



# Ottawa Valley BUSINESS

The Region's Business Media. More than 3,400 subscribers.



Issue No. 110

Published by: Ottawa Valley Business Group

FEBRUARY 20, 2013

## Small Business Supplies The Feds Most procurement winners under five employees

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

The Federal government purchases \$15 billion worth of goods and services annually. It might surprise you to learn that the majority of that is from small businesses. This is why the Government of Canada is encouraging businesses to register with MERX, the online tender process company that provides a list of opportunities for businesses. There is no cost to register for the federal government tenders through MERX.

Caroline Landry, the Regional Director for the Office of Small and Medium Enterprises (OSME), National Capital Region for Public Works and Government Services Canada recently explained how to sell to the government of Canada.

The website that contains most of this information is [www.buyandsell.gc.ca](http://www.buyandsell.gc.ca). There you can register to be a supplier, and see who is already supplying to the government (which can be helpful in offering sub-

contracting services.) If you click on PQSD: Pre-Qualified Supplier Data, you will see a list of who is doing business with the government and what they are providing. You can register through the supplier registration and professional sources database. All you need is your Canada Revenue Agency business number. Include everything you do.

Once registered, Landry suggests you promote yourself to stay "top of mind" with buyers. The Government Electronic Directory Service

(GEDS) is where you can see all the people who work for the government in various departments.

Another option is to check the contract history to see what was purchased and how much it was purchased for.

[www.buyandsell.gc.ca](http://www.buyandsell.gc.ca)

This gives an indication of the price points that win contracts. This information can be found at [csi.contactscanada.gc.ca](http://csi.contactscanada.gc.ca)

### CFB Petawawa

CFB Petawawa can purchase up to \$25,000 without going through the public works process. They need three quotes, a request for proposal or tender document. In some cases, there may not be an advantage to go to tender and the purchase is made directly. Examples of this type of situation include: it would cost more money to tender the

document than the value of the service, tendering is not in the public interest or there is only one person who can perform the project. If the amount is more than \$25,000, they are required to post on MERX. The awards database is also searchable on MERX.

### Additional Notes

- 1) Security clearances can be obtained through OSME and average two months to obtain. Clearance lasts for 10 years.
- 2) You can ask permission to submit without having the exact experience being requested. The person to contact is listed on each tender posting.
- 3) Most of the companies doing business with the government have five or less employees.
- 4) If you don't win a tender, you can ask for a debrief from the organization.

## Eastern Ontario Development Program

Application Deadline: Thursday, March 1, 2013 at 4:00pm

Guidelines and applications are available online at: [www.rccfdc.org](http://www.rccfdc.org). Applications may be submitted early.

For more information on this program, contact David Wybou at: 613-735-3951 ext.229.



Canada



Community Futures  
Development Corporation  
Renfrew County

2 International Drive, Pembroke | [www.rccfdc.org](http://www.rccfdc.org) | Ph: 613-735-3951 ext.229 | [dwybou@bellnet.ca](mailto:dwybou@bellnet.ca)

## 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 Ottawa Valley Business Group.

### WHO READS US:

OVB is delivered twice a month via email to more than 3,400 businesses, government agencies 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 via the following:

Publisher: Jennifer Layman  
E: [admin@ovbusiness.com](mailto: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.



**February 20, 2013**  
Annual General Meeting for the Lanark County Municipal Trails Corporation. 6:30pm. Lanark County Administration Building at 99 Christie Lake Road in Perth. For more information contact Steve Allan, at 613-267-1353, extension 3101, or [sallan@lanarkcounty.ca](mailto:sallan@lanarkcounty.ca)

**February 21, 2013**  
Building a Culture of Service Excellence tourism workshop. Perth. Facilitated by the Ontario Tourism Education Corporation (OTEC). Register at [tourism@lanarkcounty.ca](mailto:tourism@lanarkcounty.ca)

**February 21, 2013**  
Renfrew County United Way Touchdown. 5pm to 7pm. Marguerite Centre in Pembroke. Speaker is Fred Blackstein on the Power of Community. Campaign highlights at 5:45pm. To confirm attendance or for information, call 613-735-0436 or [uniteddw@nrto.net](mailto:uniteddw@nrto.net)

**February 21, 2013**  
WSIB Bill 119 Seminar. Mandatory coverage in the construction industry. Topics include the Bill's impact on independent operators, contractors and more, what home renovation work is exempted, impact on clearance certificates and more. Allen Cramm is the speaker. 9:00am to 11:00am. Free. Smiths Falls. To register: 613-283-7002 ext.109 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

**February 22, 2013**  
Renfrew Landowners Association public meeting. Astrolabe Hall in Cobden. For info: 613-432-4352 or [donnaburns1@rogers.com](mailto:donnaburns1@rogers.com)

**February 23, 2013**  
Planning to Build Seminar. Information on blueprints,

construction responsibilities, hiring trades, avoiding costly mistakes and building on budget. \$15 per person or \$20 per couple. Hosted by Home Hardware Building Centre in Renfrew. Held at Best Western Renfrew Inn at 760 Gibbons Road in Renfrew. 10am to 1pm. Reserve your space by contacting Erica. Phone: 613-432-8874 or [beaverhomes.renfrew@bellnet.ca](mailto:beaverhomes.renfrew@bellnet.ca)

**February 23, 2013**  
Upper Ottawa Valley Chamber of Commerce Business Awards Gala. \$85 per person. Dinner by Ullrich's. Germania Hall in Pembroke. Call: 613-732-1492 or [www.uovchamber.com](http://www.uovchamber.com)

**February 25, 2013**  
Neil Squire Society Workshop: Time Management & Organizational Skills. 143 Pembroke Street West, Suite #7 in Pembroke. Natalie Ducey at 613-735-4586 or [natalied@neilsquire.ca](mailto:natalied@neilsquire.ca)

**February 26, 2013**  
Defence and Security Procurement webinar. For businesses who sell defence and security related goods and services. Must register 24 hours in advance of the event. 1:30pm to 3:30pm EST. Your computer must have a sound card and Internet access. Contact: 819-953-7878 or [rcnbpme.ncrosme@tpsgc-pwgsc.gc.ca](mailto:rcnbpme.ncrosme@tpsgc-pwgsc.gc.ca)

**February 27, 2013 or February 28, 2013**  
Exploring Value Added Opportunities Webinar. For farm and rural entrepreneurs. Are you looking for or have a value-added business idea for your farm? We cover three modules: selecting your best idea, assessing your idea's business potential and next steps. For info: 877-424-1300 or [ag.info.omafra@ontario.ca](mailto:ag.info.omafra@ontario.ca)

**February 28, 2013**  
Renfrew & Area Chamber of Commerce Networking Event. Entrepreneurship, start-ups and economic development. Speaker is Bruce Firestone. Ma-te-way Activity Center in

Renfrew. RSVP by February 15. Registration at 7:30am. For info: 613-432-7015 or [info@renfrewareachamber.ca](mailto:info@renfrewareachamber.ca)

**February 28, 2013**  
Intermediate Facebook Workshop. Renfrew County Community Futures. 1pm-4pm. Held at 2 International Drive, Pembroke. Contact Kelley at 613-735-3951 or [klemenchick@bellnet.ca](mailto:klemenchick@bellnet.ca)

**February 28, 2013**  
Obtain your WHMIS Certificate. 9:00am to 12:00pm. Get the information needed to work safely with controlled products in your workplace. Employment Networks in Renfrew. Call: 613-432-3424 to register.

**March 5, 2013**  
Understanding the new regulations for the construction industry. WSIB. 5:30pm to 7:30pm. Bancroft Community Futures. For info, call: 613-332-5564 or [kevinmills@community-futures.ca](mailto:kevinmills@community-futures.ca)

**March 7, 2013**  
Exploring Value Added Opportunities. For farm and rural entrepreneurs. Cobden Community Hall. 9am to 4pm. \$70. This workshop is the same as referenced earlier, but is being held on site. For info: 877-424-1300 or [ag.info.omafra@ontario.ca](mailto:ag.info.omafra@ontario.ca)

**March 11, 2013**  
Deadline for nominations for Greater Arnprior Chamber of Commerce Business Awards Gala. Held April 11, 2013. For forms call 613-623-6817 or [info@gacc.ca](mailto:info@gacc.ca)

**March 21, 2013**  
Service Excellence for Diverse Cultures tourism workshop. Maberly Community Centre. Half-day session. Facilitated by the Ontario Tourism Education Corporation (OTEC). Register at [tourism@lanarkcounty.ca](mailto:tourism@lanarkcounty.ca).

-----  
Send your event to: [Admin@ovbusiness.com](mailto:Admin@ovbusiness.com)  
Business events are posted free of charge.

# Most Visits Ever in January 2013! Thanks!



January 2013 marked a milestone for OVJobs.ca as we recorded over 102,000 visits to our website.

In reviewing our 2012 statistics, we also discovered that 29% of our visits are coming from people in Ottawa. This shows there is a lot of interest in people who are looking to work in the Ottawa Valley.



## ovjobs.ca

This is where the jobs are.

Post your job openings with us for \$75.

Email: [employers@ovjobs.ca](mailto:employers@ovjobs.ca)

Phone: 613-732-7774

## Business News Around The Valley

### OHTO Plans Motorcycle Route

Ontario Highlands Tourism Organization (OHTO) has hired BC Hughes Tourism Consultants to develop a motorcycle touring experience in the region. Motorcycle tourism development is part of the destination plan for OHTO, a tourism region that comprises a land mass from Haliburton to Pembroke to Perth. This region is known provincially as Regional Tourism Organization 11, or RTO 11. BC Hughes has completed several tourism assessments, including a motorcycle plan for RTO 13 (the northern Ontario region.)

### City Wins Awards

The Economic Development Council of Ontario has awarded a first-place award to the City of Pembroke for its "Meet Me in the Downtown" video. The video was produced by Matt Lemay and used the music of local musician, Nicolette Lagace. The City also received an Award of Merit for its participation in the cultural mapping project, which was a joint venture with the Ottawa Valley Tourist Association.

### Merger Takes Place

Crain & Schooley, a business that includes an insurance brokerage and a financial company has merged with Johnson Inc. The Ottawa Valley business has five offices (Perth, Kemptville, Ottawa, Smiths Falls and Carleton Place) and more than 60 employees. Johnson Inc. has 27 offices throughout Ontario with more than 600 employees. Johnson has also been named one of Canada's Top-100 employers.

### WSIB Information

St. John Ambulance - Renfrew County Branch reminds

businesses that all employers covered by the Workplace Safety and Insurance Act are required to have first aid equipment, facilities and trained personnel in all workplaces. According to WSIB Regulation 11-1, employers with one to five employees must have one first aid box and one worker qualified in emergency first aid. Employers with six to 200 employees must have one first aid box and one worker qualified in standard first aid. For more information on these qualifications, contact St. John Ambulance at 613-735-0772 or 800-519-8117 or [pembroke@on.sja.ca](mailto:pembroke@on.sja.ca)

### New Coffee Shop Opens

Michele Leclair has opened The Press Cafe, a coffee bar at 215 Daniel Street in Arnprior. Leclair uses a French press to make her coffee, something she believes adds to the taste when coffee is not processed through a filter or left to sit in a pot. She uses coffee beans from Neat Cafe in Burnstown, an eatery that roasts their own coffee beans. The Press Cafe also sells food and is open daily from 8:00am to 4:00pm.

### Drug Store To Expand

The Town of Renfrew is paving the way for Aikenheads Drug Store to expand its business. Construction is planned for the spring on the 74-year-old business. Owner Sheila Kemp requires the changes in order to become a Canada Post outlet and to upgrade the building to meet accessibility standards. The construction will nearly double the business' square footage. Beatty Pilgrim Construction is the contractor.

*Continued on Page 4*

# Business News Around The Valley

## Firefighters Honoured For Service

Barry Griese and Rob Dougherty were recognized for 35 years of service, while Peter Whalen, Dan Visneskie and Fire Chief Guy Longtin received their 20-year medals. The Renfrew Fire Department has 11 full-time firefighters and 18 volunteer firefighters.

## Priorpalooza

### Looking For Acts

Priorpalooza, the Town of Arnprior's festival that came from the municipality's 150th anniversary in 2012, is looking for musical acts. The one-day event is scheduled for June 8 at Robert Simpson Park. Interested musicians should register by March 1 at [www.arnprior.ca/priorpalooza](http://www.arnprior.ca/priorpalooza). Crafters are also being sought to participate.

## Support Not Yet Provided

Renfrew Power Generation (RPG) was hoping for Horton Township's support for a development at First Chute on the Bonnechere River. Instead the municipality voted to support a peer review of RPG's environmental impact study, if their application is successful with Ontario Power Authority (OPA). Municipal support adds value to the project for OPA.

## Fundraising Goal \$1 Million for School Board

The fundraising drive for the Renfrew County District School Board (RCDSB) outdoor track is estimated to cost \$1 million. The cost of the track has not yet been sourced. This is the first time the RCDSB has embarked on such a campaign, and has no

previous fundraising experience, beyond that of individual schools. The deadline for submissions to be considered for the fundraising position was February 19.

## OPP Merger Official

The Towns of Arnprior and Renfrew have merged their OPP service. All staff and the detachment office have been retained in Arnprior with the only difference being the loss of one staffing sergeant. The merger is estimated to save up to \$350,000 per year.

## Whitewater Tender

The Township of Whitewater Region has approved the quote received from TSC Engineering in the amount of \$1,200 plus HST for the completion of roof drawings for the Cobden Arena.

**Arnprior Plans For Growth**  
The owners of PJ's Restaurant in Arnprior are planning a major development on the 58-acre piece of property adjacent to their restaurant on Madawaska Boulevard. The owner, Peter Anas, is planning a mixed residential use (145 single family homes, 11 townhomes and a 76-unit apartment building) that includes a shopping plaza.

## NFL Player in Area

Former NFL player, Alvin Powell, was the guest speaker at a career day for the Algonquins of Pikwakanagan earlier this month. This year's career day saw representation from many industries, and was the largest turnout to date.

**New Cell Towers in GM**  
Greater Madawaska is going to be home to some new cell towers in three locations across the municipality by 2014. The proposed sites include: 594 Black Donald Road, 98 Barryvale Road and 25169 Highway 41. Each tower covers a 12km region.

## Antler Acclaimed

Doug Antler has been acclaimed as the newest

member of Head, Clara, Maria council. Antler replaces David Foote who resigned in December. Antler is the owner of Antler's Kingfisher Lodge in Deux Rivieres. Antler lost the previous by-election to current member of council, Debbi Grills, by just 12 votes.

## Taste of the Valley Chooses Deep River

The Town of Deep River will be host to one of Renfrew County's "Taste of the Valley" sites. The additional three host municipalities include Barry's Bay, Renfrew and Cobden for 2013. Deep River believes it will bring thousands of people to the municipality. In 2012, Cobden's event has more than 5,000 attendees and 100 booths.

## Arnprior Tender

The Town of Arnprior has awarded the tender for a new Fire Department Special Services vehicle to Mack Mackenzie Motors in Renfrew. The dealership had the lowest bid at \$42,613.49 for a Chevy Tahoe. The tender included trading in a 1996 Suburban. The other tender was from Reid Brothers of Arnprior.

## New Paramedic Facility In Deep River

The County of Renfrew will be creating a new paramedic facility in Deep River, adjacent to the Deep River & District Hospital. The County purchased the land for \$1 and hopes to have the ambulance base up and running this year.

## Maple Leaf Homes Apartment Building

The Town of Arnprior has approved a site plan agreement with Maple Leaf Homes that would see an eight-unit apartment building on John Street. There would be one-bedroom (1), two-bedroom (3) and three-bedroom (4) apartments with laundry on the lower level.

## Building Owners Have Responsibilities.

Fire safety requirements are outlined in the Ontario Fire Code. The onus is on the building owner to ensure all fire alarms, fire extinguishers, sprinkler systems and more are inspected by qualified personnel.

Layman Fire & Safety works with an electrical contractor and provincially licensed technicians to ensure consistency with the Ontario Fire Code. If you have questions about licensing requirements, we are happy to answer them for you and refer you to the appropriate legislation.

We offer this consultation at no charge as part of our commitment to fire safety outreach.

**Layman**  
**FIRE AND SAFETY**

[www.laymanfireandsafety.com](http://www.laymanfireandsafety.com)  
Ph: 613-732-5320  
[joel@laymanfireandsafety.com](mailto:joel@laymanfireandsafety.com)

# Tourism Talk At Calabogie

## Provincial focus may be in urban areas, but one speaker notes the benefit in our own backyard

The Ontario Highlands Tourist Association (OHTO) held a conference recently about building tourism packages. The event was held at Calabogie Peaks.

James Lynn, a senior investment consultant with the Ontario Ministry of Tourism, Culture and Sport, noted that tourism is Ontario's 14th largest employer, accounting for 148,000 businesses in the province. Canada's Wonderland north of Toronto is the province's largest tourism employer. Recently, the Ontario government has spent over \$600 million for tourism projects in Toronto. Lynn also indicated that most of the investors are from the Middle East and that they do not wish to invest in the United States "due to challenges."

Most of Lynn's discussion revolved around the urbanized part of Ontario, though he suggested that rural Ontario could be part of the bigger picture by connecting through organizations such as the Culinary Association or Retail Council of Canada. Lynn also referenced tourism development funding, but Jonathan Harris who is involved with that funding for this region stressed there is a minimal amount of money available (\$1 million for the entire province.) The consensus was that the

investment had to be really proven before the government would consider an application.

While Lynn was not familiar with investment opportunities in Renfrew County, economic development representatives

from the County did participate in a tour in 2012, which brought them face-to-face with investors from the Middle East and China.

*Continued on Page 6*



## Locate Your Business Where It Can Take Off.

The Pembroke & Area Airport has office space, land and future hangar space available for lease. We are conveniently accessible to Highway 17 and Petawawa Boulevard. We are minutes to CFB Petawawa and an easy drive to Atomic Energy of Canada Limited.

The Airport supports an average of 400 aircraft movements per month with private business, provincial and federal governments and local pilots.

### We make it possible.



For business development and other inquiries:  
613-687-5300 | flycyta.ca | info@flycyta.ca

## editorial & letters

### Kathleen Wynne

Kathleen Wynne's election changes nothing in Ontario or in Renfrew County. Although I congratulate Ms. Wynne for winning her party's leadership, she worries me because she completely endorses Dalton McGuinty's failed agenda.

Under Dalton McGuinty, the Liberals give big corporations like banks and oil companies huge tax breaks while upping personal taxes, cutting the services we depend on, and selling off provincial assets and services, like the ORNGE air ambulance privatization.

Then there's the education crisis. I expect Ms. Wynne to wriggle out of this, but the same problems remain.

Teachers and all public service workers are being told to take the hit because the Liberals won't tax corporations and wealthy people fairly.

The Liberals have ruined green energy by bringing in multi-national corporations instead of harnessing the resources of landowners and municipalities. We need to move to green energy, and projects should be in rural Ontario, but the McGuinty Liberals took a good idea, threw enormous money at it, and poisoned the well for future development.

The Endangered Species Act was passed with no stakeholder consultation and has put development on hold across rural Ontario.

Kathleen Wynne may represent a different face from Dalton McGuinty's, but it's the same old Liberals with the same old policies that hurt working people in Ontario, especially rural Ontario.

- Brian Dougherty, NDP  
Arnprior (613-622-0600)

### quote for the day

Don't let  
yesterday take  
up too much  
of today.

**tenders online**  
**ovbusiness.com**  
*(information on our website)*

**TENDERS**

- Project Management Services  
-----
- Winter Road Maintenance  
Services and Municipal Road  
Grading Services  
-----
- Entrance Door Replacement  
-----
- Various Items and Services  
-----
- Emergency Power  
Generator Replacement  
-----
- Operations Contract: Miller  
Construction and Demolition  
Waste Disposal Site  
-----
- Installation of Foam Strip  
Under Ridge Vent  
-----
- Frame-in Rink Change Room  
-----
- Sale of Land for Tax Arrears  
-----
- Tow-Behind Sweeper  
-----
- Granular Road  
Maintenance Material  
-----
- Economic Development  
Website  
-----
- Asset Management  
Plan Development  
-----
- Professional Services for  
Renovations at the Stewart  
Community Centre, Pakenham  
-----
- Replacement of Heating  
System at Killaloe Fire Hall  
-----
- Arena Ice Resurfacers -  
Advertising Opportunity  
-----
- Commercial Dishwasher  
-----
- Exterior Work of Town Hall  
and Nearby Patio

**TENDER POSTINGS  
ARE FREE!**

Simply email the tender to:  
[admin@ovbusiness.com](mailto:admin@ovbusiness.com)

# Tourism Talk At Calabogie

## Continued from Page 6

*Continued from page 5*

Unfortunately, the County had to travel to Peterborough to make its presentation. Lynn noted that "we couldn't take the investors to every little hamlet in eastern Ontario." While County economic development officers in attendance were happy to pitch opportunities to investors, they felt it was more difficult as they were not near Renfrew County to do so.

Lynn also noted that the province is "building relationships with outlet malls and big retail" in order to keep people in Ontario. Lynn urged the attendees to think about attracting investment that would grow with the region and that perhaps the area should work together to split up the location of restaurants, accommodations and attractions, instead of trying to attract them individually. When the concern about geographical area was brought forward, Lynn said that was not a unique problem. A representative from Algonquin Highlands felt she had a unique problem with 80% of their land being crown-owned.

"Capital projects are not our focus," she indicated.

Lynn agreed that most of the items being discussed may not be applicable to the individuals in attendance at the moment, but could be applicable in future years.

In his closing comments, Lynn urged working together with agencies like the Ontario East Economic Development Commission by saying that "foreign investors don't know where eastern Ontario is, and they sure don't know where your municipalities are." County of Renfrew's Craig Kelley is the new president of the that Commission and hopes to help change that.

**Dr. Nancy Arsenault**

The second half of the day featured Dr. Nancy Arsenault of Tourism Cafe. Arsenault operates a business that helps agencies develop more opportunities for experiences in tourism. Arsenault's focus was more regional in nature, noting that "we forget that a big opportunity is in our own backyard." She suggested that tourism operations need to know who they are, and who they are not, so they can offer the best type of experience to

the customer.

Arsenault explained that in her experience, you market to the consumer in a way that meets their anticipation and expectations, then the consumer comes to the region and has that experience, and then you are left with improving the experience to bring them back.

In closing, Arsenault told many stories of experiences she had been involved with where the underlying message was changing from the "product, price, promotion, people" mindset to the "customer, company, competition" mindset. The focus is more on the customer.

**OHTO**

For more information on the Ontario Highlands Tourist Organization (OHTO), you can visit their website at: [www.ohto.ca](http://www.ohto.ca). You can visit their events section for upcoming workshops and seminars on tourism-related activities in the region, which expands from Haliburton to Pembroke and Perth.

OHTO is one of 13 regional tourism organizations in the province of Ontario.



Start-ups, working capital,  
 equipment purchases,  
 expansions and more.

**We Help Make  
 Business Work.**

Up to \$250,000.

**[www.rccfdc.org](http://www.rccfdc.org)**  
 2 International Drive, Pembroke

**Phone: 613-735-3951 ext.223 | 888-225-8331**

## people on the move

### Heather Garnett

Heather Garnett is the new vice president of patient and resident services, and is the chief nursing executive at the Almonte General Hospital. Garnett spent 11 years with the Royal Ottawa Health Care Group and was most recently the director of quality, patient safety and risk management. She is a registered nurse and worked in long-term care prior to becoming involved with administration. Garnett has both her bachelor's and masters' degree in nursing and

is an accredited surveyor with Accreditation Canada, an organization that assesses standards of health organizations.

### Gary Rafter

After 35 years in the car business, Gary Rafter has retired from Reid Brothers Motor Sales. Rafter started with the business in 1978 while he was waiting to go to Newfoundland. Rafter decided to stay in Arnprior, and sold 4,200 vehicles in his career.

### Laura Garbuio

Laura Garbuio is the new human resources officer for the Town of Arnprior. Garbuio previously worked at Securitas Canada as the human resources manager and was also the former labour relations officer for First Air

Northern Airlines. Garbuio is a graduate of Carleton University and Algonquin College and is a resident of the Town of Arnprior.

### Diane Schofield

Diane Schofield, the deputy treasurer for the City of Pembroke has been recognized as the employee of the year for the municipality.

### Suzanne How

Suzanne How has received a Community Achievement Award for outstanding community involvement from the company she works for - The Cooperators. In early 2012, the International Year of Co-operatives, the insurance franchise designed a Community Achievement Award program to recognize the community initiatives that

Cooperators advisors are involved in. Each November, a district manager nominates an advisor they think has gone above and beyond in their community. How was the winner for the North, East, West Ontario Region.

### Dr. Clive Greenstock

The editors of Radiation Research recently published a special issue of the journal, noting the most cited publications. A 1973 paper by Dr. Clive Greenstock and his co-authors was reproduced as one of the Top-20 most significant research studies of the past 60 years. Greenstock and his AECL colleagues were recognized for their research which have significant application today in protecting radiation workers in nuclear power stations and workers in medical facilities using diagnostic and therapeutic X-ray or radioisotope procedures.

### Greg Lubimiv

Greg Lubimiv, Executive Director of the Phoenix Centre in Pembroke, has received a Jubilee Award for his dedication to improve the lives of children and families in the past 30 years.

### Wendy King

Wendy King will be opening Scrap Therapy Papercrafts, a store for scrapbooking and crafting. The opening will be Friday, February 22 at 4:00pm and the business is located in the Petawawa Plaza. King has been involved with scrapbooking or many years and plans to offer classes and workshops. Her website is: [www.scraptherapy.org](http://www.scraptherapy.org).

# 300,000 of our annual tourists are local people.



## How do you market to them?

### Tourism Operators:

Increase revenues by marketing to the people who are right here in your own backyard. Give them a reason to visit you this summer, or to bring guests to visit your business.

### Eateries, Shopping & More:

Increase your sales by enticing local people to consider you during their leisure time this summer. Remember, these are tourists who can drop by anytime because they're right here.

### Everyone Else:

How many of your clients are in the tourism business? Support the third-largest industry in our region by advertising to the people who make it possible.



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

PUBLISHING APRIL 2013

## Submit To Us:

We welcome submissions for Business News Around the Valley, People on the Move, Letters to the Editor and story suggestions.

Please send your submissions to:  
[admin@ovbusiness.com](mailto:admin@ovbusiness.com)

# Why Taxes Were Lowered in HCM

## Reader request forwarded to municipality

In our last issue of Ottawa Valley Business, we noted that Head, Clara and Maria Township was reducing taxes this year. A reader requested that we follow up on that, so we asked CAO Melinda Reith to explain:

“Head, Clara and Maria (HCM) is a typical rural Ontario municipality in that we have a large sparsely populated area. Unique to “southern” Ontario however is the percentage of Crown land (90.52%) and the TransCanada Pipeline in our municipality that contributes substantially to our tax revenue. HCM has few “soft services” such as

recreational programs and youth services as our population, being substantially comprised of retirees, does not warrant that kind of service.

Head, Clara & Maria has the lowest taxes in the County and likely the fewest services for its ratepayers. Major costs are roads, disposal sites and administration. We do not have a fire department and we rely on the OPP for police services.

A number of years ago, Council decided to be proactive and increase taxes by small increments building up reserves to plan for eventual asset replacement and

to avoid huge increases in any given year. Council has made a conscious decision to avoid incurring debt. With limited capital expenditures, and consistent success in grant applications for major projects, it did not take long to have major capital assets repaired to an acceptable level with a long term plan in place for asset management.

Now, as assessed values along the Ottawa River and payments in lieu of taxes increase, and as reserves reach targeted goals Council is in a position to lower taxes, albeit marginally.”

# a matter of fact ?

## Do Not Call

**11,273,373**

The number of telephone or fax numbers registered on the National Do Not Call List.

**656,777**

The number of complaints about telemarketing communications per month.

**112**

The number of active investigations, stemming from complaints, that took place in January 2013.

**196**

The number of citations issued to telemarketers in January 2013.

**0**

The cost to a consumer to sign-up on the Do Not Call List.

**24**

The time (hours) it takes for a phone number to be added to the Do Not Call List.

**31**

The number of days that telemarketers have to update their information so they don't contact someone who is registered with the Do Not Call List.

**5**

The length of time (years) that the registration of your phone or fax number is valid with the Do Not Call List before you need to re-register with them.

Source: CRTCC



Is addicted to prescription drugs.



Doesn't know how she will pay student loans.



Still grieves the loss of his wife.



Her best friend is in an abusive relationship.



Is struggling to fit in with her new job.



Doesn't have enough savings to retire.



Her teenage daughter is pregnant.



Has limited self-esteem from being bullied

What do your employees bring to work each day?

**Mental. Health. Matters.**

Valley Employee & Family Assistance Program  
[www.valleyefap.com](http://www.valleyefap.com) | [info@valleyefap.com](mailto:info@valleyefap.com)  
 Phone: 613-732-2116 or 800-661-0340





# Lessons Learned From Tourism Operators

## What we can learn from the third-largest local industry



MARKETING

By: Jennifer Layman  
jenn@fwdthink.net

In the many projects I have been involved with, I have never seen something take off as quickly as Travel Our Backyard. Businesses, municipalities, festival organizers, retail shops and activity providers are already on board with a tourism guide that targets local people. This enthusiasm had me wondering why people were so keen on this publication. Here is what I have determined:

### Focussed on Success

Many tourism opportunities here in Renfrew County are seasonal in nature. Either you are an open water business or a frozen water business. You operate in the sand or you operate in the snow. Whatever your season, you only have six to eight months (or less) to earn an annual income.

Operators in these businesses know that from the moment they are open, they need to be in a money-making situation. Whatever helps make that happen is something they are interested in.

### Advanced Planning

Along that line, tourism operators often plan their marketing in advance of the season. This is so every day they are operating is spent on

the visitor's experience as opposed to trying to attract the visitor. For those of us who have 12 months to earn our incomes, we do not feel the urgency for advance planning. Imagine if your business was only going to operate six months next year and you might find yourself becoming a bit more organized.

### It's Big Business

Tourism is the third-largest industry here in Renfrew County. The businesses who invest in tourism know that this is a key economic driver to the region and they work hard to earn their piece of the pie. If you think your business isn't really "in the business of tourism," consider this: using information from the Ontario Ministry of Tourism, tourists spend \$33 million in transportation, \$15 million in accommodations, \$19 million in restaurants and \$10 million in retail. That does not include the attractions and people "in the business of tourism." It all adds up to more than \$106 million in total visitor spending each year in Renfrew County.

### Picking Up On Trends

I also think that tourism businesses have noticed the

increase in local traffic through their establishments, or the influence of local people on the visitors. In 2007, the number of local people traveling locally was 167,711. In 2010, that number was nearly 300,000. Tourism is a "chatty" business and smart operators are always engaging the tourists.

### Final Thoughts

Out-of-town tourists still spend more money in Renfrew County than local tourists. However, local tourists offer the advantage of being readily available. Local tourists can play golf on Wednesday at 4:00pm or leave Thursday night for the campground. Local tourists are here all the time, so your chance of securing their business increases because you have more than a week or a weekend to attract them.

When considering your marketing decisions for the year, take a look at your second-largest customer group. The stronger you the #2 customer, the stronger you make your business.

*Jennifer is the president of Forward Thinking Marketing in Petawawa. Her column appears every issue.*



Marketing is easier  
when you get started  
on the right foot.

**forwardthinking**  
MARKETING AGENCY

www.fwdthink.net | Ph: 613-732-7774

Ottawa Valley  
**BUSINESS**

**UPCOMING  
ISSUES**

March 5, 2013

Regular Edition of Ottawa Valley Business.

Deadline: February 27

----

March 19, 2013

Regular Edition of Ottawa Valley Business.

Deadline: March 13

----

March 26

101 Things to Do in the Valley: Spring 2013 Edition

Deadline: March 21