

August 2026

Inside the Chamber



PICTOU COUNTY

chamber Newsletter

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**Your Source for
Local Business
News and
Events!**

(902) 755-3463 | connect@pictoucountychamber.com
pictoucountychamber.com

Welcome New Members



Do Better Consulting

Please join us in welcoming Do Better Consulting to the Pictou County Chamber of Commerce. Founded by Pictou County's own Stevi Gerrior, Do Better Consulting is built on a simple but powerful belief: knowing better is only the beginning, and meaningful change happens when inclusion, safety, and accountability show up in our everyday actions. Working with organizations, non-profits, governments, and community groups, Stevi helps create spaces where people feel heard, valued, and supported.

After returning home to Pictou County, Stevi launched Do Better Consulting with a vision of helping rural communities and organizations build stronger systems, foster belonging, and create lasting positive impact. Their work focuses on helping communities move beyond good intentions and turn care, compassion, and inclusion into meaningful action.

We are proud to welcome Do Better Consulting to our Chamber community and look forward to the positive contributions they will continue to make throughout Pictou County.

Learn more at: www.dobetterconsulting.ca



Wilmass Development is making a meaningful contribution to our region through its commitment to expanding affordable and attainable housing opportunities in Pictou County. The company is behind the Chelsea Court development in Westville, a project that represents an important investment in our community's growth and future.

As communities across Nova Scotia continue to face housing challenges, developments like Chelsea Court help create new opportunities for residents while supporting economic development, workforce attraction, and long-term community sustainability. Wilmass Development's focus on creating quality housing options aligns with many of the priorities being discussed by businesses, municipalities, and residents throughout our region.

We are excited to welcome Wilmass Development to our Chamber network and look forward to supporting their continued success as they help build a stronger future for Pictou County.

State of the Province



Image: Premier Tim Houston speaking with members prior to beginning his address.



Image: Dwayne MacDonald, CEO of Trinity Energy Group, presenting sponsor for the event.

Last month, we welcomed Premier Tim Houston to Summer Street for a State of the Province Address and Fireside Chat with the Pictou County business community. The event provided an opportunity for local business leaders to hear directly from the Premier about Nova Scotia's economic priorities, growth opportunities, and the province's path forward.

The fireside chat, moderated by Chamber President Lydia Sayeau, focused on key themes and questions submitted by Chamber members ahead of the event. Topics included defence opportunities, energy production, community supports, workforce development, and the critical role tourism plays in sustaining and growing rural communities. The discussion reflected the issues that matter most to businesses across Pictou County and highlighted the importance of ensuring local voices are heard in conversations that shape our province's future.



Image: Chamber President Lydia Sayeau and Premier Tim Houston during the moderated fireside chat.

We extend our sincere thanks to Premier Tim Houston for taking the time to engage with our business community, and to Dwayne MacDonald, President and CEO of Trinity Energy Group, for his outstanding introduction of the Premier and their role as presenting sponsor which set the stage for a productive discussion. We also thank Executive Director Layla Rahmeh for her opening remarks and all those who contributed to making the event a success.

Events such as this would not be possible without the support of our sponsors. We are grateful to our Leadership Sponsors, Sobeys, Eastcut, Michelin, Doane Grant Thornton, St Barbara, and Twin Rivers, as well as our Media Sponsor, 94.1 The Breeze, for their continued commitment to the Chamber and to the economic future of our region.

Most importantly, we thank the business community for its strong participation and engagement. The thoughtful questions, perspectives, and conversations shared prior to and throughout the event demonstrated a collective commitment to building a stronger and more prosperous Pictou County.

As part of our ongoing efforts to strengthen the Chamber's advocacy work, we are pleased to have revitalized our Advocacy Committee. This renewed focus will help ensure we continue to bring forward the priorities, challenges, and opportunities facing our members. We remain committed to seeking regular input from our business community and using that feedback to better represent your voice at all levels of government. Through collaboration, engagement, and advocacy, we can continue advancing the interests of businesses across Pictou County and helping shape a strong future for our region. To submit areas of interest to the advocacy committee, visit the advocacy page on our website: pictoucountychamber.com/about/advocacy/



Image: A look at the table settings provided by Summer Street for the event, including table headers brought by the Chamber.



Image: (Left to Right) Chamber President Lydia Sayeau, Premier Tim Houston, and Chamber Executive Director Layla Rahmeh after the concluding remarks.

Together, We Thrive



Events



PICTOU COUNTY chamber
PRESENTED WITH

Q97.9
PICTOU COUNTY'S ROCK STATION

STINGRAY

the breeze 94.1
more music. more variety

**SUMMER
AFTER
HOURS**

YOUR BACKSTAGE PASS TO LOCAL RADIO

- Catered Refreshments
- Tour the Q97.9 and 94.1 The Breeze Studios
- Enter to win free radio advertising!

AUGUST 20

4-6 PM

Aberdeen Business Centre
Suite 255, New Glasgow

Stronger TOGETHER. CONNECTED LOCALLY.

Radio After Hours

Join the Pictou County Chamber of Commerce and 94.1 The Breeze for a special After Hours networking event on **Thursday, August 20, from 4:00 to 6:00 PM** at the station's home in the Aberdeen Business Centre, New Glasgow.



Register here, or visit our events page at pictoucountychamber.com!

Enjoy delicious refreshments from Green Escape Catering, connect with fellow business professionals, and get an exclusive behind-the-scenes look at the station's facility. Plus, one lucky attendee will win \$2,000 in radio advertising, making this a fantastic opportunity to grow your business while expanding your network.

Don't miss this chance to make new connections, explore a local media hub, and discover how radio can help amplify your message.



LUNCH & LEARN

**FROM START-
UP TO
SUCCESSION:**
LEGAL ISSUES EVERY
BUSINESS OWNER
SHOULD UNDERSTAND

**10 WEEK
SERIES
TUESDAYS
FROM
12-1PM**

**STARTING
JULY 21ST
2026**

*"Identify common legal risks and the steps owners
can take before those risks become expensive
problems."*

**We kicked off our virtual Lunch
& Learn Series in partnership
with Patterson Law LLP last
month!**

Don't worry if you missed out - there's still
time to sign up for the rest of the series, or
individual sessions! The best part? It's FREE
for Chamber members!

To get more information on what each
session will cover, and to sign-up for the
next sessions, use the QR code or visit the
events page

on our website!

We look
forward to
welcoming you
next week.



**Join us on August 11th for a
Business Mentoring Breakfast,
hosted in partnership with the
Ignite Atlantic Rural Mentor
Network!**

This free high impact morning session will
connect you directly with local mentors who are
retired and have a wealth of knowledge to share.

Date: Tuesday, August 11th

Time: 8:00 AM - 9:30 AM (breakfast included)

**Location: Ignite, 352 East River Road New
Glasgow**

This is a unique opportunity to learn from
successful retired local professionals who can
provide valuable support and guidance. We look
forward to seeing you there!

Business Mentoring Breakfast



**Tuesday August 11th | 8am - 9:30am
352 East River Road, New Glasgow**



United Way of Pictou County's Backpack for Kids Program is back!

Back-to-school season will be here before we know it, and here in Pictou County, we're making sure every child is ready to walk through those school doors with confidence.

United Way of Pictou County's Backpacks for Kids program is back, and it's one of the most meaningful ways our community comes together to support local families. Running now through August 15th, this annual drive helps ensure that students have the supplies they need to start the school year feeling prepared, included, and excited to learn.

Why It Matters

Right here in our community, approximately 2,500 children are living in low-income households. For many families, the cost of school supplies can be overwhelming, forcing tough choices no parent should have to make.

That's where you come in! Each year, thanks to the incredible generosity of our community, we provide 350-400 backpacks

filled with essential school supplies to every local school and organizations serving children and youth across Pictou County. These backpacks are distributed confidentially in mid-August, ensuring students receive what they need -discreetly and with dignity.

What's inside a backpack?

With your help, each backpack is filled with essentials like:

- Backpacks & lunch bags
- Scientific calculators
- Rulers, pens & pencils
- Crayons & colored pencils
- Binders, loose leaf & scribbles

These aren't just school supplies; they're tools for confidence, belonging, and success.

How you can help:

There are two simple ways to make a big impact:

1. Donate supplies

Pick up a few extra items while you're shopping and drop them off at the United Way office.

2. Make a monetary donation

Financial gifts allow us to purchase exactly what's needed and ensure every backpack is complete.



A small act, a big difference.

Something as simple as a backpack can change how a child feels on their first day of school. It can mean showing up with pride instead of worry. It can mean focusing on learning instead of what's missing.

Together, we can make sure every child in Pictou County starts the school year barrier-free and ready to thrive.

Drop by or get in touch:
United Way of Pictou County
342 Stewart St, New Glasgow, NS
902-759-4139

Let's fill backpacks - and futures! - together.

**Big Hearts.
Full Backpacks.
Bright Futures.**



Building Prosperity Through Indigenous Business Partnerships

Across Canada, Indigenous communities are playing an increasingly important role in the economy through equity ownership, joint ventures, and strategic partnerships with private businesses. From natural resources and clean energy projects to real estate and infrastructure development, these collaborations are creating opportunities that benefit both communities and industry partners.

What makes these partnerships unique is their foundation in economic reconciliation, mutual respect, and long-term sustainability. Successful collaborations recognize Indigenous communities as rights holders and prioritize self-determination, cultural values, and community goals alongside commercial objectives.

Partnership Models Evolving

Traditional contractor relationships are increasingly being replaced by more sophisticated partnership structures, including:

- Joint ventures for project-specific initiatives
- Majority Indigenous-owned corporations or partnerships that provide stronger community ownership and decision-making authority
- Special purpose entities used to support large-scale developments and financing opportunities

These models help create shared value while ensuring Indigenous communities have meaningful participation in economic growth.

Keys to Successful Collaboration

Organizations that build strong Indigenous partnerships often focus on several common principles:

- Aligning projects with community priorities and long-term goals
- Clearly defining each partner's roles, responsibilities, and contributions
- Establishing governance structures that reflect ownership and decision-making authority
- Recognizing that every Indigenous community has its own governance, culture, and priorities, requiring tailored approaches rather than one-size-fits-all solutions

Creating Lasting Impact

Strong governance, transparent communication, and ongoing engagement are essential for long-term success. Partnerships thrive when Indigenous knowledge, leadership, and perspectives are integrated throughout the project lifecycle. These collaborative approaches not only strengthen business outcomes but also contribute to sustainable prosperity and stronger communities for future generations.

As Indigenous participation in Canada's economy continues to grow, partnerships built on trust, shared goals, and respect are helping create a more inclusive and prosperous future for everyone.

