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# Doing Things A Little Differently

## How a manufacturer and a municipality start 2013

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

The lead story for this issue is actually a combination of two stories. The first, is about a business that is looking for innovative ways to increase their business, while offering others the chance to work with a world-class organization.

The second story is about the smallest, least wealthy municipality in Renfrew County, who has no debt has decided to reduce taxes to their residents by 4.22% this year. It makes you wonder that if they can do it, there isn't much excuse for the rest of us.

### KI Is More Than Office Furniture

KI in Pembroke is an award-winning manufacturer of sheet metal products. They are most notably known for office equipment, filing storage and desk systems. What they also

do may surprise you.

The company has opportunities for partners on sheet metal projects. What that

### If you can dream it out of metal, we can probably make it.

DAN MELLEN, GENERAL MANAGER OF KI PEMBROKE

means is if you need something manufactured from sheet metal, you could work with KI on that project. That aspect of their business is something they are promoting more often. The ability to work on additional projects mean that the 30 employees currently laid off might not have to be if the plant is busy enough.

"If you can dream it out of metal, we can probably make it," says General Manager Dan Mellen. "I believe there are opportunities out there."

Mellen's confidence is well

supported. KI has a 200-person workforce that works with brake press, on-site engineering, powder coat

painting, turret punches and brakes, welding, assembly and more. They produce sheet metal products that are shipped internationally. They have a 180,000 square foot facility in Pembroke where they do the full process from raw materials to the finished product. They are the seventh largest furniture manufacturer in North America and compete with companies like Herman Miller, Hayworth and Hon. 90% of their products are exported.

If you have inquiries for KI, please contact Dan Mellen or

Greg Wallace at: 613-735-5566. More on the company is available at [www.ki.com](http://www.ki.com)

### Head Clara Maria Has No Debt

The municipality of Head, Clara & Maria has no debt and reserves of \$926,742 at year end 2012.

For 2013 Council passed a budget that would reduce the municipal portion of taxes based on 2012 data. They decided to decrease the residential portion of municipal taxes owing per \$100,000 of assessed value by \$11.56 or 4.22%.

CAO Melinda Reith explains that "the municipality is in this position due to a conscious effort to plan for the future needs of the municipality by allocating small amounts to various reserves to avoid a large increase in taxes in any given year."

## Eastern Ontario Development Program

Application Deadline: Thursday, March 1, 2013 at 4:00pm

Guidelines and applications are available online at: [www.rccfdc.org](http://www.rccfdc.org). Applications may be submitted early.

For more information on this program, contact David Wybou at: 613-735-3951 ext.229.



Canada



Community Futures  
Development Corporation  
Renfrew County

## Ottawa Valley BUSINESS

Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by Ottawa Valley Business Group.

### WHO READS US:

OVB is delivered twice a month via email to more than 3,400 businesses, government agencies and organizations.

### HOW TO SUBSCRIBE:

To receive OVB by email each month, contact us at: [admin@ovbusiness.com](mailto:admin@ovbusiness.com). There is no charge to receive the publication.

### ADVERTISING

Various advertising options are available in OVB. Volume discounts and discounts to members of the Chamber of Commerce are available. Please inquire about advertising opportunities.

### CONTENT & SUBMISSIONS:

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

### CONTACT US:

Ottawa Valley Business is part of the Forward Thinking Marketing Group. You can contact us via the following:

Publisher: Jennifer Layman  
E: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)  
P: 613-732-7774

### Mailing Address:

Forward Thinking  
2113 Petawawa Boulevard,  
Pembroke, Ontario K8A 7G8

You can also find us on Facebook.



## events calendar

### February 9, 2013

Information session for municipal officials hosted by the Renfrew Landowners Association. 1pm to 5pm. \$20. Cobden. Not open to the public. Call: 613-432-4352 or [donnaburns1@rogers.com](mailto:donnaburns1@rogers.com)

### February 13, 2013

Social Media & Effective Customer Service. Presented by Matt Lemay and Jay McLaren. Ontrac Employment Services. 6:30pm to 9:30pm. Aimed at small business owners in Renfrew County. For info: 613-623-4680 or [arnprior@getontrac.ca](mailto:arnprior@getontrac.ca)

### February 14, 2013

Recruiting 2.0: Rethink Your Hiring Process to Hire the Best. Conference Board of Canada. 2pm to 3pm. Webinar. \$175. Rethink recruitment to hire talented people who really fit in with your organization. [www.conferenceboard.ca](http://www.conferenceboard.ca)

### February 14, 2013

Building & Packaging Experiences workshop offered by Lanark County Tourism. Valley Heartland CRDC. 91 Cornelia Street West. Smiths Falls. For info: 613-283-7002 or [maryellen@valley.on.ca](mailto:maryellen@valley.on.ca)

### February 16, 2013

Main Street School of Music in Arnprior presents a workshop entitled Music Business 101 with Randy Young. 2pm to 4pm. \$25. Learn trade secrets to book shows, approach label reps, copyrighting songs and promotion. For info and to register, call: 613-622-5443 or [mainstreetschoolofmusic.ca](http://mainstreetschoolofmusic.ca)

### February 21, 2013

Building a Culture of Service Excellence tourism workshop. Perth. Facilitated by the Ontario Tourism Education Corporation (OTEC). Register at [tourism@lanarkcounty.ca](mailto:tourism@lanarkcounty.ca)

### February 22, 2013

Renfrew Landowners Association public meeting. Astrolabe Hall in Cobden. For info: 613-432-4352 or [donnaburns1@rogers.com](mailto:donnaburns1@rogers.com)

### February 23, 2013

Upper Ottawa Valley Chamber of Commerce Business Awards Gala. \$70 per person if ticket purchased before January 31. Dinner by Ullrich's. Germania Hall in Pembroke. Call: 613-732-1492 or [www.uovchamber.com](http://www.uovchamber.com)

### February 26, 2013

Brand You. Explore critical elements that some of today's most successful entrepreneurs and business minds understand. Speaker: Jennifer Debruin. 9:30am to 11:30am. \$10 per person. Lanark County. 613-283-7002 ext. 108 [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### February 27, 2013 or February 28, 2013

Exploring Value Added Opportunities Webinar. For farm and rural entrepreneurs. Are you looking for or have a value-added business idea for your farm? We cover three modules: selecting your best idea, assessing your idea's business potential and next steps. For info: 877-424-1300 or [ag.info.omafra@ontario.ca](mailto:ag.info.omafra@ontario.ca)

### February 28, 2013

Renfrew & Area Chamber of Commerce Networking Event. Entrepreneurship, start-ups and economic development. Speaker is Bruce Firestone. Ma-te-way Activity Center in Renfrew. RSVP by February 15. Registration at 7:30am. For info: 613-432-7015 or [info@renfrewareachamber.ca](mailto:info@renfrewareachamber.ca)

### February 28, 2013

Deadline for Canada Summer Jobs applications. See Page 4 for details. For info: call 613-732-4404 or visit the Service Canada website.

### March 7, 2013

Exploring Value Added Opportunities. For farm and rural entrepreneurs. Cobden Community Hall. 9am to 4pm. \$70. This workshop is the same as referenced earlier, but is being held on site. For info: 877-424-1300 or [ag.info.omafra@ontario.ca](mailto:ag.info.omafra@ontario.ca)

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# Business News Around The Valley

## Ward System Revisited

Whitewater Region may abandon its ward system. They are holding public meetings to solicit feedback from the voters. Meetings will be held February 13 (municipal office), February 28 (Beachburg Hall) and March 13 (Westmeath Hall). All meetings start at 7:00pm. Surveys will also be distributed at the meetings and through: whitewaterregion.ca. At-large voting means all voters can cast ballots for any candidate. Ward voting means voters can only vote for a member from each ward. A combination system requires voters to elect a member of council from their ward, and then vote at large on other positions such as deputy mayor and mayor.

## RCDSB Holds Meeting

The Renfrew County District School Board is inviting the public to hear about their new school in Petawawa. A community information session is being held February 7th at 6:00pm in the gymnasium of General Lake Public School. In attendance for the meeting will be Roger Clarke, David Kaiser, Lisa Schimmens and Bryan Baird of the school board, ZW Project Management, Barry. J. Hobin (architect) and Percon Construction.

## Local Business Helps London Win Award

A local business has helped the City of London, Ontario earn an innovation award. Bishop Water Technologies was successful in selling their GeoTube technology to

manage the treatment and redistribution of incinerators at the City of London's pollution control plant. That solution netted the City a 2012 Technical Innovation Award, handed out at the Ontario Public Works Association's annual conference. GeoTubes treat fly ash so it can be returned to the City's wastewater treatment system.

## Business Retires

The Town of Deep River is saying goodbye to Fraser's Clothes Shops. The business officially marked its last day on February 2.

## Legion Donates To MRI

Royal Canadian Legion Branch 72 (Pembroke) donated \$10,000 to support the Pembroke Regional Hospital Foundation MRI campaign. The donation was made in honour of the Legion's 85 years of service.

## Funding For Employers

Employers are reminded that applications for hiring summer students through the Canada Summer Jobs initiative are now open. The federal government provides funding for summer job opportunities for students. Non-profit, public and private employers (50 or less employees) are eligible to apply. Students must be between the ages of 15 and 30. The deadline for applications is February 28. The application is available by

clicking here or by visiting [www.servicecanada.gc.ca](http://www.servicecanada.gc.ca).

## Load Restrictions Coming For Highway 62

County of Renfrew Council is hoping that the province of Ontario will declare Highway 62 a provincial highway and has passed a resolution to formally make the request. The decision comes after neighbouring Hasting Highlands added load restrictions to the highway through its territory. The move has Renfrew County feeling that it may impact transportation for local business, specifically in cargo and forestry.

## Municipality To Pursue Exchange Program

Bonnechere Valley Township is considering an exercise to see what people think of their municipality by participating in a First Impressions Exchange program with Marmora & Lake in Hastings County. The program is operated by the Ministry of Municipal Affairs and Housing and has representatives from each community visit the partner community and provide feedback. Several municipalities in the region have participated in the program, with Killaloe being one of the most recent. The cost is approximately \$500.

*Continued on Page 4*

## Building Owners Have Responsibilities.

Fire safety requirements are outlined in the Ontario Fire Code. The onus is on the building owner to ensure all fire alarms, fire extinguishers, sprinkler systems and more are inspected by qualified personnel.

Layman Fire & Safety works with an electrical contractor and provincially licensed technicians to ensure consistency with the Ontario Fire Code. If you have questions about licensing requirements, we are happy to answer them for you and refer you to the appropriate legislation.

We offer this consultation at no charge as part of our commitment to fire safety outreach.

# Layman FIRE AND SAFETY

[www.laymanfireandsafety.com](http://www.laymanfireandsafety.com)  
Ph: 613-732-5320  
[joel@laymanfireandsafety.com](mailto:joel@laymanfireandsafety.com)



Diabeaters Inc. o/a StepsCount would like to thank the Government of Canada, through the Federal Economic Development Agency ([FedDev Ontario](http://FedDevOntario)) for Southern Ontario's Eastern Ontario Development Program, administered by the Community Futures Development Corporation serving Renfrew County, for their financial support in our business development.



Canada



Federal Economic Development Agency for Southern Ontario



Community Futures Development Corporation  
Renfrew County

Société d'aide au développement des collectivités du comté de Renfrew  
Agence fédérale de développement économique pour le Sud de l'Ontario

Most Visits Ever  
in January 2013!  
Thanks!



January 2013 marked a milestone for OVJobs.ca as we recorded over 102,000 visits to the website.

In reviewing our 2012 statistics, we also discovered that 29% of our visits are coming from people in Ottawa. This shows there is a lot of interest in people who are looking to work in the Ottawa Valley.



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## Business News Around The Valley

### Three Municipalities Successful With CIIF

Several municipalities were successful in their applications through the Community Infrastructure Improvement Fund (CIIF), operated by the federal government. The Town of Laurentian Hills will receive \$64,000 towards replacing a rink building. The municipality will need to find another \$128,000 to complete the cost estimate for the replacement. Head, Clara and Maria also received funding from the CIIF in the amount of \$70,250. The money will go towards expanding their community centre which is attached to the municipal hall in Stonecliffe. The municipality will pay the remaining \$74,000 to complete the project. Horton Township received \$33,333 from the CIIF towards expanding their community centre. The funding represents one-third of the project. The remaining two-thirds will be covered by the municipality.

### Local Business Wins Tender

Defence Construction Canada has awarded a contract for barrier free access upgrades to John Mackay Painting and Flooring of Petawawa. The tender was in the amount of \$249,490.94.

### Music Business Workshop

Main Street School of Music in Arnprior is hosting a workshop entitled "Music Business 101." The workshop will be held on February 16 from 2:00pm to 4:00pm and costs \$25. Randy Young will be presenting on topics such as booking shows, approaching media and label reps, copyrighting and publishing songs, promoting locally and internationally and social media marketing.

Those interested can register by calling 613-622-5443 or via the website at:

[mainstreetschoolofmusic.ca](http://mainstreetschoolofmusic.ca)

### NRFS at \$55,000 Loss

The North Renfrew Family Services (NRFS) organization will lose 30% of their funding in 2013 as they can no longer rely on the Renfrew County United Way for those funds. The Renfrew County United Way notified the organization in November that they would not be providing the \$55,000 they normally do given that the funding directions have changed for the United Way.

### New Addition To Store

Decor I Adore in Petawawa has added a tanning bed to their business. The bed has 46 bulbs that combine for 180 watts. The home decor business is located on Petawawa Boulevard near the new Wendy's restaurant.

### Summer Company Applications Open

Do you know of a student who is looking for a summer job? Have they considered creating their own business? Summer Company is a Government of Ontario program that offers students an opportunity to own their own business. Summer Company is now accepting applications and spaces are limited. Enterprise Renfrew County is once again looking for students who want to run their own business. The local organization is now accepting applications for Summer Company, an initiative that provides start-up money to help the entrepreneur get started, and then some additional money if they have run their business successfully all summer. For information: [enterpriserenfrewcounty.com](http://enterpriserenfrewcounty.com)

*Continued on Page 5*

# Business News Around The Valley

## Program Offers New Service

Arnprior-Braeside-McNab Seniors at Home Program is now offering Hot Meals on Wheels. The meals are prepared daily by the Arnprior Regional Health team at The Grove and consist of: soup, crackers, hot main course, dinner roll and dessert. The program is available for Arnprior seniors aged 60 or older, adults who are chronically ill, living with a disability, convalescing from surgery and adults undergoing medical treatments. Meals are delivered Monday to Friday for lunch at a cost of \$8 each. Call 613-623-7981.

## Money For Innovative Entrepreneurs

The BDC Young Entrepreneur Award is back with a \$100,000 grand prize, plus a second prize of \$25,000 in consulting services. The award is for entrepreneurs who are aged 18 to 35, are at a crossroads in their business and have a solution to put their business on a new trajectory toward success. 11 finalists will be selected from across Canada, and then Canadians will vote to select the winners. Solutions must not yet be implemented. Deadline for applications is April 2, 2013 at

noon. For information, email: [youngentrepreneurs@bdc.ca](mailto:youngentrepreneurs@bdc.ca)

## Enright To Produce Biogas Farm

The Township of Admaston-Bromley has approved a FIT program application by Enright Dairy Farms. Enright will construct an on-farm biogas facility to generate renewable energy for sale to the public grid. The program is similar to solar. Enright has proposed a 150-kilowatt plant on the farm. The municipality has also applied for roof-mount solar projects on municipal buildings under the same program.

## OVB Article Travels to North York

An article in Ottawa Valley Business on local hemp producer, Rueben Stone, is going to be running in a Greenworks newsletter in the near future. The organization contacted Ottawa Valley Business to request permission for the article. Greenworks is a non-profit environmental organization, located in York Region, Ontario and is working on bringing industrial hemp to the area. Ottawa Valley Business was happy to supply the article in support of a local entrepreneur.

**County Taxes Up 2%**  
Renfrew County Council

approved a 2% tax increase for the 2013 budget. After adjusting for a 1.8% growth in Current Value Assessment (CVA) across the county, the real impact to County ratepayers will be 0.2%.

## Pro Hockey Comes To Eganville

The Ottawa Senators Alumni will be at the Eganville Arena on Friday, February 15 for a 7:30pm game against the Eganville Coaches. Tickets are \$10 each. The puck drop is at 7:30pm and there will be autograph signing at 8:30pm. The game will feature NHL-style introductions, music and announcements.

## quote for the day

When you buy from a family-owned business, you are not helping a CEO buy a third vacation home. You are helping a little girl get dance lessons, a little boy get his team jersey, a mom or dad put food on the table, a family pay a mortgage or a student pay for college. Our customers are our shareholders and they are the ones we strive to make happy. Thank you for supporting small business.

## editorial & letters

### Local Economics 101

The article on the impact of supporting the local economy which ran in the January 22 edition of Ottawa Valley Business garnered the most response of any article ever to appear in Ottawa Valley Business. It was requested to be shared on Facebook, and made its travels around the social media universe. I also learned that it was shared in lunchrooms, boardrooms and homes. The best part about the feedback was that business owners, employees, residents and organizations alike all had the same message: We have to do this. That's a good result.

Last Friday, I was in attendance at the funding announcement for the Eastern Ontario Development Program (EODP). This is a program funded by the federal government and administered by Renfrew County Community Futures (RCCFDC). As businesses took the opportunity to thank the agencies for the grant money, RCCFDC Chair, Daryl Ryan said, "I find it interesting that you all are thanking us. We should be thanking you. You're the ones who invested \$1.6 million into our economy."

I think there is a movement afoot. A movement that recognizes that what we accomplish as a community is dependent on what we support as a community. There is a very strong level of support for that kind of vision. It matters to people. And when something matters to people, that's when things start to happen.

- Jennifer Layman, Publisher  
Ottawa Valley Business



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# Travel Our Backyard: New Tourism Promotion

## Forward Thinking produces new locally-focused product

*Submitted by Ottawa Valley Business*

Tourism is an industry that is quickly becoming a leader in economic development for Renfrew County, and rightfully so. According to statistics from the Ontario Ministry of Tourism, there were nearly 1.3 million visitors to Renfrew County in 2010. These visitors are accounting for more than \$106 million in spending, a significant number for the local economy. Knowing these numbers, it might interest you to learn that Forward Thinking has developed a tourism publication focussed on local residents.

After looking into the tourism numbers for the region, Forward Thinking found two key factors that contributed to the locally-focused marketing strategy. First, of the 1,291,467 people who visited Renfrew County

in 2010, nearly half the reason people came to the region was to visit friends and family who live here. Second, Renfrew County residents themselves were the second largest group of tourists in their own backyard.

"The research supports dedicating marketing to local residents in order to increase tourism," says Jennifer Layman, President of Forward Thinking. "This will be a great compliment to the Ottawa Valley Tourist Association's (OVTA) focus of marketing to non-local residents."

Forward Thinking has unveiled "Travel Our Backyard" as a campaign to get local people thinking about local tourism opportunities throughout the year. The strategy involves a tourism guide (the OVTA is not publishing a guide in 2013) that is designed to motivate people to travel locally. "We are going to do the thinking

for you," says Layman.

The guide targets key activities that people most often do in the region while traveling throughout Renfrew County, and works equally well for non-local tourists who might pick up the guide while here. The guide will be available in full and in part online so that sections can be tracked for popularity and activity, assisting with improving the guide in the future.

In addition, Travel Our Backyard is a full season promotion, meaning that a second guide will be produced for the Fall and Winter months as well.

"While our tourism activity is most active from April to September, there is a substantial business from October to March which we think warrants a separate promotion," says Layman. "With two separate promotions, we can be more

focused in our message, and more targeted in our opportunities."

Travel Our Backyard is a new initiative of Ottawa Valley Business Group, the recently expanded enterprise that includes OVJobs.ca and Ottawa Valley Business. Ms. Layman was the first entrepreneur in Ontario between the ages of 35 and 40 to successfully apply for funding through the Canadian Youth Business Foundation to establish the new enterprise. Ms. Layman hired Sandra Ventress to assist with business operations and expansion.

"Sandra has a great deal of vision for this project," says Layman. "It is great to have a partner in bringing projects like this to fruition."

More information on this initiative can be obtained by contacting Sandra or Jennifer Layman at 613-732-7774 or admin@ovbusiness.com.

## We Love It Here!



More than 600,000 people who are tourists in in our area each year either come here to visit local people or they are local people themselves. So when it comes to marketing tourism, it makes sense to focus on our own backyard.

**MARKET TO PEOPLE WHO LOVE IT HERE.**

Travel  
our  
Backyard

Our information package is available [here](#) or by visiting [www.ovbusiness.com](http://www.ovbusiness.com). For more information and to book your space in the guide, call 613-732-7774 or email us at [admin@ovbusiness.com](mailto:admin@ovbusiness.com).

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# Renfrew County 2013 Committees

Some committee member shuffling has taken place at County Council with the new Warden at the helm. Warden Peter Emon automatically sits on every committee and new chairs and members include:

**Development & Property**

Chair: Bob Sweet  
 Members: Audrey Green, Norm Lentz, Jennifer Murphy, Raye-Anne Briscoe and Dave Thompson.

**Warden's Advisory**

Chair: Warden Emon  
 Members: Don Rathwell, Bob Sweet, Janice Visneskie, Jennifer Murphy, Dick Rabishaw and Dave Thompson.

**Finance & Administration**

Chair: Raye-Anne Briscoe  
 Members: Jack Wilson, Don Eady, Walter Stack, Don Rathwell, Bob Sweet and Janice Visneskie.

**Operations**

Chair: Walter Stack  
 Members: Harold Weckworth, David Shulist, Norm Lentz, Audrey Green and Don Eady.

**Health Committee**

Chair: Janice Visneskie  
 Members: Tammy Stewart, Mary Campbell, Jennifer Murphy, Dick Rabishaw and Jack Wilson.

Note: Tammy Stewart is vice-chair and has responsibilities to the Renfrew County and District Health Unit board of

directors.

**Striking**

Chair: Jack Wilson  
 Members: Jennifer Murphy, Raye-Anne Briscoe, Dick Rabishaw and Tammy Stewart.

**Ad Hoc Committees**

\* Board of Health: Mary Campbell, Tammy Stewart and Jack Wilson

\* County/City of Pembroke Liaison: Raye-Anne Briscoe, Bob Sweet and Jack Wilson.

\* CP Rail Corridor Advisory: Don Rathwell, Bob Sweet, Raye-Anne Briscoe

\* K & P Management Advisory: Bob Sweet

\* Land Division: Don Eady, Norm Lentz and Tammy Stewart

\* MNR Forest Management Plan: Ron Rathwell

\* MNR Regional Advisory: Harold Weckworth

\* Municipal Accessibility: Audrey Green

\* Land Claim: Dick Rabishaw, Peter Emon, Dave Shulist and Bob Sweet

\* Ottawa Valley Tourist Association: Audrey Green and Jennifer Murphy

\* Agricultural Economic Development: Raye-Anne Briscoe

\* Forestry and Wood Processing: Janice Visneskie

\* Shaw Woods Education Centre: Harold Weckworth

## people on the move

**Bob Sweet**

Petawawa Mayor and former County of Renfrew Warden, Bob Sweet, has been appointed to the Eastern Ontario Regional Network (EORN). EORN is a \$170 million project with a goal to deliver high speed Internet access throughout Eastern Ontario. EORN was established by the Eastern Ontario Wardens' Caucus to manage the awarding of contracts to develop the high speed network.

**Ben Rutz**

Local musician Ben Rutz will be playing at the Atlantic University Sport Mens Basketball Championships in Halifax, Nova Scotia. The event is March 1-3. Rutz also tours with Johnny Reid.

**Sandra Ventress**

Sandra Ventress has joined the team at Ottawa Valley Business Group as the Business Development Coordinator. Sandra will be managing OVJobs.ca and handling tenders and additional work related to Ottawa Valley Business. She will also play a lead role in other publications as well as outreach for the business.

**Ivan Burton**

The Town of Renfrew has hired Ivan Burton as their full-time planner. Burton previously worked with the municipality of Clarence-Rockland. The municipality was making do with planning services on contract two days a week. Burton is bilingual and will start with Renfrew on February 11.

*Note: If you wish to announce a new employee, just send us the details. Announcements are free to submit.  
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[www.algonquincollege.com/pembrokePD](http://www.algonquincollege.com/pembrokePD)

#### ARTS/CRAFTS COURSES (start dates listed)

Wed. Feb. 13	<a href="#">Dazzling Beads in Wirework</a>	\$38.29
Sat. Apr. 6	<a href="#">Mosaic for Beginners</a>	\$140.98

#### BUSINESS COURSES (start dates listed)

Thurs. Feb. 21	<a href="#">Media and Public Relations – It Matters! (with Jamie Bramburger)</a>	\$164.45
Sat. Apr. 6	Advanced Media and Public Relations (with Jamie Bramburger)	\$97.72

#### COMPUTER COURSES (start dates listed)

Fri. Feb. 1	<a href="#">Excel: Level 1</a>	\$94.99
Fri. Apr. 5	<a href="#">Excel: Level 2</a>	\$94.99

#### COOKING/FOOD COURSES (start dates listed)

Tues. Apr. 2	<a href="#">All Fired Up</a>	\$52.82
Tues. Mar. 5	<a href="#">Oriental Cooking</a>	\$52.82
Tues. Feb. 26	<a href="#">Pasta Architect</a>	\$52.82
Tues. Mar. 19	<a href="#">Seasonal Soups</a>	\$52.82

#### LANGUAGE COURSES (start dates listed)

Wed. Jan. 30	<a href="#">French as a Second Language – Basic Level II</a>	\$336.98
Thurs. Jan. 31	<a href="#">Signing Exact English 1</a>	\$197.37
Thurs. Mar. 21	<a href="#">Spanish Level 2 – Beyond “Dos Cervezas Por Favor”!</a>	\$173.22

#### PHOTOGRAPHY COURSES (start dates listed)

Tues. Apr. 16	<a href="#">Drawing with Light = Photography</a>	\$97.92
Tues. Feb. 5	<a href="#">Introduction to Your Compact Digital Camera</a>	\$97.92
Tues. Mar. 12	<a href="#">Welcome to the World of DSLR Photography</a>	\$119.25

#### OTHER PERSONAL INTEREST COURSES (start dates listed)

Tues. Apr. 30	<a href="#">Discover the Universe with Canada's Leading Astronomer Terence Dickinson</a>	\$198.35
Mon. Apr. 8	<a href="#">Hand Drumming &amp; Rhythm for Beginners</a>	\$107.95
Thurs. Jan. 31	<a href="#">How to be an Executor</a>	\$39.75

#### PET CARE COURSE (start dates listed)

Wed. Apr. 3	<a href="#">First Aid for Pets</a>	\$47.66
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#### WILDERNESS SKILLS FOR OUTDOOR ENTHUSIASTS

Fred Blackstein has taught more than 1,000 people, including police officers, paramedics and Search and Rescue (SAR) teams, all aspects of Wilderness Survival.

**Cost: A minimum \$100 donation to the Algonquin College Foundation.** This course is being offered as a community service with 100% of the donations being assigned to Algonquin's Waterfront Campus fund-raising campaign. A charitable tax receipt will be issued. **Course starts Tues. Feb. 5. Limited Space. Call 613-735-4700 ext. 2735 to register now.**



#### FOOD SERVICE WORKER CERTIFICATE PROGRAM

Thinking of a career change? Algonquin College is offering courses in the [Food Service Worker Program](#) beginning January 30<sup>th</sup>.

The Food Service Worker program is a mandatory qualification for all new Food Service Worker positions in long-term care homes in Ontario. This seven course program teaches you the theories of nutrition, sanitation, safety, and hygiene, as well as institutional cooking techniques.

Register for the first course "[Role of the Food Service Worker](#)" by January 21. **Cost: \$207.56.** In April, "[Communication and Customer Service](#)" is being offered: \$200.99.

Contact Bonnie Mask today for more information:  
 613-735-4700, ext. 2721 or email her at:  
[maskb@algonquincollege.com](mailto:maskb@algonquincollege.com).

**NOTE!**



An early bird draw will be held on Jan. 25<sup>th</sup>. All students who have registered for a Winter course by that date will be eligible to win free tuition for one course in the Winter 2013 term. **Register today to be eligible!**

For information, call 613-735-4700, ext. 2700  
 or visit [www.algonquincollege.com/pembrokePD](http://www.algonquincollege.com/pembrokePD)

**ALGONQUIN**  
**COLLEGE**



# Economic Tools For Everyone

**By: Craig Kelley**  
**County of Renfrew Business**  
**Development Officer**

As a small business owner, budding entrepreneur or municipality, are you aware of the economic development tools that are available to you? Here are some helpful sites you may be able to use to grow your business.

#### **OttawaValleyWood.com**

An online database created to promote forestry and allows businesses that process wood or products using wood to list their items and network with the consumer. Hopefully, it will create a "buy local" and "build with wood" campaign.

#### **OttawaValleyCulture.ca**

An online database and mapping tool that promotes nearly 1,000 creative, historic and culturally significant assets in the Ottawa Valley. This resource is meant to promote the region's creative and knowledge-based economy. This program will be expanding.

#### **The Book Tree Project**

This very exciting project will promote literacy and forestry at the same time. Book Trees will feature large trees grouped together with special boxes, each one containing a great selection of books that can be borrowed and exchanged. This project is a community engagement piece.

#### **Business Success Program**

This soon-to-be-launched program will be available to all entrepreneurs in Renfrew County who are looking for specific mentoring advice. For a very small fee, small business owners will be paired with a talented and experienced peer who will review your operations and provide advice on how to make improvements to help you grow your business.

#### **OttawaValley.travel**

Tourism plays a large role in

many of the region's businesses. The Ottawa Valley Tourist Association is a membership organization that helps members with packaging workshops, trade shows, external marketing and more.

#### **Workshops and Events**

This year we will be hosting different opportunities for you to learn more about several

topics, including: Value Added Agricultural Opportunities, Doing Business with the Government, Local Immigration strategies, social media and more.

These are just a few items available to you. For more information visit us online at [OttawaValleyLiving.com](http://OttawaValleyLiving.com)



## Locate Your Business Where It Can Take Off.

The Pembroke & Area Airport has office space, land and future hangar space available for lease. We are conveniently accessible to Highway 17 and Petawawa Boulevard. We are minutes to CFB Petawawa and an easy drive to Atomic Energy of Canada Limited.

The Airport supports an average of 400 aircraft movements per month with private business, provincial and federal governments and local pilots.

## We make it possible.



For business development and other inquiries:  
 613-687-5300 | [flycyta.ca](http://flycyta.ca) | [info@flycyta.ca](mailto:info@flycyta.ca)

a matter  
of fact ?

## Super Bowl

**\$150 Million**

The money a Super Bowl brings to an area.

**1.23 Billion**

The number of chicken wings people eat that day.

**90%**

The number of people watching the game at a home.

**11 Million**

The number of slices Domino's Pizza estimate they deliver on Super Bowl Sunday.

**32%**

The number of people who will eat dips with snacks.

**51.7 Million**

Cases of beer sold to Super Bowl fans for game day.

**4.3 Million**

Pounds of pretzels eaten during Super Bowl.

**11.2 Million**

Pounds of potato chips consumed during the game.

**8 Million**

Pounds of avocado consumed during the game (guacamole).

**48 Million**

Americans who will order out for food during Super Bowl.

**9/10**

Of the 10 most watched programs in US television history, nine are Super Bowls.

**3.8 Million**

Pounds of popcorn consumed during Super Bowl.

**1,200**

Average calories a fan consumes during Super Bowl.

**8.2 Million**

Pounds of tortilla chips consumed during Super Bowl.

Source: Fox Sports

# A Difference of Opinion

## Two professionals. Two opinions. What do you do?



MARKETING

By: Jennifer Layman  
jenn@fwdthink.net

One of the challenging aspects of leadership is when you have a difference of opinion from two professionals concerning an aspect of the organization. Maybe it has to do with finance, maybe business development and maybe marketing. So when one advisor tells you one thing, and another tells you something different, how do you decide which strategy is

the best one to achieve your goals?

In marketing, there are two critical elements that come into a decision like this. The first is how are you going to make your impression in the marketplace? The second is how are you going to sustain it? When you compare proposals, these two elements have to be front and centre in the discussion.

In order to make an impression in the marketplace, you have to know what the marketplace is all about so you can position campaigns to attract people. As industries become more specific and communities increase their individuality, it takes more research and time to decide how best to reach people. The

famous saying, "If you always do what you've always done, you'll always get what you've always got," is no longer true. If you always do what you've always done, you will slowly get less and become less relevant as others move past you.

The next issue is sustainability. Marketing is not something you do for a while and then it's done. Marketing is an on-going thing. People are faced with decisions every day. When the day comes that they make a decision about you, you will want to have been marketing to them in a consistent manner. If you want to build trust, you have to earn trust. That doesn't happen overnight.

The other aspect I strongly encourage people to consider is the experience, education and expertise that each proponent brings to the table. You are not necessarily looking for the most experience or highest education, but rather the right experience and the most relevant education. Someone with a degree in administration and 15 years as a department manager brings different skills to the table

than someone with a degree in communications and 15 years of applied marketing. Remember, you are choosing a person to be accountable for this element of your organization and you should be choosing the best person for that role.

In closing, as the leader of the organization, you are ultimately accountable for the decision that results from this choice. Whether this choice impacts an organization of 100 people or an organization of one, if you are not clearly confident in the choice, then you need more information to address the items that leave you feeling unsure.

The best results will come when the person who is in charge of marketing knows they have an organization fully backing them. If there are doubts at any level, they will impact the outcomes that can be achieved, and it could be enough to take you away from your goals instead of towards them.

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



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when you get started  
on the right foot.

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## Ottawa Valley BUSINESS

## UPCOMING ISSUES

February 19, 2013

Regular Edition of Ottawa Valley Business.

Deadline: February 12

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March 5, 2013

Regular Edition of Ottawa Valley Business.

Deadline: February 27

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March 19, 2013

Regular Edition of Ottawa Valley Business.

Deadline: March 13