

# County's connectivity a backbone for marketing



L-R Donna MacDonald, from VCCAPS Community Communication Project; Tom Wilson, Director of Recreation & Tourism, Municipality of Victoria County and conference Chair; Victoria County Warden, Bruce Morrison; and Annette MacKenzie, VCCAPS Community Communication Project at Cape Breton's 2nd Online Marketing and Social Media Conference.

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operates off the grid on solar power yet was able to communicate with Baddeck on line with real time video, something not possible just two years ago.

Mr. Lucier told the audience and those on line that their best asset was their community and the resources they have on hand.

He suggests businesses should invest in people and equipment.

"The right people with the right skills and equipment should get together and plan how they can move forward," he said.

Both Mr. Lucier and Mr. Joyce suggested much the same approach to get people engaged with a social media site. Listening is very important to both gentlemen. Indeed Mr. Joyce's presentation from Vancouver was based on listening, engaging, articulating and demonstrating.

Social Media includes such programs as Facebook, Twitter and YouTube which can be used for advertising, personal selling, public relations, publicity, direct marketing, and sales promotion.

The internet provides a set of tools that allow people to build social and business connections, share information and collaborate on projects online.

Victoria County is one of the most connected municipalities in North America and the conference was a forum to help local businesses learn to use their connectivity to increase their sales.

As an economic development tool Social Media has the potential to reach an increasingly large market. Facebook for example has 700 million users.

Organizers believe that now that this market is accessible to resident businesses they should learn how it can benefit them.

Mr. Wilson thanked the many partners and sponsors for this conference which included Bay St. Lawrence Community Centre & Victoria County Social Media; VCCAPS Community Communications Project; Municipality of Victoria County and its Broadband and Tourism initiatives; Seaside High-speed; Cape Breton Partnership; Cape Breton County Economic Development Authority; and Strait Highlands Regional Development Agency.

# Amalgamation is seen as a strengthening process

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believe that this provides two strong organizations the opportunity to take better advantage of their collective strengths to enhance service to members. It is about taking advantage of the skills already within these two organizations and utilizing them to deliver better long term results for our stakeholders. We believe that joining forces with East Coast and creating the new East Coast Credit Union is in the

long-term interests of our employees, members and stakeholders," Heritage Credit Union Chairman of the board, John Peach, said.

The amalgamation agreement will further strengthen the co-operative movement in Nova Scotia. It underscores the commitment both share as credit unions to providing a true, community based financial services alternative to their respective Members and future Members.

# Report delivers little to address family's concerns

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However, the resulting recommendation from the Public Complaints Commission, that the RCMP consider adopting into RCMP policy a formalized process involving Internal Services to ensure timely notifications and to ensure the proper documentation of decisions during the consultative process of Part IV in order to preserve the decision making rational involved, is inadequate especially when no-one is taking responsibility for John Simon's death.

The troublesome Part IV, specifically section 43(8) states disciplinary proceedings against members of the RCMP

cannot be initiated in respect of an alleged contravention of the Code of Conduct by a member after the expiration of one year from the the time of the contravention.

It appears that the justice system is not going to prosecute anyone for killing John Simon and this is what galls the community and family the most.

Mr. Simon's widow Patsy MacKay has filed a civil suit against the RCMP which is ongoing.

The RCMP are still policing Wagmatcook and the tensions simmer slowly.

John Simon is dead. And still no-one is accepting responsibility.

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