

## Building A New Economy The drivers of economic development are changing

by: Jennifer Layman  
jenn@ovbusiness.com

Hope is not an economic development strategy.

That was one of the messages from Gord Hume, author, former City of London councilor and enthusiast on the creative economy, and the keynote speaker for the Creative Economy Conference (also known as Spark) held recently in Pembroke.

Hume spoke bluntly about the responsibility of municipalities to accept their new responsibilities as being the organizations to lead the changes into the new economy. "The new workforce is coming from immigration and local municipalities haven't had to deal much with that," says Hume. "Some are more welcoming than others."

Hume also said that small towns are in jeopardy as more and more people are shopping in big box stores and urban

centres. "80 percent of the local economy is coming from local small businesses," he says. "And 80 to 90 percent of new business will come from current small business. Stop chasing the whale."

One of the ways that municipalities can start becoming more entrepreneur-friendly is to change bylaws that are preventing people from being attracted to develop in the area. He also suggests raising the bar with developers on applications and standing firm in order to create the community that will invite the creative economy.

The Creative Economy Conference brought together 80 to 90 people from across and outside of Renfrew County. The day included breakout sessions with a variety of experts, and concluded with a two-hour session on generating ideas for building the creative economy.

Following the exercise, a

student from Algonquin College said that she felt fortunate to be involved in the day and had a whole new appreciation for Renfrew County after having been through the seminars and discussions. Other attendees agreed that the region is brimming with talent and potential, though it seems to be taken for granted or left unexplored.

The Conference was facilitated by Renfrew County Community Futures Development Corporation.

### AECL Human Resources VP on Attracting Talent

Among the speakers at the Conference was Lynne Campbell, the Vice President of Human Resources at AECL. Campbell is new to Chalk River, having worked for the company at Sheridan Park in Toronto for several years. She spoke on her expertise in Human Resources and also on her experience as moving to a

new region.

Interestingly, Campbell talked about finding a great deal of talent locally for work at AECL, and said they are consistently working on creating value in the company in order to attract and retain their employees. Campbell said AECL Chalk River has always been branded as the research and development arm of the Candu business, and will now rebrand itself to be Canada's leading science and technology laboratory.

"It's not just nuclear," says Campbell, "it's science and technology. We generate scientific capacity to be used in a variety of industries."

Campbell said that part of the Chalk River strategy is to "grow talent within our communities." She said that today's workplace is about companies fitting in with staff, not staff fitting in with companies.



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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.

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### CONTACT US:

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# Business News Around The Valley

### Correction

With respect to the news brief on the Petawawa Town Centre, Karen Cronier of the Town of Petawawa has confirmed that there is only one small block (adjacent to 2 residential properties) within the whole subdivision where a restaurant is not permitted. The remainder of the subdivision permits eating establishments.

### Top 40 Under 40

Mitchell McLean of Combermere has been recognized as one of the Ottawa Business Journal's "Top Forty under 40." The award honours 40 people under the age of 40 with the award for their outstanding work in Ottawa's business and local communities. Recipients are nominated by anyone and then a panel of judges spend nearly 100 hours reviewing and ranking each of the submissions. McLean was chosen based on his work with the United Way. He is a certified financial planner and division director for Investors Group.

### Butcher Shop Opens

Ken's Butcher Block has opened in the Valley Market in Combermere. The shop is operated by Ken Green and hosts a variety of meats. Green has been in the butcher shop business for more than 25 years in Bridgenorth, Ontario and decided to continue the tradition when he moved to Madawaska Valley. Green's shop is in the Valley Market, which is believed to be the oldest continuing general store in Renfrew County, which previously did contain a butcher shop. The shop is open Wednesday to Saturday from 10:00am to 4:00pm.

### New Dentist in Renfrew

Sebastian Thaci has opened a new practice on 372 Raglan Street South in Renfrew. He is accepting new patients.

### New Hotel

Coming to Pembroke Pembroke will soon be home to another hotel, though details are being kept quiet on what company it will be. An application was put forward to increase the height of the hotel to four stories. The City has

indicated they do not know the type of hotel the developer intends to build. The hotel will be located in the TransCan Corporate Park.

### Museum Network Receives \$27K

The Renfrew County Museum Network has combined forces to receive \$27,000 from the Ontario Trillium Foundation to support and increase its capacity and to establish a strategic direction to help evolve the Network into a sustainable and vibrant non-profit organization. There are 20 museums and five heritage tourism partners in the Network.

### Provincial Voting Period Extended

When the October 6, 2011 election comes around, there will be some changes to the voting process. Voters will have 29 days to vote including 10 days of advance poll voting and 28 days of voting through special ballots, including mail. More information is available at: [www.wemakevotingeasy.ca](http://www.wemakevotingeasy.ca)

*Continued on Page 4*

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events calendar

**August 6**

Stone Farms and Valley Bio annual industrial hemp field day. See what it takes to grow and harvest hemp grain and fiber crops. Learn the history of the hemp crop and sample products. 10am-4pm. See [www.valleybio.com](http://www.valleybio.com) or [www.stonefarms.ca](http://www.stonefarms.ca) for details.

**August 7**

Ottawa Valley Historical Society Heritage Blueberry Festival. Champlain Trail Museum and Pioneer Village. 11:30am-3:00pm. \$10 per person. \$8 for OVHS

members. \$4 for children. Call 613-735-0517, or visit: [champlaintrailmuseum.com](http://champlaintrailmuseum.com)

**August 7-12**

RCCFDC Youth Enterprise Camp (French) for aspiring entrepreneurs aged 10-14. 6 days and 5 nights. \$275.

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[www.yep-pej.ca](http://www.yep-pej.ca). Phone: 613-735-3951 ext. 230

**August 9**

Election for Chair of Upper Ottawa Valley Chamber of Commerce, Algonquin East Branch. 9:00am at Township of Madawaska Valley. Nominations taken from the floor. To vote, you must be a member in good standing with the Chamber. Memberships are 50% off for the remainder of 2011. Call 613-732-1492 or [manager@uovchamber.com](mailto:manager@uovchamber.com)

**August 13**

3rd Annual Settlers Festival . This year we are showcasing some local artists and artisans with beautiful things to purchase for our visitors. For info call 613-687-5054. [petawawaheritagevillage.com](http://petawawaheritagevillage.com)

**August 18**

RCMP Merchants Against Financial Crime. Learn how to recognize counterfeit currency, credit and debit fraud, identity theft, mass marketing fraud and more. Jim's Restaurant. 7:30am breakfast. 8:00am speaker. \$12 per person. Call Greater Arnprior Chamber of Commerce at 613-623-6817.

**August 19**

Upper Ottawa Valley Chamber of Commerce Golf Tournament. 4 person scramble. Roanoke Golf Club. Shotgun Start: 1:00 pm. \$75 includes 18 holes, golf cart, local food BBQ and prizes. Sponsor for \$75 per hole. Ask for the golf package. Ph: 613-732-1492 or [manager@uovchamber.com](mailto:manager@uovchamber.com).

**September 3-4**

Heritage-Fest at Madonna House Pioneer Museum and St. Raphael's Handicraft Center. Wool carding, butter churning, spinning, weaving, candlemaking, pottery, homemade ice cream and more! 1pm-4pm. Gift Shops and Bookshop will be open. 2887 Dafoe Road, Highway 517 in Combermere. Phone: 613-756-3713.

**September 15**

Payroll Information Seminar for New Employers. Canada Revenue Agency will review payroll requirements for deducting, remitting, and reporting amounts for the CPP, EI and income tax. 9:30am - 12:00pm. Free. Lanark-North Leeds Enterprise Centre. Phone: 613-283-7002 ext. 108 or [cjames@LNLEC.ca](mailto:cjames@LNLEC.ca)

**September 16-18**

Fall Showcase in Petawawa. Registering exhibitors now. Email Doug Stoneman at: [stonemaninpetawawa@live.ca](mailto:stonemaninpetawawa@live.ca)

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# Business News Around The Valley

## Local Farms Recognized

Grant and Dorothy Dobson of Connaught Nursery have earned the Premier's Award of Agri-Food Innovation Excellence for growing peaches in Renfrew County. Kylah Dobson and Zack Loeks of Rainbow Heritage Garden also received an award for operating completely off the grid. Despite the surnames, the winners are not related.

## Tenders Awarded

The Town of Arnprior has awarded tenders to Topps Environmental Services, Renfrew County Recycling Centre and National Grinding. Topps earned the garbage pick-up tender for just over \$450,000 for a three year term. Renfrew County Recycling earned the recycling tender and National Grinding earned a contract for grinding materials at the Arnprior Waste Disposal site for \$24,000.

## MacKenzie Runs for Green Party

Mark MacKenzie, a resident of Arnprior, is hoping to head the Green Party of Canada. MacKenzie previously ran three times for the party on both federal and provincial levels. He runs a snow blowing and organic farm business. Current party leader, Elizabeth May, has endorsed

John Streiker. There are also several other candidates running for the leadership of the party.

## Horton Receives Grant

Horton Township has received a grant worth \$28,927 from Human Resources and Skills Development Canada for the Horton Community Centre. The money will be used to improve accessibility for the physically challenged.

## OHTO Releases App

The Ontario's Highlands Tourism Organization (OHTO) is pleased to announce that their regional tourism-themed mobile application (app) is now available for Apple mobile devices, including the popular iPhone, iPad, and iPod touch. The mobile app is intended to be a full-featured resource to be used by visitors to the area, giving them a unique, fun, and interactive portable way to access local destination information. It can be downloaded for free in the Apple App Store.

## OVG Inc. and OVG Solar

**Inc. Are On The Move**  
OVG Inc. (formally Ottawa Valley Glass) has successfully acquired a new location for our business. We will soon be located at 555 Hall Avenue, Renfrew (formerly Transworld Signs). Renovations are now taking place and our goal is to

relocate our office and our production in the fall. This move comes as a result of continued growth and our efforts to consolidate our production and administration facilities.

## Farmer's Market Celebrates 40 Years

The Renfrew Farmer's Market will be celebrating its 40th anniversary on August 6th. They are having a celebration on site. The Market is not part of the Farmer's Markets Ontario organization.

## Grand Opening

Helferty's Disaster Restoration recently celebrated the Grand Opening of their new facility and offered demonstrations of two additional services to their insurance clients. The event included a seminar for local insurance people, tours of the newly renovated building, demonstrations of Helferty's Infrared camera for detecting moisture, commercial drying equipment for large projects, a mock containment area used for mold or asbestos abatement and excavating equipment for removal of oil contaminated soil. Helferty's Disaster Restoration currently employs 10 full time and two part time people.

## Motive Power Program Comes to Algonquin

The Motive Power Technician Co-op Apprenticeship

Diploma program at Algonquin College in the Ottawa Valley is helping would be apprentices get a start on their training to become an automotive technician. The program is offered by only a handful of Ontario colleges and allows students to be registered apprentices while they study in the program. Students earn a college diploma, complete all three levels of courses required in the Automotive Service Technician apprenticeship program, and participate in a paid full-time co-operative education experience within the automotive trade for up to 16 weeks. The co-op placement occurs during the summer months, and the program can be completed in less than a year-and-a-half. The College will be hosting an information session for this program on Wednesday, August 3, 2011 at 7:00pm at the Pembroke Campus. Applications to the Motive Power Technician Co-Op Apprenticeship Diploma program can be made at [www.ontariocolleges.ca](http://www.ontariocolleges.ca). Classes begin September 6, but there is still time to apply to the program as some seats remain available.

*Continued on Page 6*  
**OHTO Seeks Bloggers**

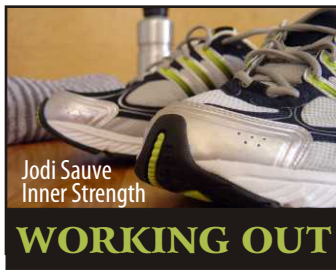


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Jodi Sauve  
Inner Strength

## WORKING OUT

The obesity rate in children is accelerating at an unbelievable rate. Computers and hand held devices are quickly replacing outdoor sports and activities. How many of us have seen elementary aged children out and about texting on a cell phone?

It is so important for children to get proper exercise and fresh air. We tend to become taxi drivers for our children, so why not invest in a bike and helmet and encourage them to get themselves around town. Considering the price of gas, it makes sense to park the car.

Another great activity is swimming at the local pool or lake. This is the perfect way to cool off in the heat and it provides great exercise. Cutting the grass, especially with an environmentally friendly push mower, is another way to encourage physical activity for the kids (and perhaps a little allowance too!)

And, just because the kids are exercising doesn't mean you are left out. Family sports are a great idea to get the kids outside and an opportunity to connect. Time slips away so quickly. There are various children's activities such as bootcamps, yoga and kids camps in the community, make sure to take advantage of these services and get the kids moving.

Back to school is only a few weeks away so take advantage of the great weather and be active.

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Questions for Jodi? Send them to: [Jodi@myinnerstrength.ca](mailto:Jodi@myinnerstrength.ca)

# Algonquin East Seeks Chair

## New branch of the Upper Ottawa Valley Chamber of Commerce in full swing

The business community in Algonquin East (Madawaska Valley and Killaloe region) is moving ahead with the establishment of a branch of the Upper Ottawa Valley Chamber of Commerce. Now, they are seeking a Chair to lead the Branch.

The region has determined its area to encompass the municipalities of Madawaska Valley, Brudenell, Lyndoch & Raglan, Killaloe, Hagarty & Richards, and South Algonquin.

The Branch seeks nominations for those interested in being the Chair. Requirements of the Chair include:

- Member in good standing of the Upper Ottawa Valley Chamber of Commerce

- The member's business or organization is located in the geographical region of Algonquin East

- Able to attend monthly meetings of the Board of Directors for the Upper Ottawa Valley Chamber of Commerce

- Will organize and lead the branch meetings with the assistance of additional branch members

- The Chair believes in expanding and promoting the local business community.

The election will be held on August 9, 2011 at 9:00am at the Township of Madawaska Valley. Nominations for Chair can be submitted to Lorraine MacKenzie, Executive Director of the Upper Ottawa Valley Chamber of Commerce

by August 8, 2011 at 12:00pm (Noon). Nominations will also be taken from the floor on August 9, 2011 at 9:00am.

Other positions within the Branch will be appointed. These include Vice Chair and other positions.

In order to vote for the Chair, you must be a member in good standing of the Upper Ottawa Valley Chamber of Commerce. Memberships are pro-rated at 50% off for the remainder of 2011.

Membership applications can be filled out online at [www.uovchamber.com](http://www.uovchamber.com) or downloaded and faxed to the Chamber office.

For more information, contact Lorraine by phone at 613-732-1492 or by email: [manager@uovchamber.com](mailto:manager@uovchamber.com)

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# Business News Around The Valley

Ontario Highlands Tourism Organization (OHTO) is creating a new, innovative tourism website at <http://ontarioshighlands.ca> which will highlight ten of the most popular experiences in Ontario's Highlands. The OHTO is looking for bloggers to write about these experiences so that visitors can get a first-hand impression of what the region is all about. Interested bloggers should submit their topic selection, a sample blog post, and a bio describing their connection to the Ontario's Highlands region and why they chose their selected topic. Information is to be sent to Leah Piltz at: [leah.piltz@ohto.ca](mailto:leah.piltz@ohto.ca) by Friday, August 26, 2011 at 4:00pm. Blogging is done on a volunteer basis.

**DRSA Receives Grant**  
Students in southern Ontario will have new opportunities to learn about scientific research and development thanks, thanks to a Government of Canada investment in the Deep River Science Academy (DRSA). With FedDev Ontario funding of up to \$132,777, DRSA will deliver Inreach, a long-distance, web-based education program connecting high school

students in classrooms to university-level researchers conducting lab experiments. Prepared video clips of the experiment will be posted online for student viewing, followed by weekly interactive sessions with tutors and research supervisors working at the Neutron Beam Centre in Atomic Energy of Canada's lab facilities in Chalk River. Students will have an opportunity to provide input on the experiments and also travel to the lab during the school term for a site visit. It is expected that the inaugural launch of DRSA Inreach will be in September 2011.

**Allen Vanguard Earns Contract**  
Allen Vanguard has been awarded a contract for integrated heavy bomb suits. Under the five-year contract, the company will provide 94 complete Med-Eng™ bomb suits. The suits provide Canadian Forces members with chemical and respiratory protection and cooling to mitigate heat stress before, during and after missions. The contract is valued at \$7.5 million and most of the work to produce the suits will be done at Allen-Vanguard's facility in Pembroke. This

contract will maintain more than 50 local Canadian jobs. "This contract is a double win for the residents of Renfrew-Nipissing-Pembroke. Our soldiers and their families benefit by having the right tools to be safe on the job and local residents benefit by being employed to make that equipment right here at home," concluded Cheryl Gallant, MP.

**TSN Winning Numbers**  
TSN has released the final vote numbers for the Kraft Celebration Tour. Mattawa recorded 247,210 votes to Pembroke's 327,908. TSN comes to Pembroke on August 22 with a BBQ at Riverside Park at 4:00pm, followed by the SportsCentre broadcast at 6:00pm.

**Energy Options Has New Product Line**  
Energy Options in Renfrew is now offering Pellet heating boiler systems for commercial and institutional facilities. These are Canadian-made products which have been in use for more than 25 years, and are sold worldwide. Energy Options offers "turnkey" pellet systems of all sizes. For more information, contact them at 613-432-0924.



## a matter of fact

### Food Banks in Ontario

**402,000**

Number of Ontario who turned to food banks each month in 2010.

**38**

Percentage of food bank users who are single adults

**30**

Percentage of food bank users who are single parent families

**15**

Percentage of food bank clients who are new Canadians

**45**

Percentage of Ontario households using food banks that depended on social assistance

**64**

Percentage of people using food banks who lived in market rental accommodation

**27**

Percentage of people using food banks who lived in social housing

**30**

The percentage increase in food prices since 2000

**8**

The percentage of Ontario workers who work for minimum wage

**120**

Number of food banks in Ontario who are members of the Ontario Association of Food Banks.

Source:  
Ontario Association  
Of Food Banks

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## Dragon's Den Producers Seek Entrepreneurs

### New CBC show wants to match entrepreneurs with investors

Producers of Canada's top-rated entertainment program, Dragons' Den, are looking for struggling Canadian companies to participate in an exciting new business show.

In this new series, some of the country's top investors will spend their time and money to help these Canadian companies get back on their feet. This new series will offer business owners the chance to meet a top-notch investor who could provide the boost that their companies need to survive.

The experts are willing to fan out across the country, roll up their sleeves and help change the fortunes of good companies that have fallen on hard times. Selected businesses will receive invaluable exposure, with the opportunity to showcase their companies to a national television audience.

In order to apply, companies must meet the following criteria:

1) Must have been in

operation for at least three to five years or more

2) Gross revenue of \$500,000 per year (average)

3) More than five employees

4) Privately held business, family business, partnerships, limited partnerships

5) Must be willing to commit to being filmed on camera for up to a two-week period

6) A business registered in Canada

7) Fluent English speakers

The benefits of applying include receiving free business consultation in marketing, sales, inventory, financing, staffing, etc. All experts will visit the businesses personally so no travel is necessary.

This is a chance to get an investment or loan to help the business when other sources have been exhausted

All interested applicants must apply by Aug. 12, 2011. To apply, please e-mail bigdecision@cbc.ca for more information. Please include your name, company name and contact information.



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# Easy Ideas To Improve Networking

## The key is being patient with your approach



A lot of business can happen through networking. Contacts are made, conversations are had and then you become a “top of mind” resource for people which helps with referrals. So, if you are new to networking, or if you are new to networking in a certain place, here are a few tips to help make it a comfortable (and rewarding) experience.

### Ask Questions

The easiest way to have conversations is to ask questions. What does your company do? How long have you been with the company? What keeps you there, or, what brought you here? You don’t have to be Barbara Walters, but asking some questions is an easy way to break the ice.

### Volunteer

If you serve on a Board for the Chamber or another

community organization, you just created a way to introduce yourself. “Hi, I’m Jennifer and I’m with the Chamber of Commerce,” is an easy way to prompt a handshake, and likely a question about your work. You can also join a committee or group just to expand your network a little. A small commitment of 1-2 hours a month might pay off more than you think down the road. Plus, people like people who like what they like.

### Congratulate Someone

You can also network by communicating in ways other than face-to-face. If someone is celebrating an anniversary or has achieved something special, send a card or an email. You don’t have to say much, but it is an opportunity to reach out and connect with someone. Chances are you will run into each other again.

### Bring A Friend

You are not the only person who feels a bit out of place at a networking event with people you don’t know. So, bring a friend and meet new people together! You can work

off each other with introductions to people you meet.

### Go Out For Lunch

Visiting a popular eatery for lunch is an easy way to run into someone. Again, people feel comfortable with people who are most like them. Plus you have a conversation starter for your next meeting.

### Go Golfing

One of the easiest ways to meet people is on the golf course. In many cases, you can sign up as a single player and be connected with three others for a charitable event. If you don’t golf, consider taking it up. It is such a great networking sport, and most events are scrambles which mean you don’t have to be a great player to contribute and have a good time.

### Follow Up On Referrals

If you refer someone to another business, follow-up and let them know. You don’t have to beg for a compliment, but just let the business know that you referred a certain person to them. The business

will be happy to know how a potential customer found them, and the person you are referring would be happy for an “ice-breaker” introduction.

### Follow Up The Meeting

If there is someone that you would really like to do business with, follow up after meeting them at a function and ask to have some time to discuss how you think you could help their business. This is a very direct approach, and some people will be open to it while others will not. Just accept the response and move on and try it again with someone else you meet.

### A Note on Communicating

A lot of networking fails to prompt business because of communication methods. It is often easier to listen and ask questions in the beginning, than to start spewing decades of information you have in the first meeting. Be patient and set a goal of attending a certain number of events each month. It takes time to build a network, but you have to start somewhere. Just be patient and continue to be involved.



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