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MARCH 5, 2013

Algonquins Claim Ownership of the Valley What does that mean to non-Algonquins?

By: Jennifer Layman
 Jenn@ovbusiness.com

The Algonquins of Ontario claim to have Aboriginal rights and title to 36,000 square kilometres of the Ottawa and Mattawa River watersheds. This comprises the entire Ottawa Valley, and 80% of Renfrew County. As they can find no treaty that shows the Algonquins divested their title to these lands, they claim to have ownership of the entire Ottawa Valley and its resources. In 1983 they filed a land claim wherein they are seeking financial compensation for the loss of the land and its natural resources, for titled rights and for harvesting rights.

Canada and Ontario are trying to address the potential of these rights claimed by the Algonquins in a reasonable way, given where we are

today. They chose this method instead of fighting the issue in court. Neither government has admitted any legal liability. In 1994, the negotiation process began.

www.aboriginalaffairs.gov.on.ca

Some Highlights

Ontario says that no private land will be expropriated as part of the claims process and private landowners will be able to continue "to make use of and access their land." Certainly, where there is a willing buyer and seller, a purchase may ensue, but the Agreement-in-Principle (AIP) suggests that uses in effect will continue. For individuals with hunt camps or who have used these lands in the past for recreational or cultural enjoyment, the Algonquins agree to have discussion about these situations.

Harvesting

The Algonquin harvest rights are negotiated with the Ontario Ministry of Natural Resources. It is Ontario's position that Algonquin Park

will remain a provincial park under the general management of the Province of Ontario. In their newsletter, the Algonquins indicate they will have "extensive management input" of Algonquin Park.

The Land Transfer

The AIP establishes that Ontario will transfer at least 117,500 acres of Provincial Crown land to the Algonquins. The Algonquins also have right of first refusal on provincial parks should Ontario opt to sell them.

In addition, the final agreement will see the establishment of sites in

Algonquin Park or other areas for the Algonquins to use for cultural or ceremonial gatherings, and a cultural centre, museum or tourist destination may also be developed there.

Water Power Leases

There are 26 parcels of land subject to water power leases. Funds paid by public utilities for the use of settlement lands will be redirected to the Algonquins, and will continue to be paid to the Algonquins.

Capital Transfer

Canada and Ontario will transfer more than \$300 million to the Algonquins. This amount was based on December 2011 values and will be adjusted for inflation from the effective date.

On page three, we go through the AIP with certain sections of interest to non-Algonquins.

Continued on Page 3



Buy, Sell & Trade Day

For Birds and Small Animals

Saturday, April 27, 2013 | M&R Feeds Pembroke | 1185 Pembroke Street East

Featuring poultry, small livestock, farm pets (rabbits, guinea pigs, goats, llamas, emu, pot belly pigs) and more. Customers are reminded to provide their own transportation, penning, cages, halters, etc. M&R Feeds does have these items for sale.

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Ottawa Valley BUSINESS

Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by 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. 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
P: 613-732-7774

Mailing Address:

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

You can also find us on Facebook.



March 9, 2013
Ottawa Valley Food Co-op's first annual "Feast of Our Farms" tasting event. 4pm to 7pm. Eganville Snowdrifters Clubhouse. \$25 per person. Limited to 100 people. Call to reserve: 613-649-0239.

March 10, 2013
Deadline for inclusion in Travel Our Backyard local tourism publication. Download the package at www.ovbusiness.com or call 613-732-7774 for details.

March 11, 2013
Deer information session, food plotting and deer management. M&R Feeds in Shawville. 388 Main Street. 6:30pm. Free to attend. For info: 819-647-2814 or shawville@mandrfeeds.com

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

March 12, 2013
Deer information session, food plotting and deer management. Hosted by M&R Feeds. Held at the Knights of Columbus Hall in Pembroke. 170 Ellis Avenue. \$2 to attend. For info: 613-732-2843 or pembroke@mandrfeeds.com

March 13, 2013
Public information session on the Algonquin Land Claim Agreement in Principle. Mike Rodden Arena & Community

Centre in Mattawa. 3pm to 8pm. See a map of the territory in question and learn about the land claim. For information: 855-690-7070 or alcinfo@ontario.ca.

March 14, 2013
Public information session on the Algonquin Land Claim Agreement in Principle. Best Western in Pembroke. 3pm to 8pm. See a map of the territory in question and learn about the land claim. For information: 855-690-7070 or alcinfo@ontario.ca.

March 15, 2013
Public information session on the Algonquin Land Claim Agreement in Principle. Faraday Community Centre in Bancroft. 3pm to 8pm. See a map of the territory in question and learn about the land claim. For information: 855-690-7070 (toll free) or alcinfo@ontario.ca.

March 20, 2013
Exploring Value Added Opportunities. For farm and rural entrepreneurs. Cobden Community Hall. 9am to 4pm. \$70. Held in Cobden. For info: ckelley@countyofrenfrew.on.ca

March 20, 2013
Town of Mississippi Mills 2013 Parks and Recreation Master Plan community workshop. Stantec Consulting Ltd. is working on behalf of the Town of Mississippi Mills to review the recreational facilities and programs of the community. Almonte Old Town Hall Auditorium. 7:00pm. For info: 613-256-1077.

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.

March 21, 2013
WSIB information with respect to Bill 119. Renfrew County Administration Building. 10am to 12pm. Mandatory WSIB coverage in the construction industry. Construction employers, independent operators and users of construction services are invited to register for this free workshop. For info: 613-735-8224 or kfraser@countyofrenfrew.on.ca

March 23, 2013
Benchmark Charolais Bull Sale. Renfrew Pontiac Livestock in Cobden. 1:30pm. Featuring 26 polled yearling bulls and open yearling heifers. From Blackburn Farm, Cornerview Charolais and WhiteWater Charolais. For info: 613-735-3689 rmicksburg@mandrfeeds.com

March 27, 2013
WSIB information with respect to Bill 119. Renfrew Innovation Centre. 9:30am to 11:30am. Mandatory WSIB coverage in the construction industry. Construction employers, independent operators and users of construction services are invited to register for this free workshop. For info: 613-735-8224 or kfraser@countyofrenfrew.on.ca

March 27, 2013
WSIB information with respect to Bill 119. Kenwood Corporate Centre. 9:30am to 11:30am. Mandatory WSIB coverage in the construction industry. Construction employers, independent operators and users of construction services are invited to register for this free workshop. For info: 613-735-8224 or kfraser@countyofrenfrew.on.ca

Send your event to:
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*This is the guide you
want to be in this year.
Details on Page 6*

*Deadline to book your space:
March 10, 2013.*

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Excerpts From The Agreement-in-Principle

Key areas of interest to residents and businesses in the Valley

The Algonquin Land Claim has been getting a lot of publicity lately since an Agreement-in-Principle (AIP) was published in December 2012 outlining what is proposed to take place. Some points which have garnered public discussion have been highlighted here.

From the Agreement

2.8.1 Despite being self-governed, the AIP does not affect the ability for Algonquins to apply for provincial or federal programs for Aboriginal peoples.

2.10.2 Following the effective date of the agreement, adjustments to the settlement land boundaries may occur between the Algonquins and Canada or Ontario.

5.1.6 Ontario Power Generation holds water power leases on certain lands being identified for transfer to the Algonquins. Ontario will attempt to negotiate a surrender of those leases prior to the final agreement.

5.1.7 The County of Renfrew has forests on certain lands being identified for transfer to the Algonquins. Ontario will seek the County's approval to transfer those lands prior to the final agreement.

5.2.2 Legal interests on settlement lands existing at the time of transfer will continue. Mining leases will continue and aggregate permits will continue if an agreement is reached with the permit holders and the Algonquins. The Algonquins will negotiate agreements for the hunt camps with those holding land use permits for hunt camps.

Ontario will help facilitate the negotiation of those leases.

5.4.4 Ontario and Canada will be responsible for the cost of surveying the boundaries and easements of settlement lands prior to transfer of lands.

5.8 Where access across settlement lands is necessary for a third party to enjoy a legal interest, access shall be provided by way of: a) an exclusion from settlement lands, b) an easement granted by Ontario, or c) another legal interest granted by the Algonquins. If an agreement cannot be reached, Ontario and the Algonquins will determine the outcome. The Algonquins will discuss access on or across settlement lands with groups that maintain trails for public or group access, and will provide authorization for use where an agreement is reached.

Schedule 5.3 The Algonquins will have first right of refusal to purchase provincial parks that Ontario may wish to sell.

7.1 Ontario will support measures designed to increase Algonquin employment and participation in the forest industry.

7.2 Ontario will consider the potential for Algonquin employment training and contract opportunities as a relevant factor in the evaluation of tender bids and government contracts relating to forestry. Ontario will provide training opportunities for Algonquins in forest related occupations in Algonquin Park, and will provide notice to Algonquins of contracts and job options in forestry in Algonquin Park.

8.1.10 Nothing in the agreement will prevent Ontario or Canada from taking

measures to address a conservation, public health, public safety or other emergency situation with respect to Algonquin harvesting rights.

8.5.5 Ontario and the Algonquins will make an effort to develop a fisheries management plan for fishing in Algonquin Park and any plan shall provide fishing opportunities for all users.

8.6 This section deals with "allocated species" which are defined as species with a limit on harvest for conservation purposes. The Algonquins or Ontario may recommend whether a population is an allocated species. Any such recommendation will take into account Algonquin rights, Algonquin traditional knowledge, scientific data, existing and future interests for the Algonquins and the species.

9.1.14 The name of Westmeath Provincial Park (Bellows Bay) will be changed to a name agreed upon by Ontario and the Algonquins.

9.1.18 Ontario and the Algonquins will try to reach an agreement for the establishment of a site or sites at Whitefish Lake, Kiosk and Basin Depot for cultural or ceremonial gatherings and the operation of such sites during such gatherings.

9.1.19 Ontario and the Algonquins will try to reach an agreement regarding access to Petawawa Terrace and Westmeath Provincial Parks for Algonquin cultural activities.

9.1.22 Ontario and the Algonquins will explore the

development of a signature project (cultural centre, museum or other tourist destination) consistent with Park values, in Algonquin Provincial Park or other area.

9.1 Ontario will support employment and capacity training of Algonquins to help them meet job requirements in protected areas, and to provide ongoing employment opportunities in Algonquin Park. Also, Ontario will not de-regulate any part of a protected area without consent from the Algonquins.

11.4 Nothing will affect any Aboriginal right of self-government of the Algonquins.

12.1 The land and capital transferred as part of the final agreement is not taxable. The Algonquins are not subject to property taxation for specified Algonquin lands, but will be required to enter into a financial agreement for the provision of any services of that land.

Ottawa Valley Business encourages you to attend upcoming information sessions in March where any questions you have on the land claim can be answered by individuals directly involved in the negotiation process.

Upcoming Meetings

March 13 - Mattawa
March 14 - Pembroke
March 15 - Bancroft

For more information on these events, please see listings in our Events Calendar on Page 2.

For more information on the land claim, please contact alinfo@ontario.ca or call: 613-732-8081.

Business News Around The Valley

Yakabuski Tries Again

MPP Yakabuski is back with his private member's bill, Gasoline Tax Fairness for All, to help return provincial gas tax revenues to rural communities. Currently, only communities with public transit share in the gas tax revenues, regardless of where they come from. Most public transit is in urban centres.

Business Charged

Urban Planet, a retail clothing store in Renfrew, was fined for operating on a statutory holiday. The Retail Business Holiday Act is Ontario legislation that prevents a store from being open on a statutory holiday. Urban Planet was open on Family Day. This is not the first time the business has been charged with being open on a statutory holiday.

Land Claim Seminar

It was a full house at the Best Western in Pembroke as the Ontario Federation of Anglers and Hunters, the Canadian Sportfishing Industry Association and the Federation of Ontario Cottagers' Association talked about the impact of the Algonquin Land Claim. The organizations spoke in advance of a series of upcoming government public meetings being scheduled throughout the region on the issue. Locally, events will be held in Pembroke, Bancroft

and Mattawa. The organizations did not dispute the legitimacy of the land claim, but felt they needed to be a voice for the non-Algonquins in the region. They feel the process for negotiating the land claim has not been fair. They believe non-Alongquins will be unable to access lakes and rivers in the region, which may impact cultural activities such as hunting, fishing and cottaging. The land claim covers 36,000 square kilometres and includes most of the entire Ottawa Valley. 80% of the proposed land claim is within the riding of Renfrew-Nipissing-Pembroke.

Triodetic In Toronto

There's a little piece of the Valley at Nathan Philips Square in Toronto. Triodetic of Arnprior recently completed a large stage roof covered entirely with glass panels. The structure was fabricated and painted at the Arnprior plant and site assembled at its final location in Toronto. The company has also manufactured stock pile covers for a gold mine near Timmins, Ontario and a dome for a copper mine facility in Peru.

Restaurateurs Retire

Dean and Liz Tazi have officially retired from the Pembroke hospitality industry. The Tazi's started the

Champlain Trail Restaurant in the early 1970's and were most recently owners of Westwinds Restaurant at the Best Western in Pembroke. That restaurant has been taken over by the new owners of the hotel.

RCUW Nearly Reaches Goal

The Renfrew County United Way celebrated raising almost \$450,000 in the community at their recent "touchdown" event. While the goal was to raise half a million dollars, the committee was pleased to have nearly reached that goal. Given the major fundraising initiatives taking place in the region right now, including the MRI and Algonquin College campaigns, the organization has done well to raise \$450,000. 60 percent of the campaign was raised through payroll deductions with CFB Petawawa and AECL comprising the lion's share.

Donation to MRI

The Renfrew County Dental Society has donated \$5,000 to the Pembroke Regional Hospital's MRI campaign. The campaign hopes to raise \$4.5 million for the MRI technology.

EFTO Advises Teachers Against Extracurriculars

The Elementary Teachers' Federation of Ontario has recommended that teachers not return to providing extracurricular activities due to "outstanding issues" that the

union has with the provincial government. The Federation represents teachers from junior kindergarten to Grade 8.

Naturallia Conference

The County of Renfrew Economic Development staff is recruiting members of the manufacturing, forestry and natural resources industries to attend Naturallia 2013, a show and business networking event in Sault Ste. Marie in October 2013. For more information, contact Craig Kelley at the County of Renfrew.

Ottawa Realtor To Sell Deep River Properties

The Town of Deep River is looking to a commercial real estate company from Ottawa to help them sell two properties: the Key's Conference Centre and a vacant commercial property in their downtown core. The vacant land will be listed at \$87,500 and the Keys property will be listed for \$379,000. A six percent commission will be payable to the real estate company.

Horton Renews Tender

Horton Township has accepted the Waste Management Committee recommendation to continue the contract with National Grinding for \$14,000 plus HST. The extension is for three years.

Continued on Page 5

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 Menus ranging from \$20 to \$35. Choose your meal online at www.OttawaValley.Travel/Valleylicious
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March 1 to 31, 2013

Business News Around The Valley

County Extends Tender

The County of Renfrew has extended a contract for the supply and delivery of Winter Salt with The Canadian Salt Company at \$86.73 per tonne for the 2013-14 season.

Goldfish Wins Contract

Goldfish Communications will be producing an enhanced road map for the Ottawa

Valley Tourist Association for 2013. The Association is not producing a guidebook this year.

OVTA Agreement

A renewed agreement with the County of Renfrew and the City of Pembroke over operation of the Ottawa Valley Tourist Association (OVTA) is in place for five more years.

The County provides office space and all related expenses including phone, fax and IT support as well as three full time employees who are supervised by the Manager of Economic Development. The County also provides \$233,520 in funding. The City of Pembroke will contribute \$28,100 for 2013.

Braeside Quarry Discussion Continues

The Braeside Quarry application by the Miller Group has sparked a lot of interest in the Township of McNab Braeside. Council will be reviewing two more elements of the Miller Group plan before hosting a public meeting on the application. The public meeting will be held in late April or May, after the municipality has completed the review process.

CFB Petawawa Gains Work;

May Cut Civilian Staff

Support functions from Canadian Forces Bases in London and North Bay will find their way to CFB Petawawa. Despite that, job losses could be felt with civilian employees at Canada's largest military base. Nearly 600 civilians hold jobs on the base. Last summer, 91 local employees were laid off.

MNR Concerned For Fish

Habitat in Deep River

The Ministry of Natural Resources is reportedly requiring the Town of Deep River to undertake an environmental assessment before planning to build its waterfront boardwalk. The boardwalk would be eight feet wide, and have fill beneath it, and accounts for one part of the \$409,500 project for the waterfront that was awarded to K&T Trucking. The Ministry may require the municipality to establish a new area of fish habitat before proceeding.

Child Poverty Down;

CPAN Not Entirely Pleased

While there is a downward trend in child poverty in Ontario, the Renfrew County Child Poverty Action Network (CPAN) feels that is not a good sign. Local coordinator, Lyn Smith, feels the minimum wage should be set at \$14.00 per hour to be more fair to poorer families.

Continued on Page 6





WOMEN IN Aviation

Thursday, March 7
6:00pm to 9:00pm

Free to attend.
Open to the public.



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Meet women in the field of aviation right here in your local community. Learn about opportunities in the industry.

Each presenter will have a short overview of their connection to aviation, and then attendees will have an opportunity to speak one-on-one with the presenters. There will also be an opportunity to get an up close look at local aircraft, and register for summer flights.



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Economic Development Website

Renovations at the Stewart Community Centre, Pakenham

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Contract for Services for Petawawa Predators Swim Club
 Surplus Equipment

Equipment Rental

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Please request documents from the individuals listed in the tender posting.

Tender results are also available online. Choose the "Results" tab in the tender section.

Business News Around The Valley

Entrepreneur Passes

Betty Jean LeBlanc, the owner of the well-known Betty's Chips in Braeside has passed away. She was 82 years old.

Reduced Load Limits

Reduced load limits on roads throughout the County may be in effect in March. Vehicle loads will be restricted to five tonnes per axle on roads where signs have been erected. A list of the county roads subject to reduced load limits can be viewed on the county website. Haulers should contact the appropriate road authority to determine the load restrictions on local municipal roads.

Farm Back To Operating

After a few years of toil and struggle, Glenn and Dale Dean

have returned to operating their family farm. Fairburn Farms - Carleton Holsteins near Carleton Place re-opened after surviving a collapsed silo and barn in 2010 and a tornado in 2011. Neighbouring farms took in the Dean's cattle to allow them to rebuild. The operation consists of 120 cattle and 55 milking cows.

Bernadette McCann House Achieves Canadian First

Bernadette McCann House for Women is the first Women's Shelter and Support Services organization in Canada to be accredited by FOCUS Accreditation. The information collected before and during the on-site validation clearly

demonstrated that Bernadette McCann House for Women met or exceeded most of the standards established by FOCUS. Some of their achievements include: highly regarded leadership and governance, a committed and professional staff team, services that address the needs of both the community and the women who use them, strong connections in the community and effective and efficient internal operations.

Celebrating 20 Years

The Prior Sports Bar and Restaurant is celebrating 20 years in business. It is located at 39 Winners Circle Drive in Amprior.

Continued on Page 7

Tourism is Renfrew County's 3rd largest industry.



Here's how you can be a part of it.

Travel Our Backyard is an opportunity to reach local people and encourage them to visit your business over the Spring, Summer and Fall. We are publishing 30,000 copies of our magazine, and we're making it available online for anyone to access. This is the travel guide you want to be in this year. Ask us about it.

Special Sections For: restaurants, retail, golf, kids camps, history & heritage, music, events, camping and accommodations, farmers' markets, things to do and more.

Why Locals? Local people represent 300,000 tourist visits in our region each year. That's 25% of the market. Almost 600,000 people come to Renfrew County to visit local people each year. That's 50% of the market. Local marketing matters.



DETAILS AT: WWW.OVBUSINESS.COM
 OR CLICK HERE IF YOU'RE ONLINE.

admin@ovbusiness.com

Phone: 613-732-7774

DEADLINE: MARCH 10

People on the move

Jason Marshall

Valley Heritage Radio is pleased to announce the appointment of Jason Marshall as the new Station Manager. Jason comes to Valley Heritage after extensive media employment with Runge Newspapers, Metroland Media and Sun Media where he worked as News Editor, Management Editor for the Ottawa Valley and Multi Media Community Editor.

Andrea Leclaire

The Township of Admaston Bromley has hired Andrea Leclaire to fill a part-time clerical position for the municipality. Leclaire is a resident of the municipality and was one of five applicants interviewed. She will work 24 hours per week.

Jessica Pettigrew

Liz Kargus, Broker of Record of Min Com Kargus Real Estate Inc. Brokerage has welcomed Jessica Pettigrew as the newest member of their team. Pettigrew is a recent graduate of the Business Management and Entrepreneurship Program at Algonquin College. She has

more than 10 years of experience in customer service and has a strong entrepreneurial spirit.

Kathleen Moore, Richard & Jennifer Holohan

The Town of Petawawa has appointed Kathleen Moore, Richard Holohan, and Jennifer Holohan to the municipality's Petawawa Accessibility Advisory Committee.

Morgan Pirie

Morgan Pirie has been hired as a Fire Prevention Officer for the Township of Greater Madawaska. Pirie will focus on fire safety inspections. Pirie is a trained Fire Prevention Officer and was previously employed with the Township of Lanark Highlands. She joins Anna Kosmack, who is also a Fire Prevention Officer for the municipality.

Lacey Rose

Renfrew County forester, Lacey Rose, was asked to present on the Renfrew County initiative OttawaValleyWood.com at the Annual General Meeting of the Ontario Forest Industries Association on February 27 in Toronto. This opportunity showcased the leadership role Renfrew County has taken in promoting the forest industry.

*Send us your people news free of charge for publication!
Admin@ovbusiness.com*

Business News Around The Valley

New Management Coming To AECL

MP Cheryl Gallant and the Chalk River Employee Task Force are pleased with the announcement that AECL will be managed by an outside contractor. The model has worked successfully in other countries. In explaining the partnership, Gallant said that it "shares the risk between government and the private sector. It allows each partner to perform duties for which it is uniquely suited: the government establishes mission areas and sets performance targets; and the private sector implements the missions using best business practices that ensure simultaneous excellence."

Traffic Solution For Petawawa

Petawawa is going to have some road construction for a while as its main thoroughfare will be expanded to four lanes. The move is to alleviate traffic congestion. The work includes a four-lane road from CFB to Mohns Avenue and an additional bridge over the Petawawa River. The project is estimated to cost \$12 to \$15 million. The study that

recommends this course of action notes that 800 to 1,000 vehicles travel to and from CFB Petawawa daily.

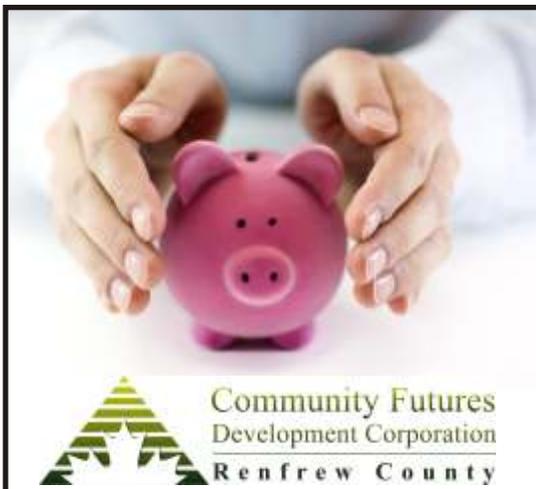
Developer Hopes Council Will Be More Proactive

Renfrew developer Mac Wilson told Renfrew Town Council that they need to approve developments more quickly. Despite having his subdivision site plan agreement approved, Wilson took an opportunity to raise the issue with Council that the approval should have happened months earlier. Wilson is financing a \$5 million building to house Ontario Power Generation and hopes approval processes move more quickly for that development.

Promotion Planned

The Calabogie and Area Business Association (CABA) received money from Renfrew County Community Futures Development Corporation to create a business directory and an experiences map for the region. The Township of Greater Madawaska and CABA are also contributing \$1,500 each to the project.

Continued on Page 8



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Quote for the day

The ones that say "you can't" and "you won't" are probably the ones scared that "you will."

Business News Around The Valley

Hospital Fined

Pembroke Regional Hospital has been fined \$60,000 for violations of the Occupational Health and Safety Act after workers were not adequately protected against asbestos exposure. The incidents date back to October 2011. The hospital pleaded guilty to failing to ensure that: workers were provided with information about the presence of asbestos, workers were properly trained to work in an area containing asbestos material, failing to ensure that a competent supervisor was appointed, with respect to the workplace and failing to ensure appropriate measures and procedures were used to protect workers from possible

contact with asbestos-containing materials. The hospital was fined \$15,000 for each violation, plus an additional \$15,000 victim surcharge.

Township Acquires Land

The Township of Admaston Bromley recently purchased some additional land near the Oeola landfill site from John and Patrick O'Neil. The purchase price was \$100,000.

Binhammer Boardroom

The boardroom in the new Algonquin College campus will be named after Gerry and Doreen Binhammer. The Pembroke couple is being recognized for providing a leadership gift to the College in 2007. The boardroom will accommodate 25 people.

Valleylicious Returns

The Valleylicious dining event is back for 2013 and will feature more than 20 restaurants. The promotion is on for the month of March and allows diners to have fixed-price dinner menus at a cost of \$20 to \$35 for a three-course meal. For information, see: www.ottawavalley.travel/valleylicious

Women of Aviation Event Planned

The general public is invited to attend a free evening featuring women of aviation at the Pembroke & Area Airport. Lesley Page from the Women of Aviation Worldwide will be attending, as well as local pilots from the region. The evening is from 6:00pm to 9:00pm.



Algonquin Land Claim

1983

The year the land claim was started by the Algonquins of Pikwakanagan.

1991

The year Ontario joined the land claim negotiations.

1992

The year Canada joined the land claim negotiations.

March 31, 2011

The goal date to have an Agreement-in-Principle.

December 2012

The date an Agreement-in-Principle was published.

36,000

The number of square kilometres that make up the land claim.

80%

The percentage of that land within Renfrew County.

117,500

The minimum number of acres of provincial crown land to be transferred to the Algonquins.

200

The number of parcels of transferred land being proposed in the Agreement.

26

The number of parcels of transferred land subject to water power leases.

\$300

The dollar amount being proposed to the Algonquins from Ontario and Canada.

Source: Aboriginal Affairs

Job Postings That Get Results.



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What is the Creative Economy? And how can we support it?

By: Craig Kelley
County of Renfrew Business
Development Officer

Economic development officers around the world recognize the importance of entrepreneurship. A term that has surfaced more frequently is something called "creative economy. While definitions vary, the creative economy is basically an economy in which people are paid to think. They use ideas, innovation, knowledge and collaboration in their work. The creative economy, also referred to as the knowledge-based economy, is about the work people do, not the sectors within which they do that work.

Many people think that the word "creative" implies artisans, musicians and the like, however, it actually refers to professionals that include engineers, scientists,

consultants, and more. The common thread is the involvement of creative tasks, at any point in the business. For example, perhaps the task the line-worker performs does not require creativity, but the management of that task by the supervisor or manager certainly does. In the creative economy, entrepreneurs are taking ideas and making them reality, and we have that happening right here in Renfrew County.

Our county boasts many innovators - Neat Cafe in Burnstown, Castlegarth Restaurant in White Lake and ValleyBio in Cobden, to name a few. These and other small businesses are still the backbone of our economy. Our rural entrepreneurs are constantly evolving to determine the best sales and marketing mix to maintain their profit and staffing levels. Using creative solutions, these

owners help provide our municipalities with opportunities to maintain local spending and prevent the leakage to larger urban centres.

Our region is also very unique in that it provides us with access to the talent and innovative thinking from institutions such as AECL, Algonquin College, our health networks, CFB Petawawa, and others in the public sector. We also have a number of large private firms that are concentrating on creative solutions in their field. These include Nylene and Arnprior Aerospace in Arnprior, Haley Industries of Haley Station, KI of Pembroke and Madawaska Doors of Barry's Bay.

As our region moves into embracing the creative economy, it will be important for communities to support this sector and recognize how to respond quickly to requests.

Staff and councils must be prepared with the information they need to assist in developing these opportunities with planning and zoning support, economic development plans, promotional support, procurement strategies, small business support, networking options, educational events and access to high-speed internet.

How do communities do this? The recent mapping project, www.OttawaValleyCulture.ca, identified our area as a region rich in creative economy entrepreneurs and workers. The next phase of the project will identify a toolkit for communities on how to engage this sector, and will assist entrepreneurs and workers with how to become engaged in the local economy. Follow or join the discussion: www.twitter.com/CountyOfRenfrew

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Through The Looking Glass

The role of sustainability in your business today.



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

What if you could travel five or 10 years into the future and see what your business is like? I think every entrepreneur would do that. Sadly, time travel is not available, at least not today. So, how can you possibly plan to be here in five or 10 years? You focus on the customer.

Dr. Mario Thomas heads an organization that does research on and for Canadian entrepreneurs. He wrote an

article for The Globe And Mail about a robotics company and how they succeeded. Here is an excerpt:

“Clearpath Robotics is different from most startups. Their customer-centric approach is driving sustainability and generating results. A company is not in business to create cool technology – it is in business to make money. And to make money, a company must have paying customers. It is a fundamental success factor in business.”

Sustainability

Paying customers are critical to your business success. Unless you are independently wealthy, you need to have someone pay for what your business offers, or you won't

be around to do the good you intended to do with your business. We may start businesses to do some good in the marketplace, but if they are not sustainable, aren't we really doing the people we are trying to help a dis-service? If we, as businesses, don't commit to providing a product or a service for a long period of time, are we really anything more than a scam artist, looking for a quick way to make a buck? That might be a bit blunt, but that is the essence of it.

So, if you buy into the belief that having paying customers is essential to your business, then the question becomes...

How To Get

Paying Customers

In order to attract paying customers, they have to see you on a regular basis. They need to see you in advertising, they need to see you online, they just need to see you. Since you can't see everyone in person, you have to invest in other ways to get the word out, and the most common way to do that is through advertising. It would be great if you could talk to every potential customer in person, but you can't. Notice I said

“potential customer.” This is how you build a sustainable business - you promote to potential customers, in addition to the customers you do know and can speak to in person.

Reaching Your Potentials

Meeting a potential customer happens in stages. First, they need to know about you (advertising and promotion). Then, once they know about you, they need to find out if you're the kind of business they should patronize (talking to others, finding you online, etc.) If they think they could be a customer, they need a reminder to give you a try (advertising and promotion). Once they decide to try you out, they need to be convinced they made the right choice (customer service, experience with the business.) They will go back if you delivered the experience they were expecting.

The more people who know about you, the better chance you have of building a sustainable business. Don't be shy to get the word out!

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



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