

## Partnership Development Update: Katie Allen

September 2014- November 2014

Sustainable Peterborough can be proud to welcome new partners:

### **New Partners:**

**Elderberry Herbals:** Owner Marianne Beacon is a Registered Herbalist, Reiki Master, Bowen Therapist, and Psychotherapist. Marianne's focus is a western herbalist approach using whole plant medicine and flower essences.

**Lang Pioneer Village:** Museum was established by the County of Peterborough in 1967 to celebrate and preserve the rural history in the area. The museum provides a trip back in time to discover how the pioneers that settled in the area lived. (Stand out, under the County of Peterborough umbrella)

### **Partnership Development Update:**

Throughout September and October I continued to hold update meetings with current members, to gather initiative data for the database, give a Sustainable Peterborough update, and provide the SP decal package. Once the new decals arrive I will provide the package to new members. Through the update meetings I have been able to compile a growing list of exciting new initiatives for the 2014 Report Card. This information will be added to the database, to keep initiatives up-to-date.

The Partnership Development goal for the end of the year is to increase membership to 100 partners. We are almost at that goal! Currently I am focussing on recruiting new members, updating the database, research for new members, communications with partners, and networking. The bulk of my time has been devoted to increasing partnership.

Meetings for the next couple of weeks going forward include: East Kawartha Chamber of Commerce, Peterborough Utilities, and Brant Office Supply. Welcoming the East Kawartha Chamber of Commerce as a new partner would be an exciting addition to Sustainable Peterborough membership, and expand access and promotion to businesses in the East Kawartha area. Peterborough Utilities is a great connection for the SP energy theme. Brant Office Supply is locally owned business that supports many community initiatives.

I am also working with Anca, and Melanie on the development of a PBX event to be held tentatively in the spring 2015. Planning for this event is ongoing.

Further partnership development meetings have been scheduled for the month to increase membership. If any committee members have prospective partners, please send me their contact information and I will connect with them as soon as possible.