

WHO ARE CONNECTORS?

Connectors are established business and community leaders who wish to “give back” by helping New Islanders get connected into the business community. Connectors will provide knowledge, influence and contacts to enhance the probability that New Islanders will establish, purchase, or invest in business on PEI.

“Connectors are people in a community who know large numbers of people and who are in the habit of making introductions. A connector is essentially the social equivalent of a computer network hub. Connectors usually know people across an array of social, cultural, professional and economic circles, and make a habit of introducing people who work or live in different circles.”

-The Tipping Point: How Little Things Can Make Big Difference, Malcom Gladwell

THE IMPORTANCE OF CONNECTIONS

“I think the key to retaining newcomers from other countries is going to be our success in making them feel that they are really part of the Island community.”

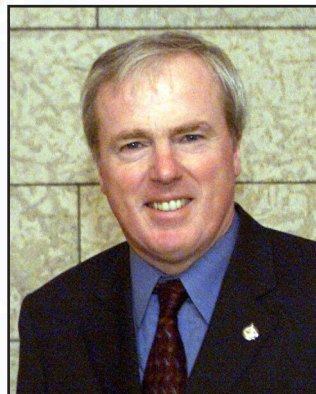
-Honourable Allan Campbell, Minister of Innovation and Advanced Learning

PEI CONNECTORS

Connecting New Islanders with the Business Community

“LEAD” CONNECTOR: SHAWN MURPHY

Shawn Murphy is a former Member of Parliament for Charlottetown and a Past President of the Greater Charlottetown Area Chamber of Commerce. He is passionate about creating a more welcoming community for our New Islanders. “These newcomers bring an abundance of experience, connections, and resources that can be of enormous benefit to our Island business community.”



For more information and to get involved in PEI Connectors contact:

Program Coordinator: Don MacCormac
dmaccormac@charlottetownchamber.com

Program Liaison: Melissa MacDonald
mmaacdonald@charlottetownchamber.com

Greater Charlottetown Area Chamber of Commerce
127 Kent Street
Charlottetown, PE C1A 7K9
(902) 628-2000

www.charlottetownchamber.com



Funded by:

PEI CONNECTORS

Connecting New Islanders with the Business Community



GREATER CHARLOTTETOWN AREA
CHAMBER OF COMMERCE

PEI CONNECTORS

PEI Connectors is an initiative of the Greater Charlottetown Area Chamber of Commerce designed to connect New Islanders interested in getting involved in business on Prince Edward Island with business and community leaders who can help them build a network and get established.

Since 2003, Prince Edward Island has experienced a significant increase in immigration. However, attraction is only the first step. It is critical that we retain these New Islanders by providing a welcoming community and actively engaging them in the economic opportunities that exist in PEI.

WHO ARE NEW ISLANDERS?

New Islanders are individuals who have relocated to PEI from another province or have immigrated to PEI from another country within the past five years.

The Connector Program is designed for New Islanders who wish to start, purchase or invest in a business in PEI; have language proficiency to a level 6 on the Canadian Language Benchmarks; and have previous business experience.

Canada is facing a demographic shift that has dramatic implications for business. By 2011, immigrants are expected to account for all net Canadian labour force growth and for all net population growth by 2031.



HOW DOES PEI CONNECTORS WORK?

The first step is a meeting with the Connector Program Coordinator to determine the New Islander's (participant's) interests and background. A meeting is then set up between the participant and a connector. Based on this meeting, the initial connector refers the participant to a minimum of three people in their networks. After this first round, each of these people will be encouraged to refer the participant to another three. It is the responsibility of the participant to follow-up and maintain these relationships, building a solid business network. Through a series of these meetings, participants are able to gain a better understanding of how our economy works and what opportunities may be available in business on PEI.