

It's Municipal Election Year Some candidates already confirming interest

By: Jennifer Layman
Admin@ovbusiness.com

2010 is an election year for municipal office and some interest has already been shown around the County from current politicians and potentially new members of council.

In the City of Pembroke, incumbent Mayor, Ed Jacyno, has filed his papers, seeking a third term at the helm of the City. Jacyno is the only current politician in the County to declare his interest in seeking re-election.

Arnprior and Renfrew have two new individuals seeking the Mayor's seat.

Doug Smith, a local businessman and owner of Citadel Crafts in Arnprior has declared his candidacy for Mayor in Arnprior. Smith has already launched a website with information on why he is running and his platform for the area. For more

information, you can visit: www.arnpriorontario.com/dougformayor.html.

In Renfrew, W.R. Callum (Cal) Scott is running again for the Mayor's seat. Scott

During each local election thousands of Ontarians put their names forward for office because they want to make a difference in their community.

Municipal Elections 2010 Guide

received just under a quarter of the vote in the 2006 election, which was won by current Mayor Sandi Heins. Scott is an active critic of the current municipal government, and is known for posting messages on his commercial building, which is just at the western edge of the Downtown.

Interested in Running?

Ottawa Valley Business has posted the Municipal Elections 2010 Guide on the website (www.ovbusiness.com) under the Resources page. This is the guide issued by the Ministry

of Municipal Affairs and Housing.

While most items remain the same this year, one major change is the date of elections. While normally held in

municipality, a non-resident owner or tenant of land in the municipality or the spouse of such non-resident owner or tenant;

- b) a Canadian citizen;
- c) at least 18 years old;
- d) not legally prohibited from voting; and
- e) not disqualified by any legislation from holding municipal office.

A candidate, if nominated, must remain qualified throughout the election and, if elected, throughout the term of office.

The nomination filing fee is \$200 for the office of head of council and \$100 for all other offices. A candidate is entitled to a refund of the filing fee if he or she is elected, receives more than 2% of the votes cast for the office, or withdraws the nomination before nomination day.

For more information, see your municipality.

November, the 2010 election will be held October 25th. The deadline to file or withdraw nominations is September 10th at 2:00pm.

There are also some changes to the fundraising amount that candidates can seek. This varies by municipality, so candidates should request this information from the appropriate person.

Do You Qualify?

There are some basic criteria in order to qualify as a candidate in a municipal election:

a) a resident of the

101 Thing to do in the Valley

Winter Edition!

Deadline: January 15th
Publishes: January 21st

\$25 PER LISTING

Outdoor activities, spas, shopping, classes, indoor activities and more!



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 monthly via email to more than 2,500 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.

ADVERTISING
Various advertising options are available in OVB. Volume discounts and Chamber of Commerce membership discounts are available. Please inquire about ad opportunities.

CONTENT & SUBMISSIONS:
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.

CONTACT US:
OVB is part of the Forward Thinking Media Group. You can contact us as follows:

Publisher: Jennifer Layman
E: admin@ovbusiness.com
P: 613-732-7774

Mailing Address:
Forward Thinking
2113 Petawawa Boulevard,
Pembroke, Ontario
K8A 7G8

Algonquin College Could Strike

Union seeks more money, less hours

After recently receiving the largest individual donation in its history, Algonquin College is in the news for something less celebratory. On January 13th, the staff and faculty could vote to go on strike as talks broke down last month on issues of pay increases and work hours, among other issues.

The Ontario Public Service Employees Union (OPSEU) is requesting a 9.7% pay increase over three years, making all part-time and partial teachers into full time positions and reducing the teaching workload by two hours per week.

On the other side is the College Compensation and Appointments Council (CCAC). They argue that the

union's proposal will cost \$218 million. They say the cost of reduced teaching hours (\$96 million), staffing changes (\$71 million) and increased salaries and benefits (\$51 million) is not affordable.

CCAC has countered with a 7.5% increase over four years, and considerations in other areas, though they are not in agreement with the union's offer.

According to job postings on their website, a temporary receptionist would make \$41,360 to \$51,700 per year, while a clerk's position is posted at \$41,062 to \$47,609 per year.

For more information, visit:
www.thecouncil.on.ca
and
www.opseu.org

Events Calendar



January 12th

Home Renovation Tax Credit Seminar. What is eligible and how to calculate your credit. Ottawa Tax Service Office. 1pm-3pm. For info: Phone: 613-598-4234 :NOR.OutreachOTC@cra-arc.gc.ca

January 13th

HST information session hosted by Mackay Funeral Home. Timothy Mackay and Matthew Irvine will answer questions. Wednesday January 13th at 10am. Mackay Funeral Home-Prescott Chapel 416 Dibble Street in Prescott. Phone: 613-925-340.

January 13th

Procuring patents for inventors and entrepreneurs. Free. 12pm-1pm. Entrepreneurship Centre in Ottawa. For info: 613-560-6081.

January 16th

Upper Ottawa Valley Chamber of Commerce Awards Gala. Recognizing achievement in business in the local community. For tickets, call Lorraine at the Chamber: 613-732-1492.

January 20th

Income protection for small business. Free. 12pm-1pm. Entrepreneurship Centre in Ottawa. For info: 613-560-6081.

March 16th

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

To Submit Events

Businesses and organizations are welcome to submit business events for publication in this section. Email your submissions to: admin@ovbusiness.com

Bring Your Industry To Your Hometown.

Save on travel expenses by hosting your annual general meetings, conferences and events here, at home. We would be pleased to invite your industry to consider hosting their event with us.



Pembroke Inn & Conference Centre

Phone: 613-735-0131 | 800-567-2378
Email: events@bestwesternpembroke.com



Business News Around the Valley

CABA Recognizes Businesses

The Calabogie and Area Business Association (CABA) awarded several honours in December in recognition of business excellence. The Neat Coffee Shop in Burnstown received the Excellence in Ambiance (Commercial) Award. Calabogie MotorSport Park received the Excellence in Customer Service Award and White Pines was recognized for Excellence in Store Front Presentation. Fans of Calabogie Bed & Breakfast received the Excellence in Ambiance Award for home-based business and Greater Madawaska Reeve Peter Emon earned the Excellence in Community Service Award.

Former Manufacturing Building to be Condos

Mark Wilson is going to turn the former Stemco building near O'Brien Park into condominiums. The 17,000

square foot building housed Stevens Controls, which closed about 10 years ago. Since that time, the building has been occupied by Blackwater Designs, Wire Craft and O'Brien Mills textile operation.

Update on Pakenham Postmaster

Jeanne Barr, the postmaster in Pakenham who was fired by Canada Post for not being bilingual has now been rehired.

Municipality Seeks to Squash Fees

Greater Madawaska council is circulating a resolution urging the federal government to squelch an "outrageous" new fee that Scotiabank is implementing Feb. 15. Council passed a motion Dec. 17 in opposition to the proposed \$15-a-month bill payment reporting fee. It asks other Renfrew County municipalities and senior

levels of government to support a move to force Scotiabank to offer the new web portal service at no charge or drop plans to discontinue its free email and fax reporting service.

Rail Project Proceeds

The possibility of a freight, tourism and commuter rail project in Pontiac and Renfrew Counties received a funding boost recently. The federal government will provide up to \$136,000 for a feasibility study by Transport Pontiac-Renfrew (TPR). The non-profit organization will assume the other half of the costs for a feasibility study and business plan. Addition costs are being covered by the Community Futures organizations in Pontiac and Renfrew County. The Canadian Transport Agency assessed the value of that rail line's inventory which is estimated at about \$12 million. The committee will know by mid-April if the project is feasible to pursue.

HRTC Deadline

February 1, 2010 is the deadline to take advantage of the Home Renovation Tax Credit (HRTC). You can receive a rebate worth up to \$1,350, depending upon how much you spend fixing up your home or cottage.



Partners in building your business.
En partenariat pour développer votre entreprise.

Small Business Loans / Prêt aux PME
\$5,000 - \$150,000



Phone: 613-735-3951 ext.224
www.rccfdc.org / Toll Free: 888-225-8331
2 International Drive, Pembroke



a matter of fact

Snowmobiling and the OFSC

39,742

Total audited kms of OFSC snowmobile trails

12,464

Number of landowners with OFSC trails on their property

2,000

Cost per kilometre to build a new trail

426 Million

Dollars invested by clubs in OFSC trails since 1985

1.2 Billion

Annual economic activity generated by OFSC trails

112 Million

Annual provincial tax revenue from spending by snowmobilers

93,735

Total of full and visitor trail permits sold in 2008-09

168,000

Number of active snowmobilers in Ontario

72,000

Average household income of snowmobilers

4,000

Average amount spent by snowmobilers each year on snowmobile-related recreation, tourism and products

Source: Ontario Federation of Snowmobile Clubs. Statistics are for Ontario only, as of September 2009



The Region's Most Popular Job Board.

ovjobs.ca

Get The Word Out.
613-732-7774

Ottawa Valley Business Feature: Health

Health and Wellness Trends Continue To Grow

Industry offers opportunities for business, choices for consumers

As consumers continue to see the “healthy eating” messages from government and organizations, the trend seems to be catching on. More customers are paying attention to ingredients and how the food is produced. While traditional grocery growth is declining, the health and wellness trend is becoming a key growth area and in the food industry.

Once thought of as being strictly for weight loss, consumers now believe in healthier eating habits have benefits over the long term. Health involves not only eating healthier, but reducing

stress, exercising and getting enough rest.

Canadian Health and Wellness Trends

1. Better-For-You Food

The BFY category includes products where the amount of a substance considered to be less healthy (fat, sugars, salt, carbohydrates) has been actively reduced or removed during production.

2. Organic Food

One of the most rapidly growing sectors of the food industry, organic food includes products grown without genetically modified organisms and without the use of synthetic chemicals,

pesticides, anti-biotics, hormones or fertilizers.

3. Fortified/Functional Food

These foods are products that have added vitamins, herbs or nutraceuticals and are largely consumed for a specific health benefit.

Examples include: eggs with omega3, calcium enriched juices, prebiotic breads with inulin, and yogurt with probiotics/antioxidants.

4. Intolerance Food

Food intolerances refers to a broad range of allergic and non-allergic sensitivities to a food, beverage or food additives. It affects nearly 2% of the population, and it is predicted that roughly 45% of the population will be impacted by a food-related sensitivity at some point in their lives. Gluten-free

products are an example. Gluten is present as a protein found in wheat and other grains. Gluten-free foods saw an 86% jump in 2006 product launches.

The “Next Big Thing”

1. Halal/Kosher Diets

Halal food is generally eaten by followers of the Islamic faith, while kosher food is generally eaten by followers of the Jewish faith. The demand for halal meats has become so great, they are poised to surpass organic markets in popularity. Maple Lodge Farms has been manufacturing halal poultry line since 1990 and has seen double-digit sales growth over the past three years.

For more information, see: www.ats-sea.agr.gc.ca/info/4367-eng.htm.

Regional H1N1 Flu Shot Clinics

January 19

Pembroke-Petawawa Lions Hall, 1163 Victoria Street in Petawawa. 3pm-7pm. For info: www.rcdhu.com or call 613-735-8666 ext. 666.

January 19

Bethel Pentecostal Church Hall, Smiths Falls. 1:30pm-7pm. For info: call 613-345-5685 or www.healthunit.org.

January 20

Kemptville Campus of the University of Guelph. 2pm-8pm. For info: call 613-345-5685 or www.healthunit.org.

January 21

Kemptville Campus of the University of Guelph. 2pm-7pm. For info: call 613-345-5685 or www.healthunit.org.

January 21

Almonte Civitan Club. 500 Almonte Street. 2pm-7pm. For info: www.healthunit.org or call 613-345-5685.

January 25

Perth Civitan Club. 2pm-7pm. For info: www.healthunit.org or call 613-345-5685.

If you are new to the wellness journey, or looking for a complete immersion in wellness, we welcome you to visit Bancroft.



Wellness is a state of personal well-being, reflecting individual choices about feeling good and about the quality of life a person wants to pursue.

Bancroft is an ideal region for the development of personal wellness because of our natural environment, the caring nature of our residents, access to wellness activities and programming, and a strong connection to a more relaxed pace of life.

www.bancroftregion.com

Heritage Hearing Care

Helping Ears to Hear.
613-735-0776

239 Pembroke Street West, Pembroke, Ontario K8A 5N3

The Bottom Line

Bookkeeping with Kim Boudens

EI Benefits For Self-Employed

Starting in January 2011, self-employed Canadians will be able to draw special Employment Benefits for the first time. There are four types of benefits available: maternity, parental, sickness and compassionate care. These benefits have not previously been available for self-employed individuals.

In order to qualify, you must enter into an agreement with the Canada Employment Insurance Commission through Service Canada. By entering into an agreement between January 31, 2001 and April 1, 2010, you could be eligible for a claim as early as January 2011. However, if you enter later than April 1, 2010, you will have a 12 month wait before being able to make a claim.

Your premiums will be based on your latest income tax return or an estimated amount if you have not yet filed.

The following is a link to a website which will give you more information. It is important to read all the information available before making a decision as participation is voluntary until you sign up as there are additional stipulations should you wish to terminate your agreement. There are also additional criteria to take into consideration, such as how any income your business continues to generate while you are off will affect your benefits, so it is important to be informed.

http://www.servicecanada.gc.ca/eng/sc/ei/self_employed_workers.shtml

Business News Around the Valley

Fenik Elected Warden

John Fenik, the Mayor of Perth, has been elected as Warden of Lanark County. Fenik replaces Paul Dulmage as head of the County.

Sam Jakes Inn to Become Retirement Residence

The Ontario Municipal Board has approved the re-development of Sam Jakes Inn in Marrickville into a

retirement residence. The new development will be known as the Sam Jakes Retirement Residence, and will have 32 studio apartments, four one-bedroom suites and three larger units.

Power Corporation to Expand

The Mississippi River Power Corporation is hoping to expand its reach in Mississippi

Mills with development areas under consideration. An \$8 million generating station will be operational in Almonte in February or March of this year. The new station will double the amount of power produced with a significant increase in revenue. The Town of Mississippi Mills receives the company's profits.

George Jackson

Development Appealed

The quest of George Jackson Toyoto to build their new dealership has hit another challenge. While Horton Township approved the rezoning of 142-acres of agricultural land to allow for the dealership, Horton farmers, Gerald and Sean Richards, have appealed that approval to the Ontario Municipal Board. The La Rocques, who own the dealership, are already before the Ontario Municipal Board in an appeal they launched in opposition to the Town of Renfrew's decision to request a \$750,000 bond to build the dealership in Renfrew.

Make 2010 A Safe Year.

Fire Extinguisher Sales & Service

Safety Products for commercial, industrial, manufacturing and small business.

Layman

FIRE AND SAFETY

laymanfireandsafety.com

Phone: 613-687-2896 | Mobile: 613-732-5320

joel@laymanfireandsafety.com

Send us your news:
admin@ovbusiness.com



County of Renfrew Employment Placement Program

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

- the provision of hiring, screening and matching assistance
- job development and employer outreach
- human resource follow-up services
- WSIB or accident insurance coverage
- financial incentives to offset training expenses

If you are looking to hire, call us first. We can save you time and money, and provide you with the employees you need.

For further information, call:

Pembroke: 613-732-2601 or Renfrew: 613-433-9846 ext.138



Group Seeks Input on Labour Plan

The Labour Market Group of Renfrew & Lanark County has been contracted to perform the duties of a Local Labour Board for the region. In the past, the Group has held annual meetings, bringing community members together for a consultation and to solicit feedback on workforce issues.

This information is published in the TOP Report, available at no charge, and is used to develop a strategic plan of action geared toward strengthening our workforce.

This year, the consultation process will focus more on employers from retail and service sectors to determine what workforce challenges they may be experiencing. Consultations will be conducted over the phone with business owners, human

resource professionals and others in the retail and service industry.

The call is 2-5 minutes in length and is comprised of some simple questions about the types of workforce-related issues the business has been experiencing. To be placed on the list to be contacted, please call the Group at: 613-735-4292. You can also contact the Group by email with any feedback you have.

Specifically, the Group would like to know: Are you experiencing any difficulties hiring or finding people with the skills you need? If so, what are the challenges you are facing?

Please put 2010 Consult Feedback in your subject line. Response can be sent to: renfrewlanark@gmail.com.



Dear Delfi:

I am a relatively new manager. I want to become the best leader that I can but I don't really know where to start. I have been hearing lately about employee engagement. What is this and do you think it is something that could help me produce better results.

- Looking for Help

Dear Looking:

Yes, employee engagement is the "talk of the town" in forward looking organizations these days. In many ways this is not a new concept. We have always known you could take the phrase "no involvement no commitment" to the bank. Employee engagement is just a refining of this idea. We define employee engagement as: an employee's involvement with, commitment to, and satisfaction with work.

But how do you get employees to be engaged? There are so many ways. And, different methods work with different organizations. Here are a few:

- Focus on people's strengths, not their weaknesses
- Give them meaningful work and trust that they will carry it out (if they don't, make it a learning experience)
- Give employees regular feedback with one-to-one coaching
- Let them know if and how the organization is accomplishing its goals

● Ensure that they see how their role in the organization contributes to its success

Sometimes we hear skeptics say, that is all very nice but what about the "pay-off". Do these "nice things" give the results we need?

Research responds with a resounding "YES". A Gallup study connects employee engagement very closely to productivity. Here is a quote from a recent Gallup publication:

"The world's top-performing organizations understand that employee engagement is a force that drives performance outcomes. In the best organizations, engagement is more than a human resources initiative -- it is a strategic foundation for the way they do business.

Research by Gallup and others shows that engaged employees are more productive. They are more profitable, more customer-focused, safer, and more likely to withstand temptations to leave. The best-performing companies know that an employee engagement improvement strategy linked to the achievement of corporate goals will help them win in the marketplace."

So, now is the time to get started. Promoting an engaging environment is not really difficult, but it does take patience and trust. However, the dividends can be fantastic!




Residential & Commercial Duct Cleaning
Restaurant Kitchen Exhaust Cleaning
Mobile Pressure Washing





1-866-273-9016

www.advancedairquality.ca

A FREE RESOURCE FOR EMPLOYEES, MANAGERS AND OWNERS

Do you have a challenge in your business? Do you have an issue around human resources or management? Send your questions to: questions@thedelfigroup.com. (All questions will remain confidential.)

Problem Solving and Opportunity Seeking

Which best defines your marketing strategy?



Jennifer Layman
jenn@fwdthink.net

“Problem solving remains the default mode in business. It’s what businesses have always done. It looks for the negative (what is wrong) rather than the positive (what is right.) The aggression at its core make it usually tactical rather than strategic, short term rather than long term, focused on what has happened instead of what is to come - tantamount to racing in the Indianapolis 500 while only looking out the rear-view window...”

The above in an excerpt from a book called “What Happy Companies Know” by Dan Baker, Ph.D. Baker suggests that one of the best ways for companies to achieve greater

results is to move into an opportunity seeking mindset.

Baker is not specifically talking about marketing, but he could be. Most people seek out marketing help because they need to solve a problem. Sales are down, people don’t know about them, etc. The key is to rephrase the problem into an opportunity.

Lets look at the problem of sales being down. Planning a marketing strategy would involve looking at all the potential customers, and identifying their reasons for purchasing your product or service. Once this is determined, the opportunity arises in how you reach them.

The Rear View Mirror

As Baker says, it is very difficult to move forward when you’re only looking behind you, or when you focus only on what happened in the past as

opposed to what could happen in the future. Many business owners say, “I tried advertising there once, but it didn’t work,” and that becomes the basis of their strategy for years to come. But what if their ad wasn’t pleasing to the reader? What if the ad was targeted to the wrong group of people?

The same can be said when a business says they have advertised only with one media company for 15 years and it always works so they don’t need to advertise anywhere else. There is no single media product that reaches every possible customer you could have. If your sales rep tells you

that, they are not being realistic. And, what if there was a way to reach more customers with different advertising? What if that advertising costs less than what you’re currently paying? What if the benefits could be greater?

Take a look at how you make advertising and marketing choices in your business. Do you do what you’ve always done, or are you seeking out new opportunities? Do you rely on the rear-view mirror, or do you prefer the larger view from the windshield?

Opportunities are everywhere when it comes to marketing. What could you be missing?

Sometimes,
you need a new game plan.



forwardthinking
MARKETING & MEDIA GROUP

fwdthink.net | jenn@fwdthink.net | 613-732-7774
2113 Petawawa Boulevard | Pembroke, Ontario | K8A 7G8

Coming Up in Ottawa Valley **BUSINESS**

101 Things to do in the Valley

For \$25 you can list your event, business, sale or anything you want in our popular publication of things to do in the region. It is one of our most-requested issues by real estate agents, tourism providers and has been posted on local municipalities and tourism board websites.

DEADLINE | JANUARY 15

PUBLISHES | JANUARY 21

January 26th OVB: Finance Feature

With doubling our publishing schedule, we are having special feature sections within each issue. This issue will focus on financial. Great advertising opportunity for those businesses in finance, banking, succession planning, etc. This section continues in the first February edition as well.

DEADLINE | JANUARY 19

PUBLISHES | JANUARY 26

Attention Municipalities:

In order to increase the opportunity to Buy Local, OVB is publishing your tenders for FREE at www.ovbusiness.com. Just send your tender information to us and we'll post it.

admin@ovbusiness.com | 613-732-7774