

# A Financial Case For The New Campus

## Algonquin College is a community investment

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

When Karen Davies became the Dean of Algonquin College in the Ottawa Valley, she was approached with the idea of building a new campus. "I remember this very clearly," she says. "It was one of our first management meetings and the idea for a new campus was brought forward. I said that's just not something I can look at right now."

Davies and Jamie Bramburger started visiting the municipalities in Renfrew County as a way to introduce the new Dean and to make the community aware of the programs offered at Algonquin. The welcome they received, however, came with some advice. "It was our third presentation in Renfrew," says Davies, "and all of a sudden it hit - we have to build a new campus. It's one thing when that request comes internally, we would all like to have a

nicer place to work, but it's another thing when the community says you need a new campus."

It took a year for Davies and the College to realize the community was serious in their support of the new campus. Then the new Dean

means the possibility of an increased labour force, as 84% of students remain here after graduation. But those are things you can think of pretty easily. What about the other economic impacts? The ones that contribute to the \$154 million the College has put

roughly \$877,300 a year that goes directly into the pockets of local business owners.

- The College employed 53 full and 74 part-time faculty and staff. Their combined payroll amounts to \$5 million.
- The student body headcount is 884 full-time students and 913 continuing education students. 62% are employed while attending school.
- 89% of students are from Renfrew County. If the College was not in this community, that money would be spent somewhere else, and the jobs the students fill here would be filled somewhere else. There would also be no retention rate of graduates to join the workforce full time.
- There is a correlation between higher education and improved health, amounting to savings in lower absenteeism from work, reduced smoking and reduced alcohol abuse: benefits that accrue largely to employers.

*Continued on Page 3*

**It's one thing when that request comes internally...but it's another thing when the community says you need a new campus.**

*Karen Davies, Dean, Algonquin College in the Ottawa Valley*

made maybe the biggest pitch of her educational career to the College Board. The Board approved it. Unanimously. It was, as Davies says, "a magical moment."

It is easy to get caught up in the magic of "Renaissance Square." Certainly the City of Pembroke is banking on the development to be a revitalization push for their downtown. The opportunity to bring more students to the area

back into the Ottawa Valley from its annual operations and past student contributions?

### **Did You Know?**

- A graduate can expect to earn \$9,800 more annually than someone without a diploma. That's \$9,800 more dollars per student into the community each year.
- The college delivers provincial wage subsidy programs for training young people. This amounts to

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**March 31**  
Transition to HST. Renfrew Legion. Renfrew. 6pm-8:30pm. Free. For info: 613-735-8224.

**April 1**  
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**April 14-16**  
Ontario Professional Foresters Association AGM. Best Western Pembroke. For info: Jeff Muzzi: 613-735-3204 ext.438

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

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

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## DELFI DESK



### Dear Delfi Desk,

I just attended a committee meeting where the focus was all over the place. People were weighing in on issues and they were not the expert in the room. People were more interested in having their idea accepted than doing what was best for the project. How do you contribute to a committee when it seems like some only want to hear themselves talk?

- Frustrated

### Dear Frustrated:

This is a very common problem with no easy solution. People join committees for various reasons, some of which are not consistent with the achievement mandate of the committee. We all have a certain level of need to display our knowledge or exert our authority or opinion. Some of us can control these needs appropriately, and some allow the pursuit of the satisfaction of these needs to dominate in an often obstructive way.

One way to allow people to have their air time without the promotion of adoption of ill-founded ideas is to use a prioritization technique.

On a flip chart, or white board, record the ideas about the issue you have identified. Then use a voting process to prioritize the responses. You can even give each member some sticky dots and ask them to participate in 'dotmocracy' by awarding the ideas dots according to their merit. This ensures that the hare-brained ideas do not become the accepted ones. This method works in many situations, though there is no single way of keeping people who have an opinion on everything from finding a way to express it.

[questions@thedelfigroup.com](mailto:questions@thedelfigroup.com)

# "We Will Be Open"

## Dean commits to September 2012

### Did You Know...

- As people achieve higher education levels, they are less likely to commit crimes. Expenses associated with crimes include incarceration, victim costs and lost productivity as a result of time spent in jail versus working.

- Lower welfare and unemployment are associated with higher education, thereby reducing the burden on society and increasing the prosperity for a community.

And, the list goes on. The full economic impact report is posted under Resources at: [www.ovbusiness.com](http://www.ovbusiness.com).

### Involving the Business Community

The College also involves the business community in a number of ways including co-op placements, teaching and work experience. Business operators participate in program advisory committees, and serve as guest speakers and event volunteers.

"I can't thank the businesses enough for that," says Davies, referring to the participation that already occurs with the current campus. "It's not just dollars that are contributed, it is also public support. When the business owners speak, people listen."

Jamie Bramburger brings up another point, youth-out migration, referring to the younger people who leave the

area and how the College has stressed to students that graduates have work available in this community.

The Dean also believes that the College has connected with the business community in another way with the new campus, and one that might encourage entrepreneurship. "We have been risk takers from the beginning of this project," she says. "Maybe people will see what can happen when you take a risk. Maybe someone is thinking of

**The goal is \$2.5 million. That doesn't seem like much for the community to contribute, given what the College contributes to the community.**

an idea and we can show them that it really can be done."

And, done without one penny of government money.

### No Government Money

The Woodroffe and Perth campuses both received infrastructure dollars from the government, but none of that fell into the hands of the Ottawa Valley campus. Initially, the local team saw that as a set-back, but then rebounded with knowing that the College corporate had some money freed up now that two major projects were taken off their hands.

As for the local fundraising effort, \$1.4 million has been raised thus far. The goal is \$2.5 million. That doesn't seem like much for the community to contribute, given what the College contributes to the community in return.

Dean Davies says that a new campus has been a dream for people in this region for 25 years, and that the timing was right for it to happen now. Jamie Bramburger agrees, but adds that Davies' leadership played an important role.

"She allowed people to do their jobs and take this risk," he says. "If she had a different personality, and tried to control everything, we wouldn't be here."

Always humble, Davies continues to applaud the staff and students and governance of the College for having the courage to move this project forward.

"The students association was willing to commit money to a concept. The Board was willing to approve it based on a concept. The community fundraised on a concept. The project wasn't even real yet. How could we not pull this off?" says Davies.

And, she promises to do so. "We will be open for September 2012," she says. "We will be open."

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# Business News Around the Valley

## Developer Frustrated with Arnprior

Peter Smith, who's father Nick Smith is the namesake of the Town of Arnprior's recreation complex, is trying to meet with the Town of Arnprior regarding a 200-unit residential development. The property is located in McNab Braeside, but needs approval from Arnprior for municipal water and sewage services. The development would result in a \$600,000 payment to Arnprior, but Smith believes that animosities between Arnprior and himself and/or McNab Braeside may be playing a role. Either that, or Arnprior is favouring developers who are building within the Arnprior town limits. CAO Larry Donaldson has not refused to meet with Smith, but wants to wait until Arnprior's official plan is completed.

## Healthy Communities Fund Accepting Applications

The 2010-2011 Healthy Communities Fund (HCF) is a program through the Ontario Ministry of Health Promotion. Through this program, the Ministry will support efforts to improve partnerships between organizations that can deliver integrated programs and

projects which improve the health of Ontarians. The deadline to submit applications is April 23, 2010 at 12:00 Noon. Organizations interested in delivering a local-level project must contact Carmen Goold prior to preparing an application. This should be done as soon as possible to ensure that your project idea fits with the HCF granting priorities and to meet the submission deadline. An electronic version of the HCF Guidelines is at the Ottawa Valley Business website ([www.ovbusiness.com](http://www.ovbusiness.com)) under Resources. Other information can also be obtained at: [www.mhp.gov.on.ca/english/portandrec/fund.asp](http://www.mhp.gov.on.ca/english/portandrec/fund.asp).

## Arnprior's Largest Expenditure

North America Construction has won the contract to build Arnprior's water pollution control centre at \$17.254 million, almost \$3 million more than the Town had budgeted. The federal and provincial governments will each fund 33% of the project with the Town assuming the remaining third.

## Renfrew Project Nearly 100% Covered

The Town of Renfrew will have almost 90% of the costs

of the rehabilitation of the O'Brien Road corridor covered through provincial grants. The project is estimated to cost \$3 million. The rehabilitation involves the widening of the road for vehicles and cyclists as well as resurfacing and sidewalk construction. Construction is not anticipated to begin until 2012.

## Lanark To Meet On Rail Line

Lanark County will be meeting on March 11 in Renfrew to examine the future of the local rail line. Canadian Pacific (CP) announced it will shut down the line between Smiths Falls and Sudbury, and has said it will sell the rail line if a deal is not reached.

## New Business Opens

Elizabeth Hagen, who runs Heartsong Studio, which holds classes in yoga and pilates, has now added a retail store to her operation. Shakti-Shanti World Boutique holds a variety of items from all over the globe including India, Tibet, Indonesia, Nepal and Canada. Products are linked to fair-trade practices. Shakti-Shanti is Sanskrit for "great mother earth and peace." The store and studio are located at 18 Renfrew Avenue West in Renfrew. Find them at:

[www.heartsongyogapilates.ca](http://www.heartsongyogapilates.ca).

## Black Donald

### Waste Site To Close

The Black Donald Waste Site will be closing to the public as of April 5th, 2010. Any residents of the Township of Greater Madawaska using the Black Donald Waste Site will have access to the Norway Lake Transfer Station, the Griffith Transfer Station or the Mount St. Patrick Waste Site.

### Deep River Needs Housing

The Town of Deep River is conducting a housing needs analysis as part of the joint area economic development committee to determine the amount of additional housing needed in the area. The area believes they need to have more housing available in order to attract and keep families in the municipality.

### Renfrew Company Among Canada's Best

Estate Hardwood Flooring in Renfrew has been named one of the 50 Best Managed Companies in Canada. The business was among more than 10,000 applicants of private companies which are Canadian managed and Canadian owned. The company does business under the name of Kultur Hardwood Flooring.

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# OVB Feature: Economic Development in Lanark County

## Challenges and Accomplishments

A look at what Lanark County municipalities are doing

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

**Drummond/North Elmsley**

1. Tourism: the promotion of the Heritage Rideau Corridor through the proposed acquisition of docking in the Hamlet of Rideau Ferry, the promotion of tourist waterways throughout our area and the promotion of Tourism Trails in conjunction with the County of Lanark. 2. The growth of residential development has proven to be among the most stable economic growth factors for this municipality.

**Town of Perth**

1. Industrial Park Land Sales. 2. A Community Improvement Plan for the Downtown Core. 3. Introduction of Solar Energy Projects into the Community, including a solar farm, and various residential installations.

**Tay Valley Township**

1. Redesign of the Township's website to link up with local businesses and provide information to potential investors. 2. Road signage: supporting other tourism initiatives and offering "way finding" points while creating identity/historical themes for rural hamlets. 3. Possible review/study of opportunities to support economic development in a rural setting (enhance incentives through land use planning, bandwidth, internet access, grow/live/eat locally, green initiatives).

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

**Drummond/North Elmsley**

This area affords spacious natural beauty, an abundant educated work force, a competitive residential tax advantage to the work force and road and rail transportation corridors.

**Town of Perth**

A Loyal Workforce, quality of Life, and lower costs of doing business.

**Tay Valley Township**

The area's quality of life, a hardworking population, our natural beauty and access to services and major centres.

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

**Drummond/North Elmsley**

The opportunities for industrial development is limited through an absence of communal services.

**Town of Perth**

Available manufacturing buildings equipped with high ceilings and loading docks.

**Tay Valley Township**

Provision of piped services, as we are a rural municipality, lack of connectivity and bandwidth (internet access) to support businesses in the more remote / topographically challenged areas and identifying and marketing to "right fit" development which compliment the rural/waterfront/hamlet community.

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

**Drummond/North Elmsley**

This municipality has continued to experience a continued steady growth in residential development during these recent times of economic downturn.

Drummond/North Elmsley continues to be a favoured choice for residential development.

**Town of Perth**

Instituting a servicing rebate policy on municipal servicing costs for industrial land.

**Tay Valley Township**

Partnering with Perth and District Chamber of Commerce, Lanark County Tourism, Rideau Heritage Route in various tourism initiatives.

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

**Drummond/North Elmsley**

\$12,129,193.00

**Town of Perth**

\$ 6,253,821.63

**Tay Valley Township**

\$9,580,000

### Where's My Municipality?

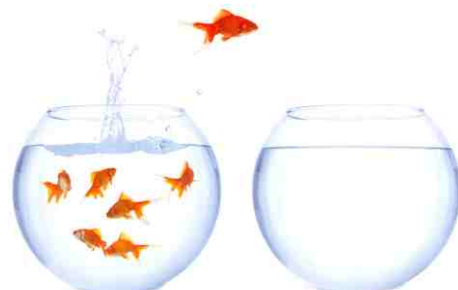
Ottawa Valley Business sent five questions to all municipalities in Lanark County. Not everyone chose to issue a response.

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# Business News Around the Valley

## Calabogie MotorSports Seeks To Expand

The Valley's MotorSports Park is looking to expand their operation into a four-season destination which would include allowing up to 3,000 spectators at certain events. The company, working under the name of TrackCorp Canada, wants approval for rezoning from rural to tourism commercial, allowing retail, automotive, accommodation and tourism commercial uses. The development is also asking for approval for passive recreational uses on trails and open space in the immediate area, requiring the removal of the industrial extraction zoning. Greater Madawaska council will hold public meetings on the applications prior to making any decisions. Copies of the application and related studies are available at the Township office in Calabogie for public perusal.

## OPFA Brings AGM in Pembroke

The 2010 Annual General Meeting of the Ontario Professional Foresters Association is coming to Renfrew County for the first time in its 53 year history. The OPFA represents nearly 1,000 forestry professionals in Ontario. The keynote speaker is Carl Grenier who has been involved in the softwood lumber dispute with the United States for many years. Other topics include a discussion about who should be managing the forests, tree cutting bylaws and more. Non-members are welcome to attend. For details, contact Jeff Muzzi at 613-735-3204 ext.438.

## From Dealership to Neighbourhood

The Town of Carleton Place has sold property on Townline Road and the lot is now a potential site for 85 homes.

Carlgate Development Inc. purchased the property for \$800,000 on the condition of being able to put forth a housing development. The Town had contemplated using the lot for a new town yard, but opted not to proceed when estimates suggested the project would cost \$5-6 million.

## Award for USS Manufacturing

USS Manufacturing in Renfrew recently received a significant award from Philips Lighting NA. The company received the best in class divisional safety award for perfect safety in a 22 month period, spanning early 2008 through to the end of 2009. The company's staff worked together for two years to systematically apply "Lean Principles" to the belief that safety equals efficiency. USS Manufacturing removed high risk safety failure modes from their operation, thereby

eliminating the large majority of the root causes of any accidents. Operations Manager, Larry McHenry, said he was very proud of the dedicated effort shown by all personnel in achieving the milestone. In other news, USS Manufacturing landed a significant contract in 2009 to supply radar structures globally to support "Super DARN" sensory arrays, used to map the Ionosphere and Plasma flows impacting global weather patterns.

## OVB Apologizes for Misspelling

Ottawa Valley Business was informed by Bruce Skeaff, the media relations coordinator for the Ministry of Labour that his name was misspelled in the last issue. OVB appreciates being contacted promptly by Mr. Skeaff and hopes this mention will lessen any inconvenience caused by the misspelling.

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# Business News Around the Valley

## Potential New Development at the Airport

OPB Engineering Limited is a regional firm specializing in the Aerospace Industry. OPB has been a subcontractor to Boeing for the repair and overhaul of the Chinook Helicopter components since 1980. They have a component shop in Ottawa and are planning a new 20,000 square foot hanger facility near the Pembroke/Petawawa Airport for work on the helicopters, if a new contract is secured from Boeing. The new development will require 120 technical and administration positions, with all but 15 being located in the local area. OPB is a 100% Canadian owned and operated Aerospace Engineering company.

## Alligators in the Ottawa Valley?

The Canadian Forestry Association is selling copies of a new book "Alligators of the North," a book that includes a history of forestry and the alligator steam tug boat. The book has been in the making for many years, and will retail for \$34.99 once it is in the stores. The Canadian Forestry Association is offering a pre-production discount for orders over the phone or through the

mail. More details at: <http://alligatorsofthenorth.blogspot.com> or by calling Dave Lemkay at 613-649-2616.

## Everyone Quiet on Gulick Matter and Lawsuit

Lawyers representing the Ontario Ministry of Labour had filed a lawsuit alleging libel and slander against MP John Yakabuski and at least two members of the local media. The Daily Observer chose to print a retraction for

their coverage of the event and apologized for reporting anything that might have been improper. No word on what the Eganville Leader chose to do, or what MP John Yakabuski has decided to do regarding the lawsuit. The MP had asked for an investigation in the Ministry's conduct in the Gulick Forest Products case, and had been vocal about his position. No word on the progress of that request either.



## Ontario's Minimum Wage

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\$1.50.....	1970
\$1.65.....	1971
\$1.80.....	1973
\$2.00.....	1974
\$2.25.....	1974
\$2.40.....	1975
\$2.65.....	1976
\$2.85.....	1978
\$3.00.....	1979
\$3.30.....	1981
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\$6.00.....	1991
\$6.35.....	1992
\$6.70.....	1994
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# Raising Money: How Donors Feel

## What is the best way to raise money for your organization



Jennifer Layman  
jenn@fwdthink.net

Every week, I get at least one phone call asking Forward Thinking to make a donation to something. Interestingly, most requests come from some sort of service that calls on behalf of a local charitable organization. The person on the other end of the phone reads from the script, ignoring my questions as the answers are not provided in the script, and hoping I'll forget about it enough to just go ahead and make the donation.

I understand that fundraising is one of the least enjoyed jobs in an organization. Nobody likes to go out and ask people for money. However, the ability to raise funds is critical to the sustainability of the organization, so someone has to

do it. One of the easy ways seems to be to hire a service that will do the calls for you. While it might be easy, is it really effective?

Personally, I refuse to donate to any organization that uses this service. My most recent call was from a company in Newfoundland who wanted me to advertise in a book about drugs that was delivered to local schools. First, I disagreed with how the book was put together, showing "graphic images" of drug use. My belief is that you should show kids what you want them to do, not what you don't want them to do. Second, 12-year-olds are not a key target market for my business. The caller, of course, would have no idea about my business anyway. Finally, when I called one of the schools she said had requested copies, the school knew nothing about it.

If you are an organization that needs to fundraise, here are some things to think about.

1. Consider the value in meeting business people face to face. Hiring a call centre service is quite impersonal and it very much comes across that way.

2. Since fundraising is a key element of your organization's success, consider hiring someone to do it. You can only expect your volunteers to do so much, and most would prefer to help out with something else than asking for money. There is nothing wrong with having a fundraising person on staff - you are investing in a critical element of your organization's

sustainability. It's a smart decision, and most astute business people would agree.

3. Be enthusiastic. What sells the donor is the attitude of the person who is approaching them to donate. It is easier to sell when you honestly believe in the purpose of your fundraising.

4. Be creative in the opportunities for people to support your organization. Spend the time to really map out some ideas. The more unique you are in what you can offer a business, the greater the edge you have on the next person that comes knocking at their door.



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#### March 23rd OVB:

##### Feature on development in Pontiac County

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**DEADLINE | MARCH 16**

**PUBLISHES | MARCH 23**

#### April 6th OVB:

##### Feature on summer employment

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**DEADLINE | MARCH 30**

**PUBLISHES | APRIL 6**

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##### Feature on Trades

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