

Yakabuski, Hillier and Local Media Sued

Ministry lawyers sue for libel and slander in Gulick case

By: Jennifer Layman
admin@ovbusiness.com

As if the Gulick Forest Product case couldn't get any stranger, it just did.

In our last issue, we reported that MPP John Yakabuski and MPP Randy Hillier had requested a criminal investigation into the conduct of the Ministry of Labour during the Gulick matter. Two weeks ago, the Ministry of Labour said the Attorney General had responded to that request, and the Ministry's position was very clearly stated in that letter. To date, that letter has never been received by either MPP. They have, however, received something else: a lawsuit.

Another Lawsuit

The three lawyers who prosecuted Gulick Forest Products have launched a lawsuit against MPP Yakabuski, MPP Hillier and local media outlets including the Daily Observer and

Eganville Leader for libel and slander. The lawsuit was received late last week. None of the named parties are commenting.

Media relations personnel for the Ministry of Labour and

The lawyers who have initiated the lawsuit are working for the Ministry, but apparently the Ministry is not part of the lawsuit. Therefore, the three lawyers must be filing the suit personally. From

Attorney General is treated as confidential," he says. "In general I can say that, the Ministry of the Attorney General and the Ministry of Labour reviewed the allegations and are confident that there was no wrongdoing in the handling of this prosecution."

Crawley further explained that any criminal investigation would be conducted by the police, and that the decision to lay charges also rests with the police.

Gulick Surprised

Grant Gulick of Gulick Forest Products was certainly surprised to learn of the lawsuit, and indicated he was not named in it. He called the lawsuit "a very interesting twist."

Both libel and slander go to the defamation of character.

Ottawa Valley Business will continue to follow the developments of this story.

The government is not suing anyone.

Bruce Skeath, Media Relations Department
Ontario Ministry of Labour

Ministry of Attorney General, have commented, both saying that the government is not involved in any lawsuit.

"The government is not suing anyone," said Bruce Skeath of the Ministry of Labour. He called the matter "private" and would not comment further.

Brendan Crawley of the Ministry of Attorney General made a similar statement.

"I can tell you that the Ministry of the Attorney General has not initiated and is not involved in any legal action in this matter."

Bruce Skeath's comments, we can deduce that the lawsuit is civil in nature and filed privately.

The Criminal Investigation Request

While no letter has been received by the MPPs regarding the criminal investigation request, Brendan Crawley of the Ministry of the Attorney General offered some potential insight into how this request is being pursued by the Attorney General.

"Correspondence to and from the Ministry of the



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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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Petawawa Heritage Society Receives Grant

The Petawawa Heritage Society received a grant for \$10,000 for the Log Structures Relocation Project. The Relocation is to transfer two log structures, one 17' x 17' and the other 18' x 30', that are replica examples of 19th century buildings. The Relocation would have these structures moved from their current location on the range control area of Canadian

Forces Base Petawawa and transplanted to the Petawawa Heritage Village site for use in public and educational programming. The log structures will represent the Leder Family homestead and will depict the German cultural influence of the Town of Petawawa in the mid-19th century. Restoration will begin in Spring of 2010.

Young Entrepreneur Program Returns for 2010

Enterprise Renfrew County (ERC) will again deliver the Summer Company Program in partnership with the Government of Ontario. The Summer Company entrepreneur experience provides students aged 15-29, up to \$1500 to start their own business. Upon successful completion of the Program, they can receive another

award of up to \$1500. As a Summer Company participant they receive hands-on business training, mentoring, and direction from local community leaders. In 2009, ERC had 14 young entrepreneurs participate. For more information, visit: www.enterpriserenfrewcounty.com. The deadline is May 6, 2010.

Events Calendar



March 4

Bookkeeping Seminar. Robert Walker, C.A. 9am-12pm. North Grenville Municipal Centre. Kemptville. \$21. enterprisecentre@brockville.com.

March 16

Scientific Research and Experimental Development (SR&ED) Tax Incentive Program. General information seminar. 9am-12pm. RA Centre in Ottawa. For info: 613-598-4233

March 31

Transition to HST. Renfrew Legion. Renfrew. 6pm-8:30pm. Free. For info: 613-735-8224.

April 1

Small Business Financing. Panel discussion with small business lenders. 9am-12pm. North Grenville Municipal Centre. Kemptville. \$21. Enterprisecentre@brockville.com.

April 14

Transition to HST. Kenwood Corporate Centre. Arnprior. 6pm-8:30pm. Free. For info: 613-735-8224.

April 20

Transition to HST. Algonquin College. Pembroke. 6pm-8:30pm. Free. For info: 613-735-8224.

April 27

Transition to HST. Madawaska Valley Municipal Office. Barry's Bay. 6pm-8:30pm. Free. For info: 613-735-8224.

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

To Submit Events
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Business News Around the Valley

Farmers Market Seeking Vendors

The Carleton Place Farmers Market is seeking new vendors for the 2010 season. Specifically, local vendors of fruit, vegetables, meat, crafts and baked goods are being sought. For information, visit the Carleton Place Farmers Market at www.cpfm.ca.

Chamber Drops Membership Fees

In hopes of attracting new members, the Mississippi Mills Chamber of Commerce has reduced its membership fee from \$125 to \$50. For more information, visit www.mississippimills.com.

Stack In Race for 2010

Arnprior Reeve Walter Stack intends to run for the job to represent the town at the county level once again. By the end of his second term on council, Stack will be 66 years old. However, he still hopes to see the county warden position represented by Arnprior in the

future, something that hasn't happened since the 1970s.

Yoga Centre Celebrates First Anniversary

Novagaia Yoga and Wellness Centre in Arnprior is celebrating its first anniversary with specials and free consultations. Visit their website at: www.novagaia.ca for more details.

Play It Again Sports Receives Recognition

Arnprior's Play It Again Sports has achieved a Gold Standard of Distinction from their franchise. The Arnprior store was recognized for excelling in customer satisfaction, store operations and product quality standards. There are almost 350 franchises in North America.

Employees Push Chalk

The Chalk River Employees Ad hoc Taskforce (CREATE) has launched an online letter campaign to support its vision of Chalk River to be

developed as a national laboratory. The group is also promoting the purchase of a new multi-purpose research reactor. For more info, visit: www.futurecrl.ca.

Grondin Office Relocates

The office of Helen B. Grondin, Certified Management Accountant, is relocating as of March 22, 2010. The new location will be 115 Thomas Street. The same phone number and email address will apply.

Munro Seeks Position on Arnprior Council

Doug Munro, a former councilor in the Town of Arnprior, is hoping to once again be seated around the council table. Munro will be a candidate in the upcoming municipal election. Munro has served as the first president of the Greater Arnprior Chamber of Commerce. For more info: <http://dougmunro.wordpress.com>.

Continued on Page 5



More Olympics

95

Countries represented by applicants wishing to volunteer at the 2010 Vancouver Games.

106

Days the Olympic Torch relay lasted in 2010. The relay travelled 46,000 kilometres.

74

Years between curling's inclusion at the Olympic Winter Games. Curling was held at the games in 1924 and not again until 1998.

73

Total minutes each team has to play their stones during a ten-end curling match.

70

The diameter, in millimetres, of Olympic medals. They must also be 5-millimetres thick.

60

Height, in feet that a freestyle aerial skier flies above the ground in competition. This makes it the highest event in the Olympics.

56

The number of IOC votes that awarded Vancouver the 2010 Olympic Games. South Korea was second with 53 votes.

40

Top speed, in metres per second (or 143 kph), of the fastest luge and skeleton racers. This is the fastest event at the Games.

35,000

Population of citizens in Liechtenstein. The country has won nine Winter Games medals in history - all in alpine skiing. Liechtenstein holds the distinction of earning the most medals per capita, with one medal for every 3,888 citizens.

Source: ctvolympics.ca

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OVB Feature: Economic Development in Renfrew County

Challenges and Accomplishments A look at what Renfrew County municipalities are doing

List three areas that your municipality is most focused on for 2010 as it concerns economic development.

Arnprior

Creation of a Community Improvement Plan, Downtown Revitalization and business attraction/job creation.

Deep River, Laurentian Hills, Head Clara Maria

Expand residential capacity, support our major employer (AECL) and seek new commercial investment.

Horton

Approval of our new Comprehensive Zoning By-law and an automobile dealership proposal is before the Planning Committee.

Killaloe Hagarty Richards

Establishing an annual event

to attract people to our community, enhancing our July 1st celebration, assisting small businesses in economic development.

Madawaska Valley

Website upgrades, a 5-year economic development strategy, trail development.

Petawawa

Bringing in new business, enhancing and supporting existing business, creating and supporting events to encourage tourists and resident participation.

Renfrew

Focus sectors are tourism, green energy and maintaining a vibrant downtown.

Whitewater Region

Growing tourism participation from the Whitewater river core business to encourage complementary activities and

shopping, doing everything to help make commuter and freight rail service a reality, being green friendly with solar and wind power, and encouraging nuclear power.

County of Renfrew

Forestry sector development, tourism sector development and re-developing OttawaValleyLiving.com as the primary investment and site selector attraction tool for the Ottawa Valley.

What do you believe is your municipality's greatest strength in attracting development?

Arnprior

The four-lane highway to Ottawa, availability of space, proximity to Ottawa, strong industrial base and growth.

Deep River, Laurentian Hills, Head Clara Maria

Growth at AECL, location of AECL offices in the core area of Deep River created commercial opportunities and contributed to existing businesses, a local government that is supportive to business retention and attraction.

Horton

Our vicinity and exposure to Highway 417, reasonable land

values, a Planning Committee and Council that are pro development.

Killaloe Hagarty Richards

Our natural beauty, several lakes in the municipality and Bonnechere Provincial Park.

Madawaska Valley

Progressive thinking and staff focused on the task.

Petawawa

The population fueled by AECL and CFB Petawawa growth, Petawawa has the highest and youngest population in the County.

Renfrew

Diligent and loyal workforce, an affordable place to do business, commercial hub of the area, great recreation facilities, excellent lifestyle.

Whitewater Region

A reputation for being encouraging and helpful for current and new enterprises, as well as our crown jewel, the Ottawa River.

County of Renfrew

In general terms, low development and operational costs, specifically in terms of labour force and land.

Continued on Page 5



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OV Feature: Economic Development in Renfrew County

What's Going On At The Town Hall?

Municipalities optimistic about future economic development

What do you believe is your municipality's greatest challenge in attracting development?

Arnprior

Competition in the area, a lack of promotion in recent years.

Deep River, Laurentian Hills, Head Clara Maria

Although the future of CRL and the nuclear industry is bright, it is sometimes difficult to convince investors.

Horton

We don't have an industrial park or a bank of land for a prospective company to consider. A second factor is a slow economy at this time.

Killaloe Hagarty Richards

Trying to provide feasible attractions. We rely on the lumber industry which has declined in the last few years.

Madawaska Valley

No serviced industrial land and land prices.

Petawawa

Being so close to Pembroke and people giving into change.

Renfrew

Our geographical location, communication, road and now

rail infrastructure.

Whitewater Region

Completion of the Broadband loop throughout the entire municipality so high speed internet is available.

County of Renfrew

Poor multi-lane highway accessibility, loss of rail lines, insufficient broadband access (if current plans proceed it will be resolved in 3 years for 95% of our population.)

What was your greatest economic development achievement in 2009?

Arnprior

Significant increases in small business start-ups, increased profile of the Town for tourism and businesses through advertising.

Deep River, Laurentian Hills, Head Clara Maria

Development of a new Economic Development web site that has spurred a number of investment inquiries.

www.deepriverareabusines.ca

Horton

The development of a new Comprehensive Zoning By-law which in part streamline

the Commercial and Industrial zone requirements.

Killaloe Hagarty Richards

Our greatest development occurred in 2008 when we celebrated the founding and naming of the Village of Killaloe. We had two murals commissioned, produced a DVD on the history of the Village, and participated in First Impression Community Exchange program.

Madawaska Valley

The investment in a business (ski hill) to show that we're putting our money where our mouth is.

Petawawa

The new development, new stores opening in town, creating more connection to existing businesses, tourism events that continue to grow.

Renfrew

Assisting Deslaurier Custom Cabinets in relocating into the Town of Renfrew after their fire. We saved numerous manufacturing jobs

Whitewater Region

Cobden Fair's successful 150th Anniversary, the start of

Whitewater Village fractional ownership development at Wilderness Tours, Taste of the Valley in Cobden.

County of Renfrew

Successful Rural Connections applications, being part of the Eastern Ontario Warden Caucus, Eastern Ontario Regional Broadband Network Proposal Review Committee.

City of Pembroke

The City of Pembroke chose to submit their economic development report for 2009 in lieu of a response to our questions. We have posted it in its entirety in the Resources section at: www.ovbusiness.com.

Building Permits Values for 2009

Arnprior

\$24,555,860

Horton

\$7,685,900

Killaloe Hagarty and Richards

\$2,518,437

Madawaska Valley

\$13,129,748

Petawawa

\$30,507,609

Renfrew

\$6,033,980

Whitewater Region

\$13,452,500

The County of Renfrew does not issue building permits. No information was available from Deep River, Head Clara Maria, Laurentian Hills. Other municipalities in the County chose not to submit information.

Where's My Municipality?

Ottawa Valley Business sent five questions to all municipalities in Renfrew County, including the City of Pembroke. Not everyone chose to issue a response.

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Business News Around the Valley

Canada Summer Jobs 2010 Deadline Approaches

The Canada Summer Jobs 2010 program deadline is Friday, February 26. The program offers wage subsidies to employers in the private, public and not-for-profit sectors to create job opportunities for students aged 15 to 30. For information, call MP Cheryl Gallant's office at 613-732-4404.

Free Workshop In Killaloe

People interested in learning about the Ontario Power Authority's Feedin Tariff (FIT and MicroFIT) programs are invited to attend a free evening workshop Thursday, February 25th at 7:00pm at the Community Resource Centre in Killaloe. Jim Cummings of Clearly Solar in Ottawa will be the guest speaker. The workshop is being organized by the Ottawa River Institute, and is being made possible by a grant from the Ontario Trillium Foundation.

County Seeks To Recoup Costs

The County of Renfrew's Public Works and Engineering Department was asked to go back to the drawing board

after submitting a proposed user fee schedule to Renfrew County's finance and administration committee. Among the fees included a \$2,000 charge to review engineering work in subdivision plans for developments that abut county roads. The fees reflect the time needed by staff to perform these reviews. The department is also looking to add permit fees for road occupancy (\$250) and commercial development engineering review fees (\$500).

Gutz Receives Certification

Raymond Gutz, a Patrol Supervisor in Palmer Rapids recently obtained his "Certified Road Supervisor CRS" designation. The designation is accredited under Provincial Legislation and recognizes the education, experience and professionalism of the individuals in the Public Works field. Mr. Gutz is a 10-year employee with the County of Renfrew.

*More Business News Around
the Valley on Page 6*

The Bottom Line

Bookkeeping with Kim Boudens

From Payroll To Privacy

*The following situation was
submitted to Boudens
Bookkeeping.*

Question:

I was a government employee for many years and my salary was public information and so it should be as I was on the public's payroll.

Now that I am in private business I prefer to "hold my cards close to my chest." I am out in public a fair amount as a business person to promote my product but the financial details of my business I prefer to remain my business. As I build a team of knowledgeable people around me, in other words those people who possess the skills and knowledge I don't, how do I ensure my privacy needs are met and are there codes of ethics that people already have in their professional guiding principles that already exist to ensure my privacy?

Answer:

Clients entrust private financial information to those in my profession in order for us to do our job efficiently and correctly. There is a code of ethics within our profession, as well as within all professional occupations to ensure your privacy is protected.

Also, PIPEDA (Personal Information Protection and Electronic Documents Act) creates a legally enforceable right to privacy with respect to the collection, use and disclosure of personal information by every organization that does business in Canada. If your dealings are with business people, you can assume you are protected by this Act. Prior to engaging in conversations concerning private matters, you have the right to ask what privacy policy your associates follow and always ask yourself if you are comfortable with this person having this knowledge about you and your business.

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Dear Delfi Desk,

I am a self-employed business person and have been in business five years. I have a very good clientele, but there are some organizations I can't get anywhere with. They buy the same product/service I sell from Ottawa, Toronto or even the US. I know I can get a better price, and deliver it faster, but they don't seem to care. I've tried everything to convince them and I can't get anywhere. Do I give up?

Frustrated Local Business

Dear Frustrated:

Yes, I can see why you are frustrated, but don't give up. There may be reasons they are not buying from you. They may have a satisfactory history with their present suppliers and be reluctant to sever that relationship for a new one. There may be family or friendship issues involved. So, what can you do? Be persistent. Ask customers to give you a quotation to use in your promotional material you send to prospects. For example: "In working with ABC Co. for the past year, they say that since buying from me they have saved x dollars in the last five years."

Continue to network with these prospects. Find out where the best place to network with them might be, and be there. Treat them like valued clients: any hint of frustration will likely reduce your chances of converting them into clients. Above all, the most powerful way to get new clients is to delight your present clients. Provide them with better service than they expect and over time more and more prospects will become clients.

questions@thedelfigroup.com

Business News Around the Valley

McInall Seeks Mayor's Seat
Brian McInall, a councillor for the Town of Deep River, has indicated he will seek the Mayor's seat in the upcoming municipal election. McInall is the owner of Valley Wines, a small business in the Town.

Two Newspapers Become One

The Renfrew Mercury and the Renfrew Weekender will combine to form one newspaper, to be delivered on Thursdays. The paper will also reduce its size from a broadsheet format to a tabloid format.

Committee Vacancy

Council seeks applications from Horton Ratepayers to fill

the vacant Public Member seat on the Township's Planning Committee. Applicants must submit a resume and a statement of qualifications for this appointment. Resumes will be received until 12:00pm on Tuesday March 16, 2010. For more information, call 613-432-6271 or email: mjmhorton@xplornet.com

OLS Daycare Closes

Our Little Steps Daycare in Pembroke has closed. The daycare was licensed for 39 children and began operation in 2006 within the Online Support call centre. The daycare closed just before Christmas in 2009.



Les Gagne, Investment Advisor
Manulife Securities Incorporated

Pension Income Splitting

Pension income-splitting allows you to shift up to 50% of your income to your spouse for tax purposes. The pension cheque continues going to the first spouse and no money actually changes hands.

If you are 65 and over, income from an RRSP annuity, an RRIF, a locked-in RRIF and a deferred profit-sharing plan annuity are eligible to be split. Income that does not qualify include: the Canada Pension Plan, Old Age Security, the guaranteed income supplement, RRSP withdrawals and income from retirement compensation arrangements. If you are under 65, eligible pension income includes payments from company pension plans and certain pension income received on the death of a previous spouse.

Married or common-law couples can also qualify.

Here's an example of how pension income splitting may allow a couple to double up on the pension income credit. Say you're 70 and getting income from your RRIF and your spouse is 68 and his income comes from CPP and OAS payments and unregistered investments.

As a result, your spouse would not be eligible for the pension income credit. However, by allocating some of your RRIF income to your spouse, they may be eligible for the \$2000 pension income credit.

Speak to your Financial Advisor for more information on this and other opportunities to save on taxes.

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Olympic Advertising and Your Business

What you can learn from the national brands



Jennifer Layman
jenn@fwdthink.net

If you have been watching any of the Olympics, you have no doubt become familiar with the commercials. Maybe you just glaze over them by now, but the next time you're glued to Vancouver, take a moment and see what is being advertised...and what isn't.

What You Don't See

The Tim Hortons ad says nothing about their products. Not one single word! They don't tell you they have 45 varieties of donuts, or 15 kinds of bagels or 13 kinds of teas. Instead, they have linked their coffee (and the weather) with what it means to be Canadian.

The Coke ad doesn't talk about how much it costs for a litre of their product. They don't

mention you can buy it in six-packs or 12 packs or 24 packs. They don't say they are better than any other cola product. Instead, they get your patriotism juices flowing with a catchy tune and amazing shots of being Canadian, all leading up to a hockey event - one of the premiere events at the Olympics for Canadians.

And Molson, who is no stranger to marketing with patriotism (I Am Canadian), says only one thing about their brand: it's made in Canada. Yes, made in Canada, like the mountains and the trees and the water and all the rest of the "square feet of awesomeness." The message they impart is that not only is the country great, so is our beer.

Having Impact

There is absolutely nothing wrong with a small business that chooses to have creative advertising. You are allowed to

have advertising that makes people laugh and cry and stand up and cheer. You have every right to enjoy the brand building that larger brands enjoy. And you should seriously start thinking about it.

Consumers are really changing the way they view advertising from a business. Grand claims cause skepticism, and if you want the time of a consumer to read your ad, then it better be worth remembering. Consumers want to be impacted, and they will reward the businesses who take the time to do that. If you just do what everyone else is doing, well, they see no reason to think

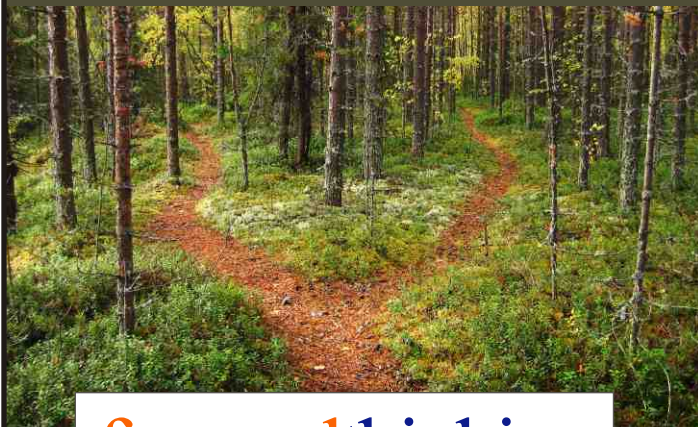
you're any different, so they'll keep shopping where they already shop.

Commit to Consistency

When you make improvements to the way you advertise, or to the way you do anything, the key to success is to be committed and to be consistent. It's like a new pair of shoes - you have to wear them for a while before they feel comfortable. And the consumer needs to get comfortable with you too. They become comfortable as they continue to see consistent messages from you.

Learn from the national brands, at their expense!

Which should you choose?



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March 9th OVB:

Feature on development in Lanark County

Great chance for economic development officers to promote development opportunities in their municipality. Ideal for building owners, construction companies and all consultants involved in development in Lanark County.

DEADLINE | MARCH 1
PUBLISHES | MARCH 9

March 23rd OVB:

Feature on development in Pontiac County

Great chance for economic development officers to promote development opportunities in their municipality. Ideal for building owners, construction companies and all consultants involved in development in the Pontiac County.

DEADLINE | MARCH 16
PUBLISHES | MARCH 23

April 6th OVB:

Feature on summer employment

Special advertising features that includes ovjobs.ca.

DEADLINE | MARCH 30
PUBLISHES | APRIL 6

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