



January 15, 2026

Marketing Basics - Key Concepts and Tools

Join Lee Gallant for this two-part virtual workshop. During the session, Lee will explore essential marketing concepts such as the 4 P's, SWOT analysis, and customer targeting, while also engaging in interactive exercises to deepen the learning experience. Check the link [HERE](#) and register today.

Welcome Don Gorman to Montague Rural Action Centre

Don Gorman has been appointed as the new Executive Director of the Rural Action Centre in Montague, and as Executive Director of [CBDC PEI East](#).

Don brings a wealth of experience, a passion for community development, and a strong commitment to supporting entrepreneurs and small businesses across our region Eastern PEI.

Arts & Culture Funding – Grants – Deadlines

Professional and Amateur artists, communities, and not-for-profit groups are invited to explore the following funding programs open for applications in January:

[Community Celebration Fund](#) (closes March 2)

[Community Cultural Partnership Program](#) (closes March 2)

[Acadian and Francophone Culture Fund](#) (closes March 9)

[Indigenous Arts Grants](#) (open January 19 - February 17)

[Indigenous Art Bank Acquisition](#) (opens January 19 - February 17)

Training Sessions at Rural Action Centres

Jan 8 to 29	Successful Business Plan Workshops	Montague
Jan 20 & 22	Marketing Basics with Lee Gallant	Online
Jan 27 to Feb 17	Financial Success for NFPs	Online
Feb 5 - 26	Branding Bootcamp with Melody Dover	Montague
Feb 12	AI Chat Systems for Local Businesses	Alberton
Feb 18	AI Chat Systems for Local Businesses	Montague
Feb 24	Fundraising & Sponsorship Basics with Lee Gallant	Online

Did You Know? [ACOA Business Information Services](#) can answer your business questions and guide you through the steps to make your great ideas a reality. From funding to planning, from research to regulations, if there's something you need to run your business, contact: pei.bis-sie.ipe@acoa-apeca.gc.ca or 1-888-576-4444.

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