

MAFRI Corner

What Makes a Winner?

The Capturing Opportunities 2011 conference is just days away and Manitoba Agriculture, Food and Rural Initiatives once again has the pleasure of honouring people and organizations that have made a real difference in our rural and northern communities. Each year, there are many worthy nominations and each year, the panel of judges has a very difficult task to pick just one winner in each of the four categories.

So how do you pick from a list of people who have volunteered and worked for years and years on countless projects and in countless ways for the betterment of their community? How do you distinguish between the long term impacts of a starting a small family focused festival that grows each year and brings in more and more visitors, or rallying your young school friends to organize events that raise money for local charities, or being the driving force to start a local economic development organization, or being the business that gives staff work time to get out and volunteer in the community? All of these people and organizations and businesses are winners!

Be sure to look around you and thank all of the “winners” in your town and region that go out of their way to make our communities a better place to live. Be sure to thank that group of people that invested in the local housing project. Be sure to thank the local municipal council that pushed for that innovative new technology. Be sure to thank that local group of young 4-H’ers who pick up garbage around your community each year. Be sure to thank the group that worked so hard to get that local gas bar or that local restaurant up and running again. Be sure to thank all those people that have been innovative and dedicated and selfless in their efforts to make your community a better place to live. They are all winners!

I hope you are planning to come to Capturing Opportunities 2011, not only for the great line up of speakers and workshops, but to help honour all of the worthy people, organizations and businesses that have been nominated and those who have been chosen as this year’s Capturing Opportunities Award winners. It’s not too late to register for the event or just attend the banquet to honour all of the winners! Visit www.capturingopportunities.ca for more details.

Submitted by:

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