

Science Fair Chooses Forward Thinking

After successfully landing a three-year grant through the Trillium Foundation, the Renfrew County Regional Science & Technology Fair is taking a progressive step towards securing its future. The Fair has partnered with Forward Thinking for a re-branding plan that will increase corporate support and high school participation.

"Renfrew County has strong science-based industry, and local students are really doing exceptional things at the national level competition," says Jennifer Layman, owner of Forward Thinking. "There is a tremendous

opportunity for local industries to recruit local students as future employees. We need to take the Fair to the next level, and it's going to be really exciting to see the success that our marketing efforts will bring."

The Fair recently sent four students to the Canada-Wide Science Fair where three returned with medals - an outstanding achievement at the national level. The talent is here, it's just a matter of encouraging students to show off their skills in return for scholarships.

The tie in with the science-based industry allows for smart marketing on

behalf of the industry as well - giving them a direct link to their future employees. Among the Fair's initiatives include workshops, mentoring and working on a potential bid for a Canada-Wide Science Fair in the future.

"We would love to have the Canada-Wide here," says Science Fair president, Mike Reardon. "It would be a real accomplishment - and a nice 600-person event to happen in Renfrew County."

The Fair has committed to a three-year partnership with Forward Thinking. The summer will be spent preparing school programs for Fall '06 implementation.

OVB Nears 600 Subscribers

At just 30-days old, Ottawa Valley Business cracked the goal of having 500 subscribers by July. This month's edition reached 584 subscribers, plus an additional 200 copies for handout.

"The response has been incredible," says Jennifer Layman, publisher of Ottawa Valley Business and owner of Forward Thinking. "It's a big vote of confidence towards long-term success."

Ottawa Valley Business is distributed primarily by email. Subscribers include municipal staff, politicians, businesses and organizations. To receive your copy send an email to: jenn@fwdthink.net.

Copies are also available for download on the website: www.fwdthink.net.

MBI Team Progressive About New Job Opportunities

The MBI plant may be closed, but the employees have found a new energy that will hopefully lead them into new employment.

The MBI Employee's Action Centre has set-up shop at the Knights of Columbus Hall at 170 Ellis Avenue in Pembroke. Their Centre is complete with computer, Internet, fax, photocopying and phone services. The Centre is hosting employment presentations and information sessions from various Renfrew County industries, as well as small business funding opportunities and programs for employees interested in taking the self-employment plunge. The Centre has also enlisted the services of

Bonnie Schryer as their co-ordinator.

139 employees are part of the employment team, with skills that include general labour, liaising with management, various certifications including lift trucks, first aid and WHIMIS, ISO recording, billing and receiving orders.

Companies and individuals looking for skilled workers for full-time, part-time, vacation or leave replacements, should contact Dave Buske or Bonnie Schryer at: 613-732-9981 or by email at: mbiemployeearctioncentre@bellnet.ca. You can also drop by the Centre on Tuesdays and Wednesdays from 9:00am-4:00pm.

Meet Your Next Employee.

MBI Employee Action Centre

GRAND OPENING!

Wednesday, July 26th 11:00am

Knights of Columbus Hall - 170 Ellis Avenue, Pembroke
Phone: 613-732-9981 ~ mbiemployeearctioncentre@bellnet.ca



Layman Fire & Safety
is proud to sponsor this ad in support of the efforts of former MBI employees.

www.laymanfireandsafety.com

Great Ideas @ Local Businesses

Shots Sports Tap 'n Grill

There's no doubt that food and entertainment venues are very much affected by the no-smoking issue. But Shots decided to turn a potential negative into a positive. When the ban came into effect, they closed for a few days to repaint the bar and literally start fresh. Good idea guys!

Frisco's Restaurant

One of the local businesses we toured through in Eganville at the Black Fly BBQ was Frisco's. As we were encouraged to go out to the back to see the view of the river, we all passed a table nicely set up with business cards and menus. Almost everyone picked up one or the other or both. Didn't cost a cent and probably resulted in a few new customers.

myFM 104.9

I wasn't surprised to receive an email from a member of the media after sending out the first issue of OVB, but I was surprised when it came from the president himself! Jon Pole took the time to read OVB, then send me an email filled with positive comments. You know a business is serious about marketing when it comes from the office of the president! And my first impression of The #1 Workday Radio Station...it's pretty darn good.

Various Businesses

These businesses have made clever uses of their contact email addresses:

feelgreat@leanonme.ca
frontdesk@travelodgepembroke.com
vacation@cedargrove.ca
raft@wildernesstours.com
paddle@owl-mkc.ca

(See the back page of OVB for an article that talks about email marketing.)

Paul Davis Systems

As I was walking around town the other night, I noticed how Paul Davis Systems had really spruced up their location at the corner of Lake Street and Mackay Street in Pembroke. New brickwork and flowers really add to the appearance of their business. It was enough to make me take a second look to see what business had taken this initiative. Good job Paul Davis Systems.

"The World Can Change On You Very Quickly"

A&W VP gets personal over business

In 1956, A&W opened its first restaurant in Canada - choosing to locate in Winnipeg, Manitoba. There were no other chains, and their drive-in feature was a huge success. 20 years later, they nearly lost everything, thanks to something called McDonalds.

"A&W wasn't paying attention," says Graham Cooke, Vice President of Franchise Development for A&W. "At first, they thought McDonalds was a fad. But by 1976, they knew it was over unless the brand could be revitalized."

In a presentation to the Upper Ottawa Valley Chamber of Commerce, Cooke was bluntly honest about the mistakes and successes of a franchise now celebrating 50-years in business. The main key to their ability to re-capture their position in the marketplace came from developing a strategy, something they continue to work on every three years.

A&W tried a number of things, including switching their traditional orange and blue colours to teal, something Cooke characterizes as "almost fumbling away the brand." Had they not become a significant presence in shopping centres, the franchise might not have survived.

By the 1990's A&W returned to the free-standing restaurant business and within 10-years, they were a public company on TSX. Today, they are one of Canada's 50 Best Managed Companies, thanks to a successful brand strategy.

"The Grandpa Burger ad is one of our

most successful to date," says Cooke, "because we're not selling food, we're selling nostalgia, good feelings, family."

Ironically, although A&W is a fast-food restaurant with an entire "Burger

Strategy is the single most important thing we ever did. And, we practice it religiously.

- A&W Vice President of Franchise Operations, Graham Cooke.

Family" menu selection, their target is not the younger market. They have, instead, reconnected with the Baby Boomer.

"Strategy is the single most important thing we ever did," he says. "And we practice it religiously."

Cooke also emphasized keeping your promises to your customers, and to never stop learning about your customers, noting that A&W re-evaluates their strategy every three years.

When Forward Thinking asked what advice he would give to local independent business owners, Cooke didn't hesitate.

"Decide who your customer is and really focus on them," he said. "Don't try and be everything to all people. We focus our advertising at baby boomers and no one else."

Cooke is on a speaking tour for A&W.

Local Financial Planner Tops In Ontario

A local Certified Financial Planner recently took the Ontario financial planning industry by storm, placing first in an ING Wealth Management competition.

Paul Kramer, a Certified Financial Planner with Edmonds-Gallagher & McLaughlin in Pembroke produced the greatest number of overall sales in mutual funds, bank products and life insurance for ING through the end of June 2006.

"It took a lot of long hours," says Kramer, "but the work really does pay off. Clients know if working hard for them."

Kramer says that EGM's Pembroke office is very positive and enthused about his success. ING holds the competition various times throughout the year, but this was his first climb to the top-ranking position.

Paul can be reached by contacting EGM at: 613-735-0621

Fifteen Dollars That You Should Have Spent

Eganville capitalizes on \$113 Million Industry

Each year, the Ottawa Valley Tourist Association (OVTA) hosts the Black Fly BBQ - a networking event geared to attracting tourists to the area. And while other municipalities and their businesses were noticeably absent, Eganville jumped at the chance to take a leadership role in tourism in Renfrew County.

With more than \$113 million coming into our County from tourism each year, the township of Bonnechere Valley not only played host to the BBQ, but also took the opportunity to show off their municipality and it's businesses. The result was a lot of interest in this tucked-

away town.

Those attending the BBQ (which cost only \$15) were taken through such local hot spots as The Granary, Frisco's and Serendipity on the River. Local sites were talked about and the history of the community came up on several occasions. Everywhere you looked there were signs, welcoming everyone to the BBQ. And Ron Nelson (Ron Nelson's IGA) sent everyone home with enough reason to do their grocery shopping in Eganville all the time.

Think You're Not A Tourism Business? Think Again!

Every retail, food and recreational business in the Ottawa Valley should have attended this event. 43% of tourists shop while they are visiting Renfrew County - that's more than 575,000 people. Wouldn't it be nice if each of them spent a dollar at your business?

But even if you sell insurance, sell vehicles or sell investment advice, this was a great opportunity to market yourself to another group of eager customers: the tourism operators.

From a municipal standpoint, tourism dollars represent money that you don't have to get from your taxpayers. Every municipality in Renfrew County is blessed with tourism opportunities, and

the chance to promote that should be at the forefront of municipal economic development. The County of Renfrew took full advantage of the chance to talk with businesses and individuals about current situations, future plans and how the County can help. There should have been others there too - municipal officers, elected officials and business association representatives. Tourism is a \$113 million industry in this area. That should be worth a \$15 ticket. There was one municipality represented there, however. Bonnechere Valley Mayor, Zig Mintha, was very much in attendance.

Why Tourism Is

A Sure Thing Investment

According to the Ontario Ministry of Tourism, Renfrew County is drawing 50% of our tourists from the first and fourth largest cities in Canada - Toronto and Ottawa. The combined population of these cities is 3,256,104 (not including outside areas). That's a very nice future database of customers...and dollars. Marketing to them is crucial.

As a Matter of Fact...

In 2004, more than 1.3 million people visited Renfrew County. Guess what they did while they were here?

74%

Visited friends and relatives.

43%

Went shopping.

30%

Went sightseeing.

9%

Went to bars or nightclubs.

8%

Went golfing.

Source: Regional Tourism Profile of Renfrew County, 2006: Ontario Ministry of Tourism

Networking Opportunity

Business Networking International (BNI) is another alternative for business owners and operators to capitalize on network marketing. BNI Canada has more than 220 chapters from Nova Scotia to British Columbia.

The unique aspect of BNI is that it allows only one person per profession to join a chapter. So if your business is landscaping and you join BNI, then no other landscaping business can join in that chapter. This makes membership an opportunity to be exclusive.

The BNI philosophy is summed up in two words: "Giver's Gain." Basically, members believe that a good way to get business is also to give business to others in the chapter. This constitutes referrals.

For more information on the local BNI chapter, contact Linda Spagnolo (Algonquin Sewing Centre) at: 613-732-4789.

Milestones IN BUSINESS

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

Sunset Nursery

Celebrating their 60th anniversary.
www.sunsetnursery.on.ca

Urban Oasis Day Spa

Celebrating their first anniversary.
www.uods.ca

Opeongo Mountain Meadow Soap

Celebrating their 10th anniversary.
www.opeongo.com

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

Don't Get Caught Ashore This Summer!



Call Chris Forbes at:
C&T Enterprize
Marine Repairs

1310 Boundary Rd., Pembroke
613-635-4910 or 613-633-7767

15 Years of Marine Experience

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. Back issues are available at: www.fwdthink.net.

ADVERTISING

Limited 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

AUGUST ISSUE DEADLINE: AUGUST 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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Free Advertising

Why are you advertising for multi-billion dollar corporations?

Everyone likes to take advantage of free advertising - it's like getting something for nothing. And guess who is getting something for nothing from you? Hotmail, Bellnet, Sympatico, Yahoo and others.

Today, having the ability to communicate by email is pretty much necessary. 23 million Canadians access the Internet monthly, and spend an average of 38.5 hours a month online. If you don't have a web presence, or at least email, you need to get one.

The Cost of Being Online

Forward Thinking, like many of you, has internet service through Bell. As part of my package, I was issued an email address @bellnet.ca. I have never used that email address, and I never will. Although I could use it for free, the cost of losing business exposure is too high.

Instead, I registered a domain name: www.fwdthink.net. With that, I can build my own website and have about five different email addresses. This costs me about \$120/year.

I also had a website designed. It was nothing complicated, just enough to be web accessible and informative. My website is: www.fwdthink.net. The cost of my website, including my time plus the designer's fee, was about \$650.

In total, having my personal web presence has cost me about \$770.

Is It Worth It?

Every time you send or receive an email, you are marketing your business. I send and receive about 20 emails each day. In a five-day work week, that works out to 5,200 emails a year (20/day x 5

days x 52 weeks).

Each one of those marketing messages costs me 15 cents. Fifteen cents! Where can you place an ad for 15 cents?

But what if you don't send emails that often? Well, let's do the math.

If I only sent one email every day, and only received one email every day, in a year, I would have sent and received 520 emails (2/day x 5 days x 52 weeks). In this situation, each marketing message would cost me \$1.48. Where can you place an ad for \$1.48?

Of course, none of this includes the promotion you get from people who happen upon your website.

Let Forward Thinking Get You Online in No Time

Forward Thinking has prepared some packages with website design professionals to help you take advantage of being online and promoting your business. These packages look after everything from choosing your domain name (www.fwdthink.net) to choosing the content and layout of your website. You will have an online presence that will provide you with a great marketing tool, designed by marketing and web design professionals.

There are also more benefits to having your own web presence including faster service and less junk mail in your inbox.

So the choice is yours - you can keep offering free advertising to Hotmail, Bellnet, Sympatico, Yahoo and others, or you can start marketing yourself and advertising for your own business.

Call or email Forward Thinking today for details.

Web Presence Packages

DESIGNED BY MARKETING AND WEBSITE PROFESSIONALS

\$449 (taxes included!)

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Domain name, corporate email & full website

\$949 (taxes included!)

Domain name, corporate email, full website & web marketing extras



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WHEN IT COMES TO YOUR CORPORATE IMAGE, PROFESSIONALS MATTER.