



## Candy Inventors Visit Renfrew County OMG creators tell their story on October 25

By: Jennifer Layman  
Jenn@ovbusiness.com

On October 25, local businesses will have the opportunity to hear from Chris Emery and Larry Finsson, the entrepreneurs behind Clodhoppers and now OMG candy.

The duo are well-known for their partnership with Arlene Dickinson of Dragon's Den fame and for sealing a deal to promote their chocolate covered candy. But some of the lesser well-known parts of their story are equally compelling; like the story of their break-up.

In an interview with CBC, the high school pals talked about how they dissolved their partnership after a successful sale of Clodhoppers to Brookside Foods. That was in 2006. The candy-making gurus signed a non-compete agreement in the sale which

meant they could not re-enter the candy business for five years. Within those five years, they dissolved the partnership, and then created another one.

Interestingly, the new company entered Dragon's Den with no sales - a concept. They asked for \$250,000 for a 30% stake in the company,

**They asked for \$250,000 for a 30% stake in the company...**  
OMG DRAGON'S DEN PITCH

The Clodhoppers-OMG story is one that many businesses can relate to, but the successful outcome may be the inspiring part that many businesses need to hear. The story includes having their bank call in a loan because the bank didn't think they could deliver on orders. It also includes a business that kept growing and growing, but didn't seem to accumulate cash. And then there is the sale to the leading retailer in North America, Wal-Mart. The Clodhoppers story ended with a buyout.

and Arlene Dickinson countered with \$250,000 for 50%. Emery and Finsson accepted the deal. By the time the show aired publicly, the brand had already been in talks with major distributors across Canada.

While it is unusual for a Dragon's Den deal to close with no sales history, Dickinson told the Financial Post that their previous success was a big convincer in her investment decision. And, having Dickinson as a partner was exactly what Emery and Finsson focused

on in their Den pitch. They told the Post that she represented the demographic they were marketing to, and that her personality was a good match with their product.

The OMG entrepreneurs have delivered talks to a variety of audiences from their hometown high school to the Packaging Association of Canada and Canadian Meat Council. They have been covered by every major media outlet in Canada, and are members of the National Speakers Bureau. They are most regarded for entertaining presentations where people leave inspired and upbeat.

Sounds like a great way to spend a Friday afternoon.

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Tickets are available (\$45 per person) by calling Kim Fraser at Enterprise Renfrew County at 613-735-8224 or email kfraser@countyofrenfrew.on.ca. The event is being held on October 25th at the Renfrew Armouries from 9:00am to 4:00pm.

## keepanopenmind.ca

**44% of employees have experienced a mental health issue.**

An employer will save \$5,000 to \$10,000 per employee per year for those who get treatment for mental health issues.

Mental health issues are defined as: excessive stress, anxiety, depression, burnout, addictions, substance abuse, mania, bipolar and other disorders. The employees with mental health issues range from senior executives (40%) to labour and production staff (52%).

The results are nearly identical for employers with less than 50 employees, and those with more than 500 employees.

Keep an open mind about mental health and see how it can make a difference in the bottom line at your workplace.

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:

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News, article suggestions, personnel hires, business event listings, tenders 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.

#### CONTACT US:

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#### SOCIAL MEDIA



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**October 17, 2013**  
Renfrew County Federation of Agriculture annual/regional meeting. Cobden Legion. 7:30pm. New directors needed.

**October 18, 2013**  
Deadline to register for Building A Culture of Service Excellence workshop. (See November 21, 2013 listing for details.)

**October 21, 2013**  
Renfrew County Agricultural wall of Fame committee meeting. Renfrew Armouries. 7:30pm. Each ag organization is asked to send a rep to this meeting. For information, call Donna at: 613-432-5568.

**October 22, 2013**  
Renfrew County Legal Clinic AGM. Canada Pension Plan Disability and the Ontario Disability Support Program. 1pm-9pm. Trinity St. Andrew's United Church in Renfrew. All are welcome. Phone: 613-432-8146 or 1-800-267-5871.

**October 22, 2013**  
Hands-On Twitter Workshop. Renfrew County Community Futures. 2 International Drive, Pembroke. 9:30am-11:30am. Register with Kelley at: [klemenchick@bellnet.ca](mailto:klemenchick@bellnet.ca) or 613-735-3951 ext.226. Seating is limited.

**October 23, 2013**  
Small Business Week free event in Killaloe, Hagarty & Richards. How positive mental health workplaces can impact the bottom line with Valley EFAP and a new Entrepreneur Boot Camp pilot project for aspiring or new entrepreneurs with Forward Thinking. Free to attend. Round Lake Community Centre. For info: [khrvolunteernetwork@gmail.com](mailto:khrvolunteernetwork@gmail.com)

**October 25, 2013**  
Enterprise Renfrew County's 25th anniversary event

featuring OMG entrepreneurs from the Dragon's Den. 9am to 4pm at the Renfrew Armouries. \$45 per person includes HST. Great celebration of business. Register at 613-735-8224 or [www.enterpriserenfrewcounty.com](http://www.enterpriserenfrewcounty.com).

**October 30, 2013**  
Operations & Financial Management of Boards for Not-for-Profit Organizations. Renfrew County Community Futures. 2 International Drive, Pembroke. 9:30am-1:30pm. Call 613-735-3951 ext.226 or [klemenchick@bellnet.ca](mailto:klemenchick@bellnet.ca). Seating is limited.

**November 4, 2013**  
Renfrew County National Farmers Union meeting. Barr Line Community Centre. 7:30pm.

**November 7-8, 2013**  
It's Time To Talk Conference. Marguerite Centre, 700 Mackay Street, Pembroke. Variety of topics including: victimization, media effectiveness, aboriginal people, legal issues. \$50 if registered prior to October 1. \$60 after October 1. Visit [www.wsssbmh.org](http://www.wsssbmh.org), email [wssshs@wsssbmh.org](mailto:wssshs@wsssbmh.org) or call 613-732-7776.

**November 12, 2013**  
Recruitment and Board Development. Renfrew County Community Futures. 2 International Drive, Pembroke. 9:30am-11:30am. Call 613-735-3951 ext.226 or [klemenchick@bellnet.ca](mailto:klemenchick@bellnet.ca). Seating is limited.

**November 12, 2013**  
Mayor's Breakfast. Hosted by

the Renfrew & Area Chamber of Commerce. Featuring the mayors from Adamston-Bromley, Renfrew, Horton and Greater Madawaska. Topic is how community improvement planning impacts economic development. Rocky Mountain House in Renfrew. Register with the Chamber of Commerce: 613-432-7015 or [info@renfrewareachamber.ca](mailto:info@renfrewareachamber.ca)

**November 13, 2013**  
Algonquin College hosts Howard Bloom at 7:00pm. Bloom is the owner of [www.SportsBusinessNews.com](http://www.SportsBusinessNews.com) and frequent sports commentator. \$20 per ticket. <http://extraweb.algonquincollege.com/pembroke/courseDetail.aspx?id=GEN7203&>

**November 21, 2013**  
The OVTA, the Township of Whitewater Region and OHTO are offering a full-day workshop on "Building a Culture of Service Excellence." Municipal office in Cobden. Provides owners, managers and supervisors with best practice strategies and tools to create, implement and sustain a culture of service excellence. Register by Oct. 18. Call: 613-732-4364.

**November 25, 2013**  
Adapting to Climate Change. Emily Conger, Algonquin to Adirondack Collaborative. Killaloe Friendship Club on Lake Street in Killaloe. Free presentation from the Bonnechere River Watershed Project in partnership with the Killaloe Public Library. [Www.a2alink.org](http://Www.a2alink.org)

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# Business News Around The Valley

## Real Estate

### FOR LEASE

169 Lake Street, Pembroke

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Petawawa Town Centre  
Petawawa

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176 Len Hopkins Drive  
Petawawa

### FOR SALE

The Nook Creperie  
Pembroke

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Rolphoton Motel  
Rolphoton

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118 Raglan Street  
Renfrew

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M&M Meat Shops  
Arnprior

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Quizno's Sub  
Petawawa

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68 Queen Street  
Eganville

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Stonecliffe Resort  
Stonecliffe

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Watertower Apartments  
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### Town Seeks Input

The Town of Renfrew is seeking input from residents for their Community Improvement Plan (CIP). CIPs allow municipalities to plan activities and address physical social, economic or environmental matters within a community. Interested individuals can submit their feedback to Ivan Burton, Town Planner by phone (613-432-8166) or email [iburton@town.renfrew.on.ca](mailto:iburton@town.renfrew.on.ca)

### Business Sold

Lorraine McDermott of Crazy Beautiful Dresses has sold the

business to event planner, Kim Chenard. The business will remain in its current location across from Murphy Ford in Pembroke.

### Event Coming to Renfrew

The Society of International Hockey Research will be coming to Renfrew thanks to the NHA-NHL Birthplace Committee. The Society is a group of writers, statisticians, collectors, broadcasters, academics and hockey buffs who are passionate about the sport. They will have a meet and greet at the NHA-NHL museum in Renfrew and then

continue meetings at the Best Western Renfrew Inn. The event takes place over three days.

### New Fire Truck Unveiled

The Pembroke Fire Department has their million-dollar fire truck at home. The new aerial truck replaces a 1987 model. It can reach an additional three stories in height and is equipped with additional safety equipment. Until a new hall or current renovation is completed that will fit the truck, it will be housed in a nearby warehouse.

*Continued on Page 4*



## See Our Ad In The New Health Matters Magazine!

Travel Our Backyard promoted being active with the tourism activities possible in the Ottawa Valley and the Pontiac.

The Winter Edition of Travel Our Backyard will publish in November, so book your space now by calling 613-732-7774 or email us at [travel@travelourbackyard.com](mailto:travel@travelourbackyard.com)

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Travel  
our  
Backyard

# Business News Around The Valley

## Nominees Released

The Renfrew & Area Chamber of Commerce has released the names of the nominees for various business achievement awards. They include: Citizen of the Year (Darrell Mooney, Murray MacDonald, Liz and Mike Wright); Youth of the Year (Arleigh Prince, Breigh Whalen); BIA Member of the Year (Renfrew Pizzeria, Aikenhead's, Renfrew Printing), Community Organization of the Year (Miss Teen Ontario East Pageant Committee, Renfrew Rotary Club and Renfrew Therapeutic Riding Program); Outstanding Business of the Year (Dragonfly Golf Links, Rocky Mountain House and myFM); Lifetime Achievement Award (Tracey's Dairy, Dagenais Construction and Barry Breen).

## CIIF Replaces Windows

The Arnprior & District Museum has new windows thanks to a grant from the Community Infrastructure Improvement Fund. The museum received more than \$46,000 for the new windows.

## Township Receives EODP Money For Dock

The Township of McNab-Braeside received \$50,000 in funding from the Eastern Ontario Development Program (EODP) to build a boat dock at Red Pine Bay. The municipality believes the dock will be of assistance in economic development.

## CHEO To Study ATV Accidents

The Children's Hospital of Eastern Ontario (CHEO) is doing a study on youth injuries with ATV use. CHEO is paying individuals a \$20 gift card to tell their story about being injured and how parents worry about their children becoming injured. The focus of the study is on youth aged 12 to 18 and CHEO hopes to publish a peer-reviewed article on how to promote better injury prevention strategies.

CHEO sees a range of ATV injuries each year, ranging from concussions and broken bones to death.

## Quyon Ferry Closed For Season

The Quyon Ferry has closed for the season with the last day of operation being Thanksgiving Monday. The closure is a bit earlier than last year as new dock construction for the new ferry is required. The McColgan I and the McColgan II ferries will be replaced by the new 21 car electric ferry next season.

## Now Serving Breakfast

Neat Coffee Shop in Burnstown is now serving breakfast from 9:00am to 11:00am on weekends. Some of our menu will include: breakfast wraps, omelette bowl, yogurt parfait and a special pizza.

## Business Relocates

Decor I Adore and Tanning will spend their last day in

their current location as of October 26. The business will close for the remainder of the month to allow for the move down the street to 3227 Petawawa Boulevard, beside Terry Waito Homes. They will re-open November 1 at 10:00am.

## Marchand Retires

Lianne Marchand of Lianne's Barber Shop in Petawawa, has retired. After just over 30 years in business, Marchand was not able to find someone to take over the business, and officially closed October 11th.

## Returning To The Valley

Warren Heubner was born and raised in the Ottawa Valley, and after 12 years in Toronto, he and his family have moved back "home." Heubner purchased the O'Reilly Funeral Home in Barry's Bay. The business is one he knows well, as his father is Wayne Heubner of the same-named funeral home in Cobden.



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## It's A Fact

### Statistics On Turkeys and Turkey Farming

593

Number of registered turkey growers in Canada in 1982

531

Number of registered turkey growers in Canada in 2012

20

Number of federally inspected turkey slaughter plants in Canada in 2013.

\$377 Million

Value of turkey production (farm cash receipts) in Canada in 2012.

\$160 Million

Value of turkey production (farm cash receipts) in Ontario in 2012.

21 Million

Total turkey meat exports in kilograms.

142 Million

Kilograms of turkey consumed by Canadians in 2012.

53 Million

Kilograms of whole turkeys purchased at retail by Canadians in 2012.

3.1 Million

Number of whole turkeys purchased by Canadians for Thanksgiving in 2012.

37%

Percentage of Canadian households that purchased turkey and turkey products for Thanksgiving in 2012.

40.6%

Percentage of Canadian households that purchased turkey and turkey products for Christmas in 2012.

Source: Turkey Growers Canada

# A Canadian Entrepreneurial SUCCESS STORY!



**FRIDAY, OCTOBER 25**  
**RENFREW ARMOURIES**  
\$45 includes tax and lunch

[kfraser@countyofrenfrew.on.ca](mailto:kfraser@countyofrenfrew.on.ca)  
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# Mental Health At Work

By: Shelley TerMarsh  
[Info@valleyefap.com](mailto:Info@valleyefap.com)

The work environment is a place where we can feel worry and anxiety on a regular basis. Anxiety disorder is the most prevalent mental illness affecting Canadian adults, with one in four Canadians experiencing at least one anxiety disorder in their lifetime. Most people cannot leave their jobs due to anxiety, so how can it be managed?

The first step to managing anxiety is understanding what it is and being aware of when you feel anxious. Anxiety is the body's natural response to danger (an alarm system), that goes off when you feel threatened, under pressure or when you are facing a stressful situation. It is normal to feel anxious at certain times, but if your worries and fears overwhelm you and interfere with your work and home life, you may be suffering from an anxiety disorder.

In moderation, anxiety isn't such a bad thing - it can help us stay alert and focused, urge us to act when necessary, and motivate us to solve problems. When anxiety is constant or overwhelming and interferes with your relationships, it moves from being productive to being unproductive.

Here are some signs of an unhealthy level of anxiety:

- Are you constantly tense, worried or on edge?
- Does your anxiety interfere with work, school or family responsibilities?
- Are you plagued with fears that you know are irrational, but can't shake?
- Do you believe something bad will happen if certain things are done a certain way?
- Do you avoid everyday situations/activities because they make you anxious?

- Do you experience sudden, unexpected attacks of 'heart pounding' panic?

- Do you feel danger and catastrophe are around every corner?

Anxiety can be different from one person to the next. One person may suffer intense anxiety attacks without warning, while others can feel panicky in large crowds or social events. Some may suffer from uncontrollable, intrusive thoughts and others may constantly worry about anything and everything. Regardless of its different forms, the commonality is persistent or severe fear of worry in situations where most people do not feel threatened.

## What are Your Treatment Options for Anxiety?

Self-help for anxiety includes two key themes: challenging negative thoughts and taking care of yourself.

For your thoughts, confront your negative thoughts by writing them down or dedicating time in the day to sit with them. It helps to have a place or a time to accept the anxiety so that it doesn't monopolize your day.

For personal care, practice relaxation techniques and adopt healthy patterns (eating, limited alcohol use, etc.)

Calming activities and maintained blood sugar levels can help you maintain a non-anxious state. Finally, get plenty of sleep and have some regular exercise routine as part of your regular activities.

There are many options for managing anxiety in the workplace that are transferable to the home, and other members of your family too.

*Shelley is the Administrator of Valley Employee and Family Assistance Program in Renfrew County. More information is available at: [www.valleyefap.com](http://www.valleyefap.com). Her column appears monthly.*

# Local Tourism

## October 17

Bonnechere Caves is now closed for the winter.  
[www.bonnecherecaves.com](http://www.bonnecherecaves.com)

## October 18-20

Fit Chicks Retreat at Calabogie Peaks Resort.  
[www.calabogie.com](http://www.calabogie.com)

## October 18-28

Halloween Season at Hugli's. Check website for details.  
[www.blueberryranch.ca](http://www.blueberryranch.ca)

## October 19

Cobden Taste of the Valley. Food, entertainment and vendors. Cobden Fairgrounds.

## October 19-20

Haunted Walk. 7pm-11pm. Adults \$10. Children \$5.  
[www.chutescoulonge.qc.ca](http://www.chutescoulonge.qc.ca)

## October 20

Spooktacular Kids. No tricks just treats. Join us! 1pm-5pm.  
[www.chutescoulonge.qc.ca](http://www.chutescoulonge.qc.ca)

## October 20-26

Ontario's Public Library Week. Lots going on at the library.  
[www.pembroke.library.ca](http://www.pembroke.library.ca)

## October 23

Spirit Walk in Killaloe. Join Rachelle for a ghostly tour.  
[Rachelleclayton@gmail.com](mailto:Rachelleclayton@gmail.com)

## October 26

Pumpkin drop fundraiser at Eganville Foodland.  
[www.bonnecherevalleytwp.com](http://www.bonnecherevalleytwp.com)

## October 26

Hocus Pocus Halloween. 6-8pm. Killaloe Rec Centre. Free.  
[www.khrtownship.ca](http://www.khrtownship.ca)

## October 26

Haunted Halloween. 6-9pm. \$2. Champlain Trail Museum.  
[www.champlaintrailmuseum.com](http://www.champlaintrailmuseum.com)

## October 26

Howl-ween Pet Parade. 12pm. \$5. City of Pembroke  
[www.pembroke.ca](http://www.pembroke.ca)

## October 28

Mad Musher closes for the season until Dec.26  
[www.madmusher.com](http://www.madmusher.com)

## November 1-2

Pete's Sales & Service Open House. Discounts and more.  
[www.petesalesandservice.ca](http://www.petesalesandservice.ca)

## November 2

Festive Pumpkin Parade. Free admission. 5:30-7:30pm.  
[www.petawawaheritagevillage.com](http://www.petawawaheritagevillage.com)

## November 9

Class Axe Guitars Calabogie Blues. Johnny Max. \$20.  
[www.calabogie.com](http://www.calabogie.com)

## November 13-22

Cut your own Christmas Tree. Hugli's. 10:30am-4pm.  
[www.blueberryranch.ca](http://www.blueberryranch.ca)

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# Tender Results Around The Region

**BLR 2013-03 Cold Mix Pavement.** Township of Brudenell, Lyndoch and Raglan. Greenwood Paving - \$159,725.50 Pecarski Paving - \$163,923.04 Awarded to Greenwood Paving.

**BLR 2013-02 Single Surface Treatment.** Township of Brudenell, Lyndoch and Raglan. Greenwood Paving - \$69,761.45 Smiths Construction - \$75,756.05 Awarded to Greenwood Paving.

**Tender No. 13-14 Fire Department Pumper Truck.** Town of Mississippi Mills. Eastway - \$253,351.87 Arnprior Fire - \$274,650.24 Awarded to Eastway Emergency.

**RFP No. 2013-01 Municipal Infrastructure Asset Management Plan.** Township of McNab/Braeside Infrastructure Sol. - \$18,000.00 KPMG LLP - \$20,000.00 AECOM - \$23,000.00 DFA Infrastructure - \$27,575.00 Jp2g - \$44,855.00 First Nations - \$49,780.00 CRG Consulting - \$52,286.00 Awarded to KPMG LLP.

**PWC-2013-18 Supply & Installation of Fencing CR 34.** County of Renfrew. Hughson Fencing & Guiderail (Kingston) - \$40,221.00 M&G Fencing Inc. (Azilda) - \$46,850.00 Awarded to Hughson Fencing.

**Pharmacy Services Provider.** County of Renfrew - Bonnechere Manor. There was only one bid. Awarded to Aikenhead's Drug Store Ltd. There is no bid amount to report as this service is a fee-for-service to residents.

**RFT #2013-13 Supply & Repair/Installation of HVAC Units.** Renfrew County District School Board. Irvcon Limited - \$546,397.00 Larmex (Ottawa) - \$632,000.00 Frecon - \$697,000.00 Plan Group - \$853,230.00 Awarded to Irvcon Limited.

**Paramedic #01-13 Supply, Delivery and Maintenance of Monitor Defibrillators.** County of Renfrew. Physio Control - \$691,599.55 Philips Medical - \$740,452.28 Zoll Medical - \$758,246.95 Awarded to Physio Control.

**T-13-09 Generator and Fuel Storage Tank Upgrades.** City of Pembroke. Awarded to Triangle Pump Service in the amount of \$114,449.00. No other bids were released for publication.

**Contract No. 11-082-2 Rehabilitation of the Pembroke Street Bridge (Phase 2).** City of Pembroke. Awarded to Lischer Construction in the amount of \$1,744,210.50. No other bids were released for publication.

**T-13-10 Refrigeration Plant Mechanical Upgrades. City of Pembroke.** Awarded to A/C Mechanical Refrigeration in the amount of \$104,498.67. No other bids were released for publication.

**P-13-01 Design & Contract Administration Services - International Drive and Upper Valley Drive.** City of Pembroke. Awarded to JP2G in the amount of \$32,281.00. No other bids were released for publication.

**Project No. 820256 Geotechnical Consulting Services for Pembroke OPP Station New Build Construction.** City of Pembroke. Awarded to Ventin and Lahey Architects in the amount of \$379,995.00. No other bids were released for publication.

**T-13-11 One (1) Multi-Purpose Sidewalk Tractor.** City of Pembroke. Awarded to Cubex Ltd. in the amount of \$102,124.60. No other bids were released for publication.

**Supply of Back-up Generator.** City of Pembroke. Awarded to Cummins Eastern Canada LP in the amount of \$78,500.00. No other bids were released for publication.

**Contract NO. 2125361A Reinstatement of Storm Sewer Outfall 29.** City of Pembroke. Awarded to Do-All Construction in the amount of \$352,742.00. No other bids were released for publication.

**T-13-12 Removal and Replacement of Flat Roofs.** City of Pembroke. Awarded to Irvcon Limited in the amount of \$46,491.00. No other bids were released for publication.

**BLR 2013-01 Crushed Gravel Granular "A" 5/8.** Township of Brudenell, Lyndoch and Raglan. Sole bid was Greenwood Paving (Pembroke) in the amount of \$61,279.90. Tender was not awarded.

**Municipal Office Addition & Renovation.** Township of Brudenell, Lyndoch and Raglan. Evergreen Energy Solutions \$319,021.60. Provisional Item: Office Entrance - \$35,000.00 Rock Excavation \$165.00 m3 Zuracon Inc. \$356,092.38. Provisional Item: Office Entrance - \$65,000.00 Rock Excavation \$1,000.00 m3 Awarded to Evergreen Energy.

**Erosion Control Measures at the Pembroke Marina. City of Pembroke.** C.C. Construction - \$15,783.95 Valley Contracting - \$17,588.20 H&H Construction - \$20,036.00 Eastway - \$26,921.50 RGT Clouthier - \$31,750.00 Awarded to C.C. Construction.

**Q-13-06 Supply & Delivery of Bulk Water Truck Filling Station.** City of Pembroke. The Birks Company - \$30,690.00 Flowpoint Environmental Systems Ltd. - \$32,264.35 Awarded to The Birks Company.

**Reference#11-3096C Roof Replacements on Pembroke & Area Community Centre (Pembroke 2).** City of Pembroke. JG Fitzgerald - \$42,000.00 Irvcon - \$59,300.00 Awarded to JG Fitzgerald.

**#2013-01 Crushed Gravel.** Township of Killaloe, Hagarty and Richards. W.W. Siegel - \$38,307.00 Greenwood Paving - \$39,211.00 RGT Clouthier - \$39,437.00 Awarded to W.W. Siegel.

**RFP#2013-03 Replacement of Heating System at Killaloe Fire Hall.** Township of Killaloe, Hagarty and Richards. Round Lake Heating and Air Conditioning - \$20,240.00 Beacon Construction Ltd. - \$28,928.00 Tender was awarded to Round Lake Heating and Air Conditioning.

## Tenders

- Woodland Crescent Sidewalk Construction
- 
- Installation of Insulation
- 
- Screened Winter Sand
- 
- Integrated Library Management Software
- External Auditing Services
- 
- Rehabilitation of Bonnechere River Bridge
- 
- Janitorial Services
- 
- Snowplowing Services
- 
- Surplus Sale
- 
- Land for Sale
- 
- Hazardous Material Removal and Demolition
- 
- Winter Maintenance & Equipment Rental
- 
- Demolition & Removal of Residential Building

*There is no cost to post your tender with us. Tenders can be sent to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com) All tenders are posted at [www.ovbusiness.com](http://www.ovbusiness.com).*

## Wisdom

Don't try to tell the customer what he wants. If you want to be smart, be smart in the shower. Then get out, go to work and serve the customer!

~ Gene Buckley, President Sikorsky Aircraft

## People On The Move

### Dave Lemkay

Dave Lemkay, the executive director of the Renfrew Industrial Commission, has received the Canadian Forestry Achievement Award from the Canadian Institute of Forestry. The award is presented to an individual who has shown unique and outstanding forestry achievement. Lemkay worked with the Petawawa National Forestry Institute from 1980 to 1998. Since 1999, he has served as the general manager of the Canadian Forestry Association. He still holds this position in a volunteer capacity after retiring from the Canadian Forest Service in 2010.

### Tom Webster

Tom Webster has been hired by the Town of Renfrew as the new chief building official. Webster comes to the area from the Township of Schreiber. He will begin his position with the municipality on November 5.

Send your people news to:  
[admin@ovbusiness.com](mailto:admin@ovbusiness.com)

## Join Us on Facebook!



Promote your presence on Facebook by joining our page:  
[Facebook.com/OVBusiness](https://www.facebook.com/OVBusiness)

# Entrepreneur Boot Camp

This is a  
free event

October 23rd  
7:00pm

Round Lake  
Recreation  
Centre



Aspiring entrepreneurs or those new to the world of entrepreneurship are invited to attend a FREE event for Small Business Week. The event will feature a discussion on mental health supports in the workplace, as well as the introduction of a new entrepreneurship pilot program called Entrepreneur Boot Camp.

Entrepreneur Boot Camp is perfect for someone thinking of starting a business, wondering if their idea is financially viable, or for a new entrepreneur who is looking for some additional mentorship. We'll plan the business from start to finish and you will work with an entrepreneur and marketing expert to help with all your questions. Hear all about it at this event.

There is no charge to attend the Small Business Week event and hear the information being presented. The Boot Camp will run for six weeks and finish before Christmas.

For more information:

**Township of Killaloe, Hagarty and Richards**  
[khrvolunteernetwork@gmail.com](mailto:khrvolunteernetwork@gmail.com) | Phone: 613-757-1566



# Succeeding In Sales

## What you need to know before approaching customers



MARKETING

By: Jennifer Layman  
jenn@fwdthink.net

Many years ago I was in charge of a snowmobiling publication. I had to create content and sell the advertising to make it viable. The publication had suffered in previous years, being reduced to about eight pages by the time it landed on my desk. With some direction from my manager at the time, I started about selling the advertising space.

One of my calls was to an accommodations provider, who provided me with one of the most valuable lessons in selling.

I gave the owner my pitch which was all about the publication specifics: when it was publishing, who would get it and so on. The owner

said to me, "my dear, do you know where I am located?" I froze. I had no idea. "No, actually, I don't," I replied sheepishly. "Well," said the gentleman, "why don't you find out and then call me back if you still think it's worth my while."

So, I talked to my Dad who had been an avid snowmobiler most of his life. I asked him about the place, and he filled me on exactly how it was accessed off the Tops A trail. He also told me about having been there some years ago and that depending on the route, it was the only accommodations option for some distance.

I called the owner back and told him I had found out some information. He agreed to hear me out. I told him my story and then tied it in with why the advertising was a good fit. In the end, he bought a small ad. I thanked him for giving me the second chance, and he suggested that I know a little bit about each business I was calling in the future. He was right.

If your job is to sell something, it will always help to know something about the person or business you are selling to. In this age of the Internet, there is nearly no excuse to know something about the place you're approaching. And, in this age of people having less time and more requests for that time, it might be the difference of getting in the door and getting shut out entirely.

The other benefit to knowing something about the person you want to sell to is that you may find that they aren't the right customer for you at all. This will save you time in your sales process. I handle sales requests for many clients, and I can tell in a very short time if they are focused on making the sale, or if they feel they can connect my client with a good opportunity. I can tell you in most cases, their focus is on the sale.

I had a call for my own business to purchase advertising earlier this month. The person went on and on

about how great the opportunity was, and how many people would see it. When I asked why they felt it would be a good fit for my business, the response was that so many families would see my business name.

Families are not the target audience of a marketing business.

So, do yourself a favour and do a little research.

Regardless of the outcome, you will always be further ahead knowing something than knowing nothing.

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

If this is what remains of your marketing plan, it could be time to call us.

**forwardthinking**  
MARKETING AGENCY

[www.fwdthink.net](http://www.fwdthink.net) | Ph: 613-732-7774 | [jenn@fwdthink.net](mailto:jenn@fwdthink.net)

Ottawa Valley  
**BUSINESS**

**UPCOMING  
ISSUES**

October 29  
Deadline for booking into  
Travel Our Backyard:  
Winter Edition  
NOTE: This deadline has  
been extended.

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October 29  
Regular Edition of Ottawa  
Valley Business  
Deadline: October 23

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November 12  
Regular Edition of Ottawa  
Valley Business  
Deadline: November 5

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November 26  
Regular Edition of Ottawa  
Valley Business  
Deadline: November 19

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December 10  
Regular Edition of Ottawa  
Valley Business  
Deadline: December 3