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Local Company Loses \$30K Bid For \$130

Could it be illegal for municipalities to favour locals?

By: Jennifer Layman
Jenn@ovbusiness.com

Recently, the County of Renfrew awarded a tender for street sweeping to J&A Road Maintenance of Stittsville in the amount of \$28,780. Petawawa's H&H Construction was second, just \$130 off the winning bid at \$28,850. Dave Darch, the County's Director of Public Works, was the nominated spokesperson on the issue. He explained that it was very simply because the Stittsville company had the lowest bid. Period.

"Where do you draw the line?" said Darch. "\$130, 10%, 5%?" But there's more to the story than meets the eye.

Darch explained that in 2009, the County of Renfrew took a serious look at a local preference in the tendering process as a result of some

committee members (elected officials) expressing an interest in giving preference to local firms. In their due diligence, County staff asked some local contractors their

legislation called the Discriminatory Business Practices Act (DBP Act). County staff concluded a policy that favoured local bids was not a good idea. At the

It makes you wonder why the Town of Petawawa would have a policy that favours local firms by 2%.

opinion on having a local preference in procurement, and that didn't go the way you might expect. Local contractors, they said, were not supportive because if every region had a policy that favoured local companies, it might cost Renfrew County contractors business outside the region. The County also sought a legal opinion and noted that there was one piece of legislation in particular that seemed to prevent a local preference policy. It is

end of the day in 2009, the County of Renfrew elected officials supported that decision. Thus, H&H Construction lost a \$29,000 contract for \$130.

The County's Not Alone

This is where it starts to get interesting.

The decision to have a local preference in tendering is not widely supported anywhere in Ontario. Most municipalities (Hamilton, Burlington, etc.) are fearful of repercussions called the Discriminatory

Business Practices Act. The Act is referred to in many discussions as legislation that has a purpose and intent "to prevent discrimination in Ontario on the ground of race, creed, colour, nationality, ancestry, place of origin, sex or geographical location of persons employed in or engaging in business."

Even the Ontario Public Buyers Association penned a white paper that says the Act "contains a potential statutory bar against the adoption of local preference rules."

On its face, it seems like there is no possibility for any local preference without being hauled into court. So, why would the Town of Petawawa, home to five-time County of Renfrew warden Bob Sweet, have a policy that favours local firms by 2%.

Continued on Page 3

Buy, Sell & Trade Day
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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:

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2113 Petawawa Boulevard,
Pembroke, Ontario K8A 7G8

You can also find us on Facebook.



events calendar

April 17, 2013

Unreserved Public Auction. Inventory includes crawler tractors, ag tractors, hydraulic excavators, skip loaders and more. 4054 County Road 43, Kemptville. Sale starts at 9:00am. For info, contact Greg Miller at 613-922-3464 or visit www.rbacution.com

April 18, 2013

Burnstown Community Association meeting. United Church in Burnstown. 7:00pm. Membership in the association is \$20 per family.

April 19, 2013

Champlain Trail Museum "Sneak a Peek." Annual wine and cheese fundraising gala. 7:00pm. Preview of the activities being planned to mark the 400th anniversary of Samuel de Champlain's 1613 voyage. Tickets for this adult only event are \$10 for members. \$15 non-members. champlaintrailmuseum.com

April 23, 2013

HST seminar. Ma-Te-Way Activity Centre. 9:00am to Noon. Enterprise Renfrew County and Renfrew County

Community Futures. Register by calling Kristina at 613-735-3951 ext. 224

April 23, 2013

Moving to Smoke-Free Outdoor Spaces and Community Events. A full-day workshop on bylaws and policies for smoke-free outdoor spaces. No fee to attend. Register by April 16. Light breakfast and lunch provided along with resources. 10:00am-3:30pm. Fellowes High School, 420 Bell Street in Pembroke. 800-363-7822.

April 23, 2013

Ottawa Valley Tourist Association tourism conference. Calabogie Peaks Resort. Chris Hughes of BC Hughes Tourism Consulting and Trish Manning of Manning Consulting. \$75 for OVTA members. \$90 for non-members. Call 800-757-6580.

April 24, 2013

ontrac Employment Resource Services session on Second Career. 10:00am-11:30am. If you were laid off after January 1, 2005, are unemployed or working less than 20 hours per week, you may be eligible. Call 613-623-4680

April 25, 2013

ontrac Employment Resource Services free online job search workshop from 10:00am to 11:30am. Learn how and where to find jobs on the internet. Call 613-623-4680 to

register. Limited to eight seats.

April 25, 2013

An Introduction to Twitter. Renfrew Public Library, 13 Railway Avenue in Renfrew. 1:30pm to 3:30pm. For info: 613-432-7015 or events@renfrewareachamber.ca

May 1, 2013

An Introduction to Facebook. Free seminar. Renfrew Public Library, 13 Railway Avenue in Renfrew. 1:30pm to 3:30pm. For info: 613-432-7015 or events@renfrewareachamber.ca

May 4, 2013

Downtown Renfrew Great Garage Sale. The streets will be lined with many great deals in Downtown Renfrew. Rain date is May 11, 2013.

May 4, 2013

The Friends of Bonnechere Park Educators' Day. 1:30pm to 4:00pm. Bonnechere Provincial Park. Open to all educators, guide and scout leaders. Hands-on activities and end the afternoon with a 2km hike. For info, see: www.bonnecherepark.on.ca

May 6, 2013

Public Information Session. 11:00am-1:30pm; 3:00pm-5:00pm. Our Lady of Perpetual Help Parish at 903 River Road in Braeside. Presenting details of the application for an expanded quarry below water on Part Lots 16 & 17, Concession A in McNab/Braeside.



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An Arab Boycott in 1970 Impacts 2013

What if municipalities really can prefer local bids? Should they?

Every piece of legislation is brought forward for a reason. According to a University of Toronto Faculty of Law review, the Discriminatory Business Practices Act was established as a result of an oil embargo in 1973-74. This embargo saw significant Arab investment in Canada, while the Arabs were boycotting Israel. The Act was established as a policy to prevent racial discrimination, and appears to have nothing at all to do with domestic business practices.

“The basic principle of this bill, I think, is quite clear,” said then Ontario Premier Bill Davis in moving its second reading in 1978. “It relates to discrimination as it might affect people or citizens of this province in relation to policy set outside this country. It is the intent of the legislation to avoid having foreign powers impose their views on our business organizations.”

Premier Davis also noted that he felt the legislation would be better implemented on a federal level as it dealt with trade and commerce, foreign trade, shipping, money and banking and criminal law, all of which are determined federally. “However, the federal government does not seem willing to undertake a legislative approach to these issues,” said Davis, “[so] we have attempted to address the problem from that particular point of view.”

The CMA Prescience

Also at that time, the Canadian Manufacturers Association, in 1978, when they submitted a brief to the government on this legislation they said, “the addition of the words 'place of origin or geographical location' gives rise to a fear that the statute may be applied domestically to situations having nothing to

do with the Arab boycott of Israel.”

Clearly, there was never the intent to tell a local municipality they could not have a local preference in purchasing. Yet, here we are.

What If...

Ottawa Valley Business is pursuing a legal opinion on the Act and its application to local preference in procurement. If the opinion is that any local preference is illegal, then it appears that the only municipality who needs to make a change is the Town of Petawawa. But what if it comes back the other way - that municipalities are completely free to choose if they wish to implement a preference for buying locally?

County Report

In the 2009 report referenced earlier, County of Renfrew staff noted that in a review of their procurement opportunities, 65% to 70% were awarded to local firms anyway. Those not awarded locally were mostly because

the services were not available locally. So does it really even matter?

What difference would 2% actually make? Well, it would have given H&H Construction a \$29,000 street sweeping tender. It also would have given M. Sullivan & Son a \$22 million school project. Maybe 2% really does matter?

Where Taxes Go

If anyone has a doubt about the value of a local business, the chart provided should help clarify things in terms of how commercial taxes are distributed. More than 50% and as much as 81% of commercial taxes are directed to the School Boards and the County of Renfrew.

A ‘Down Under’ Approach

In Australia, the Kiama Municipal Council has a Local Preference Purchasing Policy. The purpose is “to ensure that council achieves the best 'overall value-for-money' in its procurement of goods and services, while (where possible) giving preference to

local suppliers, and non-local suppliers using local content, to support the Municipality's economic development.”

The policy continues to say that value “is about broader economic benefits to the Municipality and not just the lowest price. The Council acknowledges that economic benefits flow to all local businesses where Council maximizes opportunities for local suppliers to compete for Council's business on the basis of value-for-money.”

Kiama believes it not only has the ability to support local economic activity, but a responsibility to do so.

Isn't that interesting?

Note 1: Copies of documents referenced here are located at www.ovbusiness.com.

Note 2: For the chart below, it is unknown if the City of Pembroke allocates any commercial tax revenue to the County of Renfrew.

	Municipality	County	Education	Buy Local Policy
Adamaston Bromley	\$0.29	\$0.22	\$0.50	?
Brudenell Lyndoch Raglan	\$0.27	\$0.23	\$0.50	?
Greater Madawaska	\$0.33	\$0.40	\$0.27	NO
Head Clara Maria	\$0.19	\$0.25	\$0.56	NO
Horton	\$0.29	\$0.22	\$0.48	NO
Killaloe Hagarty Richards	\$0.33	\$0.21	\$0.46	NO
Laurentian Valley	\$0.22	\$0.24	\$0.54	NO
Madawaska Valley	\$0.48	\$0.32	\$0.19	?
McNab Braeside	\$0.25	\$0.23	\$0.52	NO
North Algona Wilberforce	\$0.30	\$0.48	\$0.22	NO
Petawawa	\$0.19	\$0.25	\$0.56	2%
Renfrew	\$0.42	\$0.18	\$0.40	NO
Whitewater Region	\$0.31	\$0.21	\$0.48	NO
Arnprior	These municipalities were not able to respond.			
Bonnechere Valley				
Deep River				
Laurentian Hills				
Pembroke				

Business News Around The Valley

Town Square Taking Shape

The Arnprior Town Square project officially opened last week with a public information session at the Arnprior Library. The goal of the project is to create a gathering place and add to the municipality's beautification goals. The estimated cost is \$130,000 which will be financed from grants and donations. Information is available at www.arnprior.ca/townsquare

Burnstown Forms Association

Residents of Burnstown have formed the Burnstown Community Association with a goal of restoring the Ontario Power Generation beach to its former condition. The beach on the Madawaska River has been an attractive visiting place, though recently it has been reported that the area has started to lose its appeal. The Association hopes to raise funds through donations and memberships (\$20 per family). The Association will host an information session Thursday, April 18 at the Burnstown United Church at 7:00pm.

Land Purchase for Ambulance Base

Renfrew County council has purchased a half-acre property for its new paramedic base,

next to the Deep River and District Hospital for one dollar. There are paramedic bases around the county in Eganville, Arnprior, Renfrew, Pembroke, Petawawa and Barry's Bay.

Miller Paving Application

Miller Paving has applied for a licence to excavate aggregate below water in McNab Braeside, an expansion to an established quarry. The public is invited to comment until May 27, 2013. For more information, contact the Ministry of Natural Resources or the municipality. A public information meeting has also been scheduled.

New Program in Perth

The Town of Perth has a new funding opportunity under their Community Improvement Plan (CIP). The Town provides an interest-free loan for 50% of the cost for property owners to complete such work as building code upgrades, works related to energy efficiency and for improvements made under the Accessibility for Ontarians with Disabilities Act. The intake deadline for the program is May 31, 2013 at 4:00pm. Applications and guides are available at www.perth.ca. For information contact Casey Buchanan at 613-267-3311 ext.2240 or

cbuchanan@perth.ca

Calling for Public Nominations

The Renfrew & Area Chamber of Commerce is looking for nominations for their annual awards event being held May 30 at the RCAF Wing. Nominations are being sought for: Citizen of the Year, Youth of the Year, Community Organization of the Year, Outstanding Business Achievement, Lifetime Business Achievement, Small Business (1-5 employees) and Skilled Trade Employer of the Year. Awards criteria and applications are available at: www.renfrewareachamber.ca. The deadline for nominations is May 4, 2013 at 4:00pm.

Highway 17 Expansion Business Case

The County of Renfrew was advised in June 2012 to prepare a business case for the accelerated expansion of Highway 17 in the region. The business case was to include economic necessity, job creation, business diversification and expansion opportunities. McSweeney and Associates were retained by the County to prepare the business case, and presented their draft report in early March 2013 to the Ministry of Transportation. Further revisions to the report were

recommended by the Ministry and the work is ongoing.

County Wins Awards

The Economic Developers Council of Ontario (EDCO) presented the County of Renfrew with an award for the development of their website: www.ottawavalleywood.com. The website promotes local Renfrew County lumber and wood products, and was chosen above other projects across Ontario.

Economic Development Summit Planned

County of Renfrew Economic Development staff are planning a one-day summit to be held on May 2013. This summit is for government and non-government individuals, from the local region, provincially and federally, who are involved with economic development. The intent is to identify economic development opportunities for the County and individual communities or regions; learn of best practices in economic development; begin to identify cooperative opportunities for groups and municipalities with shared objectives and opportunities; and to optimize local efforts and resources.

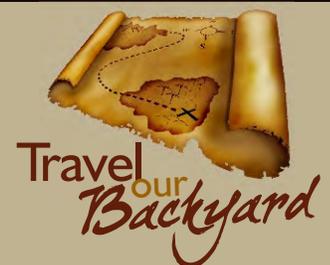
Continued on Page 5



Are You Missing The Point Of Vacation?

So, what is the point of being on vacation anyway? To drive hours and hours in a stuffy car with bored kids while your stress level goes through the roof? Or, should you spend less time driving and more time relaxing. If you prefer the relaxing option, maybe you should consider travelling locally this year.

Save time getting there.
Spend more time being there.



Watch our website
TravelOurBackyard.com
for an online travel
guide and information

Business News Around The Valley

County and City Share Award

The Cultural Asset Mapping Project, a joint County of Renfrew and City of Pembroke initiative, won the Ontario Economic Development Award of Merit for use of Innovative Technology. The web-based resource is a record of the region's heritage.

County Raises ESA Issues

The County of Renfrew is taking on the Ontario Endangered Species Act (ESA), having raised issues with Premier Wynne and the Minister of Natural Resources. Specifically, the County

suggests that: the Act does not achieve recovery of endangered species; will not be supported by landowners, stewards, employers, or developers; creates a further disincentive to invest in Ontario, and will result in job and economic opportunity losses. The County believes the ESA continues to put the responsibility of preserving species on the shoulders of private landowners in rural communities, which continues to result in economic disruption and financial burden. The County has several amendments they would like to see in the ESA

which mainly ask for decisions to be made on sound science, for private landowners to be involved in the process and to consider other benefits apart from designation.

Cobden Business Fire

Gary and Ron's Kitchens in Cobden saw their facility go up in flames recently. The production facility on Simpson Street was destroyed, though the showroom and office on Crawford Street was spared. The business is owned by the Vlaming family and opened its doors in 1981. They employ eight people. The company has arranged to use a family

facility in Ottawa to fill orders until production can return to Cobden.

Summer Company Still Needs Applications

Enterprise Renfrew County has currently received inquiries from six students in Renfrew County for their Summer Company entrepreneurial program. The Summer Company application deadline date is May 17, 2013. For information, visit enterpriserenfrewcounty.com.

Development Update

The County of Renfrew received 12 new severance applications and prepared eight planning checklists in February. GIS staff worked on 104 projects. In the first two months of 2013, the County received 20 severance applications compared to 27 over the same period in 2012. A plan of subdivision in the Town of Arnprior was final approved which totals 392 residential units.

Valley Arts Council Receives Grant

Festival Hall has earned a \$15,000 grant for upgrades and renovations from the federal government. The Valley Arts Council will need to match the amount of the grant which they plan to achieve through ticket sales and a "Patrons of the Arts" program.

Fire Department Building

The Pembroke fire department's new fire truck bay will have a slight alteration to its exterior for financial reasons. Instead of a full brick exterior, the plan is now to have a brick veneer exterior. The project is currently over budget by \$60,000. The building is needed to house a new fire truck. The original budget for the project was \$320,000 but recent estimates now have the project closer to \$380,000.

Continued on Page 6



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people on the move

Mike Wright

After 15 years of service with the Renfrew County United Way, Mike Wright is retiring from the organization. Wright served in a variety of positions with the board since joining the United Way after retiring from AECL in the 1990's.

Janet Porter

Janet Porter has been hired as the County of Renfrew's Asset Management Coordinator. Ms. Porter began her position on April 9th.

Dr. Michael Corriveau

Dr. Michael Corriveau, the Medical Officer of Health for the County of Renfrew, has announced that he will be retiring at the end of 2013.

Cecilia Buelow

Cecilia Buelow will take a new role with the Municipal Property Assessment Corporation as the Valuation Manager. She will oversee the

valuation of residential, farm, managed forest and business properties, the resolution of taxpayer concerns, requests for information and appeals. Buelow was previously the Municipal Relations Representative, a position now filled by Marcel Clement.

Steve Newman

Renfrew Mercury reporter Steve Newman has been awarded a third place honour for feature writing at the 2013 Metroland Editorial Awards. The award was for an article he penned on the search for WWII pilot Louis Brown.

Sara Simpson

Sara Simpson is the new president of Ferguson Graphics in Carleton Place. Sara is the daughter of the previous owners.

Jim Murphy

Valley Artisans' Co-op has announced that Jim Murphy has retired as a member of the Valley Artisans' Co-op.

*Send us your people news free of charge for publication!
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Business News Around The Valley

Eastway Fined

Eastway Contracting of Pembroke has been fined \$40,000 after an incident in September 2010 which resulted in a construction worker being caught between an excavator and a spreader. The two fines, \$20,000 each, were for failing to ensure a signaler was a competent worker, and that the signaler not perform other duties while acting as a signaler. Eastway pleaded not guilty, but after a five-day trial, they were convicted on both counts. This is the company's first incident since opening in 2008.

Grand Re-Opening

Penny's Fudge Factory will hold their grand re-opening on April 27. The business will have a full line of fudge and peanut brittle and Pop Shoppe drinks. The business is located in Fitzroy Harbour.

Weekend Opening

Sunset Nursery, Garden Center & Greenhouses of Pembroke is now open on Saturday and Sunday.

GM Receives Grant For Festival

The Township of Greater Madawaska received a \$75,000 grant from Celebrate Ontario to bring the 3rd Annual Class Axe Guitars Calabogie Blues & Ribfest to Calabogie Peaks Resort. The event will be held August 16-18. In 2012, more than 13,000 people attended the event which includes live Blues music, an interactive Kidz Zone, overnight camping, the Calabogie Peaks Chairlift, a Blues workshop and other activities. Tickets are available at www.calabogieblues.com.

Business Relocates

Village Common Environmental Products has relocated to the Pantry Savings store in Barry's Bay.

The new location is 55 Bay Street.

Pillar 5 Is Growing

Pillar 5 Pharma in Arnprior has received an interest-free loan from the federal government to help finish a new production line that will see the hiring of 50 more employees. The plant is located on Madawaska Boulevard in Arnprior. The cost is \$12 million. The new production line will make eyedrops.

Fitness Area In Memory of Krista Johnson

The City of Pembroke has approved a fitness area with outdoor maintenance-free equipment in honour of Krista Johnson. The area will be located at Riverside Park and will be funded with donations from the Krista Johnson Memorial Fund, which is being administered by the Pembroke Petawawa District Community Foundation. The equipment should be available for use this summer.

Business Awards

The Greater Arnprior District Chamber of Commerce handed out their business achievement awards for 2013. The Volunteer of the Year went to Don Derraugh, while the Small Business Award went to MacPherson Plumbing and Heating. Tim Hortons received the Large Business Award. Chamber Member of the Year was Lorne's Electric and the President's Award went to Communities in Bloom. McNab-Braeside gave their Business of the Year award to Robbin's Confectionary in Braeside, and recognized Dochart Farms as the winner of the Agricultural Appreciation Award.

Continued on Page 7



Is addicted to prescription drugs.



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Is struggling to fit in with her new job.



Doesn't have enough savings to retire.



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-
- Market Square Roof
-
- 2013 Organics Facility Compact Wheel Loader
-
- Provision of Audit Services
-
- Asset Management Plan
-
- Municipal Building Interior Office Renovations
-
- Design/Build of Paramedic Base Station
-
- Water Metre Supply and Installation/Implementation of Residential Water Metering
-
- HVAC Inspection, Operations, Maintenance and Repair
-
- HVAC Mechanical Services
-
- Ready Mixed Concrete
-
- Supply of Granular Materials
-
- Reinstatement of Utility Cuts and Asphalt Failure
-
- Sale of Land
-
- Surplus Equipment

Business News Around The Valley

Deslaurier Earns Grant
 Deslaurier Custom Cabinets in Renfrew was awarded just under \$12,000 from the Eastern Ontario Development Fund. The grant is going towards an upgrade for a new computer automated design software package that will allow the business to integrate custom designs in their software.

Tourism Conference
 The Ottawa Valley Tourist

Association (OVTA) is holding their annual tourism conference at Calabogie Peaks Resort on April 23. The event's keynote speaker is Chris Hughes of BC Hughes Tourism Consulting. Hughes has spent 10 years at the helm of Bruce Tourism. There will also be a presentation by Trish Manning of Manning Consulting Group and photographer Rob Stimpson who will discuss the

importance of good content and good images. The OVTA will also review their marketing initiatives and member benefits. The cost to attend the conference is \$75 for OVTA members and \$90 for non-members, and includes lunch and refreshments. For more information on registration visit www.ottawavalley.travel or call 1-800-757-6580.



One of the most frequent questions people have when they are looking to start a business or expand is, "what space is available?"

Ottawa Valley Business is providing a forum for individuals with space to lease or sell, business owners wishing to sell their business, and relators wishing to effectively promote business listings.

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This service is for commercial, business, industrial sale and lease opportunities.



Local Organizations Run Copy of CBC Hit

Local entrepreneurs invited to pitch ideas for prize package

The Renfrew and Area Chamber of Commerce and Renfrew County Community Futures Development Corporation are hosting a take-off from CBC's *Dragon's Den*. The one-day show is called *Wolves' Den*, and it invites local people to pitch ideas for a prize package that includes \$1,000 cash as well as business services and

advertising.

The event was initially only open to the Renfrew area with a deadline of April 5, but has since been expanded to all of Renfrew County and with a deadline of April 26.

People selected to present to the *Wolves' Den* will pitch their ideas to "prominent" people in the Renfrew area though unlike *Dragon's Den*,

the names of these individuals have not been released.

According to Chamber president, Rob Campbell, "The worst thing that could happen is that you get some good, constructive advice from somebody who actually wants to help you."

Presentations will be rated on categories such as creativity, innovation,

ingenuity, mass appeal, identifiable market, feasible business plan, potential for success and projected sales.

There are two age categories: age 18 years and under, and age 19 years and older. For information, see events@renfrewareachamber.ca or visit the Chamber office at 161 Raglan Street South in Renfrew.

McDougall Wins Judgment And Costs

Local businessman can re-post videos of issue with Town

Matt McDougall, owner of Moviemat in Renfrew, has won the first face-off with the Town of Renfrew and Public Works Director, Mike Asselin. Asselin had successfully secured an interim injunction that required McDougall to remove videos from You Tube that Asselin found offensive. But on March 25, Madam Justice Toscano Roccamo ruled that the interim injunction was dismissed, and that McDougall would have his costs paid by Asselin.

McDougall restored the videos to You Tube (which are available to view from his

website: www.moviemat.com

Asselin has sued McDougall for defamation for comments McDougall has made on the videos. The judge noted that while other viewers of the video have posted negative comments, Asselin has taken no action against those individuals.

The first video with McDougall's comments was posted on October 27, 2013 and was viewed more than 2,300 times. Approximately 50 comments were posted.

On October 30, Asselin's lawyer sent a letter to McDougall asking for an

apology to Asselin, and for removal of the video.

McDougall refused, and on November 8 posted a second video, updating people on his issue with the municipality. Asselin's lawyer contacted You Tube asking for the videos to be removed, but You Tube indicated there had been no violation of their policy. Asselin maintains that the videos and comments contain false statements that have impacted his personal reputation. McDougall says he honestly believes he is being harassed by municipal officials because his store

deals mainly in pornography.

The issue before the judge was whether McDougall was liable for statements made by others, and if Asselin had been caused irreparable harm. The judge wrote that Asselin "had not met the onus" to establish that McDougall's statements were defamatory, and further, that there was no harm suffered by Asselin that would constitute an award of damages.

The other issues involved in McDougall's planning charges and Asselin's defamation suit continue in May.



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Tender Results Around The Region

Granular Road Maintenance Material: Lanark Highlands

Smith Construction

Area 1: \$113,841.00

Area 2: \$160,934.40

Crain's Construction

Area 1: \$120,802.50

Area 2: \$170,369.75

Cavanagh Construction

Area 1: \$127,845.90

Area 2: \$182,232.20

Awarded to Smith

Construction.

Tow Behind Sweeper:

Lanark Highlands

Carson Farm (\$30,058.00)

Battlefield (\$31,727.87)

Hartington (\$32,367.87)

Reis Equipment (\$35,639.07)

United Rentals (\$36,396.14)

Capital Roads (\$37,397.35)

Awarded: Carson Farm Supply.

Asset Management Plan Development for Smith Falls

There was only one submission received for this RFQ. It was awarded to Greer Galloway Group (Kingston) in the amount of \$61,635.65.

Installation of Foam Strip under Ridge Vent in Horton

Awarded to Lloyd Eady

Construction for \$734.50.

Sale of Land in Head Clara Maria

The successful bidder was H.M. Dignam Corporation with a bid of \$26,660.

Spring and Fall Grading in Head Clara Maria

Pat Stewart (\$125/hour)

Monty Stewart (\$97.80/hour)

M. Lance (\$92.04/hour)

Awarded to Monty Stewart.

Winter Road Maintenance and Municipal Road Grading: Head Clara Maria

M. Lance

\$101.04/hour plow; \$72.04/day

\$21.04/tonne salt/sand

Pat Stewart

\$119.74/hour plow; \$75/day

\$25/tonne salt/sand

Eastway

\$137/hour plow; \$350/day

\$29.75/tonne salt/sand

Cruickshank

\$160/hour plow; \$200/day

\$10/tonne sand

\$79.50/tonne salt

Awarded to Pat Stewart.

Town of Petawawa In-Place Process and Paving of Sylvan Drive Phase 2

H&H Construction Inc.

\$141,270.44

Greenwood Paving

\$161,801.25

RGT Clouthier Construction

\$164,274.00

Smith's (Miller)

\$178,354.00

Awarded to H&H

Construction.

Town of Petawawa Janet Street Pumping Station Watermain Extension

Do-All Construction

\$51,787.00

RGT Clouthier Construction

\$55,240.00

Ryan's Maintenance

\$58,180.50

H&H Construction Inc.

\$60,040.00

Eastway Contracting Inc.

\$81,540.00

Town of Petawawa Reconstruction of Herman Street Phase 2

Do-All Construction

\$872,292.25

RGT Clouthier Construction

\$905,705.31

H&H Construction Inc.

\$939,938.09

Eastway Contracting Ltd.

\$1,350,111.50

County of Renfrew Consulting Psychologist

The County of Renfrew has approved renewing its contract with Dr. Jeff Sherman, a consulting psychologist providing clinical consultation to the Special Needs Resourcing Service at a rate of \$16,000.

Asset Management Plan Development in Horton

Awarded to Jp2g Consultants (Pembroke) for \$44,640.00.

County of Renfrew Janitorial Contract

The County of Renfrew has approved the extension of a contract for Renfrew County Place with Floor Clean Janitorial Services. The three year price is \$239,890.92.

County of Renfrew Tandem Trucks and Plow Units

Valley Truck & Spring Service

(Gin-Cor) \$417,194.00

Valley Truck & Spring Service

(Larochelle) \$417,920.00

Antrim Truck Centre Ltd.

(Gin-Cor) \$422,194.00

Antrim Truck Centre, Ltd.

(Larochelle) \$422,920.00

Francis Canada Truck Centre

(Viking) \$429,983.00

Francis Canada Truck Centre

(Larochelle) \$430,709.00

Valley Truck & Spring Service

(ELP) \$434,985.26

Antrim Truck Centre Ltd.,

(ELP) \$439,985.00

Francis Canada Truck Centre

(ELP) \$447,774.26

Three Quarter Ton Truck in Horton

Horton Township has purchased a truck from Mack MacKenzie Motors for \$37,774.27.

quote for the day

"A good job is more than just a paycheck. A good job fosters independence and discipline, and contributes to the health of the community. A good job is a means to provide for the health and welfare of your family, to own a home, and save for retirement."

- James H. Douglas

a matter
of fact ?

Skills That Employers Find Relevant

A survey conducted by Ipsos Reid on behalf of ABC Life Literacy Canada reveals workplace skills that employers find strategically relevant to their business:

80%

Thinking and problem solving

77%

Customer service

74%

Essential skills

74%

Oral, communication and presentation skills

72%

Work related reading, writing and math

69%

Digital literacy: computer and technology competency

63%

Fluency in English or French

63%

Workplace health and safety

58%

Project management skills

49%

Using machinery or equipment

Source: Ipsos Reid

Connecting Through Advertising

Using product advertising principles to attract employees



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

In advertising, if you create an emotional connection to your customer, you are more than twice as likely to retain them than if you tried to reach them on a rational level. Think of the last time you saw a Tim Horton's commercial conveying the details of what is in their coffee. Instead, they connect with the emotions of a customer - being at the ice rink with their kids, being at work with their peers, etc.

This is because while people think they make decisions rationally, the real driver of decision making is the emotions.

The same is true when you are advertising a job opening in your business. You will have the best results when you connect with people on an emotional level. It is the job seeker's ability to connect with the company that determines if they accept your offer of employment or not.

How To Connect In A Job Ad

A job advertisement needs to convey three things: what the employee needs to do for the company, what the company does for the employee, and why it matters. It is the third part where a

business really has the opportunity to sell the company, and ironically, it is the third part that most employers leave out of job descriptions. The rational-thinking employer believes that job seekers want to know the pay, the hours and benefits. Yet, the emotional-seeking employee wants a job where they matter. Regardless of what level of education a person may have, or the experience they bring to the table, it is a fundamental human need to feel wanted.

This is not to say that rational items are irrelevant - they certainly do play a role in attracting candidates the same way rational features of a product or service attract customers. But the factor that connects a person to a product, or an applicant to a job, is an emotional factor. It makes sense to invest in advertising your business in a way that is most likely to connect with the people you want to reach. Why else would you do it?

Your business creates a perception for people every day. Whether they see your

company vehicle, talk to an employee, or drive by the location, everything you do creates an impression. Managing that impression is what is known as "branding." Managing the impressions about your company when you are recruiting for employees is known as "employer branding." These are fancy labels for the simple statement of what someone thinks of you, and either you are a business that is in control of that, or you are a business that tries to ignore it. Regardless, it continues to exist.

To see how a job description can make a difference, I have included a link to a version of a rational job description, and one that provides an opportunity for an emotional connection. Feel free to use this as a template for your advertising in order to get the highest value for your employer brand.

For samples, visit ovbusiness.com/resources

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



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Deadline: May 8, 2013

May 28, 2013

Regular Edition of Ottawa Valley Business
Deadline: May 22, 2013

June 11, 2013

Regular Edition of Ottawa Valley Business
Deadline: June 5, 2013