

Coming Full Circle

How Marina D'Arthenay rebuilt her life

by: Rosa Lee
admin@ovbusiness.com

Next to the Red Bargain Barn in Pembroke is a humble building with a sign reading, "Edward Jones." This is the office of financial advisor, Marina D'Arthenay. She appears quiet and unassuming, yet she is passionate about her work because once upon a time, she was the one looking for financial guidance.

"When my husband was ill, one of the doctors sent us to his broker in Ottawa," says D'Arthenay. "He wouldn't take us as a client, because we didn't have enough money. I thought I was going to be eating dog food in my retirement."

When her husband passed away from cancer in 2001, D'Arthenay invested the life insurance money she received from his policy. After 9/11, the market took a downturn and she lost a third of her investment.

I didn't tell anyone for a long time because I was ashamed and embarrassed.

Marina D'Arthenay
Edward Jones

"I didn't tell anyone for a long time, because I was so ashamed and embarrassed," she says. "To make mistakes with money is one thing, but to make mistakes with your husband's life insurance, it was devastating."

D'Arthenay attended a seminar held by Edward Jones agent, Agnes Braneka. "Edward Jones is very much about keeping the client informed and why things are the way they are," Marina explained. This philosophy set Edward Jones apart from other financial institutions in her eyes and she became a client.

"After my first meeting with Agnes, I came home and cried with relief," she says. "Agnes helped make back all the

money that had been lost."

When Edward Jones was looking to expand in Pembroke, Agnes approached Marina about becoming a broker. After some initial hesitation, Marina agreed.

"She told me there were people who needed my help. They had gone through what I had gone through and they needed help."

Since becoming a broker in 2006, D'Arthenay feels a passion for her work.

"Knowledge is so powerful," she says. "I know that people come to the table with fear of making a mis-step. Once you understand what your money can and should do, the daily market fluctuations aren't as big as the question of will you

have money to buy food down the road? To be able to sit across from them and see the light bulb come on; that they don't have to be afraid, that is the best part of my job."

When it comes to investing, the Edward Jones mantra is: stay calm, stay invested and look for opportunities.

D'Arthenay tells her clients never to be afraid to ask questions. Just as a smart shopper would ask questions when buying a vehicle or home, Marina feels that people should question when looking at investing.

"Money is one of those things that is important," says D'Arthenay. "But because people are intimidated, they will put [their money] in something that is easy instead of asking a question. It's better to ask a question than it is to end up being poor."

Nothing teaches like experience, and Marina D'Arthenay is living proof of that every single day.

Second Opinions are Free. Just Ask!



Johnston
& Mackie
Limited

www.jmackie.com | Phone: 613-735-1046

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:

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.

CFB Petawawa Earns 4 Blooms

Communities in Bloom competition extends to military bases

Receiving a 4-Bloom rating and a special mention for the new Wellness Garden, CFB Petawawa received the award for the Best Base in Canada at the 2011 Communities in Bloom Competition held in Quebec City on October 29. CFB Petawawa also won the award in 2009.

"This is a proud moment for CFB Petawawa," said CFB Petawawa Base Commander Lieutenant-Chris Moyle. "This award tells the world

something we already know; CFB Petawawa, while being one of the busiest operational bases in this country is also a great place to live."

CFB Petawawa excelled in the areas of natural and cultural heritage conservation, its landscaped areas, and community integration. The awards event was attended by CFB Petawawa Base Commander Lieutenant-Colonel Chris Moyle, Base Chief Warrant Officer Daniel

Benoit, CFB Petawawa Canadian Forces Sustainable Communities Chair, Kelly Russell and Co-Chair Dalcyce Vermette. .

"These awards are based on a number of criteria ranging from environmental awareness to community involvement and green spaces, proving that CFB Petawawa is about many things," said CFB Petawawa Sustainable Communities Chair, Kelly Russell.

Best Brokerage in Ontario

Pembroke company wins provincial award

On October 21, 2011, Johnston & Mackie Limited of Pembroke received the Brokerage of the Year honour from the Insurance Brokers Association of Ontario (IBAO). The award was one of five given out at the annual convention. Johnston & Mackie Limited was evaluated based on their contribution to

promoting the profession, their innovation in the areas of marketing, promotion and business development, the growth of the brokerage, their internal management model and their commitment to customer service.

"Johnston & Mackie Limited is a great example of a small town brokerage having

big time influence in the community and the broker channel," said IBAO CEO, Randy Carroll. "This brokerage is committed to being involved in the community and to their consumers' interests. It's great to reward."

Mary Hill, President of Johnston & Mackie, feels the achievement is one of the most prestigious in her career.

"It is always a special honour to be recognized by an organization of your peers," says Hill. "It was an incredible experience to bring this recognition back to Pembroke and to be able to share it with our customers and our community. I am truly blessed to have an amazing staff and a wonderful clientele who help us be able to achieve these great milestones."

IBAO's membership includes over 12,000 brokers throughout Ontario. Mary Hill has served in a variety of capacities on local boards and committees, and was also one of the first women to sit on the IBAO Board of Directors. In 2008, she was recognized by the Upper Ottawa Valley Chamber of Commerce with a Lifetime Achievement Award.



Tour Now. Stay Later.

When you are caring for someone in the early stages of dementia, you may feel that you don't need any help. Using Guest House early on can actually help with the transition, for you and the person living with dementia, later in life. It's worth a look as a short-stay option.

Ph: 613-247-1664 | info@carefor.ca | www.carefor.ca

what you'll find

OnLine

ovbusiness.com

Visit www.ovbusiness.com for further details on the following information:

TENDERS

Notice of Intent

Audit Services

Employee Assistance Program

Re-Construct Tennis Courts

Architectural, Mechanical and Electrical Engineering Services

General Insurance and Risk Management

Sidewalk Maintenance

Server Room Relocation

Colour Digital Multi Functional Device

NEW! Tenders are free to post for anyone. Send it to: admin@ovbusiness.com

BUSINESS DIRECTORY

Promote your business in our business directory for one year for only \$99.

ADS AVAILABLE

Ask us about promoting your business online at www.ovbusiness.com. Multiple options available.

UPCOMING PUBLICATION

Our next issue of Ottawa Valley Business is on November 15th. The deadline for submitting information or booking ad space is November 8th.



events calendar

November 2

Growing your business using social media and improving customer service. Marguerite Centre in Pembroke. 7pm-9pm. Matt Lemay and Jay McLaren. \$15 plus HST includes refreshments. Pre-registration required. Visit: www.enterpriserenfreewcounty.com or call 613-735-8224.

November 3

Growing your business using social media and improving customer service. Ash Grove Inn, Barry's Bay. 7pm-9pm. Matt Lemay and Jay McLaren. \$15 plus HST includes refreshments. Pre-registration required. 613-735-8224 or enterpriserenfreewcounty.com

November 4

Succeeding in the Age of the Empowered Consumer. This workshop will introduce three key areas of study to enhance our business planning with the right consumer in mind. Workbook included for future reference. Jennifer Debruin. 9:30am-12:30pm. \$10. Info: www.lnenterprise.ca

November 16

Business After Hours at Custom Draperies in Pembroke. 6:00pm-8:00pm. This is a Chamber of Commerce networking event that is open to the public. For more information, contact the Chamber at: 613-732-1942 or manager@uovchamber.com.

November 16

Renfrew & Area Chamber of Commerce hosts a Newcomers Night for new Renfrew area residents. Renfrew Legion hall. 6:30pm to 8:30pm. Learn more about Renfrew with over 20 display tables and local clubs, organizations and businesses. Every family in attendance receives a gift and there will be door prizes and refreshments. Call to register before November 9, 2011. Phone: 613-432-7015.

November 19

Open House at the Pembroke & Area Airport for those interested in obtaining their pilot's license. 11am-3pm. Just drop in. No charge. For info: phone 613-687-5300 or email info@flycyta.ca. The program will be held in Pembroke.

November 22

A free soil test workshop for Renfrew County Soil and Crop members. 7:00pm to 9:00pm at the Galbraith Room in the Renfrew Armouries. Memberships will also be

available at the workshop. Renfrew County Soil and Crop will pay for one soil analysis. For information, contact Glen Smith at 613-432-2754.

November 23

Greater Arnprior Chamber of Commerce dinner social at Danny Mac's featuring The United Way. For info, call 613-623-6817 or email info@gacc.ca.

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 or email 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.

Note on Submissions:

Submissions to the Events Calendar are free and geared towards business events. Non-business submissions are welcome, but may be edited for space. Alternatively, you may submit your event for publication in 101 Things to do in the Valley, published three times annually for \$25.

Reach the people who run the local economy.

Ottawa Valley Business is a successful advertising option when you are looking to reach the business leaders and organizational partners in the local community. Ask us how we can help plan your advertising today.

Ottawa Valley
BUSINESS
Informative. Creative. Relevant.

Phone: 613-732-7774 | Email: admin@ovbusiness.com

Business News Around The Valley

Admaston Bromley Building Permits for September

The Township of Admaston Bromley issued five building permits in September. The developments included a dairy barn (\$182,000), gazebo (\$30,000), machine shed (\$18,000), deck (\$15,000) and deck and gazebo (\$5,000).

More Development in Arnprior

A 40-unit townhome development and a 52-unit three-storey apartment are planned for development in front of the Grover Nursing Home in Arnprior. The developers are Don and Doug Johnston of Vydon Investments. The property was severed from Gillies Grover some time ago.

Students Participate in Heritage Village Program

Six students completed their community hours at Heritage Village in July and August as part of the Petawawa Heritage Society program. Dalaney McIntyre, Katie Anne Gallant, Madeline McIntyre, Sarah MacKinnon and Catlin O'Hara participated in 2011. Students participated under the Youth Interpreter Program. The program is offered to youths between the ages of 14- 18 who want to live the life of a 19th century teenager. A Youth Interpreter wears a time-appropriate costume provided by the Village, develops public speaking skills, learns new crafts and trades, gains work experience and makes new

friends. The next intake for 2012 will be offered in April.

Road Renaming in Arnprior

The Town of Arnprior will change the name of White Lake Road to Daniel Street, from Highway 17 to Baskin Drive, to be in effect for next summer. The Highway 417 ramps are due to be opened any day.

Mohns Addresses Xeneca Issue

Tom Mohns, Deputy Mayor of the Town of Petawawa, says that as per the Green Energy Act, the final decision on whether the Xeneca Power Plant will be located on the Petawawa River, is between the province and Xeneca. However, the Town does have input by means of the Environmental Review Process in the same way that individual residents can have their say. Mohns says that one of the big problems is that the design continues to change as Xeneca tries to overcome obstacles they face as a result of the ongoing Review Process. The Town has now hired a Lawyer with an environmental background to

follow the process and keep Council informed. Until this process is complete and the final report is issued publicly for review and comment, it is hard to make any firm decision one way or another. Mohns says that personally, he does not want to see the River altered in any way so he will only support a design that meets those requirements.

Arnprior Airport Seeks \$50K from Town

The Town of Arnprior contributed \$56,000 to the Arnprior Airport Commission in 2011 and the Commission is seeking the same contribution for 2012. The Commission noted that the All Weather Observation System has allowed more planes to land in poor weather and is maintained free of charge by ATS Technology Systems. In addition, the Airport received federal funding to resurface the taxiway, and built two new tie-down pads for the Mile High Parachute Club. However, the subdivision development has been put on hold pending results of contaminated land.

Continued on Page 5



**Are you a small business owner?
Are you having difficulty financing
a business loan from your bank?**

Call us today to discuss how you may qualify for one of our many loan programs with interest rates starting at 0%.

Speak with Mike Thompson.



Community Futures
Development Corporation
Renfrew County

Phone: 613-735-3951 ext.223 | 888-225-8331
www.rccfdc.org | 2 International Drive, Pembroke

Nominate a Business!

Nominate a business for a Chamber of Commerce Award of Excellence!

Forms and categories are available online.

The business does not have to be a member of the Chamber to win.



Chamber of Commerce

UPPER OTTAWA VALLEY

Phone: 613-732-1492 | manager@uovchamber.com

Business News Around The Valley

120 Students Graduate from Booster Program

Renfrew County District School Board's (RCDSB) free Summer Booster program graduated 120 students from Grades 1 and 2 in Renfrew County. The Summer Booster program helps young students who struggle with literacy or numeracy. The program was hosted by eight RCDSB schools last summer, including: A. J. Charbonneau Public School, Central Public School, Cobden District Public School, Eganville District Public School, Highview Public School, Herman Street Public School, Killaloe Public School and Mackenzie Community School. Students reading

levels were tracked using Nelson Education's PM Benchmark reading assessment resource.

NHL Museum Gets Favourable Vote

The Town of Renfrew has voted in favour of moving forward on a museum for the National Hockey Association and National Hockey League. The location would be in the Renfrew post office building.

Passport Office Moves

The Ottawa Passport Canada office is now located at 885 Meadowlands Drive East, Suite 115. Hours are 7:30am to 4:30pm, Monday to Friday. Free parking is available on the site. For more information, visit passportcanada.gc.ca or call 800-567-6868.

Solar Discussion Continues in Renfrew

iSolara, the Ottawa company that has processed the Town of Renfrew's solar panel applications is considering setting up a satellite office in Renfrew in 2012. iSolara outbid two local companies for the Town of Renfrew contract, but the Town may now be considering other companies for the completion of the project due to the negative feedback from the local business community when Council didn't choose a local contractor.

Blok Successful on Dragon's Den

Beachburg's Nathan Blok was successful in securing a deal with Jim Treiving, one of the dragons on CBC's Dragon's Den. Blok's episode was part of a student showcase on October 26 and the local racer attracted the Boston Pizza and Mr. Lube dragon with his achievement and presentation. More information on Blok's racing career can be seen at www.nathanblok.com.

Employees Recognized

Petawawa Mayor Bob Sweet presented Dan Scissons with a certificate of achievement for 20 years of service with the Town of Petawawa. In addition, Sarah Laverdure was recognized for receiving the Association of Municipal Clerks and Treasurers of Ontario (AMCTO) Executive Diploma in Municipal Management Program. In Greater Madawaska, Jenn Fleming and Jamie Doering were presented with certificates to recognize five years of service with the Township, while Daryl Leclair was recognized for three years of service.

Local Newspaper Chain Purchases Printer

Torstar Corporation, which owns Metroland Media Group, publishers of the Arnprior Chronicle-Guide and Renfrew Mercury, has acquired Performance Printing of Smiths Falls for over \$20 million.

Continued on Page 6



Enjoy the Fall Season.

See us for wood pellets, fencing and more for your home this Fall.

Farmers, ask about our harvesting corn silage plot that is underway.

We are now carrying Ka Lime. Data sheets are on our website

www.mandrfeeds.com

Micksburg 2768 Micksburg Rd 613-735-3689 Micksburg@mandrfeeds.com
 Pembroke 1185 Pembroke St. E. 613-732-2843 Pembroke@mandrfeeds.com
 Shawville 388 Main Street 819-647-2814 Shawville@mandrfeeds.com



...Short days ago we lived,
felt dawn, saw sunset glow...

Remembrance Day November 11

Business News Around The Valley

Yakabuski is Whip

Renfrew-Nipissing-Pembroke MPP John Yakabuski is the Progressive Conservatives' Opposition Whip in the new Legislature. Yakabuski's job is to ensure an energized and motivated Ontario PC Caucus maintains a strong presence in the Legislature. First elected in 2003, Yakabuski was re-elected this past October with 70.8% of the vote more than any other MPP in the province.

Stinson Expands in Arnprior

The W.O. Stinson location in Arnprior is expanding to

include a 20-seat Country Style restaurant in December. The coffee chain will also include a drive thru at the location. The restaurant will offer breakfast and lunch as well as sandwiches. The Arnprior site will also be the first to launch the "For The Road" slogan tied to Country Style. The site, which includes an extensive gas operation, currently employs 30 people.

Renfrew To Revamp LCBO Store

An 8,000 square foot LCBO building is in the works for Renfrew, as part of the O'Brien Road development.

The new store is scheduled to open in August 2012. The current LCBO store on Argyle Street is 5,500 square feet. LCBO has 620 stores across Ontario.

Admaston Bromley Solar Plans Axed

The Township of Admaston Bromley has submitted six application to the Ontario Power Authority (OPA) and Hydro One for solar projects, but have been told that they cannot get a connection due to system constraints.

Lanark Highlands Seeks Nominations

The Township of Lanark

Highlands is seeking nominations for our 2011 Small Business Awards in the following categories: Economic Growth Award, Community Spirit Award, Young Entrepreneur Award and Social Responsibility Award. Criteria and nomination forms are available at the Township office at 75 George Street or by calling 613-259-2398. Details are also posted at www.lanarkhighlands.ca. Self-nominations will not be accepted. Deadline for receipt of nominations is 4:30 p.m. on November 1, 2011.

MP Takes Local Business Idea To Africa

Glenergy development provides benefits and is affordable

As a member of the Canada-Africa Parliamentary Association, Cheryl Gallant, MP Renfrew-Nipissing-Pembroke, recently travelled to Ethiopia and Senegal. The local MP used the opportunity to provide a demonstration of a solar powered LED lantern from Glenergy, which is based in Petawawa. Solar powered LED lanterns are an affordable, safe and sustainable solution to lighting in remote locations. Enabling access via local enterprise

breaks the cycle of poverty and the dependence on kerosene.

"Glenergy, which is owned and operated by Petawawa businessman Glen MacGillivray, has a business delivery model based on micro-consignment and revenue sharing," says Gallant. "This allows for village level entrepreneurs to sell solar lanterns while reducing their financial risk and increasing accessibility of life-improving modern

lighting. It was exciting to connect the Ottawa Valley with Glen's mission to enable the sustainable transition from kerosene to solar lighting."

Established in 2003, the Canada-Africa Parliamentary Association promotes exchanges between African and Canadian parliamentarians, proposes initiatives likely to lead to better mutual understanding of national and international problems, and works to develop cooperation in all the

fields of human activity. In addition, the Association works to develop ties with regional parliamentary groupings and the Pan-African Parliament. Addis Ababa is home to the African Union and the United Nations Economic Commission for Africa. To UNECA, solar lighting in place of kerosene has significant impact on individuals, households and communities.

Over 80,000 hits in September!

OVJobs.ca continues to connect employers with people who are looking for work. If you have a job opening at your business, you should be posting it on the region's most popular job board.

www.OVJobs.ca



Cost to post: \$75 plus HST. | Job writing help available. | Phone: 613-732-7774



Business Perspectives

By: Hilda Young

Business:

Madameek Restaurant
1024-D Victoria Street,
Petawawa, Ontario K8H 2E3
Phone: 613-687-6872
www.madameek.com

Owner:

Fadi Diab

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

A: We wanted to fulfil our son's dream of opening a quality Lebanese restaurant in Petawawa to serve his colleagues, who had to drive to Ottawa for Shawarma.

Q: What brought you to the area?

A: We wanted to honour our son Marc Diab's memory after his death as a member of the Canadian Forces in 2009.

Q: Where are you from?

A: We are Lebanese originally and are now proud Canadians who have lived in Mississauga for the last 10 years.

Q: Did the move meet your expectations?

A: Yes. We opened in July 2010. We want to thank the community of Petawawa and the Canadian Forces for the great support we receive from them. We wish to thank Mayor Bob Sweet and the Town of Petawawa for their support dealing with the bureaucracy to set up the restaurant. We are opening a second location in Pembroke by the end of the year.

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

A: We set up the Marc Diab Children's Foundation when Marc died to support children through summer camps, sponsoring soccer and hockey teams, helping sick children and supporting children's education. We have a coin jar in the restaurant now to help a child with cancer. We respect other businesses. We serve only Lebanese food and do not have a liquor license.

The Family Business

What parents and children need to know early on

by: Jennifer Layman
Jenn@ovbusiness.com

Parts One and Two of this series discussed various options on succession planning. See our October issues for these Parts of our series.

When it comes to passing on the family business, it pays to be prepared in advance. So says Len Davies of the Legacy Planning Group who has helped many families make the transition of ownership in their business. Davies spoke exclusively on family business succession planning at a September workshop presented by Renfrew County Community Futures Development Corporation.

Two of the key discussions for family succession planning is what the parent feels they need as an income, and how the strategy of leaving the business will take place.

"You have to consider the income a parent wants, the income of the Canada Pension Plan and Old Age Pension and how that contributes to the desired income," says Davies.

"This allows the parent to sell at the best opportunity."

Davies says a net worth of the business also needs to be determined at three intervals: when a child joins the business, when the parent leaves the business and upon the death of the parent. This assists in determining any payouts to other children who may not be in the business.

"The parent is the one who has to decide how the estate is to be divided," says Davies, "especially when some of the children are in the business and others are not. This plan needs to be revisited every four years."

When it comes to deciding how the parent will exit the business, Davies says there are three stages that this can take place. Stage one is that the parents and the children work together for X years. Stage two is when the parent acts as an advisor. Stage three is when the child(ren) run the business alone, and without the parent.

Continued on Page 8

Worth Repeating

"I tip my hat to him. He's had a great career. What a way to go out. If you're going to retire, that's the way to go out; a world champion."

~ Davey Johnson, manager of the Washington Nationals commenting on Tony La Russa's decision to retire from Major League Baseball after the St. Louis Cardinal won the World Series.

What do we carry? Everything Safety.

When it comes to safety, Layman Fire & Safety carries everything you need from covered extension cords to personal fall protection equipment. Just ask. We have it.

Layman
FIRE AND SAFETY

joel@laymanfireandsafety.com

Ph: 613-687-2896 | Mobile: 613-732-5320

The Family Business: The Final Series

This article is continued from Page 7

Davies advises that there needs to be a shareholder or partnership agreement in place, and that it is updated as more children join or exit the business. There also need to be contingency plans in place for the five D's: death, disability, divorce, dissolving assets and disagreements. These are not only of the parent, but also for the children. For example, if two brothers are in the business and one dies, what happens to their assets? Does the wife become the new partner? What if she remarries? These scenarios do happen and Davies says that there are ways to ensure the business is prepared for these situations.

When it comes to divorce agreements, Davies says that if parents expect their children to have agreements, that the parent should also have one in

place.

"When divorce happens, it hurts," says Davies.

Fiscal planning, such as money from the parent being held in a separate account, can help with income determinations in divorce cases.

Another consideration comes in disagreement resolutions. Davies suggests that there be a plan for how disagreements are solved. For example, you set aside 30 days to resolve it on your own, before going to a mediator. Then you agree to 30 days in mediation before seeing a lawyer. Then you agree that one lawyer will solve the issue. This prevents disagreements from ruining the business, and the family relationship.

Davies recommends having an advisory team to assist with business decision making and

when succession planning discussions begin, that all be invited to sit in to share ideas. The advisory team includes marketing, consulting, accountants, lenders and any other valued advisors who have an impact on the business. Their insight can be invaluable in planning.

"You need to have regular meetings, and you need someone to check in with everyone to make sure things are getting done," says Davies. "This is not only important for the parent in exiting the business effectively, but also for the child or children to be able to take over the business effectively."

For more information on the succession planning resources in these articles, contact Mike Thompson at RCCFDC. The website is: www.rccfdc.org



a matter of fact

Small Businesses

1,138,761

Small businesses in Canada

5,137,147

Number of Canadians who work for small businesses

41

Percentage of Canadians who work for businesses with less than 20 employees

2.7 million

The number of Canadians who are self-employed

35

The average hours of work for employees in 2010

40

The average hours of work for self-employed people in 2010

115,000

Largest number of new Canadian small businesses established in one year (2005)

90,000

Smallest number of new Canadian small businesses established in one year (2002)

36

Percentage of small businesses with a website in 2007

91

Percentage of large businesses with a website in 2007

86

Percentage of small businesses who were Canadian exporters in 2009

24

Percentage of small business owners who have a success plan worked out for retirement

Source: www.cbc.ca

Interested in Obtaining Your Pilot's License?

Pembroke & Area AIRPORT
We make it possible.

Come to our OPEN HOUSE!

Saturday, November 19 | 11:00am to 3:00pm | Drop In

Instructors from Ottawa Aviation Services will be on hand to discuss what is involved in obtaining your license, and how the program will be delivered. The program is going to take place at the Pembroke & Area Airport.

Phone: 613-687-5300 | info@flycyta.ca | www.flycyta.ca

How To Make Changes

A way to address anxiety about doing things differently



I'm reading a book right now that talks about how people make changes. They say that people need two things: 1) a belief that the change is worthwhile, and 2) the belief that they can do it. It is the second part that I think many people struggle with in terms of marketing.

We have all heard great seminars about all these things you can do in social media, or how to network or how to manage your time or finances or employees to improve their business. But when the speaker leaves town to go on to his next speaking gig, what happens to the "action" items of the seminar? Who goes back to the office and says, "I have all the tools I need to do this." Probably very few.

How to Implement Change

When it comes to making a change in your business, what

specifically do you find difficult about implementing it? Have you spoken to someone about a new website, but don't quite understand how it would be any different than the one you currently have? Are you thinking you should run some advertising but don't know where to run it? Or are you wanting to do some planning but just can't find the time to figure out what to do? Let's look at these three scenarios.

Websites

Websites are easy to understand for the people who create them. For people who don't create them, they can be as foreign as a different language. If you have spoken to someone about a website, and they cannot convince you that spending money on a new one will generate anything better than your current website, then either you don't need a new website, or you aren't speaking to the right person. A website designer is always happy to build a new website. What they need to convince you of is that a new

website will do something the current one is not doing, and that something is worth the investment.

Advertising

What makes advertising on radio station A better than newspaper B? What makes website C better than website D? If you don't know the answer to that question, then don't spend your money. I'm not saying that you need to know the ins and outs of every possible advertising opportunity, but you do need to know enough that convinces you that advertising with someone is a good decision. If you don't feel that way, it is because you don't have enough information to make that decision.

Planning

If the thing that prevents you from moving forward is time, then you have to delegate a task to someone else so that you can get it accomplished. If you don't want to delegate marketing to someone else, then delegate another item that is taking your time. Contract out your bookkeeping or hire

an administrative assistant for one day a week. Free up time that you can sacrifice in order to do something more productive for your business. Work a weekend or start work an hour earlier or take 30 minutes a day for planning instead of trying to do it all at once.

Everything that needs to be done in your business or organization can be done, regardless of the size or strength of the task. If you believe that, you can make it happen.

Ottawa Valley BUSINESS

November 15 Issue
Regular Issue of OVB
Deadline: November 8

November 29 Issue
Regular Issue of OVB
Deadline: October 6

December 13
Regular Issue of OVB
Deadline: December 6

December 27
Regular Issue of OVB
Deadline: December 20
(Last issue of 2011!)

ADVERTISING PLANNING FOR 2012

If you want to reach the business market in 2012, contact us for a free plan on how to use Ottawa Valley Business to advertise for you. Advertising rates will remain the same for 2012

CONTACTING US
Phone: 613-732-7774
admin@ovbusiness.com

Don't let marketing scare you.



forwardthinking
MARKETING GROUP