



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

By: Jennifer Layman
Jenn@ovbusiness.com

Larry Finson and Chris Emery took the stage at the Enterprise Renfrew County business event on Friday, and told their story. It included everything from the Larry's father putting up a bulldozer as collateral for a line of credit, to the personal and financial toll of having their company sold out from beneath them.

Finson and Emery began their lives as entrepreneurs with a candy product called Clodhoppers. They sold it locally in Winnipeg, Manitoba, and then saw the business take off after an appearance at the Toronto Food Show. A Toronto food critic announced to the world that Clodhoppers was the best candy at the Show, and the media followed. The duo appeared in a variety of media,

including Venture (the precursor to Dragon's Den) and things began to grow for the young start-up.

do, you'll do what you have to in order to get it done," said Finson.

Clodhoppers grew to a \$10

When you do something for 10 years and you give your soul to it, and you lose it, that's hard to go through.
CHRIS EMERY

But when a tipping point in their business came calling, so did the bank on their line of credit.

"We owed \$75,000 on our line of credit," said Finson, "and the bank wanted us to pay it down. So, we borrowed some money and then the bank called in the loan."

The lack of accessible cash required the pair to take on a partner in exchange for part of the company.

"When you love what you

million company, and was competing easily with the big brands on the market. The retailers were asking for some additional advertising support from the company, but when Finson and Emery took that to the boardroom, they were in for the surprise of their entrepreneurial lives. The shareholders decided to sell the company to Brookside Foods. Finson and Emery were only two of the seven shareholders, and were out-

voted. So, the sale went through, a non-compete clause was enforced which prevented the entrepreneurs from starting another company, and Finson and Emery parted ways.

"When you do something for 10 years and you give your soul to it, and you lose it, that's hard to go through," says Emery.

When the time had expired with the non-compete clause, Finson and Emery decided to talk about starting another candy business. They used their knowledge from their first candy success to build a plan for the second business, a candy called OMG. The plan also included seeking Arlene Dickinson of Dragon's Den as a partner.

While there was some trepidation at the risk of not getting a deal or being humiliated by their pitch, they decided to do it anyway.

Continued on Page 3

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.

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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.

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SOCIAL MEDIA



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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. 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, email 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. 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

November 13, 2013
Algonquin College hosts Howard Bloom at 7:00pm. Bloom is the owner of

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)

November 25, 2013
Valuing Diversity: Health care professionals training. Almonte Old Town Hall. 9am to 4:30pm. Free and includes lunch. Register at: 613-735-4249 or 855-730-4224. immigrationpartnership@gmail.com

November 26, 2013
Value Diversity: Cultural

awareness training. Algonquin College in Pembroke. 9am to 4:30pm. Free and includes lunch. Register at: 613-735-4249 or 855-730-4224. Immigrationpartnership@gmail.com

November 27, 2013
Valuing Diversity: Health care professionals training. Algonquin College in Pembroke. 9am to 4:30pm. Free and includes lunch. Register at: 613-735-4249 or 855-730-4224.

immigrationpartnership@gmail.com
November 28, 2013
Introduction to Facebook. Renfrew County Community Futures. 2 International Drive, Pembroke. 9:30am-11:30am. Call 613-735-3951 ext.226 or klemenchick@bellnet.ca. Pre-registration is required.

December 12, 2013
Legal Responsibilities of Boards. Renfrew County Community Futures. 2 International Drive, Pembroke. 9:30am-11:30am. Call 613-735-3951 ext.226 or klemenchick@bellnet.ca. Pre-registration is required.

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Stonecliffe Resort, Stonecliffe

Watertower Apartments
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OMG Entrepreneurs Visit Valley

Story of candy venture both sour and sweet

Continued from Page 1

"You have to be willing to do everything necessary for your business," said Emery.

Part of their presentation included the clip of their Dragon's Den pitch where they were applauded for their efforts, but one-by-one, the dragons turned them down on an investment. Finson explains that the pitch lasted a long time, and when Emery and Kevin O'Leary went back and forth on valuation, Finson said he kept his eyes locked on Arlene Dickinson, the dragon who eventually invested. The pair went in asking for \$250,000 for 30% and left with \$250,000 for 50%.

"It was more than money,"

says Finson. "We got the money and Arlene."

OMG is growing 40% faster than Clodhoppers was at the same point in the brand's life, and with Dickinson's support, they anticipate even more success than they had previously. In addition, they learned the lesson from their first venture of not giving away control of the board of directors. Now, Finson and Emery are 50% of the board and Dickinson is the other 50%.

Their entrepreneurial advice is varied. They recommend that you need to make a 50% margin at a minimum on your product in order to survive. They say that spouses or partners have to understand

that when you're running a business, it's what you do every minute of the day. There is no "work-life balance."

"If you look at anyone who has ever achieved mastery, in anything, and you look at the number of hours they put in to do it, it's unbalanced," says Emery. "You have to do that."

To see Finson and Emery on stage is like they're telling their story for the first time. Their passion and energy is infectious and their humour makes you want to start a business just to have the fun that they seem to be having.

For more information on the company, visit: www.omgs.ca

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Business News Around The Valley

Renfrew Businesses Recognized

The Renfrew and Area Chamber of Commerce business awards gala saw more than 170 people in attendance. Winners of the awards included: Citizen of the Year Award (Darrell Mooney), Youth Award (Arleigh Prince), BIA Business of the Year (Aikenheads Drug Store), Lifetime Achievement Award (Barry Breen Insurance), Outstanding Business of the Year (myFM Radio) and Community Organization of the Year (Renfrew Rotary Club).

Residences of Riverstone Plan Unveiled

A condo and apartment complex development on Civic Centre Road was made known to the Town of Petawawa. Called the Residents of Riverstone, the development is proposed by Todd and Brad Clouthier and plans call for 36 condos and 30 apartments. The property could assist with the need for easier housing options for the municipality's seniors.

Golf Club Ranks High

The Renfrew Golf Club has ranked among the best public courses with a greenfee of \$45 or less by readers of Flagstick Magazine. The course also saw their 17th hole come in third place in the Best Par Three category according to the readers, and the finishing 18th hole ranked first as the Best Par Five category.

Reeve Wants Funding For Airports

Arnprior Reeve Walter Stack told Renfrew County Council that the Arnprior Airport should be supported by more than just one municipality. He says the facility is heavily used by services that benefit everyone in the county. Stack says any funding should include both the Pembroke Airport and Arnprior. Stack

will be seeking \$5,000 from the County of Renfrew annually to pay for crack filling on the main runway. The Town of Arnprior presently contributes \$60,000 a year to maintain the airport, though the municipality does not own the property. Alternatively, six municipalities (Whitewater Region, Laurentian Valley, Pembroke, Petawawa, Deep River and Laurentian Hills) also contribute approximately \$60,000 per year collectively for the Pembroke & Area Airport though the facility and land is owned by those municipalities.

New Firefighters

The Town of Petawawa saw

the resignation of two firefighters and the hiring of two firefighters in September. Tanner Rutz and Adam Driscoll resigned while Aaron Ouellette and Luck Lapierre were hired as probationary firefighters.

Whitewater Buildings

The Township of Whitewater Region completed the site plan agreement and issued the building permit for the Cobden Travel Centre. In addition, the municipality issued 23 building permits, including one commercial permit and three agricultural permits. Total cost of building permit construction was \$3,888,400.

It's A Fact

Government Business Enterprises

4

The government of Ontario owns four government business enterprises.

611

Number of retail LCBO stores in Ontario.

216

Number of agency LCBO stores in Ontario.

10,000

Number of retail locations for OLG products.

27

Number of gaming sites for OLG.

17

Number of slot facilities in Ontario.

9

Number of casinos and resort casinos in Ontario.

65

Number of hydroelectric stations owned by OPG.

7

Number of nuclear and thermal generating stations owned by OPG.

97

Percentage of hydro transmission owned by Hydro One.

\$1.6 Billion

Net LCBO annual income.

\$2.0 Billion

Net OLG annual income.

\$0.4 Billion

Net OPG annual income.

\$0.6 Billion

Net Hydro One annual income.

Source: Ontario Ministry of Finance

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Local and Upper Tier Government Helped Peaks Succeed

Paul Murphy of Calabogie Peaks says the key to their success has been securing support from all levels of government: municipal, county, provincial and federal. The combined efforts have resulted in 150,000 people visiting the Peaks each year.

"They were all in one way or another," says Murphy who addressed the Bridges to Better Business Event on Friday.

Murphy referenced the festival funding from the provincial and federal governments, resulting in 40,000 of the Peaks' annual visits. 85,000 visits are coming to the ski hill, and 25,000 visits are for overnight stays. Murphy says the Peaks account for 10% of the region's tourism.

Plans are also underway for condo and housing developments on the site, and that partnership with local government (Greater Madawaska and the County of Renfrew) have already started.

"We want to create reasons for people to come to Renfrew County and specifically to Calabogie," says Murphy. "We would like to grow the 150,000 visitors."

Murphy is specifically targeting the Greater Toronto Area, and recently returned from an outdoors show where he and wife Liz promoted the Peaks property.

The Peaks employs approximately 50 people in the summer months and nearly 200 in the winter months. Due to the workforce needs, the business has also recruited international workers as well.



Be Busy This Winter!

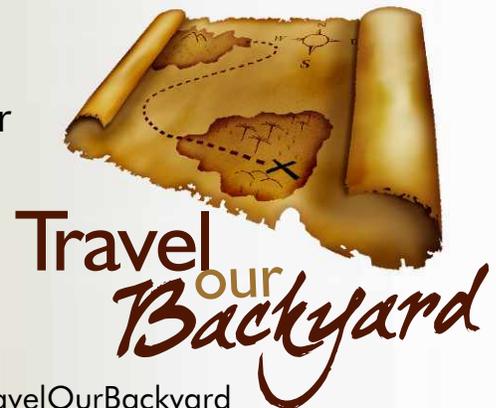
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Publishing: Early December

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Weekly updates on activities in the area.

Local Tourism

October 29

Wes' Chips in Arnprior is now closed for the season. They will re-open on March 1, 2014.

October 31

Last day for OFSC Trail Pass Discount. Buy online for \$180. <https://permits.ofsc.on.ca/en>

November 1-2

Pete's Sales & Service Open House. Discounts and more. www.petessalesandservice.ca

November 2

Festive Pumpkin Parade. Free admission. 5:30-7:30pm. www.petawawaheritagevillage.com

November 4

Deadline for the winter edition of Travel Our Backyard.

travel@travelourbackyard.com

November 9

Class Axe Guitars Calabogie Blues. Johnny Max. \$20. www.calabogie.com

November 13-22

Cut your own Christmas Tree. Hugli's. 10:30am-4pm. www.blueberryranch.ca

November 23

Class Axe Guitars Calabogie Jack de Keyzer. \$20. www.calabogie.com



Once entrepreneurs have a business idea, the next thing they focus on is location.

Target the promotion of your business or property for sale or lease to people who are in business. Advertising with Ottawa Valley Business gets your space to more than 3,400 prospective clients every two weeks.

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KHR Is Only Municipality To Host Small Business Week Event in County

**By: Jennifer Layman
Jenn@ovbusiness.com**

They might be a small municipality, but they were all business on October 23.

The Township of Killaloe, Hagarty, Richards was Renfrew County's only municipality to host a Small Business Week event in Renfrew County, leading up to the Enterprise Renfrew County event two days later in Renfrew. Presentations were made by Valley Employee & Family Assistance Program (Valley EFAP) on the importance of mental health supports in the workplace, Steve Carson of Remax Pembroke Realty on tips for buying businesses and commercial real estate, and Jennifer Layman of Forward Thinking, who helped the municipality launch a pilot program, Entrepreneur Boot Camp, to help grow business in the region.

"This kind of event is very important to the municipality," said Maria Mayville, Community Development Coordinator for the municipality. "We want our businesses to know that we support them and we want to bring workshops like this to the business community to help them succeed."

In addition to businesses from Killaloe, Hagarty, Richards, others also attended from Bonnechere Valley and the surrounding area.

Mental Health

Shelley TerMarsch, a counsellor with Valley EFAP and the organization's administrator, told the audience that 44% of their employees have had a mental health issue. She discussed key regional issues as being relationship issues, and also told of how her organization

assisted a family with a teenager who had been suicidal.

"We were able to provide the parents with strategies through the weekend, and then see the teenager every day for the next week," said TerMarsch. "This helped while the teen was on the waiting list for other services."

Valley EFAP provides mental health services to employers, employees and families for \$60 per employee per year. If you have 20 employees on staff, your cost would be \$1,200 per year for unlimited and confidential counselling for whoever needs it. TerMarsch says employers save \$5,000 to \$10,000 per year for every employee who has their mental health issue treated.

More information can be obtained by contacting Valley EFAP at: www.valleyefap.com

Commercial Real Estate

Broker Steve Carson outlined some of the key considerations in purchasing a business or a building to use as a business.

"People often underestimate the cost in making the purchase and the time it takes to properly investigate the property," said Carson, who explained the issues of zoning and business use and how they apply to properties.

Carson also discussed income property investment and how using income property as a business is something that pays off over time as opposed to the immediate future.

Carson is available to speak with those getting into business about what to expect in terms of commercial real estate. He can be reached at: www.sellwithsteve.ca

Tender Results Around The Region

UPDATED: T-13-09 Generator and Fuel Storage Tank

Upgrades. City of Pembroke. Awarded to Triangle Pump Service in the amount of \$114,449.00. Other bids included: GAL Power (\$125,640) and CFT Services (\$202,149).

UPDATED: T-13-10 Refrigeration Plant Mechanical Upgrades. City of Pembroke.

Awarded to A/C Mechanical Refrigeration in the amount of \$104,498.67. Other bids included: Cimco Refrigeration (\$108,000).

UPDATED: 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. Other bids included DM Willis Associates (\$36,001.00) and McIntosh Perry (\$42,790.00).

UPDATED: T-13-11 One (1) Multi-Purpose Sidewalk Tractor.

City of Pembroke. Awarded to Cubex Ltd. in the amount of \$102,124.60. Other bids included Joe Johnson Equipment (\$110,600) and Amaco Construction (\$141,519).

UPDATED: T-13-12 Removal and Replacement of Flat Roofs.

City of Pembroke. Awarded to Irvcon Limited in the amount of \$46,491.00. Other bids included: JG Fitzgerald (\$49,020) and French Brothers (\$61,945.62).

Woodland Crescent Sidewalk Construction Phase 1.

Town of Petawawa. The tender was not opened since only one bid was received. The tender has been cancelled and will be re-tendered.

MV-2013-15 Installation of Insulation (Barry's Bay Railway Station).

Township of Madawaska Valley. Tender was not awarded.

Aerial Truck Bay Addition: Pembroke Fire Department.

City of Pembroke. This item went to committee but was put on hold.

Property-2013-03 - Mechanical Services HVAC.

County of Renfrew. Honeywell - \$46,496.00
Optimum - \$47,430.00
AAF McQuay - \$77,350.00
Carrier - \$161,784.00
Awarded to Optimum.

Property-2013-02 Janitorial Services.

County of Renfrew. Tender not awarded.

RFT #2013-16 Supply & Delivery of School and Office Furniture.

Renfrew County District School Board. Only one bid was received for this tender. Awarded to Schoolhouse Products Inc. (Markham) - \$985,166.40.

Sale of Surplus Vehicle.

Head, Clara and Maria. Darryl Francoeur - \$2150.00
Denis Goupil - \$2023.00
Keith Boudreau - \$1550.00
Sara Eno/Jason Labine - \$1000.00
Awarded to Darryl Francoeur.

Supply and Delivery of Ceiling Tile, Floor Tile, Melamine and Paint.

Renfrew County District School Board. There were two bidders for this tender - C.A. Reiche & Sons Ltd. and The Carpet Barn. See bid amounts at: www.ovbusiness.com. Awarded to C.A. Reiche & Sons.

RFT#2014-01 Supply and Delivery of Epson Projectors & Speakers.

Renfrew County District School Board. Epson Projectors
Runge Stationers \$1,160.00
Compuzonic \$1,052.00
Advanced Inc. \$919.00
LR Brown \$90.00
Awarded to LR Brown. Epson Speakers
Runge Stationers - \$139.45
Compuzonic - \$128.00
Advanced Inc. - \$120.00
LR Brown - \$97.00
Awarded to LR Brown.

Water Meter Supply and Installation and Implementation of Water Metering.

Town of Deep River. Tender was not awarded.

HVACR Inspection, Maintenance and Repair Services.

Town of Deep River. Watson Mechanical - \$9,182.25
JW HVAC - \$9208.50
Temp Tech - \$10,000.00
VCI - \$30,321.00
Awarded to Watson Mechanical.

Q-13-03 Cold Brine Header Replacement.

City of Pembroke. AC Mechanical Refrigeration Ltd. - \$34,811.00
Cimco Refrigeration - \$37,923.00
Awarded to AC Mechanical Refrigeration Ltd.

T-13-02 Concrete Works.

City of Pembroke. H&H Construction - \$76,630.00
Greenwood Paving - \$77,550.00
Do-All Construction - \$95,337.00
Awarded to H&H Construction.

T-13-03 Supply & Delivery of Emulsified Asphalt Patching Material.

City of Pembroke. Greenwood Paving - \$12,343.75
H&H Construction - \$13,143.75
Awarded to Greenwood Paving.

T-13-04 Asphalt Patching & Road Resurfacing - 2013.

City of Pembroke. H&H Construction - \$324,851.50
Greenwood Paving - \$343,825.00
Smiths Const. - \$363,100.00
Awarded to H&H Construction.

T-13-05 Supply & Delivery of Granular Materials.

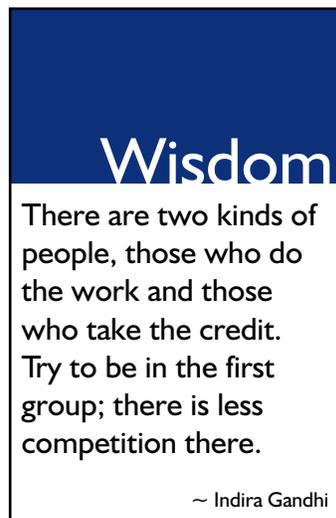
City of Pembroke. GP Splinter - \$15,202.50
WW Siegel - \$15,745.00
RGT Clouthier - \$15,995.00
Do-All Construction - \$16,362.50
Eastway Contracting - \$18,067.50
H&H Construction - \$22,375.00
Awarded to GP Splinter.

T-13-06 Tree Trimming & Removal.

City of Pembroke. North Renfrew - \$18,240.00
Gardiner Tree - \$21,610.96
Dagenais - \$23,160.00
Awarded to North Renfrew.

2013-04 Supply and Install Oil Furnace.

Township of Madawaska Valley. Cancelled. Changed from an oil furnace to a propane furnace under a new tender.



Wisdom

There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there.

~ Indira Gandhi



Tenders

- Janitorial Services
-
- Emergency Power Generator & Transfer Switch Replacement
-
- Supply & Delivery of Heating Fuel Oil
-
- Snow Plowing Municipal Buildings & Equipment Quotation for Snow Removal
-
- Outlet and Ditch Improvements
-
- Site Preparation, Services and Foundation Development
-
- Street Paving
-
- Grass Cutting
-
- Snow Removal, Salt and Sand Application
-
- Munro Street Forcemain and Reconstruction
-
- Heritage Conservation District Study and Plan
-
- Generator Panel Hook-Up
-
- Town Line Lift Station Transfer Switch Upgrade
-
- Sale of Brush and Wood Grindings (Wood Chips)
-
- Sale of Used Vehicles & Equipment

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All tenders are posted at www.ovbusiness.com.

Tender results and results pending are posted at: www.ovbusiness.com

People On The Move

Robert Gallant

Robert Gallant has been hired by the Town of Petawawa as a Heavy Equipment Operator and Labourer.

Mitchell Turcotte, Neil Valliant, Teddy Suckow, Craig Kutchaw

Mitchell Turcotte, Neil Valliant, Teddy Suckow, Craig Kutchaw were hired by the Town of Petawawa as Temporary Labourers and Operators.

Mike Barber

Mike Barber is the new media relations and grants coordinator for the County of Renfrew. Barber replaces Bruce McIntyre who held the position for 10 years. Barber was formerly in sales with myFM in Pembroke, and was previously involved with PSP (Base Petawawa).

Megan Conway

Megan Conway is the new Academic Chair for the Health and Community Studies Department at Algonquin College in Pembroke. Conway is a native of Eganville and joins the College from Pathway to Education Canada, a not-for-profit organization that helps youth in low income communities graduate from high school and go on to college or university.

Jeff Smith

Inspector Jeff Smith is the new Upper Ottawa Valley OPP Detachment Commander. Smith has been the interim Detachment Commander for the past year.

Send your people news to: admin@ovbusiness.com

Time Constraints Biggest Barrier To Attracting Volunteers

Canadians appear willing to spend more time volunteering provided a smaller time commitment is needed, according to a new study conducted by Ipsos Reid.

65% of Canadians say it's 'likely' that they'd volunteer if they could provide a small time commitment each week. 66% say they are 'likely' to volunteer if their schedule was less hectic.

The data reveals that 30% of Canadians currently volunteer in their community, while 70% do not. Among those not volunteering, the major issue

is time constraints. 62% of Canadians are so busy that they feel life is passing them by. 45% of those who would volunteer indicate that a lack of time is the main reason why they don't currently volunteer. Many of those who do not volunteer actually wish they could, but the time constraints are the largest barrier to them participating as a volunteer.

If a charity has more flexible options for volunteers, there may be more options for people to give back. In fact, 74% of Canadians feel it is incumbent upon charities to

have more flexible options.

A Rewarding Experience

Among Canadians who do currently volunteer, 70% find volunteering 'very satisfying.' 84% of those Canadians who volunteer also 'agree' that 'volunteering provides a path to personal satisfaction and happiness.' Interestingly, 79% of Canadians who are not currently volunteering also agree that it volunteering would provide a path of personal satisfaction and happiness.

Source: Ipsos Reid

Entrepreneur Boot Camp

You are not required to be a resident of Killaloe region to participate in this program.



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.

For more information, contact Jennifer Layman at Forward Thinking: jenn@fwdthink.net or 613-732-7774.

Social Media Doesn't Drive Our Business

Straight from the mouth of multi-millionaire entrepreneurs



MARKETING

By: Jennifer Layman
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When Chris Emery and Larry Finson talked about their rise to success and what keeps them there, at no point did they mention social media. Someone in the audience at the Enterprise Renfrew County event picked up on that and asked about their social media presence.

"Social media doesn't drive our business," said Emery. "It doesn't generate consumers. Once we have consumers, it gives them a place to be engaged, but it doesn't bring the consumer to us."

The pressure to be involved with social media is intense. Business self-help offices are pushing for new entrepreneurs to be on social media, touting it as the way of the future. And

yet, here are two multi-million dollar entrepreneurs - real, live entrepreneurs who are making money - and do you know where they're spending most of their money? In the stores that carry their products.

Why would they do that? It seems so old-school. Well, they know that 85% of candy sales are made on impulse - at the counter. The better they look at the counter, the better their sales.

Nobody is buying their candy simply because the company is on Facebook.

Social media has a role to play for companies, and as Emery points out, it is in the opportunity to engage with the company. But that happens after the individual has had an experience with them. And, that experience isn't necessarily a purchase experience; I bet OMG gained a few new "friends" after their talk in Renfrew last week. The critical point that the OMG entrepreneurs were making was how important it was to know what drives your

business.

One other marketing investment that OMG made was in their packaging. Originally, the candy was packaged in brown paper-looking bags. Now, the candy is in bright glossy bags. While the paper-looking bag had a sentimental feel, people were mistaking it for dog food or a crafty kind of look. The new packaging puts them even with the best of the candy world.

"When you look at M&M's and Kit Kat, and then you look at OMGs, we look as good as they do now," says Larry. That was something important to connecting with their customers. Emery agreed, saying that you have to know what will draw your customers to you.

The heart of marketing is doing what connects you to the people most likely to be your customer. To do that successfully you have to know who your customer is, what they want from you, and how you can deliver to them. If you

have a strategy that meets those needs, you have a strategy for a successful business.

Entrepreneur Boot Camp

The Township of Killaloe, Hagarty and Richards held a small business week event on October 23. At their event, Forward Thinking launched a pilot project called "Entrepreneur Boot Camp," aimed at people looking to start a business or who had already started a new business.

Registrations are open to individuals outside of Killaloe, Hagarty, Richards. The Boot Camp fee is \$500 plus HST and will be returned in advertising at the successful completion of the program. Email jenn@fwdthink.net for more info.

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.

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