



Local Preference Not Illegal: Expert Procurement lawyer agrees with OVB research

By: Jennifer Layman
Jenn@ovbusiness.com

If a municipal government wants to provide a local preference policy to support their economy, Toronto lawyer, Denis Chamberland says nothing prevents them from doing so. In fact, the City of Toronto has been doing it since 2008.

In our last issue, we noted that a \$30,000 County of Renfrew street sweeping contract had been awarded to a Stittsville company because they were \$130 less than local company, H&H Construction. The County's policy is to buy at the lowest price since an intense look at their procurement policy in 2009 resulted in a legal opinion suggesting that local preference policies might get the County in some trouble. Specifically, the

Discriminatory Business Practices Act was cited, a piece of Ontario legislation that appears to suggest that it is illegal to choose a supplier due to their geographical location.

The Discriminatory Business Practices Act does not apply."

- Denis Chamberland, procurement lawyer

However, when that legislation was researched, it was found to have been established for a specific Arab boycott of Israel, and not at all applicable to local procurement policies. And, at least one procurement expert agrees.

"The Discriminatory Business Practices Act does not apply," says Chamberland who has been working in procurement law for more than 20 years. "The province

even has a local preference policy with their Green Energy Act, requiring businesses to have 30% Canadian content before being able to operate under that legislation."

Chamberland is currently involved with a procurement matter concerning the Independent School Bus Operators Association (ISBOA). That decision, which impacts local school bus operators, is headed for Superior Court in Kingston this June.

Still, it seems odd that so much legal advice has been given against a local preference in procurement. Chamberland believes that

while larger urban organizations perhaps have the resources to be confident in establishing a local preference, outside the big cities, there can often be more fear of implementing such a policy. In addition, Chamberland says it can be more difficult to take the "long view" approach to awarding a bid. It may be difficult for council to award a higher bid to a local company where any growth benefits from that local preference might come after their term in office. Comparatively, they can be an immediate hero by saving taxpayers money by choosing the lowest bid.

Chamberland believes a balance can easily be struck that affords the municipality a competitive bid process, and still allows a municipality to invest in its economy.

Continued on pag 3

Help For Employers With Hiring.

OVJobs.ca has an opportunity to develop a program to help local employers with recruiting and hiring. Hiring costs can be up to 35% of the salary of the position, and more if the initial candidate does not work out. OVJobs.ca plans to work with hiring professionals to develop a program that is easy to use for local employers. If you wish to share your concerns in hiring with us, please do and we will address them as part of our training.

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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.

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CONTENT & SUBMISSIONS:

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge. There is also no charge for posting business events on the events calendar.

CONTACT US:

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You can also find us on Facebook.



May 3, 2013
KI Pembroke Open House. Public is invited to tour the facility to better understand the company. 30-minute guided tours. Open House runs from 2pm to 6pm. Food and refreshments provided.

May 4, 2013
Downtown Renfrew Great Garage Sale. 8am to 1pm. Spaces are \$10 and must be paid in advance. The streets will be lined with many great deals in Downtown Renfrew. Rain date is May 11, 2013. For info: 613-432-7015 or info@downtownrenfrew.ca

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.

May 8, 2013
Renfrew & Area Chamber of Commerce. Business After Hours. Grape Room. May mixer and wine tasting. 690 Stewart Street in Renfrew. 5:00pm to 7:00pm RSVP before May 6. For info: 613-432-7015 or events@renfrewareachamber.ca

May 11, 2013
M&M Meat Shops across Canada 25th anniversary of the charity BBQ benefiting the

Crohn's and Colitis Foundation of Canada. 10am to 4pm. For information on the event, visit: www.cfc.ca

May 11, 2013
Community Yard Sale at Moncion Grocers Petawawa Market. Proceeds to Relay For Life Cancer Society initiative. To participate, email promotions@monciongrocers-petawawa.com

May 15, 2013
Algonquin College's Options Skilled Trades Fair. Pembroke Memorial Centre. 9am to 2pm. More than 200 high school students compete in skills competitions. Employers welcomed to participate. Free show and open to the public. For info: 613-735-4700.

May 17, 2013
Deadline for Summer Company registrations at Enterprise Renfrew County. For students aged 15 to 29. For more information see: enterpriserenfrewcounty.com

May 17, 2013
Wolves' Den in Renfrew. Pitches from entrepreneurs competing for a \$6,000 prize package. O'Brien Theatre at 334 Raglan Street in Renfrew. www.renfrewareachamber.ca

May 22, 2013
Pontiac Chamber of Commerce Annual General Meeting. 6:30pm. Pine Lodge, Bristol. Guest speaker is Mathieu Ravnignat. Report on Chamber business, election of board members and information on upcoming events. Light meal at 6:30pm for \$15. AGM at 7:00pm. For info: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca

May 22, 2013
Ottawa Valley Tourist Association (OVTA) and Ontario Highlands Tourism Organization (OHTO) Service Excellence workshop. \$10. 9:00am-4:30pm. Check in at 8:30am. Lunch included. In Pembroke. Call 613-732-4364.

May 25, 2013
Farmers can recycle farm plastics for free at Renfrew

County Recycling. 60 Lisgar Road in Renfrew. 9am to 2pm. Plastics must be clean and dry, preferably not baled. Baled wrap will have to be cut open and inspected. For info: Annette Louis, 613-432-2885.

May 30, 2013
Public information session regarding proposed Official Plan amendments in Whitewater Region. Cobden Agricultural Hall. Open house 3pm-6pm. Public meeting 7pm-9pm. Phone: 613-646-2282 or info@whitewaterregion.ca

June 4, 2013
Second public information session regarding proposed Official Plan amendments in Whitewater Region. Cobden Agricultural Hall. Open house 3pm-6pm. Public meeting 7pm-9pm. Call: 613-646-2282 or info@whitewaterregion.ca

June 7, 2013
Pontiac Chamber of Commerce Business Breakfast. Competition & Innovation: Working together to succeed. Spruceholme, Fort-Coulonge. 7am-8am. Presenters include Martin Bertrand, Horizon X and Jim Coffey, Esprit Rafting. \$12 for members. \$15 for guests. For info: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca

June 11, 2013
Bernadette McCann House Annual General Meeting. 7:00pm at the Knights of Columbus Hall, 170 Ellis Avenue in Pembroke. Guest Speaker is Sergeant Candice Price. For info: 613-732-7776

June 17, 2013
Deadline for 101 Things to do in the Valley: Summer Edition. 35-word description of your business or event for just \$25 plus HST. Submit your event to: admin@ovbusiness.com The list will also be posted on www.travelourbackyard.com

Send your event to:
Admin@ovbusiness.com
Business events are posted free of charge.

Local Preference: Continued From Page 1

Urban centres have these policies, so why don't we have them?

Continued from page 1

Using the Town of Petawawa's two percent local preference as an example, Chamberland says "that absolutely makes sense" and that non-local bidders would continue to bid on local projects even if that was implemented. "As long as the local preference is transparent to all bidders, you will not have a problem," he says.

As for the Discriminatory

Business Practices Act, Chamberland believes it should be off the books. He says there are many examples of legislation that no longer apply, but since they don't bother anyone, nothing is done about them. However, this piece of legislation is clearly being referred to in a way that was not how it was intended, and because of that, it should be removed. However, the fact that it is still legislation does not prohibit municipalities to

include a local preference policy if they wish to do so to build their communities.

Local Contractor Responds

In response to the article in the last issue, a local contractor emailed his opinion that in addition to the awarding contracts locally, some focus should be on how non-local firms are hiring local companies to do some of the work. Specifically, this contractor referenced the \$22 million school where they are

playing a role in that construction. (Note: We asked Percon Construction to confirm the local companies they were using, and offered to promote the opportunity for local companies to work with them for free in Ottawa Valley Business, but Project Manager Cameron Young said they were not interested.)

Still, the local construction company brings up a point that was highlighted in the policy used in Australia, as referenced in the previous issue. The highest preference went to a local company to do the work, and the next highest preference was to a non-local company who would use the most local work (trades, individuals, etc.) That preference in using local businesses is written into their procurement policy.

Final Decision For Municipalities

Chamberland, who is a regular contributor to Municipal World magazine, believes that the decision to have a local preference is not really the decision of local businesses; but rather local government. It is a tool that municipalities have to build their economies, to help ensure employment opportunities and to invest in their own tax revenue system.

The question now is: Will anyone do it?



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

quote for the day

"Yesterday's home runs don't win today's games."

- Babe Ruth

Business News Around The Valley

Arnprior Budget

Town of Arnprior has set a budget for 2013 that is just over \$8 million, of which \$6.9 million is coming from taxation. Key areas of the budget include: general government (\$1.263 million), fire and policing (\$2.58 million), public works (\$1.431 million) and parks and recreation (\$1.225 million). Reserves include \$1.2 million.

BLR Receives Grant

The Township of Brudenell, Lyndoch and Raglan has received a federal grant for \$93,133 under the Government of Canada's Community Infrastructure

Improvement Fund. The money will go towards improvements at the municipal office. The grant covers one-third of the cost of the 1,500 square-foot addition which will include new council chambers, as well as community space for groups. Construction of the addition is expected to be completed in late fall or early winter of this year.

RDCS To Close Doors

A lack of enrollment is forcing the Renfrew and District Christian School to close its doors at the end of this school year. The school is in its 27th year and opened with just 12

students. Though enrollment has varied over time to a high of 50 students, the current enrollment of 14 students is not enough to sustain the expenses. The RDCS Society will continue in case the school reopens.

Observatory On Schedule

The plans to open a world-class observatory are on schedule for an opening in 2016. The Madawaska Highlands Observatory Corporation chief executive officer, Frank Roy, says the \$15 million project will generate more than 250 jobs, including 150 direct jobs. One investor is reportedly on board

with the project which includes a boutique, lecture rooms and four-star hotel operating off the energy grid. For more information, visit www.madawaskahighlandsobservatory.com.

Restaurant Opens Daily

As of Monday, April 28th, the Mad Musher will be open seven days a week.

Health Centre Funding

Whitewater Bromley Community Health Centre has earned \$23,850 from the New Horizons for Seniors Program. The grant will help the Centre promote arts and recreation programs throughout Beachburg, Westmeath and surrounding areas.

BIA Looks To Expand

The Renfrew Business Improvement Area is looking to add more property to its area. They have made a request of the Town of Renfrew to consider changing the boundaries, which will likely require a change to the Town's bylaws.

George's Marine Adds Third Location

George's Marine & Sports, with locations in Eganville and Ottawa, has purchased the Blue Woods Marina in Kingston and will open its third location late this summer. Owner Jeff Wilcox said the business has been actively looking for an "on-water location" and is pleased with the opportunities in Kingston. Extensive renovations to both the store and the marina are planned for the Blue Woods Marina, located on Bath Road. During the renovations the marina will be open to slip holders only.

Hugli's Gift Store Opens

The country gift store at Hugli's Blueberry Ranch will be opening for the season on Wednesday, May 1.

Continued on Page 5



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Business News Around The Valley

Arnprior Fire Trucks Gets Another Order

Arnprior Fire Trucks will be building another fire truck, this time for the City of Welland. The Triple Combination Pumper will be manufactured at the company's plant in Arnprior.

Airport Planning 45th Anniversary Event

The Pembroke & Area Airport is celebrating 45 years in operation with an Aviation Day on June 15, 2013. The event will include free flights for kids, a BBQ, fly-in for local pilots, aeromodellers demonstration and more. Children wishing to participate in the free flights are required to complete a form in advance which is available by calling 613-687-5300 or by download at www.flycyta.ca. The public is welcome to attend and take in the aviation experience. The Airport is owned by six local municipalities.

Economic Development Template for MB

The Township of McNab-Braeside has approved a \$15,000 cost to hire FA Capital Lands to produce an economic development template for the municipality. Bruce Firestone and president Susan Anglin of FA Capital

Lands, made a presentation to council in mid-April which resulted in the approved spending. FA Capital will provide an economic development strategy and a land use strategy for the municipality that will allow it to develop most successfully.

Algonquin College Offers New Program

Algonquin College has launched a new Construction Techniques program to assist with the local building boom in the region, and the pending retirement of many construction industry workers. The program is a one-year full-time certificate program and will be offered for the first time in September 2013. Murray Kyte, Chair of Algonquin's Business, Technology and Outdoor Training programs, says the program has been designed "to teach students the foundational skills they will require to work in building construction." The program will focus on building construction and will also dedicate time to plumbing, welding and other trades.

Mill Music Robbers Sought
The Renfrew OPP is looking for two males in connection with the robbery at Mill Music

in February. One of the males is Christopher Sarmadopoulos, 52, of Vaudreuil-Dorion, Quebec, while the other is Robert Gravel, 50, of Montreal. Anyone with information can call 911, or Crime Stoppers at 1-800-222-8477 (TIPS).

Farmers' Market Opens May 25

The Arnprior Farmers' Market will be opening on May 25. Vendor registration is now available to local food producers and local artisans. Contact Mark or Sandra at 613-622-0004 or gableridgefarm@gmail.com

Official Plan Open House

The Township of Whitewater Region will be holding two sessions on their new official plan for the municipality. The first session will be held Thursday, May 30 at the Cobden Agricultural Hall and the second will be held Tuesday, June 4 in Westmeath. Both sessions will include an open house from 3:00pm to 6:00pm and a public meeting from 7:00pm to 9:00pm. Among the items of interest is the draft policy for Muskrat Lake, will be available for review at the meetings.

Colin James To Headline
Colin James will be the

headliner at the third annual Class Axe Guitars Calabogie Blues and Ribfest to be held this summer. James will play on the Saturday night of the festival which runs August 16 to 18. Joining James will be the Ben Racine Band, Soulstack and Steve Hill. Other acts will be officially announced in a few weeks. Johnny Winter is expected to headline on either Friday or Sunday. More information is at: www.CalabogieBlues.com.

Petawawa Bike Park Construction Begins

The Town of Petawawa Bike Park is starting construction on May 13. GearHeads Bike Shop is involved with the design of the Park, and will post updates on their Facebook page.

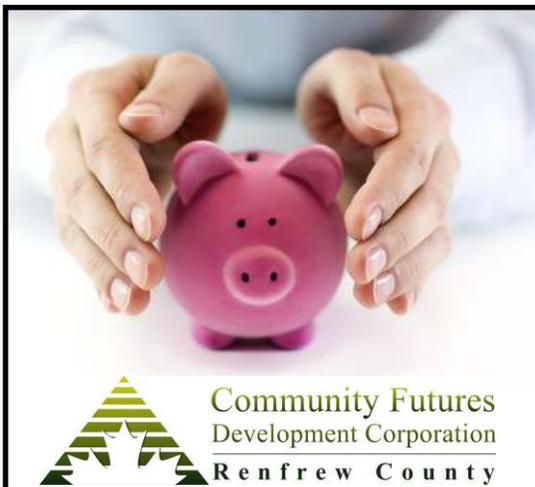
CABA To Create Tourism Map

The Calabogie and Area Business Association (CABA) has received money from the Township of Greater Madawaska and Community Futures Development Corporation to create a map and business directory for their region. CABA has also applied for \$2,000 to create a mobile application and \$5,000 to go towards a feasibility study on cultural assets.

Insurance Brokerage Joins BrokerLink

O'Neil & Company has joined BrokerLink. Owners Gerry O'Neil and Erin O'Neil have will be in management roles. Brokerlink Inc., Canada Brokerlink (Ontario) Inc. and Canada Brokerlink Financial Inc. constitute one of the largest Canadian property and casualty insurance brokerage operations with over 60 offices supported by more than 750 employees across Ontario and Alberta. The BrokerLink companies are subsidiaries of Intact. For info, see: www.brokerlink.ca

Continued on Page 6



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Business News Around The Valley

Gallant Pleads For Rail
MP Cheryl Gallant has introduced a private members motion in the House of Commons calling for a 10 year moratorium on the removal of Canadian National Railway (CN) rail lines in Eastern Ontario and Western Quebec. Gallant says there is a potential buyer for the lines, though Transport Pontiac Renfrew has been asking CN to consider "community bids" without success. According to

the Canada Transportation Act, 1996, if no rail line offers to buy the lines, CN is required to give governments, transit authorities, and corporations partnered with governments a chance to buy the rail lines for their own use. No one came forward before the deadline, and CN has refused to re-open the bidding process. Gallant says that as the lines were originally built with public funds in the late 19th and early 20th centuries,

every opportunity to find a buyer should be exhausted before they are removed.

Arnprior Chamber Winners Announced

The Arnprior Chamber of Commerce recently awarded their Business Achievement Awards. Mayor David Reid presented the first Volunteer of the Year award to Don Derragh. Large Business of the Year went to Tim Hortons, while MacPherson Plumbing and Heating took home the

Small Business of the Year. Lorne's Electric was voted Chamber Member of the Year. Communities in Bloom was presented with the President's Award. McNab-Braeside awarded its Business Appreciation Award to Robbins Confectionery and their Agriculture Appreciation Award to Dochart Farms. *Submissions to Business News Around the Valley are free of charge. Send your news to us at: admin@ovbusiness.com*

www.travelourbackyard.com

Backyard Events

May 7

Opening day for Coronation Hall in Bristol, Quebec. Tuesday to Saturday. 10am-4pm. Sunday 1pm-4pm. www.coronationhall.com

May 10

Opening day for the Stone School Gallery in Portage-du-Fort, Quebec. 11am to 4pm. www.artpontiac.com

May 10

Pembroke Public Library Reel Theatre "Fun" Raiser. Movie night to kick off our 100th anniversary. www.pembroke.library.ca

May 10

Reel Paddling Film Festival in Petawawa. 8pm. cmitchell@petawawa.ca

May 10-12

Hell or High Water paddle sports festival on the Petawawa River. www.hohw.ca

May 10-12

Wilderness Tours opening weekend. 2 for 1 special. www.wildernesstours.com

May 11

Hugli's Blueberry Farm presents "Calming the Practice Monster" workshop with Paul Coates. For parents/coaches of kids age 6+. www.blueberryranch.ca

May 11

Beachburg Spring Chicken Enduro or Trail Run. 5K to 50K. beachburg.blogspot.ca

May 18

Peter Doran Memorial Ride. 11am. \$10 each. BBQ and draws. Donations to MRI. petessalesandservice.com

May 18

Opening weekend at River Run Rafting. www.riverrunrafting.com

May 18

Pembroke Farmers' Market opens. 8:30am to 1:00pm. pembrokefarmersmarket.com

May 18-19

Palmer River Fest at Paddler Co-op. \$120 per adult. \$65 per youth. Camping included. www.paddlerco-op.com

May 21

Social evening paddle. Free rentals. Petawawa Point. 6:30pm. Call to reserve. Phone: 613-687-5678 x.2102

June 1

Logos Land new Whitewater Zip Line opening day. www.logosland.com

June 8

Priorpalooza. Musical genres of all types. Free Event. Robert Simpson Park. www.arnprior.ca/priorpalooza



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- | | |
|---|--|
| Road Rehabilitation of Queen Street | 4x2 Single Axle Diesel Cab and Chassis |
| Aerial Truck Bay Addition | 2013 Organics Facility Compact Wheel Loader |
| Rehabilitation of County Roads #16A and #17 | Canteen/Concession (McNab Braeside) |
| Regular Cab Pickup Truck (4 Wheel Drive) | Food Concessions (Pembroke) |
| Granular A & B CR34 (Norton Road) | Provision of Audit Services |
| Rehabilitation of CR68 & Replacement of County Structure C147 | Asset Management Plan Development |
| Roadside Grass Cutting | Water Meter Supply and Installation and Implementation of Residential Water Metering |
| Purchase of Hydraulic Extendahoe Backhoe | Lighting Upgrades |
| Rehabilitation of Creek Side Road and Kippen Road | Rail Crossing Restoration |
| Campbell Drive Culvert Replacement | HVAC Inspection, Operations, Maintenance and Repair Services |
| Crushed Gravel | Portland Cement Ready Mixed Concrete |
| Granular Crushed Rock | Supply of Granular Materials |
| Supply and Installation of Propane Furnace(s) | Reinstatement of Utility Cuts and Asphalt Failure |
| Roadside Mowing | Sale of Land |
| | Sale of Surplus Equipment |
| | 1982 Ford Step Van |

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people on the move

Shelley Cull

Shelley Cull is no longer the Town of Deep River's Recreation Manager. The municipality recently eliminated Cull's position as part of a re-organization in the municipality. Cull was with the municipality for 11 years.

Khizar Hayat

Khizar Hayat has also been the subject of the Town of Deep River's re-organization. The former Public Works Director was with the municipality for two years.

Tyler Mulligan

Tyler Mulligan has been promoted to the Assistant Sales Manager for George's Marine & Sport. Mulligan has been with the company for nearly 10 years.

Chris Grayson

Chris Grayson has been appointed the Executive Director of Community Living

Upper Ottawa Valley. Grayson has held positions with other Community Living organizations in Ontario, and has owned and operated a non-profit consulting company. He graduated from Loyalist College as a Developmental Service Worker, completed a Management Studies Certificate from Fleming College and the Executive Leadership Program from Queen's University.

Chantel Rudy

Chantel Rudy has opened Safe Haven Home Health Care, a business that helps seniors remain in their own homes as long as possible. Rudy assists seniors, the chronically ill and disabled clients. You can learn more about this business at: safehavenhomehealthcare.ca

Murray Gahan

Town of Renfrew Building Inspector, Murray Gahan, will be retiring at the end of May. While the official retirement day is at the end of June, saved vacation time allows him to retire about a month earlier. Gahan has been in the position since 1983.



Is addicted to prescription drugs.



Doesn't know how she will pay student loans.



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Is struggling to fit in with her new job.



Doesn't have enough savings to retire.



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Tender Results Around The Region

Prequalification of General Contractors for Pembroke OPP Station Renovation Work. City of Pembroke.

Cancelled. The City of Pembroke plans to re-issue the Prequalification of General Contractors documents to include a new scope of work in Fall 2013.

Mechanical Street Sweeping Town of Mississippi Mills

Jara Sweeping (Stittsville) \$85.70/hour
John Sweeping (Ottawa) \$89.96/hour
CTM Sweeping (Ottawa) \$140.00/hour
Awarded to Jara Sweeping.

PW-2013-02 - One Full Size 4x4 Three Quarter Ton Pick-up Truck Township of Laurentian Valley

Butler Chev Olds (Pembroke) \$40,499.20
Upper Valley Dodge (Pembroke) \$44,489.00
Lapointe Chrysler (Pembroke) \$45,361.00
Murphy Ford (incomplete) (Pembroke) \$31,252.00
Awarded to Butler Chev Olds.

Project No. 2116592A Highway Resurfacing and Infrastructure Rehab. Whitewater Region

RGT Clouthier Construction \$1,887,723.00
Bonnechere Excavating Inc \$1,923,643.04
Smith's Construction \$2,113,242.75
H&H Construction Inc \$2,285,775.24
Eastway Contracting Inc \$2,318,860.10
Awarded to RGT Clouthier.

RFT #2013-10 Roof Replacement at Various Schools: Renfrew County District School Board

Arnprior District High School
Amherst Roofing \$338,841
Blanchfield Roofing \$320,000
Devine Roofing \$376,300
Fitzgerald Roofing \$320,570
Flynn Canada \$340,695
Irvcon Ltd. \$251,483
Ray Cyr Roofing \$354,483
Semple Gooder \$340,934

Beachburg Public School
Amherst Roofing \$59,904
Blanchfield Roofing \$42,065
Devine Roofing \$78,500
Fitzgerald Roofing \$38,400
Flynn Canada \$60,985

Irvcon Ltd. \$235,461
Ray Cyr Roofing \$50,900
Semple Gooder \$60,096

Champlain Discovery

Amherst Roofing \$208,015
Blanchfield Roofing \$194,265
Devine Roofing \$278,400
Fitzgerald Roofing \$160,185
Flynn Canada \$221,715
Irvcon Ltd. \$154,145
Ray Cyr Roofing \$229,000
Semple Gooder \$210,876

Opeongo High School

Amherst Roofing \$124,563
Blanchfield Roofing \$104,985
Devine Roofing \$235,900
Fitzgerald Roofing \$89,560
Flynn Canada \$151,255
Irvcon Ltd. \$86,727
Ray Cyr Roofing \$163,900
Semple Gooder \$175,172

Queen Elizabeth

Amherst Roofing \$26,858
Blanchfield Roofing \$22,870
Devine Roofing \$29,000
Fitzgerald Roofing \$17,570
Flynn Canada \$33,515
Irvcon Ltd. \$15,317
Ray Cyr Roofing \$15,750
Semple Gooder \$38,043

All RCDSB roofing contracts awarded to Irvcon Ltd.



Fines and Penalties for Cell Phone Use While Driving

\$167 and 3 demerits
British Columbia

\$172 and 0 demerits
Alberta

\$280 and 4 demerits
Saskatchewan

\$200 and 0 demerits
Manitoba

\$155 and 0 demerits
Ontario

\$100-\$400 & 4 demerits
Newfoundland

\$250-\$400 & 3 demerits
Prince Edward Island

\$164-\$337 & 0 demerits
Nova Scotia

\$172.50 and 3 demerits
New Brunswick

\$250 and 3 demerits
Yukon

\$100 and 0 demerits
Northwest Territories

No fine or demerits
Nunavut

Source: distracteddriving.caa.ca

Champlain Trail Museum AND PIONEER VILLAGE

Speakers Series

Leading up to the 400th Anniversary Weekend

May 15: Ken Swayze, Aboriginal Archaeology
May 22: Ron Bernard, Making a Birch Bark Canoe
May 29: Fred Blackstein, Navigation in Champlain's Era

Free to OVHS members and by donation to guests.

Speaker start at 7:00pm in the Founder's Hall of the Champlain Trail Museum.

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This Is How You Do It

A feel good shopping experience in our own backyard



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

If it hadn't happened to me, I might not have believed it.

Sandra, my co-worker, and I spent an afternoon in Downtown Renfrew last week, taking my own advice and travelling my backyard. We weren't really looking for anything in particular, just taking a day off (almost) from work. It was a bit overcast, but our first warm day of the Spring season.

We found parking on the main street pretty easily, it's all free now as the metres have been removed. We travelled back and forth across the main street, popping into shops and

stores, checking out old favourites and new openings. With each visit, the owners and employees were smiling and chatty, welcoming and seemingly proud to present their stores. They were helpful, but not demanding, involved but not over-bearing. We made a few purchases here and there and everyone thanked us for coming in.

As the hours passed, and this trend of friendliness continued, it seemed almost surreal. Sandra and I looked at each other in a bit of disbelief. It was like someone had called the Downtown to let them know we were coming and to be super friendly and welcoming to us. Store after store after store provided the same incredible customer service, even if we didn't buy anything. As we walked down the street, Sandra said, "this doesn't seem real. Everyone is

so nice."

And then came lunch.

We asked a local merchant for a referral for lunch and ended up at the Renfrew Tea Room. We walked in and the place was packed. We sat at a table in the corner and continued to chat about our experience.

The owner, and one of only two people working in the restaurant that day, came to take our drink order and said it would be at least 10 minutes before she could get back to us. We said that was not a problem and continued to chat.

Another couple came in afterwards and we noticed they went straight to the salad bar, without the owner having seen them. Sandra asked if we could do the same and they were happy to fill us in.

"She's just really busy today, so by all means help yourself," the woman said. So, we did.

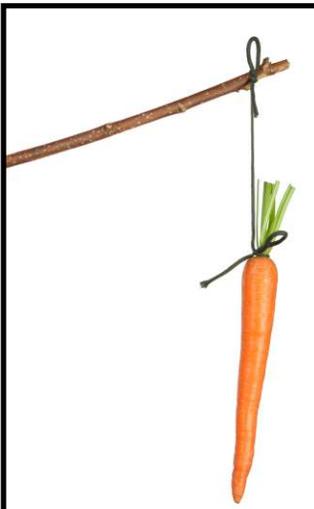
The salad bar was so good, that was all Sandra ended up having for lunch! I opted for a chicken salad sandwich when the owner came to take our order. 10 minutes later or so, my order arrived, with a

condition. The owner said our lunch was on the house because we had waited so long to be served. I assured her that really wasn't necessary as we had nowhere pressing to be and had a great time just basking in the glow of a great shopping experience. But the owner would have none of that. It was clear that she would accept nothing less than our agreement to a complimentary lunch, and maybe the best chicken salad sandwich I have ever had. So, we agreed, unwillingly.

When we left the Tea Room, Sandra and I walked in near silence back to the car. Both of us felt so appreciated by the business owners. It was truly overwhelming.

"Now this is something you should write about in OVB," said Sandra. I couldn't have agreed more.

Everyday should be customer appreciation day when you're in business. The cost is \$0 and the results go directly to your bottom line. *Jennifer is the president of Forward Thinking Marketing in Petawawa. Her column appears every issue.*



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