

# OTTAWA VALLEY BUSINESS

YOUR SOURCE FOR BUSINESS NEWS IN THE VALLEY.

AUGUST 2006

## Money For Marketing...And More!

### \$461,000 in grants that you can actually get locally

The money is here.

Renfrew County Community Futures Development Corporation (RCCFDC) held a Grant Writing Workshop on August 16th to assist prospective applicants with their funding requests. RCCFDC announced that they have \$576,000 available for Renfrew County - \$461,000 of that in grant money. The remaining \$115,000 is in a non-interest bearing loan on an Access to Capital program. There is also a \$1 million fund that can be tapped into for projects of regional scope.

The money for Renfrew County is part of \$10 million available to 15 Community Future Development Organizations throughout Eastern Ontario.

There are six ways that businesses and organizations (including non-profits) can apply for funding. In each case, RCCFDC funds at least 50% of the total cost of the grant being applied for. In some cases the funding could be 100%. The program components are as follows:

#### Business Planning

The Business Planning Initiative will assist in the development of business plans and marketing plans. This opportunity is available to all enterprises including the private sector.

RCCFDC may contribute up to 90% of a consultant's costs to a maximum of \$2,500. Consultants must be experienced, professional and provide quality work.

#### Skills Development

The Skills Development Program will offset training costs in order to increase the skill level of the labour force within Renfrew County. This opportunity is available to all enterprises including the private sector. RCCFDC may contribute up to 80% of costs for non-profit organizations, and up to 50% for private sector business.

#### Youth Internship

The Youth Internship Initiative is to employ people under the age of 30 who have graduated with a degree, or who are enrolled in an apprenticeship program. This opportunity is available to all enterprises including the private sector. RCCFDC may contribute up to 80% of costs for non-profits, and up to 50% of costs for private sector business.

#### Access to Capital

This is a non-interest bearing loan program that will fund new projects that assist in the long-term economic development of Renfrew County. This opportunity is available to all enterprises including the private sector. RCCFDC

may contribute up to 100% of eligible project costs, up to \$25,000.

#### Community Capacity

The Community Capacity Building Program provides funds to strengthen Renfrew County by supporting projects that are new, address local needs and priorities, and which result in long-term benefits including job creation, enhanced business competitiveness and economic diversification. This project is not available to the private sector.

#### Local Initiatives

The Local Initiatives Program enhances local community economic development efforts and encourages new partnerships. Examples include marketing plans and website creation. This program is not available to the private sector.

### Important Note:

The deadline for applying for funding is September 15, 2006. Approvals will be done by October 1, 2006. All funds must be spent by March 1, 2007.

For more information, contact the Renfrew County Community Futures Development Corporation (RCCFDC) at: 613-735-3951 or visit them online at: [www.rccfdc.org](http://www.rccfdc.org).

## OVB Breaks 700 Mark!

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## Great Ideas Around Town

### Pemco Inc.

The great thing about email is that it allows you 24-hour communication with your customers. Sending emails also offers a great marketing opportunity - something that Pemco realized by including their corporate tagline - "Our Customers are Our Future" - at the end of every email they send. It's an easy way to reinforce their commitment to their customers, not to mention, it didn't cost a cent! Great idea Pemco.

### Tenet Computers

Two weeks ago, my computer crashed and I was on the hunt for some new equipment. I ended up purchasing a 17" flat screen monitor from Tenet Computers. (If you can imagine, I had been using a 14" monitor that took up half my desk!) A few days later, Richard Barber of Tenet Computers called to see how the monitor was working out. I was so impressed that he called to follow-up. I mean, who does that anymore? It might have been a simple phone call, but what a huge impression.

### Chambers of Commerce For Renfrew County

The Chambers of Commerce in Renfrew County have embarked on an awesome program called "Buy Local." The aim of the program is to encourage local residents to do their spending within Renfrew County, instead of making the trek to Ottawa. The more money that circulates in Renfrew County, the better off we are as a community. I can't say enough about this Great Idea! Way to go Chambers of Commerce.

### Renfrew County Community Futures Development Corporation

At their recent grant writing workshop, RCCFDC explained everything you need to know about securing grant money from them to assist with your business, organization or municipality. The RCCFDC team was organized and prepared and gave an excellent run-down of what they expect to see in applications. The best thing we can all do is support their attempts to circulate money in Renfrew County by applying for funds. What have you got to lose? The future of this program tomorrow depends on the success it experiences today. It's a good experience, and it could, quite literally, pay off!

## Artist Tour Gears Up For Fall Great finds and local flavour on the Tour

If you're in the neighbourhood for some new artwork in your business, you may wish to consider taking in the ever-popular Madawaska Valley Studio Tour, slated for September 30th - October 1st this year.

The annual Tour showcases the work of local artists and artisans, and includes such pieces as pottery, weaving, glassblowing, paintings and others - the

perfect accent for your business or home. The Tour involves visiting studios throughout rural Renfrew County including Eganville, Foymount, Brudenell, Killaloe, Wilno, Barry's Bay and Combermere.

For more information, visit [www.madawaskastudiotour.com](http://www.madawaskastudiotour.com) or call: 613-756-7890.

## Brylade Computer Solutions Opens in Pembroke

With experience working for Rogers and Nortel, Brylade Computer Solutions has opened it's doors in downtown Pembroke.

Brylade owner, Brad O'Brien, moved the business from Ottawa to Pembroke (his hometown) last winter. Having been in operation since 2000, Brylade offers computer repair, custom built computers, small business IT support, web design and hosting and software design.

"The custom-built component can save a business time and money," says O'Brien. "When you buy a computer off the shelf, you get whatever it comes with. That includes components that you don't need as well as a lack of components that you do need. What we do is build what you need."

O'Brien spent five years as the IT manager for Rogers/RoadRunner, an Internet Service Provider (ISP) as well as a year in research and development with Nortel. His business partner, Bevan Watkiss, recently obtained his computer

engineering degree from the University of Ottawa. Between the two of them, they have 17 computer certifications.

Brylade is located at 162 Pembroke Street West, with the entrance off of Pembroke Street. Brylade is open Monday-Friday from 10am-6pm and 12pm-5pm on Saturday. They are closed on Sundays. You can contact them at: 613-732-2798 or on the web at: [www.brylade.com](http://www.brylade.com).

## Mailing Mishap

A huge apology to all OVB subscribers last month regarding my 'mailing mishap.' I have re-structured my distribution program to ensure the mailings run smoothly from now on. Thank you all so much for your patience and continued support.

Local weather. News. Entertainment. Business Directory. Classified Ads. Website Design. Flea Market. Local Gas Prices. Event Calendar. Talk of the Town. Photo Centre. Online Store. Contests. Horoscope. Lottery Numbers. Look of the Day. Local Movies. Today's Birthdays. Recipes. Coupons. Business Spotlight. Wedding Websites. Local weather. News. Entertainment. Business Directory. Classified Ads. Website Design. Flea Market. Local Gas Prices. Event Calendar. Talk of the Town. Photo Centre. Online Store. Contests. Horoscope. Lottery Numbers. Look of the Day. Local Movies. Today's Birthdays. Recipes. Coupons. Business Spotlight. Wedding Websites. Local weather. News. Entertainment. Business Directory. Classified Ads. Website Design. Flea Market. Local Gas Prices. Event Calendar. Talk of the Town. Photo Centre. Online

**TheOttawaValley.com**

# Showcase Scores A Perfect "10"

## Fall Show Runs September 15th-17th in Petawawa

Stoneman Promotions is preparing for its 10th Showcase, happening September 15th-17th at the Petawawa Civic Centre. The Fall Showcase has a theme that includes home, consumer and leisure and promises to have something for everyone who passes through the doors.

The Showcase is FREE to all patrons. There are more than 50 confirmed businesses and organizations, though

some booth opportunities are still available. Showcase hours of operation are as follows:

Friday, September 15th: 12pm-9pm  
Saturday, September 16th: 10am-6pm  
Sunday, September 17th: 10am-5pm.

The Showcase will also feature a presentation by Science North. In addition to their six program areas, they will do two shows each on Saturday and Sunday. Show times are 11am and 3pm.

For more information on the exhibitors, you can visit the event website: [www.showcaseinpetawawa.com](http://www.showcaseinpetawawa.com) or contact Doug Stoneman for additional information on attending or being involved in the Showcase with a booth. You can reach Doug at: Phone: 613-732-9662 or by email: [stonemanshowcase@sympatico.ca](mailto:stonemanshowcase@sympatico.ca).

Dates for the 2007 Showcase have also been set for April 20th-22nd, 2007.

## As A Matter Of Fact...

7.9 million Canadian households are connected to the Internet.

91% of adult home Internet users go on line to check email. 57% go online to window shop. 42% go online to research community events.

58% of adult Canadians living in rural and small town areas used the Internet in 2005.

Of the 15+ million adult Canadians who used the Internet from home in 2005, 66% used it every day during a typical month. 25% reported using it 10 hours or more a week.

39% of Internet users used it from work, the second most frequent location. 30% reported accessing the Internet from other locations such as from the home of a friend or relative, or from an Internet café.

85% of Canadians between the ages of 18 and 44 use the Internet.

50% of Canadians 45 years of age and older use the Internet.

Roughly 6 of every 10 Internet users use the Internet to read news or sports, or to conduct their banking.

Source: Statistics Canada

## BlackFly BBQ Correction

In last month's issue, I published an article about the BlackFly BBQ. A further note is required on that story.

The article suggested that Bonnechere Valley was the only municipality represented at the event, and this was certainly not the case. The following members of local municipal council were, according to the Ottawa Valley Tourist Association list, in attendance: Fred Adams (Laurentian Hills), Anya

Blake (Madawaska Valley), Kathy Marion (Killaloe, Hagarty & Richards), Cheryl Lowe (Pembroke), Don Rathwell (Whitewater), Harold Weckworth (North Algona Wilberforce), Lorenz Kelo (North Algona Wilberforce), Zig Mintha (Bonnechere Valley) and Janice Bush (Killaloe, Hagarty & Richards).

Sorry I missed you all, and thank you to those who brought this to my attention.

## MILESTONES IN BUSINESS

Congratulations to the following businesses who are celebrating significant milestones in 2006.

### Algonquin Sewing

Celebrating their 18th anniversary.  
[www.algonquinsewingcenter.ca](http://www.algonquinsewingcenter.ca)

### TheOttawaValley.com

Celebrating their 1st anniversary.  
[www.theottawavalley.com](http://www.theottawavalley.com)

### Owl Rafting

Celebrating 25 years on the river!  
[www.owlrafting.com](http://www.owlrafting.com)

### Madawaska Valley Studio Tour

Celebrating their 15th anniversary.  
[www.madawaskastudiotour.com](http://www.madawaskastudiotour.com)

*If you are celebrating a business milestone and would like to be listed in this category, send us an email: [jenn@fwdthink.net](mailto:jenn@fwdthink.net).*

## AL&S Earns NCL Specialist Recognition

Wendy Chaput, a cruise professional at A.L.&S. Travel Services Inc. in Pembroke, has been recognized by Norwegian Cruise Lines (NCL) as a specialist in their Hawaii cruises.

Chaput completed a six-week online training program to receive a "Specialist Plus" designation through Norwegian. This additional training allows cruise professionals to better serve their customers with an expanded knowledge of the features and benefits associated with Norwegian cruises.

Norwegian is the only cruise line that has three ships offering inter-island cruises all year long," says Terri Burke, NCL's Vice President of Business Development. Travel partners with the specialist designation are able to offer greater service and advice to their customers when booking Hawaiian cruises with Norwegian.

Wendy can be reached at A.L.&S. Travel Services by calling: 613-735-2301 or you can email her at: [wwchaput@bellnet.ca](mailto:wwchaput@bellnet.ca).

# OTTAWA VALLEY BUSINESS

## ABOUT THE PUBLICATION

Ottawa Valley Business is a free newsletter, published by Forward Thinking - marketing, advertising and public relations. OVB focuses on the business environment in the Ottawa Valley, and is distributed on the 15th day of each month.

## CONTENT & SUBMISSIONS

Content for OVB is written and approved by Forward Thinking. Inclusion in the Milestone section is free of charge. The submission deadline is the 5th day of the month.

## HOW TO SUBSCRIBE

Ottawa Valley Business is available to anyone. If you wish to be placed on the distribution list, send an email to: [jenn@fwdthink.net](mailto:jenn@fwdthink.net). Back issues are available at: [www.fwdthink.net](http://www.fwdthink.net).

## ADVERTISING

Advertising opportunities are available in Ottawa Valley Business as follows:

One Column Ad.....\$50/issue  
Two Column Ad.....\$100/issue  
Three Column Ad.....\$150/issue  
Commercial Real Estate.....\$10/listing  
Classifieds.....\$10/listing

## SEPTEMBER ISSUE DEADLINE: SEPTEMBER 5TH

For more information on Ottawa Valley Business, please contact Jennifer Layman, owner of Forward Thinking. Full contact information is listed below.



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## READY TO DO SOME FORWARD THINKING?

# People Change...Even If Your Business Doesn't

The Ottawa Valley is fortunate to have a varied and established commercial landscape. Many businesses have been in the area for years, and have been passed down through generations. There is a wonderful heritage in those stories, and, as a new business owner, I hope to achieve that success one day myself.

One of the things that long-standing businesses need to be keenly aware of is the changing environment outside their business. Even if they haven't changed, their customer-base most certainly has.

People develop a variety of routines in their lives - including buying routines. They patronize a certain gas station, shop at a certain grocery store and buy at certain retail outlets. Much of that has to do with where they live. For example, prior to opening Forward Thinking, most of my buying decisions were made in Petawawa, where I lived. Now that I live mostly at the office, my buying routine has shifted from Petawawa to Pembroke, just because it's easier and more convenient.

Another kind of change that businesses need to be aware of is the change in families. Purchasing decisions can change dramatically when teenagers go away to college, or simply move out of home. Parents have more free time and potentially more disposable income. The flip side is that teenagers who used to spend locally, are taking that money somewhere else. Again, you may not have changed a thing, but your customer has changed, and you need to adapt to that.

A third change factor is income. The

gain or loss of additional dollars is a huge factor in the success of businesses. Families who experience less money coming in can be more cautious about purchasing decisions, while families who experience additional income opportunities have the ability increase their spending. In either case, businesses need to be constantly in the minds of these changing consumers.

## You constantly have to sell and re-sell your business benefits.

This is not to say that establishment doesn't count for anything. Indeed it is an excellent marketing tool. A business that has been around for years and years carries a trust quality with it, and in this day and age, trust is a hard quality to come by. If you have been in business for 30 years, you have a wide variety of experiences, you have problem-solved in a tonne of situations, you have probably seen it all, or most of it. That is an advantage for you - the icing on the cake, so to speak. However, nobody is going to want just a plate full of icing - they want the cake too.

You constantly have to sell and re-sell your business benefits. You are forever in the business of recruiting customers, and because people move, get new jobs, lose old jobs, have families and continue to change, you have to continue to keep in contact with them. The only thing as good as an old loyal customer, is a new loyal customer.

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