

# 20 Questions with Christine Tabbert

## The past, the present and being an independent

By: Jennifer Layman  
Jenn@ovbusiness.com

*Ottawa Valley Business requested interviews MP Cheryl Gallant, Hec Clouthier and Christine Tabbert. The following is an interview with Ms. Tabbert. Mr. Clouthier's interview published last issue. Ms. Gallant did not return requests for an interview.*

### 1. What have you been doing the past few years?

I have been actively campaigning for a year in the riding. I am also a partner with a civil litigation law firm in Toronto.

### 2. Why are you running?

The answer is pretty simple. I want to give back to my home community so that future generations can have a chance at the upbringing I had.

### 3. How do you defeat someone who has been the sitting member for 10 years?

With a lot of hard work. Every election is a fresh start and I

will have to earn the votes just as the sitting member had to do. I'm working to do that.

### 4. What makes you different?

I bring a fresh perspective to things. I was not actively partisan before I became a candidate. A lot of people have expressed real cynicism about politics so I think change can be a good thing.

### 5. What do you think of public sector salaries being 23% higher than private sector pay scales?

The public sector plays an important role in our society and the private sector plays an equally important role. We need to make an environment that is equal for both sectors.

### 6. Why do you think voter turnout is so low?

I think people are just frustrated with past performance. There is a feeling that one individual can't make a difference and I really believe that one person can make a difference.

### 7. What do people not know about you?

The question I get most frequently is "where are you from?" I grew up here, I was born and raised here. I have five or six generations of family in the Ottawa Valley. There are many reasons why I care deeply about this area.

### 8. What misconceptions do people have about you?

Some people think I have been "parachuted in" to run. I am an independent thinker and I make up my own mind. I would not have shied away from a nomination contest, but there just wasn't one.

### 9. What is the role of a federal MP as it relates to the local community?

Running a local office and providing certain services through that office, dialoguing with people and gathering input and representing the riding in the House. Being an effective voice for the riding. Everyone in Canada is entitled to input into how the country

is run and your local representative is a part of that.

### 10. How can you be relevant in Renfrew County when you live and work in Toronto?

As soon as the writ drops, I will be here full time. If elected, my priority will be representing the people of this riding. Right now I have to earn a living. But life changes, probably for everyone who is elected and decisions have to be made about your job.

### 11. Where do you feel the weaknesses are for the other candidates?

Both have already represented this riding and I bring a fresh perspective to the position. I don't think it is a secret that there is a widely held view that the current member doesn't have the voice in parliament that people think we should have. But I am not here to take personal swipes at my opponents. I'm here to offer an alternative.

*Continued on Page 3*

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## Events Calendar



### September 23

Renfrew County Catholic District School Board provides a computer assisted adult learning program. Every Thursday. Essential skills training for work, education, community involvement or self improvement. Free-with continuous intake; flexible learning schedule, you can begin your training anytime. For info: 613-735-1031 ext.217 or send an email to: [ddawson@rccdsb.edu.on.ca](mailto:ddawson@rccdsb.edu.on.ca)

### October 1

Deadline for Lanark Highlands Small Business

Awards. Nominations sought in the following categories: Economic Growth, Young Entrepreneur, Community Spirit and Social Responsibility. Criteria available at Township office or [www.lanarkhighlands.ca](http://www.lanarkhighlands.ca). Deadline is October 1 at 4pm.

### October 2-3

Madawaska Valley Studio Tour. 10am-6pm. Explore picturesque rural roads at the height of autumn colour. Browse 15 country studios filled with the exciting work of talented artisans and artists. For info: 613-757-2574 or [madawaskastudiotour.com](http://madawaskastudiotour.com) or [timstorey@vianet.ca](mailto:timstorey@vianet.ca).

### October 6

Heart Wise Exercise Program launch. Free, safe community walking program, offered every Tuesday and Thursday morning at Miramichi Lodge

anytime between 10:00am and 12:00pm. For info, contact Shelley Sheedy. Phone: 613-735-0175.

### October 25

Municipal election day. Please see your municipality for more information.

### October 28

Inaugural induction ceremony for the Municipality of North Grenville's Sports Wall of Fame. Among this year's 18 inductees will be Olympic athletes, a record holding team and several sports community builders. Ceremony begins at 7pm at the Municipal Centre. Please contact Krista George for more information. [kgeorge@northgrenville.on.ca](mailto:kgeorge@northgrenville.on.ca) Phone: 613-258-9569 ext.155.

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# 20 Questions with Christine Tabbert

*Continued from Page 1*

**12. What do you think is a strength you have over the other candidates?**

Again, I think it is bringing that fresh approach to the riding. I also feel there are assets in being the Liberal candidate and I feel the Liberal party is a responsible alternative to the current government. There are a lot of things that go into why a

candidate is successful, but I can only work hard at what I am doing, present people with an option and ultimately it is their choice at the end of the day.

**13. What can you do for the business community here?**

I am a business owner myself as a partner of a law firm and I understand the challenges that go along with that. I am interested in hearing what

business owners want from their federal government and how policies can help them. At least I come at it from the perspective of being a business owner.

**14. What is your position on government organizations in the community that don't spend their money locally?**

There is a balancing act to be had by standardizing government contracts to be fair and using common sense. In my view, it is always preferable to purchase goods and services from local business. I also recognize the benefits for larger tenders in many communities. To the extent that the process can be improved upon, I am all for that. I think the key is fairness and transparency.

**15. How can you, as the MP, make this region more viable?**

Part of being an effective voice for the riding is bringing forward not only my own ideas, but also the ideas of the region. To be working with the province and the municipalities to do the best job we can together. I have a vested interest in that.

**16. What can businesses and municipal leaders do to make the riding more viable?**

Keep the lines of communication open with their federal representative so

we can all work together. As an example, organizations like the Chamber of Commerce bring business people together. Businesses compete, but we also work together.

**17. Do you think there is too much government involvement in business?**

I think government has a role to play in business, but I don't think government should interfere with business. We need to hear how government can help. That is how I see the role of government in business. Help us improve.

**18. What is the difference in being a rural MP and an urban MP?**

I think I am uniquely positioned to bridge any gap between an urban and rural divide. I think Canadians have more in common than they have differences and we need to focus on that. Government services should not differentiate between urban and rural. Ultimately I want to represent the constituents of this riding as best as I can and bring rural challenges to the table.

**19. If you had the opportunity to attract business to this riding, what would you say are the three key benefits of doing business here?**

To me, it's a whole package. There is the level of service offered by the business owner, the ready access to the nation's capital, Montreal and Toronto, and the whole way people conduct business. There is also a lifestyle and a personal quality of life that is a huge asset. There is not much that cannot be done here, and that is pretty impressive.

**20. Anything else you wish to add?**

No, I think you've got it all!

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# Record Enrollment For Algonquin

## New programs, new students add momentum to new campus

More than 900 students will be studying at Algonquin College this Fall, including 856 students in full-time programs and an additional 50 students in the College's academic upgrading program. This is a record of enrolment for the College.

Dean Karen Davies, says

Algonquin's enrolment growth demonstrates that college campuses can thrive in smaller communities if they provide excellent teaching, services to students to support them in being successful, and the right mix of programming.

The enrolment record adds more excitement to the

construction of a new \$36 million campus which is scheduled to start next Spring.

The Nursing Degree program is the largest program offered at the Ottawa Valley campus, while the Outdoor Adventure program is the second largest. The College added a Hospitality Services

program this Fall that has 65% of those enrolled being from Renfrew and Pontiac counties.

Each year there are more than 2,000 part-time students who study at the campus through continuing education courses. These courses are normally offered in the evening or on weekends.

## Business News Around the Valley

### Family Health Team Comes to Arnprior

Health care in the Arnprior area has received a major boost with word it is getting a Family Health Team.

It will certainly be a benefit both for patients and the hospital, Arnprior and District Memorial Hospital CEO Eric Hanna said Tuesday. A Family Health Team, expected to be in place within a year, will improve public access to health care.

### Tender Awarded

Do-All Construction has been awarded the tender for Herman Street Sanitary Sewer Repairs in Petawawa in the amount of \$87,113.

### MicroFIT Honours Original Pricing

Residents already in the

process of setting up small-scale ground-mounted solar panels will get the original rate of 80.2 cents per kilowatt-hour they were promised, but new applicants will receive a reduced rate of 64.2 cents per kilowatt hour. The new rate is up from the 58.8 cents initially proposed.

### North Grenville Update

The North Grenville Business Retention and Expansion Volunteer Task Force reviewed data that came in from the eighty business visits completed in July. The Task Force discussed actions that could address the issues, opportunities, barriers and recommendations that were made by the business community and that were identified through data

analysis of that feedback. The next step is to develop a preliminary action plan from the valuable input received by the Task Force and this report will be presented at a public meeting for final input by the community before taking to council for consideration. The Municipality and the North Grenville Chamber of Commerce thank the business community, volunteers and the community as a whole for the commitment and dedication to the Business Retention + Expansion Program.

### KI Layoffs

KI Pembroke has laid off 19 people due to a lack of orders for the office products that are manufactured in the plant. 215 employees remain at the plant.

### Rail Purchase May Be Coming

The CN rail line may be saved after all. Arnprior Mayor Terry Gibeau, who belongs to Transport Pontiac-Renfrew, a community-based group mandated to save railway tracks on both sides of the Ottawa River, said talks are heading in the right direction. "We are deep in negotiations to purchase," Gibeau said. "We're in the offer, counter-offer stage."

### Black Water Factory Designs Closes

Foymount's popular Black Water Factory Designs closed its doors on August 22nd. The company was sold to Barrett Corporation who made the decision to close the Foymount retail outlet. The facility, a former radar base for the Royal Canadian Airforce, is for sale.

### M. Sullivan & Son Wins Contract

The Arnprior construction firm, M. Sullivan & Son Ltd., has won the bid to build the new auditorium at Bonnechere Manor. M. Sullivan & Son was the only company to bid on the project, whose application deadline was July 28. The winning bid was just under \$1.1 million, including a philanthropic contribution from the Arnprior company of \$100,000.

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Continued on Page 5

# Business News Around the Valley

## Conference in Town

The 15th annual Renfrew County Outdoor Woodlot Conference is going to be held on October 2nd at the Petawawa National Research Forest. The theme of this year's event is forest research and will include a tour of several locally managed woodlots.

## 135 Years

Johnston & Mackie Limited in Pembroke is celebrating 135 years in business, making them one of the most established independent businesses in the City. Current owner, Mary Hill, is the third generation to run the brokerage.

## Agricultural Meeting

An open town hall meeting on agriculture will be held September 23 at 8:00pm at the agricultural hall in Cobden. The special guest is MP Wayne Easter who is a Liberal agriculture critic. Easter has served as parliamentary secretary to the minister of agriculture and food and agri-food, as well as fisheries and oceans. The open forum is sponsored by federal Liberal candidate Christine Tabbert and the Renfrew-Nipissing-Pembroke Federal Liberal Association.

## New CAO in Deep River

Michelle Larose is the new chief administrative officer and clerk for the Town of Deep River. Larose was formerly the CAO in Smooth Rock Falls in northeastern Ontario. She is married with two children.

## Draperies Plus Has New Owner

Jane Freemark, owner of JMF Interior Decorating is soon to be the new owner of Draperies Plus in Renfrew. Former owner, Don Eady, opened the business in 1985. He is currently running for Horton council. Freemark hopes to keep the business going as usual, with the opportunity for clients to receive interior decorating services as well.

## Sports Hall of Fame Inductees

Three local sports heroes will be added to the Upper Ottawa Valley Sports Honour Roll in October. The inductees are: Bryan Murray, current General Manager of the Ottawa Senators and former coach of the Pembroke Lumber Kings; Brian Dinwoodie, three-time Special Olympian at the 2009 World Winter Games, and Ann Cochrane, lifetime member of the Pembroke Skating Club and former co-owner of the

Pembroke Lumber Kings. The ceremony takes place October 13, 2010 at the Pembroke Germania Club. Tickets are \$35 and are available at all Moncion Grocers locations, all Scotiabank branches in Renfrew County and the City of Pembroke Recreation Dept.

## All Candidates Meetings in Arnprior

Due to the number of candidates, the Greater Arnprior Chamber of Commerce will hold two All Candidates meetings, one with nominated councillors and another with candidates running for Mayor and Reeve. The All Candidates meetings will serve to answer residents' questions and concerns and give the public a greater understanding of what each candidate has to offer. The All Candidates for nominated councillors is September 22, 2010 at Arnprior District High School from 6:30pm-9:00pm. The All Candidates for Mayors and Reeves is September 29, 2010 at the Nick Smith Centre from 6:30pm-9:00pm.



## Post-Secondary Students

- 57%**  
...of students plan to work during the school year
- 77%**  
...of students believe working while in school will impact their grades
- 66%**  
...of students believe that worrying about money will impact their grades
- 59%**  
...of students plan on graduating with debt
- 41%**  
...of students plan on graduating debt free
- 74%**  
...of students do not use a budget in the school year
- 51%**  
...of students monitor where they spend their money
- 46%**  
...of students who believe they will graduate debt free plan to rely on parents for financial assistance after they graduate
- 57%**  
...of students will cut back on expenses if money is tight
- 51%**  
...of students will look for another job or work more hours at their current job if money is tight
- 18%**  
...of students would sell something they own if money was tight

Source: Ipsos Reid

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# 2010 Municipal Election Guide: Renfrew County

\* denotes candidate is acclaimed

## Admaston-Bromley

Mayor (1): Jack Kelly, Raye-Anne Briscoe

Ward 1: \*Dirk Rook

Ward 2 (1): Robert Dick, John Holyer

Ward 3 (1): Donna Blimkie, Ray Pender

Ward 4 (1): Michael Donohue, Susan Kallies

## Arnprior

Mayor (1)

Nancy Black, Ted Kelly, David Reid,

Jim Silye, Doug Smith

Reeve (1)

Eric Burton, Tom Peckett, Walter Stack,

Alex Winter

Councillor (5)

Lyle Anderson, Terry Gibeau, Joe Zarb, Lynn

Grinstead, Jack Lammert, Mark Willmer,

Daniel Lynch, Douglas Munro, Ted Strike

## Brudenell, Lyndoch & Raglan

\*Reeve Norm Lentz

Raglan (2)

Brian O'Brien, Trevor Lidtkie, Allan Schutt,

Heather Phandenhour, Patsy Beaudrie

Brudenell Lyndoch (2)

Dwight Quade, Garry Gruntz,

Desmond Quade, Steven Jessup

## Bonnechere Valley

Mayor (1)

Zig Mintha, Jennifer Murphy, Kip Smith

Ward 1 (1): Charlotte Neitzel, Hilary Robinson

Ward 2 (1): Mervin Buckwald, Jack Roegner

Ward 3 (1): Bob Peltzer, Gordon McLeod

Ward 4 (1): Cairine Cybukski, Robert Harris

## Deep River

Mayor (1)

Fred Adams, Glenn Doncaster,

Dave Thompson

Deputy Mayor (1)

Ed Cochrane, Mary MacCafferty,

Hank van der Horn

Councillor (5)

Orio Alessio, Daniel Banks, Ruth Syme,

Paul Jones, Christopher Carroll, Joe Munch,

Ron Desrochers, Terry Myers, Melinda Reith

## Greater Madawaska

Reeve (1)

James Easton, Peter Emon, John Pratt

Ward 1 (2)

Marie Buscomb, Glenda McKay, Brian Hunt

Vincent Johnston, Donna Kennedy

Ward 2 (1): Bruno Kierczak, Michael McGarry

Ward 3 (1)

J.P. De Grandmont,

Allan Pennock, Karin Lehnhardt

## Head, Clara & Maria

\*Reeve Tammy Stewart, \*Ed Aiston

\*Jim Gibson, \*Dave Foote, \*Robert Reid

## Horton

Mayor (1)

Rod Ballantyne, David Bennett, Don Eady

Councillor (4)

Tony Dorzek, Margaret Whyte, Sheri Sexton,

Robert Kingsbury, Theresa Lonergan,

David Brown, Ray Cunningham,

Greg Zavitske, Glen Campbell, Jamey Larone,

Richard Walker

## Killaloe Hagarty & Richards

\*Mayor Janice Visneskie, \*Carl Kuehl,

\*Isabel O'Reilly, \*Stanley Pecoskie,

\*Debbie Peplinskie

Ward 3 (2)

Kathy Marion, Ernie Cybulski, John Jeffrey

## Laurentian Hills

\*Mayor Dick Rabishaw

Ward 1 (1)

Bruce Boucher, Tracy Pearce-Lapping

Ward 2 (1)

Anne Giardini, Richard Legere

Ward 3 (1)

Brenda Blimkie, Doug Burton

Ward 4 (1)

Dave Ethier, John Hoyle

## Laurentian Valley

Mayor (1)

Jack Wilson, Aurel Boucher

Council (7)

George Hodgkinson, Mary Lou Collins,

Randy McCrae, James Sheedy, Allen Wren,

Debbie Robinson, Ivy Stewart, Keith Watt,

Steve Bennett, Jen Gauthier

## Madawaska Valley

Mayor (1)

Percy Bresnahan, Bob Kulas, David Shulist

Councillor (4)

Carl Bromwich, Chad Beckwith Smith,

Jerome Brotton, Dennis Chapeskie,

Phil Conway, Bonnie Mask, Shelley Maika,

Mike Kosnaski, Shaun O'Reilly,

Linda Neuman, Ralph Parisien, Sylvie Yantha

## McNab-Braeside

Mayor (1): Mary Campbell, Elmer Raycroft

Deputy Mayor (1)

Christine Blimkie, Andy Dunlop

Councillor (3)

Brad McIlquham, Aldene Styles,

Marilyn Tilley, Moira Hutchinson,

Robert Campbell

## North Algona Wilberforce

\*Mayor Harold Weckworth

Councillor (4)

Robert Atkinson, Melvin Berndt,

Kevin Clarke, Lorenz Kelo, John Keuhl,

Dan Neville, Barry Proulx, Thomas White,

Ruth Schoenfeldt

## Pembroke

Mayor (1): Ed Jacyno, Stanley Sambey

Councillor (8)

Dan Callaghan, Denis Dupont, Les Scott,

Orville Faight, Ronald Gervais,

Bob Hackett, Pat Lafreniere, Cheryl Lowe,

Terry O'Neill, Curtis St. Pierre, Shirley White,

Gary Severin, Colonel Towriss

## Petawawa

\*Mayor Bob Sweet

Councillor (6)

James Carmody, Frank Cirella, Joe Park,

Treana Lemay, Ann McIntyre, Tom Mohns,

Art Ploughman, Murray Rutz,

Theresa Sabourin

## Renfrew

Mayor (1)

Callum Scott, Bill Ringrose, Sandy Heins

Reeve (1): Kate Windle, Audrey Green

Councillor (5)

James Miller, W.D. Guyea, Doug Janney,

Clint McWhirter, Tom Anderson,

Gail Cole, Andrew Evans,

Lioudmila Baramova

## Whitewater Region

\*Mayor Jim Labow

Deputy Mayor (1)

Izett McBride, Arthur Cobb, Jim Tripp

Reeve (1): Donald Rathwell, John F. Cull

Ward 1 (1)

Jacob Rook, Cathy Regier, Mel Langton,

Donna Burns

Ward 2 (1): Joseph Trimm, Carolyn Ellis

Ward 3 (1): Daryl McLaughlin, Doug Shields

Ward 4 (1): Jack Ferguson, Connie Tabbert,

Allen Dick, Donna Campbell



If you are a candidate in the municipal election and you have an online presence, let us know. We'll publish it for free!

## Local Candidates Online

Read more about these candidates on the web!

Fred Adams (Deep River) - [www.fredadamsformayor.com](http://www.fredadamsformayor.com)

James Carmody (Petawawa) - [www.jamescarmody.ca](http://www.jamescarmody.ca)

George Hodgkinson (Laurentian Valley) - [www.georgehodgkinson.com](http://www.georgehodgkinson.com)

Doug Munro (Arnprior) - [www.dougmunro.wordpress.com](http://www.dougmunro.wordpress.com)

Jennifer Murphy (Bonnechere Valley) - [www.jennifermurphy.ca](http://www.jennifermurphy.ca)

Marc Poirier (Trustee) - [www.facebook.com/votemarcpoirier](http://www.facebook.com/votemarcpoirier)

David Reid (Arnprior) - [www.davidreidformayor.ca](http://www.davidreidformayor.ca)

Dave Thompson (Deep River) - [www.daveformayor.ca](http://www.daveformayor.ca)

# 2010 Municipal Election Guide: Lanark County, Bancroft and Smiths Falls

## **Bancroft**

### Mayor (1)

Larry McTaggart, Bernice Jenkins

### Bancroft Ward (3)

Peter Plumley, Bill Sturk, Brian Cofell,  
Peter Whitehead, Don Koppin,  
Nan McGhee, Charles Mullett,  
Bernie McConnell, Mark Welsh

### Dungannon Ward (3)

Wayne Wiggins, Glenn Wert, Nate Smelle,  
Steve Bruce, Thomas Hoover,  
Claude Robinson, Reginald Woodcock,  
Paul Jenkins

## **Beckwith**

### Reeve (1)

Richard Kidd, Keith Salisbury,  
Ross Trimble

### Councillor (3)

Gord Angus, Tim Campbell, Neil Simpson  
Faye Campbell, Brian Dowdall,

## **Carleton Place**

Mayor (1): Wendy LeBlanc, Paul Dulmage

### Deputy Mayor (1)

Dennis Burn, Ed Sonnenburg

### Councillor (5)

Linda Pond, Douglas Smith, Gary Strike,  
Jerry Flynn, Brian J. Turner, Mark Kenny,  
Steve Prieur, Sean Redmond, Doug Black,  
Louis Antonakos, Donald Willoughby,  
Jamie DeBaie, Rob Probert, Rick Kwissa

## **Drummond-North Elmsley**

\*Reeve Aubrey Churchill

\*Gail Code, \*Ken Fournier

### Ward 2 (2)

Michael McEwen, Russell Foster,  
Ray Scissons, Charlotte Reed, Ted Letts

## **Lanark Highlands**

### Mayor (1)

Bob Fletcher, Peter McLaren,  
Cory Donaldson, Ryta Dulmage

Ward 1 (1): Bob Sutcliffe, Robert McKay

### Ward 2 (1)

Bruce Horlin, Derek Love, Kenneth Crain

### Ward 3 (1)

Karen Linop-Beckwith, Leonard Echlin  
Ken Sinclair

Ward 4 (1): Larry McPhee, Bob Mingie

Ward 5 (1): Tom Lalonde, Bret Hogue

### Ward 6 (1)

Joanne Wheeler, Brian Stewart,  
Robert McGlade

## **Mississippi Mills**

### Mayor (1)

Brenda Hurrle, Jane Torrance, John Levi

### Almonte Ward (4)

Christopher O'Brien, Phil Wood,  
Bernard Cameron, Garry Dalgity,  
Rickey Minnille, Alex Gillis

### Ramsay Ward (4)

James Lowry, Shaun McLaughlin,  
Paul Watters, Val Wilkinson,  
Kelley Hough, John Edwards

### Pakenham Ward (2)

Phil Warland, Duncan Abbott,  
Denzil Ferguson

## **Montague**

### Reeve (1)

Bill Dobson, Gary Doyle, John MacTavish

### Deputy Reeve (1)

Dianne Coates, Pat Dolan

### Councillor (3)

Jim Abbass, Bonnie Burson, Vince Carroll,  
Elaine Empey, Hal MacGregor,  
David Marion

## **Perth**

\*Mayor John Fenik

\*Deputy Mayor John Gemmell

### Councillor (5)

Beth Peterkin, Judy Brown, Eric Devlin,  
Kelly Lowry, Ed McPherson, Jim Boldt,  
Jim Graff, Bill White

## **Smiths Falls**

### Mayor (1)

Dennis Staples, Jeffrey Keays

### Councillor (6)

Ken Graham, Robin Hawe, Mat Krotki,  
Chris Cummings, James Perkins, Ian Ross,  
Lynda Bradford, Shawn Pankow,  
Anne Bothwell, Darlene MacLachlan,  
Jeff Bogaerts, Dawn Quinn, Rob Peters,  
Kelly Gaston, Jay Brennan, Bryan Wiltski,  
Lorraine Allen

## **Tay Valley**

\*Reeve Keith Kerr

\*Deputy Reeve Susan Freeman

\*Bill Avery, \*Wayne Jordan

\*Brian Campbell, \*Greg Hallam

### Sherbrooke Ward (2)

Mark Burnham, Dave Campbell,  
RoxAnne Darling

*\* denotes candidate is acclaimed*

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# The Cost of Social Media

## If you think FB, Twitter and others are all free, think again



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So, social media is all the rave. Just get yourself a thousand or two friends on Facebook and you can slash your advertising budget in half. Join Linked In and Twitter and My Space and business will be booming. And, it's all free.

Or, so you might think.

The truth is that it does not cost you any money to create a profile on any of those sites. It doesn't cost you any money to maintain your profile on any of those sites. But just because it doesn't cost money doesn't mean it's free. What these sites do cost is time.

### What's Involved

If you are going to join one or more social media outlets for the purpose of promoting your

business, or building awareness of a cause or organization, you have to be prepared to take an active role in maintaining your presence. This means, updating your page and being "social" with the people who are your friends, followers and connections. For many business people, the main roadblock to doing this is time. It is not difficult to spend an hour on Facebook just clicking around. Can you spend that hour on a regular basis?

The other thing that is crucial is your content. In order for people to respect your presence online, you need to give them something worth their investment of being affiliated with you. What helpful information are you providing them? This page might be all about your business or your cause, but it has to give something to other people in order for you to fully benefit

from being there. This is a different kind of advertising, and there are ways to make it work. What you say and how often you say it are critical to that success.

### Case In Point

OVJobs.ca launched a fan page last September, and it has provided a good example of how social media works. We slowly picked up fans one by one who joined on their own. We didn't recruit them other than to place an ad on our website at [www.ovjobs.ca](http://www.ovjobs.ca) that said "become a fan on Facebook." By May 2010, we had 198 fans. All we did was put an update when we posted new jobs or found out about a job fair. From May to July, we posted nothing. We gained 3 fans. When we posted job fair information in July, we gained 5 more fans. Then we posted nothing until September 17th. Just four days later, we picked

up 16 fans. We now have 222 fans of [ovjobs.ca](http://ovjobs.ca). The response to our fan page increases as our response to our fans increases.

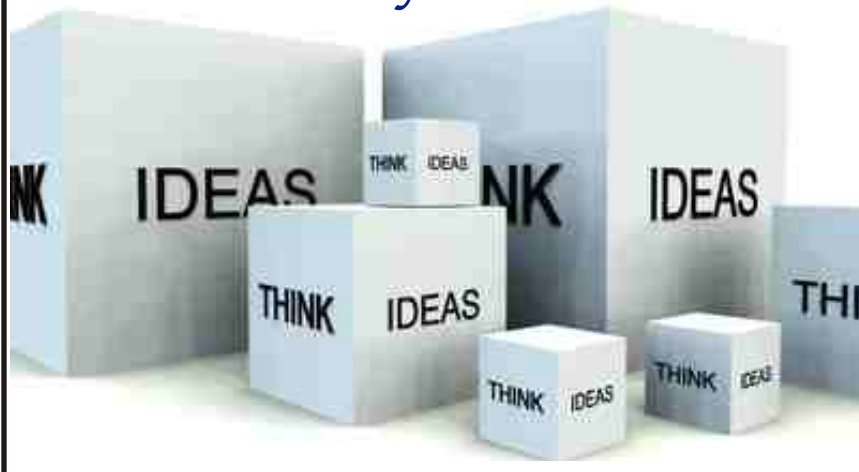
### Getting Help

Social media is a promotional option, and if you do it properly, it can certainly be an asset to your business or organization. There is a difference in setting up a personal social media presence and a business social media presence, so make sure you do it properly. Creating a space online is like creating an advertisement - it needs to be done well to work well.

Social media is, well, social. It means that you will interact with the people you meet up with online. You need to be prepared to do that, and that takes time - either yours or someone else's.

If you venture into social media, feel free to join us on Facebook or Linked In!

## The best ideas are ones that will work for your business.



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