

Advice From A Multi-Million Dollar Agency Lessons in business 27 years at The Pembroke Mall

By: Jennifer Layman
jenn@ovbusiness.com

Jayne Brophy is an Algonquin College graduate who never left home. Instead, she climbed the ladder to one of the most complex and busy economic enterprises in Pembroke: The Pembroke Mall. At 21-years of age, Brophy became the manager of the Pembroke Mall and while the ownership has changed, Jayne has continued to lead the management of the organization. And that brings with it a unique perspective on business.

Brophy spoke to the Zoomer Entrepreneur Group of the Chamber of Commerce in May and shared some real advice on what makes a good business.

"Going into business has to be something you love," she says. "If you worked out the hourly rate, you would probably never do it."

Brophy says you need a good idea, and some thorough research, specifically on who your customer will be and why they will shop with you. Without that, she says, "some of the best laid plans can go by the wayside very quickly."

As someone who meets with businesses frequently about locating in the Mall, Brophy says she always encourages them to be mindful of their space. "It is always easier to grow," she advises. While the Mall has an advertising program for their businesses, the ability to successfully market the business is something everyone in business needs to consider of paramount importance.

"If you are not in the Mall, you better have a good way to market your business," she says. "Even here, my job is to bring them into the Mall, but the customer needs to know that you have what they might want. The benefit here is that

you can capitalize on the traffic of other businesses. Alone, you don't have that benefit."

Brophy says the number one issue that she sees with businesses in the ability to staff their stores. She says store operators struggle with staff that is loyal and dedicated to being available for their shifts. "If there is anything that would deter me from going into business, it would be staffing," says Brophy.

Another area Brophy sees as beneficial to business is having good store design, calling it "money well spent." She says few independent retailers do that well enough to drive additional business, and that if possible, having expertise in that area is beneficial to the bottom line.

For less successful businesses, Brophy says there are some key common causes. First is not being able to

successfully manage their income and expenses, from preparing for HST payments to being able to pay the rent on time. Another consideration is when a person does not understand the amount of work involved, which includes knowing how to buy stock.

"You don't always buy what you like," she says, "you have to buy stock that your customers like." Finally, she notes the understanding of regulations as being a challenge for business.

"Ignorance of the law is not a defense," she says, while encouraging businesses to take in the seminars offered by the Chamber of Commerce and other business-friendly organizations. "They are good for providing valuable information," she says, "and it is cost effective."

For more information on business in The Pembroke Mall, contact Jayne at: 613-735-0060.

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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.

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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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

New School in Petawawa

The Renfrew County District School Board will be building a new K-12 school for 1,460 students in Petawawa that will house students from Pinecrest Public School, General Lake Public School and General Panet High School.

Naismith Home for Sale

The Naismith Home, named for James Naismith who is recognized as the inventor of the game of basketball, is for sale. Built in 1855, the home has been designated locally and provincially as a heritage home. It is located on Hwy 29, on a 45-acre lot in Mississippi Mills, and the asking price is around \$1.2 million.

New Forester Joins County

Lacey Rose is the new Forester with the County of Renfrew. She has been working for Bancroft-Minden Forest Company as the Planning Forester and joined the County in May.

Hospital Celebrates 50 Years

The Almonte General Hospital is celebrating its 50th anniversary. The current hospital started construction in 1959 and began accepting patients in 1961. The hospital was renovated in 1997 to accommodate a birthing ward which is still the fastest growing area of the hospital. In 2009, the Ottawa Valley Midwives began birthing out of the hospital. Originally, there were 35 people on staff. Today there are 400! The operating budget for the hospital is \$22 million.

G&M Writer Visits Region

On April 9, 2011 Fabrice Taylor, a business writer with the Globe and Mail, met with a delegation of local forestry and wood processing company representatives to discuss the business sector, local issues and opportunities, wood biomass potential and international and domestic

forestry markets. The opportunity was facilitated greatly by the Ontario Woodlot Association- Renfrew County Chapter.

KFC Closes

The Kentucky Fried Chicken outlet in Carleton Place has closed, resulting in three full time and six part time people out of work. The franchise was owned by Prizm Income Fund, which filed for bankruptcy protection in March. The company owned more than 231 KFC, Pizza Hut and Taco Bell restaurants in B.C. and Ontario.

Kutschke Earns Accreditation

Mr. James D. Kutschke, Treasurer/Deputy Clerk for the County of Renfrew successfully renewed his application for accreditation as a Certified Municipal Officer (CMO).

Continued on Page 4

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RESOURCES

101 Things to do in the Valley for the Summer. Check out the many things to do here in the Valley!



June 26
Ottawa Valley Historical Society Annual Strawberry Social at the Champlain Trail Museum and Pioneer Village. 11:30am-3:00pm. 1032 Pembroke Street East, across from the Pembroke Mall. \$10 per person or \$8 for OVHS members. \$4 for children under 9 years of age. Includes a generous serving of locally-grown strawberries, courtesy of Phannenhour's Berry Farm, ice cream and cake, as well as

a hot or cold beverage.

July 1

The village of Killaloe is known throughout the Ottawa Valley for its Canada Day festivities and spectacular fireworks display sponsored by the Fire Department. Come out and enjoy the day in Killaloe! For more details, phone: 613-757-2300 or visit our website: killaloe-hagarty-richards.ca

July 2-3

Barry's Bay Home & Cottage Show. Paul J Yakabuski Community Centre. For info: mvcottageshow@gmail.com

July 10

Bancroft's Flying Club Annual Pancake Breakfast. 10am-12pm. Everyone is welcome and airplane rides may be available. Contact Karen at

karensmith@bell.net. Visit www.bancroftflyingclub.org or call: 613-332-3580

July 17-22

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

July 21-24

Palmer Rapids Twin Festivals. Join us for a weekend full of camping, country and blue grass music. Lots of fun for the whole family. www.palmerrapids.ca or Phone: 613-758-2747.

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

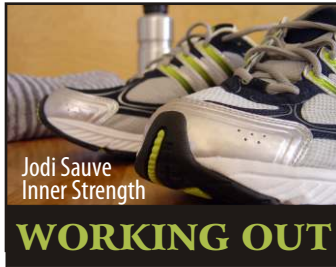
RCCFDC Youth Enterprise Camp (French) for aspiring entrepreneurs aged 10-14. 6 days and 5 nights. \$275. Creative, fun and dynamic summer experience. Email lemurphy@bellnet.ca www.yep-pej.ca. Phone: 613-735-3951 ext. 230

August 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 email uovcc@nrtco.net

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

Piano Concert
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Thursday, June 23rd, 2011
7:00pm | \$10 per ticket
Wesley United Church, 275 Pembroke Street East



Jodi Sauve
Inner Strength

WORKING OUT

The heat is in full force and you don't want to give up your exercise program for the summer. Here are some tips to get you through the summer.

- 1) Pace yourself, and drink LOTS of water. You will feel refreshed and replenished and have the energy to continue.
- 2) Exercise early in the morning or later in the evening when the humidity is less. This can be a great way to start or end your day, and beat the heat.
- 3) Change it up! Lower intensity exercise, such as yoga, with less cardio is a good change in the heat.
- 4) Head to the lake or a pool to run a program or try an aquatics class. You need to hydrate your body more, as you sweat you lose water. Exercising in the water is a perfect way to do that.
- 5) Eating lighter with seasonal fruits and veggies is healthy and easier on your body.
- 6) Find an air conditioned location to exercise if outdoors is not an option. Basements are normally considerably cooler so move your workout downstairs. Shaded parks close to the water are another cool option.
- 7) Switch up your workout attire to include breathable shorts and tanks or t-shirts so as not to overheat.
- 8) Enlist a friend to workout with so neither of you fall of the "exercise wagon" over the summer. Try to keep moving, even in the heat.

Remember, it's much harder to start back up again after sitting in a lawn chair all season!

Jodi@myinnerstrength.ca

Business News Around The Valley

myFM Wins Award

My Broadcasting Corporation (MBC) has been recognized as one of the Top 100 companies in the 23rd annual ranking of Canada's Fastest-Growing Companies by PROFIT Magazine. MBC President Jon Pole said the company is "extremely honoured to be included in the PROFIT 200 and to rank in the TOP 100 among such outstanding Canadian companies." Pole went on to say the achievement is a result of the hard work put forth by their team, a focus on the

community, the importance of local radio and the business vision of myFM. MBC was founded by Jon Pole and Andrew Dickson in 2004 with its first station in Renfrew. The company's strategic objective is to be the dominant local broadcast group by focusing on delivering superior customer service and exceeding the expectations of listeners, advertisers, communities and staff.

New Office Furniture Line at KI

KI Pembroke' is investing nearly \$600,000 to introduce a

new product line into its Ottawa Valley facility. Production on the 'U Series' Steel Office Storage System is scheduled to begin this September. The 'U Series' Line, which is currently being produced offshore, is a limited, entry level offering. The 'U Series' consists of storage towers, lateral and pedestal filing, and credenzas.

County Considers Entering Solar Business

Lanark County may be entering the solar energy business. With opportunities on county property, and the province paying 64-cents a kilowatt, the County believes it could be a good opportunity. The cost is approximately \$69,000. For the first 10 years, it would cost the County \$1,000-\$2,000 each year, and following that, the panels would generate an annual \$6,000-\$7,000 in revenue.

Arnprior Aerospace Averts Strike

A strike has been averted at Arnprior Aerospace. The company and the members of the International Association of Machinists (IAM), Local 1542, ratified a new two-year agreement that prevented putting approximately 400 people out of work.

Renfrew Farmer is Master Breeder

Bill and Don Carss of Sandy Crest Holsteins in Arnprior have received a Master Breeder shield from Holstein Canada. The award is given out to a maximum of 20 farms from across Canada each year and recognizes continuing excellence in the Holstein dairy industry.

New Slogan in Arnprior

The new slogan for the Town of Arnprior is: Where opportunity flows and adventure grows. The slogan was presented by to Council by Councillor Lynn Grinstead.

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UPPER OTTAWA VALLEY Chamber of Commerce

The Upper Ottawa Valley Chamber of Commerce invites you to an information session to learn about organizing a Chamber of Commerce in the Madawaska Valley and Killaloe region. There are many benefits to businesses and employees of being a Chamber member, and the Upper Ottawa Valley Chamber would like to assist in helping this part of our County organize to take advantage of those benefits.

Monday, June 27th at 6:30pm
Madawaska Valley Council Chambers

RSVPs are appreciated.

Phone: 613-732-1492 | Email: uovcc@nrtco.net

upperottawavalleychamber.com

The Chamber is an independent organization.

Business News Around The Valley

Renfrew Health Services Commits To Marketing

Admaston-Bromley, Renfrew, Horton and Greater Madawaska are committing \$25,000 per year for marketing to attract new doctors. This funding does not include financial incentives to physicians, which is being supported separately. No tax dollars are going to financial incentives. The goal is to have 14 doctors within five years at the Village.

Caregivers Given Awards

Laurie Millar of Renfrew, Laurie Hebert of Arnprior, Sheldon Davidson, Shelly

Gauthier, Christine Kidd, John Longpré, Edrie Price and Jean Spriggs of Pembroke, Vicky Splaine of Pakenham, and Donna Foster of Chalk River have been honoured with Heroes in the Home Caregiver Recognition Awards. The awards were presented by the Champlain Community Care Access Centre.

New Location for The Toy Nook

As of June 1st, The Toy Nook is located at 1330 Pembroke Street West. They were formerly located in Petawawa on Victoria Street. The new phone number is 613-629-

TOYS (8697).

Farm Financing Workshop Planned

A Farm Financing and Business Planning Workshop will be delivered by the Renfrew County Agricultural Economic Development Committee in the Fall of 2011. This one day workshop is being developed in partnership with local charter banks and Farm Credit Canada (FCC) to assist farmers with expansion, investment in new equipment, diversification and business succession.

New Superintendent For Catholic School Board

The new Renfrew County Catholic District School Board's Superintendent of Educational Services is a

former principal of St. Joseph's High School, Peter Adam. Adam joins Superintendent Jaimie Perry, another former St. Joseph's principal. Adam has been a teacher and principal in the Catholic school system for nearly 30 years, having recently completed several months as the Assistant to the Director of Education.

Whitewater Region Public Works Employees Earn Salary Increase

The Township of Whitewater Region and CUPE Local 4353 have reached an agreement for public works employees. The deal results in an 11.5% salary increase over a four year period.

Continued on Page 6

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Business News Around The Valley

Marilyn Alexander Returns to Comfort Inn
Comfort Inn Pembroke is very pleased to welcome Marilyn Alexander back as the General Manager. Marilyn is looking forward to re-connecting with all her former contacts.

Renfrew County Idol Continues
Valley Voices for CHEO will be held Sunday, June 26 at the Renfrew Armouries. Max Keeping will serve as master of ceremonies for the showcase of entertainment by the Renfrew County Idol finalists. The show begins at 1pm and admission is by donation. The hall is being donated by the Renfrew Agricultural Society and all will go to the Children's Hospital of Eastern Ontario. For more information, contact Gladys Sidock at 613-432-2549.

Major Contracts for Local Business
Ottawa Valley Glass (OVG) is proud to announce some major contracts for 2011. The Renfrew-area business will be involved with the new trades training building at the Ottawa Campus of Algonquin College, a new school of medicine at Queen's University, a new hospital in Fort Saskatchewan, a new library and learning centre for Nipissing University-Canadore College in North Bay, the Bonnechere Manor auditorium and the Winnipeg Airport. The company is also contributing \$20,000 to the cost of the Bonnechere Manor auditorium project. In addition, OVG is producing over 2,700 unitized glass curtainwall panels for the new Vanier Hall tower at the University of Ottawa. The building is being constructed by Aecon and represents a \$9 million contract for OVG.

They will also be providing a blast-resistant curtainwall system for the new Thunder Bay court house worth \$6.1 million and work on the new Labrador West Hospital in Newfoundland for \$1.2 million. OVG President Shaun McHale said that "in this time of such economic uncertainty, it is nice to share some good news with our community."

Sid Landen's Men's & Ladies Wear Closing
After 50 years in business, Sid Landen's Men's & Ladies' Wear in Petawawa will be closing its doors on August 30th. Owner Don Blackley says the decision to close was a very tough one to make, Don has been with Sid Landen's for 35 years.

New Commander of 2 Canadian Mechanized Brigade Group
Colonel Simon Hertherington is the new Commander of 2 Canadian Mechanized Brigade Group at CFB Petawawa. Julian Fantino the Associate Minister of National Defence was on hand for the ceremony as Colonel Wayne Eyre handed over command to Colonel Hertherington. Colonel Eyre's next posting will be as the Canadian student at the US Army War College where he will study national security strategy.

Hodson Earns New Position In Whitewater Region
Steve Hodson is the new Environmental Services Manager in Whitewater Region. Hodson has been with the Township since 2004 as the landfill site operations manager. He will continue in those duties and add the management of water and sewer transmission operations to his duties.

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Canada Among Best Countries For Entrepreneurs: Study

A new survey suggests Canada is one of the top three places in the world to start a business, with a culture that admires its entrepreneurs and the risks that they take.

Canada ranks just behind Indonesia and the United States, according to the newly released survey, for the BBC World Service in 24 countries around the world. Participants were asked a series of questions about their perceptions of how hard it was to start a business and the way innovation was valued in their country.

Canadians take a favourable view of entrepreneurs, with 74 per cent of survey participants saying they believed people who started their own

businesses were highly valued individuals. 72 per cent of those surveyed said they believed innovation and creativity were also highly valued in Canada.

And two-thirds of the participants said they believed that people with good ideas were able to put them into practice, suggesting that Canadian entrepreneurs face few barriers when developing something new.

But Canadians were divided on how difficult it is to get a new business going, with 55 per cent agreeing that it is hard to start a new business and 41 per cent disagreeing with the same statement.

These same Canadians were comparatively more modest

about their personal entrepreneurial ambitions, with only 53 per cent reporting that they had an idea for starting their own business.

With the high marks to both Canada and the United States, the BBC noted that "North America has among the most entrepreneur-friendly culture of any region."

At the other end of the survey rankings, Russia, Italy, Turkey, Egypt and Colombia were considered the worst five countries to start a business. Only a minority of Colombians (30 per cent) believe entrepreneurs are highly valued and more than two-thirds think it is hard to start a business in their country.



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2010-11 Ontario Investments

Transportation
\$4,910 (million)

35%

Transit

21%

Highway & Bridge Rehabilitation

21%

Highway Expansion

23%

Other: Future project planning, property purchase, local roads, remote airports

Health

\$2,249 (million)

80%

Hospitals

20%

Other

Community And Environment
\$2,626 (million)

10%

Long term federal and provincial programs

13%

Water

20%

Municipal/Local Infrastructure

26%

Justice

31%

Various (culture, tourism and research investments)

Education

\$1,717 (million)

88%

School Boards

12%

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Short Term Stimulus

\$4,376 (million)

Source: infrastructureapp.mei.gov.on.ca

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Business Perspectives

By: Hilda Young

Business:

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K8H 2W7
Ph: 613-687-1064
www.coateslaserengraving.com

Owner:

Neil and Cheryl Coates

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

A: We moved because Neil was posted here from CFB Gagetown.

Q: What attracted you to the area?

A: It has a bit of everything for a person who likes down to earth living.

Q: Where are you from?

A: Neil is from Newton Acliffe, County Durham, England and I am from Springhill Nova Scotia.

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

A: We started Coates Laser Engraving as a second career. Neil was wounded in Afghanistan in 2006 and was medically discharged so we needed another source of income.

Q: Did the move meet your expectations?

A: Yes. We call the Valley our home. We really love living here and enjoy watching it expand.

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

A: We are active by attending St. George's Chapel on base. We also support The Stephen Lewis Foundation and Petawawa Grannies. We help promote the Grandmothers' Necklace, an anthology edited by Patricia Elford.

Are you someone who moved to the Ottawa Valley and started a business? We would like to hear from you to be included in this profile. Contact us today by email (admin@ovbusiness.com) or by calling 613-732-7774.

Business News Around The Valley

Potential Biomass Investor Visits

A representative of a France-based multinational company visited Renfrew County in April to investigate sites and opportunities for power production via wood biomass and natural gas. This firm operates 1,235 biomass-wood and agricultural feedstock power plants around the world and has targets to quadruple that number of plants by the year 2020. Canada, with large wood fibre supplies and potential for agricultural residuals and purpose-grown crops, is an area of significant interest to them. This was their first visit to the County of Renfrew. Levels of biomass supply were established and they visited two potential combined heat and power (CHP) sites.

Kelley Moves To County

Craig Kelley, a resident of Madawaska Valley Township, and the former Economic Development Officer with the Township, has been hired as the new Business Development Officer - Natural Resources with the County of Renfrew. Mr. Kelley brings six years of economic development experience with Madawaska Valley Township and a strong background in

promotions, special events and marketing from his career years in Toronto. Kelly replaces the position which was vacated by Alastair Baird who moved up to the position of Economic Development Officer with the County of Renfrew.

Briscoe Wants Local Trade School

Admaston Bromley Mayor Raye-Ann Briscoe believes there is a huge need for a local "trade school" for young people and she would like to see the Economic Development department of the County of Renfrew pursue this. She further indicated that there is also a need for more health industry courses such as diagnostic imaging, dietitian, etc., locally.

Township Says "No" To Buying Ski Hill

The Township of Madawaska Valley has officially voted against purchasing the Radcliffe Hills Ski Hill. The municipality ran the ski hill for the past three seasons. An individual is interested in the property, and will be moving forward with acquiring information, speaking to the ski hill manager and pursuing a business case.



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Notes From Expo 150

How to make your next event participation more successful



Expo 150 provided some great marketing from various businesses and organizations throughout the County. Having spent a lot of time on the site, I have compiled a list of things that stuck out as being good marketing tips for further events.

Attractions for Kids

I toured the site for a few hours with my 7-year-old nephew. Every time we looked at something, he wanted to go in it or on it or hold it or touch it. It was a good lesson that if you want to attract kids to your display, it needs to be more than something for them to just look at.

Have a Message

Many booths had lots going on, so it was important to have a simple message to get across to the people who passed by. With 200+ exhibitors on site, the more simple your message,

the better chance someone had of remembering it later on.

That is a key part of any advertising - simple messages.

Signage

Expo could have done had more signage directing people around the site, and it never hurts to have additional signage as exhibitors either. People tend to walk by the booth unless something stops them. A sign saying "Free Draw" or something else a bit catchy can make them stop.

Neat Facts

Expo 150 had a whole marketing campaign on facts about people, places and things in Renfrew County. There are surely neat facts about your business or organization as well, so why not draw people in with that? It might be something they remember, and repeat to others, which helps with word of mouth for you!

Make It Easy

You might have to make changes in your booth presentation depending on the type of event. For example, at Expo 150, people were going

to walk around for a long time. If you were selling something, you should have a bag that they could carry it in. If you were selling something heavy, maybe offering to take it to their vehicle, or offering to deliver it after the show would be helpful.

Extend Your Promotion Time

Many exhibitors took advantage of "see us at Expo 150" opportunities in media, on their website, on their signs and more. This was a great way to show support of the event, and to let people know that you were going to be there. The same could happen after the event "thanks for visiting us at Expo 150." Using before and after time allows you to capitalize on more event marketing.

Partner Up For More Space

The Ottawa Valley Tourist Association rallied several businesses to participate in their tent, and the French Village brought together several organizations to form their own tent at Expo 150.

These good partnerships help you have a larger presence, split booth promotion dollars and keep people in tent longer. Think of a partner you could have at an event and see how you could gain more exposure by working together.

Stand Up!

Stand up at your booth, or at least have a high stool instead of a chair. Nobody likes to disturb someone sitting down, so they are more apt to walk by. If you can't stand, a stool helps you rest, while also appearing more active in the booth. Better yet, bring lots of volunteers!

Final Comment

The comments coming in from Expo 150 has been extremely positive, and thanks to everyone who made the trip to attend. It was a great way to see the organizations and businesses in Renfrew County, and maybe some that you could spark a partnership with. If Expo 150 taught us anything, it is that we are stronger together. Use that to your promotional advantage.



The secret of
getting ahead,
is getting started.

~ Mark Twain

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Ottawa Valley
BUSINESS

July 5 Issue
Regular Issue of OVB
Deadline: June 28

July 19 Issue
Regular Issue of OVB
Deadline: July 12

August 2 Issue
Regular Issue of OVB
Deadline: July 26

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