

## Can We Make It To 40 Years?

Ottawa Valley Waste Recovery Centre has obtained landfill capacity for 40 years, but at the rate we're going, we'll be there in only 27

The Ottawa Valley Waste Recovery Centre (OVWRC) recently completed the final step in the lengthy process of obtaining long-term landfill capacity. Their successful application has resulted in receiving an Amended Certificate of Approval (C of A) from the Ministry of the Environment (MOE), allowing for the provision of landfill capacity for the next 40 years.

"The Centre has been working hard with the Ministry of Environment for many years to finalize the C of A," said Laurentian Valley Councillor Steve Bennett, Chair of the Ottawa Valley Waste Management Board. "We are pleased to have finally received approval for landfill expansion, but we want to make sure we don't use up that capacity too quickly. Emphasis must still be put on recycling and composting."

Bennett is referring to the challenge facing the region that would shorten that 40 year capacity by 13 years, if businesses and residents keep up with current habits.

"The Centre has essentially received approval to continue landfilling operations for the next 40 years or until we reach a landfill volume capacity of 2,650,000 cubic meters," explains Sue McCrea, OVWRC General Manager. "At the current fill rate, we will actually reach capacity in 27 years. That is why conserving landfill space continues to be the focus for the Centre."

As one of Ontario's most respected waste recovery centres, OVWRC plans to meet that 40 year goal by taking an aggressive line on recycling. Their plan includes initiatives that will increase recycling and composting and

see less material going to landfill. Garbage loads received at the landfill that contain recyclables, compostable or construction and demolition material will continue to be charged a higher fee, to encourage people to keep that material out of landfill. OVWRC staff will also be doing additional work with the commercial sector to increase their waste diversion programs.

"We also want to target recycling at special events such as Fiddle Fest and Expo 150," says Mrs. McCrae. "Anything we can do that will help keep recyclable material out of the landfill will help ensure we get to fully utilize our 40 year landfill expansion."

To assist the OVWRC staff, the Ottawa Valley Waste Management Board decided to get aggressive on tipping fees for 2011. The new tipping fee

schedule, effective January 1, 2011 will see the Mixed Waste Tipping Fee increase to \$150 per tonne. The Mixed Waste Fee is applied to loads of garbage going to landfill that contain recyclable, compostable, or construction and demolition material, hazardous or electronic waste, and tires.

The Mixed Waste Fee has been in effect since 2008. Last year alone, commercial recycling increased by over 13% and the number of loads being charged the Mixed Waste Fee decreased by 36%.

"Recycling from the commercial sector continues to increase so we know this program is effective," says Bennett. "We believe a Mixed Waste Fee of \$150, almost double that of the landfill tip fee, will encourage further separation of recyclables from landfill."

*Business*  
**2010 ACHIEVEMENT**  
*Awards Gala*

UPPER OTTAWA VALLEY  
*Chamber of Commerce*

JANUARY 29, 2011 | TICKETS: \$60/PERSON | PHONE: 613-732-1492

## 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 2,800 businesses, government and organizations.

### HOW TO SUBSCRIBE:

To receive OVB by email each month, contact us at: [admin@ovbusiness.com](mailto: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:

Ottawa Valley Business is part of the Forward Thinking Marketing Group. You can contact us as follows:

Publisher: Jennifer Layman  
E: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)  
P: 613-732-7774

### Mailing Address:

Forward Thinking  
2113 Petawawa Boulevard,  
Pembroke, Ontario K8A 7G8

You can also find us on Facebook.

# RTO-11 Becomes OHTO

## Ontario Highlands Tourism Organization

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

RTO-11, the tourism region that includes Renfrew, Lanark and Hastings Counties is now called Ontario Highlands Tourism Organization, or OHTO.

In a presentation to interested parties at the Best Western Pembroke Inn & Conference Centre at the end of November, the Open House session discussed the OHTO and its sustainability. Basically, after spending \$875,000 in 2010 and then again in 2011, OHTO hopes to be funded by a 3% accommodations tax that hotel and motel operators would charge their guests. That 3% would bring in \$1.1 million annually.

Hoteliers, and any business with four or more rooms of roofed accommodations, will be voting on whether or not they will agree to charge the levy. 51% must vote in favour in order for it to pass. If they do not vote in favour, OHTO will have to find the money elsewhere. There is no membership fee to join OHTO as local tourism associations

felt it would take away revenues from their own association.

The OHTO does not replace local tourism associations, but instead focuses on development and marketing of the region. A first step has been for the OHTO to employ Richard Innes of Brain Trust to do a Premier-ranked Destination survey which shows key attractions and development options for the

region. Innes' company is doing several of these surveys for the newly-formed RTO regions, and has conducted 21 throughout Ontario. In 2010, his company conducted a survey for Hastings County, which is now part of OHTO.

Innes' team is currently taking an inventory of tourism assets and will have a final report by March 2011. Algonquin Park is not included in the asset inventory.



You are invited  
to drop in at our  
**OPEN  
HOUSE**

December 14th | 9:00am-6:00pm  
32 Main Street, Cobden

Protect your engine. Stabilize your fuel.



# For All 2 & 4 Cycle Gasoline Engines

For boats, motorcycles, lawn mowers, snow blowers, chainsaws and more.

W.O.  
**STINSON**  
& SON LTD.

For more information: [fuel@wostinson.com](mailto:fuel@wostinson.com) or 800-267-9714

# O'Brien Earns Lifetime Achievement Award

## Former owner of Pem Air, lawyer, farmer and political candidate

During the Annual General Meeting of the Upper Ottawa Valley Chamber of Commerce outgoing President Marie Mask and incoming President Gary Melnyk announced the 2010 Lifetime Achievement Award Recipient.

The recipient is Del O'Brien who has been actively involved in the Upper Ottawa Valley as a lawyer since 1964, but his mark in business was

through his ownership of Pem Air, a regional airline that operated out of the Pembroke Airport from 1970 to 2002. It is primarily due to Del O'Brien's hard work, business savvy and commitment to the Ottawa Valley that this small regional airline survived for 32 years.

Heavily involved in politics, he ran for the federal Conservatives in Renfrew-

Nipissing Pembroke in 1968 and 1974. O'Brien was also the founding chair of the Drainage tribunal, ran a cash crop farm in Westmeath, and was appointed by the NDP Minister of Agriculture to be the referee for superior court justice for the province. Mr. O'Brien was appointed to the emergency response task force for the province for agriculture and appointed by the Peterson

Government to be a judge to settle disputes regarding the Ontario's wine industry.

He was a member and chair of the Algonquin College Board of Directors from 1994 to 2000.

The official presentation of the award will take place during the Upper Ottawa Valley Chamber of Commerce Achievement Awards Gala on Saturday, January 29, 2011.

# Dr. Robert Walker Oversees AECL Future

Cheryl Gallant, MP Renfrew-Nipissing-Pembroke recently welcomed Dr. Robert Walker, the new Senior Vice-President in charge of the Chalk River Laboratories, to the Upper Ottawa Valley. His new appointment was effective November 15, 2010.

"It was my pleasure to welcome Dr. Robert Walker in his new role at AECL," said Gallant. "As a significant employer in Renfrew County, I am committed to helping the

Chalk River Laboratories realize its full potential. Dr. Walker shares that vision."

Dr. Walker's primary responsibility will be leading AECL's research and development (R&D) efforts in physics, metallurgy, chemistry, biology and engineering. He will also guide the Nuclear Laboratories through AECL's restructuring to maintain the Laboratories as one of the world's foremost nuclear research facilities.

Dr. Walker received his NDC designation from the National Defence College, Ontario and earned a B.Sc. in Physics from Acadia University, Nova Scotia. He also holds a M.Eng. in Engineering Physics and a Ph.D. in Electrical Engineering from McMaster University. He is also a Fellow of the Canadian Academy of Engineering. Previously, Dr. Walker served as Assistant Deputy Minister (ADM),

Science and Technology of the Department of National Defence, and the Chief Executive Officer of Defence R&D Canada.

He has been elected Chairman of the NATO Research and Technology Board (RTB) effective April 2009 and is the principal Canadian representative to the Technology Cooperation Program (TTCP).

# 75,552

The number of times [www.ovjobs.ca](http://www.ovjobs.ca) was visited in the month of November.



## ovjobs.ca

The Region's Most Popular Job Board.

Ph: 613-732-7774 | [employers@ovjobs.ca](mailto:employers@ovjobs.ca)

Merry Christmas and Happy Holidays from OVJobs.ca

# Business News Around The Valley

## New Young Entrepreneur Program at RCCFDC

The Ontario Trillium Foundation has provided a \$131,600 grant to Renfrew County Community Futures Development Corporation (RCCFDC) to run a Young Entrepreneur Program. This two-year grant will support a project that will see the creation of several targeted youth entrepreneurship programs to be offered in elementary and post-secondary schools in Renfrew County, the United Counties of Prescott & Russell, and Stormont, Dundas & Glengarry. Laura Murphy is the Young Entrepreneurship Coordinator for RCCFDC. For more information, visit [www.rccfdc.org](http://www.rccfdc.org).

## Whitewater Region Has Lofty Goals

Council for Whitewater Region, headed by new mayor Jim Labow, has some lofty goals for the next four years. Among their pursuits include developing an official plan, a potential ward system for the municipality and upgrading the water distribution system in the municipality. Labow acknowledges that with fewer infrastructure grants available in the future, managing a 700-

kilometre network of roads will be challenging. Labow is also interested in pursuing directional signage to support local business.

## Hoffman Receives Accreditation

Ben Hoffman has received accreditation as a peace professional. Hoffman was presented with his certificate during an Ottawa ceremony, organized by Civilian Peace Service Canada (CPSC). CPSC developed criteria for assessing the fitness of civilians to work effectively in international conflicts. Hoffman is one of the first people in Canada to achieve the accreditation.

## Circle K Service Club Founded at College

A service club is being formed on the campus of Pembroke's Algonquin College. A Circle K Club has been officially sanctioned by Kiwanis International with more than 50 students at the Pembroke campus of Algonquin College being welcomed into Kiwanis through a special Charter presentation held at the campus. Circle K International has more than 12,600 members in 17 nations and helps college students with leadership development.

## Public Works Director Resigns

The Township of Whitewater Region has accepted the resignation of their Public Works director, Hal Johnson. The resignation was not said to be related to the inquiry surrounding the Township's tendering process.

## Street Re-Opens in Downtown Pembroke

Alexander Street has re-opened in Downtown Pembroke and full access to the Alexander Street parking lot is available. Sidewalks on the east side of Alexander Street are fully open to pedestrian traffic.

## Real Estate Board Makes Donation

The Renfrew County Real Estate Board has solidified their donations from their annual golf tournament held in September at the Oakes of Cobden Golf Club. The Board wrote a cheque to Palmer Rapids Public School and St. Andrew's School in Killaloe in the amount of \$4400.91. Sherwood Public School in Barry's Bay received a cheque for \$730.49. The money is for the schools to purchase smart boards.

*Continued on Page 5*



## Turkey Business

**546**

The number of turkey farmers in Canada.

**165.3**

The total turkey population in Canada: all categories. Value in millions of kilograms.

**359.1**

The total farmgate value, in millions of dollars, of Canadian turkey business in 2009.

**9**

The number of commercial turkey hatcheries in Canada.

**22**

The number of federally inspected turkey processing plants in Canada.

**148.6**

The amount of turkey that Canadians consumed in 2009. Value in million kg.

**4.4**

The amount of turkey consumed per capita in 2009. Value in kilograms.

**10.5**

The number of whole turkeys consumed by Canadian households in 2009.

**2.8**

The number of whole turkeys, in millions, purchased by Canadians at Thanksgiving.

**4.5**

The number of whole turkeys, in millions, purchased by Canadians at Christmas.

**24**

Total turkey meat exports. Value in million kg.

**3.4**

Total turkey meat imports. Value in million kg.

Source:

Turkey Farmers of Canada

## Partners in building your business.

En partenariat pour développer votre entreprise.

Small Business Loans / Prêt aux PME  
\$5,000 - \$250,000



Community Futures  
Development Corporation  
Renfrew County

Canada

Phone: 613-735-3951 ext.224

Toll Free: 888-225-8331 | Online: [www.rccfdc.org](http://www.rccfdc.org)  
2 International Drive, Pembroke



# Business News Around the Valley

## Smiths Falls Chamber Awards

Isabelle Belot-Graveline was awarded the Business Person of the Year at the awards gala for the Smiths Falls & District Chamber of Commerce. The Chamber also awarded Howard, Ryan, Kelford, Knott and Dixon Law Firm with the Aesthetic Award. The law firm earned the award for their work on their corporate building at 2 Main Street East.

## County of Renfrew ED Staff Host China

The County of Renfrew Economic Development staff hosted a six-person delegation from the Jiujiang Municipal Forestry Bureau this past Fall. The visit was coordinated with the International Communication Center of the Canadian Chinese General Chamber of Industry and Commerce and Mr. Danny Janke, General Manager of the Algonquin Forestry Authority. The purpose of the visit was to understand Renfrew County's municipal forestry practices and Algonquin Park forestry

management, and to explore future cooperative and business opportunities. Jiujiang is a municipality in Jiangxi Province in south-east China with forest area totaling over 10.6 million hectares and live tree reserves of 354 million cubic meters.

## Local Snowmobilers May Benefit From Tourism Investment

Terry Vaudry and a Snow Country Committee got to work submitting nine capital project possibilities when \$3 million in funding was announced through the Ontario Federation of Snowmobile Clubs (OFSC), the not-for-profit, volunteer-driven organization that manages and maintains snowmobile trails in Ontario. Vaudry advised County of Renfrew council recently that it appears money will be available to complete the Madawaska Bridge and possibly the Indian River Bridge in Laurentian Valley Township at an estimated cost of \$300,000.

## Art Gallery Opens

A new art gallery in Code's Mill in Perth attracted more than 200 people. The event showed the work of 13 artists and owner, Veronica Airth, feels the creative community in Perth will ensure the success of the business. The Gallery has an "Art Hear and Now" show that continues until the end of December.

## New Canadian Tire Store Opens

A new Canadian Tire Store will be opening in Kemptville, at the Colonnade retail development. The store is owned and operated by Frank Hoffman, and will continue to provide the same items and service as the existing store in North Grenville. It is anticipated the store will be move-in ready by May 2011, and is estimated to employ an additional 30 people. The store currently employs 70 full and part-time staff.

## 20 Years in Business

Donohue Art and Frame in Renfrew is celebrating 20 years in business. The business is located on Raglan Street and hosts a variety of artisans.

**WWR now WEEE Collector**  
The Township of Whitewater Region is now a Registered Collector of Waste Electrical and Electronic Equipment (WEEE). Unwanted e-waste can be dropped-off at the Ross Landfill Site during normal hours of operation. For more information, please contact: Steven Hodson, Landfill Operations Manager (613) 635-1517.

## New Business Opens

Curtis Wan has opened up For the Love of Ink Inc., a tattoo parlour, at 88 Gore Street in Perth. After a career as a computer engineer, Wan started tattooing in 2005. The business also provides piercing, esthetics and tanning.

*Continued on Page 7*

## Wishing You The Best in 2011.



Ottawa Valley Business wishes all our readers a happy and healthy holiday season. Thank you for your continued support of our publication, and for allowing us into your Inbox a couple of times each month.

Enjoy your celebration of the holidays!



Link your business to us on Facebook.



Annual Christmas Gift Wrap **\$2-\$5** Only Per Gift  
December 10th to 24th  
The Pembroke Mall and Giant Tiger

| Wrapping Dates | Pembroke Mall  | Pembroke Giant Tiger |
|----------------|----------------|----------------------|
| 10th           | 12:30pm-8:30pm | NA                   |
| 11th           | 10:30am-4:30pm | NA                   |
| 16th           | 12:30pm-8:30pm | 10:00am-8:00pm       |
| 17th           | 12:30pm-8:30pm | NA                   |
| 18th           | 10:30am-4:30pm | NA                   |
| 19th           | 12:30pm-4:30pm | 11:00am-4:00pm       |
| 20th - 22nd    | 12:30pm-8:30pm | 12:00pm-8:00pm       |
| 23rd           | 9:30am-8:30pm  | NA                   |
| 24th           | 10:30am-3:30pm | NA                   |

Proceeds to the Boys & Girls Club of Pembroke

## Events Calendar



### December 9

Greater Arnprior Chamber of Commerce AGM and Christmas Social. Enjoy cocktails and hors d'oeuvres and mingle with other Chamber Members. No charge. Held at The Co-Operators Insurance at 100 Madawaska Boulevard. 6:00pm-9:00pm. RSVP by December 3rd. Phone: 613-623-6817 or email [info@gacc.ca](mailto:info@gacc.ca).

### December 9

Hugli's Blueberry Ranch Business After Hours. Everyone is invited to drop in for an informal evening to mingle around the fireplace, sample some home-made fudge and sip some refreshments. 5:00pm-8:00pm. 2139 Greenwood Road in Pembroke.

### December 15

The Branch Delegates of the Northern Credit Union Deep

River are sponsoring a Christmas Project for needy children in our area: Santa PJs. We are collecting pairs of pajamas donated by individuals, businesses and service groups for the North Renfrew Family Services. Pajamas are required for children from age 2-16. Giant Tiger in Deep River is supporting this project by offering a 10% discount on children's pajamas. Approximately 99 pairs of PJs are required by December 15th. For info: Velma Connelly: 613-584-9508.

### January 21, 2011

Legal Considerations When Operating a Small Business. Marguerite Centre in Pembroke. 10:00am. Free. Workshop covers a variety of legal issues that arise in the start up and operation of a business. Presented by Ottawa law firm Kelly Santini LLP. For more information and to register contact Lynne at 613-735-3951 ext.224 or [llemoine@bellnet.ca](mailto:llemoine@bellnet.ca)

### January 29, 2011

Upper Ottawa Valley Chamber of Commerce Gala. Annual presentation of business

awards of excellence. Tickets are \$60 per person and includes dinner by Ullrich's and a fantastic social evening. Sponsorships available as well as individual tickets. This is a sell-out event every year. Contact: Lorraine at [uovcc@nrtco.net](mailto:uovcc@nrtco.net) or 613-732-1492.

### February 4-5, 2011

Introduction to Ecological Agriculture Workshop. Back by popular demand, the OVFC is pleased to present this 2-day workshop again. 9am-4pm both days. Barr Line Community Centre, Barr Line, Douglas. \$80 for both days. \$60 for each additional person from the same household. Includes a local food lunch on both days. Presented by two experienced Eastern Ontario farmers from the Ecological Farmers Association of Ontario. Pre-registration and \$40 deposit is required. Contact: Cheryl Keetch at 613-756-3884, or [ckeetch@webhart.net](mailto:ckeetch@webhart.net).

----

*Add your event to our calendar. Send the details to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)*



### Dear Delfi,

My job description requires me to follow up with previous clients to ensure their satisfaction with renovation work we did 3 to 6 months previously. Occasionally, they require corrections. The company renovation team is charged with doing the actual follow-up, but their boss (my peer) places much lower priority on correctional work. How can I ensure that the promises I make are followed through upon?

~ *Confused on the Job*

### Dear Confused:

Sounds like you have all the responsibility, without the authority to make it happen.

I suggest you call a meeting with your boss, the Renovations Manager and yourself in attendance. Prior to the meeting, have a chat with your boss about your lack of authority, and how you need your boss to ratify the agreements and expectations that are defined in the meeting.

When you meet, define as specifically as possible your needs and expectations regarding the corrections work for the upcoming time period: what needs to be done, your estimate of how much time, and when it needs to be completed by.

This will give your peer the information they need to plan and complete the work. Notice that your boss now holds the key to ensuring expectations are met.

-----

*The consultants at The Delfi Group wish you all the best of the holiday season. If you have a question for us, send it to: [Questions@thedelfigroup.com](mailto:Questions@thedelfigroup.com)*



# Give The Gift of Safety.

**First Aid Kits & Eyewash Stations**  
**Fall Arrest and Construction**  
**CSA Approved Safety Clothing**  
**Fire Extinguishers & More**

## Layman

### FIRE AND SAFETY

**Ph: 613-687-2896 | Mobile: 613-732-5320**  
**[joel@laymanfireandsafety.com](mailto:joel@laymanfireandsafety.com) | [www.laymanfireandsafety.com](http://www.laymanfireandsafety.com)**

# Gallant Secures Time Extension For Rail

## Cites Transport Pontiac-Renfrew as successful model

MP Cheryl Gallant has confirmed that Canadian Pacific Railway (CPR), which owns the Ottawa Valley Railway (OVR), is prepared to entertain offers to purchase after the municipal deadline.

"The company is prepared to entertain offers of purchase right up to the time they begin dismantling assets," said Gallant. "CP does not anticipate moving to pull up track before spring. This gives the newly elected municipal

councils, including county council, an additional 90 days beyond the regulated time period. We all have our work cut out for us if it is possible to save the rail line at this time."

Gallant suggested that while a business case may not exist for the OVR today, that may change in the future. She cited the Transport Pontiac-Renfrew Rail Transportation Study and Business Case as a model to follow in order to save this

specific portion of the track (from Mattawa to Smiths Falls.) The federal government contributed to the above-noted Study through the Pontiac and the Renfrew Community Futures Development Corporations.

Gallant also noted that the

Central Huron Railway in northern Ontario was successful in attracting federal and matching provincial dollars because it had an operator in place that was prepared to put money on the table.

## Business News Around The Valley

**New Medical Clinic Opens**  
McNeely Medical Clinic has officially opened in the first floor of Steve's Your Independent Grocer in Carlton Place. The Clinic is a same-day call-in style of operation, allowing approximately 40 to 50 people to be seen daily. The Clinic will blend the services of 12 physicians. Of note, no narcotics will be kept on site or prescribed on site. The Clinic can be reached at: 613-253-2233.

**Lime Stabilization Project Moves Forward in Horton**  
The first applications of lime-treated septage hit the farm fields in November, after several delays in the project. Eight applications were made on property owned by Tom Reid. The project came out of a need for municipalities to find solutions for treating septic waste as directed by the Ontario government. Down the road in Bonnechere Valley, the municipality has chosen to use geotubes to solve the problem, while a Peterborough-area municipality is using reed-bed treatment. The lime treatment

sprayed on the Reid property emitted almost no smell, other than a hint of ammonia and grey water. Following the project's final report in the Fall of 2011, the Ontario Ministry of Environment will test the wells of six residents, as well as the fields where the septage was sprayed. Tests will look for pH and heavy metal levels, and if the tests meet provincial requirements, the result could be a positive one for farmers who may see higher crop yields by welcoming lime-treated septage.

**Tractor-Gate Comes To An End in Whitewater Region**  
The Council of Whitewater Region has accepted that they erred in judgment when accepting a recent purchase amount for old equipment in a tendering process. A report, delivered by County of Renfrew Human Resources Director, Bruce Beakley, has resulted in a review of the municipality's tendering process with additional policies to ensure the process is open and fair. Copies of Beakley's report are available at the Town office in Cobden.



**We're on a FACT FINDING Mission!**

**And you can come along!**

Starting in January, we are going to feature a daily fact about Renfrew County on our Facebook page. We are looking for little known tidbits of information, or maybe neat facts about your business that others might find interesting. This is **FREE** promotion and gets people talking about your business or organization. Send your neat fact to:

**[celebrate@expo150.com](mailto:celebrate@expo150.com)**



**BECOME A FAN AND FOLLOW THE FACTS:**  
**[facebook.com/expo150](http://facebook.com/expo150)**

**Here are some ideas to get you started:**

This local business was the filming location of a famous Hollywood movie.

**When this local business opened, they actually sold steamship tickets!**

The beginning of this famous sporting organization has its roots in this local municipality.

# What's On Your Plate?

## Deciding the best use of your attention



Jennifer Layman  
Forward Thinking  
Marketing Group

Recently I read a quote that said: The most successful people consistently ask themselves, "Is this the best use of my attention at this moment?" The quote was attributed to David Cottrell. (I Googled him and discovered he is an authority on leadership.)

Think about that for a moment. How often do you put your attention on things that are not the best use of your time? What could you be accomplishing for the organization if you had more time?

The reason we don't have time for something is because we have too much on your plate. And, we have too much on our plates because we are each a little bit of a control freak about certain things. Everyone in a leadership role has a little "control freak" in

them. It's not a bad thing, unless it is getting in the way of you achieving your full potential.

Imagine you have an employee, Sam, who is extremely good with the public. He is excellent in dealing with all kinds of customers, even difficult ones. He is always in a good mood and enjoys the interaction with customers. And, sales are up when he's on the floor.

You also have an employee named Bob. Bob is not so good with the customers, but he is the organizer. He knows where everything is and he is never late on getting any orders processed or tracked. He knows exactly when things should be delivered, and where they go once they arrive.

Who do you send to an upcoming tradeshow? Who do you send to sit with the bookkeeper at the end of the year?

It would seem obvious that you would send Sam to the tradeshow, right? Even if Bob would be more organized at

the tradeshow, the point of the tradeshow is to engage people. Sam is better at that.

It would also seem obvious that you would have Bob talk with the bookkeeper. Even though Sam would make the meeting more enjoyable, again, the point of meeting with the bookkeeper is to ensure everything is where it should be. Bob is better than that.

The consequence of having too much on your plate is that something won't get done. As the leader in the organization, you always have to have time to deal with the unexpected thing that arises and that no one else is able to deal with. If your attention is on something that is not the best use of your time, then what time do you have for things that need your attention?

This happens many times in a business with respect to marketing. It is either the thing that is taking attention away from matters more relevant to the individual, or it is the thing being left undone. Either way, it can get neglected, simply

because a person ran out of time.

As we count down to the New Year, give some thought as to what things are getting your attention, and decide if that is the best use of your time. Make a commitment to make any adjustments that will help your organization be even more successful in 2011.

*Happy Holidays!*

### Ottawa Valley **BUSINESS**

#### December 21 Issue

Regular issue of OVB.  
Deadline: December 14

#### January 11 Issue

Regular issue of OVB.  
Deadline: January 4

#### January 19 Issue 101 Things to do in the Valley: Winter Edition

Listings are \$25 and include a 30-word description on what someone could do at your business for the Winter. Email your listing to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

#### January 25 Issue

Regular issue of OVB.  
Deadline: January 18

#### Plan Advertising for 2011

Ask for you 2011 rate card and ad planner.

#### JANUARY AD SPECIAL [www.ovbusiness.com](http://www.ovbusiness.com)

Purchase a double block ad (\$89) for February and you get January free. And, we'll bill you in February. Links to your website. (Limited number available)

“ “ This is my wish for you:  
Peace of mind, Prosperity through the year,  
Happiness that multiplies, Health for you and yours,  
Fun around every corner,  
Energy to chase your dreams,  
Joy to fill your holidays!  
~ D.M. Dellinger ” ”

**forwardthinking**  
MARKETING GROUP

2113 Petawawa Boulevard | Pembroke, Ontario | [fwdthink.net](http://fwdthink.net) | [jenn@fwdthink.net](mailto:jenn@fwdthink.net) | 613-732-7774