

## Lessons From Canada's Top 50 Employers Bernie Sander to host workshop in Arnprior, Petawawa

**By: Jennifer Layman**  
**Jenn@ovbusiness.com**

For 11 years, the Globe and Mail has been producing a list of the Canada's Top 50 Employers. The media mogul does this in association with a human resources firm, and this year, they looked more at "how workers engage and interact with employers over the span of an entire career." Their theory is that the best companies tend to engage their employees throughout their experience with the company.

The Top 50 Employers list is referred to by Bernie Sander, a man who works with Fortune 500 companies to unleash the power of their employees. Sander will be offering a workshop in Arnprior on May 18th and in Petawawa on May 20th about how to engage your employees. For Sander, the solution to being a great company is this: all individuals in the organization must be involved. And being

involved can mean different things.

WestJet was one of Canada's Top 50 Employers, and they believe that "the biggest thing is that employees want to have value in their work, they want to feel part of something bigger." One of the things the employees were involved in

**For organizations to be truly successful, they must provide vehicles to engage their people and to tap their creativity and innovation.**

**Bernie Sander**  
International Speaker, Author and  
Workplace Process Improvement Consultant

was helping prepare an ad campaign - "Why do WestJetters care so much? Because we're also WestJet owners."

Being able to keep good talent is always a struggle for companies, and understanding how to keep them is critical.

Neil Crawford, who coordinated the Top 50 study for the human resources firm,

recognized that there are people in any business who are "true high potentials" who have aspirations to grow their careers. "They will look around and ask: 'Will I be able to get there in this organization? Or will I have to go somewhere else?'" he says.

Employers to benefit from maintaining employees that feel they belong to the company.

"People have to let go of old paradigms, practices and behaviours in order to unleash and maximize the potential of employee creativity and innovation in the workplace," says Sander.

Sander goes on to say that a happy work environment can also provide cost-savings to a business.

"The misuse, abuse or non-use of employee ideas is one of the last barrier of the industrial and information age," he says. "This kind of behaviour, or lack thereof, does damage to the bottom line. It kills the one thing organizations need most - new ideas."

### **Workshop Information**

May 18th (Arnprior)

May 20th (Petawawa)

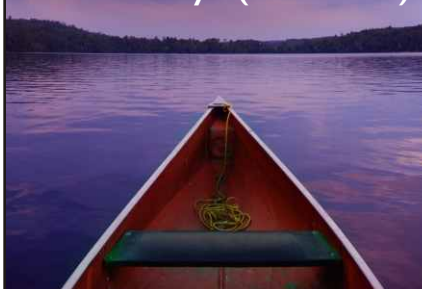
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## THE Region's BusinessMedia

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.

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

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Pembroke, Ontario  
K8A 7G8

## Events Calendar



### April 14-16

Ontario Professional Foresters Association AGM. For info: Jeff Muzzi: 613-735-3204.

### April 14

Transition to HST. Kenwood Corporate Centre. Arnprior. 6pm-9pm. Free. For info: 613-735-8224.

### April 17

Fundraiser for Bonnechere Valley candidate Jennifer Murphy. Eganville Curling Club. 6pm. \$25/ticket. Dinner and entertainment. Call Jennifer at: 613-628-9583.

### 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.renfrewareachamber.ca](http://www.renfrewareachamber.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

Transition to HST. Madawaska Valley Municipal Office. 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. Bear's Den Lounge and Motel. Deep River. 6pm-9:00pm. Free. For info: 613-735-8224.

### May 5

Renfrew Chamber of Commerce awards banquet. 5:30pm. Renfrew Recreation Centre. Info: 613-432-7015.

### 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](mailto:jim.slavin@thedelfigroup.com)

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*Do you have an event you would like posted here? Business events are free of charge. Submit them by email: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)*

# Summer Company Opportunities

Summer Company is a program that allows students, aged 15 to 29, to start and run their own summer business. This is a provincial government program and is made available to students through an application process. In Renfrew County, your contact is Enterprise Renfrew County in Pembroke

(613-735-8224) or Renfrew (613-432-6848).

As a Summer Company entrepreneur, you'll receive hands-on business coaching and mentoring from local community business leaders. Who knows, it could be the start of something big. If your application is accepted, you will be eligible to receive up

to \$1,500 to put toward start-up costs and up to \$1,500 upon successful completion of the program. See Summer Company guidelines for more detailed information.

For more information on the program or to find an office near you, call 1-877-553-5507. The application deadline is May 6, 2010 at 12:00pm.

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2 International Drive, Pembroke



## Summer Employment on OVJobs.ca

The following jobs are available for summer employment opportunities throughout the Ottawa Valley.

Complete listings are available online at: [www.ovjobs.ca](http://www.ovjobs.ca).

Landscape Maintenance  
Ottawa Valley Waste Recovery Centre  
Deadline: April 16

~  
Various Positions (7)  
Township of Whitewater Region  
Deadline: May 6

~  
Swim Instructors/Assistants  
North Algona Wilberforce Township  
Deadline: April 9

~  
Various Positions (7)  
County of Renfrew

~  
Various Positions (15)  
City of Pembroke  
Deadline: April 16

Watch [www.ovjobs.ca](http://www.ovjobs.ca) for additional summer employment postings. If you have a position to post, contact OVJobs at 613-732-7774 or [employers@ovjobs.ca](mailto:employers@ovjobs.ca) and it can be posted within 24 hours.

## Subsidies For Summer Employment Potential for businesses to benefit

The following programs are highlighted as possible subsidized programs available to employers for summer employment.

### Youth Employment Strategy Summer Work Experience

The Summer Work Experience program creates summer employment opportunities for secondary and post-secondary students, and provides students with the opportunity to acquire skills, gain valuable work experience and help finance their return to school.

### Youth Employment Strategy Skills Link

This program helps youth facing barriers obtain the knowledge and develop the broad range of skills and

work experience they need to participate in the job market.

### Youth Employment Strategy Career Focus

This program offers youth a range of work experiences, learning and skill-building activities to help them choose careers and to encourage them to pursue advanced studies.

### Job Creation Partnerships

The Job Creation Partnerships (JCP) employment benefit is a program designed to support projects that will provide work experience for Employment Insurance recipients.

### Targeted Wage Subsidies

The Targeted Wage Subsidies program assists Employment Insurance eligible individuals experiencing difficulty in

finding work to benefit from on-the-job work experience.

### Odyssey

The Odyssey program provides full-time, paid positions for language assistants in rural or semi-urban areas that are generally outside the assistants' province or territory of permanent residence.

For information on these programs, call 1-800-622-6232 or visit a Service Canada Centre. More information is also available online at: <http://www.servicecanada.gc.ca/eng/audiences/youth/employment.shtml>

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# College Announces New Campus Teams

## Firms hired to lead project management and campus development

Algonquin College is moving forward with the next phase of the building of its new waterfront campus near Pembroke's downtown. The College is pleased to announce the hiring of Tiree, as its Project Management firm, and Civitas Architecture, in partnership with Jp2g Consultants of Pembroke, as its Campus Development Team.

Tiree, based in Ottawa, will oversee all aspects of the \$36 million project including managing, monitoring and coordinating multiple

stakeholders, consultants and construction entities as the plan is developed and construction takes place. Tiree's President, Duncan McNaughton says: "We are excited to be leading this project and we look forward to delivering Renaissance Square on time and on budget."

Civitas Architecture has extensive experience in coordinating multidisciplinary projects, particularly with school boards, colleges and universities throughout Eastern Ontario. By teaming up with Jp2g of Pembroke,

they have found a local partner that has extensive local planning and engineering expertise and a good understanding of the project site and the surroundings lands. In addition, the firm of Lowans and Stephen, regarded for their expertise in design and sustainable planning, will be working with Civitas, along with specialists in landscape architecture, environmental planning, building engineering and real estate.

The new campus will be planned, designed and built over the next two years and is

scheduled to open in the fall of 2012. Over the spring and summer of 2010, the Campus Development Team will complete a comprehensive campus plan which will be a guiding document for the design and construction of the campus. The consultants will also prepare all documents required for the municipal site plan approval process and the Request for Proposal document to select and engage a design-build team to construct the new campus.

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#### Women's Golf Mental Game Workshop

Thursday Evenings: April 22-May27



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

7:00pm-9:00pm  
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# Pembroke Company Best in Canada

Stuart Burns, President of Speedpro Signs of Canada, is pleased to announce that Louise and Chris Hermitte, owners of Speedpro Signs Pembroke, have earned the company's coveted 2009 Speedpro Signs Franchise of the Year Award.

The award requires the franchisee to demonstrate

leadership in a number of categories including sales volume and growth, ethics, innovation, employee satisfaction and community participation. "Speedpro Signs Pembroke has exceeded expectations in every category and is a worthy recipient of Franchise of the Year," said Burns.

Chris Hermitte said that new products such as digital signage and home decor allowed them to meet the needs of their customers in creative ways. Louise Hermitte thanked their clientele for helping them achieve this goal. "We truly appreciate our relationships with our customers", she said.

The couple also recognized their staff, Angela Lemke and Mark Clarke, who treat their business as their own.

Speedpro Signs Canada is the largest volume producer of signage and display products in Canada. A Canadian owned company Speedpro has been providing innovative solutions to businesses for 19 years.

## Business News Around the Region

### Business Centre Opens In Arnprior

The Arnprior Business Centre has opened at 100 Madawaska Boulevard in Arnprior. The business offers office supplies and stationery, printer and copier paper, computer repairs, toner, photocopying, mailbox rentals, u-haul truck rentals and more. The grand opening is set for April 9-10, 2010.

### Quyon Ferry Running

The Quyon Ferry is now open for the season. For hours of operation, visit [www.quyonferry.com](http://www.quyonferry.com) or call 819-458-2286.

### County of Renfrew Wins GST Appeal

The County of Renfrew won an appeal for \$242,000 in GST almost four years after the claim was made. The GST

credit was for work on Miramichi Lodge in Pembroke. The claim was denied in 2008, prompting the County to appeal the decision to the Tax Court of Canada. In December 2009, the Crown offered a settlement of just over \$41,000. The County's legal team pursued the claim and received the full award on December 15, 2009. Following repayment of legal expenses, and tax credits to the City of Pembroke, the County was left with \$106,000.

### Carleton Auto Parts Wins Chamber Award

Ian Edwards, owner of Carleton Auto Parts, was named the 2009 Business Person of the Year at the annual Carleton Place Chamber of Commerce

awards gala. Edwards has three locations and employs 16 people and is well-known in the community for his volunteer activity.

### CAO To Leave Deep River

The Town of Deep River will be losing its CAO. Gene Kiviho will be leaving the head administrative position which he had assumed in mid-2007. Kiviho will retire with more than 25 years in municipal administration.

### Green Energy Meeting Hosted by Ag Federations

The Arnprior and Lanark Agricultural Federations are offering a Green Energy Information Meeting for Rural and Eastern Ontario on Thursday, April 8 at 7:00pm. The meeting will discuss new green energy opportunities that are coming to Eastern

Ontario. Speakers include Graham Lightfoot of Greenworks, Jamie Pilkey of Green and Clean and Murray Hawley of Hydro One. The meeting is at the Pakenham United Church Hall.

### Reith To Run For Council

Melinda Reith, a resident of Deep River and municipal clerk for the United Townships of Head, Clara and Maria is running for Deep River council.

### Tenders Awarded Water Pollution Centre

The Town of Arnprior has awarded the Water Pollution Control Centre Expansion project to North America Construction. The amount of the tender is \$17,254,000. Five pre-qualified general contractors submitted bids.

# ***Congratulations Speedpro Pembroke!***

## 2009 Franchise of the Year

Speedpro Canada would like to recognize Chris and Louise Hermitte and the team at Speedpro Signs in Pembroke as Franchise of the Year. Your dedication and commitment to your customers, your community and your fellow franchisees is outstanding. Speedpro Canada is extremely proud to have you as leaders on our team. Congratulations and best wishes in 2010.



**Speedpro Signs**  
speedpropembroke.ca

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speedpro.com

## Expo 150 Bash Planned for 2011

### Four-day event to have something for everyone

Plans are underway for Expo 150: the 150th birthday of the County of Renfrew.

June 9-12, 2011 is the date for an event that will celebrate Renfrew County's history and future. Events are currently being planned, but will definitely include activities that all residents of the County can enjoy. Through corporate sponsorship, the event is being held free of charge and will be located across from the Pembroke & Area Airport in

Petawawa.

While the Expo 150 committee is starting to meet with businesses and organizations, anyone interested in being part of the celebration as an exhibitor or sponsor can request information through Amy Gauthier at the County of Renfrew (613-735-7288), or you can send an email to: [celebrate@expo150.com](mailto:celebrate@expo150.com).

A promotional package is posted at: [www.expo150.com](http://www.expo150.com),

though the site is not yet complete.

Expo150 will target local residents, and former residents of the area, as well as some enthusiasts for various activities, such as the Freedom of the County - a traditional military event that is confirmed to be part of the Expo 150 festivities.

Expo 150 will be one of the most significant celebrations of the County's history.

## 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.

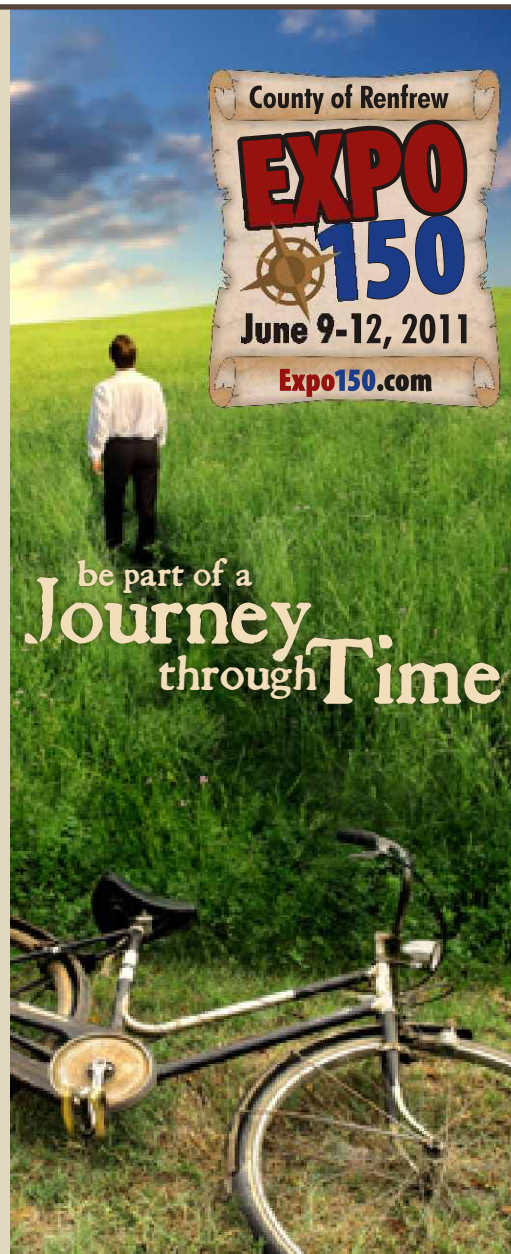
### Contacting Expo150:

Email: [celebrate@expo150.com](mailto:celebrate@expo150.com)

Online: [www.expo150.com](http://www.expo150.com)



**The 150th Anniversary Celebration of the County of Renfrew**



## More Tenders Awarded

### Eganville Sewage Treatment Plant

Tony Zomers Contracting was awarded the tender for the supply and installation of New Millwork and Associated Plumbing and Electrical Upgrades at the Eganville Sewage Treatment Plant. The tendered amount was for \$14,437.50 including GST.

### County of Renfrew Traffic Paint and Application

TPM (Trillium Pavement Marking) Ont. Ltd. of Ottawa, Ontario has won a County of Renfrew tender for the supply and application of traffic paint and glass beads in the amount of \$226,742.25. This was contract PW-2010-06. There were no submissions from local companies.

### County of Renfrew Trucks and Plow Units

Francis Canada Truck Centre Inc. of Ottawa, Ontario has been awarded a County of Renfrew tender for the supply and delivery of Two (2) Single Axle Trucks and Plow Units with ELP Equipment, in the amount of \$244,913.94. This was contract PW-2010-09. Local company, Valley Truck & Spring, finished third in the tender process with a quote of \$ 256,299.82.

### County of Renfrew Truck and Plow

Valley Truck & Spring Service of Pembroke was awarded the tender for the supply and delivery of One (1) Tandem Truck and Plow Unit with Larochelle Equipment, in the amount of \$215,355.40. This was contract PW-2010-10. Valley Truck & Spring was the lowest tender, and the only local company to submit a tender.

Submit Your Business News to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

# Working Like Crazy For What?

Are you busy but making no financial progress?



### Question

I am the owner of a mid-sized business, and am fortunate we have kept very busy during this downturn. My problem is that while we have stayed very busy and have been working like crazy on a personal level, at the end of 2009 I realize that the company hasn't made any progress. What do I need to do differently?"

### Answer

This is a very common question of business owners. The answer is that you have to learn to differentiate between working "in" your business from working "on" your business, and seek a balance in each.

Owning a business can be very rewarding, but if you aren't careful it can become a trap. You know your business better than any employee, and there is a tendency to wade in and do things. There are customers to look after,

problems to solve, decisions to make and the belief that being a good example by working hard is what leadership is all about.

Working "on" your business involves removing yourself from the day to day activities and determining what needs to be done to make your business better. You need to be disciplined about this and budget time for this activity. Working "on" your business is almost always your highest payoff activity.

To do this, The Delfi Group has a wonderful Strategic Development Process that could be recommended to help you move forward. This is a disciplined evaluation of your business, the opportunities and threats in the environment, resulting in the identification of the things that need to be done differently. In effect, this process results in helping you identify the specific areas where you need to work "on" your business.

Without this discipline, it becomes all too easy for hardworking owners to fall into the "ready, fire, aim" pattern and miss out on the opportunity to move their business to the next level with

the minimum expenditure of resources, particularly time.

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For more information on this process, or if you have a question for Delfi Desk, send an email to us at: [questions@thedelfigroup.com](mailto:questions@thedelfigroup.com)

### Idea Management as a Business Strategy

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## a matter of fact

### The Scoop on Cell Phones

- 72%** of Canadians have access to a wireless phone.
  - 18%** of Canadians aged 18-34 have a cell phone instead of a home phone service.
  - 44%** of Canadians send or receive text messages with their cell phones.
  - 36%** of Canadians take pictures with their cell phones.
  - 86%** of Canadian adults and 74% of youth do not access social networking sites on their cell phones.
  - 54%** of Canadians feel their cell phone improves the quality of their leisure time.
  - 100 Million** Number of text messages Canadian send each day.
  - 6 Million** Number of 9-1-1 emergency calls Canadians place from their cell phones each year.
  - \$15.9 Billion** Wireless revenues in Canada in 2008.
  - 25,000** Employees in the Canadian wireless industry.
- Source: Canadian Wireless Telecommunications Association

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# Interview For You Image

## You should evaluate promotional partners like employees



Jennifer Layman  
jenn@fwdthink.net

When you are looking to hire someone, you usually have a list of things qualifications and qualities that the right candidate should possess. You list those qualifications, ask for references and interview people to find the right person. Yet, when it comes to making decisions about marketing, very few businesses or organizations do any of that ground work before entrusting someone with their image.

### The Importance of the Interview

Every time you buy an ad, participate in a tradeshow, invest in a brochure or sponsor a golf tournament, you make an impression with the people who will be seeing your business. If done right, that impression will

be a good one. If done poorly, that impression will also be poor. Who are you trusting to build that impression?

### Question 1: Qualifications

Just like in hiring staff, you need to know how this person is qualified. What education and experience do they have? How have they determined that buying this ad or being in this tradeshow is good for your organization? Do they know anything about your customers? Hint: If they say you should buy this ad because the price is low, then they're saying there is no other value to the product.

### Question 2: Benefits

What are the benefits of you doing business with this person? I guarantee most sales people will be stumped at this question. Again, if they start listing financial benefits, then they likely don't have any others. I say that because this is your image - it shouldn't be

auctioned off to the lowest bidder.

### Question 3: Interview

You are going to be dealing with a certain person for your promotional decisions, so it is best to get to know a little bit about them. Then ask them to step into your shoes. Why would they advertise in their newspaper or on their radio station? Why would they buy design work or a sign or a website from their company? Why would they choose themselves over a competitor? Hopefully, they have a great answer. If they start talking negatively about their competition, or going back to

being a cheaper alternative, that is a signal that the value is probably not there. If you feel they are just nervous, ask them to get back to you with some answers to your questions. If they are willing to put some work into getting your business, that should tell you something.

### Final Notes

There is usually more than one way to reach a certain target market, so you do have choices in how you promote your business or organization. Promotion is about making an impression with a customer you have not yet met. You may not have a second chance to do that, so do it right the first time.



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## Coming Up in Ottawa Valley BUSINESS

### April 20th OVB:

#### Feature on Trades

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**DEADLINE | APRIL 13**

**PUBLISHES | APRIL 20**

### May 4th OVB:

#### Feature on Health

Promote your health business in our feature section. As we get into the summer months, healthy activities are on the rise.

**DEADLINE | APRIL 27**

**PUBLISHES | MAY 4**

### May 13th OVB:

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**DEADLINE | MAY 6**

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