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# Ottawa Valley BUSINESS

The Region's Business Media. More than 3,400 subscribers.



Issue No. 130

Published by: Ottawa Valley Business Group

MARCH 11, 2014

## The Service That Wasn't Used Enough The end of bus service doesn't seem to impact the area

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

Thom Transit has been providing bus service in the City of Pembroke for about a decade. They picked up the service after the City decided to opt out of the transit service they had run themselves. As the company had other business in the area (AECL and CFB Petawawa), they felt it would be a good option to offer the transit service from East End to West End malls. Despite being in a decade of pushing eco-friendly travel, people don't seem to be giving up their own vehicles in order to travel collectively, even if it will save them time in doing so.

"You can get from one end of Ottawa to the other the fastest in a bus," says Richard Bourassa of Thom Transit. "But, people love their cars."

When asked why ridership had fallen locally to make the business unsustainable, Bourassa said he really didn't know. The only thing he could attribute it to was people preferring to take their own

vehicles. The reality that the service was not going to continue was on the wall five years ago, but the company

agree that the organization requires the subsidy to operate, but did say "the subsidy allows us to operate the service with a

disabilities to others, Mr. Callaghan felt that was a question better answered by the City as it was "beyond the scope of our operation."

As for their part, Thom Transit didn't receive any response from the City of Pembroke when they indicated they would be terminating the service at the end of this month. "That was their time to say something if they had anything to offer," says Bourassa. "They didn't say anything."

It seems that public transit is not the preferred way of travel in the Pembroke area - people prefer their own vehicles. As the population ages, there will be more people who are unable to drive themselves where they need to go, and could require a transportation service. But with Carefor Health and Community Services offering non-urgent medical transportation, and Pembroke Handi Bus offering transportation for anyone with a disability, perhaps the region already has that covered.

persisted out of some sort of feeling of social responsibility. "Mr. Thom was just doing this out of the goodness of his heart," says Bourassa. "We made \$150 a day and it cost us \$200 in fuel plus we had to pay the driver. If we can't make money, we can't keep the bus there."

Interestingly, the cost to ride the bus was only three dollars per person. The Handi Bus, which serves individuals with a disability, costs five dollars per person and that organization receives \$25,000 in subsidy by the City of Pembroke, and \$12,500 by the Township of Laurentian Valley. Handi Bus manager Dan Callaghan (who is also a City councillor) didn't

rate that keeps it affordable to those with disabilities." According to the Canada Revenue Agency, 56% of its revenue comes from government, with contributions by the municipalities, and over \$120,000 in provincial gas tax revenues as a city-run transit service.

With the news of Thom Transit discontinuing service at the end of the month, Handi Bus has extended their hours with an additional day of service and being on-call for emergencies. However, only those with a disability are permitted to use the service. When asked if he felt that Handi Bus could extend their service from those with

**If we can't make money, we can't keep the bus there.**

RICHARD BOURASSA, THOM TRANSIT



### It's not what you think.

That black fish is isolated. He's being looked at differently by all the orange fish. He is being treated differently. He is in the minority.

That black fish used to represent someone with anxiety, depression or unmanageable stress. Today, it represents the person who thinks that mental health isn't worth their time.

Times have changed.

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

# Ottawa Valley BUSINESS

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

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**CONTENT & SUBMISSIONS:**

News, article ideas, employee news, business events, tenders and letters to the editor are welcomed. Content will be edited to fit the space available. Submissions must have a impact to the business community to be considered.

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**SOCIAL MEDIA**



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## Events

**March 12, 2014**

Ontario Federation of Agriculture presents OFA Young Farmers Tailgate Forum. 6:00-8:00pm. Ottawa Valley Farm Show Meeting Room A. Register by February 28 to [brian.hamilton@ofa.on.ca](mailto:brian.hamilton@ofa.on.ca)

**March 18, 2014**

GST/HST Seminar. For start-up businesses and for businesses dealing with cross-border issues. 91 Cornelia Street West, Smiths Falls. 9:30am-12:00pm. Free. For info: 613-283-7002 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

**March 21-23, 2013**

myFM Radio Home and Leisure Show. Renfrew Armouries. Renfrew Chamber of Commerce members have discounted rates. Contact the Chamber for details. [www.renfrewareachamber.ca](http://www.renfrewareachamber.ca)

**March 25, 2014**

Intermediate Facebook Hands-on Workshop. 9:30 -11:30am 2 International Drive, Pembroke. Pre-registration required due to limited seating. Contact Kelley at [klemenchick@bellnet.ca](mailto:klemenchick@bellnet.ca) or phone 613-735-3951.

**March 27, 2014**

Girls Night Out: An evening for Pontiac business women. 7:00pm to 9:00pm. Cafe 349 in Shawville. Presentations on increasing profitability,

marketing and change. Pontiac Chamber of Commerce members \$20 and guests \$30. RSVP by March 21 to: Ginger at: [bizdev@pontiachamberofcommerce.ca](mailto:bizdev@pontiachamberofcommerce.ca) or phone: 819-647-2312

**March 27, 2014**

Operations & Financial Management for Boards. 9:30-11:30am. 2 International Drive, Pembroke. Pre-registration is required due to limited seating. Contact Kelley at [klemenchick@bellnet.ca](mailto:klemenchick@bellnet.ca) or phone 613-735-3951.

**April 1, 2014**

Employment Standards Act & Program. The Program invests resources in education and to ensure employers understand their duties under the Act and so employees understand their rights. The session will cover an Overview of the Employment Standards Act For Employers (2 hours) and a Tour of the Ministry of Labour's Website (.5 hours). Materials will be provided to participants. Presented by Terry McKeever, Regional Program Coordinator, Employment Standards Program (Ministry of Labour, East Region). 9:30am to 12:00pm. Free. Smiths Falls. Contact: 613-283-7002 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca).

**April 15, 2014**

How to Write and Distribute a Press Release that Gets Noticed. Cathy James of Cat's Cove Writing Services. 9:30am-12:00pm. \$10 per person. Contact: 613-283-7002 or

[cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca).

**April 29, 2014**

An Introduction to Workplace Safety & Insurance. Explains in simple terms what Workplace Safety & Insurance is and the legislation it. It explains who pays the premiums, the benefits available to those injured on the job, and the obligations on the workplace parties and the penalties that the WSIB can make for not fulfilling these. Information on Bill 119, questions on this bill will be addressed at this session. Allen Cramm, Employer Specialist, Eastern Region -Ministry of Labour (Office of the Employer Adviser). 9:30am-11:30am. Free. Smiths Falls. Contact: [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca) or call 613-283-7002.

**May 23, 2014**

Deadline for applications for Summer Company. Open students. For information, [www.enterprisereenfrewcounty.com](http://www.enterprisereenfrewcounty.com)

**Trades and Construction Training & Events**

Construction and training events held by the Ottawa Construction Association are posted on the Events section of the website at [www.ovbusiness.com/events](http://www.ovbusiness.com/events). Two PDF files of the IHSA and OCA opportunities are there and available for download.

Send your event to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)  
Business events are free.

## Social Media Training

Facebook, Twitter, LinkedIn and more

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Ottawa Valley BUSINESS

UPCOMING ISSUES

March 20  
101 Things to do in the Valley  
Spring Edition  
Deadline: March 17

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March 25  
Regular Edition of OVB

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April 8  
Regular Edition of OVB  
Deadline: April 1

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April 22  
Regular Edition of OVB  
Deadline: April 15

# Consumer Trends For 2014

## Real Estate

### FOR LEASE

169 Lake Street, Pembroke

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Petawawa Town Centre, Petawawa

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176 Len Hopkins Drive, Petawawa

### FOR SALE

269 Argyle Street, Renfrew

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Norway Bay Golf Club

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24 Elgin Street, Arnprior

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19595 Opeongo Line

Barry's Bay

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18391 Highway 17, Cobden

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Lot 6, Ridge Road, Deep River

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42265 Combermere Road

Barry's Bay

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224 Bonnechere Street, Eganville

----

176 Mackay Street, Pembroke

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Ch. Sikorski

L'Isle-Aux-Allumettes, Outaouais

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1036 Pembroke Street East

Pembroke

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1294 Pembroke Street West

Pembroke

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259 Mackay Street, Pembroke

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654 Mackay Street, Pembroke

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630 O'Brien Road, Renfrew

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953 Gillan Road, Renfrew

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1284 Highway 60, Renfrew

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74 River Road, Arnprior

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Stonecliffe Resort, Stonecliffe

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20594 Highway 60, Barry's Bay

The Business Development Bank of Canada has released a report on consumer trends. In the report, they note five key trends for 2014.

### Health Mania

Consumers are now looking for products to help them maintain and improve their health. This is translating into food they eat, sports they play and how they spend their leisure time. And, 31% of consumers are willing to pay a premium for a product that is health-enhancing.

### Made in Canada

Social and environmental concerns are leading this trend

which shows a majority of Canadians now make an effort to buy local or Canadian made products. Businesses should highlight the local characteristics of their products.

### Consumer Purchasing

The Internet shapes nearly every aspect of a consumer's purchasing decision. The first step for many consumers begins on the web. A simple web presence for companies is not enough - it must be structured and tailored. Those that move quickly to adapt to these changes will make the most of this new reality.

### Customization

Consumers want custom-made solutions for their specific needs. This opens the doors for designing niche products and empowering their customer base to compete with large producers.

### The Recession

The impacts of the recession are still there and certain habits for consumers are still present. Consumers expect quality at low cost and are interested in pricing models based on use rather than ownership.

The full report, Mapping Your Future Growth, can be obtained from [www.bdc.ca](http://www.bdc.ca)

We have had many staff share how they have had a positive impact from their experience with Valley EFAP. They often encourage their colleagues to connect with Valley when their loved ones may be seeking support. We are grateful to have such a compassionate team available in Renfrew County.

- Tammy Hehn  
 Director of Client Services, Access Healthcare  
 Workplace member of Valley EFAP



## Our Employees Matter.

Building a mentally healthy workplace is important to retaining and attracting employees. Valley Employee and Family Assistance Program (Valley EFAP) can be a key part of achieving a healthy workplace. We provide mental health support to employees and their families on an unlimited basis. Being able to resolve issues that may impact work productivity helps everyone. Valley EFAP is located here in the community, and that becomes important when someone reaches out for help.

Full listings are available at: [www.ovbusiness.com/real-estate](http://www.ovbusiness.com/real-estate)

Post your listing here for \$49 plus HST. The posting stays online for 60 days.

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# Business News Around The Valley

## New Canadian Tire Store for Arnprior

A new Canadian Tire store along with three other potential retailers may be coming to Arnprior. The details were made known at a February 24 meeting of Arnprior council. Property on Winner's Circle Drive, owned by Harden Group, has moved forward with an official plan and zoning by-law amendment to allow for a 50,000 square foot Canadian Tire, and an additional 36,000 square feet of retail. A public meeting for the development will be held March 24th at 6:30pm at the Town Hall.

## Chamber Seeks Nominations

The Greater Arnprior Chamber of Commerce is seeking nominations for their annual business awards. The awards will be presented April 10 at the Nick Smith Centre. For details, visit [www.gacc.ca](http://www.gacc.ca).

## Sullivans Shortlisted For Tender

Infrastructure Ontario and the University of Ottawa Heart Institute have shortlisted five companies to build and finance the Heart Institute Cardiac Life Support Services Redevelopment project. The companies are: Bondfield Construction, EllisDon, M. Sullivan & Son, PCL Constructors Canada and Pomerleau Inc. The project will

expand the facility to add five floors of clinical and in-patient services, expand support services such as biomedical engineering and data services and add approximately 146,000 square feet of space for house life support services such as cardiac catheterization, cardiac surgery and the cardiac surgery intensive care unit.

Redevelopment work at the existing facility will include renovation of approximately 60,000 square feet of space, provide support services for the heart catheterization and electrophysiology suite, surgical suite and the cardiac intensive care unit and relocate the cardiac imaging suite. The request for proposals is expected to be issued in winter 2014.

## Curves Closes

The Arnprior location of Curves has closed. The business was owned by Linda Davies. Membership dropped 70% over its 13 years. The Arnprior location joins other regional franchises in Pembroke, Almonte, Carleton Place and others who have also closed.

## Open House in Tay Valley

Tay Valley Township will be hosting an open house on March 25th, 2014 in the Council Chambers of the Municipal Office located at 217 Harper Road (just north of Highway 7 at

Glen Tay). Residents are invited to drop in during one of the sessions to speak with the Councillors and Planner. Sessions will be held from 2-4 p.m. and from 5-7 p.m.

## Four Businesses Vie For AECL Contract

Four major consortiums will bid to become the new operators of Atomic Energy of Canada Limited's Chalk River Laboratories. So far, the Babcock and Wilcox Company, in a partnership with Britain's Cavendish Nuclear, and Battelle Memorial Institute, a U.S.-based non-profit research and development organization, have opened up shop in Deep River as they attempt to bid for the 10-year contract to operate AECL's laboratories and waste management sites. However, Deep River Mayor David Thompson told his Renfrew County council colleagues Tuesday there are three more consortiums joining Babcock and Wilcox in the competition.

## Thom Transit Ceases Operations

The Daily Observer has learned Thom Transit is ceasing operations within the city of Pembroke as of March 28, following a decade of service within the municipality.

*Continued on Page 5*

## It's A Fact Ontario Gas Tax

Year	Crude Costs per Litre	Total Gas Taxes per Litre
2013	\$0.565	\$0.403
2012	\$0.538	\$0.247
2011	\$0.701	\$0.398
2010	\$0.512	\$0.371
2009	\$0.282	\$0.285
2008	\$0.645	\$0.299
2007	\$0.484	\$0.301
2006	\$0.460	\$0.269
2005	\$0.435	\$0.306
2004	\$0.332	\$0.298
2003	\$0.273	\$0.259
2002	\$0.252	\$0.251
2001	\$0.246	\$0.291
2000	\$0.279	\$0.293
1999	\$0.172	\$0.284
1998	\$0.127	\$0.280

Source: Canadian Taxpayers Federation

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Looking for a place to develop your business? Take a look at land lease and build opportunities at the Pembroke & Area Airport. In the middle of Petawawa and just off the Trans Canada Highway and Petawawa Boulevard. Serviced and non-serviced land available.

# Business News Around The Valley

## Eastway Donates

### \$10K to Blaine Fundraiser

Eastway Collision is making a \$10,000 donation to the Jason Blaine fund, held by the Pembroke Petawawa District Community Foundation. The local country music artist established the fund as part of his initiative to give back to the area. Blaine will host a golf tournament this summer and Eastway will be the lead sponsor

for the event's concert which will see Blaine join other country stars such as Gord Bamford and Kira Isabella. More information on the fund can be seen at: [www.givingthatgrows.com](http://www.givingthatgrows.com)

## Coloured Styrofoam No

### Longer Accepted: OVWRC

As of April 1, coloured Styrofoam will no longer be accepted for recycling at the Ottawa Valley Waste Recovery Centre. Coloured styrofoam has

previously been accepted in yellow recycling bins. White Styrofoam products including plates, cups, and bowls, take out containers, rigid packaging, and egg cartons continue to be accepted. All tape, absorbent pads, plastic wrap (discard with garbage) and food must be removed.

## Six Pembroke Businesses Broken Into

The Pembroke/ Renfrew County Crime Stoppers and the Upper Ottawa Valley OPP are looking for the public's help after six businesses in Pembroke were broken into during the last week of February. Pita Shack, 2-4-1 Pizza, Lennartz Automotive, True-Centre Muffler, Ottawa River Power, and Mid-Town Cleaners were all broken into and had a variety of property and cash stolen.

## No Tender For Deep River To Replace Grader

Staff for the Town of Deep River recommends Council pass a resolution to authorize the use of a Request for Quote for the procurement on a replacement grader instead of a Formal Tender or RRP process as per Section 4.3.1 of Policy #F 17-1-Procurement. Section 4.3.1 of Policy #F17-1 Procurement (Schedule A to Bylaw 33-2010) states that "The Chief Administrative Officer/Clerk and/or Manager shall not order goods or services exceeding \$50,000 without requesting and obtaining sealed tenders for the goods and services unless specifically authorized to do so

by a resolution of Council for a particular transaction. At least three (3) sealed tenders must be obtained." A Request for Quote has been sent out to four local distributors (North Bay to Ottawa) for pricing for a new Grader for the Public Works Department. In order to expedite the process and due to the fact that servicing the Grader necessitates purchasing the Grader locally staff is requesting an exemption from the formal tender process and the final purchase be selected from the Request for Quote process. Council approve the Request for Quote process as opposed to public tender.

## Pembroke Wins Award

The City of Pembroke has won an award from Economic Development Council of Ontario, for communities under 50,000, for preparing an 80-page colour booklet on its Communities in Bloom Program. The booklet can be viewed at [www.pembrokeontario.com](http://www.pembrokeontario.com)

## County of Renfrew Wins Award

The County of Renfrew has won the Ontario Wood Award for its Ottawa Valley Wood project. The project makes it easier for people to make local wood product purchasing decisions.

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*Do you have business news to submit? It's free! Just send us the details and we'll include it in our next issue!*

**101 Things To Do in the Valley**  
*Spring Edition*

**Deadline: March 17**  
**Publishing: March 20**

101 THINGS TO DO | 101 THINGS TO DO | 101 THINGS TO DO | 101 THINGS TO DO

Promote your business, event, sale, customer appreciation day, product launch, fundraiser, meeting or more.

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Email: [travel@travelourbackyard.com](mailto:travel@travelourbackyard.com) or call 613-732-7774 to reserve your spot(s).

# Recruiting for summer students? They're here.

OVJobs.ca is sending out information to all colleges and their student employment centres this week! If you're looking to recruit students this summer, post your job with [www.ovjobs.ca](http://www.ovjobs.ca). We'll have the audience.

Many businesses need students.  
Market to them effectively.



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This is where the jobs are.

facebook

\$75 per posting gets you online for 60 days.  
Phone: 613-732-7774 | [employers@ovjobs.ca](mailto:employers@ovjobs.ca)

# Comment

## Women

March 8 was International Women's Day. Women have, for years, worked towards equality in all areas of life. Some may think it is sad that this battle continues today. As a woman in business, I consider it to be an opportunity.

According to a CNN report, women make 85% of purchase choices in the household. That isn't anything new - that number has been growing for years. The basic idea is, if you can market to the woman, you'll get the household. So for the businesses and organizations that are enamoured with the old boys club, let them be. Market to women and you'll beat them where it counts: the bottom line.

The CNN article focused on the hotel industry - women were the fastest growing market of business travelers. One of the things hoteliers did was invest in safety: they had someone on the front desk 24/7, they didn't announce room numbers out loud and they had women employees provide maid and room service to women guests.

They also stocked a few additional items that women might need in their stay based on a survey of women travelers. Interestingly, these changes didn't impact the experience of male guests - in fact most male guests probably didn't notice that their room number was not being said out loud or that the bath products seemed better than the usual.

And that's the beauty of it - you don't lose the men by meeting the needs of the women.

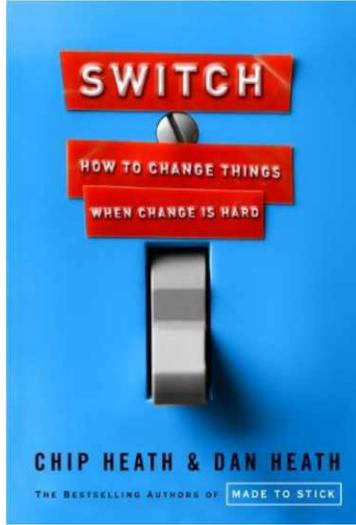
Finance 101: you might as well reach the people who make 85% of purchasing decisions.

By: Jennifer Layman  
jenn@ovbusiness.com

*The comment section is open for submissions. Articles must be on a business topic and be 250 words.*

# Book Club: Switch

## How to change things when change is hard



### From The Publisher

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives?

The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically

acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind - that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly.

In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- \* The medical interns who defeated an entrenched, decades-old medical practice that was endangering patients
- \* The home-organizing guru who developed a simple

technique for overcoming the dread of housekeeping

\* The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

Ottawa Valley  
**BUSINESS**

Know just enough about local business!

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**Wisdom**

Customers buy on price because they can't find extraordinary quality, convenience, service and value.  
- Warren Greshes

A rejection is nothing more than a necessary step in the pursuit of success.  
- Bo Bennett

Nothing is gained by winning an argument and losing a customer.  
- C.F. Norton

You cannot innovate by copying.  
- Larry Ellison

# On The Move

### Jennifer Barr

Jennifer Barr is the new treasurer and tax collector for Horton Township. She has been with the municipality as the finance manager, but her position has changed to accommodate requirements by the Province.

### Murray Hughes

Murray Hughes of Sunlife Financial has moved to a new location. The business is now located at the Kenwood Corporate Centre, Suite 107 in Arnprior.

### Michael Wildman

Arnprior CAO Michael Wildman has been asked by the Ontario Ministry of Municipal Affairs and Housing to be part of a panel on municipal finances. The panel will present at the Ontario East Municipal Conference in Kingston in the Fall.

### Lori Inglis

Lori Inglis is now an Associate with the Lawrence E. Gallagher Law Office in Renfrew.

### Scott Nichol

Scott Nichol is the new principal at John XXIII elementary school in Arnprior. Nichol comes to Arnprior from Petawawa. Julie Huckabone will replace Nichol as Acting Vice-Principal at Our Lady of Sorrows in Petawawa.

### Urban Donlevy

Urban Donlevy is the new owner of McAllister Ford. The business has been changed to Urban Ford Sales Ltd.

### Lorraine Pecoskie

Lorraine Pecoskie is the new General Manager for Holiday Inn Express in Pembroke. Pecoskie has a long career in the hotel business in the area and has been part of many travel initiatives with local tourism organizations and other hoteliers. Pecoskie was previously the General Manager at Best Western in Pembroke.

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Send your people news to:  
admin@ovbusiness.com

# 2013 Building Permits Renfrew County and City of Pembroke

### Admaston Bromley

Permit Values: \$3,865,500.00  
Permit Fees: \$24,511.00  
Total Number of Permits: 66

### Arnprior

Permit Values: \$26,546,447.00  
Permit Fees: \$298,783.00  
Total Number of Permits: 258

### Bancroft

Permit Values: \$4,134,160.00  
Permit Fees: not available  
Total Number of Permits: 69

### Beckwith

Permit Values: \$18,692,807.00  
Permit Fees: \$113,518.46  
Total Number of Permits: 146

### Bonnechere Valley

Permit Values: \$4,539,156.40  
Permit Fees: not available  
Total Number of Permits: 85

### Deep River

Permit Values: \$5,894,621.00  
Permit Fees: \$26,469.10  
Total Number of Permits: 121

### Greater Madawaska

Permit Values: \$8,537,100.00  
Permit Fees: \$49,781.00  
Total Number of Permits: 112

### Head, Clara & Maria

Permit Values: \$377,523.00  
Permit Fees: \$2,364.00  
Total Number of Permits: 22

### Horton

Permit Values: \$7,470,500.00  
Permit Fees: \$73,331.00  
Total Number of Permits: 71

### Killaloe, Hagarty & Richards

Permit Values: \$3,310,462.00  
Permit Fees: \$17,005.30  
Total Number of Permits: 56

### Lanark Highlands

Permit Values: \$8,811,150  
Permit Fees: \$59,696.00  
Total Number of Permits: 139

### Laurentian Hills

Permit Values: \$2,707,600.00  
Permit Fees: \$29,552.00  
Total Number of Permits: 52

### Laurentian Valley

Permit Values: \$11,024,215.00  
Permit Fees: \$23,929.00  
Total Number of Permits: 172

### Madawaska Valley

Permit Values: \$3,528,716.74  
Permit Fees: not available  
Total Number of Permits: 64

### McNab Braeside

Permit Values: \$6,263,350.00  
Permit Fees: \$39,886.00  
Total Number of Permits: 77

### Mississippi Mills

Permit Values: \$29,051,034.23  
Permit Fees: \$332,314.75  
Total Number of Permits: 300

### Montague

Permit Values: \$9,895,108.00  
Permit Fees: \$38,183.42  
Total Number of Permits: 78

### North Algona Wilberforce

Permit Values: \$5,014,300.00  
Permit Fees: not available  
Total Number of Permits: 69

### Pembroke

Permit Values: \$10,270,626.47  
Permit Fees: \$126,027.48  
Total Number of Permits: 155

### Perth

Permit Values: \$3,966,115.00  
Permit Fees: \$50,517.56  
Total Number of Permits: \$172

### Petawawa

Permit Values: \$25,808,222.00  
Permit Fees: \$96,231.00  
Total Number of Permits: 314

### Renfrew

Permit Values: \$8,983,542.38  
Permit Fees: \$73,004.28  
Total Number of Permits: 95

### Smiths Falls

Permit Values:  
Permit Fees: \$85,771.00  
Total Number of Permits: 99

### Tay Valley

Permit Values: \$6,743,624.00  
Permit Fees: \$65,591.88  
Total Number of Permits: 131

### Whitewater Region

Permit Values: \$16,327,971.39  
Permit Fees: \$65,877.56  
Total Number of Permits: 190



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Something  
To Do This  
Winter?

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our  
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# Election Update

## Renfrew County

### Arnprior

Councillor- Dan Lynch  
Councillor - Doug Smith

### Bonnechere Valley

Mayor - Jennifer Murphy  
Councillor W1 - Jackie Agnew  
Councillor W3 - Bob Peltzer

### Deep River

Mayor - David Thompson  
Reeve - Glenn Doncaster

### Greater Madawaska

Councillor W3 - Mark Tomlin

### Head, Clara & Maria

Reeve - Jim Gibson

### Horton

Councillor - Margaret Whyte

### Killaloe, Hagarty & Richards

Mayor - Janice Visneskie-Moore  
Councillor W3 - Kathy Marion  
Councillor W2 - Stanley Pecoskie

### Laurentian Hills

Mayor - Dick Rabishaw  
Councillor W1 - Bruce Boucher  
Councillor W3 - Jamie Rabishaw  
Councillor W3 - Brenda Blimkie  
Councillor W4 - Dennis Hyde  
Councillor W4 - John Hoyle

### Laurentian Valley

Mayor - Steve Bennett  
Reeve - Debbie Robinson

### McNab Braeside

Mayor - Tom Peckett  
Mayor - Ardene Styles  
Dep. Mayor - Brad McIlquham

### North Algona Wilberforce

Councillor - Lorenz Kelo  
Councillor - Dave Plumb

### Pembroke

Mayor - Ed Jacyno  
Mayor - Dan Callaghan  
Councillor - Garland Wong  
Councillor - Ron Gervais  
Councillor - Les Scott

### Petawawa

Mayor - Bob Sweet

### Renfrew

Mayor - Callum Scott  
Mayor - Tom Anderson

Reeve - Kate Windle  
Councillor - Robert Debeau  
Councillor - Zenaida Raboy

### Whitewater Region

Mayor - Jim Labow  
Reeve - Donald Rathwell  
Councillor - Daryl McLaughlin  
Councillor - Howard Winters

### Renfrew County District School Board

Barbara Basso  
Glenn Miller  
Wendy Hewitt

### Lanark County & Bancroft

### Beckwith

Dep. Reeve - Sharon Mousseau  
Councillor - Geoffrey Montreuil  
Councillor - Tim Campbell  
Councillor - Faye Campbell

### Carleton Place

Councillor - Lorey Miller

### Montague

Deputy Reeve - Pat Dolan  
Councillor - Vince Carroll  
Councillor - Jim Abbass

*Note: We have asked municipalities for information regarding who has filed, but candidates are welcome to let us know as well.*

# Business Agility

## Eight step to improve reaction time in your business

**By: Business Development Bank of Canada: [www.bdc.ca](http://www.bdc.ca)**

An agile business can move quickly to take advantage of opportunities. In many ways, agility for a business is similar to fitness and flexibility for a person. Just as good health allows a person to fight off disease and stress, agility allows a business to better deal with changing markets, competition, client preferences and regulations. To hone their agility, businesses can follow these eight steps:

### Step 1: Focus

Determine your company's core competencies - the things you are best at - and leverage those competencies.

### Step 2: Relevance

Determine the markets for the products or services that stem from your core competencies. Market research is key at this stage.

### Step 3: Versatility

Once your market is decided, assess how you can best serve it.

### Step 4: Lean Operations

Reduce activities that don't add value in your business. Lean operations allow you to provide your product or service as quickly as possible, without

sacrificing quality or increasing cost. In fact, they may reduce your cost.

### Step 5: Commitment and Teamwork

Staff the company with individuals who have the right aptitudes and attitude.

### Step 6: Continuous Improvement

Make it a priority that your company is always becoming better at what it does.

### Step 7: Simplicity

Make administration as light as can be. Clearly assign roles and responsibilities. Transparent accountability is essential.

Decide who is responsible for making decisions, who has input, who implements decisions and who follows up.

### Step 8: Vigilance

Closely monitor trends and changes in the company's business environment.

Competitive intelligence is the process of maintaining current information on your competitors. Decide what type of information you need for strategic reasons.

Gather information about your industry to help improve your strategic approach and specific processes. Evaluate how applicable these strategies will be to your particular business.

## Financial Support To Start or Grow.

Hospitality Loan  
Business Loan Artisan Loan  
Tourism Loan Operating Loan Accessibility  
Start-Up Loan Youth Business Loan  
Innovation Loan Forestry Loan  
Property Improvement Social Enterprise  
Agriculture Loan Manufacturers Loan

**Renfrew County Community Futures Development Corporation**

2 International Drive, Pembroke | Mike Thompson: [mf00103@bellnet.ca](mailto:mf00103@bellnet.ca) | 613-735-3951

# Tender Results Around The Region

**Project PW-03-14: Woodland Crescent Sidewalk Construction Phase 1. Town of Petawawa.**  
 H&H Construction: \$112,862.00  
 RGT Clouthier: \$134,479.68  
 Do-All Construction: \$142,747.00

**PW-02-14 Reconstruction of Rantz Road Phase 3. Town of Petawawa.**  
 H&H Construction: \$238,388.60  
 RGT Clouthier: \$256,322.00  
 Do-All Construction: \$272,132.46

**Supply and Delivery of New Motor Grader. Township of Killaloe-Hagarty-Richards.**  
 Nortrax - \$279,967.67  
 Strongco - \$337,418.00  
 Toromont - \$314,592.00  
 Awarded to Nortrax on lease to own.

**RFT #2014-10 New Emergency Generator. Renfrew County District School Board.**  
 Boldt Theile Electrical - \$154,546.00  
 VCI Controls Inc. - \$141,248.00  
 Frank's Electric - \$114,210.00  
 Awarded to Boldt Theile Electrical.

**RFP Property-2014-01 Appraisal of the Abandoned CP Rail Line Corridor. County of Renfrew.**  
 Usher, Capordelis - \$58,500.00  
 Antec Appraisals - \$65,000.00  
 Lansink Appraisals - \$19,500.00  
 Rivington Associates - \$72,000.00  
 PVCi Inc. - \$104,320.00  
 Altus Group - \$244,495.00  
 Rivington (2nd quote) - \$280,000.00  
 Cushman & Wakefield - \$345,000.00  
 Awarded to Antec Appraisals.  
**Provision of Architectural Services. Family & Children's Services of Renfrew County.**  
 Awarded to Trademark Building Solutions Inc. No further information provided.

**PWO-2014-01 Traffic Signs, Decals & Blanks. County of Renfrew.**  
 Strada Sign Supply Inc. - \$33,883.50  
 Stinson Equipment - \$34,281.69  
 Mechanical Adv. - \$36,116.61  
 Owl-lite Rentals - \$36,388.70  
 BMR Manufacturing - \$36,556.74  
 Maximum Signs - \$40,151.09  
 Signel Services - \$54,832.04  
 Nature of Design - \$66,860.83  
 Cowan Graphics - \$189,167.76  
 Awarded to Strada Sign Supply Inc.

**PWO-2014-02 Steel Sign Posts. County of Renfrew.**  
 Lecol Inc. - \$27,504.20  
 UCC Industries - \$28,879.97  
 Mechanical Advertising - \$29,416.73  
 Strada Sign Supply Inc - \$29,859.12  
 Maximum Signs - \$30,467.63  
 BMR Manufacturing - \$32,058.10  
 Awarded to Lecol Inc.

**PWO-2014-03 One Pick-Up Truck (4WD). County of Renfrew.**  
 Upper Valley Dodge - \$27,434.14  
 Butler Chevrolet - \$29,822.96  
 Mack Mackenzie - \$31,108.28  
 Urban Ford Sales - \$34,861.63  
 New Market Toyota - \$36,129.49  
 Awarded to Upper Valley Dodge.

**PWO-2014-04 Two Pick-Up Trucks (2WD). County of Renfrew.**  
 Upper Valley Dodge - \$50,299.69  
 Butler Chevrolet - \$52,385.67  
 Mack Mackenzie - \$55,106.60  
 Lapointe Chrysler - \$55,915.79  
 Urban Ford Sales - \$63,804.32  
 New Market Toyota - Incomplete  
 Awarded to Upper Valley Dodge.

**PWO-2014-05 One Tandem Plow Truck & Plow. County of Renfrew.**  
 Equipments Lourdes - \$258,802.26  
 Francis Canada - \$263,854.92  
 Valley Truck & Spring - \$271,054.23  
 Francis Canada - \$271,613.58  
 Awarded to Equipments Lourdes.

**PWO-2014-06 Street Sweeping Urban Areas. County of Renfrew.**  
 H&H Construction - \$31,470.50  
 Bassett's - \$31,685.20  
 John Sweeping - \$33,884.18  
 J & A Road Maint. - \$35,877.50  
 Jara Sweeping - \$41,934.30  
 Awarded to H&H Construction.

**PWO-2013-07 Catch Basins & Manhole Cleaning. County of Renfrew.**  
 Aqua Drain Sewer - \$38,395.48  
 X Site Enterprises Inc. - \$38,588.66  
 Clean Water Works Inc. - \$39,723.62  
 Veolia ES Canada - \$49,745.09  
 Multi Drain Inc. - \$55,419.89  
 Awarded to Aqua Drain Sewer.

**PWO-2014-08 - 4WD Compact Grader. County of Renfrew.**  
 NorTrax (Used) - \$164,590.15  
 NorTrax (New) - \$200,648.45  
 Awarded to NorTrax Used.

## Tenders

- Riding Mower and Articulated Compact ---
- Janitorial Services ---
- Reconstruction Tenders ---
- Road Rehabilitation ---
- Grass Cutting and Grounds Maintenance ---
- Water and Sewer Replacements ---
- Replacement of Spring Street Pump Station ---
- Supply, Delivery and Installation of Bleacher Seating ---
- Reconstruction of International Drive ---
- Mill Street Construction ---
- 4x4 Regular Cab Gas Truck with Dumping Box and Plow Blade ---
- Telephone / Internet Voting Services ---
- School Clothing, Gym Uniforms and Gym Wall Padding ---
- Hot Water Heating System ---
- Sanitary MH Grout, Seal and CCTV Program Spring 2014 ---
- Sale of Land - Brudenell, Lyndoch & Raglan PIN 57511-0108(LT) ---
- Sale of Land - Brudenell, Lyndoch & Raglan 57592-0019 (LT) ---
- Sale of Land - Renfrew ---
- Sale of Land - McNab Braeside

Full listings at:  
[www.ovbusiness.com/tenders](http://www.ovbusiness.com/tenders)

There is no cost to post your tender with us. Send them to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)  
 All tenders are posted in full at [www.ovbusiness.com](http://www.ovbusiness.com)  
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**Phone: 613-732-3333**  
**570 Nelson Street in Pembroke (behind Moncions)**

# Promises, Promises

## Are you following through on the promises in your relationship?



MARKETING

By: **Jennifer Layman**  
jenn@fwdthink.net

Don't you hate it when someone makes a promise and then can't fulfill it? You take them at their word and then when it comes time to "walk the walk" their end falls through. Depending on how much you value the relationship, you might allow a broken promise to slide once, maybe twice; but after that, you start losing faith. Why can't they keep their promise? Why do they keep saying will do something when they clearly have no intention of doing it?

If this sounds like an advice column for relationships, well it is - our topic of discussion is the relationship people have with your business or organization.

### A Brand Is A Relationship

The relationship you have with a customer is called your "brand." So when you decide to embark on a "branding exercise" it means that you want to spend

some time in relationship counselling. Specifically, are you delivering on your promises?

In order to get people to do what you want them to do, you have to promise them something. A restaurant might promise good food for good value. An HVAC company might promise to fix things right the first time.

Whatever your promise, it should be something you know you can deliver; if you're not sure you can deliver, maybe you shouldn't promise so much.

### What Kind of Promise to Make

The promise you make should be dictated by the market - what do people need or want? Using the restaurant as an example, maybe the majority of patrons are employees or employers and have limited time for lunch. If so, the promise of a 30-minute lunch might be something to bring them in the door. However, if you can't offer lunch in 30 minutes, then you shouldn't make that promise.

For the HVAC company, if you can offer service within 48 hours, the customer might be more inclined to call because they know they only have to wait a maximum of two days to

be served. But, if your schedule gets too busy for you to offer guaranteed service in two days, maybe you need a disclaimer on the time (November to April). If you promise and can't deliver, you will not make a good impression.

Many businesses promote promises they cannot keep just to get people in the door. Once they get them in the door or on the phone, the business feels it is unlikely the person will leave. That may work - some people might feel obligated since they are already connected, but you can bet they won't be repeat customers. The next time they need something, or are asked to recommend a business, you can be sure they won't be considering you.

Take a look at the promises you are making. Are those promises truly realistic? Are you consistently delivering or over-delivering on those promises? If you do what you say you will do, it will bring you more long-term business, and that is what will keep you in business.

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

## News Extra

### Traffic Fines Increase

The fine for distracted driving in Ontario will soon nearly double. As of March 18, driving with the display screen of a phone, computer, MP3 player or tablet computer visible to the driver will increase from \$155 to \$280. The fines will not apply to GPS screens.

### Cottagers Put Park at Risk

The Toronto Star is reporting that cottagers in Algonquin Park are putting fish habitats and water quality at risk. A study commissioned by the Ontario Ministry of Natural Resources says that cottages "contribute cumulatively to the pressures on the park's ecosystems" with the most significant pressures being degradation of water quality, riverbank alterations, habitat destruction and the introduction of invasive species. There are 326 cottages on 22 lakes on Algonquin Park's public land, almost all of them along the Highway 60 corridor. In order for there to be a fair trade for ecosystem degradation and revenue generated by cottagers, the leases and fees would need to triple.

### Language Police Drop Issue

A boutique owner in Chelsea, Quebec has found a reprieve from the officials with the Office québécois de la langue française, commonly known as the "language police." Eva Cooper had been ordered to translate her business Facebook page into French until it was later learned by the agency that Quebec's Bill 101 does not apply to social media.

You can go anywhere if you have a plan to get there.

Marketing is about giving your business choices of how to get places. There is more than one way to where you want to be.

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