

## An Early “Merry Christmas” Local CFDCs deliver more funding for businesses

by: Jennifer Layman  
Jenn@ovbusiness.com

On November 18, Renfrew County Community Futures Development Corporation announced that the popular Eastern Ontario Development Program (EODP) was coming back to the region. This year, the CFDCs in Eastern Ontario received over \$30 million, that was \$10 million more than was expected. That program is funded by FedDev - an initiative of the Federal government.

This time, the program will span three years. In Renfrew County, there will be \$164,800 available in Year one, and \$884,800 available in Years two and three. The grant funding is available to commercial entities, municipalities, aboriginal and francophone organizations and non-profit corporations. The goal is to fund projects that show economic impact or job creation, or both.

### People who attend the workshops have applications that are much more successful.

Diane McKinnon  
RCCFDC Executive Director

“The objective of the program is to think more strategically,” says Diane McKinnon, Executive Director of Renfrew County CFDC. “What is the economic benefit that will be realized? What are the jobs that will be created? That’s what we are giving priority to in applications.”

McKinnon says they want the funding to be a catalyst for long-term benefits, as opposed to having a program end when funding runs out.

“We are really stressing economic impact and long term jobs,” she says.

As other EODP initiatives have done in the past, the funding is divided amongst several categories. These include: business

development, community innovation and collaborative projects. These categories are further explained through a series of workshops being held throughout Renfrew County.

#### Important Notes

Diane and David encourage anyone who might apply to attend the workshops. There have been changes from previous years, and the focus for these applications will be narrower.

“You need to really understand how the project will have an economic impact,” says McKinnon. “We want to see dollars or number of jobs. People who attend the workshops have applications that are much more successful than those who do not.”

“The applications have changed,” says Wybou. “We want people to apply who have a good chance of success.”

#### Workshop Dates

December 6 (Deep River)  
10:00am-12:00Noon

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December 7 (Pembroke)  
9:30am-11:30pm

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December 9 (Arnprior)  
2:00pm-4:00pm

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December 12 (Barry’s Bay)  
10:00am-12:00pm

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December 13 (Eganville)  
9:30am-11:30am

More information is available from David Wybou, Community Development Officer, at 613-735-3951 ext.229 or [www.rccfdc.org](http://www.rccfdc.org).

Note: All CFDCs have access to funding programs. Please visit [www.edop.ca](http://www.edop.ca) to find the CFDC in your area if you are outside of Renfrew County.



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Our next issue of Ottawa Valley Business is on November 29th. The deadline for submitting information or booking ad space is November 21st.



**events calendar**

**November 30**

Business After Hours at Village Common in Barry's Bay and the launch of the Algonquin East Branch of the Upper Ottawa Valley Chamber of Commerce. Open to the public. 6pm-8pm. For info, call 613-732-1492.

**December 2**

Deadline for nominations for Upper Ottawa Valley Chamber of Commerce Business Achievement Awards. For info, visit [uovchamber.com](http://uovchamber.com).

**December 3-4**

Calabogie Capital Cup Snowcross Championships.

Calabogie Peaks Resort. 41 races over the weekend. Open to the public. For information call 613-752-2720 or visit [www.calabogie.com](http://www.calabogie.com)

**December 4**

Snowmobile Driver's Course. Calabogie & District Snowmobile Club at the White Lake Fire Hall. Applicants must be 12 years of age or older by the day of the course. Pre-registration required. Contact Sandra Wilson at 613-623-4010 before November 21.

**December 6**

Eastern Ontario Development Fund Workshop. Deep River. Council Chambers. 10am-12pm. To reserve your place call David at: 613-735-3951 ext. 229. For more info, visit [www.rccfdc.org](http://www.rccfdc.org).

**December 7**

Eastern Ontario Development Fund Workshop. Pembroke.

Marguerite Centre. 9:30am-11:30am. To reserve your place call David at: 613-735-3951 ext. 229. For more info, visit [www.rccfdc.org](http://www.rccfdc.org).

**December 7**

Upper Ottawa Valley Chamber of Commerce. Business After Hours. Glenegy in Petawawa. 5:30pm to 7:00pm. For info, call 613-732-1492 or email [manager@uovchamber.com](mailto:manager@uovchamber.com)

**December 8**

Greater Arnprior Chamber of Commerce Annual General Meeting. Pineridge Children's Centre. For info, call 613-623-6817 or email [info@gacc.ca](mailto:info@gacc.ca).

**December 9**

Eastern Ontario Development Fund Workshop. Arnprior. Arnprior Public Library at 21 Madawaska Street. 2pm-4pm. To reserve your place call David at: 613-735-3951 ext. 229. For more info, visit [www.rccfdc.org](http://www.rccfdc.org).

**December 12**

Eastern Ontario Development Fund Workshop. Barry's Bay. Paul J. Yakabuski Community Centre at 65 Arena Road. 10am-12pm. To reserve your place call David at: 613-735-3951 ext. 229. For more info, visit [www.rccfdc.org](http://www.rccfdc.org).

**December 13**

Eastern Ontario Development Fund Workshop. Eganville. Eganville Arena, Eagle's Nest at 178 Jane Street. 9:30am-11:30am. To reserve your place call David at: 613-735-3951 ext. 229. For more info, visit [www.rccfdc.org](http://www.rccfdc.org).

**January 10, 2012**

Town of Carleton Place Official Plan review. 8pm. Council Chambers. For information contact Lisa Young at the municipality. [lyoung@carletonplace.ca](mailto:lyoung@carletonplace.ca)

**January 25, 2012**

Upper Ottawa Valley Chamber of Commerce. Business After Hours. Speedpro Signs in Petawawa. 5:30pm to 7:00pm. For info, call 613-732-1492 or [manager@uovchamber.com](mailto:manager@uovchamber.com)

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# Business News Around The Valley

## Chamber Gala in Mississippi Mills

The Mississippi Mills Chamber of Commerce recently held a Gala to acknowledge business achievement. The Gala's guest speaker was Michelle Valberg, a photographer, who spoke on her determination to succeed in business, and her contributions to charity. Awards were given to the following: Margie and Ritchie Argue (Community Involvement Award), Craig and Amber Hall of Equator

Coffee Roasters (Creativity and Innovation Award) and Don St. John of Don's Meat Market (Economic Contribution Award.)

## Farmers Market May Land in Deep River

The Town of Deep River is going to help establish a Farmer's Market in their municipality. The group leading the cause received \$3,000 from the Town to assist in developing the strategy. The Market will operate bi-weekly from May to October.

## Budget Delayed in Arnprior

The Town of Arnprior will delay budget deliberations until a new CAO is in place. The budget is expected to be in place prior to February 2012. The incoming CAO, to be hired in the New Year, will be handling marketing, branding and economic development issues.

## Renfrew Staples to Close

The Staples store in Renfrew will be closing in the Fall of 2012. The Staples management feel that the Pembroke and Kanata locations will cover the region

adequately as the business's performance in Renfrew was not as successful as anticipated.

## Bob's Place Wins Contract

The Town of Arnprior awarded a five year contract to Bob's Place for winter sidewalk maintenance. Bob's Place was the only company to bid on the tender. They have provided the service for 12 years.

## Heat Line Tabled

Whitewater Region has tabled the approval of a heat line construction proposed by Paul Klaesi of Fepro Farms. Klaesi has operated a bio digest for nearly 10 years, and has enough heat available to heat both houses on his farm, plus a new dwelling being constructed, but would need a heat line to be permitted through the road allowance of Government Road. The concept, which is similarly used at CFB Petawawa, is not a new idea, but legal advice for the municipality is recommending not allowing the use for a single landowner.

*Continued on Page 5*



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List your winter activity, getaway idea, restaurant, or any special you have from December to March in this year's edition. The cost is \$25 plus HST. Submit 30 words plus contact information to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

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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 3,200 businesses, government and organizations.

### HOW TO SUBSCRIBE:

To receive OVB by email each month, contact us at: [admin@ovbusiness.com](mailto:admin@ovbusiness.com). There is no charge to receive the publication.

### ADVERTISING

Various advertising options are available in OVB. Volume discounts and discounts to members of the Chamber of Commerce are available. Please inquire about advertising opportunities.

### CONTENT & SUBMISSIONS:

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge. There is also no charge for posting business events on the events calendar.

### CONTACT US:

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

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

### Mailing Address:

Forward Thinking  
2113 Petawawa Boulevard,  
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# Entrepreneurs in the Classroom

## Our Lady of Grace students study local business

by: **Jennifer Layman**  
[Jenn@ovbusiness.com](mailto:Jenn@ovbusiness.com)

Students at Our Lady of Grace school in Westmeath had entrepreneurship on their minds last Friday when they elected a local business into the Entrepreneur Hall of Fame. The Hall of Fame project is hosted by Renfrew County Community Futures Development Corporation (RCCFDC), and is managed by Laura Decaire.

At Our Lady of Grace, students chose an entrepreneur to study and put forward as a nominee for the Hall of Fame. The presentations were graded and then a winner was chosen.

Entrepreneurs who had their business presented included:

**White's Bath & Body**  
Students were Jenna White, Cole Drapeau and Hayden Kenny. Jenna said that she was the one who came up with the

idea for her Mom to have a line of products for girls!

### Dr. Terry Olsheski

Students were Katlyn Olsheski, Jacob Derouin, Ty Dament and Mark Halliday. They said he "helps people smile better everyday," and handed out sugarless lollipops to the class.

### Dunrite Carpet

Students were Curtis Thoms, Aurora Dament and Dustin Ethier. They noted that business began in Burlington but moved to Westmeath to be closer to family. The business is based out of home "to keep overhead costs low."

### Wilma Yakabuski

#### Hair Styling

Students were Kirstyn Olsheski, and Tyson Collins-Lemaire. Wilma worked for 18 years for a business in Pembroke. When that business closed, she opened her own salon in her home.

### Cake It Up

Students were Sherry Ethier, Parker Lessard and Israel Hallock. The students said that the owner most likes to see the smiles on people's faces when they pick up their cake! The tallest cake that has been designed was 3.5 feet.

### Close Race for a Winner

The winner for the project was Dr. Terry Olsheski, by a slim margin. Dr. Olsheski will be featured on the RCCFDC website in the Hall of Fame.

"We were definitely impressed with the posters and displays," Laura Decaire told the class. "It was really great to hear everyone speak on the project."

Hunter Halliday was absent and Braydon Nicolai was the most enthusiastic asker of questions of the groups.

*Note: Two other students participated but the parents have asked that we not publish their names.*

### Interesting Notes

The class was taught by Joey Sicoli and had Grades 4-7 in the same class. The students were very respectful during the presentations which involved a variety of age groups.

When asked how many students had parents or family that were entrepreneurs, everyone put up their hand!

The winning student team received backpacks and t-shirts from the Youth Entrepreneur Camp that will be held at Camp Lutherlyn in 2012. All students received a certificate and a wrist band promoting their achievements.

Katie Burchart will be taking over for Laura Decaire when Laura goes on maternity leave in 2012. Katie will be running the Youth Entrepreneur Camp in the summer months. For more information on this program or others, visit [www.rccfdc.org](http://www.rccfdc.org).



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# Business News Around The Valley

**Harness Racing to Return**  
 Harness racing will be coming back to the Arnprior Fairgrounds. The sport will occupy 10 Saturday dates in June, July and August. Arnprior hopes to draw competitors from Quebec where racetracks are closing. Agricultural Society President, Jeff Desarmia, estimates 500 people to be in attendance each race day.

**Tourist Information Centre To Move Downtown**  
 The Greater Arnprior Chamber of Commerce and the Arnprior Business Improvement Association (BIA) are joining forces to operate a tourist information centre in downtown Arnprior. The centre would be staffed six days a week, and be open from 9:00am to 4:00pm. The estimated expense for the space and the payroll is just over \$43,500. The two groups hope the Town will pay 50% of the costs, leaving the Chamber and BIA to each pay 25%. The idea was brought forward from the First Impressions Community Exchange.

**Works Could Strike**  
 Employees at ParaMed Home Care, members of the Ontario Public Service Employees Union (OPSEU/NUPGE) have voted 95 percent in favour of striking. The company wants the employees to agree to a zero percent wage increase which the union says is unacceptable. In a news release, bargaining unit president, Cathy Boudens says all the employees want is "to be recognized for the hard work we do in the community and the service we provide to our clients."

**Imbleau to Close**  
 H. Imbleau and Son will close in late January 2012. The 150-year-old business which manufactured cast iron manhole covers throughout

Canada and North America, will close due to competition from offshore companies.

**Scapa Releases Hockey Website**  
 Scapa Group has announced the launch of a website dedicated to its Renfrew™ Hockey Tape and Renfrew Athletics brands.

Renfrehockeytape.com has been designed with hockey players and athletes in mind, offering an interactive product guide, pictures, and an illustrated history of the Renfrew brand. For more than 30 years, Scapa's Renfrew™ Tape has become synonymous with tape for hockey players

worldwide, being the chosen tape for the majority of the professional hockey teams in North America. The company has had their tape in the dressing rooms of every Stanley Cup champion team for over 20 consecutive years.

*Continued on Page 6*

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## Forestry Talks With MPPs

Over 20 forestry and logging representatives from Eastern Ontario have told their MPPs what they want in 2012.

Meeting in mid-November in Greater Madawaska to discuss their concerns, MPP John Yakabuski and MPP Todd Smith heard what was on the minds of the forestry industry.

The industry wants an increase in the offered rate for biomass energy projects, from \$0.132/kWh to \$0.195/kWh. They are also looking for the government to be involved with a branding and promotional campaign that shows the public how important the wood industry is to Ontario's economy. And finally, they want the government to reconsider some regulations that have been detrimental to industry growth.

The industry believes that the Green Energy and Green Economy Act and related feed-in-tariff rates for renewable energy have not treated all options the same. They believe that the rate increase they are requesting would more accurately level the playing field, and increase more investors to get involved with the biomass industry, something that has not yet occurred.

The biomass project is important to keeping the forestry and logging workers employed. Biomass is the process of using wood residual from the manufacturing of lumber. It is a practice that can derive an economic benefit while maintaining a renewable resource.

MPPs Smith and Yakabuski assured the group that their concerns would be heard.

## Business News Around The Valley

### Patterson Certified

Geoff Patterson, the Recreation Director for McNab-Braeside is now certified as a Playground Inspector. Patterson completed his program with honours from the Canada Parks and Recreation course.

### Binhammer Honoured

Gerry Binhammer is the Upper Ottawa Valley Chamber of Commerce Lifetime Achievement Award winner for 2011. The announcement was made at the Chamber's Annual General Meeting held on November 23. Binhammer taped a message that was played that evening as he was not able to attend. The award recognizes an individual who has been involved in business for more than 25 years and has demonstrated leadership, vision, a commitment to the prosperity of the Upper Ottawa Valley and has proven to be a positive role model for the business community. Binhammer was the owner of Malcolm, Deavitt and Binhammer Funeral Home in

Pembroke. Mr. Binhammer will be fully recognized at the Chamber Achievement Awards Gala, to be held on January 28, 2012 at the Germania Hall in Pembroke.

### Engineering Firm Moves to Pontiac

The Pontiac Industrial Regional Park in Portage du Fort is welcoming engineering firm CIMA+ to the premises. The firm will rent office space at the park, with the possibility of expansion. The Pontiac Industrial Regional Park is the new headquarters for Green Investment Group Inc. who anticipates that they will recover nearly all jobs lost when Smurfit Stone closed based on letters of intent.

### Local Santa Claus Parades

The Pakenham Santa Claus Parade will be held December 3 at 1:00pm. The parade begins and ends at the Stewart Community Centre. The Renfrew Santa Claus Parade will also be held December 3 at 1:30pm. The Almonte Santa Claus Parade will be held on December 4 at 1:30pm. It

begins and ends at the Almonte Community Centre.

### Robertson, Ingram Successful in By-Election

Katie Robertson and Ian Ingram have earned seats on Council for Deep River as the results of a by-election on November 28 have been determined. Robertson led with 391 votes, and Ingram had 385. Bob McLaren gained 321 votes, Ed Cochrane had 271 and Paul Jones had 86.

### Polly's Closed For Renovations

Polly's Little Shanty will be closed for renovations from November 1 to November 30. They will re-open on December 1 at 8:00am. Patrons are welcome to book now for all catering occasions.

### New Librarian

Mallorie Lascelle is the new Librarian at the Admaston-Bromley Public Library in Douglas. The 27-year-old is a graduate of the two-year library information technician program at Algonquin College in Ottawa.



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# Gallant Elected Chair of NATO Parliamentary Association

MP Cheryl Gallant has been elected by her parliamentary colleagues to the position of Chair, of the Canadian North Atlantic Treaty Organization (NATO) Parliamentary Association. Cheryl has been Vice-Chair of the organization for the last 4 years.

“I thank my Parliamentary colleagues for their vote of confidence in my ability to represent Canadian interests in an important forum like NATO,” said Gallant.

The NATO Parliamentary Assembly links NATO and the elected representatives of the NATO Nations to help build

parliamentary and public consensus in support of Alliance policies. The Canadian NATO Parliamentary Association consists of membership of all political parties represented in the House of Commons.

“The tempo of NATO missions has increased significantly in recent times. As the Member of Parliament for the largest army base in Canada, CFB Petawawa, where much of the heavy lifting for NATO missions is tasked from, I have an important role to play in the safety and security of our

women and men in uniform,” stated Gallant.

## Worth Repeating

“I’ve been blessed to find people who are smarter than I am, and they help me to execute the vision I have.”

~ Russell Simmons, founder of Def Jam.



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# Communication Lessons From a CA?

## Reaching your audience effectively generates business



On Monday, I spent an hour with a Chartered Accountant getting a primer on financial statements. Trust me, in most cases, the language that accountants and bookkeepers speak is usually foreign to me. On Monday, however, it seemed to make a little more sense. That was because it was being explained to me with examples and language that I understood.

My previous unease with financial statements was for two reasons. First, I have a hard time thinking in numbers. I can think in concepts, words and images, but numbers are more difficult. One look at a balance sheet and I was immediately unconnected.

The second reason was that I didn't have enough experience to appreciate the information that is in financial statements. That may sound strange

coming from an entrepreneur, but I would be willing to bet that most entrepreneurs have a difficult time understanding what financial statements can really tell you.

Despite being in business for five years, I wasn't ready to hear the message of financial statements. I needed to be put into a position where it was necessary for me to know it before I was motivated to know it. That's an important aspect for any business to realize when it comes to marketing: you want to reach the people who are most motivated to be receptive to what you have to say.

For example, if you have a business that appeals to a variety of people, then you need to develop strategies for reaching specific groups. In my business, I have clients who are new start-ups, and I have clients that have been around for 100 years. The same message doesn't resonate with both groups. The new business is at a different point in their life than the established business.

Think of your own clientele. If you were to separate them into groups, how would it look? Would you group them by age? By gender? By education? By employment type? By family commitments? How does your business look when you break down the 100% of clients into three or four different groups?

Now, take a look at how you are communicating with these groups. Are you using the same message for everyone? Do you think it is resonating equally with them?

Just as the chartered accountant did for me, you have to adapt your communication strategies to fit the person you are speaking to at the moment, whether you are talking about one individual standing before you, or a segment of the population at large. You have to speak to them in language that will resonate with them.

I had a manager indicate to me once that the reason he doesn't post his employment openings on [www.OVJobs.ca](http://www.OVJobs.ca) is because he sits in front of a

computer all day and the last thing he wants to do at night is sit in front of a computer again. I told him I understood that, however, he wasn't the one looking for a job. Job seekers overwhelmingly look for work online and during the day. By not communicating with their preferences, he missed the greatest segment of his target market.

Communicating effectively is a challenging task. It is often hard to step out of our own way and see things as they truly are, and not how we prefer them. However, the more often you can use the language of your customer, the more successful you will be.

### Ottawa Valley BUSINESS

December 13  
Regular Issue of OVB  
Deadline: December 6

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December 16  
101 Things to do in the  
Valley: Winter Edition  
Deadline: December 14

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December 27  
Regular Issue of OVB  
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(Last issue of 2011!)

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