

Buying Local For Institutions Could we benefit from an American example?

By: Jennifer Layman
Jenn@ovbusiness.com

There has been, and continues to be, a lot of talk about buying local. The statistics vary, but a significantly larger percentage of what you spend at a local business stays in the community when compared to chain stores. The difference is at least \$30 per \$100, and sometimes more, depending on what survey you read. But the focus of buying locally has long been on consumers supporting independent businesses. And while that is still paramount, there are some other initiatives that regions have taken on that could just as easily be introduced here, in the Ottawa Valley.

An article last February in Business Week noted that some communities are going after their larger institutions to spend locally as well. In Cleveland, a five-year plan resulted in hospitals,

educational institutions and government re-directing 10% of their spending into the local community. As these organizations have so much

locally. The answer even included the launch of a new local business - Evergreen Cooperative Laundry, which cleans some 12 million pounds

The theme of stories covered in American media seem to be more about rebuilding communities. Perhaps that is because the Americans seem to have been hit harder with the financial crisis than we felt up here. But do we really need a crisis to make us think about supporting our local community?

buying power, the potential is for a \$300 million influx into the local economy, where the average income is \$18,000 per year.

The project was pursued by people involved with Economic Development within the community. They approached the large institutions and asked what it would take to spend 10% more

of bed linens and towels from hospitals and nursing homes each year.

In the United States, 27 states also have preferences for using local vendors. Jack Galt, the director of the National Association of State Procurement Officials, said the reason more states and local governments got on board this initiative was "to

bolster their economies."

And residents continue to do their part. Retail blogger, Cinda Baxter, launched the 3/50 Project, encouraging people to spend \$50 at three different local businesses that they would miss if they were not in town. The movement has over 73,000 fans on Facebook!

The theme of stories covered by Business Week and CNN and other American media outlets is more about rebuilding communities. Perhaps that is because the Americans seem to have been hit harder with the financial crisis and surrounding fallout than we felt up here. But do we really need a crisis to make us think about supporting our local community? What if we just pursued these same ideas just because it makes sound economic sense to do so? What could our communities become?

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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.

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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.

Rail Line Moving Ahead With TPR

Municipalities on board with purchase

The process enabling Transport Pontiac-Renfrew (TPR) to acquire the CN rail line from Pembroke east into Ottawa continues to move forward.

Following the November 2010 Agreement-in-principle, CN and TPR are making progress on remaining issues and items requiring attention. Municipalities through which the line runs must be on board with the initiative, which is being chaired by former Town of Arnprior Mayor, Terry Gibeau.

TPR is currently addressing town or community councils from the eight affected municipalities, four in Ontario and four in Quebec. The presentations explain the economic benefits of community ownership from a local perspective and the region at large.

The Quebec municipalities include Litchfield, Clarendon, Bristol, and Portage, with Litchfield already having voiced support of the acquisition process. In Ontario, the line runs through the municipalities of

Pembroke, Laurentian Valley, Whitewater, and Ottawa. With a meeting upcoming in Whitewater Region,

“One of the benefits of an efficient freight service is its attractiveness to new business or industry interested in our area. The pending passenger service including commuter and tourist initiatives will be an incredible asset as well and that in itself will be very exciting.”

TPR Chair, Terry Gibeau

Laurentian Valley has already committed to supporting the acquisition.

While partnerships and special arrangements with trucking companies can assist economic growth locally and regionally through initiatives such as truck-rail reload

centres, choosing rail for long distance hauling will reduce the volume of trucks on highway infrastructure. Rail is also environmentally preferable particularly over long distances with lower greenhouse gas (GHG) emissions per ton shipped.

Maintaining rail service will be a key element in sustaining and helping rejuvenate the economic fabric of both Pontiac and Renfrew Counties. Transport Pontiac-Renfrew is busy bringing area municipalities up to speed and securing their continued support as the acquisition process continues.

The group still requires support from Pembroke, Whitewater, Clarendon, Portage du Fort, Bristol and Ottawa.

Commuter rail could come within the next two to three years, however, tourism excursions will occur long before that. The line would have proposed stations at Pembroke, Beachburg, Bristol, Pontiac, Portage du Fort, Fitzroy and Nepean Junction in Ottawa.

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February 22

Young Entrepreneur Group for entrepreneurs under 30 and those interested in business. 5:30pm at the myFM office, 84 Isabella St. in Pembroke. Emma Leavey of Pick It Fence will share her story and what she has learned as a young entrepreneur. Phone: 613-732-1492 for info.

February 24

North Grenville Chamber of Commerce AGM. 7-9:30am. Broadway's at County Road #43 in the Shopper's Drug Mart Mall. \$25 for members. Future members \$40. Register online or pay at the door.

February 27

Algonquin College night at the Oscars. The Brick in the West End Mall. Pembroke. 7-11pm. \$100/ticket includes charitable receipt. Lots of prizes. For info, contact 613-735-4700, ext. 2842.

March 9

Zoomer Entrepreneur Group for entrepreneurs 50+ and those interested in business. 9:30am at the Pembroke & Area Airport. Len Hopkins Drive in Petawawa. Guest speaker will be Pembroke lawyer JP Quintal who will talk about risk management from both a business and legal perspective as it pertains to starting a business or being involved in a business at the age of 50 or older. This seminar is free to attend. For info: 613-732-1492.

March 11

Pontiac Chamber of Commerce and Emplois Quebec are hosting a job fair. Pontiac High School in Shawville. 10am-4pm. \$40 for a booth. Call Todd at 819.648.5174 or visit pontiacchamberofcommerce.ca

March 23

The Ontario Chamber of Commerce (OCC) and the Upper Ottawa Valley Chamber of Commerce will be hosting a workshop to help Ontario businesses comply with Ontario's new customer service standard. All organizations must be in compliance by January 1, 2012. Pembroke Legion. 11:45am-1:30pm. Cost TBD.

March 25-27

myFM and Renfrew & Area Chamber of Commerce Home Show. Renfrew Armories. For information, contact the Renfrew Chamber or your local myFM station.

April 5

Wise Move Realty Business After Hours. Everyone Welcome. 5-7pm. Celebrate their 15th anniversary. 3468E Petawawa Boulevard in Petawawa in the Bridgeway Mall next to Scotiabank.

April 7

A lecture with Environment Canada's Senior Climatologist. David Phillips. Festival Hall in Pembroke. 7:00pm. Topic: What's up with the weather? Tickets on sale at the Festival Hall Box Office. Call 613-735-2613. 10am-4pm. Tickets \$10 or \$12 at the door. In support of Algonquin College.

April 8

Greater Arnprior Chamber of Commerce Awards Gala, Dinner and Dance. Nick Smith Centre. Information and award nomination forms available at www.gacc.ca.

April 28

Options 2011. Skilled Trades Fair and Career & Job Fair. Attract employees and promote your company. FREE to exhibit. 9:00am-3:00pm. PMC. For info: Michelle Lariviere-Ranger. Phone: 613-735-4308 ext.6 or larivim@algonquincollege.com.

If you have a business related event, send the details to: Admin@ovbusiness.com. There is no charge.

Business News Around The Valley

Contractor on W Network
Milowen Contracting was featured on W Network's All For Nothing home renovation show. The segment aired February 17, and the Burnstown contractor lent their expertise to a couple in Kanata who wanted to update their home. For more info: wnetwork.com/allfornothing.

New Doc in Petawawa
The Petawawa Centennial Family Health Centre has signed Dr. Sarah Clouthier, a native of Petawawa, as their newest doctor. The position was negotiated directly with Dr. Clouthier, the Board of the Petawawa Family Centennial

Health Centre and senior staff. The PCFCH has two full-time doctors and one part-time doctor on staff, along with three nurse practitioners, two practical nurses, a part-time pharmacist, social worker and nutritionist.

New Voice at VHR
Andrew Cartwright has joined the crew at Valley Heritage Radio as a morning show host. Cartwright was previously a news director for CJAD in Montreal. He has family roots in the Ottawa region. Valley Heritage Radio is the Ottawa Valley's first non-profit, community owned and operated, full-power, English-

language radio station in the Valley. Its 13,000-watt broadcast signal covers most of the Valley.

Raymond Chabot Opens in Arnprior/Renfrew

The Ottawa-based debt consolidation company, Raymond Chabot, has opened offices in Arnprior and Renfrew. Debbie Wall, and estate administrator, will be in the Renfrew office at 117 Raglan Street South on Wednesday mornings and in the Arnprior office at 16 Edward Street on Wednesday afternoons. Other staff members will also be at the two new offices. Raymond

Chabot deals with chartered insolvency, restructuring and bankruptcy. Raymond Chabot Inc. specializes in personal and commercial bankruptcies, consumer proposals and business turnaround. The company can be reached from Arnprior at 613-236-5678 or 888-830-9090.

Kilmarnock Buys Flakt Coiltech

Kilmarnock Enterprise ended the first month of 2011 with a new building. The company purchased the former facility of Flakt Coiltech, located at 15 Hershey Drive in Smiths Falls. The company plans to merge its two facilities in Smiths Falls into this one location.

BIA Elects Chair

The Carleton Place Business Improvement Area (BIA) elected Paul Sorfleet of Valley Design Co. as their new Chair for 2011. The BIA will operate with some additional funds this year as Carleton Place Council voted in favour of a 3% levy which is paid by all BIA members.

Deep River Seeks Funding

The Town of Deep River will be applying for funding to the Ontario Small Waterworks Assistance Program for the provisions of extending the dead end watermain loop at the Deep River and District Hospital.

Continued on Page 5

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Business News Around The Valley

Council Knew of Chemical Issues

Carleton Place Mayor Wendy LeBlanc said that council knew that a chemical was beneath a portion of downtown Carleton Place in mid-2008. That chemical, perchloroethylene ("perc") is found in the drycleaning and degreasing metals. The site was formerly home to Canadian Tire. According to the Town's website, perc is not considered carcinogenic by Health Canada. Claims that the Town is buying properties because they present a health hazard are false. The impacts on the Canadian Tire property can most likely be attributed to

perc traveling through the sewer and in turn escaping from the sewer under Lake Avenue East. The Town says that the Ministry of the Environment has been kept abreast of all testing by the Town of Carleton Place and its environmental consultants. No orders have been issued to the Town by the Ministry.

Turcotte Leaves County

Jane Turcotte, Human Resources Coordinator with the County of Renfrew resigned from her position to take a new position with Atomic Energy of Canada Limited. Turcotte was with the County for five and a half years.

CFDC Seeks Volunteer Board Members

Valley Heartland CFDC is a community based organization dedicated to stimulating job creation and economic growth through business and community development. One of 269 Community Futures Program locations in Canada funded by the Federal Government, Valley Heartland CFDC serves the catchment area of Lanark County and North Leeds. They are seeking volunteer board members to serve on their Board of Directors. Those interested should submit their resume by February 23 at 4:00pm.

Name Change for Museum

The Victoria School Museum will be going through a name change as many visitors feel they are going to see a school when they visit the site. The new name will be the Carleton Place and Beckwith Heritage Museum.

Minimum Wage Not Increased

After seven consecutive increases, the Ontario minimum wage rate will remain at \$10.25 per hour in 2011, the highest provincial minimum wage in Canada. In the fall of 2011, the government will appoint a committee representing both business and workers to provide advice on the minimum wage in advance of the 2012 budget.

Airport Commission Feasibility Study

The Pembroke and Area Airport Commission is currently compiling a list of possible interested users for a scheduled passenger service between Pembroke and Toronto. For more information, or to comment, please contact Natalie Granter at 613-687-5300 or pembrokeairport@vianet.ca.

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ZOOMER ENTREPRENEUR GROUP

For 50+ entrepreneurs and those interested in business.

Our Next Seminar:

Wednesday, March 9 at 9:30am
Pembroke & Area Airport
Speaker: J.P. Quintal
Topic: Risk Management

JP Quintal is a lawyer with the Pembroke firm, Quintal Christink. He will discuss risk management from both a business and legal perspective as it pertains to starting a business or being involved in a business at the age of 50 or older. This seminar is free to attend.

The Zoomer Entrepreneur Group is a new initiative of the Chamber of Commerce that recognizes the increased number of people starting a business after having had a career.



You can register by phone or email: Ph: 613-732-1492
Email: manager@upperottawavalleychamber.com

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Boire, Miller Are First To Be Recognized In New Canadian Tradition

Initiators of Red Fridays campaign draw national attention on Flag Day

Petawawa residents Lisa Miller and Karen Boire are the first recipients of a new Canadian Tradition. The duo, who is responsible for initiating the Red Fridays campaign in Renfrew County, received the Canadian Flag flown on the Peace Tower on National Flag Day of Canada.

The first Red Friday Rally in 2006 drew thousands of proud supporters clad in red to Parliament Hill. Since then, Karen and Lisa have hosted, attended and inspired

countless events throughout the country and continue to spread the word about the importance of Red Fridays. In addition to this latest honour, the two women received a Canadian Forces Medallion for Distinguished Service in 2007 and were the 2008 Citizens of the Year from the Upper Ottawa Valley Chamber of Commerce.

Lisa and Karen will celebrate 5 years of Red Fridays with a rally in Petawawa on May 6, 2011.



CCACs in Ontario

- 14**
Number of Community Care Access Centres (CCAC) in Ontario.
- 5,603**
Number of full time employees of Ontario CCACs.
- 603,535**
Number of clienst who received home care funded by CCAC in 2009-10.
- 56%**
Percentage of clients served by CCAC who are "elderly."
- 28%**
Percentage of clients served by CCAC who are "adults."
- 16%**
Percentage of clients served by CCAC who are "children."
- 29,419,559**
Number of visits/hours of care delivered in 2009-10.
- 69%**
Percentage of care devoted to personal support and homemaking.
- 26%**
Percentage of care devoted to nursing.
- 88%**
Percentage of Ontarians who indicated a preference for home care for themselves.

Source:
www.homecareontario.ca

YOUNG ENTREPRENEUR GROUP

For entrepreneurs 35 years of age and younger, and those interested in business.

Our Next Seminar:
Tuesday, February 22 at 5:30pm
myFM Office
84 Isabella Street, Pembroke
Speaker: Emma Leavey
Pick-it Fence

The Young Entrepreneur Group is a new initiative of the Chamber of Commerce for young people who choose entrepreneurship as a career.

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Chamber of Commerce

You can register by phone or email: Ph: 613-732-1492
 Email: manager@upperottawavalleychamber.com



Dear Delfi,

Apparently, data shows that future generations of workers will be moving from one job to the next with minor regard for employer loyalty. If this is truly the trend, why should I invest in the development of my workforce only to see individual employees leave my company and create gains for their next employer?

- *Loyal Employer*

Dear Loyal Employer,

I understand your rationale but please keep in mind that statistics do not tell the whole story.

For example, statistics do not take into account the uniqueness of individual workplaces, nor of employee-employer relationships. Offering continued development and training opportunities to your staff has a slew of benefits some of which are as follows:

- 1) Your staff will work better, thereby drawing more business.
- 2) Your employees will be

more engaged and autonomous, which allows you, the owner-manager, to spend more time performing revenue-generating activities.

- 3) You will be seen as an employer who cares about your staff which is a huge retention factor in and of itself.
- 4) Your image as an employer of choice will be strengthened which will lead better prospects to you in cases where you need to hire new employees.

As in all investment decisions, one always has to weigh the risks vs the benefits. Make sure that you look at the wider context and the longer term when assessing them and you will find the right solutions for your enterprise.

Have a question for the professionals at The Delfi Group? Send it to: questions@thedelfigroup.com



Business News Around The Valley

25 Years At Cut-Rite

Congratulations to Molly Van Bavel and Belinda Sawyer on the 25th Anniversary of Cut-Rite West-End Pembroke.

Renfrew County is Forest Sector Champion

The Ontario Forest Industries Association (OFIA) has selected the County of Renfrew as a 2011 Forest Sector Champion. The United Nations Assembly declared 2011 as the International Year of Forests to raise awareness of sustainable forest management, conservation and sustainable development of all types forests. In celebration, the OFIA is recognizing outstanding contributions of northern and rural Ontario community leaders who are dedicated to promoting the sustainable use of Ontario's forests.

Briscoe New Accounting Clerk in A-B

Sarah McGregor Briscoe is the new part-time accounting clerk in Admaston Bromley. 46 applicants applied for the position, from Petawawa to Arnprior. Nine applicants gave 15-minute presentations, and

then three were interviews. Ms. McGregor Briscoe joined the Town on Valentine's Day.

Deslaurier Hosts Canadian Association

Deslaurier Custom Cabinets hosted a portion of the 17th national forum of the Canadian Kitchen Cabinet Association (CKCA) recently. Tours were conducted for 100 people at the Deslaurier warehouse and at the manufacturing facility and showroom on Hall Avenue.

McDonald To Run For Liberals

Bill McDonald will be representing the Liberals in the Smiths Falls region in the next provincial election. McDonald has 18 years of municipal government experience, including nine years as mayor of Central Frontenac and two years as warden of Frontenac County. In addition, McDonald worked in the forestry industry his entire adult life and currently owns and operates a logging/forest management company.

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Finding Motivation for Marketing

If you find it hard to get focused, try these techniques



Marketing is something that takes motivation to accomplish. It is often the item that is easily pushed aside or delayed simply because no one is motivated to go through with it. We tend to lack motivation for things in which we have less knowledge - it seems a more tedious task to do something you don't know how to do than to keep doing the familiar. But when you know that marketing is important, how do you get motivated to do it?

First you need to understand that the anxiety you feel around marketing is because you have a fear of what might happen. You don't know what to do, and even if you did know, you aren't sure it would

be a successful venture. Simply stated, you are anxious about marketing because you don't have a lot of confidence that it will produce results for you. So, why is that?

One of the key reasons that you may lack confidence in marketing is because of past experience. Perhaps you spent a lot of money on some advertising and didn't receive the return you expected. Or, maybe a mentor or someone you respect told you there was no value in marketing. Whatever the situation, you have a belief that marketing is not beneficial. So, if that is really the case, why does everyone else seem to be doing it?

To be completely clear, marketing does work. Marketing plays a role in every single purchase decision you make, from what brand of toothpaste you buy to the kind of car you drive to what charity gets that \$20 bucks in

your wallet. If you had a negative marketing experience in the past, then one of three things happened: a) you had an unrealistic expectation of a return on investment, b) you had the wrong idea or c) you had bad timing. If your negative view on marketing stems from the advice of a mentor, then they likely had the aforementioned bad experience.

Finding the reason why you believe what you do is the first step to achieving success for your organization. There is nothing bad about finding that reason - in fact, the clearer you can be about the cause of your beliefs in marketing, the quicker you will be able to find success.

Let's say the cause of your negative feeling towards marketing was having placed some advertising that cost a lot of money and which yielded no result. Your best action would be to find out why that

campaign didn't work. There are usually a few reasons why you were not successful and knowing that will keep you from making the same mistake twice. Then, you can start with something small to help rebuild your confidence. Perhaps it is a website review instead of a completely new site. Maybe you get some ideas on one specific aspect of your business versus overhauling everything. Build your confidence with knowledge and small successes to help convince yourself in the value of marketing.

In sports, athletes who become more confident begin achieving at a higher level. Once they have exchanged their anxiety about performing with successful outings, they become more motivated to continue. It works the same in marketing. The more success you gain, the more motivated you will be to keep going.

Good ideas are ones that work.



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