

## From Pulp Mill to Green Industry What's in store for the Smurfit-Stone mill in Quebec?

**By: Jennifer Layman**  
[Jenn@ovbusiness.com](mailto:Jenn@ovbusiness.com)

When the Smurfit-Stone pulp mill in Portage du Fort shut down in 2009, it took more than 200 jobs with it. It was one of several mill closures that seemed to happen all at once in the Ottawa Valley. But a group out of the United States believes they can do something positive with the mill, and turn it into a clean energy business park.

Green Investment Group Inc. is reported to have purchased the mill for \$1.8 million in hopes of a re-development into a business park that promotes clean energy. Raymond Stillwell, president of Green Investment Group and the Pontiac SSPM (the company set up to run the Portage du Fort project), told leaders of the Pontiac region that his company is "renowned for restoring, redeveloping and reviving closed or inactive industrial sites. The result of

these activities is the attraction of investments, the creation of jobs and the revitalization of local economy."

The Green Investment Group Inc. (GIGI) has done this several times, and with several pulp mills owned by Smurfit across the United

### We are renowned for restoring, redeveloping and reviving closed or inactive industrial sites.

Richard Stillwell, President  
Green Investment Group Inc. and Pontiac SSPM  
New owner of the Smurfit-Stone mill in Portage du Fort

States and Canada. Stillwell referenced a steel mill renovation in Illinois that resulted in a return to work of the laid off plant workers. While he isn't proposing a revamped pulp mill for this mill, he suggests alternative fuel as an option.

"Our main goal is to attract environmental companies that are developing projects in fields such as clean and renewable energy technologies

or alternative fuels," he told a press conference in February.

According to Sillwell, a US-based lawyer, the first phase of the pulp mill redevelopment will cost in the vicinity of \$15 million. Local jobs created will be those specializing in construction, renovation,

electricity and repair. The company has created a website for people to apply online: [www.sspmjobs.com](http://www.sspmjobs.com).

The second phase of the project will involve redeveloping the site. The company hopes to work in collaboration with municipal authorities, local communities, associations and businesses as well as provincial and federal governments. This past February, they indicated that

they were currently in discussions with promoters of potential projects for the second phase, which, they claim, represents several million dollars in development potential.

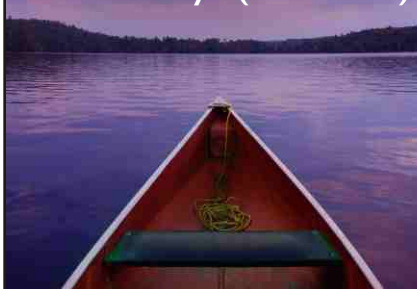
GIGI has purchased Smurfit plants in Ohio and New Brunswick with the intention of green energy plants. However, according to media reports, no new permanent jobs have resulted due to the increase of competitors in the alternative fuel business.

However, Bathurst, New Brunswick is happy to patiently wait for any new jobs that may arise as the company plans to convert the mill to energy generation, including alternative fuels and waste-to-energy conversion.

For more information on GIGI, you can visit: [www.greeninvgroup.com](http://www.greeninvgroup.com). The Pontiac SSPM site is [sspmontiac.com](http://sspmontiac.com), but was not up and running at the time of this article.

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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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## Events Calendar



### March 29

Learn how the new HST legislation will affect your next real estate purchase or sale. Free seminar. 6:30pm. Petawawa Public Library, Rotary Room. RSVP appreciated. 613-687-1234. [wisemove@bellnet.ca](mailto:wisemove@bellnet.ca)

### 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](mailto:Enterprisecentre@brockville.com).

### April 14-16

Ontario Professional Foresters Association AGM. Best Western Pembroke. For info: Jeff Muzzi: 613-735-3204 ext.438

### April 14

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

### April 17

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

### April 20

Transition to HST. Algonquin College. Pembroke. 6pm-8:30pm. Free. 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, by calling 613-432-7015, or at: [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. Info: Judith at 613-432-2991 or

Kent at 613-433-9000.

### April 27

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

### May 4

Transition to HST. Bear's Den Lounge and Motel. Deep River. 6pm-8:30pm. Free. For info: 613-735-8224.

### May 5

Renfrew Chamber of Commerce awards banquet. 5:30pm. Renfrew Recreation Centre. For 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)*

# Stress Relief Can Be Enjoyable

## Try Tai Chi for workplace wellness and more

**By: Cindy Sell  
Upper Ottawa Valley  
Tai Chi Club**

Tai Chi is a powerful stress-management tool that can be used personally and in business. In our busy lives, we often have little time for taking care of ourselves. We are prone to stressful situations, and our bodies are often tense. The ancient art of Tai Chi incorporates deep breathing with slow, gentle movements that cleanse our mind and body. Tai Chi helps eliminate the stress that impacts our energy (also known as Chi.) Stress makes us tense up or squeeze off the

flow of life energy. By learning the easy relaxation techniques of this health-enhancing form, even when we are stressed, we can uncover and release every single place we hold tension or blocked energy.

Tai Chi is a valuable tool for relieving stress and improving our health. It is also a powerful business tool.

Tai Chi can improve productivity by helping busy professionals be happy and relaxed, enabling the mind and body to operate efficiently. Tai Chi helps us let go of the irritating debris running around in our mind, leaving us

with more space and energy to focus on tasks at hand.

Tai Chi is also an empowering experience as it allows us to take control of our body's stress responses. Our immune system improves, and we feel better, further adding to personal empowerment.

The growing popularity of Tai Chi is partially because it can be done almost anywhere and by anyone. It is a perfect modern exercise that will leave you feeling energized, and use less of your sick days.

For more information, see: [www.OttawaValleyTaiChi.ca](http://www.OttawaValleyTaiChi.ca)

# Business News Around the Valley

## OVB Error

In the last issue of Ottawa Valley Business, it was suggested that if the Town of Arnprior did not employ an economic development officer on their own, that the Greater Arnprior Chamber of Commerce would pay for the position itself. This is not the situation. The Chamber has not offered to fund the position in its entirety.

**Riopelle-Badour Joins C- 21**  
Charlene Riopelle-Badour has joined Century 21 Eady Realty Inc. in Renfrew. Charlene is a life-long resident of the Ottawa Valley and worked in the interior design industry for several years.

## Minimum Wage Rises

A reminder that minimum wage in Ontario is going up to \$10.25 per hour as of March 31, 2010.

## Councillors Seek Re-Election

Terry Butler and Ken Finnerty, both councillors for North Grenville, are running for re-election in the 2010 municipal elections.

## Taste of the Valley Offer for Funding

Renfrew County Community Futures Development Corporation (RCCFDC) has

submitted a Letter of Offer to the County of Renfrew for a non-repayable contribution in the amount of \$10,000 for promotional activities related to Taste of the Valley 2010.

## PCs Win Seat

The Progressive Conservative Party has continued their hold on the provincial set in Leeds and Grenville. Steve Clark won the seat in the recent election.

## Windle, Miller File Papers

Kate Windle has filed nomination papers to seek the reeve position in Renfrew. Windle is currently a councilor. Current reeve Audrey Green also plans to run for the reeve position. Jim Miller has also entered the race for a position on council. Cal Scott has also filed nomination papers.

## Day Care Closes

After 10 years of deficits, the Renfrew Day Care will be closing its doors in September. A recorded vote by council was unanimous. The Day Care opened in 1973.

## M&R Feeds Changes Hands

M&R Feeds and Farm Supplies in Renfrew is changing the management, but not too much. Ron Leclair, who has operated the business

from its inception, has decided to retire. His son, Joseph, assumed the duties of ownership March 1st. Joseph has been with the business since 1992.

## Township Seeks Photos

Whitewater Region is seeking photographs of their municipality. They are specifically looking for photos of various points of interest within the Township. Anyone interested in submitting their photos should email them to: info@whitewaterregion.ca or call the town office at: 613-646-2282.

## New VIA Rail Station for Smiths Falls

Smiths Falls hopes to be home to a new VIA Rail station by the end of 2010, thanks to a grant announced by the Government of Canada in 2007. The new station will be located at the corner of Union and Ruthven streets. An upgrade to the rail line will also be undertaken.

## Paid Parking at ADMH

As of April 1, 2010, there will be paid parking for all patients and visitor to the Arnprior and District Memorial Hospital and the Primary Health Care Centre. The revenue generated from the parking will go to

support clinical services. The price for parking is \$2 per visit with monthly passes available at a discount.

## Marina Earns Eco Award

White Lake Marina in Arnprior has earned a 4-Anchor Eco-rating, noting it is guided by environmentally responsible practices. The Eco-rating audit covers more than 200 practices.

## Shared Rec Director Possible

McNab-Braeside and Greater Madawaska may work together to share a recreation director position. While McNab-Braeside has had their own recreation director in the past, they feel it might be advantageous to share the position with their neighbor municipality.

## CPDMH Charges for Room Services

The Carleton Place and District Memorial Hospital is going to start charge patients for the use of television and telephone services. The cost will be \$25 for use of a television and \$10 for the use of the telephone. Parking passes are also on the rise. Weekly passes will be \$15 and monthly passes will be \$35. Per visit parking rates will increase from \$2 to \$3.

## So Many Options: Digital Displays

- Welcome customers, visitors or guests
- Recognize employees, promote business partners
- Post announcements or upcoming events
- Display emergency messages
- Create ad campaigns and special offers

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# Sciatica: What A Nerve!

## What to do about Sciatica pain

**By: Dr. Virinder Kasbia  
Kasbia Chiropractic**

The Sciatic nerve is the longest and thickest nerve in our body. It runs from the lower back, through the buttocks and along the backside of each leg. The term "sciatica" refers to irritation of the sciatic nerve, which is usually caused by pressure on the sciatic nerve from a herniated/bulging disc or pinched nerve. For some, sciatica can be debilitating. In fact, it can really be a pain in the butt!

Here are some common signs and symptoms:  
- usually affects only one side  
- the pain may very often radiate down through the

buttock and the back of the thigh  
- pain in the buttock/back of thigh that worsens with sitting  
- burning/tingling down a leg  
- weakness/numbness or difficulty moving the leg  
- a constant pain on one side of the buttocks  
- a shooting pain that makes it very difficult to stand up

Most of the pain results from inflammation surrounding and including the sciatic nerve. Most common causes include lower back disc herniations, degenerative disc disease and spinal stenosis.

Sciatica is not to be taken lightly. If left untreated, the pressure on the nerve can cause severe damage. Medical treatments include steroid

injections to reduce inflammation, or non-steroidal anti-inflammatories to help relieve the inflammation. Conservative therapy includes chiropractic. Chiropractors are highly trained to adjust the spine in efforts to relieve the pressure of the nerve. Natural anti-inflammatory supplements can also be recommended as necessary.

It is important that you do not apply heat to the affected area. Ice is the preferred treatment. Heat increases inflammation, while ice is anti-inflammatory.

It is very important that sciatica be treated at the onset of pain. The longer you have the symptoms, the longer the recovery.

# Thorne Municipality in Ladysmith Development in Pontiac County Feature has only one entry

*OVB contacted all municipalities in Pontiac County to be part of this feature. Thorne Municipality was the only municipality to take the opportunity to share their economic development successes and challenges.*

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

Family policy and senior policy, both in order to increase the quality of life for the residents of Thorne.

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

The pristine lakes and tranquility of country life.

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

The distance from the city of Ottawa, lack of high paying jobs.

**What was your greatest economic development achievement in 2009?**

The installation of three towers to offer high speed internet to residents.

**What was your total value of building permits in 2009?**

Unknown at this point.

For more information on this municipality, visit: [www.thornequebec.ca](http://www.thornequebec.ca) or call: 819-647-3206

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# Business News Around the Valley

## Rail Line Wanted Along With Financing

A recent meeting in Petawawa had regional municipalities showing support for the CP Rail line between Smiths Falls and Mattawa, so long as funding could be found. Some believe that not having rail service will significantly hamper their local economies and future development. The length of line looking to be preserved is nearly 500kms, with the 160km tract between Smiths Falls and Petawawa set for closure as of April 5. The group is looking for funding options from various levels of government.

## Cobus Moves To New Position

Chris Cobus has served as the executive director for the Renfrew and Area Seniors' Home Support for 20 years. She is now embarking on a new career: Renfrew County community support capacity

developer. Working in the same building, she will be in charge of looking for better efficiencies and potential new programs for a collection of agencies including: North Renfrew Long Term Care, Carefor, and Marianhill. Maureen MacDonald, who has worked for Renfrew and Area Seniors' Home Support for 19 years, will be the new acting executive director for the Seniors' Home Support.

## Recruitment Efforts Pay Off

The Perth and Smiths Falls District Hospital have recruited a second obstetrician/gynecologist: Dr. Yan Wang. Dr. Wang will join the hospital in July, and comes to the region from Repentigny, Quebec. She was born in Beijing, China and is fluent in English, French and Chinese. This is the second successful recruitment effort by the Hospital. They recently announced the addition of a

second orthopaedic surgeon to their facility.

## Challenge For Mayor's Seat in Pembroke

Stan Sambey, the manager of Café Ole in Pembroke's downtown, has filed his papers for the mayor's seat, hoping to unseat incumbent Ed Jacyno. Sambey previously ran in the 2000 and 2004 federal elections for the Marijuana Party of Canada. Sambey believes Jacyno has neglected the downtown.

## Hillier Questions Lawsuit

MPP Randy Hillier was one of two MPPs who have been served with notice of an intended lawsuit, brought by the Crown prosecutors in the Gulick Forest Products case. The lawsuit also names MPP John Yakabuski and several media outlets. Hillier has inquired with the Attorney General if the prosecutors are acting on their own behalf, or on behalf of the Crown.

## \$15 Million Contract for Arnprior Firm

M. Sullivan and Son Ltd. has been awarded a federal government contract for the building of a new health services centre at CFB Kingston. Construction of the 6,000+ square metre building is anticipated to begin in early 2010 and be completed in late 2010. The contract value is nearly \$15 million and could create approximately 80 jobs.

## KHR Seeks To Reduce Waste

Killaloe-Hagarty-Richards is looking for new ways to reduce the amount of waste in the landfill. They have asked for a grant to increase the use of recycling boxes in households, and plan to install organic waste containers at the Round Lake waste site. The remaining solutions are yet to be decided. The township is seeking members to sit on the public liaison committee.

## Law Office Opens in Petawawa

The law office of Huckabone, O'Brien, Instance, Bradley, Lyle opened a new office in Petawawa in February, marking a legal presence in the County's most populated municipality. The firm is located at 3407 Petawawa Boulevard. Areas of law are substantial. For more information, call 613-506-2341 or visit [hsolawyers.com](http://hsolawyers.com).

## Tender Awarded For Garbage Collection

Killaloe-Hagarty-Richards has awarded the tender for curbside garbage collection to Kenneth Kuehl, who has been doing the job for over 20 years. Kuehl's quote was \$1,445 per month, as compared with other non-local bids that were more than \$3,000 per month.



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# Business News Around the Valley

## Canada's Best

The Kemptville Truck Centre has been recognized as one of Canada's 50 Best Managed Companies. The business has been in operation since 1973 and is based in Kemptville, Ontario, with operations in Cornwall, Brockville, Kingston, Ottawa and Belleville. Canada's 50 Best Managed Companies is the country's leading business awards program, recognizing excellence in Canadian-owned and -managed companies with revenues of more than \$10 million.

## Deep River Chamber Considers Joining UOV

The Deep River and District Chamber of Commerce held a special meeting recently to gain information about becoming part of the Upper Ottawa Valley Chamber of Commerce. The Deep River Chamber has struggled with being able to have enough volunteers to fill their Board positions, while the Upper Ottawa Valley Chamber employs a full-time executive director.

## Tender Awarded

The County of Renfrew has awarded Contract PW-2010-07 for County Road 65 (Centennial Lake Road) Rock Cut Stabilization, in the Township of Greater Madawaska to Crains' Construction Ltd., Maberly, Ontario at a cost of \$150,000.

## New Location

Joyce Clouthier-Vachon, former of A'head of Style, has opened a new location at 57 Madawaska Street in Arnprior. The shop is called J.C. Hairstyling and they accept walk-ins and appointments. You can contact them at: 613-623-2121

## County Home To Endangered Species

Jeff Muzzi who is in charge of forestry for the County of Renfrew, indicated that under the Endangered Species Act,

the following new endangered species can be found in Renfrew County: Barn Owl, Peregrine Falcon and Wood Turtle. He further remarked that the County of Renfrew has 36 positively identified endangered species from the list, with the possibility of another 50 species and that each species has its own specific regulations.

## Renfrew Chamber Seeks Nominations

The Renfrew and Area Chamber of Commerce is seeking nominations for their annual awards. The categories are: Community Organization of the Year, Outstanding Business Achievement and Citizen of the Year. Forms are available at the Chamber Office, Renfrew Town Hall and the Renfrew Public Library, as well as online at: [www.renfrewareachamber.ca](http://www.renfrewareachamber.ca). The deadline for nominations is noon, Friday, April 23, 2010.

## Taste of the Valley Seeks Vendors

Taste of the Valley is an exposition of local food, crafts and products that are produced by local residents. We are seeking vendors for the 2010 season in the following communities:

- July 17 (Arnprior)
- August 20 (Barry's Bay)
- September 10 (Petawawa)
- October 16 (Cobden)

For information and a vendor form, please contact Helen Giroux, County of Renfrew Economic Development Services at 613-735-0091.

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## 2006 Municipal Elections

**41.33%**

Average voter turnout for municipal elections in 2006.

**10%**

Lowest voter turnout for municipal elections in 2006.

**76%**

Highest voter turnout for municipal elections in 2006.

**1,129**

Number of new candidates elected. This was 36% of the total of all candidates.

**748**

Number of female candidates elected of all new candidates elected. This is 66% of all newly elected candidates.

**74**

Number of new heads of council (ie: mayor) elected.

**835**

Number of candidates for head of council.

**123**

Number of acclaimed (no vote required) heads of council.

**4,889**

Number of candidates for council in the 2006 municipal elections.

**400**

Number of acclaimed councillors.

Source: Your Local Government

# Delivering What The Customer Wants

## Knowing what your customer values is key to promotion



Jennifer Layman  
jenn@fwdthink.net

I was recently involved in a focus group where six people gave me feedback on a golf workshop I am co-presenting. The group had varying levels of golf experience and ability, and all represented our target market.

Before knowing anything about why they were gathered together, they received a flyer describing the workshop. After having a few minutes to scan it, I asked what they felt they would get from taking the workshop. Their responses were interesting.

### Picturing In Their Minds

Most of our participants had a picture in their minds of what the workshop would entail, even though many points were

written down in the flyer. Instead of reiterating what they had read, they were already imagining how they would benefit, telling us what they would overcome by taking the workshop.

### Design & Presentation

When asked about the design, all immediately liked it. Even the person who didn't like the colours, still liked the presentation and found the information was easy to access. All indicated the design would attract attention, and prompt people to read on.

### Give The Customer What They Want

One of the neat comments that was shared by most in the group was that they felt the flyer and content had been written specifically for them. In a way, they were right - the content of the workshop was based on addressing problems that golfers in this target market

were facing. Presenting that information in "their language" allowed the flyer to speak directly to the customer.

### Cost? What Cost?

When I asked how they felt about the cost, none of them could remember how much the workshop actually did cost. When they did find the amount, they shrugged it off as insignificant. We had created a high-value workshop that this target market felt comfortable paying for, and there was literally no discussion on the cost of the workshop. Everyone was eager to get back to learning more about what would be covered.

### Delivering Value

Before you can deliver a valuable product or service to your customer, you need to know what they consider to be of high value. Your entire advertisement or promotional investment is based on being able to attract them, so it makes sense to know what that actually is.

In lieu of having focus groups for every decision, invest in knowing what people want and how to deliver it. While you may know the business better than anyone, you are not the customer. Speak to them in their language and you will benefit from that investment.

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**Feature on summer employment**  
Post your summer job on ovjobs.ca for \$75 and we will promote your business/organization in OVB as "Great Places To Work This Summer." This is a good opportunity for businesses who need employees for the summer.  
**DEADLINE | MARCH 30**  
**PUBLISHES | APRIL 6**

**April 20th OVB:**  
**Feature on Trades**  
Promote your trades business, training opportunities, and more in this issue devoted to a key segment of the workforce.  
**DEADLINE | APRIL 13**  
**PUBLISHES | APRIL 20**

**May 13th OVB:**  
**101 Things to do in the Valley: Summer Edition**  
\$25 per listing. First 101 entries make the list.  
**\*We are almost 50% sold out. Reserve Now!**  
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**PUBLISHES | MAY 13**  
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