



The Value of a Building Permit

Neat Café has one but it doesn't seem to matter

By: Jennifer Layman
Jenn@ovbusiness.com

Kim and Adam McKinty are the owners of Neat Café in Burnstown. They started with coffee, sourced from fair trade farmers, and then expanded into food, all prepared from scratch with uncompromising ingredients. Then they added a music room and drew acts from across Canada. The McKinty's created an experience in the region.

In 2011, the McKinty's made the decision to expand Neat Café to an occupancy of 148. To do this, they needed to add a washroom, so they applied for a building permit from the Township of McNab Braeside. They included drawings from an architect that showed the proposed plans. It also showed a second level as a mezzanine. The permit was approved.

While the expansion was going on, the Township of

McNab Braeside hired a new chief building official, Murray Gahan. When Mr. Gahan took a look at the Neat Café

The McKintys were in shock. "We thought a building permit meant we built, to the permit, and no one got to

simply cannot agree. "We are not changing our opinions," says Gahan. "He says it is a mezzanine and I don't look at it like that."

White's mezzanine was approved by the previous building official, but not approved by Gahan. When the fire department inspected the building as containing a mezzanine, it passed. When they inspected the building as containing a second floor, it failed.

At this point, the decision has been left in the hands of the fire department. Gahan says he will agree with whatever the fire department decides. The Mayor says council has no jurisdiction to interfere with either the chief building official or the fire department. The McKinty's, well, they just want to know what happened to their mezzanine.

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If the original building official was still here, it would have been done.
MURRAY GAHAN

situation, he had a different opinion than his predecessor. He felt the second level was a second floor, not a mezzanine.

"I was the one who said it was a second floor," Gahan freely admits.

The fire department had already given approvals to Neat Café's expansion, but when Gahan contacted them and said the second level was a second floor and no longer a mezzanine, the fire department also had a change of opinion, to the tune of \$50,000 of additional Fire Code requirements.

come in later and decide they just weren't comfortable with this," says Kim McKinty.

Gahan doesn't dispute that the McKinty's have an approved building permit with an approved mezzanine. In fact, he says if the previous chief building official was still with the municipality, the sign-offs would have already happened. "If the original building official was still here," he says, "it would have been done."

Gahan did meet with Richard White, the McKinty's architect, and says the two

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SOCIAL MEDIA



[@JennLayman](http://www.Facebook.com/OVBBusiness) (Twitter)



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. 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

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.

November 28, 2013

Influenza Presentation by Melinda Ritza of the Pembroke Regional Mobile Geriatric Day Hospital. Arnprior Public Library. 2pm-4pm. The signs and symptoms of influenza, causes, treatment and prevention of influenza and proper hand washing techniques.

November 30, 2013

Pontiac Chamber of Commerce Holiday Party. Dinner and Dance. Cocktails 6-7 pm. Buffet Dinner 7 pm. RA Centre in Shawville. Live Music - The Priorities. Silent Auction. \$45 per person. Pre-arranged cab/shuttle service available upon request. For info: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca

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.

January 22, 2014

Know the liquor laws. Free seminar for liquor sales licensees, management and staff. Held in Bancroft. For information call 800-522-2876 or visit www.acgo.on.ca

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Petawawa Town Centre
Petawawa

176 Len Hopkins Drive
Petawawa

FOR SALE

Rolphoton Motel, Rolphoton

118 Raglan Street, Renfrew

M&M Meat Shops, Arnprior

Quizno's Sub, Petawawa

68 Queen Street, Eganville

Stonecliffe Resort, Stonecliffe

Watertower Apartments
Barry's Bay

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Neat Café: The Story Continues

Opinions vs. Legal Documents

Continued from Page 1

So what does the fire department have to say about all of this?

"No comment," said Fire Chief Ken Walton.

What Is Known For Sure

We know for sure that everyone wants to play by the rules. What is confusing to figure out is what the rules exactly are.

No one is claiming that the McKinty's have not followed the rules. Their approved building permit remains in force. The municipality has options they could pursue if they felt the McKinty's didn't comply with the permit. That has not happened.

While Mr. Gahan has verbally disagreed with the approved permit, he hasn't pursued any avenue to revoke it, though perhaps his verbal opinion is all that is required.

At the moment, and regardless of what the fire department thinks, the municipality has two positions: they support the building permit they approved, and they disagree with the permit they approved. So, how exactly does a fire department take direction from that position?

The Fire Department

Well, they do the only thing they can do - they also take two positions: they have given approval for, and produced an order of non-compliance for, the same situation.

The question for the fire department is this: "If the chief building official said, "I want you to inspect this property as containing a permanent residence," would they have done that? Even if the owners of the property had not been approved to include a permanent residence? Or, does the fire department require some sort of legal basis by which to ensure properties comply with the Fire Code?"

The Next Step

When the fire department issued that order of non-compliance against Neat Café, the McKinty's appealed it to the Ontario Fire Marshall's Office. The minute they filed that appeal, the municipality and the fire department stopped working on a compromise, leaving the decision in the hands of the Office of the Fire Marshall. Unfortunately for the McKinty's, the Ontario Fire Marshall has no time requirement in which to address appeals, and thus, the McKinty's could wait weeks or months or longer to have a decision. In the meantime, their liquor license application, which requires the approval of the municipality for occupancy, would expire. So, they reached out to their community. Kim McKinty posted this on Facebook:

"Our Burnstown Coffee Shop and Music Room will need to close/move in very short order if we don't get a resolution to current delays in McNab/Braeside Township Approvals. If this is of concern to you, we suggest that your opinions on the matter are needed. Share as you see fit."

The community responded. The next day, there was a meeting with the municipality, and Mr. Gahan had another opinion to share.

"The fire department will not come on site and do an inspection while there is an appeal," explained Gahan. "If the McKinty's drop the appeal, the fire department will tell the Ontario Fire Marshall to modify the report. If they don't drop the appeal, they won't get the agency letters required for their liquor license. If they withdraw their appeal, the Deputy Fire Chief could come back with a dialogue with the McKinty's that is not as prescriptive."

That put the McKinty's in a

difficult situation. If they maintain the appeal, they will certainly miss their liquor license deadline. If they withdraw the appeal, and Mr. Gahan is wrong about the fire department changing their mind, they run the risk of not coming to a solution, and thus, no liquor license.

The McKinty's withdrew their appeal, which allowed the fire department back into the situation.

"We are at our wits end," says Kim McKinty. "We are frustrated, exhausted and overwhelmed. The only reason we are not running for the hills at this point is because of the overwhelming support and letters of encouragement we have received from our community. We don't know what else to do at this point."

The Decision Maker

In the end, the decision maker on the future of Neat Café will be the McKintys. The municipality will have a position, and the fire department will have a position and it is the McKintys who will evaluate the outcome to see if it is in line with what they are willing to do. At this point, the only documents that have standing appear to be the building permit that was issued to the McKintys, which includes a mezzanine, and the order from the fire department about non-compliance with the Fire Code as it pertains to second floor situations.

The rest of the story is to be determined.

You can follow the discussion on Neat Café on their Facebook page (search Neat Coffee Shop) or connect with the municipality at: www.mcnabbraeside.com

Note: OVB appreciates the time that all parties took to present their positions on this matter.

Business News Around The Valley

Correction

Tender for Renfrew County District School Board. Appropriate price for the Epson Projectors from LR Brown is \$900.00 and not \$90.00. Thank you to the school board for catching this error.

Ontario Music Fund

Ontario is launching the Ontario Music Fund to help support and create jobs, and position the province as a leading destination to record and perform. The new fund will support Ontario-based music companies and boost music production and distribution through four streams: music company development, music industry development, music futures and live music. The Ontario Music Fund is a \$45 million grant program over three years and will be administered by the Ontario Media Development Corporation. For more information, visit: <http://mtc.gov.on.ca/en/news/OMFactSheetENG.pdf>

M&R Feeds Expanding

M&R Feeds in Micksburg recently had their site plan approved by the Township of Laurentian Valley to expand their location. The original M&R Feeds location (there are now additional locations in Pembroke and Shawville,

Quebec), is owned by Brent Clifford. The expansion in Micksburg calls for a 212 square metre retail store and office as well as a 443 square metre warehouse.

Arnprior Welcomes New Business, School

The Town of Arnprior recently held grand openings for Domino's Pizza (October 23) and Willis College of Business and Technology's Arnprior Campus (October 25). The municipality welcomes both to the community.

Provincial Assessment and Screener Tool

The Ontario government is using a provincial assessment and screener tool to standardize assessments and ensure all individuals who use community support services are getting the services they require. The Arnprior-Braeside-McNab Seniors at Home Agency has been designated a "screener" agency which means they will be incorporating the screener tool into their intake process.

Pontiac Chamber Award Winners

The recipients of this year's Pontiac Chamber of Commerce Business Achievement Awards are: Young Entrepreneur: Scott Crawford Purerock Landscaping; Self-Employed

Business Person: Vaughan Bastien of Vaughan Bastien Tire Service; Small Business: Langford's Grocery; Medium Business: R. Filion & F. Laflamme Pharmacie; Large Business: Giant Tiger; New Business: GELAM Riding Stable; Farm Enterprise: Willow Hollow Farms Inc.; Feature Award in Tourism: Horizon X Rafting and Kayak and Lifetime Achievement Award: R. H. Nugent Equipment Rentals Ltd.

Heritage Hearing Expands Services

Heritage Hearing Care is now offering monthly clinics for hearing services at the Petawawa Centennial Family Health Centre and the Deep River and District Hospital. Appointments may be booked by calling 613-735-0776 or through our website at www.heritagehearing.ca

Ontario Trails Strategy

Since 2005, the provincial government has worked with its partners to implement the Ontario Trails Strategy. The Ministry of Tourism, Culture and Sport has posted a paper on the Environmental Registry (EBR Registry Number: 011-9565) and Regulatory Registry for public comment. The commenting period closes on December 4, 2014.

Continued on Page 5

It's A Fact

Facts From The Ontario Mining Industry

41

Number of mining sites operating in Ontario.

1,076,395 km²

Area of past and present mining operations in Ontario.

\$1,800

Amount the mining industry spends per employee on training and health and safety initiatives.

36%

Percentage of mining employment in Sudbury.

\$9.2 billion

Value of mineral production in Ontario in 2012.

43%

Percentage of purchases made by mines that are from suppliers located within a one-hour drive of the mine sites.

\$800 million

Corporate tax contributions made by Ontario mining companies annually.

60%

The average weekly wage in mining is 60% higher than the average industrial wage.

27,000

Number of people employed directly in the mining industry.

1,000

Number of mining supply and service companies in Ontario.

\$10 million

Annual charitable contributions by Ontario mining companies..

Source: Ontario Mining Assn.

Book Now For January's Health Matters!

Deadline for booking: November 25, 2013

- Features: 340-word editorial
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Business News Around The Valley

Benson Auto Parts

The Town of Petawawa approved the site plan for the construction for a 450 square metre auto parts store subject to the owner entering into a site plan agreement with the Town at the owner's expense. The Benson Auto Parts store will be located on Petawawa Boulevard.

Canada Post Union Looks To Banking

The Canadian Union of Postal Workers (CUPW) is making a plea for postal banking. The move comes as the federal government is looking at the financial situation of the organization. The union also feels the federal government may be looking at privatizing or deregulating the post office. CUPW has the full study at: <http://www.policyalternative.ca/publications/reports/why-canada-needs-potal-banking>

Downtown Pembroke

If you're considering a business in downtown Pembroke, the City has some information you may wish to see. The City has a retail and service gap analysis that lists the types of stores that would be suitable for downtown Pembroke. The list is available to property owners to help; them target their leasing efforts.

New Fire Chief

Douglas Tennant will assume the duties of the new Fire Chief of The Town of Deep

River. Tennant is scheduled to assume his duties in early December. Chief Tennant has more than 30 years of fire service and emergency management experience including the Office of the Fire Marshal and positions with fire departments in Severn, Kanata, Cambridge and Peterborough.

Highway 17 To Close For A Week

Highway 17 will be closed from Round Lake Road to Doran Road from November 17 to 22. Detours will be posted. Access to the highway from Forest Lea Road will also be restricted.

O'Neil To Retire

Terry O'Neill, a 20-year member of council for the City of Pembroke has decided his time on council is over. O'Neill will not be seeking re-election in 2014.

Beauman Wins Contract

Beauman Waste Management of Renfrew has won the contract to provide a waste-reduction program at the Renfrew Landfill. Beauman had the lowest bid of three bidders (including Tomlinson and Barron Disposal). Beauman will partner with Lafleche Environmental for the project. Beauman is based in Renfrew and employs 30 staff, 25 of which were in attendance at the council meeting when the results were decided.

Lighting Discussion

The Town of Arnprior is considering an option of replacing streetlights with LED bulbs. The retrofit would cost \$400,000, but was save just over \$85,000 per year. The current lights cost \$83,000 a year in electricity cost and \$almost \$33,000 annually in maintenance. The retrofit would see electricity costs reduced to \$26,000 per year and maintenance reduced to just \$3,000. The project would cover all but 80 of the municipality's 740 streetlights.

Celebrating 30 Years

Custom Draperies in Downtown Pembroke is celebrating 30 years in business. The business has been in the downtown since 2003 when they purchased the former Doran's Ladies Wear building.

Town May Get Into Ski Hill Business

The Town of Petawawa may be getting into the ski hill business. A proposal has been put together that would see the Town gradually take over operation of Mount Molson Ski Hill. The facility would fall under the parks and recreation section fo the municipality, and the goal is that the ski hill would be fully in the municipality's operation for 2015.

Water Filtration

Extras Not Necessary

The City of Pembroke has

recently been advised that salespeople are travelling door-to-door selling water filtration systems and claiming City of Pembroke water is contaminated. The City says their water is safe to drink and that there are no problems with the water treatment or distribution system. If residents have concerns, contact Doug Burton at 613-735-6821, ext. 1487.

Women in Skilled Trades and IT Training Program

The Ontario Women's Directorate invites proposals for Women in Skilled Trades and Information Technology Training program (from April 1, 2014 to March 31, 2016). The program offers an opportunity for women who are unemployed or under-employed to gain gender-sensitive in-class training and on-the-job training to prepare women for employment in these occupations. The Skilled Trades stream provides pre-apprenticeship training geared towards increasing the number of women in skilled trades. The deadline is November 18, 2013. To review the application process, visit: <http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantOpportunities/OSAPQA005168>. For questions regarding the program or application process, please contact owd@ontario.ca or (416) 314-0330.

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.

Letter to the Editor

As the president of a not-for-profit corporation and a board member of three other not-for-profit businesses I would like to share some additional information on this topic in response to your August 9, 2013 editorial in Ottawa Valley Business.

I agree that a healthy not-for-profit business should be like a healthy for-profit business. Not-for-profits (social enterprises) differ from for-profit businesses in one fundamental way, namely, what they do with their profits. The profits from not-for-profits are returned to the community. The profits from for-profit businesses go to the owners and/or shareholders. In not-for-profit businesses, after expenses are paid, all profits must be distributed in the manner stated in the letters patent under the objects for which the corporation is incorporated, for example, charities, service organizations, local exchange trade system (LETS), etc. The corporation shall be carried on without the purpose of gain for its members and any profits or other accretions to the corporation shall be used in promoting the objects. Many non-profits are staffed by volunteers to maximize profit to benefit society. I describe social enterprises as capitalism with a conscience.

Non-profits can provide goods, services and dollars to benefit society. The capitalist model employed by Canada does not provide for the needs of all citizens. It has what I call the 20% gap. This is the difference between the amount of revenue collected by governments at all levels and the revenue needed to provide for the needs of all citizens. There are 6 or 7 countries on planet earth whose governments are described as

"social democracies" that do an excellent job of meeting the needs of citizens. In Canada charities, service clubs, not-for-profits and philanthropists help to close the 20% gap.

Many businesses, both for-profit and not-for-profit, look for private and public financial support. Look back to the financial crisis of 2008 to see how for-profit businesses were given or loaned billions of dollars to avoid bankruptcy. In good times for-profit businesses often ask for government subsidies, grants and loans to start or grow their businesses. Many for-profit businesses use natural resources as their raw material and very seldom are the true costs of the natural resources borne by the business nor are the costs of the cleanup or the pollutants generated.

Food for thought,
Bob French, President,
Best of Friends Social
Organization

Local Tourism

November 2-17

Annual Christmas Open House at the Old Tin Shed.
www.theoldtinshed.com

November 12

Stephanie Bergsma, author of Cooking for Life. 2:00pm.
www.pembroke.library.ca

November 18

Exhibition for artist Melissa Kristine Nyveld at the Cafe349 begins. www.cafe349.com

November 20

Madameek cooking demonstration. 6:30pm.
www.pembroke.library.ca

November 23

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

November 23

Anniversary of Jane Austen's Pride & Prejudice. 2:00pm.
www.pembroke.library.ca

November 28

Thelma's Custom Cakes cooking demo. 2:30pm.
www.pembroke.library.ca

November 30-December 22
Cut your own Christmas Tree at Hugli's. Weekends 10:30am-4pm. www.blueberryranch.ca

November 30

City of Pembroke's Annual Santa Claus Parade of Lights.
www.pembrokeontario.com

December 1

Christmas Craft Show. 10am-3pm at the Petawawa Civic Centre. www.petawawa.ca

December 7

Rick Leben at the Bateau Royal Restaurant. 7:00pm.
facebook.com/BateauRoyal

December 21

Santa Claus visiting Bateau Royal Restaurant. 11:00am.
facebook.com/BateauRoyal

December 21

Lynne Hanson at the Bateau Royal Restaurant. 7:00pm.
facebook.com/BateauRoyal

December 31

Town of Petawawa New Year's Family Event. Free. 6:00-9:00pm. www.petawawa.ca

January 4

Dennis & Dan at the Bateau Royal Restaurant. 7:00pm.
facebook.com/BateauRoyal

January 10-19

Town of Petawawa Cabin Fever. See website for details.
www.cabinfeverpetawawa.ca



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Tender Results Around The Region

MV 2013-02 Photographic Services.

Township of Madawaska Valley.
Tim Baklinski
 \$2,000 flat fee for work throughout the year.
Lisa Utrunki
 \$75 per image at the end of the year.
 The list of proposed images was split between both photographers.

MV 2013-03 Accessible Washroom Installation.

Township of Madawaska Valley.
 Kent Construction - \$ 20,882.35
 Bryan Fraser - \$32,194.00
 Zuracon Inc. - \$15,980.00 (Pt.1)
 Zuracon inc. - \$12,980.00 (Pt.2)
 LBR Contracting - \$34,510.00
 Beacon Construction - \$40,000.00
 Awarded to Kent Construction.

MV2013-14 Supply, Delivery and Stacking of Winter Sand.

Township of Madawaska Valley.
 RGT Clouthier - \$107,960.20
 LJ Pecarski Ltd. - \$143,594.75
 Walsh Contracting - \$112,090.35
 Awarded to RGT Clouthier.

RFQ No. 2013-13 Asbestos Management Plan.

Township of Madawaska Valley.
Pinchin Environmental
 \$6,257.38 Municipal Office
 \$5,805.38 Information Centre
Greenview Environmental
 \$3,333.50 Municipal Office
 \$2,994.50 Information Centre
Genivar Inc.
 \$3,616.00 Municipal Office
 \$3616.00 Information Centre
 Awarded to Greenview.

Contract No. 05-2013 Road Rehabilitation of Queen Street.

Town of Renfrew.
 Dalcon Enterprises - \$965,622.00
 Greenbelt Const. - \$1,064,547.00
 Bonnechere Ex. - \$1,014,034.96
 Goldie Mohr Ltd. - \$1,118,053.00
 H&H Constr. - \$1,176,895.04
 T. Cavanagh - \$1,321,723.10
 Eastway - \$1,349,993.00
 Awarded to Bonnechere Ex.

Landfill Site Operations.

Town of Renfrew.
 Beaulieu - \$198,332.00
 Barron Disposal - \$300,000.00
 Tomlinson - \$357,000.00
 Awarded to Beaulieu.

Used Equipment. Ice Fishing Shack/Attendants Shack.

Township of Madawaska Valley.
 There were no tenders on the Ice Fishing shack/Attendants Shack.

Used Equipment. Item 2: 1975 GMC Fire Truck.

Township of Madawaska Valley.
 Irvin Phenenhour - \$367.00
 Richard Levaire - \$ 558.00
 Joe Shulist - \$ 800.00
 Bob Chippior - \$ 825.00
 Ray Yandernoll - \$1860.00
 Awarded to Ray Yandernoll.

Used Equipment. 1998 GMC 4X4 with plow.

Township of Madawaska Valley.
 Paul Yantha - \$ 300.00
 Mike Hubers - \$500.00
 Richard Levaire - \$558.00
 Joe Shulist - \$900.00
 Bob Chippior \$1625.00
 Awarded to Bob Chippior.

2013-07 Parks, Open Space and Cemetery Turf Maintenance.

Township of Madawaska Valley.
 Bernard Trachsler - \$38,081.00
 Delmar Recoski - \$47,460.00
 Awarded to Bernard Trachsler.

MV 2013-08 Crushed Gravel - Granular "A" 3/4.

Township of Madawaska Valley.
 RGT Clouthier - \$ 155,560.32
 Pecarski - \$ 224,806.72
 Awarded to RGT Clouthier.

TKHR-TMV-2013 Construction, Demolition and Bulky Waste Processing.

Townships of Killaloe, Hagarty and Richards and Madawaska Valley. There were four bidders for this RFP - Nad-Core Environmental Shredding Ltd, National Grinding, Dave Bourne Tree Service Ltd, and Sittler Grinding Inc. Awarded to National Grinding.

Winter Sand. Township of North Algona Wilberforce.

GP Splinter - \$20,170.00 (\$5.95 tonne)
 RGT Clouthier - \$28,238.70 (\$8.33 tonne)
 Barr Sand & Gravel - \$29,594.70 (\$8.77 tonne)
 Ralph Selle - \$22,001.10 (\$6.49 tonne)
 Awarded to GP Splinter.

P-13-05 Munro Street Forcemain and Reconstruction.

City of Pembroke. Cancelled.
Market Square Roof. Town of Carleton Place.
 Renwick & Assoc. - \$148,878.00
 Dalcon Enterprises - \$217,000.00
 Awarded to Renwick & Associates.

4x2 Single Axle Diesel Cab and Chassis. Town of Carleton Place.
 Oakes - \$97,089.47
 Freightliner - \$98,157.45
 Awarded to Oakes.

PW1-2013 Roadside Grass Cutting. Town of Carleton Place.
 Only one bid was received for this tender. Awarded to Enviro Sweep.

Hydraulic Extendahoe Backhoe. Town of Carleton Place.
 Elliotts Farm Equip. - \$95,671.45
 Reis Equipment Ctr - \$110,223.59
 Toromont Cat - \$114,017.00
 Nortrax 1 - \$117,520.00
 Nortrax 2 - \$110,062.00
 Strongco - \$101,921.00
 Wajax - \$99,225.30
 Awarded to Strongco.

Supply Plow Equipment to Existing Cab & Chassis. Town of Carleton Place.
 GPTPS - \$99,086.31
 GinCor - \$101,653.67
 Awarded to GinCor.

Supply of Back-up Generator. City of Pembroke.
 Cummins Eastern - \$78,500.00
 GAL Power - \$84,900.00
 Total Power - \$85,239.00
 Somers Motor Ltd. - \$85,870.00
 Awarded to Cummins Eastern.

Demolition & Removal of Residential Building. Town of Carleton Place.
 Robert Gourlay - \$27,600.00
 Goldie Mohr Ltd. - \$27,900.00
 Cavanagh Const. - \$33,150.00
 Awarded to Robert Gourlay.

Construction of New Daycare - St. Francis of Assisi School. Renfrew County Catholic District School Board.
 Tal-Co Limited - \$689,975.00
 Frecon Const. - \$692,000.00
 Wade Contracting - \$740,000.00
 Awarded to Tal-Co.

Demolition of old St. Francis of Assisi School. Renfrew County Catholic District School Board.
 AIM Waste Mgmt. - \$239,447.00
 Lions Group Inc - \$240,464.00
 Demolition Plus - \$271,177.40
 Budget - \$375,938.57
 Salandria Ltd - \$377,000.00
 RGT Clouthier - \$414,710.00
 Priestly Demolition - \$496,089.21
 Itech Precision - \$1,772,875.65
 Awarded to Aim Waste Mgmt.

Continued on Page 8

Tenders

Community Forest Red Pine Timber Harvesting

Cleaning and Janitorial Services

Janitorial Services (Lanark County)

Snow Plowing Municipal Buildings & Equipment Quotation for Snow Removal

Snow Removal, Salt and Sand Application

Destination Bancroft! Tourism Development

Provision of Architectural Services

Triple Pumper Tanker

Contract Cleaner

McGee Lift Station Forcemain & Munro, Isabella and James Street Reconstruction

Legal Services

Grade Assessment Software

Prequalification of General Contractors

Sub-Contractors and Suppliers

Tenders can be sent to:
admin@ovbusiness.com

Wisdom

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do.

~ Mark Twain

Tender Results Around The Region

Lighting Upgrades. Renfrew County Catholic District School Board.

Frank's Electric

\$249,753.87 (Bishop Smith)
\$19,549.00 (Admin Office)
\$16,235.54 (999 Complex)
Panke Electric
\$19,549.00 (Admin Office)
\$18,757.50 (999 Complex)
Rondeau Electric
\$332,785.00 (Bishop Smith)
\$19,543.35 (Admin Office)
\$19,339.95 (999 Complex)

Saffco

\$25,319.91 (Admin Office)
\$23,564.87 (999 Complex)

VCI

\$19,639.40 (Admin Office)

\$15,316.75 (999 Complex)

Welk Electric

\$338,632.75 (Bishop Smith)
\$19,993.09 (Admin Office)
\$22,294.90 (999 Complex)

Yemen Electric

\$285,873.05 (Bishop Smith)
\$17,848.35 (Admin Office)
\$14,226.70 (999 Complex)

Bishop Smith and Admin Office awarded to Frank's Electric. 999 Complex awarded to Yemen Electric.

Kindergarten and Office Addition and Interior

Renovation. Renfrew County Catholic District School Board.

Freecon General Contractors

\$871,800.00
\$23,900.00 (Gym floor)

Dalcon Enterprises Inc

\$873,500.00
\$28,500.00 (Gym floor)

Dolyn Developments Inc

\$936,314.01
\$28,500.00 (Gym floor)

Wade General Contractors Ltd

\$959,700.00
\$28,500.00 (Gym floor)

Boudens Building Systems Ltd

\$986,500.00
\$31,350.00 (Gym floor)

Awarded to Freecon.

BM-2013-02 - Design, Build, Install Hot Water Heating System and/or Domestic Hot Water System. County of Renfrew - Bonnechere Manor.

Cancelled.

13-PSG-004 Reinstatement of Utility Cuts and Asphalt

Failure. Town of Smith Falls.

There was only one bidder for this tender. Awarded to Provincial Paving for \$390 + HST for 2 inch lift and \$460 for 4 inch lift.

13-PSG-005 Portland Cement Ready Mixed Concrete. Town of Smiths Falls.

Lafarge Canada - \$20,114.00
McNamee Concrete - \$20,622.50
Awarded to Lafarge Canada.

Reference #13-3249 Roof

Modifications. Renfrew County Housing Corporation .
TCB Construction- \$117,283.31

Morin Insulation - \$147,000.00

Awarded to TCB Construction.

Reference #PT1301 - Entrance

Door Replacement. Renfrew County Housing Corporation.

Norlock Siding - \$57,864.74
Irvcon Ltd- \$72,315.48
Morin Insulation - \$74,015.00
Borchert's Moving - \$74,43.19
Adanac Roofing- \$78,800.55
Dominion - \$93,493.94
9250-3150 Quebec - \$109,422.96
Awarded to Norlock Siding.

#PT1303 Roof Shingling.

Renfrew County Housing Corporation.
Valley Window - \$68,878.00
RC Window - \$69,116.45
Wade Contracting - \$72,885.00
Kent Construction - \$72,885.00
The Door Company - \$77,849.00
Scheel Windows- \$80,456.00
Room by Room - \$81,836.86
Centennial Glass - \$91,066.00
All Canadian - \$96,100.85
B.Yolkowskie - \$96,122.32
Comfort King- \$100,420.84
Awarded to Valley Window.

RFP No. AD04-2013 Cleaning of

Township Buildings. Township of Greater Madawaska.
Cancelled.

RFT No. AD05-2013 Supply and Installation of Electrical Service and Security Lighting at Barnet Park. Township of Greater

Madawaska.

No bids were received for this tender.

RFP No. PW11-2013 Expansion of Black Donald Pit. Township of Greater Madawaska.

Cancelled.

Brush Grinding - Norway Lake Transfer Station. Township of Greater Madawaska.

Awarded to Gro-Bark Ltd. for \$21,187.50.

Asset Management Plan.

Township of Lanark Highlands.
KPMG - \$20,000.00
CRG Consulting - \$26,172.50
GD Jewell - \$29,945.00
Awarded to KPMG.

Surplus Sale. Town of Petawawa.

Security Camera
Jason Severin - \$350.00. (1 bid)
Bank of 12 Steel Lockers
Doris Smith - \$50.00. (1 bid)
13' Typhoon Kayak
Doris Smith - \$195.00. (4 bids)
11' Mayfly Kayak
Doris Smith - \$225.00. (3 bids)
16' Marathon Aluminum Canoe
Doris Smith - \$300.00. (5 bids)
52 Sheets of Plywood Decking
Curtis Quilty - \$201.01 (3 bids)
Steel Scaffolding
BetterView - \$500.00. (4 bids)
10,000 Paver Stones
BetterView - \$2000.00 (6 bids)
2007 Dodge ½ ton (130,000 km)
Mark Cameron - \$5000 (2 bids)



Sean Crozier

The Township of Admaston/Bromley had hired Sean Crozier as the Deputy Clerk/Treasurer. Crozier is currently employed as a staff accountant with a local accounting firm. he is also the assistant coach with the Pembroke Lumber Kings. 30 individuals applied for the position.

Lisa Bottomley

Lisa Bottomley of White Lake is the Volunteer Coordinator

and Program Coordinator of Friendly Visiting, Frozen Meals, Meals on Wheels, Telephone Security and Computer Classes for the Arnprior-Braeside-McNab Seniors at Home Program Inc.

Tammy Mondor

Tammy Mondor, who started with the Arnprior-Braeside-McNab Seniors at Home Program Inc. as Transportation Scheduler, has been promoted to Executive Assistant and new title of Transportation Coordinator.

Julie Mulligan

Julie Mulligan is the new Marketing Manager for Ontario's Highlands Tourism Organization. Mulligan grew up in the Ottawa Valley and has lived the past 13 years in

British Columbia where she held various marketing roles in the tourism and hospitality industry. She has a Bachelor of Arts in Mass Communications from Carleton University and a Marketing Management Diploma from the British Columbia Institute of Technology.

Kasia Wind

Kasia Wind is the new Communications Coordinator for Ontario's Highlands Tourism Organization. Wind moved to the area from Mississauga. She previously worked in magazine publishing, media relations and public relations, including six years as the editor of Oxygen magazine. She has an

Honours Bachelor of Applied Arts in Media Studies from the University of Guelph and a Diploma in Journalism from Humber College.

Casey Chown

Casey Chown is taking a lead role with M&R Feeds in the area of horse nutrition and equine management. Casey is an Ottawa Valley native. She graduated in 2009 with a BSc, Honours in Animal Biology from the University of Guelph and prior to M&R Feeds worked as an area supervisor at Coolmore Stud ranch in Australia. Casey joined M&R Feeds in May 2013 and will be working in all three locations.

Send your people news to:
admin@ovbusiness.com

How To Evaluate Advertising Options

Start with knowing how your customer is informed



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

I was emailing with a business the other day about being included the winter edition of Travel Our Backyard magazine. The business politely refused, which I had no problem with, until they told me why they were refusing.

"I think print is dead," said the business owner.

I wrote a short marketing lesson as a reply, before deciding that it might be best to take the short and sweet approach. I explained that our magazine was well-researched in reaching the audience, and wished them a great Fall season.

What I really wanted to say, I'm going to say here.

To be effective marketing

your business, you have to meet the needs or wants of the customer. You have to reach out to them in a way that they will be most receptive to receiving the information, and you need to present them with the path of least resistance to reaching you. For many, the easiest way for them to communicate is via email or text. However, for many more, that is not how they want to communicate.

Many business owners consider marketing by a) what is the least expensive, and b) what they personally like. Often, there is never any thought about what the customer is most likely to want. The problem with not considering the customer is this: a \$50 ad is cheap and a \$400 ad is expensive, but if the \$50 ad brings nothing and the \$400 ad brings 10 customers, the \$50 has been the expensive one.

The other thing a business owner needs to do is sometimes set aside their own personal likes in favour of

what is most likely to appeal to the customer. In the example that prompted this column, the entire concept of the Travel Our Backyard magazine was based on a marketing strategy. In part, local people are connected to 50% of the entire tourism market here and influence decisions on what visitors should do when they are here. In addition, we know that this region still likes a paper reference - something to refer to with all the information at their fingertips. That's not to say they are anti-Internet, but when given the choice, they prefer paper. For the Spring edition, we did exactly what our research told us people wanted. The result was overwhelming success. Now, we have something that really works. That type of information would be worth considering for a business rather than writing it off with the personal thinking that "print is dead."

It is very difficult to write-off an entire industry when it

comes to marketing. The more accurate response would be that a certain type of print media doesn't reach the customer you are targeting. There could be other forms of print that would reach your customer in a way that your customer would be receptive to receiving the information.

The medium you use is just as important as the message you convey to achieve positive results in marketing. In my business, we try them all, and we see first-hand what works and what doesn't. When we are planning a campaign, everything is on the table. After applying some criteria (customer preference, price, frequency, etc.) options leave the table and what remains is the best way to achieve the marketing goal.

There is always room to consider budget and the preferences of the business owner. And, to make the most effective marketing decisions, the wants of the customer should also be a pertinent part of that discussion.

Save your write-offs for the accountant and give every option a chance. The best options will always be those that meet the needs of the customer.

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

Hope is not a marketing strategy.



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Ottawa Valley
BUSINESS

**UPCOMING
ISSUES**

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Deadline: November 19

December 10
Regular Edition of OVB
Deadline: December 3