

The Amazing Story of Expo 150

The business community steps up

By: Jennifer Layman
jenn@ovbusiness.com

With just two weeks to go until Expo 150, some incredible stories have emerged that make you proud to live in Renfrew County. Not the least of which is the contribution, in funds and in service, that have poured in during the past two years. And it is still happening. I was at the Airport earlier this week when a gentleman walked in and offered his professional security services for free. "I just want to be a part of it," he said.

I know that feeling.

For the past 18 months, I have been the Marketing Chair of Expo 150. I am one of the 800 volunteers who have committed to this project. It's like being part of a small village, the Expo Village, where every single person is moving toward the same goal. Some days, it sort of freaks

you out a little. There is so much momentum that it seems you can barely keep up. But you do, with the help of the rest of the village.

While there have been many incredible moments throughout these 18 months, one has struck me more than any other. It is the one aspect of this celebration that awes me every time I think about it. And it's something most people who attend Expo 150 will never really know.

When Expo 150 was first brought forward, it was anticipated that most of the operational costs would come from government grant money, as most large festivals receive. Unfortunately, this didn't happen. As Expo 150 is a one-time festival, we didn't qualify for any funding. The County had decided to contribute \$2 a person towards Expo 150, for a total of \$200,000 on the condition that the festival was free to attend.

So, there was no opportunity to raise funds through admission. That's when the committee knew the only way this festival was going to happen was with the help of the business community.

The incredible moment for me with Expo 150 came when I started adding up the contributions from the business community. I was in shock. The total was just over one million dollars. One million dollars. I was awe-struck. I still am.

People sometimes remark that there isn't much opportunity in Renfrew County. We are often known more for our laid-back lifestyle than our economic achievement. And yet, here is our business community, collectively putting one million dollars on the table, and asking nothing, nothing, in return. They just want all of us to be a part of it.

I'm wondering if this isn't

maybe the best time to start looking at Renfrew County in a different way. Maybe we should be promoting the strength of local business here, the unity of being involved, the opportunity of having a business that contributes to the social fabric of the community. Maybe we start marketing ourselves as the place where being in business means a little bit more.

I have to thank Warden Sweet for inviting me to be part of this opportunity called Expo 150. I think I have learned what he has known all along: this is a pretty special place we have here.

Make time for Expo 150. Breathe in the accomplishments that will be all around you. Enjoy the diversity you will see. Feel proud to be here, and be from here. This is a festival to celebrate us.

And, we deserve it.

For more information, visit:
www.expo150.com



County of Renfrew
EXPO 150
June 9-12, 2011
Expo150.com

**The Largest Local Festival
in Renfrew County!**

June 9-12, 2011 - Pembroke & Area Airport

We'll see you there!

Free Admission & Events!

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:

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

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You can also find us on Facebook.

Business News Around The Valley

Official Plan Review

Pursuant to Section 26 of the Planning Act, the Council of the Corporation of the Town of Petawawa will hold a special Council meeting, open to the public, on Tuesday, June 21, 2011 at 6:30pm at the Town of Petawawa Municipal Office, 1111 Victoria Street, Petawawa, Ontario, to consider any revisions that may be required to the Official Plan of the Town of Petawawa.

Historic Building for Sale

In 1875, Ottawa Valley Lumberman, John Gillies built a machine shop for his 20-year-old son, Alexander, on Rosamond Street in Carleton Place. The shop is on the bank of the Mississippi River. This building is listed for sale, with a price tag of \$795,000. Gillies was one of the Ottawa Valley's original lumber barons, who migrated from Scotland in 1821 and started in the lumber business in 1840.

New Board of Directors

The Ottawa Valley Tourist Association (OVTA) is pleased to announce its Board of Directors for 2011/2012. The Board of Directors, which is comprised of membership representatives from various sectors of the local tourism industry, was elected at the Annual General Meeting held on April 28th at Twin Rivers Golf Course in Petawawa. The members include: President, Chris Hinsperger (Bonnehochere Caves), Vice President, Dave Lemkay (Renfrew Industrial Commission), Charlotte Gebhart, Serendipity on the River, Dennis Blaedow, Esprit Rafting, Allan Symons, Canadian Clock Museum, Sharon Taylor - Barry's Bay Outfitters, Isabel O'Reilly, Township of Killaloe-Hagarty-Richards, Marilyn Alexander, Pembroke Comfort Inn, Bob Hackett, City of Pembroke, Mary Campbell, County of Renfrew and Audrey Green,

County of Renfrew.

New Business in Renfrew

Jen Grant and Scott Thompson have opened Titan Paralegal at 236 Stewart Street in Renfrew. Titan Paralegal can be contacted at: 613-432-8482 or www.titanparalegal.com.

Whitewater Region Seeks Business Cards

Whitewater Region is participating in Expo 150, being held June 9-12 in Petawawa. They are asking business people in Whitewater Region to submit brochures, pamphlets or business cards to be added to the grab bags they plan to give out throughout the weekend events to promote Whitewater Region. Please drop off 2,500 copies of your materials to the Township Office at 44 Main Street in Cobden no later than May 31, 2011. For questions, call 613-646-2282 or email nmoore@whitewaterregion.ca

Continued on Page 4

Is dementia affecting someone you know?



In the early stages of dementia, health and well-being is important for both the caregiver and for the person living with dementia. Guest House is a 12-bedroom 'home away from home' in Ottawa that offers short stays (up to 3 months) for those with the early to mid-stage of dementia. With a thorough understanding of the transitions facing both the caregiver and the individual with dementia, Guest House is here for you from the start.

The cost is just \$34.63 per day, and you can book directly with Guest House, or you can book through your local CCAC. Facility tours are also available. Stays are available from a few hours to a few months. Talk with us today.

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-
- Liffey Creek Culvert Replacement
-
- Surface Treatment
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- Reconstruction of County Road 63
-
- Sale of Land - Arnprior
-
- Rehabilitation of the County of Renfrew Administration Building East Parking Lot
-
- Granular 'A' and 'B'
-
- Fencing
-
- Cecelia Street Reconstruction Amended Tender Notice
-

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



May 28

Renfrew and Area Seniors' Home Support first 50+ Community Showcase. Featuring a variety of health agencies, professionals and businesses focusing on products and services for community members aged 50+. 433 Wing in Renfrew. Free.

May 31

Breakfast with Mike Thompson of Community Futures Development Corporation. Mike will be providing a general overview of the RCCFDC, the role they play in the county and an outline of the lending products they have to assist businesses, including a 0% loan. Kenwood Corporate Centre. Contact Greater Arnprior Chamber of Commerce at 613-623-6817.

May 31

Xeneca Power Development Inc. will be hosting a Public Information Centre where you will have an opportunity to learn

more about the proposed Big Eddy & Half Mile projects and provide your input to our project team. 4:00pm-8:00pm. Petawawa Civic Centre. For info, contact Vanesa Enskaitis at 416-590-9362 X 104 or venskaitis@xeneca.com.

June 1

Unify, Simplify, Amplify! Organize Your Business For Maximum Profit! 9:00am-10:30am. Entrepreneurship Centre in Ottawa. Free. Call 613-560-6081 or bizquestions@ocri.ca

June 9

Are you thinking of becoming an Entrepreneur? Do you have what it takes? Life mapping exercise. 12pm-1pm. Entrepreneurship Centre. Free. Call 613-560-6081 or bizquestions@ocri.ca

June 9-12

Expo 150! Something for the whole family including business exhibits, displays of all kinds, live entertainment and music, and so much more. For the details, see www.expo150.com.

June 14

Bernadette McCann House for Women Inc. Annual General Meeting. Marguerite Centre. 700 Mackay Street in Pembroke. 7:00pm.

June 15

Victim Services of Renfrew County AGM. 5:45pm at Barr

Line Community Centre in Douglas. For information, call 613-649-2852.

June 16

How to do Business with the Government of Canada. 9:30am-3:00pm. Provides information on how the Government does its buying, what it buys, how to register your business, how to promote yourself, guidance on preparing a bid, requirements of a bid solicitation, how bids are evaluated and how you should respond to a bid solicitation. Call: 819-953-7878 or email for info: rcnbpme.ncrosme@tpsgc-pwgsc.gc.ca

June 16

Legal Considerations to be made when Hiring, Employing and Dismissing an Employee. 9am-10:30am. Entrepreneurship Centre. Free. Call 613-560-6081 or bizquestions@ocri.ca

June 21

How To Finance a Small Business. 12pm-1pm. Managers from Royal Bank will discuss the methods and programs for financing their small-medium sized business. Entrepreneurship Centre. Free. Call 613-560-6081 or bizquestions@ocri.ca

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

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Business News Around The Valley

Eastern Regional Medical Education Program Brings Docs to Pembroke

A group of first-year medical students from the University of Ottawa will be shadowing physicians at the Pembroke Regional Hospital. The event is organized by the Eastern Regional Medical Education Program, Community Week 2011 and is designed to introduce first-year medical students to medicine being practiced in communities.

Councilors Back at Council Table

Jim Gibson and Ed Aiston, two councilors in Head, Clara, Maria Township who failed to file their financial returns on time in the recent municipal election, are back at the Council table. The pair took their issue to Ontario Superior Court where Justice Timothy Ray signed an order

reinstating Gibson and Aiston as municipal councilors. They had asked the Township to pay for their legal proceeding, stating that the Township clerk did not give the two proper notice about the filing. The Township has refused to pay the costs and Justice Ray upheld that decision stating that it was Gibson and Aiston's responsibility to file the forms.

AECL Seeks Renewal

Atomic Energy of Canada will meet the Canadian Nuclear Safety Commission to renew a five-year operating licence for the Chalk River Laboratories. Hearings begin June 8 at the CNSC offices in Ottawa. The public will also have an opportunity for input in October when a hearing will be held October 5-6 at the Chalk Lions Hall. Public requests to take part in the hearings must be filed by

September 6. AECL's current licence for Chalk River runs out on October 31, 2011. They have requested a new five-year licence to 2016.

50 Years of Service

The Arnprior Optimist Club is celebrating 50 years of service. They estimate that they have given back more than \$2 million to the community in their 50 years

Hultink's Garden Centre

Welcome's Third Generation
Jake Hultink opened his gardening business in 1966. In 1977, Rick Hultink joined the business in the landscaping division. In 2011, Rick's son Eric joined the business as well.

CABA Seeks Business Cards

The Calabogie and Area Business Association will be promoting the community at Expo 150 from June 9-12 and they are asking local

businesses to submit business cards for a board that will be on display at the CABA booth. The board will also be put to use following Expo 150 at the tourist booth during the summer season and later at the GM municipal office.

Free Bus To Expo 150

A free bus to Expo 150 will leave from Eganville on June 9, 10 and 11, departing from the Seniors Centre at Fairfields at 9:15am. It will stop at Rankin Community Centre at 10:30am and return from Expo 150 at 4:45pm. Those interested in taking the bus are asked to register before June 6. There will also be an extra bus on June 11 from Golden Lake. For information, call Shelley at 613-628-2354.

Continued on Page 6

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2 International Drive, Pembroke



Free Admission!



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Opens daily at 11am

At the Pembroke & Area Airport

Off Airport Road in Petawawa

food antique car show skyhawks
 museums kids zone cultural exhibits
 aeromodellers. renfrew county idol artisans
 live music entertainment sports aircraft
 vendors agricultural show bmx pikwakanagan
 hockey hall of fame fiddling & stepdancing record
 free flights for kids junkyard symphony

More info and events at: www.expo150.com

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Business News Around The Valley

Deep River EDC Seeks Business

Promotional Material

The Deep River and Area Economic Development Committee is seeking submissions from local businesses, organizations, and artists for Expo 150 (June 9-12, 2011). Submissions must be from Laurentian Hills, Deep River or Head, Clara and Maria. There will be a display in the Deep River Area Municipal Tent that will make these pamphlets available to the public. Please send us your pamphlets advertising your business and/or coupons for discounts on products or services. We are also interested in donations - free merchandise or services, discount cards, etc. that can be given away in daily draws to patrons who visit the Deep River and Area display at Expo 150. Please deliver your pamphlets and coupons to your Local Municipal office.

Local Museum

Seeking Collectors

On Sunday, June 26th the Ottawa Valley Historical Society will hold its Annual Strawberry Social at the Champlain Trail Museum and Pioneer Village from 11:30am to 3:00pm at 1032 Pembroke Street East, across from the Pembroke Mall. The Museum is seeking local collectors to set up displays at the Museum during the Strawberry Social to showcase their collections. These collections could include old bottles, dolls, pins, stamps, coins, or any other interesting collection. To set of a display of your collection at the Strawberry Social please contact Angela Siebarth at the Champlain Trail Museum at 613-735-0517.

Entrepreneurship Not Promoted In Schools As A Career Option: CFIB

The Canadian Federation of Independent Business (CFIB) says that the school system doesn't promote entrepreneurship as a career option, but entrepreneurs certainly do.

A new survey from CFIB shows that, if given the opportunity to start over, 83% of entrepreneurs would choose the same career path, and 78% of business owners would recommend small business ownership as a career option for young people.

Unfortunately, business owners don't feel that schools are promoting entrepreneurship as a career option.

According to CFIB research, the education system hasn't fully embraced entrepreneur-

ship as a viable career option for young people, with 56% of business owners indicating that they did not feel as though there was enough of an emphasis on starting a business as a career option in schools today.

"Given the many opportunities and rewards that entrepreneurship has to offer, it is only natural that business owners would recommend it as a career option and believe that schools should do more to encourage it," reasoned CFIB's vice-president of research, Doug Bruce.

CFIB Sr. VP of Research, Economics and Western Canada, Laura Jones, was also quick to point out that 92% of

business owners indicate running a business is a rewarding career.

"Entrepreneurs are happy to go to work every day because they have the freedom to be their own bosses and tailor their line of work toward their own strengths and interests," she explained. Adding, "If entrepreneurial skills and aptitudes were sufficiently encouraged in the education system, the next generation of business owners will be in for a great career which not only permits them to build on their talent and expertise, but also fulfill them personally and professionally as well."

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Carleton Place Seeks People Interested in Local Government

Interested residents and/or landowners of property within the Town of Carleton Place are encouraged to submit their name for consideration by Council in order to fill volunteer community positions on the following committees of Council.

Economic Development Committee:

This Committee shall oversee activities related to industrial business retention, expansion and attraction including preparation of promotional and community profile information, active marketing of the community and support for existing business. There are three members of Council, the CAO and three members of the Business Community on this committee.

Community and Cultural

Development Committee:

This Committee shall oversee the planning and operation of programs and facilities for cultural and on physical activities including the Town Hall Auditorium, Community Enrichment Grants, festivals, promotion of the community, beautification initiatives, downtown initiatives and tourism initiatives. This committee consists of members as follows: Council (2), BIA (1), Chamber of Commerce (1), Arts Carleton Place (1) and Community Members (2).

Carleton Place Accessibility

Advisory Committee:

The Carleton Place Accessibility Advisory Committee deals with matters regarding disabled residents and the Accessibility for

Ontarians with Disabilities Act. A vacancy currently exists for a public member on this Committee.

Urban Forest/River Corridor Advisory Committee: The Urban Forest/River Corridor Advisory Committee provides Council with comments on the river corridor activities and/or urban forest. A vacancy currently exists for a public member on this Committee.

Interested residents may forward a covering letter of interest and resume to the undersigned by mail or email prior to Friday, May 27, 2011.

D.H. Rogers, C.M.O., Clerk
The Town of Carleton Place
175 Bridge Street
Carleton Place, Ontario
K7C 2V8
613-257-6211
Drogers@carletonplace.ca



a matter of fact

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%

Colleges & Universities
Short Term Stimulus

\$4,376 (million)

Source: infrastructureapp.mei.gov.on.ca

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Feedback from Options 2011 Skilled Trades and Career Fair

"I got my job from there!"

"This is my favourite
job board of all of them."

"Your site is so easy to go through.
I really like how it is organized."

"Thanks for being local."

"You're bookmarked in my favourites."



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More than 101 Things to do in the Valley!

May 28

Annual Breakfast at the site: Enjoy a wonderful breakfast of pancakes & sausage, toast, tea and coffee. Cost is a donation to the building fund. Contact Tim: 613-687-7364.

June 5

The Heritage Society's 10th Anniversary Charity Golf Tournament and it's promising to be the biggest fundraiser on

record. This year we are hosting our Tournament at CFB Petawawa Twin Rivers Golf Course and of course we will be offering great prizes. Contact Hank: 613-687-2387.

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

August 13-14

Settler Festival at Petawawa Heritage Village. Highlights will include a trapper, rope maker, blacksmith, schoolmaster, voyageur,

homestead, carpenter, CP rail station, hit and miss engine, and prospector and discover how historical tools were used. Children can make candles, do the laundry, peel apples, and watch the blacksmith change metal into useful items that could be used in the camp. For info, call Ann at 613-687-5054 or rmcintyre19@cogeco.ca



Business Perspectives

By: Hilda Young

Business:

Valley Wines
4 Champlain Street
Deep River, Ontario
K0J 1P0
Ph: 613-584-2118
www.valleywines.ca

Owner:

Brian McInall

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

A: I was posted here from Greenwood Nova Scotia.

Q: What attracted you to the area?

A: We wanted to be closer to family.

Q: Where are you from?

A: Ajax, Ontario.

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

A: I came here to continue my career as an Avionics Systems Technician with the Canadian Forces. I retired from the military in 2003 and took the Algonquin College Small Business and Entrepreneurship Program, and graduated in May 2005. I spent two years creating a business plan for a wine-

making business, which at the time was just a hobby. The business started in September 2005.

Q: Did the move meet your expectations?

A: I have always had a bit of an entrepreneurial bug and I knew that when I did decide to retire I was going to be doing something that I enjoyed. Moving to Deep River and starting Valley Wines has been a wonderful experience. We have formed many friendships that will last us for the rest of our lives.

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

A: I am very active at the local level as a former Deep River Town Council member 2006 - 2010, currently secretary of the Deep River and District Chamber of Commerce, a member of the Upper Ottawa Valley Chamber of Commerce and the Deep River & District Hospital Foundation. I am currently organizing an Amateur Photo Contest as a fundraiser for the Hospital Foundation.

Good advertising isn't a matter of luck.

Good advertising is having the right message in front of the right group of people.



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Ottawa Valley
BUSINESS

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The Lessons of Failure

Marketing insights from businesses who failed



An article in the New York Times about companies that failed managed to peak my interest as something that was worth sharing. Three of the companies had experiences that were things I could relate to in helping people with their marketing.

Wesabe

Wesabe was a business that helped people budget and manage their money. 10 months after they opened, a competitor, Mint, appeared. Mint had an easier name to remember, a better design, was easier to use. Wesabe said they wished they had simplified the consumer experience.

It is important that you consider your market when naming your business. You

want something that people can say and understand and easily remember. Remember, you are building this business for customers, not for yourself. What are they going to find attractive? Design, whether graphic or web, is also key to being able to ward-off competitors. People are very visual - they like what looks good. If you look amateurish, that is what people will think of your business. And finally, an example I come across very often: simplifying the consumer experience. If the customer finds something difficult about your business, they will be easily swayed when something easier comes along.

Gotham Concierge

Gotham Concierge was a professional organizing service. When people started cutting back on expenses, this service suffered. She spent thousands of dollars in advertising, but nothing

worked. In the end, the owner, Alison, said she realized the business failed because she did not love what she did. She now owns a pet store.

If you don't love your business, or believe in your work, your marketing will not reap its full benefits. Advertising and marketing work to get people interested in what you are offering. If the experience they expect to have is not matched by the promise in the marketing, they will not be a customer.

iParents

iParents was a social networking site for parents and families. While Facebook was still gaining traction, the company felt they had a niche. They admitted their demise was in spending too much on functionality of the website, and less on their focus of providing relevant information and a positive experience their target market.

This is an example of a

business that strayed from their focus and what their intention was with the original plan. While some of these add-ons can be enticing, you really have to measure the value. This is especially true if you are an online business where it is much easier to add more products and services to your inventory. Remember, you are marketing yourself in a certain way. If someone arrives at your store or website for a certain thing, and they find something else, they won't stick around.

There are many ways to build a great business, and the key is keeping your customer in mind. If you are not relevant to your customer, you won't maintain your business.

See You At Expo 150

When you're at Expo 150 in the next two weeks, stop in and visit us at the Media Centre.

2006-2011

we've been
forwardthinking
for five years!

A special thanks to my clients who inspire me with every project, and by their commitment to being in business; to the Canadian Youth Business Foundation (CYBF) who made it financially possible for me to pursue this business; to the Renfrew County Regional Science & Technology Fair for being my first client; to the Upper Ottawa Valley Chamber of Commerce and the members of the business community for welcoming me as an entrepreneur; to my family and friends for understanding my love for this work; and finally to my parents, who have made it possible for every dream in my life come true.

Jennifer Layman, President
Forward Thinking

Ottawa Valley
BUSINESS

June 21 Issue

Regular issue of OVB
Deadline: June 14

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

CONTACTING US

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