

Why IQ Isn't Everything

Achievement in business and life is about emotions

By: Jennifer Layman
jenn@ovbusiness.com

"People can have a high IQ and not necessarily succeed in life compare to others. Why is that?" That was the question that prompted research into another kind of intelligence that seems to be connected with business achievement.

This was the message of Mary Mitchell, a Learning Advisor at CFB Petawawa who gave her final presentation on Emotional Intelligence to the Upper Ottawa Valley Chamber of Commerce. Mitchell retires on April 21st.

Emotional Intelligence (EI) is an ability to recognize your own emotions and the emotions of others, and then be able to use that awareness to create positive outcomes with others. One of the examples Mitchell gave was when you are faced with a client who is upset, and while

you may not be the cause of the upsetting situation, there is no way you can expect to communicate with that person until you are past the upsetting situation. The same is true with any communication circumstance where you and the client are at odds. How are you going to move forward when you can't move past this stressor?

According to Mitchell, one of the keys is to prevent reacting impulsively. Impulsive reactions can hamper communication if they are perceived as defensive or too decisive. Instead, if you can give yourself a moment to consider the situation, the emotions you have around the issue, and then the emotions that others might have, a less stressful result may ensue.

For example, if someone comes into your business who is having a bad day, perhaps all they need is someone to acknowledge their feelings. "It

seems like things are just not going your way today," you might say. "Let's see if we can turn that around."

Mitchell also referred to author Stephen Covey (7 Habits of Highly Effective People) who believes that there is a 'space' between a stimulus and your reaction to it, and that those who can delay the reaction are better adept to communicate more effectively with the person in the situation.

And, the work of Emotional Intelligence not only helps others, but it can also be rewarding personally. By becoming more aware of your own emotions, you become more confident in yourself. The more you can regulate those emotions, the more people will see you as someone with integrity and someone they can trust. And finally, the more motivated you are to being aware of emotions, the more committed

you will be to communicating more effectively.

"When we can reduce stress, we can better handle our emotions," says Mitchell.

With respect to developing Emotional Intelligence, Mitchell suggests the following as a good start:

1. Pay more attention to your emotions and the emotions of others.
2. Take responsibility for how you respond to your emotions.
3. Consciously respond to the emotions of others.
4. Seek feedback on your emotional intelligence.

Mitchell's presentation will be available through the Chamber of Commerce, with notes of resources for further information on Emotional Intelligence.

The workshop was one of the Business Before Hours events hosted by the Chamber of Commerce. The cost was \$8 to attend which included breakfast.

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Ottawa Valley BUSINESS

Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by Forward Thinking.

WHO READS US:

OVB is delivered twice a month via email to more than 3,000 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 discounts to members of the Chamber of Commerce are available. Please inquire about advertising 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. There is also no charge for posting business events on the events calendar.

CONTACT US:

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You can also find us on Facebook.

Business News Around The Valley

Librarian To Retire

Angela Lorbetskie, the CEO and Head Librarian of the Barry's Bay and Area Public Library will be retiring on June 30, 2011. Lorbetskie has held the position for 30 years, and has spent a total of 40 years working with the Library. No replacement has yet been chosen yet.

MacLaren is PC Candidate

The provincial election is set

for October 6th, and in Carleton-Mississippi Mills, one defeat has already taken place. Jack MacLaren has defeated norm Sterling, a current MP who has served over 30 years at Queen's Park, and will be the Progressive Conservatives in Carleton-Mississippi Mills.

Dare To Care Telethon

The Arnprior-Braeside-McNab Seniors at Home Program will

hold their 5th Annual Dare to Care Telethon on Sunday May 15th at St. John Chrysostom Parish Hall in Arnprior from 1:00pm to 8:00pm. The telethon will support Para Transit. To volunteer or make a donation, contact Susan Sarsfield at 613-623-7981 or SusanSarsfield@cssagency.ca. Check out our website at www.cssagency.ca.

Continued on Page 7

SPRING &
SUMMER 2011

101 Things TO DO IN THE Valley

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BUSINESS DIRECTORY

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ELECTION RESOURCES

Check out the Resources page at ovbusiness.com for the platforms for the Conservative, Liberal, New Democrat and Green Parties.



April 23
 Child's Paradise Spring Parent to Parent Sale. 9:00am-12:00pm. RCAF Wing in Renfrew. Table Rentals are \$20-\$25. Proceeds are split between Child's Paradise and Renfrew County Child Poverty Action Network. Contact Marcinda at 613-432-2627.

April 23
 M&R Feeds Pembroke Annual Spring Buy Sell & Trade Day of poultry, small livestock, farm pets such as rabbits, guinea pigs, goats, llamas, emu, pot belly pigs, and more. Begins at 8:30am at M&R Feeds in Pembroke. Bring your own transportation, penning, cages, halters etc. For more info: pembroke@mandrfeeds.com or 613-732-2843.

April 28
 The Ottawa Valley Tourist Association AGM. Twin Rivers Golf Course in Petawawa. Guest speakers: Louise Lacroix,

Executive Director of Direction Ontario and Bernard Charlebois, co-founder and CEO of Virtuo.ca CMS Technologies Inc. Contact Lauren: 613-732-4364 ext 479 or lmccillfaterick@countyofrenfrew.on.ca

April 28
 Options 2011. Skilled Trades Fair and Career Fair. Pembroke Memorial Centre. 9:00am-3:00pm. Companies from across the County.

April 29
 Deadline for nominations for business awards with the Renfrew & Area Chamber of Commerce. Details: renfrewareachamber.ca.

April 30
 Deadline for booth space rental for exhibitors at Expo 150. Forms at www.expo150.com. Contact Alex at: 613-735-7288 ext.419 or ablades@countyofrenfrew.on.ca.

May 7
 50th Anniversary for Giant Tiger in Pembroke. Charity BBQ, live entertainment, cake cutting, fun for whole family, free gift card draws during the day and more.

May 11-12
 OPA Trails Specialist Workshop. 8:00am to 4:00pm each day. Petawawa Civic Centre at 16 Civic Centre Road in Petawawa. To register, call 905-864-6182 or opa@ontarioparksassociation.ca.

OPA Member - \$350/person and Non-Member - \$410/person. Includes lunch each day and participant ticket to the Wednesday evening pig-roast social at Pine Ridge Park Resort.

May 14
 Deep River Science Academy 25th Anniversary. DRSA will be hosting a day-long event with a \$25 registration fee, to celebrate its 25th Anniversary. Opening ceremonies at 9:00am at the Real Hope Christian Assembly at 33019 Hwy 17, Deep River.

May 26
 Speedpro Signs Grand Opening & Business After Hours. 3pm-6pm. Win a free banner, canvas print or desk wrap... you have to be here to win. Buy Local! Join us at the Grand Opening of our new location, 1982 Petawawa Boulevard beside Shaw Lumber.

May 26
 Renfrew & Area Chamber of Commerce Gala. 5:30pm. Renfrew AFAC Hall at 164 Argyle Street South in Renfrew. For information, call 613-432-7015 or renfrewareachamber.ca for details.

 Add your event to our calendar. Send the details to: admin@ovbusiness.com

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OVJobs.ca will be exhibiting at Algonquin College's Skilled Trades and Career Fair on April 28, 2011.

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Exhibitor forms for your business or organization are now available online at www.expo150.com. Plan to be part of this historical celebration of Renfrew County. Admission to Expo 150 is free for attendees. It is anticipated that 20,000 people will attend this event.

Tented booths priced at \$198-\$550. Reserve early and be promoted on www.expo150.com.

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Expo 150 Exhibitor Contact: Alex Blades
Exhibitor Phone: 613-735-7288 ext.419
ablades@countyofrenfrew.on.ca

Deadline to reserve your booking space: April 30, 2011 (or until all space is filled)

Election 2011 - Party Platforms

The following excerpts are from each party's platform document that was available from their respective websites. Each platform is available under Resources at www.ovbusiness.com. Remember to Vote on May 2.



- Reduce the deficit to 1% of GDP within 2 years.
- Cancel further tax cuts for the largest corporations and restore the 2010 rate.
- Cap the tax break for cashing in stock options.
- Cut waste including promotional advertising, an over-sized Cabinet, and staff in the Prime Minister's Office
- New tax incentives for investment and job creation in small, innovative start-up businesses in clean resources, health and biosciences and digital technologies.
- Small and medium sized businesses pay no Employment Insurance premiums for any Canadian youth they hire.
- Voluntary savings option built into Canada Pension Plan
- \$1,000/year post-secondary bursary over four years for every high-school student.
- \$1,500 for low-income families.
- Allow Canadians to take six months off work to care for loved ones, and a tax benefit of up to \$1,350 a year to help low and middle-income family caregivers manage the costs.
- Invest in Aboriginal learning and expand language training for new Canadians.
- Create a new Veterans' Learning Benefit.
- Voluntary supplement within the CPP for any Canadian worker who wants it.
- Quadruple Canada's renewable energy production by 2017, with incentives for energy entrepreneurs in solar, wind, tidal and biomass.
- End a corporate tax break for oil sands development.
- Permanent \$13,500 Green

- Renovation Tax Credit for home improvements.
- National Affordable Housing Framework.
 - Maintain and simplify the long gun registry.
 - 100% high-speed internet



- Create jobs, through training, trade, and low taxes.

Ottawa Valley BUSINESS Election Platform Review

- connectivity everywhere in rural Canada in three years.
- Forgiving student loan debt for doctors, nurses and nurse practitioners who practice in rural communities.
 - Freezing further post office closures.
 - Provide volunteer firefighters a new, \$3,000 refundable tax credit.
 - \$1500 in student loan forgiveness for young Canadians who volunteer at home or abroad.
 - Increase investment in cultural promotion programs, and provide stable funding to the CBC.
 - Restore the mandatory long-form census.
 - Internet voting option.
 - Develop the next generation Official Languages Plan, seeking input from all regions.
 - Propose a new kind of economic partnership with China and India.
 - Establish a new Canada Democracy Agency to manage international development.

For more information, visit the Resources section at www.ovbusiness.com for the full platform.

- Family Tax Cut.
- More support for seniors and caregivers.
- New laws to protect children and the elderly.
- Crack down on human smuggling.
- One year break on EI for employers to encourage hiring new employees.
- Lowest corporate income tax rate in the G-7 by 2012.
- Work sharing and initiatives for older workers.
- Grants program, tax free scholarships and bursaries, tax credit for textbooks, flexible student loan repayment plan.
- Loan programs for immigrants to pay for skills training and accreditation.
- Complete negotiations on a Canada-EU free trade agreement by 2012 and with India by 2013.
- Reduce paperwork on small businesses by 20%.
- One-for-One Rule: every time government proposes new legislation, it must eliminate an existing one.
- Extend 50% Capital Cost Allowance rate for manufacturing or processing machinery by two more years.
- More money for high speed and digital economy strategy.
- Maximize competitiveness of Canada's aerospace and space industry.
- Purchase F-35 fighter jets.
- Federal tourism strategy.
- Support of Armed Forces.
- Investments in First Nations for development of reserve lands and resources.
- Work with Quebec to create harmonized tax agreement.
- Eliminate the deficit by 2014-15 without raising taxes.
- Up to \$1000 tax credit for physical activity, up to \$500 for Children's Art Tax Credit, up to \$500 in registration for fitness activities for adults.
- Extend energy retrofit homes program.
- Family caregiver tax credit of \$2000 to support caring for a loved one at home.
- Increasing TFSA amount to \$10,000.
- Expedite the deportation of foreign criminals.
- Double victim surcharge, applicable in all situations.
- Federal inmates drug tested once a year.
- Amend Criminal Code to add vulnerability due to age as an aggravating factor when sentencing those who commit crimes against the elderly.
- Volunteer firefighter tax credit of \$3000 for those with 200 hours of service per year.
- End long gun registry.
- Strengthen landowner rights for compensation to through Species at Risk Act.
- Additional funding for trails for snowmobiling.
- Increase support for the agriculture, food trade commissioner service and market access secretariat.
- Agriculture innovation; national farm & food strategy.

For more information, visit the Resources section at www.ovbusiness.com for the full platform.

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- Work with provinces to double pension plan benefits.
- More flexible and generous EI Compassionate Care Benefit. Six months leave from work to tend to relatives near the end of their lives.
- No penalty on EI benefits for new parents who take maternity and parental leave once they return to work.
- Transfer \$800 million to provinces and territories to lower tuition fees.
- Increase student grants to \$200 million per year targeting aboriginal, disabled and low-income students.
- Raise education tax credit from to \$5760 per year.
- Increased funding for affordable and social housing.
- Home retrofit program.
- National standard of earning for those who make the least amount of money.
- Up to \$700 child benefit.
- Eliminate two week period for EI benefits and return qualifying period to 360 hours.
- Reduce small business tax rate from 11% to 9%.
- One year rebate on employer contributions for EI and CPP for new hires.
- Extend capital cost allowance for eligible machinery and equipment.
- FedNor for exclusive funding for northern Ontario and double the contributions.
- Forgivable Loan to retrofit homes to create self-contained residence for senior family members. Families eligible for a forgivable loan to cover 50% of the costs of a renovation up to a maximum of \$35,000.
- Reduce greenhouse gas emissions to a level 80% below that of 1990 by 2050.
- Increase funding for

aboriginal business start-ups.

- Hire 200 food inspectors for Canadian Food Inspection Agency.
- Volunteer firefighter tax credit for those who perform 200+ hours of service a year.
- Pay \$300,000 to families of



- Jobs through investment in renewable energy, passenger rail, modernizing freight, retrofitting buildings for energy efficiency.

Ottawa Valley BUSINESS Election Platform Review

fallen firefighters and police officers who die in duty.

- One-time sponsor of a non-family class relative to come to Canada.
- Caregiver benefit of up to \$1500 per year.
- Prohibit all forms of usage based billing by Internet Service Providers.
- Restore long form census.
- End Canada's combat involvement in Afghanistan and bring troops home.
- Abolition of the Senate.

For more information, visit the Resources section at www.ovbusiness.com for the full platform.

- Expand access to EI for those who paid into it. Protect pensions of retired Canadians.
- Reduce EI and CPP contributions for businesses.
- Reform, revise and rethink our trade agreements.
- Support for those in agriculture who wish to transition to organic farming.
- Sustainable forest industry with emphasis on less raw log or unprocessed pulp export.
- End corporate bail-outs for big business, and subsidies to nuclear and fossil fuels.
- Implement a revenue-neutral carbon pricing architecture.
- Build a "Made in Canada" Green economy.
- Lower income taxes.

- Full income splitting for married couples and families.
- Sustainable long-term funding or municipalities to repair infrastructure.
- Provide programs that address physical and mental health and ensure dignity by stopping elder abuse and respecting living wills.
- Reform our voting system. Consider proportional representation.
- Seek true solutions to the increasing corporate control in Canadian journalism.
- Canadian democracy is more secure when human rights are respected starting with the First Nations and indigenous peoples.
- Strengthen and enforce decisions made in the 2010 climate negotiations (COP16).
- Refocus the Canadian mission in Afghanistan to poverty alleviation, strengthening governance, and supporting the training and development of the Afghan military and police force.
- Make poverty history.

For more information, visit the Resources section at www.ovbusiness.com for the full platform.



As an Independent, Mr. Clouthier has no platform for the country. Mr. Clouthier believes that his vote will be critical in passing key items from the platforms of other parties, and that he will have

more freedom to vote for certain issues, as they impact Renfrew Nipissing Pembroke.

His key campaign points are as follows:

- Can vote the way you want me to, not the way some party leader orders me to.
- Can defend your interests, fight for your issues, and leverage positive results for this riding.
- Full disclosure of expenses.
- Power and influence of an Independent in a minority

government is exponentially increased, as their votes become crucial, and much sought after by the parties jockeying for government.

- No national strategy as an Independent.

For more information, visit <http://hecclouthier.com/>

Whose views are most like yours?

Visit www.cbc.ca and choose Canada Votes and then Vote Compass for quiz.

Business News Around The Valley

Chamber Elects Board

The 2011-12 board of directors for the Carleton Place Chamber of Commerce includes: Sunny Briden, Gord Cowie, Cindy Hobbs, Roger Holmes, Ryan Hunt, Tracy Lamb, Dawn Lanouette, Linda Pond, Patti Saulnier, Elizabeth Taylor, Adam Vaughn and Jerry Flynn who is on council for Carleton Place.

Flower Factory Opens

The Flower Factory in Renfrew, formerly Flower and Flour, held their Grand Opening on Saturday, April 16th. The business is located at 180 Plaunt Street South in Renfrew.

Lorne's Electric Hosts Open House

Lorne's Electric is hosting a Customer Appreciation Open House on Friday, April 29 from 11:30am to 6:00pm, and on Saturday, April 30 from 10:00am to 3:00pm. They are showcasing new products and new ideas and invite people to watch the Royal Wedding on their big screen television. They are also showing a new boardroom that features surround sound, podium and high speed internet.

Solar Farm To Establish

International Power presented their plans for a solar farm to the council of Mississippi Mills recently. The \$40 to \$50 million investment will cover approximately 30 hectares in the municipality, north of Al-Car Quarry. The company hopes to begin installation in mid-2012. The panels would produce approximately 10 megawatts of power, and create about 100 short-term jobs. An open house is planned for the summer.

New Vet in Arnprior

Dr. Janice Scott has opened the doors of Arnprior's newest veterinary centre: Gillies Grove Animal Hospital. The hospital is located in the Winners Circle Mall in Arnprior, and is one of four jointly owned by six veterinarians. The others include Osgoode Vet Services, Dundas Vet Services and Morrisburg Animal Hospital.

First Impressions Program in Kemptville

The Municipality of North Grenville, in partnership with the Business Improvement Area (BIA) and the Ontario Ministry of Agriculture, Food and Rural Affairs will be delivering a First Impressions

Community Exchange Program for Old Town Kemptville over the next few months. Kemptville will be exchanging with Arnprior, with each community visiting the other to experience, evaluate and report back on their findings. Contact Teri Devine at 613-258-9569 x 115 or tdevine@northgrenville.on.ca for more info, or visit the website: www.northgrenville.ca/BRandE.cfm.

Pembroke Entered in Competition

The City of Pembroke is once again entered into the International Communities in Bloom competition, and the judges are set to be in town July 25-27. This will be the 12th time that the City has competed in the competition. In 2001, Pembroke won the provincial level competition and in 2007, it won the national level competition. Last year, Pembroke earned a total of 5 out of 5 blooms at the International Level. Categories are based on population. The City is kicking off efforts on April 30th at the Pembroke Farmers' Market. For more information, visit www.pembroke.ca.

Continued on Page 8



Expo 150 Facts

65

Total site acreage for Expo 150 including outdoor and airport grounds.

4,000

Amount of fencing in square feet required for the perimeter of the site.

11

Number of days remaining to book a booth at Expo 150.

336

Number of fans following the daily Renfrew County facts at facebook.com/Expo150

0

Cost for kids aged 7 to 17 to go on a flight at Expo 150

51

Number of days remaining until Expo 150 kicks off

4976

Total kilometres that dignitaries from Renfrewshire, Scotland will travel to arrive at Expo 150

0

Cost of admission for anyone and everyone to Expo 150

3

Number of stages at Expo 150 to be used for musical and performance entertainment

29

Number of finalists for Renfrew County Idol who will be competing at Expo 150

1861

The year the County of Renfrew was officially formed.

Source: Multiple Sources

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Business Perspectives

By: Hilda Young

Business:

Pinewood Inn
378 John Street, Highway 62
Barry's Bay, Ontario
Ph: 613-756-1333
Www.thepinewoodinn.com

Owners:

Mark Smith and
Yvette Boudreau-Smith

was born five years ago. We wanted to combine our skills and find a place where we could operate together. The idea of turning a business around really appealed to us. Pinewood Inn had lost its mojo a bit over the years and we were keen to bring it back.

Q: Why did you decide to move to the Valley?

A: We decided to move here because when we came to look at the motel for the first time three years ago we fell in love with the town.

Q: What attracted you to the area?

A: We love the pristine beauty of the north.

Q: Where are you from?

A: Burlington, Ontario

Q: Did you come to retire, semi-retire or start a second or third career?

A: We came here to start a new life. Mark wanted to get out of the rat race working on the line at Ford in Oakville. I have been a dog groomer and esthetician. We have been looking for a new business and new place to live since our son

Q: Did the move meet your expectations?

A: We love it here. The major life change has been difficult as Mark is still commuting to Oakville. We are looking forward to enjoying our new full life in the Valley after the summer.

Q: How do you see yourself contributing to the community?

A: We intend to participate fully in the community. The people have been very supportive, helpful and positive as we work to turn the Pinewood Inn around. This has encouraged us enormously. The feeling here is so different from the indifference of the people of the GTA. Everyone here wants you to succeed.

Business News Around The Valley

CSE Consulting Moves

CSE Consulting in Kemptville is a service provider working with Employment Ontario to help job seekers. They recently moved their office from the Kemptville Mall to a new and larger location at 125 Prescott Street in Old Town Kemptville. Visit their website at www.cseconsulting.com.

Municipality Pulls Out of ED Partnership

Head, Clara and Maria Township has decided not to continue in a municipal partnership promoting economic development. The municipality had partnered with Laurentian Hills and Deep River, but felt that they just weren't getting enough benefit to continue. They are reportedly going to rely on the Ottawa Valley Tourism Association, and self-promotion, for its economic development.

EOWC Pitches For AECL

The Eastern Ontario Wardens Caucus (EOWC) took an opportunity to focus on Atomic Energy of Canada Limited (AECL) at a recent Good Roads municipal conference. EOWC noted that "the substantial investment in the nuclear industry made by the residents of the province of Ontario and the 72,000 jobs in the nuclear industry must be respected and acknowledged." They want the province to work with the federal government "to support the transition of the existing Chalk River facility into the Chalk River National Laboratory." Government officials present include Minister of Municipal Affairs and Housing Rick Bartalucci, Minister of Education Leona Dombrowsky, and Minister of Agriculture Food and Rural Affairs Carol Mitchell.

Dairy Profiled on Regional Contact

Tracey's Centreside Dairy in Renfrew was on CTV's Regional Contact in early April. For more details visit: www.ottawa.ctv.ca.

Chamber Awards in Renfrew

The Renfrew & Area Chamber of Commerce is seeking nominations for their annual business awards in the following categories: Citizen of the Year, Youth of the Year, Outstanding Business Achievement of the Year Award, and Community Organization of the Year. The deadline for nominations is noon, Friday, April 29. Forms are available at the Chamber office, located at 161 Raglan Street in Renfrew, and at: www.renfrewareachamber.ca as well as at the Renfrew Town Hall. The annual awards semi-formal gala is May 26th.

Lumber Kings Win 5th

The Pembroke Lumber Kings have won an unprecedented fifth consecutive league championship. Pembroke defeated Cornwall in six games, and is now headed to the Fred Page Cup in Terrebonne, Quebec.

DRSA Celebrates

On Saturday, May 14th, the Deep River Science Academy (DRSA) will be hosting a day-long event to celebrate its 25th Anniversary. For more information on the DRSA and this event, visit www.drsa.ca.

GearHeads Expands

GearHeads in Petawawa is celebrating their 5th anniversary by nearly doubling their store! The bicycle and outdoors store will expand within their current location at the Petawawa Market Mall beside Moncion Grocers. For more info, visit: www.gearheads.ca.

ZOOMER

ENTREPRENEUR GROUP

Next Session: Wednesday, May 4 at 9:30am
Pembroke & Area Airport
Jayne Brophy of The Pembroke Mall
will discuss her first-hand experience with
business successes and challenges.

To ensure adequate seating and refreshments,
your pre-registration is appreciated.



Ph: 613-732-1492 | manager@upperottawavalleychamber.com

You Can Never Get More Time

How you manage what you have is key to success



At the Emotional Intelligence seminar this week, Mary Mitchell made an interesting comment. She said that “time management” was really about “self management.” There really is no ability to manage time, she says, because you cannot change the amount of time in a day. The real work is managing yourself in how you work within that time.

In the business day, you have a maximum of probably six hours to get things done. By the time you consider interruptions, breaks, lunch and so on, your total working time, at best, is about six hours. This is why many of us work in the evenings and on weekends. Six hours just isn't

enough to accomplish all the things we are charged with doing. The only way you are going to have more time available is to delegate some of the items off your plate. Remember, as you cannot increase the amount of time in a day, you can only focus on how you manage that time.

If marketing is on your plate of responsibilities, you have probably found that it can take a lot more time than you thought. In most cases, it is because this is not what you were trained to do. Imagine if you had to change the oil in your car. Someone who knows what they are doing can change it in 10 minutes. I know that if I had to do it, it would take me a good part of the afternoon to figure out what I needed to do and the tools I need to do it. And then, I would wonder if I did it right or if I should expect the engine to cease up at any moment.

Delegating items off your plate of responsibilities not only frees up time for you to do other things, it makes the work less stressful. When you have a clearer mind, you are much more able to focus on other tasks, and to give them your full attention.

How To Ask For Marketing Help

A year ago, a friend of mine worked for a fairly large company that did not have a marketing person on staff. The managers had put that responsibility on the salespeople. When I talked to my friend, she said that the salespeople were stressed about it because none of them were marketing experts. They were nervous about the responsibility of making these decisions for the company. I suggested that the group could recommend speaking with a marketing professional to get an idea of how they might be able to help the company, and

to see if it was worth having the salespeople spend time on marketing and not on selling.

As it turns out, the managers had no idea it was so stressful on the salespeople, and they embraced the opportunity to work with an outside marketing person. And, it led to them contracting out other items as well. The salespeople went on to do what they were best at: selling. The bottom line was all the proof the managers needed to see it was a positive decision.

If you are the owner of the business, the same situation applies. The question you have to ask is, “am I making the best use of my time doing this?” If the answer is yes, then keep at it. If the answer is no, ask for some assistance. If the answer is “I don't know,” then ask for a meeting with a marketing person to get more information.

Here's 'hopping' the Easter Bunny is good to all of you!

Good ideas are ones that work.



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