

Waste Recovery Centre Grows Approval allows for more processing business

The Ottawa Valley Waste Recovery Centre passed yet another milestone this month with approval to process 4,000 tonnes of additional paper and cardboard recyclables.

On July 13, the Ministry of Environment (MOE) notified Ottawa Valley Waste Recovery Centre (OVWRC) staff that the application for increased processing capacity at the Centre's recycling facility had been approved. The Certificate of Approval (C of A) amendment will allow the Centre to process an additional 4,000 tonnes of paper and container recyclables per year. Sue McCrae, General Manager of the Ottawa Valley Waste Recovery Centre explains what this means for OVWRC.

"Our local recycling programs have been so successful that in recent years the Centre has reached its licensed processing capacity," she says. "Approval to process



Bring on another 4,000 tonnes of cardboard as OVWRC is able to expand its recycling programs.

additional recyclables means our programs can continue to grow and expand. This is good news for local municipalities and businesses seeking a processor for their recyclables."

Steve Bennett, Chair of the Ottawa Valley Waste Management Board, and a councillor in Laurentian Valley, was also pleased with

the approval.

"We are open for business," he said. "The Board is pleased to be able to continue accepting recyclables from non-partner municipalities. This guarantees long-term, local, recyclable processing capacity."

Storm Debris Accepted

After recent storms in Renfrew County, many

residents and businesses will be disposing of debris from damaged trees and buildings. The OVWRC reminds its customers of the sorting requirements when disposing of material at the Centre.

Brush material, like large limbs and branches, is charged a tipping fee of \$60 per tonne. Leaves and twigs are considered leaf and yard waste, and if kept separate in the load, are free of charge. Building material such as shingles and wood, if separated, have a disposal fee of \$60 per tonne. Non-recyclable material such as vinyl siding is landfill and charged a disposal fee of \$77 per tonne.

The Centre is open Monday to Saturday, 7:00am-5:00pm.

"Having your load sorted before visiting the Centre makes it easier to unload and could save you disposal fees," says General Manager, Sue McCrae.



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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

Pembroke Wins \$25K

Hockey Town Canada has won a berth in TSN's "10 in 10" Kraft Celebration Tour of 10 Canadian towns in 10 days. Voting took place over one day where Pembroke defeated Mattawa for the prize which will go towards renovations at the Pembroke Memorial Centre. The City of Pembroke is also planning a BBQ. The live broadcast on TSN will take place August 22nd.

Petawawa Town Centre Update

The Petawawa Town Centre is underway for development and will feature 340,377 square feet of retail stores and 80 multiple attached townhouse units along Petawawa Boulevard across to the Limestone Subdivision. The project is being done by three local businessmen, Todd, Dean and Brad Clouthier. A grocery store, home improvement store and department store, along with a maze of 10 other retailers, are expected to fill the Centre. One thing that will not be there, or within 4,000 square

metres of the site, is a restaurant. According to Karen Cronier, Planning Coordinator for the Town of Petawawa, "during the initial public meeting on this subdivision, several residents were concerned about the possibility of a restaurant being constructed adjacent to their property. They were concerned about the possibility of odours from restaurants and therefore an agreement was reached that an eating establishment would not be permitted. Because it is the zoning by-law that regulates land uses within the Town it was determined that the only true way to enforce such an agreement was to prohibit an eating establishment through a zoning by-law amendment." The Clouthier family are the operators of Kelsey's Restaurant in Petawawa, near the proposed development.

Workers On Strike

Workers at Sandvik Materials in Arnprior are on strike as of July 13. The company makes stainless steel and nickel alloy

seamless tubing. Their 150-member union (Canadian Auto Workers) opted to strike instead of accepting the company's latest offer. The union has asked for a wage increase, the maintaining of pensions and a bereavement package. The company says that labour costs would increase six percent a year for three consecutive years to meet the union demands. The company says that they are not able to sustain a fully-funded pension plan by the company in the current economic situation. This is the first strike in Sandvik's 36-year history.

New Occupants in the Old Windsor Hotel

The property formerly known as the Windsor Hotel is being converted into a non-profit store for second hand items. The store will be known as Bibles for Missions, with profits from the thrift store to be donated to the Bible League of Canada. The store will be operated by volunteers.

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Various Tenders County of Renfrew

Timber Sales

Curb and Sidewalk

VanDusen Drive Resurfacing

Surplus Fire Equipment

Surplus Public Works Equipment

Rehabilitation of County Road 61

Tenders are free to post for all municipalities. Send it to: admin@ovbusiness.com

BUSINESS DIRECTORY

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July 24
 Petawawa Heritage Village Tea. 12pm-3pm. Be greeted by historical Interpreters in costume. Visit the School Master, the Carpenter, the Blacksmith and enjoy a tour. Entertainment, prizes and a lovely lunch. \$10 per person. Phone: 613-687-5181. petawawaheritagevillage.com

July 28
 Free webinar: ISO 50001 Energy Management System Standard. Learn how to help your facility reduce energy costs and environmental impact. 1:30pm. To register, visit www.csa.ca.

August 6
 Come one come all at Stone Farms and Valley Bios' 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. Exact location to be determined, but check our website for details. www.ValleyBio.com or www.StoneFarms.ca

August 7-12
 RCCFDC Youth Enterprise Camp (French) for aspiring entrepreneurs aged 10-14. 6 days and 5 nights. \$275. Creative, fun and dynamic summer experience. Email lemurphy@bellnet.ca www.yep-pej.ca. Phone: 613-735-3951 ext. 230

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

August 19
 Upper Ottawa Valley Chamber of Commerce Golf

Tournament. 4 person scramble. Roanoke Golf Club. Shotgun Start: 1:00 pm. 18 holes plus golf cart, local food BBQ and prizes. Sponsor for \$75 per hole. Mens or Ladies or both! Ask for the golf package. Phone: 613-732-1492 or uovcc@nrtco.net

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

September 16-18
 Fall Showcase in Petawawa. Registering exhibitors now. Email Doug Stoneman at: stonemaninpetawawa@live.ca

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

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Summer Company Students Launch Businesses

Ontario government program promotes entrepreneurship

Through a program from the Ontario Ministry of Economic Development and Trade, several aspiring entrepreneurs have established a Summer Company Program for the summer. The program offers entrepreneurs aged 15-29 a grant of \$1,500 to start-up a small business enterprise. Students receive an additional \$1,500 upon completion of the program. The following are Summer Company entrepreneurs for 2011:

Business: Sparkle

Entrepreneur: Alyssa Borutski
Location: Barry's Bay.
Hand-crafted jewelry using a variety of supplies, including found objects, wire and glass beads. Offers beading lessons and tutorials and participates at the local farmer's market.
Phone: 613-756-3399.

Business: Splash Summer Swim Program

Entrepreneur: Mikaela Barns
Location: Renfrew
Offers Red Cross private swimming lessons in her backyard pool for children.
Phone: 613-432-5901.

Business:

Cairnie Odd Jobs

Entrepreneur: Malcolm Cairnie
Location: Burnstown
Helps busy clients to complete chores, such as: wood splitting

and/or stacking, milking, haying, and trailblazing and other jobs that require a reliable hard worker.

Phone: 613-432-6019.

Business: Dave's Web Design and Media Solutions

Entrepreneur: David Cashin
Location: Pembroke
Designs and produces websites, and offers other media solutions for clubs, small groups, businesses and artists. Phone: 613-585-0737.

Business: Bruce's Farm and Garden

Entrepreneur: Bruce Cole
Location: Horton
Raises meat chickens and sells them dressed and pre-frozen. He is at the Renfrew Farmer's Market on Saturday mornings and also sells a variety of fresh produce and homemade baked goods. Phone: 613-432-4570.

Business: Haley's Green and Clean

Entrepreneur: Hayley Heins
Location: Golden Lake
This business offers home monitoring and home and lawn care.
Phone: 613-625-9909.

Business: Lennie's Landscaping

Entrepreneur: Ryan Lennie
Location: Griffith
Takes the chores out of maintaining your summer home or cottage in the Griffith

area by offering complete lawn care services.

Phone: 613-333-1553.

Business: Summer School of Rock

Entrepreneur: Felicity DeCarle
Location: Barry's Bay
This is a musical day camp to children 10 years of age and older who can choose lessons in bass, guitar or drums. At the end of the summer the students perform an outdoor concert. Phone: 613-7561350

Business:

Kyle's Grass Works

Entrepreneur: Kyle Olmstead
Location: Cobden.
Offers reliable lawn care services that includes raking, grass cutting and leaf blowing.
Phone: 613-646-7369.

Business:

Lawn Enforcer

Entrepreneur: Mitchel Schroeder
Location: Petawawa
Offers total lawn care from raking, grass cutting to weeding flower beds. Phone: 613-687-4002.

Business:

Farmboy for Hire

Entrepreneur: Ben Straathof
Location: Westmeath.
Offers relief milking, operating farm equipment and clipping cows in preparation for fall fair competitions.
Phone: 613-635-2139.

Business: Surnoskie Wooden Products

Entrepreneur: Skyler Surnoskie
Location: Laurentian Valley
Hand-crafted cedar Adirondack chairs, rockers and benches. Call for prices.
Phone: 613-732-0233.

Business:

MJ's Yard Care

Entrepreneur: Miranda Yackobeck
Location: Forester's Falls
Offers garden and lawn maintenance to keep your gardens and flower beds weed free and your lawns groomed.
Phone: 613-646-2592.

Business: Mullin Lawn Maintenance

Entrepreneur: Philip Mullin
Location: Killaloe
Offers lawn maintenance, raking and lawn repair.
Phone: 613-625-2279.

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Congratulations to all Summer Company students. Best of luck with your venture into entrepreneurship.

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Hockey Program Invites Sponsorship

Commitments to team, school lead competitive program

The Ottawa Valley Thunder is a competitive hockey program for atom, pee wee, bantam and midget girls. The program focuses not only on the development of on-ice skills, but in leadership and life skills.

Players are asked to sign a letter of commitment to the team and to each other. This commitment will include playing hockey at the highest

level, to drive a strong work ethic, contribute to a strong team atmosphere, work towards improving their school average and above all else have fun and love the game. Players are also expected to represent the Ottawa Valley with class, and to set the standard for future players.

Chris Pleau is involved with the team and says the goal fo

the Thunder program is “to offer girls the opportunity to play at the highest calibre of hockey available, while keeping costs as low as possible.”

Teams are based out of the Ottawa Valley and play in a competitive league in Ottawa. They play 10 home games and 10 away games in the greater Ottawa region, plus four to six tournaments per year that take place across Ontario and into the northern United States. Pleau says that there have been a number of girls who have achieved bursaries and scholarships to both US and Canadian universities by playing hockey at a high

caliber that has started here in the Valley with the Thunder program.

Local businesses can get involved by sponsoring a player for as little as \$100. This involves a sponsor bar placed on a jersey of one of the players, a business card listing for the season on the Ottawa Valley Thunder website, and a listing of the business on a banner at all games that the teams play in for the season. There are additional packages available as well.

For more information, visit: www.ottawavalleythunder.ca or call 613-732-9098 and ask for Chris Pleau.



A Meeting for the businesses in Deep River and the Area

The Presidents of the Upper Ottawa Valley and Deep River Chambers of Commerce invite all interested businesses, organizations and community members to attend an information session on the opportunity for the Deep River Chamber to expand its resources and become a branch of the Upper Ottawa Valley Chamber.

Wednesday, July 27 at 6pm
Chalk River Lions Hall

Presentations from both Chambers.
Opportunities for questions.

For more information, contact Lorraine at:



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Business News Around The Valley

Project Brings City and County Together

The City of Pembroke, the Ottawa Valley Tourist Association (OVTA) and the County of Renfrew are collaborating on a cultural mapping project for the Ottawa Valley. Cultural mapping is a process to identify and document the cultural resources or assets of a community. Millier Dickinson Blais, Economic Development Consultants have been retained, along with Kendra Smith as the overall Project Coordinator. The project will conclude in February 2011.

Arnprior Man Is Provincial NDP Candidate

Brian Dougherty, a family man and electrical worker, will be the NDP candidate in

the October provincial election in Renfrew-Nipissing-Pembroke. In his acceptance speech, Dougherty said he was interested in working with the community to make life more affordable, create and protect good jobs, and build health care that puts people first.

Retrofit Program Returns
MP Cheryl Gallant is pleased to announce the renewal of the popular ecoENERGY Retrofit Homes program. From July 13, 2011 to March 31, 2012, homeowners may be eligible to receive reimbursements of up to \$5,000 to make their homes more energy-efficient. This time, homeowners are required to register with the program before booking their evaluation, and must provide receipts to their energy advisor at the time of the post-retrofit

evaluation to confirm eligibility for the grant. The deadline to complete retrofits and obtain a post-retrofit evaluation is March 31, 2012.

Nominations Open

Nominations are now being accepted for the Prime Minister's Award for Volunteers, which recognize the exceptional contributions of volunteers, local businesses and non-profit organizations in improving the community. There are 2 national level awards and 15 regional awards. Regional recipients earn a \$5,000 grant for a non-profit of their choice. National recipients earn a \$10,000 grant for the same. Nominations are open until September 9, 2011. For more information contact the office of Cheryl Gallant, MP at: 613-732-4404.



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Canadian Views on Health Care

89%

...of Canadians agree that it is important that the federal government play a leading role in the transformation of the health care system.

91%

...of Canadians believe the health care system is in need of a transformation to better meet the needs of Canadians.

86%

...of Canadians agree that the Canada Health Act should not just apply to hospitals and physicians, but also for prescription drugs, home care and physiotherapy.

89%

...of Canadians agree Canada needs national standards for health service quality and outcomes which both federal and provincial governments share responsibility.

70%

...of Canadians believe the health care system can be reformed to be a better experience for patients, better health for the population and better value for money.

60%

...of Canadians value better health for all Canadians above anything else.

35%

...of Canadians believe "better value for money" could be sacrificed in the short term.

70%

...of Canadians say national standards for timely access to health care is very important.

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Source: Ipsos Reid

Is Your Business A Canadian Tourism Story?

CTC seeks real Canadian experiences for new program

Because it's never been more important to stand out in the marketplace, the Canadian Tourism Commission (CTC) is building a collection of travel experiences that will be used to show the world what Canada is all about.

Tourism businesses that deliver these engaging experiences are being invited to apply to become part of this collection. The CTC's

marketing and sales teams will draw on this collection of Signature Experiences to capture the attention and imagination of consumers around the world, and to entice them to visit Canada now. These campaigns use the very best approaches like social media, travel media relations and web marketing.

The inaugural Signature Experiences Collection is

made up of 48 Canadian tourism enterprises from coast to coast to coast that deliver the authentic experiences CTC research says its high-spending target customers look for when they choose a vacation destination.

In Ontario, these include:
 - Unique Sky High Adrenaline Rush - CN Tower
 - Colonial Life in the 19th Century British Military - Fort

Henry
 - Reliving the Days of the North West Company and the Canadian Fur Trade - Fort William Historical Park
 - Beyond the Stage - Stratford Shakespeare Festival
 - Ice Wine Tours and Harvest Table Dinners - Inniskillin Winery
 - Flightseeing over Niagara/Heli-Wineries Experience - Helicopter Tours

CTC will draw on the Collection's expanding pool of high-quality tourism experiences in its marketing campaigns. International travellers will be able to find the exceptional adventures they seek, book them and enjoy them in a way they'll remember for the rest of their lives. At the same time, it will be easier for buyers to acquire and sell these tourism experiences to the travel trade, which will be encouraged to include them in their promotional materials and itineraries.

The CTC has set a target of 100 members by the end of 2011, and will continue to add outstanding experiences to keep the Collection fresh and intriguing for international visitors.

The initial application period ends July 31, 2011. Selection will occur July 1 - August 31, and then a second application period will take place from November 1 to December 31, 2011. The associated selection period will be undertaken from January 2, 2012 to February 29, 2012. All future application and selection periods will be posted at www.canada.travel/SEC.

For more information:
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Are Your Competitions Controlling You?

How keeping an eye on the competition can get you off course



Most people in business have an eye on what their competitors are doing. They see the kinds of advertising they run, the types of events they sponsor and how they participate in the community. There's nothing wrong with being aware of what others in your industry are doing. I find, though, that some business people take that awareness a bit further and start allowing their competitors to dictate what their own marketing encompasses.

"If my competitor is there, then I want to be there," some people tell me, referring to different advertising venues. "I can't let people see them and not me."

There are several challenges to this way of thinking.

First, you will always be second place to your competitor. You are focused

on him, and he is focused on marketing. In order for you to advertising where he advertises, you must have seen his ad, which means he already has the head start on you. You will always be playing catch-up. Is that really how you want to run your business?

Second, you are missing opportunities. Every business is different in some way, and by putting your attention on what your competitor is doing, you miss or turn down an opportunity for something that may be good for you, but not so good for your competitor. You don't know the whole story of your competitor's business. What if he has decided to focus specifically on a certain aspect of the business, and his marketing dictates that, while you are more open to other aspects of the business? Your marketing will not show that if you only do what he does.

Third, you deserve better. You have worked hard to grow and maintain your business so reward yourself with

marketing that works for you. Why try to keep up with your competitors when you can pass them? Wouldn't it be less stressful to have them trying to keep up with you? Invest in your business with ideas and strategies that will pay off for you, and only you.

It might seem like life would be easier without competing businesses. The truth is you can use competitors to your advantage to make your business more successful. We each have our own strengths and individuality that we use to attract a certain kind of clientele, and we make the most of our business when we decide who we want as our key customers, and how we plan to attract them. Customers don't care how much you know about your competitors, they care how much you know about them.

Put your focus on you and let your competitors play catch-up. Your customers will reward you for it.

Creative Economy Conference

Just a quick reminder about

the Creative Economy Conference. Local presenters include Matt LeMay, Lynne Campbell, Keanan Hunt, Mike Thompson and myself. Other presenters include: Gord Hume, Yves Doyon, Jeremy Freiburger, David Brushey, David Wybou, Kevin Parent, Julie Munro and Paul Portelli.

Registration and session information is available by visiting the Renfrew County Community Futures Development Corporation website: www.rccfdc.org.

E-Marketing

There are many opinions on how to use the Internet to your marketing advantage, but most are written as if you have all day to be online while someone else runs your business. Join me for a one-hour discussion on how to realistically use the Internet to your marketing advantage. You will leave with strategies you can implement immediately.

I hope to see you at the conference. Enjoy the opportunity to learn something new for your business!

E-Marketing

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