responsibility to our members."

"Co-operatives allow communities to work together to not only ensure their basic needs are met, but to actively support each

WE ARE  
WE ARE  
WE ARE

FRIENDS  
NEIGHBOURS  
CO-OP

This is a story about Joe... a Co-op member.  
Every Spring Joe contacts his Co-op Fuel Team. He trusts them to help maximize his productivity during seeding season with lubricants and Co-op Premium Diesel. Joe also knows the Co-op Grow Team will be there from seeding, right through harvest... and that as his crops grow so will his equity. Just as Joe has done, let your local Co-op be part of your farm story.

@HeritageCoopLtd  
@TwinValleyCoop  
@valleyviewcoop



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OCTOBER 17-23

## Small business is the lifeblood of Manitoba



Small business is the lifeblood of Manitoba, providing jobs to over 83,000 people (as of December 2019). These businesses are vital, not only to the Manitoba economy and individual income but to the cultural fabric of the community. Because the best way to make sure they thrive is by supporting them, Sunrise Credit Union developed a website, GoShopLocal.ca, to help small businesses connect with customers. The FREE resource is for all businesses, large and small, and aims to increase the visibility of small businesses and economic activity in our region.

Our vision at Sunrise Credit Union is to provide full services; pursue community growth; and assist youth, members, and others in achieving goals and dreams through innovation, flexibility and leadership. "We launched GoShopLocal.ca in early 2020 to drive awareness to all the products and services that small businesses in our area provide," said Sunrise Credit Union President and CEO Tim Klassen. "Sunrise plays a big part in small business throughout our region and we hope GoShopLocal.ca continues to gain traction and help small businesses."

At Sunrise, we understand that working together is the key to success

er-friendly format allows consumers to filter their search by community or category, so you can easily find the information you need. Local makers and enterprises depend on the support of their surrounding communities, and we encourage the use of GoShopLocal.ca to help them thrive today, tomorrow and into the future.

### About Sunrise Credit Union

Sunrise Credit Union formed in 2008 and now offers personalized service from 20 branches located in Baldur, Boissevain, Brandon, Cypress River, Deloraine, Grandview, Hartney, Holland, Laurier, Melita, Minnedosa, Oakburn, Reston, Sandy Lake, Shoal Lake, Ste. Rose du Lac, Strathclair, Treherne, Virden and Waskada. We are a member owned community focused organization dedicated to providing personalized competitive financial services to benefit our members and communities. Sunrise Credit Union has approximately 34,000 members and about 240 employees.



**GoShopLocal.ca**



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**Sunrise supports  
SMALL BUSINESS**



GoShopLocal.ca is a database of small businesses in Manitoba. Businesses register for free and customers can access a listing of local products and services.

<https://www.GoShopLocal.ca>











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