

APRIL 2026

Inside the Chamber



PICTOU COUNTY
chamber
Newsletter

"Thank you for your continued support of the Pictou County Chamber of Commerce. I'm proud of what we've accomplished in 2025, and I'm optimistic about what we can achieve together in 2026."

- Lydia Sayeau, Chair,
Pictou County Chamber of
Commerce

**Meet Our New
Members!**

**Learn About Our
Member Benefit
Updates**

**Read Stories from
Featured Businesses Like
WearWell Garments**

**See Local Events
Happening This Month**

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

Welcome New Members!



Find Lasting Success in a Supportive Community.

With a wide variety of fitness and yoga classes adaptable for all levels, Mobility Health & Fitness welcomes all ages, sizes, and abilities. They pride themselves on providing a safe and welcoming space where participants can feel comfortable, have fun, and make new friends.

Aside from classes, their goal is to help you reach your goals! If you need a little more support and guidance, they are pleased to offer you nutrition/health coaching, personal training, and/or private yoga sessions.

Your community. Your play. Powered by you.

PlayFinder is a Nova Scotia-based, community-driven platform that makes it easier to discover, access, and manage recreation and sport opportunities—especially in rural communities.

Whether you're a parent looking for local programs, a visitor exploring trails and places to play, or a community leader managing recreation services, PlayFinder brings everything together in one easy-to-use place.

Your Gateway to Secure and Advanced Technological Solutions.

At Systems Owl, they understand the challenges businesses face in integrating technology with their operational processes.

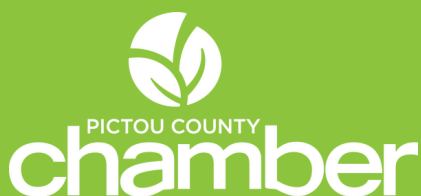
With their expertise in IT and OT solutions, coupled with cutting-edge cybersecurity measures, they ensure your business not only thrives but leads in the digital era.

Their dedicated team of experts is committed to delivering customized solutions that align with your unique business needs, ensuring optimal performance, reliability, and security.



SYSTEMS OWL

The Right People, Knowledge and Support



Chair's Year in Review – 2025



Lydia Sayeau, Chair, Pictou County Chamber of Commerce

As I reflect on the past year as Chair of the Pictou County Chamber of Commerce, I'm proud of the work we've done together and the direction we're heading. As a business owner myself, I don't take this role lightly. I understand firsthand the pressures, opportunities, and realities our local business community is navigating, and that has only deepened my commitment to listening, advocating, and helping where I can.

For me, this role has always been about impact. It's about listening to the voices of our business community, understanding where support is needed most, and helping ensure the Chamber continues to be a strong, relevant, and responsive organization for the people and businesses we serve.

This past year involved a great deal of important foundational work. While not all of it was highly visible, much of it was necessary to strengthen the Chamber from the inside out. We focused on governance, strategic planning, financial oversight, board recruitment, operational improvements, and creating clearer processes that will help support long-term stability and growth. These are the pieces that position us to do more, do it better, and serve our members more effectively. We also spent time looking at how we can continue to evolve as an organization. From improving internal systems and reporting processes to reviewing member benefits and identifying ways to increase efficiency, the work this year has been about building a Chamber that is better equipped for the future. Just as importantly, it has been about making sure we remain connected to the needs and opportunities within the business community here in Pictou County.

In 2026, I'm excited about the momentum we're carrying with us. I'm looking forward to welcoming new board members at our AGM and continuing to build on the work that has been done this past year. I also want to emphasize that we always welcome input and contributions from the business community, whether that means getting involved with the Chamber directly or simply sharing ideas about the kinds of events, programs, and support that would be most valuable. I was also fortunate to attend the Mark Carney breakfast last week on behalf of the Chamber, and I left feeling inspired about the future of business in Pictou County. It was a timely reminder that leadership, resilience, and a willingness to adapt will continue to matter in the years ahead. Thank you for your continued support of the Pictou County Chamber of Commerce. I'm proud of what we've accomplished in 2025, and I'm optimistic about what we can achieve together in 2026.

"I believe strongly that the Chamber should be a place where business voices are heard, where ideas are welcomed, and where people feel they have a stake in shaping what comes next. That's something that will continue to guide how I approach this role."

—Lydia Sayeau



New!

Member Benefit Updates!

Supporting the People Who Power Your Business

We're excited to share several important updates to the Chamber Benefits Program—designed to make it easier for Pictou County businesses to take care of their teams with flexible, affordable, and reliable coverage.

What's New in 2026

This year's updates introduce expanded supports that reflect the real needs of today's workforce:

- **Teladoc Menopause Care Program**

New expert-led guidance for individuals navigating perimenopause, menopause, and post-menopause—available at no additional cost to plan members.

- **Leadership Coaching for Business Owners**

Professional development support to help leaders strengthen their skills and build resilient workplaces.

- **Enhanced Critical Illness Coverage**

Broader protection to support employees and their families during challenging health events.

- **New Weight-Management Program**

Evidence-based tools and coaching to help members improve long-term health outcomes.

- **Caregiver Support Services**

Resources for employees balancing work with caregiving responsibilities, helping reduce stress and improve overall well-being.



Other Member-to-Member Updates:

We're introducing more member-to-member benefits this year, so that you can get more from your membership while supporting other local businesses. Check out the benefits page on our website to see what member-to-member offers we have this spring, or contact us if you'd like to offer fellow members a discounted rate for your services! www.pictoucountychamber.com



Maritime Protect:

Exclusive Offer for Chamber Members



We are proud to support the Pictou County business community! As a fellow member of the Pictou County Chamber of Commerce, you are eligible for 10% off Maritime Design's premier cybersecurity solution, Maritime Protect, designed to safeguard your business, enhance efficiency, and protect against cyber threats.

Key Features of Maritime Protect

- Endpoint Detection & Response (EDR) – proactive defense for all your devices
- Network Security & DNS Filtering – ensure your network is protected from malicious traffic
- Email Threat Protection – block phishing, spam, and malware before they reach your inbox
- Immutable Backup Options – secure, unalterable backups to protect critical data
- Security Awareness Training – empower your team to recognize and prevent cyber threats
- 24/7 Security Operations Center Monitoring – continuous monitoring and rapid response to incidents

How to Redeem Your Discount

Simply mention your Chamber membership when contacting us to receive your 10% discount. We look forward to helping your business remain secure and operate smoothly with Maritime Protect.

Contact Us:

Maritime Design
387 Stellarton Rd, New Glasgow, NS B2H 1M6
Phone: +1 877-331-8494 or 902-695-5695
Website: <https://maritimeprotect.ca> | <https://maritimedesign.ca>

FlagShip - Your Shipping Partner

FlagShip is passionately committed to simplifying your shipping, making it faster and easier on your wallet. Whether you're just taking your first leap or soaring to new heights, our Canadian-grown solutions are built to fuel your growth. Ready to experience smarter shipping, tailored for Canada? Grab your FREE quote from our trusted partner and see the difference!



Speaker: **France Zacharakis**
Book Individual Session: bit.ly/4q9f3Hv

Presented by:

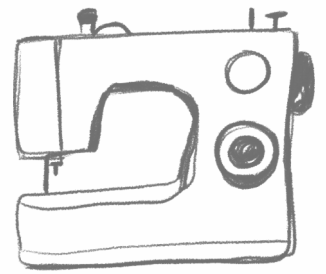


Book a 1-on-1 Flagship consult using this QR code OR use the link: <https://bit.ly/40GLGC4> for your free quote!



WearWell

GARMENTS LTD.



A Legacy of Craftsmanship and Community

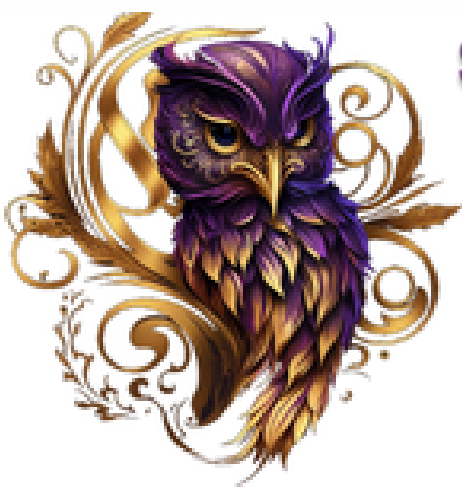
For more than 40 years, WearWell Garments has been a pillar of Pictou County's manufacturing landscape - a family-run operation built on quality, integrity, and deep community roots. Founded in 1978 by Fraser MacLean and now led by his son, President and Co-Founder Stirling MacLean, WearWell has grown into one of Canada's most respected producers of durable, ethically made workwear.

Their impact extends far beyond the production floor. WearWell is a generous community partner, contributing tens of thousands of dollars to local organizations including the IWK, Big Brothers Big Sisters, the United Way of Pictou County, and the Pictou County Wellness Centre. Their commitment to environmental responsibility is equally impressive, diverting over one million pounds of scrap fabric from landfills as they work toward becoming a zero-waste facility.

WearWell's story is one of innovation, loyalty, and community stewardship - a reminder of the incredible work happening right here in Pictou County.



Check out the full article on our visit to the WearWell Garments factory under "news" on our website:



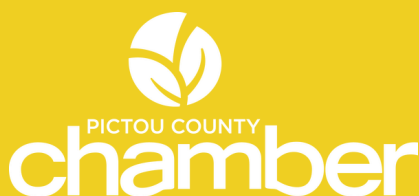
SYSTEMS OWL

The Right People, Knowledge and Support

20% OFF

Welcome to one of our newest Chamber members, Systems Owl!

They're offering 20% off their IT service packages exclusively for fellow Chamber members. From managed IT and cybersecurity to cloud solutions and strategic tech support, Systems Owl helps businesses stay secure, efficient, and future-ready



Use this QR code to access their website and collect your member-to-member offer!



Chamber Events



Purchase tickets using the QR code!

The conversation will offer practical insights from leaders across different sectors and create an opportunity for meaningful dialogue about the opportunities ahead for our region.

Annual General Meeting April 7th.

Join us while we review our past year, welcome in new board members to our team, and hear from a panel of local business leaders who are shaping and strengthening our regional economy.

Location: Pictou County Wellness Centre

Time:

8:30am Breakfast and social

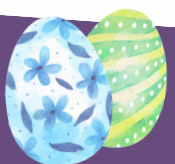
9:00am Business Meeting

Panel to follow Business Meeting

Our panel will explore a range of topics relevant to the future of business in our region, including:

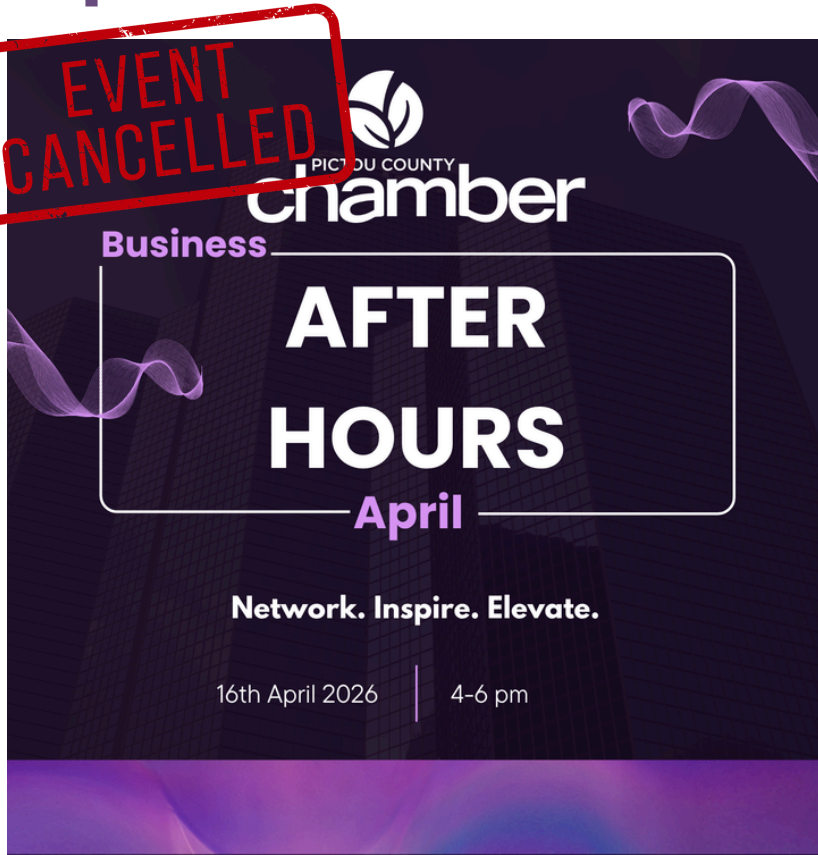
- The realities of growing and sustaining a business in Pictou County
- Leadership lessons from building and scaling organizations
- Innovation, technology, and adapting to changing markets
- Workforce and talent challenges facing local employers
- The role of community, partnerships, and organizations like the Chamber in supporting business growth

Thank you to our Sponsors!



Chamber Events

April After Hours



We're pressing pause on our April After Hours gathering this month — and for a great reason.

The Coastal Nova Scotia Buoy Awards Gala is taking place on April 16th, and we want to give our full support to this incredible celebration of local business excellence. With so many of our members nominated, attending, or cheering from the sidelines, it felt like the perfect moment to come together as a broader regional community.

Instead of hosting our own event, we encourage you to join us at the Gala to celebrate the innovators, leaders, and changemakers who make our business community so vibrant.

If you haven't secured your tickets yet, now's the time. It's shaping up to be an inspiring evening.

We'll be back with our regular After Hours in May — refreshed, reconnected, and ready to gather again.

Business Summit

We're hosting our first business summit later this year, and we are looking for your feedback to help us tailor the event to best suit our members. This event will feature local business booths, workshops & presentations from local business leaders, and roundtables & networking opportunities to help strengthen your impact.

Your feedback is important to us. Please take a moment to fill out the survey to help us make our first Business Summit into an experience that best serves you.

We look forward to hearing from you!



Survey QR Code



Community Events

Igniting Women in Business - Melissa Pike



IGNITE
PRESENTS

IGNITING Women in Business
Speaker Series

Melissa Pike
Health & Life
Coach

APRIL 22 | 4-6 PM | **IGNITE Northern**

Stop Burnout Before It Starts
345 Temperance St, New Glasgow
Wednesday, Apr 22 • 4-6 pm

Join Ignite for an empowering session designed for women entrepreneurs who want more ease, clarity, and balance in their work and life.

About the Speaker

Melissa, an ICF-Certified Coach with a background in HR, helps leaders and entrepreneurs reduce stress, prevent burnout, and build sustainable habits for success.

What to Expect

Entrepreneurship often asks women to put everyone else first. This talk explores the hidden cost of that pressure—and offers a healthier, more energizing alternative. Learn how to set boundaries, shift limiting beliefs, and redefine self-care as a vital part of achievement.

You'll Walk Away With Tools To:

- Set boundaries that support your goals
- Shift mindset patterns that contribute to burnout
- Make self-care practical, enjoyable, and sustainable

Visit <https://igniteatlantic.com/upcoming-events/> for more event details and to register!

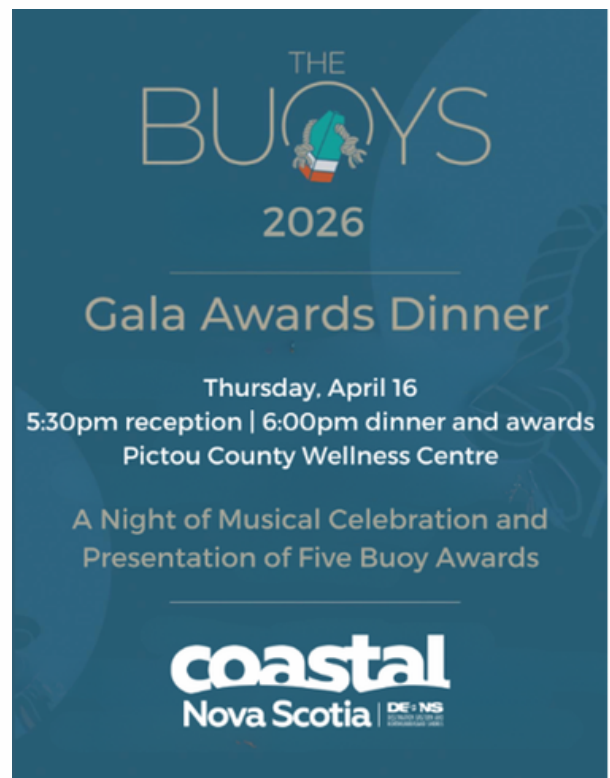
Celebrate Local Excellence at the Coastal Nova Scotia Buoy Awards Gala — April 16

We're proud to share that Coastal Nova Scotia is hosting the annual Buoy Awards Gala on April 16 at the Pictou County Wellness Centre — a signature celebration of leadership, innovation, and community impact across our region.

Doors open at 5:30 p.m. for a welcoming reception, followed by dinner and the awards ceremony at 6:00 p.m.

It promises to be an inspiring evening recognizing the businesses, organizations, and individuals who are making waves in Coastal Nova Scotia.

If you haven't secured your seat yet, now is the perfect time. Join us in honouring the outstanding contributions that keep our coastal communities thriving.



THE
BUOYS
2026

Gala Awards Dinner

Thursday, April 16
5:30pm reception | 6:00pm dinner and awards
Pictou County Wellness Centre

A Night of Musical Celebration and
Presentation of Five Buoy Awards

coastal
Nova Scotia | DE • NS



Community Events



St. John Ambulance Emergency First Aid (with CPR & AED) Thursday, April 16 - 9:00am to 4:00pm.

A one-day course designed for individuals who need basic first aid and CPR training for the workplace, school, or personal preparedness. Registration Eligibility Notice: This opportunity is limited to eligible Case Managed Clients of Nova Scotia Works. To find out if you qualify, please contact us at Nova Scotia Works, to book an appointment at (902) 752-6826

Pictou County Spring Job Fair - Wednesday, April 29 - 10:00am to 2:00pm New Location: SUMMER STREET 72 Park Street, New Glasgow

Looking for work? Discover new opportunities at our 2026 Spring Job Fair, featuring local employers from multiple industries. Connect with recruiters, explore open positions, and get valuable job-seeking tips. Don't miss your chance to take the next step in your career!! Registration link: www.careerconnections.ca/events

Learn more on their website!

