

The Valley Gets 1% of Tourism Funding Toronto takes nearly half of funding for new tourism orgs

By: Jennifer Layman
jenn@ovbusiness.com

In our October 5th issue, Ottawa Valley Business covered the new tourism organizations being defined in the province of Ontario. Each region is given a number, and the region covering the Ottawa Valley area is RTO-11. Ottawa Valley Business also suggested that from preliminary research, RTO-11 would be receiving the least amount of funds of all of the 13 regions. Last week, the Ontario Ministry of Tourism and Culture has confirmed that is correct.

Of the \$65 million being allotted in 2011, RTO-11 will receive \$875,000, or 1% of the total budget. In comparison, RTO-5 (Brampton, Mississauga and Toronto) is receiving over \$30 million, or 48% of the entire provincial budget for Regional Tourism Organizations.

The allotment per region, from most to least funding received, is as follows:

- RTO-5; \$30,771,000**
Brampton, Mississauga and Toronto
- RTO-10; \$7,615,000**
Ottawa and Prescott and Russell, United Counties
- RTO-13; \$5,013,000**
Cochrane District, Greater Sudbury, Manitoulin District, Nipissing District, Parry Sound District, Sudbury District, Temiskaming District, Algoma District, Kenora District, Rainy River District and Thunder Bay District
- RTO-2; \$3,961,000**
Niagara Region
- RTO-9; \$3,158,000**
Frontenac County, Hastings County, Leeds & Grenville, Lennox & Addington, Prince Edward County and Stormont, Dundas and Glengarry County
- RTO-7; \$2,685,000**
Bruce County, Grey County and Simcoe County

- RTO-6; \$2,210,000**
Dufferin County, Durham Region and York Region
- RTO-3; \$1,961,000**
Brant County, Brantford, Halton Region and Hamilton
- RTO-1; \$1,640,000**
Chatham Kent, Elgin County, Essex County, Haldimand County, Lambton County, Middlesex County, Norfolk County and Oxford County
- RTO-4; \$1,575,000**
Huron County, Perth County, Waterloo Region and Wellington County
- RTO-8; \$1,263,000**
Kawartha Lakes, Northumberland County and Peterborough County
- RTO-12; \$1,251,000**
Muskoka District, Nipissing District and Parry Sound District
- RTO-11; \$875,000**
Frontenac County, Haliburton County, Hastings County, Lanark County and Renfrew County

Corrections From Last Issue

Thanks to Mitch Wilkie for pointing out that RTO-11 is made up of 8 tourism regions, and not 18 as we had printed. The eight regions are: Ottawa Valley Tourist Association, Lanark Tourism Association, Rideau Heritage Route Tourism Association, Land 'O Lakes Tourism Association, ComfortCountry.ca, Bancroft & District Chamber of Commerce, Haliburton Highlands Tourism and the Algonquins of Pikwakanagan.

None of the eight organizations were able to comment by press time. Ottawa Valley Business will publish comments should they be available for the next issue. In addition, the Township of Addington Highlands, a municipality in Lennox & Addington County is also part of RTO-11, although the remainder of Lennox & Addington County is part of RTO-9.



RANDY McCrae LAURENTIAN VALLEY COUNCIL

I am a candidate for councillor in Laurentian Valley. This is my first time running for council, and I believe I am worth your vote because I have a lot in common with Laurentian Valley residents. My goal with being on council is to make sure that we continue to make you aware of the issues as they are happening, not after they have been decided. A municipality's role is to move us forward as a community, and I am very much someone who likes to build consensus around the council table so we can accomplish that goal. My name is Randy McCrae, and I would appreciate your vote on October 25th.

Home: 613-638-5742 | Cell: 613-401-8711 | randy.mccrae@gmail.com

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 2,700 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:

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

Publisher: Jennifer Layman
E: admin@ovbusiness.com
P: 613-732-7774

Mailing Address:

Forward Thinking
2113 Petawawa Boulevard,
Pembroke, Ontario K8A 7G8

You can also find us on Facebook.

Input Sought For Rail Service

Contact MP Cheryl Gallant By November 8

MP Cheryl Gallant is seeking input on the interim report issued by the independent review panel established by the Federal Conservative Government on

rail freight service. Comments must be submitted by November 8th, 2010. Gallant said that the Panel who was appointed to look into the future of Rail Freight Service

did not receive much feedback with regard to services provided by rail shortlines like the Ottawa Valley Railway (OVR) and the Ottawa Central Railway (OCR). "As the panel is concerned with customer service, they need to hear from Ottawa Valley stakeholders how line abandonment would impact their business," says Gallant.

The Federal Conservative Government established the Rail Freight Service Review to examine and respond to concerns about rail freight service. The Interim Report was released on October 8th.

A number of stakeholders raised issues related to branch lines, which they believe are an integral part of provincial transportation networks and critical to local/regional economic development. Key issues raised include: inadequate track maintenance; ability of cars to be fully loaded; line abandonment; demarketing of some lines; and unreasonable financial and other sale/transfer conditions that discourage the sale of lines to shortline operators.

Continued on Page 6

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Business News Around The Valley

New Business. New Twist.

An Arnprior company is taking a traditional service and making it modern. Lean Office Solutions, located at 83 Daniel Street North, is providing office administration on a "pay as you go" basis. Owner Sue Wurtz believes that companies can save time by outsourcing things like administration, bookkeeping, data entry and more. Lean Office Solutions also offers a local address and toll free, phone and fax numbers to entrepreneurs who need those services. You can see them at: www.leanofficesolutions.com.

Local Government Week October 17-23, 2010 is Local

Government Week, an initiative developed by the Province of Ontario, the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) and the Association of Municipality in Ontario (AMO). LGW is a school-focused campaign to celebrate the important role municipal government plays in shaping our communities.

Dental Practice

Welcomes New Dentists

Dr. Christy Natsis welcomes two new dentists to her team. Dr. Danie Bujold and Dr. Annie Larouche are currently accepting new patients at the office, located at 925

Pembroke Street East in Pembroke.

Business Moving

Dave H. Laventure's Office is moving as of November 1st, 2010 to the Kenwood Corporate Centre. Contact the office at 613-623-3181 for more information.

Mintha Wants To Be Warden

If re-elected, Bonnechere Valley Township Mayor Zig Mintha announced that he would let his name stand for the Office of Warden of the County of Renfrew. The position of Warden is a one-year term and is elected by his or her peers at the inaugural session of County Council. If

there is only one nominee for the Office of Warden, then that individual will be acclaimed for a one-year term.

Blackstein Honoured

Fred Blackstein, a former member of Algonquin College's Board of Governors, has been recognized for his work to help bring a brand new Algonquin College campus to Pembroke with the William G. Davis Community Volunteer Award. The Award is part of the Colleges Ontario Awards recognizing excellence in the college sector.

AECL Employees Raise \$90,000

AECL's Chalk River Laboratories recently raised \$90,000 over two weeks for the Untied Way. The Employee Campaign ran from September 20 to October 1 and funds were raised through donations and fundraising activities. Activities included the annual Running of the Bears event, pizza and bake sales, rose sales, Loonie/Toonie Drive and a pancake breakfast. The United Way is AECL's corporate cause of choice. In the past five years, AECL has raised over \$440,000 for the Renfrew County United Way.

Continued on Page 4

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More Business News Around The Valley

Café To Close

Red Canoe Café in Wilno is closing after 11 years. Owners Tom McCullough and Joanne Zomers decided that it was time they tried something different. The café share a building with an inn and art gallery. The owners will remain in the building, but will convert it back to a residential property with some apartments to rent. McCullough and Zomers will turn their attention to their livestock farm where they raise sheep and pigs. They hope to capitalize on the base of restaurants who have

recently jumped on the local-food bandwagon.

Policing Costs Drop

Here's something you don't hear every day. Policing costs in Admaston-Bromley have dropped 17%, going from \$275,786 in 2009 to \$234,161 in 2010 for a \$41,625 decrease. The municipality has a contract with the Ontario Provincial Police.

Passenger Service To Toronto?

The Pembroke and Area Airport Commission is currently compiling a list of possible interested users for a scheduled passenger service

between Pembroke and Toronto. If you would be interested in using such a service, please contact Natalie Granter by calling 613-687-5300.

New Restaurant

Moe's & Ame's Place, Fine Lebanese Cuisine and More opened on October 12th on Madawaska Street in Arnprior. The owner is Moe Fakih and the eatery is amix of Middle Eastern food and traditional food such as burgers, nachos and spaghetti.



a matter of fact

Most Trusted Canadian Brands

- Breakfast Cereal:** Kellogg's
- Credit Card:** Visa
- Life Insurance:** Sun Life
- Gas Retailer:** Esso
- Pet Food:** Iams
- Soup:** Campbell's
- Pick-up Truck:** Ford
- Airline Brand:** Air Canada
- Digital Camera:** Canon
- Male Deodorant:** Old Spice
- Female Deodorant:** Secret
- Batteries:** Duracell
- Allergy Relief:** Claritin
- Flour:** Robin Hood
- Margarine:** Becel

- Passenger Car Manufacturer:** Toyota
- Mobile Entertainment Device:** Apple
- Entertainment Equipment Manufacturer:** SONY
- Mobile Communications Device:** BlackBerry

- Bank/Credit Union**
- TD Canada Trust & RBC
- Stomach Ailment Remedy**
- Pepto-Bismol
- Sunscreen Skin Protection**
- Coppertone
- SUV Manufacturer**
- Toyota & Ford
- Ground Coffee**
- Maxwell House
- Hotel Chain**
- Holiday Inn & Best Western
- Ice Cream**
- Breyers & Chapman's
- Residential Realtor**
- RE/MAX
- Cough/Cold Remedies**
- Buckley's

Source: Reader's Digest

County of Renfrew Employment Placement Program

The County of Renfrew Ontario Works Employment Placement Program can assist you in meeting your hiring needs through:

- The provision of hiring, screening and matching assistance.
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Events Calendar



October 22

Upper Ottawa Valley Chamber of Commerce Tradeshow celebrating Small Business Week. Best Western Pembroke Inn & Conference Centre. 10am-3pm. Free to attend. For information, contact the Chamber at 613-732-1492 or uovcc@nrtco.net.

October 25

Municipal election day. Please see your municipality for more information.

October 27

Bridges to Better Business Event. Ma-te-way Activity Centre in Renfrew. For info, contact Enterprise Renfrew County at 613-432-6848 or 613-75-8224.

October 28

Renfrew County Legal Clinic AGM. Speaker is Dr. Jeff Daiter, the Chief Medical Director for the Ontario

Addiction Treatment Centres. Methadone Maintenance Treatment Programs: An Overview. 7:00pm-8:00pm. Marguerite Centre at 700 MacKay Street in Pembroke. Open to the public. Business meeting to follow. For info: 613-432-8146.

October 28

Business, Government Services and You. Business information and networking with representatives from various federal and provincial government organizations. Find resources for financing, business planning, marketing, importing, exporting and more. Learn how to sell your goods and services to the government. 5:00pm-7:30pm. To register visit: www.cbo-eco.ca or call 1-877-553-5507. RA Centre, Clark Room. 2451 Riverside Drive in Ottawa. Free to attend. Free parking.

October 28

Inaugural induction ceremony for the Municipality of North Grenville's Sports Wall of Fame. Among this year's 18 inductees will be Olympic athletes, a record holding team

and several sports community builders. Ceremony begins at 7pm at the Municipal Centre. Please contact Krista George for more information. kgeorge@northgrenville.on.ca Phone: 613-258-9569 ext.155.

November 3

Delfi Group to host Idea Management seminar on how to maximize employee engagement and turn ideas into results. Contact Jim Slavin at 613-432-0874 or visit www.delfigroup.com.

November 15th

Business After Hours at The Toy Nook in Petawawa. 5:30pm-7:00pm. 1024A Victoria Street in Petawawa.

December 9th

Upper Ottawa Valley Chamber of Commerce Business After Hours at Hugli's Blueberry Ranch. 2139 Greenwood Road in Pembroke. 5:00pm-8:00pm.

January 29, 2011

Upper Ottawa Valley Chamber of Commerce Annual Awards Gala. For tickets, sponsorships and more information, call 613-732-1492 or email Lorraine at the Chamber at: uovcc@nrtco.net.

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Drop by and see how becoming a member can benefit your business. Or, join today and become and exhibitor at no charge!

Contact Lorraine MacKenzie at:
Phone: 613-732-1492
manager@upperottawavalleychamber.com

How Do You Compare?

Poll surveys small business in Canada

As the economic downturn comes to an end, 56% of Canadian entrepreneurs say the recent recession had either no impact or a positive impact on their business. This is in contrast to 36% who felt a negative impact. Of those who felt a negative impact 72% it was in decreased sales revenue, while 54% said it was in fewer business opportunities.

As signs of an economic recovery begin to slowly crop up, 72% of small business owners are optimistic about the success of their companies over the next year, even though 58% do not believe the recession is over. Despite being unsure of the recession's end, two-thirds of entrepreneurs consider the outlook for the Canadian economy to be positive.

Small Businesses and Large Problems

Small business owners face a unique set of challenges and the most common one expressed is finding clients and developing their market, according to 22% of entrepreneurs. Other challenges include keeping a steady workload (13%) and maintaining sufficient cash flow/financing growth (11%). When asked what advice they would give to other small business owners about how to grow a business, 50% would advise them to network and develop alliances. Other recommendations consist of knowing the competition (47%), researching the market (46%) and developing a business plan (45%).

When starting a new business, there are always

mistakes made along the way and one-third of small business owners say they would do things differently if they were to start over again. 73% would network more and 67% would more aggressively solicit clients. 66% said they would seek more advice, 59% would conduct more market research and 54% would develop a better business plan.

The survey was conducted by Ipsos Reid on behalf of RBC.

Rail Input

Cont. from Page 2

Key solutions to address branch line concerns include: a moratorium on line abandonments; amending the CTA line transfer provisions to allow more time for entities to consider the railways' discontinuance plans; and encouraging public/private ownership of low-volume rail lines with running rights given to all railway companies.

"I encourage all interested parties, to provide their comments for submission as soon as possible," said Gallant.

For more information, contact MP Gallant's office at 613-732-4404.



Local Candidates Online

Fred Adams: Deep River
www.fredadamsformayor.com

Eric Burton: Arnprior
www.ericburton.org

James Carmody: Petawawa
www.jamescarmody.ca

George Hodgkinson: Laurentian Valley
www.georgehodgkinson.com

Randy McCrae: Laurentian Valley
www.facebook.com

Doug Munro: Arnprior
www.dougmunro.wordpress.com

Jennifer Murphy: Bonnechere Valley
www.jennifermurphy.ca

Marc Poirier: Public School Trustee
www.facebook.com/votemarcpoirier

David Reid: Arnprior
www.davidreidformayor.ca

Dave Thompson: Deep River
www.daveformayor.ca

Kate Windle: Renfrew
web.me.com/katewindle

Melinda Reith: Deep River
www3.sympatico.ca/melinda.reith/Index%20page

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The Best Brands Share What Works

How much time do you put into your brand?



Reader's Digest conducted a survey for the most trusted brands in Canada. We listed those results in our Matter of Fact column. Four brands - Claritin, Kellogg's, Coppertone and Iams - were highlighted and brief interviews were had with the brand managers of those companies. It was interesting what came out of those interviews.

The one common thing was that to be a trusted brand, the company had to be authentic, high quality and operate from integrity. Another commonality was going beyond the marketing to build a company structure where

employees are part of the vision of the company. As Iams said, "the overwhelming majority of Iams employees share their hearts, their homes and their lives with four-footed family members." Not that having a pet is a prerequisite to work at Iams, but it sure does bring the company home with employees.

Kellogg's was started by W.K. Kellogg, and the company still bears the family name on all the products. The VP of Marketing for Kellogg's said that the reason the company is successful is because of their commitment to the founder's principles.

"Mr. Kellogg put his signature on the box to demonstrate his personal pledge to quality and nutrition - that's how he began building trust. We've upheld that trust by continuously improving the nutrition credentials of our

products. We're also totally truthful in our marketing so consumers can make informed choices. And we manufacture our products to the strictest standards - quality and safety are top priorities."

In the Ottawa Valley, many businesses are known by the family name. If you are one of those businesses, how much time have you put into principles that preserve your brand?

In a time when we have seen some of the largest corporate crashes in recent history, everyone becomes a bit of a skeptic when it comes to trusting a brand.

Consciously or subconsciously, we all get a little skeptical when our trust is broken, and that means all brands pay the price for that.

Claritin's Senior Brand Manger said, "I think we're a society in search of trust. We

look for it in businesses, in our government, in personal interactions, and it's very precious when you do find it. An organization that commands trust has a powerful competitive advantage."

So, take a look at your business. I'm sure you have policies and procedures for purchasing, customer service, and shipping/receiving. But do you have a procedure on how to represent your brand? Do you have values in your company that support how you want the brand perceived? Have you spent any time really focusing on what it is that your brand means to you, and what you want it to mean to others?

A trusted brand reduces competition and maintains profitability. It is easier to look after your brand than it is to rebuild it.

In business, you make your own luck.



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Ottawa Valley
BUSINESS

November 9 Issue
Deadline: October 26

November 23 Issue
Deadline: November 16

December 7 Issue
Deadline: November 30

December 21 Issue
Deadline: December 14

**101 Things
to do in the Valley
Winter Edition**

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