



Bringing you a **world-class** work force



ANNUAL REPORT 2017 ▶ 2018

## Message from the CHAIRPERSON

Manitoba Start is the leading provider of career development and job matching services for immigrants and employers in Manitoba. Each year, over 5,000 newcomers visit Manitoba Start for information and employment supports with a goal to integrate into the Canadian workplace. At Manitoba Start, we recognize the value of each individual's professional experience and facilitate employment outcomes that both match newcomers' interest and skills to meet local hiring needs.

In 2017-2018, Manitoba Start served 5,022 newcomer clients. 3,849 clients registered for Manitoba Start Career Services, of which 83% were either employment or furthering their education by fiscal year-end. Throughout this fiscal year, the Job Matching Unit actively engaged with 740 employer contacts. Out of these employer contacts, 53% are existing partners, whereas the remaining 47% partnerships are new or re-established contacts. Our business and community partnerships are the cornerstone for our clients' successful integration to the Manitoba labour market. Manitoba Start supported 2,680 clients to enter the Manitoba Labour Market. This was a result of the Job Matching and Career Services supports that provided clients with the resources to navigate the work search process, and access direct employer leads and networking opportunities.

I am delighted to report that Manitoba Start has now served 42,300 clients from its inception in October 2010. I want to acknowledge the immense contributions that each Manitoba Start staff member makes towards our clients' success. Their passion and caring is evident as they provide services and guidance to our newcomer clients.

I look forward to the year ahead and the success that Manitoba Start staff, clients and partners can achieve together. Thank you for our support!



**Alejandra Mozes,**  
Board of Directors,  
Manitoba Start

## Message from the EXECUTIVE DIRECTOR

MB Start is a vibrant organization that prides itself in being on the leading edge of service innovation. However, we only succeed with the support of dedicated highly skilled employees. The staff at Manitoba Start is our richest resource. They bring highly developed skills, real life experiences, and a commitment to excellence that strongly supports the work of our organization.

Our employees believe in the richness that a diverse workforce and community can bring to Manitoba and share their insights with both our newcomer clients and business partners. They are committed to assisting our clients to achieve their employment goals and this is reflected in the outcomes for the organization. Fiscal year 2017/2018 saw Manitoba Start assist 2,680 clients in gaining employment. Our clients entered the workforce in over 20 different industries as a direct result of services provided through our Job Matching and Career Services units.

In support of the national plan to settle refugees across Canada, Manitoba Start is part of the Refugee Planning Response Committee to ensure effective co-ordination and support for refugees destined for Manitoba. Manitoba Start welcomed and registered 593 refugees during this fiscal year, including clients under Syrian and Yazidi initiatives. In addition to having an Arabic speaking Advisor, staff attended many Refugee training events, both local and National (online learning) in preparation to welcome this group of newcomers.

We were delighted to be chosen as a service provider to continue delivering the Refugee Employment Development Initiative (REDI Program). Manitoba Start's REDI program is a unique multi-part program that offers refugees with lower level English skills the opportunity to increase their language and workplace skills and enter the Canadian labour market. Embracing diversity in the workforce better reflects our communities and meets labour market needs to strengthen our economy.

Training and development is the key upon which both our clients and staff flourish. We are proud that in 2017/2018, Manitoba Start continued to build knowledge and expertise in a variety of areas. Our Intake Advisors completed a Case Manager Certificate Program. Our new Career Coaches completed the Career Management Professional Program and our new Job Developers also became certified in the Job Developer Program. These certificate programs address our organizational strategic focus of having our three primary positions certified in the appropriate skill areas. Our development programs also included supervisory and management certificate training and all of our certificate programs were available in online format to ensure timely delivery.

In 2017/18, we developed an online statistical dashboard designed to assist us in making strategic decisions. By transforming our data into dashboards, we can visualize performance and trends to support the tailored services we provide to clients and assist us in meeting Manitoba business current and future workplace needs.

I look forward to 2018/19 as another dynamic year of quality growth as we collaborate with funders and partners, and connect employers to a world-class workforce.



**Judith Hayes,**  
Executive Director  
Manitoba Start

## STRATEGIC FRAMEWORK

# VISION

A stronger Manitoba workforce built on cultural diversity and global talent.

# MISSION

To welcome and empower newcomers as they build their careers in Manitoba by establishing and strengthening connections between skilled newcomers and businesses for mutual success and prosperity.

# VALUES

### Cultural Competence

Demonstrating an understanding and respect for different cultures

### Solution-Driven Approach

Finding innovative ways to deliver programs and services

### Partnerships

Collaborating with others

### Learning Centered Philosophy

Supporting and encouraging ongoing continuous learning by all

### International Training and Expertise

Benefiting from and enhancing newcomers' skills

## 2018 – 2019 BOARD OF DIRECTORS

Alejandra Mozes	Chairperson
Perri Jorek	Vice Chairperson
Brahim Ould Baba	Secretary
Yuqing "Kevin" Zhang	Treasurer
Alisha Miguez	Director
Tim McGorman	Director
Sam Grande	Director
Sandra Edie	Director
Ken Hazell	Director
Kaely Zettel	Director
Debbie Tabor	Director
Stephanie Olson	Director
Rhonda Bistyak	Director

# 2018

# Core Services

## Centralized Intake

Manitoba Start is the first step for all new immigrants, including successful Manitoba Provincial Nominee Program applicants. Each year, over 6,000 newcomers from more than 120 countries visit Manitoba Start to connect to settlement, orientation, language, and employment services.

## Career Services

Manitoba Start is the leading provider to career development services to newcomers to the Province. Newcomers benefit from employment workshops, personalized career coaching, resume development, interview skill practice, job search assistance, and networking opportunities to achieve their professional goals.

## Job Matching

Manitoba Start addresses employers' hiring needs by connecting employers to highly skilled, job-ready newcomers. Thousands of internationally educated professionals and skilled workers immigrate to Manitoba each year. Manitoba Start matches qualified individuals with employers' specific job requirements through direct engagement, employer cafes, and job fairs.

## Diversity Management Solutions and Business Supports

**Diversity and Intercultural Training**  
Provides employers with customized tools and human resources supports to attract and retain a diverse workforce to create more inclusive workplaces.

**Cross-Cultural Coaching**  
Cross-cultural coaching is a powerful tool for organizations that are committed to investing in the development of their diverse workforce and assists both managers and employees to better understand and adapt to new ways of interacting in the workplace.

# Intake Services

In 2017-2018, Intake registered and referred 5,022 new clients from 119 countries. Intake Advisors provided newcomers to Manitoba with an overview/referrals to various settlement, language upgrading, and employment support services. In addition to the new clients registered, Intake saw 945 clients who returned to access a second consultation with their Advisor. The majority of referrals were made to Manitoba Start's Career Services department with a combined total of 5,967 first and secondary client assessments within Manitoba Start's Intake Services.

In support of the national plan to settle refugees across Canada, Manitoba Start is part of the Manitoba Refugee Planning Response Committee to ensure effective co-ordination and support for refugees destined for Manitoba. Manitoba Start welcomed and registered 593 refugees during this fiscal year.

# Demographic Overview of New Clients at Intake 2017-2018

TOP 6 Immigration Categories	Clients	%
Provincial Nominees	2700	54%
Temporary Resident Permits (work/study)	653	13%
FC Spouses & Partners	564	11%
Resettlement – Private Refugees	376	7%
Refugee Claimants	297	6%
Resettlements – Government Refugees	211	4%

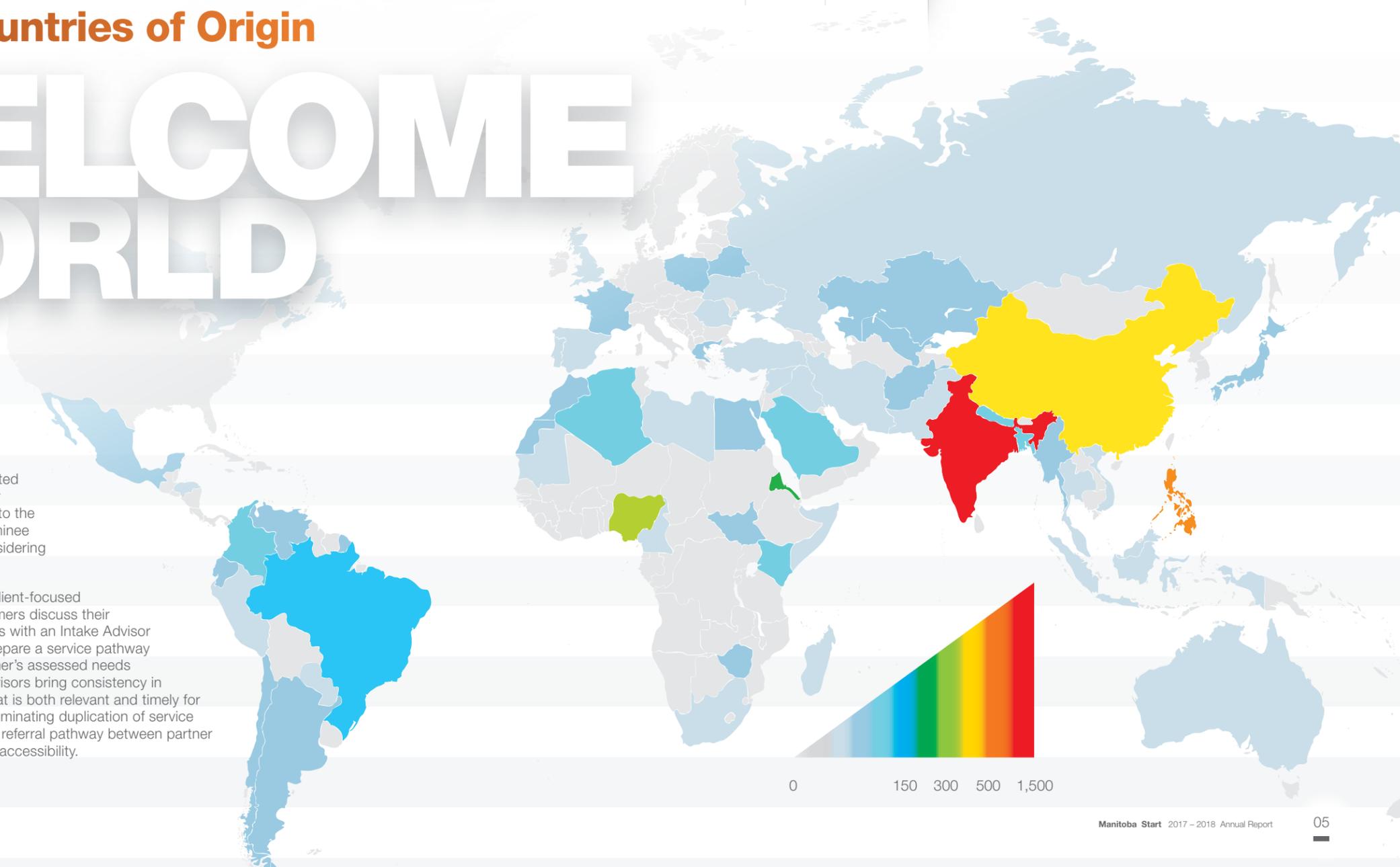
TOP 6 Countries of Origin	Clients	%
India	1210	24%
Philippines	905	18%
China, People's Republic	351	7%
Nigeria	285	6%
Eritrea	250	5%
Brazil	150	3%

## Client Countries of Origin

# WELCOME WORLD

The average client's age is 34.33 years old and average years of education is 14.53 years.

- Intake Services also hosted 283 exploratory visits for client who have applied to the Manitoba Provincial Nominee program and/or are considering moving to Manitoba
- Intake Services uses a client-focused approach where newcomers discuss their specific settlement needs with an Intake Advisor and work together to prepare a service pathway that reflects the newcomer's assessed needs and priorities. Intake advisors bring consistency in delivering information that is both relevant and timely for newcomers, therefore eliminating duplication of service and building a seamless referral pathway between partner agencies that enhances accessibility.



# Career Services

Manitoba Start is the leading provider of career development services to newcomers to the Province. 3,849 newcomers benefited from employment preparation workshops, personalized career coaching, qualification recognition guidance, resume development, interview skills practice, job search assistance, and networking opportunities to achieve their professional goals.

In 2017-2018, Career Services had 3,849 client registrations. Of this number 3,186 (83%) were either employed or enrolled in educational programs. Manitoba Start Career Coaches continue to support the remaining clients that accessed our services and are actively seeking to enter the labour market.

Career Services curriculum is based on career development frameworks that support actively creating the life one wants to live, and the work one wants to do. Topics are linked to the immigrant experience and focus on developing Essential and Employability skills.

Modules covered throughout the 2-week workshops offered at Manitoba Start are:

- Change and Transition
- Career Planning
- Effective Work Search
- Writing Resumes
- Career Portfolio
- Writing Cover Letters
- Completing Applications
- Outstanding Interviews
- Success in the Workplace
- Understanding Regulated Professions and Trades

Career Services Registrations *By Stream*



## Client Resumes Created by Career Services in 2017/2018

# 3,915

## Career Coach/Client One-on-One Meetings in 2017/2018

# 3,880

## 2-week Employment Preparation Workshops Completed in 2017/2018

# 182

## TOP 10 Client Foreign Occupations

- Administrative and Regulatory Occupations
- Administrative Service Managers
- Auditors, Accountants and Investment Professionals
- Civil, Mechanical, Electrical and Chemical Engineers
- Computer and Information Systems Professionals
- Finance and Insurance Clerks
- Managers in Retail Trade
- Nurse Supervisors and Registered Nurses
- Retail Salespersons and Sales Clerks
- Secondary and Elementary School Teachers and Educational Counsellors

# Job Matching Unit

Manitoba Start offers a full spectrum of staffing solutions to connect The Job Matching Unit actively engaged with 740 employer contacts this fiscal year.

Tapping into the abilities and new perspectives of skilled immigrants helps business to expand market reach, maintain a competitive edge and build a forward thinking, productive and diverse workforce.

Manitoba Start supported 2,680 clients to enter the labour market!

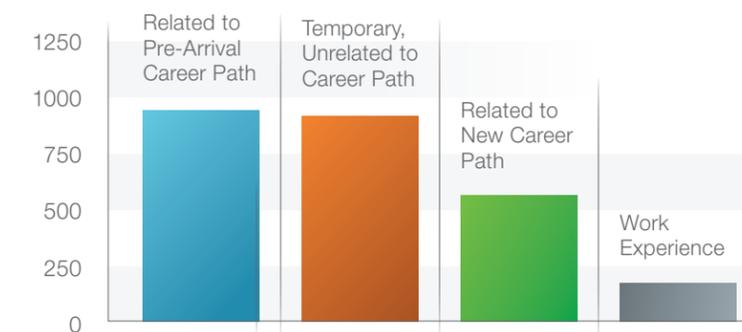
### The Job Matching Unit Provides:

- **Job-Matching** organizations hiring needs with job-ready, skilled immigrants who have the specific experience businesses require
- Pre-screening of selected candidates
- Post hiring follow-ups to facilitate a seamless workplace transition
- Advertising for job postings
- Coordination of work experience opportunities that fill employers' HR needs and may lead to full-time employment
- Opportunities to meet and recruit skilled immigrants through information sessions and hiring events.

### Total Placements *Direct / Assisted*



### Total Placements *by Employment Type*



# TOP Employers

- Skip the Dishes
- Market Force Information
- E- Shine Cleaning Services
- Canada Goose
- Shaw Communications Inc.
- Deer Lodge Center
- Loblaws – Accounting
- eCom Customer Care
- Poseidon Care Center
- Ten Ten Sinclair Housing Inc.
- Canad Inns
- M-Pire Auto Detailing
- Assiniboine Park Conservatory
- Bee-Clean Building Maintenance
- Vital Life

# WORKStart

## Work Experience Program

The WorkStart program provides immigrant youth with 8 weeks of paid work experience in various roles that are a match with previous work and education background, skills and interests. Work placements are supplemented with Friday employability skills sessions on Canadian workplace expectations, culture, and communication, to assist with participants' transitions to current job opportunities with host organizations.

For the 2017-2018 year, a total of 133 immigrant youth were placed with various organizations and around 117 who completed their placements by year-end 94 (70.67%) resulted in employment.

WorkStart reinforces the importance of work placements as a way of securing employment opportunities for clients who would otherwise have difficulty accessing such jobs on their own due to gaps.

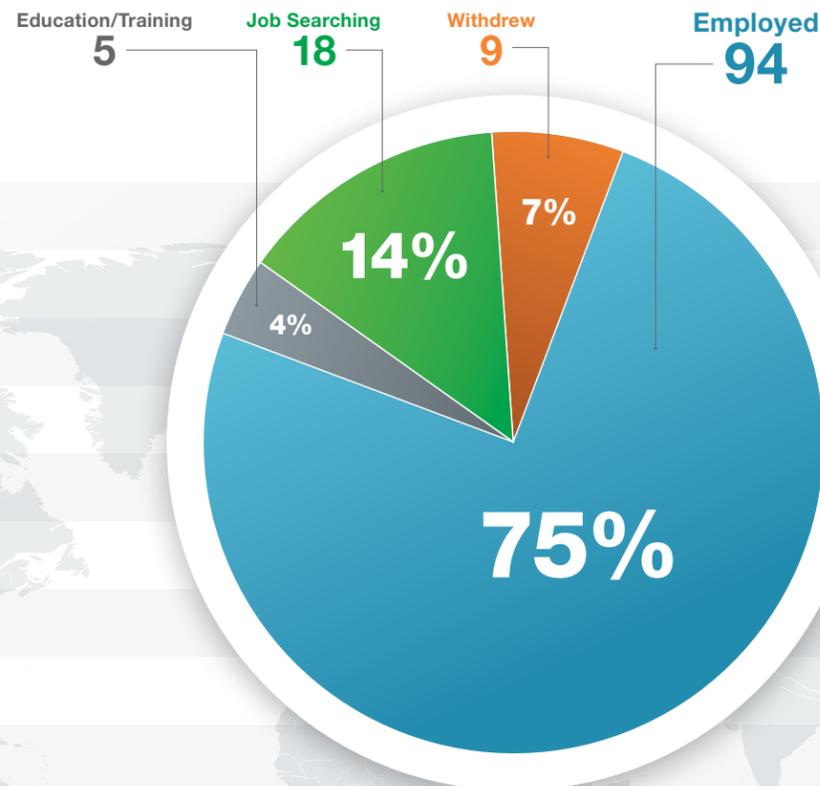
### Top Employers for Placement (Work Experience)

2017 - 2018	Clients
Deer Lodge Center	11
Poseidon Care Center	8
CCI Cadpower Canada	6
New Flyer Industries	5
Loblaw's	5
Epic Opportunities	4
Skip the Dishes	4
St. Amant Center	4
Dhillon Automotive	3
Trappers Transport	3
Home Instead Senior Care	3
Entry Program	3
Trailblazers	3

### Top Employers for Employment Outcomes (after Work Experience)

2017-2018	Clients
Deer Lodge Center	7
St. Amant Center	4
Poseidon Care Center	4
Skip the Dishes	4
Shoppers Drug Mart	3
Home Instead Senior Care	3
Trailblazers	3
New Flyer Industries	3
Loblaw's	3
Rexall Geri Aid	2
Ten Ten Sinclair	2
Trailblazers Life Choices	2
Epic Opportunities	2
NEEDS Center	2
Actionmargurite	2
KFC	2
Trappers Transport	2

### WorkStart Participant Outcomes



# REDI

## Refugee Employment Development Initiative

**AIM** To offer refugees the opportunity to learn skills transferable to the workplace and to ensure they work placements can serve as stepping stone into the labour market.

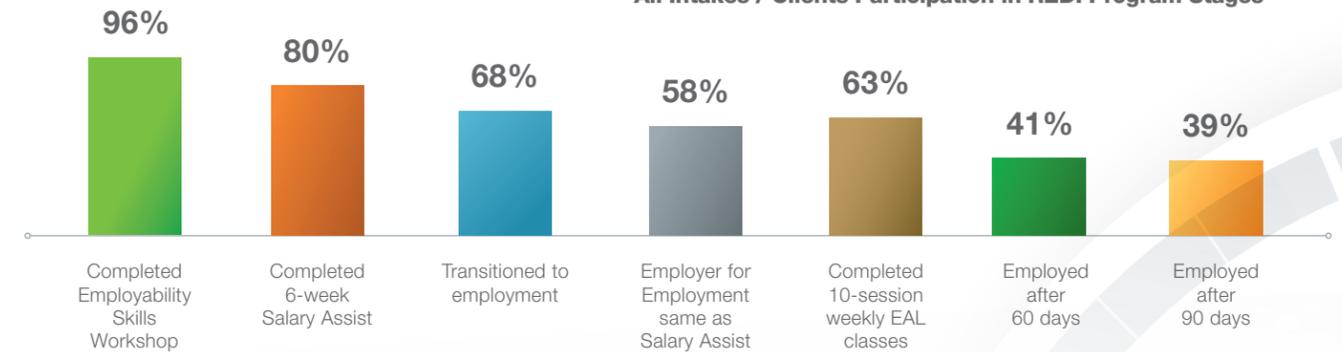
At the end of the fiscal year 2017/2018, 61 newcomers were accepted to be a part of the REDI program. We are pleased to report that based on the amount of newcomers we served, the REDI program has already supported 59% (42) clients into employment, education outcomes.

The REDI program consisted of five separate intakes of concentrated employment preparation and on-job supports to clients and employers throughout the year. Participants attended three (3) weeks of pre-employment essential skills training, which included sector specific language development. This was followed by a paid six (6) week work placement, and ten (10) weeks of "English for Work" classes along with occupation specific practical training and job placement support.

### Sectors Include:

- MANUFACTURING
- CONSTRUCTION
- AGRICULTURE
- HOSPITALITY

### All Intakes / Clients Participation in REDI Program Stages



## 2017–2018

As of March 31, 2018 Manitoba Start has **served 42,300 new immigrants** since October 2010.

**5,022** first time clients served, **945** clients returned to access a second or third consultation for a combined total of **5,967 first and secondary assessments.**

**3,186 newcomers** pursuing education and/or employment opportunities

67 Employer Events were held with **97 employment outcomes**

**348** new business relationships;  
**392** active business partnerships

182 employment preparation workshops were completed; **attended by 2,575 clients.**

**51.3% of clients** have at least a **Bachelor's degree** and an **average of 16 years of education.**

**133 immigrant youth** were provided with up to 8 weeks of work experience, **94 had employment outcomes.**

The Job Matching Unit has been actively engaged with **740 employer contacts.**

**Registered 593 Refugees,** which includes clients under **Syrian** and **Yazidi** initiatives.

**42** Diversity and Intercultural Training sessions

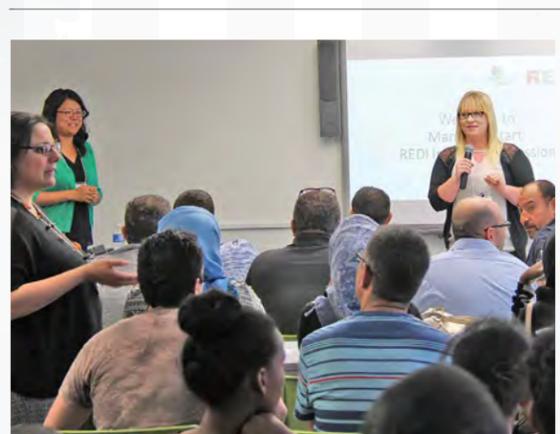
**3,849 newcomers** registered for Manitoba Start Career Services.

Total number of **employment outcomes** this fiscal year is **2,680** as a result of job matching and career services supports.

**283 exploratory visits** for clients who have applied to the Provincial Nominee Program and/or considering moving to Manitoba

**745 placements** achieved by the Job Matching Unit.

Clients who registered arrived from **119 countries**



Bringing you a **world-class** work force.

# Information Technology

Manitoba Start has a learning centered philosophy and strongly believes in supporting continuous learning for both staff and newcomer clients. In 2017-2018 fiscal year, Manitoba Start's IT Department enhanced technologies including:

## For Manitoba Start

- Improved security with evolution of threats in today's technology
- Acquired technology to better identify clients for job matching

## For Newcomer Clients

- Acquired technology to provide clients an opportunity to prepare for interviews



# Diversity AND Intercultural TRAINING PROGRAM

**Innovation and respect for diversity are core values of our organization.**

We are motivated to continually seek ways to improve employment outcomes and inclusiveness for newcomer clients and to respond to the workplace needs of business partners. Manitoba Start's Diversity and Intercultural Training Program is a customized diversity training for management and frontline staff to meet workplace needs and supports organizations in building cultural competence.

**Throughout this fiscal year 2017-2018 Manitoba Start delivered 42 workshops to 31 Manitoba business partners, and trained 896 employees**

## Diversity Topics

- Defining and Achieving Workplace Cultural Awareness
- Workplace Communication: The Impact of Culture
- Recognizing Cross Cultural Conflict in the Workplace
- Engaging your Diverse Work Team (Supervisory)



# How can Manitoba Start Help Fill your Hiring Needs?

Manitoba Start is proud to create connections between employers and internationally – trained talent. Employers benefit from the opportunity to promote their workplaces and gain access to skilled, job ready workers; and newcomers benefit from the opportunity to directly interact with employers and demonstrate their skills and expertise.



## Employer Hotline

Single number, 204-942-JOBS (5627), for your hiring needs



## Online Job Submissions

We can post your employment opportunity on our Job Board to have interested candidates apply directly.



## Onsite Hiring Events

Facilitated through Employer Cafes and Information Sessions. We can set-up your own hiring event and/or information sharing event, where you can hire the right candidates for your organization as well as increase your organization's visibility.



## Pre-Screening Services

We can pre-screen the most appropriate candidates based on your hiring needs and then send resumes for your review.



## Schedule Interviews On-/Off-Site

We can set-up interviews at your convenience; whether they are at your office or at Manitoba Start.



## Contact us for more information:

### Employer Hotline

**PHONE:** 204-942-JOBS (5627)

**EMAIL:** jobs@manitobastart.com





## 2018 PROGRAM AGENDA

### Greetings from the Province of Manitoba

Mr. Shannon Martin, MLA for Morris

### Greetings from Title Sponsor

#### CPA Manitoba

Heather Reichert, FCPA, FCA,  
Second Vice-Chair, CPA Manitoba Board



### Inside Manitoba Start

Judith Hayes,  
PhD, Executive Director, Manitoba Start

### Lunch

Dessert Sponsor



### Keynote Speaker

Cate Friesen

### Awards Presentation

Employer Partner of the Year  
Legacy Award for Excellence

Our 4th annual Manitoba Start Employer Awards event was held on May 17th, 2018 at The Met. Representing 84 Manitoba businesses, we welcomed 230 attendees who helped us celebrate the pivotal role that 10 employers play in driving change and building inclusivity within an increasingly diverse society, which starts with the workplace.

We were pleased to have Cate Friesen, owner of The Story Source as our Keynote Presenter. Kate worked with three of our clients to prepare them in sharing 'their story' at our event. Their stories were touching and inspiring, as each client described their immigration and employment journey – what they have lost and what they have gained.



**Cate Friesen** is the driving force behind The Story Source, award winning CBC producer, documentary maker, storyteller, and performer.

# CONGRATULATIONS 2018 RECIPIENTS

The Manitoba Start Employer Awards recognize business community leaders who hire internationally educated professionals from Manitoba Start's talent pool of skilled immigrants and employ a diverse workforce.

## EMPLOYER PARTNER OF THE YEAR

**Assiniboine Park Conservancy**

**Canad Inns Destination Centre**

**Carfair Composites Inc.**

**Monsanto Canada Inc.**

**SkipTheDishes**

**Winnipeg Football Club**

## LEGACY AWARD FOR EXCELLENCE

**The Credit Unions** – Assiniboine Credit Union,  
Steinbach Credit Union and Cambrian Credit Union

**Loblaw Companies Limited**

Canada

Manitoba

# Bringing you a **WORLD-CLASS WORKFORCE**



## Employer Spotlight

### Loblaw Companies Limited

Loblaw Companies Limited was awarded with the 2017 Employee Partner of the Year, and 2018 Legacy Award for Excellence at our Annual Employer Awards event.

Loblaw Companies Ltd. is Canada's "food and pharmacy leader". Its outstanding 8-year partnership with Manitoba Start has offered newcomers with financial and accounting skills to join its impressive "Finance Team" located here in Winnipeg. As a result of this long standing relationship, this company has also partnered with Manitoba Start to assist them in job matching for positions within their Winnipeg Distribution Centre.

When we find a client match through pre-screening, we can directly refer our internationally trained newcomers for direct hire, saving the company time and money with regards to recruitment and selection. This partnership has resulted in the hiring of many of our Provincial Nominees arriving with financial backgrounds into positions such as Accounts Payable/Receivable Clerks, Finance Coordinators, Financial Analysts and Accounting Department Managers. Our clients have brought their international financial skills as accountants, financial managers, and auditors to their new roles. Many of our clients have advanced within the company and provided process improvements along the way.

Our support to the Distribution Centre requires identifying clients with different skills sets that can support the needs of a shared services hub. As well, the Distribution Center is a physically demanding place that requires workers to be able to lift, move and sort a variety of goods while following detailed picking and packing instructions. Many clients with foreign experience as Warehouse Supervisors, Shippers, Receivers, and Order Processors are now key contributors within this division.



### Credit Unions

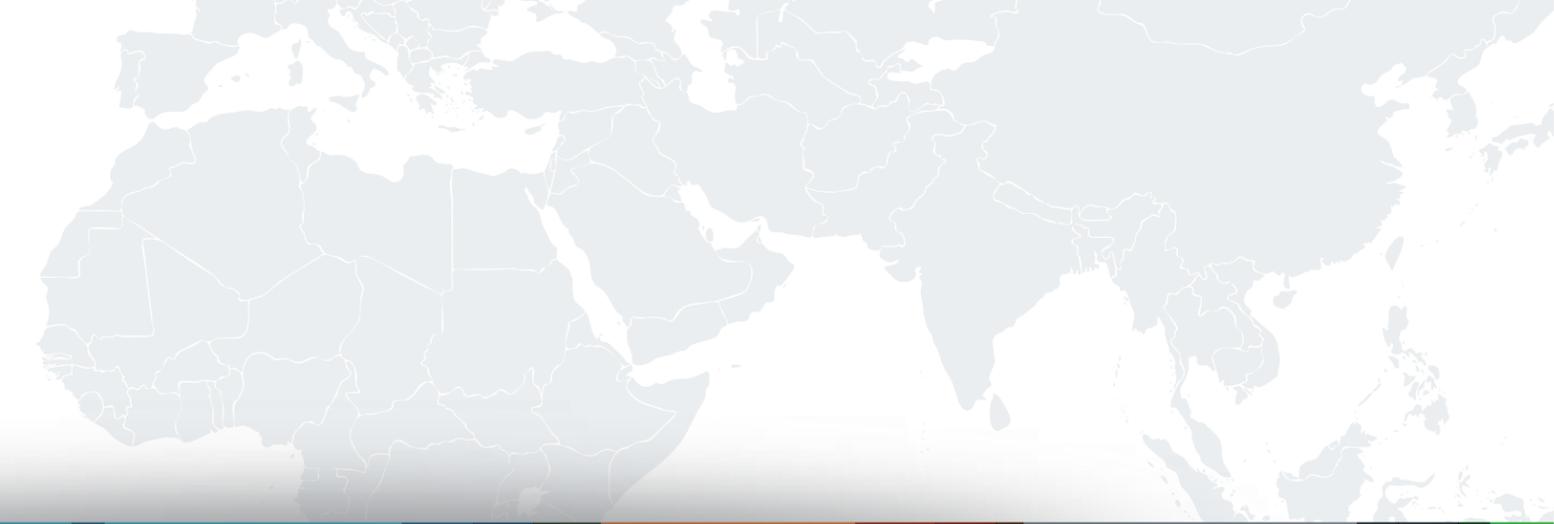
*Assiniboine Credit Union, Cambrian Credit Union and Steinbach Credit Union*

Credit Unions – Assiniboine Credit Union, Cambrian Credit Union and Steinbach Credit Union were awarded the 2016 Employee Partner of the Year, and 2018 Legacy Award for Excellence at our Annual Employer Awards event.

Manitoba Start is proud of its long-term, 14 year partnership, between some of the province's finest financial institutions which has grown deeper and stronger over the years. As part of the Immigrant Integration Program, this collaborative initiative with the English at Work program and Manitoba Start has consistently delivered tangible results. The goal is to hire internationally educated professionals looking for banking related careers. Since 2011, over 70 Manitoba Start clients have found fulfilling positions in financial institutions. To date this is the longest standing collaborative partnership between sector-employers and Manitoba Start.

Together, we have successfully filled many customer facing roles. Our Clients have brought skills from their backgrounds as Sales Managers, Account Officers, Credit Clerks, Customer Service Representatives and Operations Managers to their new roles within Manitoba financial institutions. Their smiling faces can be seen serving you at many credit unions in Manitoba.



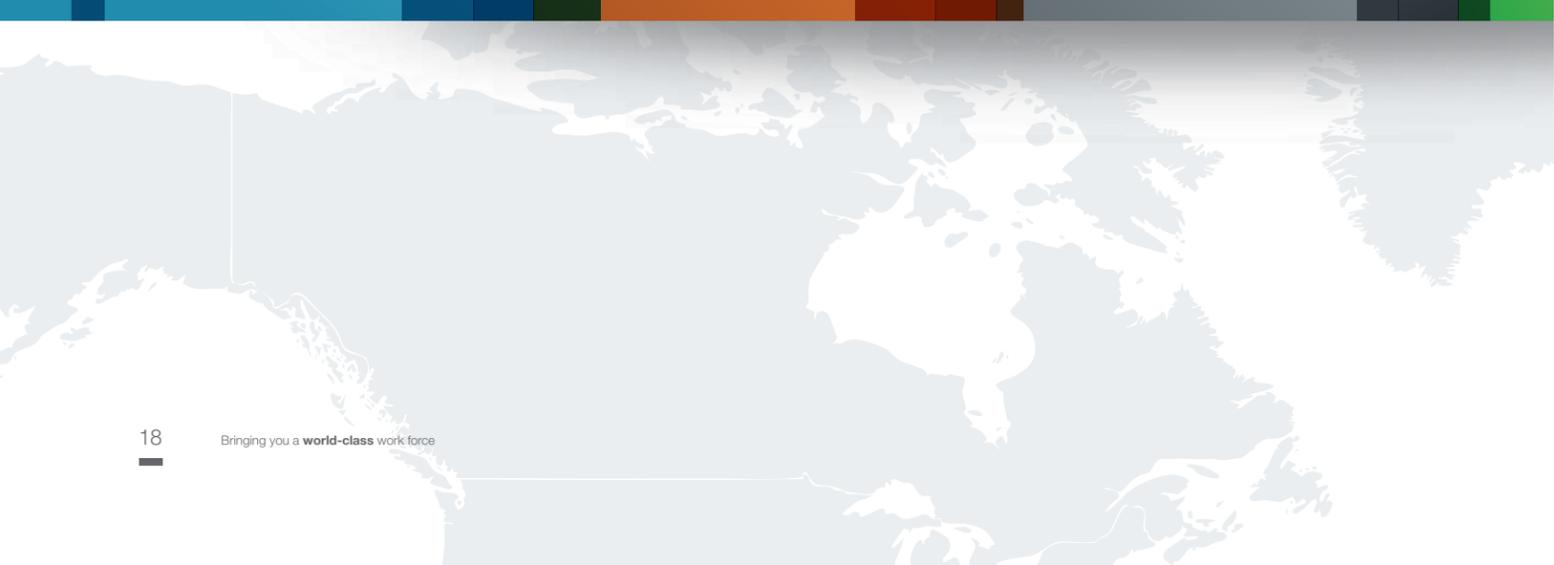


## Thank you to our Funders and Partners

### We are deeply grateful to our funders:

- Immigration and Economic Opportunities Division, Government of Manitoba
- Manitoba Education and Training Division, Government of Manitoba
- Youth Partnerships, Government of Manitoba
- Immigration, Refugees and Citizenship Canada, Government of Canada
- Service Canada, Government of Canada

Thanks to the support and goodwill of our funders and partners, we can provide career development resources to thousands of newcomers and offer staffing and diversity solutions to meet Manitoba labour market needs.



May 23, 2018

## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of  
Employment Solutions for Immigrants Inc.:

We have audited the accompanying financial statements of Employment Solutions for Immigrants Inc., which comprise the statement of financial position as at March 31, 2018, and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Employment Solutions for Immigrants Inc. as at March 31, 2018, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Chartered Professional Accountants  
Winnipeg, Canada

For this communication, together with the work done to prepare this communication and for opinions we have formed, if any, we accept and assume responsibility only to the addressee of this communication, as specified in our letter of engagement.

SCARROW & DONALD, CHARTERED PROFESSIONAL ACCOUNTANTS, LLP

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