

A Municipality That Gets It North Grenville is poised for success in Eastern Ontario

By: Jennifer Layman
Jenn@ovbusiness.com

The majority of business owners would likely agree that most people don't "get" running a business. It is why business owners are consistently frustrated with "mortgages for the self-employed" and "business banking" and "business improvement strategies" and all of the other programs that are developed to improve business, yet, which haven't even asked the people in business what they can do for them. Entrepreneurship is a different kind of animal, and not everybody gets it.

But something is happening in North Grenville that seems to suggest that they do get it.

North Grenville's municipal office is in Kemptville, they have a population of 15,000 and they are not unlike any other rural Ontario community. They are embarking on a Business Retention + Expansion

program, offered by OMAFRA (Ontario Ministry for Agriculture, Food and Rural Affairs). The program is nothing new, having been around since 1997, and North Grenville is certainly not the

It wasn't just another report on a shelf. It was a roadmap for growth that was followed.

first municipality to take part, as OMAFRA reports that more than 100 municipalities have completed the program. The program isn't even new to North Grenville - they did the exact same one in 1999. So if nothing is new, what makes this story worth telling?

"It wasn't just another report on a shelf. It was a roadmap for growth that was followed."

That is how Teri Devine, North Grenville BR+E Coordinator, describes the results of the 1999 program. With a municipality that was

"willing to listen and respond to the needs of local business," the BR+E exercise resulted in transforming Old Town Kemptville into a 65-business attraction to their region. It also allowed them to

Teri Devine, BR+E Coordinator
Municipality of North Grenville

implement a signage strategy to increase business promotion, while they also increased the availability of serviced commercial land.

In 1999, 50 businesses participated in the program. A decade later, the BR+E Committee recognized that people have less time today than they did in 1999. They hoped for 40 people to attend their stakeholder meeting. They got more than 70.

"With all the growth and changes to our economic environment over the last 10

years and the expected growth this year, the Economic Development Committee, in partnership with the North Grenville Chamber of Commerce, felt it was a great time to reconnect with business," says Tim Sutton, North Grenville Councillor and Chair of the Economic Development Committee.

The Committee attends Chamber, BIA, and other business organization meetings and events to talk about the BR+E and how it will benefit business. They have a solid communications plan which allows for regular updates with the community, thereby getting the residents hyped about the improvements and showing a commitment to the business stakeholders.

"The whole premise of this program is to connect with local business, find out their issues and assist in getting them addressed," says Teri Devine, BR+E Coordinator.

Continues on Page 3



RSVP by April 23

How Successful Businesses Use the Internet

Why does the Internet matter to small business? Case studies of business owners who went online. How difficult is this process?

Tuesday, April 27, 2010 at 7:30am
\$8.00 per person includes breakfast

Petawawa Quality Inn & Suites
3119 Petawawa Blvd.

RSVP by April 23
Phone: 613-732-1492 | uovcc@nrtco.net



THE Region's BusinessMedia

Ottawa Valley Business is a monthly publication covering business news and events throughout Renfrew County and surrounding areas. It is published by Forward Thinking Media Group.

WHO READS US:
OVB is delivered twice a month via email to more than 2,600 businesses, government and organizations.

HOW TO SUBSCRIBE:
To receive OVB by email each month, contact us at: admin@ovbusiness.com. There is no charge to receive the publication.

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News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge.

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K8A 7G8



Events Calendar

April 22

HST Seminar for Contractors and Renovators. Algonquin College. Room 201. 7pm-8:30pm. For info: 613-735-8224.

April 23

Deadline for nominations for the awards with the Renfrew Chamber of Commerce. Forms and information at: 151 Raglan Street in Renfrew, or by calling 613-432-7015, and at the Chamber website: www.renfrewchamber.ca.

April 26

Supercharge Your Life with Matthew Ferry. 9am-12pm. AFAC Champlain Wing, 164 Argyle Street South in Renfrew. \$75/person. Funds raised for Bonnechere Manor Auditorium Campaign. For more information, contact: Judith at 613-432-2991 or

Kent at 613-433-9000.

April 27

How Successful Businesses Use the Internet. 7:30am breakfast and presentation. \$8.00 per person. Quality Inn & Suites in Petawawa. For info: 613-732-1492 or uovcc@nrtco.net.

April 27

Transition to HST. Paul J. Yakabuski Community Arena. Barry's Bay. 6pm-9pm. Free. For info: 613-735-8224.

April 29

Transition to HST. Travelodge. Pembroke. 6pm-9pm. Free. For info: 613-735-8224.

May 4

Transition to HST. Royal Canadian Legion Branch 436. Deep River. 6pm-9:00pm. Free. For info: 613-735-8224.

May 5

HST Seminar for Farmers, Direct Marketers, Direct Sales, and Agri-businesses. Horton Community Centre. 7pm-8:30pm. For info: 613-735-8224.

May 5

Renfrew Chamber of Commerce awards banquet.

5:30pm. Renfrew Recreation Centre. Info: 613-432-7015.

May 13

Greater Arnprior Chamber of Commerce Annual Awards Gala. Nick Smith Centre. \$30 per person. For info: 613-623-6817.

May 15

Snow Country Snowmobile Association & OFSC District 6 Annual General Meeting and Elections. 7pm. Spectacle Lake Lodge in Barry's Bay. For info: 613-735-8882 or 1-877-376-7669, or email to: snowcountry@nrtco.net

May 18 & 20

Idea Management as a Business Strategy. Full day workshop with Workplace Process Improvement "guru" Bernie Sander. Arnprior May 18. Petawawa May 20 To register: Jim Slavin, The Delfi Group, 613-432-0874 or jim.slavin@thedelfigroup.com

Do you have an event you would like posted here?
admin@ovbusiness.com

How much of this game is really in your mind?

If you hit your driver great on the range, but are nervous about hitting your first drive in front a group of people, your mental game is impacting your physical game. Imagine how well you would play if you overcame that nervousness. You use your mind with every shot. You might as well have it working to your advantage.

Women's Golf Mental Game Workshop
Thursday Evenings: April 29-June 3

Contact:
Jennifer Layman
Ph: 613-732-7774
jenn@fwdthink.net

7:00pm-9:00pm
\$199/golfer
Max. 15 golfers.

mind performance golf

Being held in Petawawa. Location TBD.
Additional dates and locations may be added.

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May 18 in Arnprior
May 20 in Petawawa

Contact Jim at 613-432-0874 or jim.slavin@thedelfigroup.com

\$399/person includes 8-hour workshop, lunch Bernie Sander's book

Save 10% if you register before April 16. Save 10% if you register 3 or more people from the same organization.

North Grenville Is Booming And they're doing the BR+E anyway

“As a volunteer driven project, participation shows local business the commitment not only by the municipality's Economic Development Committee, the Chamber and others, but by their peers. A lot of the volunteers are other business owners as well.”

And, there's more.

North Grenville is not struggling. They are not experiencing continued business closures. They are not having a bad year. In fact, they're booming. And, they are doing the BR+E program now because they want to keep it that way.

North Grenville saw an increase in housing starts in

2009, and believe that the forecast for 2010 is even better. They will be seeing a “substantial increase” in commercial development this year, will build a new library in Old Town Kemptville, will add a new high school, plan to expand the hospital and increase retail development at the 416 intersection.

“All of this growth changes the economic landscape,” says Devine, “and we want to make sure that we provide existing business the assistance they need to expand and grow, which then entices other businesses to our community.”

For a program that has the opportunity to produce

millions of dollars in spinoffs, you might think it would cost an equal amount to participate. Actually, it doesn't. North Grenville estimated it would cost them \$75,000 for a coordinator and budget. After they received funding for 50% of that, their total out-of-pocket expenditure was \$37,500.

The majority of business owners would spend \$37,500 to make a million any day.

It seems North Grenville is already pretty good at thinking like a business.

For more information on economic development in North Grenville, go to

www.greenandgrowing.ca or contact Forbes Symon at 613-258-9569 x125 or fsymon@northgrenville.on.ca.

For more information on the BR+E Program, go to www.northgrenville.ca. You can also contact the BR+E Coordinator, Teri Devine at tdevine@northgrenville.on.ca or phone 613-258-9569 x115.

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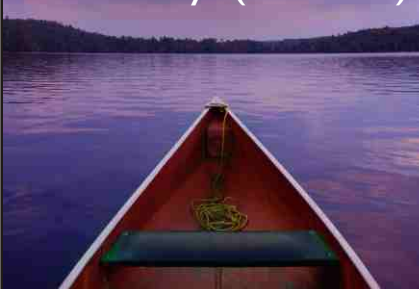


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per listing

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Business News Around the Valley

Campbell Replaces Stack
Walter Stack has resigned from the Ottawa Valley Tourism Association (OVTA) Board and has been replaced by Mary Campbell, Mayor of McNab-Braeside. The County of Renfrew has two seats on the OVTA Board, the other being held by Peter Emon of Greater Madawaska. Stack asked to be removed due to other commitments that already include finance and social services committees with the County.

Chamber Hosts Speaker
Wondering how to battle big box retail? You might find out at the North Grenville

Chamber of Commerce. The Chamber is hosting a two-hour morning workshop with Roy Provost, an international speaker, author and futurist. Provost offers a hands-on strategy to prepare you for the next level of service. The Chamber has been working to bring Provost to the area since 2003 when big retail was announced on Highway 416. The cost is \$20 to attend. The event is being held April 22, from 6:45am-9:30am. For information visit: northgrenvillechamber.com.

Mayors Breakfast
The Renfrew and Area Chamber of Commerce has

initiated a Mayors Breakfast, debuting April 23, 2010. Sandi Heins, Raye Ann Briscoe, Bob Johnston and Peter Emon are each speaking for 15 minutes, followed by a question and answer period. The breakfast takes place at 7:15am.

Service Ontario in Petawawa

A new Service Ontario centre has opened in the Canex Mall on the Base in Petawawa. The centre will allow residents to renew driver's licences, licence plate stickers and health cards. The hope is for the services to expand to include hunting and fishing licences, change of vehicle

ownership and payment of land transfer taxes. These services are currently offered in Pembroke. The Centre will be open on Tuesday, Thursday and Friday from 11:30am-6:00pm, and on Saturday from 9:00am-12:00pm.

RCCFDC Supports Taste of the Valley

The County of Renfrew will receive funds from Renfrew County Community Futures Development Corporation under the Eastern Ontario Development Program Local Initiatives in the amount of \$10,000 to promote Taste of the Valley in 2010.

Continued on Page 6



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Business News Around the Valley

New Salon Opens

The Beauty Boutique and Day Spa officially opened at 110 Elgin Street West in Arnprior. They offer esthetic and hair services and can be reached at: 613-623-4040.

Third Anniversary

The Renfrew Tea Room is celebrating their third anniversary this year. They are located at 128 Raglan Street South in Renfrew. They had a customer appreciation day on April 10.

Tender Results

The Township of Admaston Bromley has issued tender results for the Re-shingling of Sand Dome.

Steve Buch Carpentry
(Douglas) \$12,862.50

Dean Lavoie
(Dacre) \$15,674.04

Irvcon Ltd.
(Pembroke) \$18,642.00
Lloyd Eady Construction
(Renfrew) \$21,000.00

Human Rights

Violation Dropped

Arnprior residents Alex Winter and Ron MacIntyre filed a complaint with the Ontario Human Rights Commission on a violation of human rights. The complaint was filed against Mayor Terry Gibeau and the Town of Arnprior, however, after nine days of

hearings, the complaint was suddenly dropped. There is no explanation as to why that occurred.

County Receives Funds From RCCFDC

The County of Renfrew will receive funds from Renfrew County Community Futures Development Corporation under the Southern Ontario Development Program. The County will pay \$15,000 in order to receive \$135,000 in funds. The money is being used to complete a feasibility study for the development of new wood biomass electrical power plants in the County of Renfrew.

Nominations Sought

The Greater Arnprior Chamber of Commerce is seeking nominations for their Annual Awards. Their categories include: large business (25+ employees), small business (less than 25 employees) and Chamber member of the year. The business does not have to be a member to win large or small business. Nomination forms are available at www.gacc.ca. The deadline for nominations is April 26. The Gala will take place May 13 at the Nick Smith Centre. Tickets are \$30 and are available at: 613-623-6817..

Town Seeks

Committee Members

The Town of Renfrew is seeking to fill non-elected positions on Planning Advisory Committee and Committee of Adjustment. Despite having advertised in the newspaper for these positions, no one has come forward, leaving the chance that the committees would not have quorum. The committees generally meet once a month. For more information, contact the Town Clerk, Kim Bulmer.

Arnprior Hires Economic Development Officer

Erin Clarke is officially Arnprior's Economic Development Officer. Clarke has been the interim person in the position while the municipality and partners decide on whether the job warrants a full-time role. Her reward has been to gain a full-time position.

Hospital Executive Director Retires

Ray Timmons, the Executive Director of the Almonte General Hospital, has announced his retirement. While his retirement date is scheduled for July 31, 2010, he will stay on until someone is chosen for the position.

Continued on Page 5

OTF Grants

These organizations are benefitting from Ontario Trillium Foundation grants.

Arnprior and District Breast

Cancer Support Group
\$28,200 to purchase a dragon boat, paddling equipment and help cover program costs.

Killaloe Curling Club

\$24,600 to improve the insulation of the curling facility, increasing energy efficiency and helping to eliminate mold to ensure programs can continue.

Pembroke Symphony Orchestra

\$22,000 to purchase percussion instruments to expand the group's musical repertoire and allow amateur musicians to rehearse and perform with an orchestra.

Renfrew County Senior Games

\$5,700 to purchase shuffle-board courts to increase recreational activities for seniors in Cobden, Calabogie and area.

Town of Deep River

\$58,000 to build two paving-stone terraces as part of the town's Waterfront Project that includes an outdoor theatre and recreational space.

Town of Renfrew

\$20,500 to purchase safety gymnastics equipment and provide coaching and volunteer training to increase opportunities for children to participate in gymnastics and dance programs.

Township of

Admaston-Bromley

\$39,700 to pave a community rink surface, replace boards and purchase equipment.

Township of

McNab-Braeside

\$26,300 to purchase and install an accessible playground structure at Burnstown Beach.

Valley Employee and Family Assistance Program

\$24,800 to upgrade educational materials including.

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2 International Drive, Pembroke



Business News Around the Valley

Ridge Road Tenders Awarded

The Town of Deep River has awarded the first phase of the Ridge Road Reconstruction project to RGT Clouthier Construction Ltd. at a cost of \$1,871,164.89. RGT was one of four bidders, and came in 15% lower than the pre-bid estimate done by Jp2g Consultants. The second phase of the project has been awarded to Eastway Contracting, at a cost of \$1,287,731.05. This was 1.8% lower than the pre-bid

estimate. Eastway's was one of five bids received.

Former Reeve To Run in Greater Madawaska

J.R. Easton, the former Reeve of Bagot and Blythfield is seeking the top job for Greater Madawaska, and has filed his papers to run as Reeve. Current Reeve, Peter Emon, has not yet indicated whether he will seek another term. Emon won the 2006 race between himself and Easton by 300 votes. Easton has been in the garbage hauling business for 30 years.

First \$100,000 Nets Naming Rights

As part of the Bonnechere Manor Auditorium Capital Campaign, Renfrew County Council has been requested to support a request from the Manor Foundation to allow the first \$100,000 donor to the Capital Campaign the opportunity of naming the Bonnechere Manor Auditorium. Council will have the ability to approve the name chosen by the donor.

Tenders At ovbusiness.com

Tenders

- Surface Treatment
- Mississippi Mills Wastewater Treatment Plant Construction
- PVC Windows
- Crushing of Gravel, Type A
- Watermain Replacement, Sanitary Sewermain Replacement, Street Reconstruction
- Mississippi Mills Public Works
- Reconstruction of County Road 28 - Barron Canyon Rd.
- Smart Technologies Document Cameras
- Roof Shingling
- Surface Treatment
- Double Surface Treatment
- Crushed Gravel
- 4-Wheel Drive-Front End Loader 2010 or Newer
- Installation of Metal Roofing
- Installation of Induction Streetlights
- Pembroke St. Rehabilitation
- Supply and Installation of Gym Floor
- Barrier-Free Lift
- Granular M and Winter Sand
- 2010 4x4 Regular Cab Truck
- Pembroke Operations Dept.
- Galbraith Rd. Reconstruction
- Granular M Gravel Screened Winter Sand

Request for Proposal (RFP)

- Telecommunications Wide Area Network Provider
- Building Automation
- Request for Quotations
- Loading Dock Paving
- Various Quotations (8)
- Various Quotations (3)

Expression of Interest

- Renovation & Rehabilitation of the Perth and District Community Centre

Opportunities for Corporate Sponsorship and Exhibits

The County of Renfrew is planning a four-day celebration of their 150th Anniversary. The event is being held June 9-12, 2011 at the Pembroke & Area Airport. The Expo 150 Committee invites businesses and organizations to be involved in this rural festival as corporate sponsors and exhibitors.

Expo 150 will be an outdoor event. Planned events include entertainment, displays and exhibits, family events, concessions and more.

For information on how to be involved, you can download information from our website or contact Amy Gauthier, Expo 150 Coordinator at 613-735-7288 ext.150.

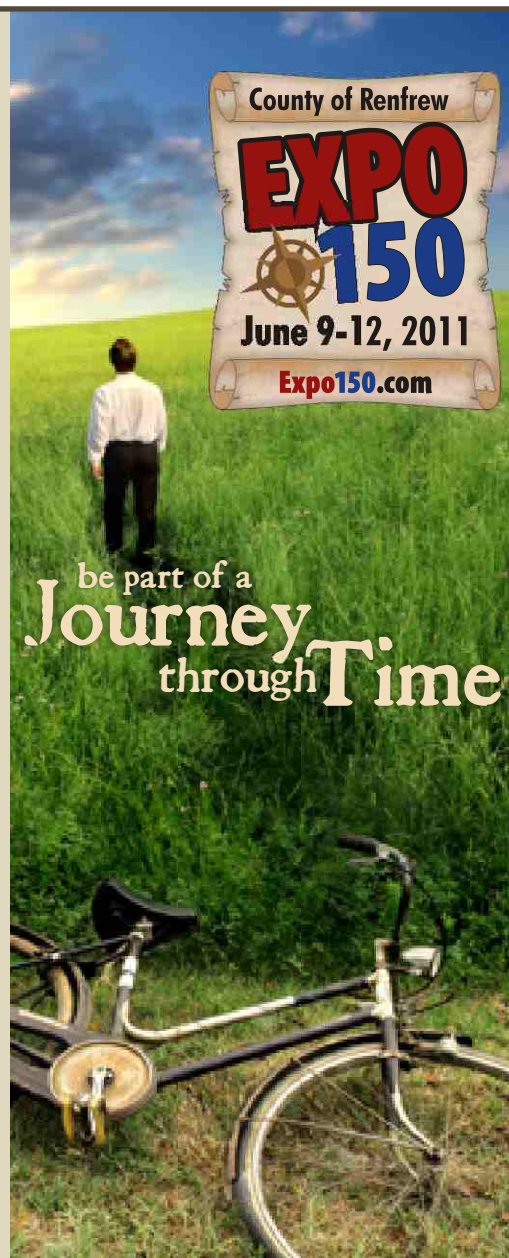
Contacting Expo150:

Email: celebrate@expo150.com

Online: www.expo150.com



The 150th Anniversary Celebration of the County of Renfrew



You can find tenders, RFPs, Expressions of Interest and RFQs online everyday at: www.ovbusiness.com

Posting is free for municipalities

Rewards That Actually Work

What to do if incentives don't motivate you



Dear Delfi Desk:

We have a pay-for-performance system here at work, intended to motivate us by rewarding achievement of expected results according to deadline. Half the time, I find this de-motivating, because it ignores the creative process that I use to get many of my results, and that particular aspect of my success does not work well with deadlines. Is

there a way around this, or should I just learn to live with an imperfect system?

Response:

You touch on an interesting aspect of modern workplaces. In the past, work was organized around repetitive, routine jobs that in the modern North American marketplace have been outsourced to workers in majority world developing economies. Today's jobs have become more reliant on workers with the skills to conduct experimental work and devise creative solutions all very right-brain activities and in some ways opposed to left-brain strictures such as

deadlines.

The last thing your company wants to do is turn your assigned interesting challenges into onerous stressors for you. Talk with your HR Manager about this, and emphasize that your sense of reward is tied to what Daniel Pink, in his book Drive, describes as "the freedom, challenge and purpose of the undertaking itself, and any other gains are... a bonus." You might also talk with your Manager, and get agreements as to how much of your pay-for-performance recognition can be assigned to your creative effectiveness.



a matter of fact

Propane In Canada

- \$3.8 Billion**
Value per year of the Canadian propane industry
- \$9.6 Billion**
Total economic value of the propane industry in Canada
- 28,200**
Total direct and indirect employment in the Canadian propane industry
- 52%**
Propane consumption by residential and commercial
- 1.25%**
Percentage of propane's share of total energy demand in Canada
- +80%**
Percentage of propane that is recovered by gas plants.
- 15%**
Percentage of propane that is recovered in refineries.
- 2/3**
Two-thirds of all propane is exported, and nearly 100% is to the United States.
- \$43 Million**
Total of Canadian propane taxes and royalties paid in Ontario in 2006.
- 5%**
Percentage of the world's supply of propane that is produced in Canada.

County of Renfrew
Employment Placement Program

The County of Renfrew Ontario Works Employment Placement Program can assist you in meeting its hiring needs through:

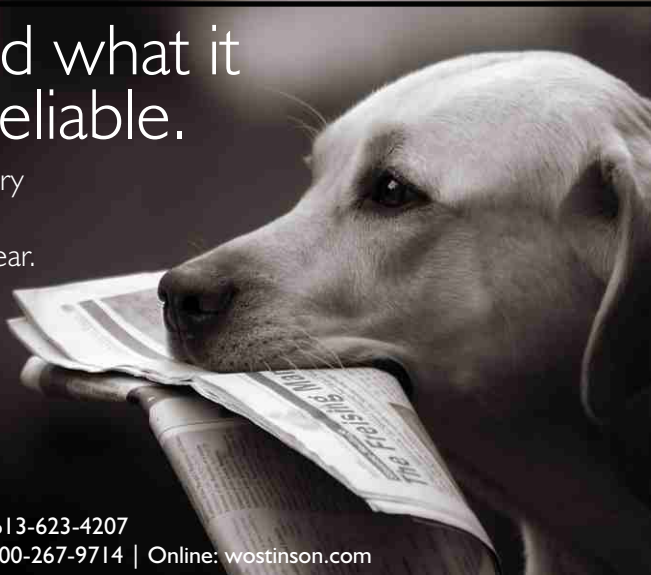
- The provision of hiring, screening and matching assistance.
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Source:
Propane Gas Association of Canada

Opportunities Galore in Festival Partnering

A look at the promotional venues for Expo 150



Jennifer Layman
jenn@fwdthink.net

Early in 2010, I was invited to chair the marketing committee for Expo150, the County of Renfrew's 150th anniversary celebration. It was a very unique opportunity for me to become involved with a very big event at the beginning of the planning stages. The event is happening in June 2011, and it is going to be a very big event, one that gathers all of us in the County of Renfrew together in one 15-acre place. On the coattails of the patriotism generated by the Olympic Games, this is going to be a local festival that will tug at our heartstrings for this incredible place to live. In marketing, there is nothing better than that.

Any event that promotes feeling patriotic is the biggest marketing tool. Nothing else is even close. At risk of sounding over-zealous, this is a gigantic opportunity for local businesses and organizations to market to the people who live and work in their communities every single day. If you are a business or organization in this County, you have to be involved. Period. Contact info is:

celebrate@expo150.com
Phone: 613-735-7288 ext.150

Corporate Partner

At last count, there are about 250 ways to be a corporate partner, from donating time, materials and resources to sponsoring an event or exhibit as part of Expo150.

Exhibits

There are literally hundreds of exhibitor spaces planned. You can exhibit to showcase your products or services, or you can turn your exhibit into a

historical or futuristic space that shows what was and/or what could be in your business. The theme of Expo150 is "A Journey Though Time."

Spearheading An Event

Many ideas are floating around the committee table each meeting, and if you have a great idea, bring it to our attention. This is a festival for all the residents of Renfrew County, so if there is an event you think would be a great fit, talk to us. Note: This needs to be done pretty soon.

Volunteering

Expo150 is going to be a free event for all to attend, and that happens with the support of volunteers. From a few hours to a few days, volunteering allows you to give to the event, while also enjoying all it has to offer.

Build Your Own Promotion

Use the publicity that will be generated by Expo150 to your advantage and build your own

promotion. Create a \$150 package, bring in 150 items, have a \$150 area of your store in celebration of the event. The Expo150 logo is free to use.

Contacts

Everyone knows someone who would either like to come to Expo150, or who could help contribute to our event. So, spread the word and let us know about it. If you know the editor of a tourism magazine, let us know. If you have a famous Renfrew County friend, we'd like to know that too! There is so much we can do when we all work together.

Everything Else

If you have a way we can promote Expo150, let us know. Can we link from your website? Have you joined our Facebook Fan page? Can you mention our event to your organization or put us in your newsletter? Let us know how we can help you be part of Expo150.

You see what is.
We see what could be.

We also see the plan
that helps you get there.



You have a free resource all around you called untapped potential. Maybe you don't see it, but it is there. We can help you discover it, and put it to use and make your business even better.

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PUBLISHES | MAY 4

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DEADLINE | MAY 6
PUBLISHES | MAY 13

Relocation Guide

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DEADLINE | MAY 11
PUBLISHES | MAY 18

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