

OTTAWA VALLEY BUSINESS

Renfrew County's Business Media.

JULY 2008

High Speed Internet County's #1 Issue Petawawa Mayor Bob Sweet confirms there is no more important issue for Renfrew County's economic development

By: Jennifer Layman
jenn@ovbusiness.com

If nothing else, all sides of the high speed Internet access debate seem to be in agreement that it is definitely needed for profitable business in the County of Renfrew. What seems less of an agreement is how it will happen, who should spearhead it and who has what responsibility for it.

While several residents and business owners pleaded with the County to do something more to attract high speed Internet, County Council was quick to note that they had not been idle on the issue.

"There seems to be a perception that the County is hibernating on this," said Petawawa Mayor Bob Sweet, "and that is not the case."

Sweet outlined several years of work that the County has

done to pursue options of bringing high speed Internet access to the County, and the achievements and challenges that have come with it. He also mentioned that this situation is

not unique to Renfrew County as even areas in southern Ontario remain without high speed access. out of pursuing the partnership was twofold: 1) there was a chance that the County would be held responsible for 2/3 of the financial responsibility which would have amounted to

There seems to be a perception that the County is hibernating on this, and that is not the case.

Mayor Bob Sweet

On the issue of high speed internet access throughout the County

not unique to Renfrew County as even areas in southern Ontario remain without high speed access.

Most recently, and the topic that seemed to cause angst amongst the group who attended and spoke at the meeting, was the decision of the County not to partner with the province and federal government on bringing high speed to the area. The main reasons that the County opted

an additional \$650,000, and 2) the County would have had to decide which municipalities received the high speed access and which did not. Neither was a position they felt comfortable assuming.

"There were tremendous challenges in where that money would have gone," said Sweet. "And this Council will not act as a utility."

While challenges face County Council, local businesses are

concerned with how they can continue to be competitive without high speed access.

Barry's Bay resident, Chad Smith, brought forth several concerns on behalf of businesses. A representative from a local planing company also expanded on the situation, noting that not having high speed access is like "driving your bike down the 401."

Councillor Mary Campbell of McNab Braeside discussed the issues their municipality has faced concerning "line of sight" requirements, which caused homeowners to pay to have trees removed - many of whom opted not to do that.

"How much is it worth to you?" Campbell asked. "How much are you willing to invest to get that signal?"

See High Speed Dilemma
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Inside This Issue

- 2 Top 101 things that define Canada - a local influence
- 4 Two municipalities ranked as "Best Places to Live"
- 7 Municipal and private tenders open for bidding

8 101 things to do in the Valley - Get in on it!



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OTTAWA VALLEY
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ABOUT THE PUBLICATION

Ottawa Valley Business is a free email publication that reaches more than 2,000 businesses, municipal administrators, councilors and organizations in Renfrew County and surrounding areas. It is the only county-wide publication to focus on the business environment of the Ottawa Valley.

HOW TO GET IT

OVB is distributed on the 15th day of each month by email. Copies are also available for download from the Forward Thinking website: www.fwdthink.net.

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CONTENT & SUBMISSIONS

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. Please submit materials by the 9th day of each month (ie: January 9th for the January 15th issue).

HOW TO SUBSCRIBE

To subscribe, send an email to: jenn@ovbusiness.com.

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Avro Arrow: One of Top 101 Things That Define Canada

Peacekeeping by military ranks in Top 10

A survey of the people, places, events, symbols and accomplishments that Canadians think define their country, has a couple local connections. Conducted by Ipsos Reid on behalf of the Dominion Institute and the Department of Citizenship and Immigration Canada, Canadians revealed what they believe are the most defining features of Canada overall. On that list at No.7 was "Peacekeeping by the Canadian Forces," and at

No.50 was the Avro Arrow that is celebrated at Zurakowski Park in Barry's Bay. The Maple Leaf led the way as the thing that most defines Canada.

Other mentions on the list included: hockey (#2), Canadarm (#5), Ottawa (#14), Alexander Graham Bell and discovery of the telephone (#21), wilderness and scenery (#35), Vimy Ridge (#30), maple syrup (#40), hydroelectricity (#54), Tim Horton's (#58), Trans Canada

Highway (#60), medical/scientific/technical inventions and advancements (#63), oil (#70) and national parks (#95).

The survey selected a random sample of 3,114 adult Canadians, including 721 immigrants; 522 educators who deal with subject areas related to social sciences, history, geography, civics, music, art or culture; and 274 members of the Order of Canada.



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Looking for businesses to give seminars on the following topics: sales, running a successful franchise, becoming an entrepreneur, human resources, options when customers don't pay, knowing when and how to expand your business, corporate giving, how to give good presentations, effective networking and more.

We also encourage business groups, organizations and government agencies to participate as a way to market their services to the businesses in this area.

Participating as a seminar host or tradeshow exhibitor gives you the chance to promote your business to other current and future businesses in the area. This event is geared as a marketing opportunity for your business, as participants receive significant promotional value.

In 2007, our inaugural year, we were recognized as a "key industry event" for Small Business Week. This year, we have added a tradeshow (15 spots remain available) to increase the participation of businesses.

High Speed Dilemma

MP, County, private enterprise and public weigh in

Continued from Page 1

Interestingly, the Federal Government offers 100% funding for high speed to remote areas, and several councillors, including Warden Janice Visneskie, wondered why Renfrew County, because of its expansive geography, couldn't be considered a remote area.

Walter Stack, the Reeve of Arnprior, mentioned that for \$75 per month, he could get high speed Internet from service provider Storm, however he chose not to do that.

"I still think part of this falls on Ma Bell," said Stack. "I doubt you'll ever sell it to me to put [funding for high speed Internet] on residential taxpayers."

Gallant Offers Federal Dollars

MP Cheryl Gallant was disappointed that the County of Renfrew didn't back a plan that provided funds from the Federal Government, but offers another potential solution to the high speed issue.

"There is an opportunity for some creative partnerships to avoid direct costs to municipal

ratepayers," says Gallant. "In the area of Renfrew County that is currently being asked to consider the construction of windmills for power generation, the top of these structures would be a suitably high location for wireless internet as well as cell phone communications. The in-kind contribution of this location could be considered the municipal contribution. Other communities have used church steeples. These are examples of the type of creative thinking necessary to fill the broadband gap in Eastern Ontario."

Ontario Tourism Seeks Your Input

The Ontario Ministry of Tourism has developed an online interactive discussion paper in hopes of soliciting input from tourism operators around the province. The goal is to improve the tourist experience and marketing of Ontario as a tourism destination.

How to Participate

Visit the website at: www.tourismstudy.ca. Choose

your language preference, and then choose "Discussion Paper" option on the left hand side. Or, cut and past this link: <http://www.tourismstudy.ca/en/discussionpaper.php>

The interactive PDF version contains several pages of information. Page 21 is where your opportunity to comment begins. You can type right in the boxes provided and will be taken to a "submit" button

several pages later.

You may also download a printable PDF and mail in your responses, or simply reply by email.

Please note: For those on dial-up internet the downloadable files are rather large (6.08MB on-line version and 7.67MB-print version).

The deadline for submissions to the study is September 30, 2008.



a matter of fact

Hospital Costs

\$1,697

Oral Cavity / Pharynx Intervention.

\$2,077

Vitrectomy.

\$2,104

Vaginal delivery. No other intervention.

\$2,572

Fever.

\$2,626

Seizure disorder.

\$2,632

Poisoning/Toxic Effect of Drug.

\$2,975

Chemotherapy / Radiotherapy session for Neoplasm.

\$3,107

Laparoscopic Cholecystectomy.

\$3,714

Lower urinary tract infection.

\$3,841

Diabetes.

\$3,977

Hysterectomy with non-malignant diagnosis.

\$5,178

Chronic Obstructive Pulmonary Disease.

\$5,336

Heart failure without cardiac catheter.

\$5,351

Non-Extensive Burn.

\$5,368

Depressive episode without electroconvulsive therapy.

Average cost per hospitalization. Does not include physician costs.

Source: Canadian Institute for Health Information

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Petawawa, Pembroke "Best Places to Live"

MoneySense Magazine recently published their third annual "Best Places to Live in Canada" listing and two Renfrew County communities made the list.

Petawawa placed 88th on the list while Pembroke came in 134th. Ottawa-Gatineau lead the list of 154 communities as Canada's best place to live in 2008. The rankings, which MoneySense calls "the fairest, most unbiased guide you can find to Canadian communities," ranks communities in several categories that reflect prosperity, lifestyle amenities and weather.

Household Income

Pet: \$66,427 (67th)
 Pem: \$53,121 (145th)
 Avg: \$69,083

Discretionary Income

Pet: 25.10% (29th)
 Pem: 22.89% (102nd)
 Avg: 24.00%

Unemployment Rate

Pet: 6%
 Pem: 8%
 Avg: 7%

% of New Cars on the Road

Pet: 12.62%
 Pem: 10.07%
 Avg: 12.00%

Average House Price

Pet: \$234,608
 Pem: \$199,489
 Avg: \$250,073

Days with Rain/Snow

Pet/Pem: 165.2
 Avg: 153

Yearly Precipitation

Pet/Pem: 816.2mm
 Avg: 917

Days Below Zero

Pet/Pem: 188.8
 Avg: 160

% Who Walk/Bike to Work

Pet: 9.4%
 Pem: 9.8%
 Avg: 8%

Violent Crimes / 100,000

Pet: 332 (2nd)
 Pem: 1,079 (86th)
 Avg: 1,287

Doctors per 1,000 people

Pet: 0.82 (152nd)
 Pem: 1.58 (114th)
 Avg: 2.00

Population Growth

Pet: 1.8%
 Pem: 4.4%
 Avg: 5.0%

Use of Public Transit

Pet: 0.52%
 Pem: 1.2%
 Avg: 4.0%

As a note, Pembroke scored additional points for having both a college and a hospital within their municipality.

County's 1,268 Farms Produce \$67M in Farm Receipts 10% of local economy is agriculture

By: Jennifer Layman
 jenn@ovbusiness.com

While Renfrew County's agricultural community has certainly changed, it is still a highly productive industry, with an estimated \$67 million in farm receipts says Brian Yuke, Chair of the County's Agricultural Economic Development Committee.

"Greenhouse gasses, clean water and energy are the three main issues facing us," said Yuke at a recent meeting of County Council.

Yuke continued to say that Renfrew County farms produce \$112 million of

indirect revenue related to agriculture, and that 10% of the economy in Renfrew County is attributable to agriculture.

Interestingly, 524 farms produce less than \$10,000 of income in the County.

"I'm one of those 524 farms," said Councillor Mary Campbell.

RENFREW COUNTY FARMING SNAPSHOT

2001	2006
1,342 farms	1,268 farms
130 dairy farms	104 dairy farms
691 beef farms	518 beef farms
5 poultry/egg farms	1 poultry/egg farms
7 fruit farms	11 fruit farms
3 vegetable farms	15 vegetable farms
24 oilseed & grain farms	42 oilseed & grain farms

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Ottawa Valley News Briefs

New Art Gallery

A group of eight local artists have opened the Valley's newest art gallery. The Come See Gallery is located on the Main Street in Cobden. They are currently operating seven days a week, and hope to continue that level of service year round. Hours are Monday Thursday (10:00am-4:00pm), Friday (10:00am-8:00pm), Saturday (10:00am-4:00pm) and Sunday (10:00am-5:00pm).

Welcome Monique Ouellet

Monique Ouellet is the new clerk for the Town of Arnprior. Ouellet takes over from 24 year veteran Carol Rousselle, coming to the area from Dubreuilville, Ontario, where she has been Deputy Clerk/CAO since 2000. Her husband, Richard, is a licensed plumber and heavy equipment mechanic.

Looking for Talk Show Host

Arnprior's Economic Development Committee is looking for a volunteer to host and produce a local business television show, airing on Cogeco. The show will profile local businesses, and is an initiative that involves the

Greater Arnprior Chamber of Commerce. The goal of the show is to attract visitors and make current residents more aware of the local business scene. Those interested should contact Mark Nibourg at: mark_nibourg@magma.ca or by calling the Chamber at: 613-623-6817.

Bistro Opens

The Black Rooster Bistro officially opened for business on July 1st in Deep River. The Bistro is located beside Scotiabank in Deep River, and is owned by Janice Merrill.

College Expands Trades Program

Algonquin College will be expanding its trades program, thanks to a \$35 million commitment from the government of Ontario. The College has been lobbying for funding to construct a \$69-million building for skilled trades which would include a new building to train health care workers. Another \$32-million is planned for construction of a new campus in Pembroke.

Food Co-Op Grand Opening

The Ottawa Valley Food Co-op held their recent grand

opening at the Marguerite Centre on July 5th. The Co-op is an Internet-based online ordering service featuring local growers and producers. You can join the Co-op for a one-time fee of \$50 and start enjoying the benefits of locally-grown and produced items. For more information, contact Christina Anderman (613-757-3044) or Cheryl Keetch (613-756-3884).

Summer Hours

The Township of McNab/Braeside has summer hours for July and August. They are: Monday Thursday (8:00am-4:40pm) and Friday (8:00am-Noon). Regular hours return September 2nd.

Septage Project Meets With Landowner Resistance

Horton Township's lime-stabilization pilot project for septage had been met with some resistance from local farmers. Those protesting the project are arguing for larger setbacks from farm facilities. Court orders and police interaction have resulted from the issue.

Waste Recovery Launches Commercial Program

The Ottawa Valley Waste Recovery Centre is going to be increasing commercial tipping fees in order to make business more prudent with recycling options. OVWRC will be implementing ICI- Industrial,

Commercial and Institutional waste diversion, thereby diverting recyclables away from the landfill. An information meeting is being held July 22nd at the Best Western Pembroke Inn & Conference Centre, where OVWRC hopes to introduce businesses to local haulers in the area. Tipping fees will increase to \$100 per tonne, up from \$70 per tonne, in the Fall.

Wal-Mart Seeks Expansion

Wal-Mart is hoping to be approved by Laurentian Valley Township for a 65,000 square-foot expansion. They will need an official plan amendment to allow the expansion to take place, and would also need the approval of Renfrew County council as the upper tier approval authority. Wal-Mart's plan is to develop into a Supercentre, with 45,000 square feet intended for grocery. While Wal-Mart presented their case that it would be a positive impact on the local economy, Buy Local's Dave Fisher wasn't as convinced, citing a negative effect on current businesses, not only in Pembroke and Laurentian Valley, but also in smaller towns in the area. Also in opposition to the expansion is the Pembroke Downtown Development Commission.

Continued on Page 6

A Great Opportunity to Own Your Own Business.

Algonquin Sewing Centre in Petawawa

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What's Important to Business Travellers

A recent survey of business travelers by Radisson Hotels and Resorts reveal that comfort and technology top the list for relaxing business travel. Half of those surveyed indicated that a comfortable bed is the most important hotel feature. On the other hand, more than a third said that the most stressful hotel feature is a slow or non-existent Internet connection.

Nearly 60% of travellers chose an "in-room spa" as their top dream hotel amenity, with 40% indicating that a "hot shower" was the best way to unwind. As for what they don't need, nearly 70% said they didn't need mini-bar or aromatherapy amenities.

Ottawa Valley News Briefs

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Spectacle Lake Lodge Owner Passes Away

The Valley lost a long-time tourist operator recently as Maurice Mahussier, owner of Spectacle Lake Lodge on Highway 60, died unexpectedly after having an accident near his home. Mr. Mahussier and his wife, Sharon, have owned and operated Spectacle Lake Lodge for nearly 20 years. Mrs. Mahussier plans to continue operation of the Lodge.

Shaw Lumber Paddles Historic Crib

Shaw Lumber took a stroll back in time by paddling a 28-white pine timber crib down the Ottawa River. The crib measured approximately 7x10 metres and weighed in a close to 30,000kg. The crib was paddled from the Horton boat launch to Red Pine Bay in Braeside, then disassembled and trucked to Quyon where it

was re-assembled and paddled to Ottawa. The crib will make appearances at the Museum of Civilization and to the Tall Ships in Quebec City before coming back to the Valley.

Manufacturer Earns Additional Two Year Contract

An additional 24 month contract with the Department of National Defence has secured employment at Pacific Safety Products in Arnprior. The company makes body armour for soldiers as well as items to protect against chemical and biological threats. PSP recently moved all of their operations to Arnprior, forfeiting an operation in Kelowna, B.C.

Canadian First Launches In Bonnechere Valley

The Township of Bonnechere Valley recently marked the opening of their bio-solids and septage dewatering facility for the start of the Geo-Tube

septage pilot project. The facility is designed to use technology brought to the area by Bishop Aquatic Technologies in Eganville. This is the first facility of its kind in Canada as a way to manage septage in an environmentally-sustainable manner.

New Restaurant Opens in Renfrew

Peter, Charlie and Gord Katsoulis have opened Charlie's Restaurant and Pub on Raglan Street in Renfrew. They have also assumed ownership of Occasions Catering. The restaurant, named for Charlie, has an upstairs pub, offers 8:00am weekday breakfast, entertainment on Friday and Saturday and kids eat free on Monday and Tuesday. For information, call: 613-432-6782.

Business Events



July, August & September
The area's newest online job board (ovjobs.ca) is offering a 25% discount on all individual job postings for the rest of the summer! Post online today at: www.ovjobs.ca. For information, call: 613-732-7774 or email: admin@ovbusiness.com.

July 22nd

Ottawa Valley Waste Recovery Centre is hosting a meeting on how to implement a commercial recycling program at your workplace. This session will provide you with the necessary information and tools to implement a waste diversion program and avoid higher landfill fees that are charged on unsorted loads. Location: Best Western Pembroke Inn & Conference Centre. 10:30am-1:30pm. Refreshments and Lunch will be served. Formal presentations will be 11:00am-12:00pm. Visit www.ovwrc.com for the agenda.

August 20th

Upper Ottawa Valley Chamber of Commerce Business After Hours. Hosted by: Sprucridge Equecentre, 20771 Highway 17, Pembroke (between Pembroke & Cobden). 5:30pm-7:00pm.

September 17th

W.O. Stinson & Son Ltd. 5th Anniversary Celebration at their Pembroke location, 294 Mackay Street, Pembroke. Including a Customer Appreciation Day and Chamber of Commerce Business After Hours. More details to follow.

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OTTAWA VALLEY BUSINESS

Renfrew County's Business Media.

TENDERS & REQUEST FOR PROPOSALS

Any business or corporation may post tenders at a cost of \$49. This service is provided FREE OF CHARGE to municipalities in Renfrew County. To list your Tender or RFP, please email the details to: admin@ovbusiness.com.

Township of Killaloe, Hagarty & Richards - Caretaker

Request for tenders for the position of caretaker for the municipal office and medical centre. Interested applicants are required to pick up a list of tender duties at the municipal office during regular hours, prior to the submission of a tender for this position. Tenders submitted must be based on a monthly wage.

Deadline: July 22, 2008 at 4:00pm

Contact: Lorna Hudder, CMO (613-757-2300)

City of Pembroke - Storm Sewer Replacement

Request for tenders for Pinewood Residence and Alfred Street storm sewer replacement. To supply all labour, equipment and materials necessary for the storm sewer replacement and reinstatement. Complete tender documents may be obtained from the Operations Department at 460 River Road.

Deadline: Thursday, July 24, 2008 at 2:00pm

Contact: Doug Sitland (613-735-6821 ext. 1400) or Douglas Kerr, Golder & Associates (613-592-9600 ext.3312)

County of Renfrew - Road Rehabilitation

Request for tenders for the rehabilitation of 3.3 km of County Road 62 (Combermere Road) from Wales Drive to 300 m south of Rubyville Road in the Township of Madawaska Valley; and for 1.4km of County Road 515 (Quadeville Road) from County Road 514 westerly in the Township of Brudenell, Lyndoch and Raglan. Specifications may be obtained from the office of the County of Renfrew Public Works department.

Deadline: Tuesday, July 29, 2008 at 2:00pm

Contact: Michael C. Pinet, Manger of Capital Works (613-732-4353) mpinet@countyofrenfrew.on.ca

County of Renfrew - Winter Sand

Request for tenders (purchases) of supply and delivery of winter sand for patrol yards in Pembroke, Cobden, Goshen, Calabogie and South West & First Nations.

Deadline: Tuesday, July 29, 2008 at 2:00pm

Contact: Rachel Bowie, Operations Division Secretary (613-732-4353) rbowie@countyofrenfrew.on.ca

Town of Petawawa - HVAC Maintenance Agreement

Tender for an HVAC Preventative Maintenance Agreement for Town of Petawawa municipal buildings. Tender documents may be picked up at the municipal office at 1111 Victoria Street or can be downloaded from the website at: http://www.petawawa.ca/index.php?option=com_content&task=view&id=581&Itemid=165. Fax and electronic submissions are not accepted.

Deadline: Wednesday, July 30, 2008 at 11:00am

Contact: Mitch Stillman, CAO/Clerk (613-687-5536)

Town of Arnprior - Renovations to the Arnprior Museum

Request for tenders for renovations to the Arnprior Museum storage room and stair replacement. Tender forms and documents may be obtained from the Municipal Office, Town Hall, Arnprior between 8:30am-4:30pm, Monday to Friday until August 6, 2008. Tenders will not be received by fax or email.

Deadline: Wednesday, August 6, 2008 at 11:00am.

Contact: Janet Collins, Director of Public Works and Engineering (613-623-4231 ext. 226)

St. Patrick's Parish - Ventilators

St. Patrick's Parish is looking for tenders to install ventilators on the roof of the Mount St. Patrick Parish.

Contact: 613-432-7979

Opeongo Non-Profit Housing Corporation - Steel Doors

Opeongo Non-Profit Housing Corporation invites tenders for the supply and installation of 72 exterior steel doors at the Vimy Boulevard townhomes in Renfrew. Specifications are available at 224 Vimy Blvd., in Renfrew.

Deadline: Wednesday, July 23, 2008 at 4:00pm

Contact: Gary Trupp (613-432-4501) opeongohousing@on.aibn.com

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Wanted: 101 Businesses

August issue of OVB hopes to feature 101 things to do in the Valley

By: Jennifer Layman
jenn@fwdthink.net

Normally, this column contains some marketing advice. This month, it's going to play host to a very cool local marketing opportunity.

In the August issue of Ottawa Valley Business, we want to list 101 things you can do in the Valley, in hopes of attracting local people to our shopping, recreational, leisure and eatery choices in the Valley. In addition to attracting locals, the issue will serve as a guide for out-of-town guests as well.

Personal Experience

This whole idea surfaced after I took my first whitewater rafting trip with OWL Rafting. It was an awesome experience! We travelled more than 15km on the River, paddling and joking and learning about the area and getting splashed by the water. I couldn't believe I had waited this long to enjoy what people all over the world were coming here to enjoy. It was awesome.

A couple of weeks later, I ended up at Serendipity on the River in Eganville, chatting with Niall, the store owner. I told him about my whitewater experience, and he said that he hadn't been rafting either. In fact, he hadn't even been to the Bonnechere Caves! As I perused around Serendipity, wanting to buy up half the store, I thought that we had to get the word out about local tourism for the people who live here. And that's where the 101 list came from.

The Details

The goal of this 101 List is to market restaurants, shops, recreation, sports, events, free stuff and anything you can think of to people right here in

the Ottawa Valley. Each listing costs \$25, and businesses can put in as many "things to do" as they want.

Here are some made-up examples:

16. 18 holes at Whitetail Golf Club. Special: \$69 for two greenfees plus cart. Call: 613-628-0000 to book. Visit us at: whitetailgolf.com.

57. Champlain Trail Museum. \$5/person. An easy attraction to fill some of your day. 000 Pembroke Street East. Visit us at: downtownpembroke.com.

99. Take the weekend off at Red Wolf Retreat. Relax and clear your mind. Yurts, peace, calm. Call: 613-628-0000 or visit: redwolfretreat.ca.

Open To Anyone

If you don't have a business that works for this promotion, let us know who you think should be in the list. Here are some ideas:

- Spas & Salons
- Festivals & Tours
- Galleries and Museums
- Sports & Recreation
- Restaurants
- Parks & Camping
- Outdoor Adventure
- Free Stuff!
- Gift Shops
- Hotels & Accommodations
- Local Places to Tour Around

Deadline to submit your event is: August 9, 2008. Cost is \$25 per listing. For more information, send an email to: admin@ovbusiness.com or call 613-732-7774.

We look forward to seeing you on the list!

Have your marketing ideas
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It's Not Time To Slow Down

One place where golfers tend to rack up their score is in how they deal with trouble situations. Errant shots are part of this game, regardless of what level you play at, and so is knowing how to minimize the damage.

Easy Way Out

When you get into trouble, take a good look at the situation and choose the easiest way out. Many golfers make a bad spot worse by trying to get an extra 10 years in a riskier shot. Rule of thumb: when you're in trouble, your goal is to get out of trouble.

Unplayable Lie

You can take an unplayable lie anywhere on the golf course. It costs you a stroke, but it could save you more than that.

Choose the Right Club

If you are in really thick rough, and you're 175 yards away, you might be tempted to hit a long iron or fairway wood. But, is that really the best move? Remember, your first priority is to get out of trouble, in this case, thick rough. That is best done with a high-loft club, like a pitching wedge or nine-iron. The sacrifice you make on distance is worth getting back into the fairway.

Stay Positive

The important thing about hitting a bad shot is to just let it go and look forward to hitting a good shot next time. A good attitude can save you a lot of strokes.

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