



## Can You Keep Your Promises?

### Organizations face backlash from consumers if they don't

By: Jennifer Layman  
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Ipsos Reid recently unveiled some research about the gap between what a brand promises and what the customer actually experiences. They investigated the issue from both sides - that of the business making the promise, and that of the consumer expecting the promise. The results showed that businesses admit that they struggle to stay true to their promises; but it also showed that when a customer is let down by an experience, it will be difficult to have a chance to win them back.

In *Mind the gap: Why what a brand promises and what it delivers matter*, Ipsos Reid notes that organizations make promises to consumers every day in relation to their products, their services and their experiences of interacting with the brand. A fitness centre might post rules that all members are to follow. An organization's website might indicate it will return a



call within 24 hours. A store might advertise a sale. Those are promises. These promises are further influenced by social media, conversations and personal interactions - good or bad - with the brand. That experience sets the standard of how well the business does in delivering on their promises, and the consequences if they don't deliver.

For example, take the fitness centre with the gym rules. If they do not enforce the rules, the promise is broken to all members. Some members may be happy that the rules are not enforced, and they will talk

about that and encourage others who are concerned about the rules not to worry about them. However, other members might be unhappy that the business did not keep its promise with the rules and may share those opinions with others and perhaps eventually seek out another fitness centre that is able to keep their promise.

In the Ipsos study, businesses admitted that it is not easy to keep the promises. Employees may face pressures to not enforce the rules and customers might have misread the advertisement about what is on sale at the retail store. "Aligning

the promise and the experience equates to customers' expectations being met," says the Ipsos report. "This is important because meeting expectations is central to consumer perceptions that they are being treated fairly."

When the experience is worse than what was promised, a third of consumers feel "misled" by the business. Twenty-eight per cent feel "not valued" and "upset." Following an experience being worse than promised, 42 per cent say they would stop buying from the brand or buy less from the brand.

Businesses change and sometimes incentives to the business have to change as well. In the report, Ipsos discusses a business that reduced a customer offer without altering its pricing structure. The business didn't communicate why the change was being made. The result? Customer dissatisfaction and the possible severing of the relationship with the company.

*Continued on Page 9*



## 101 Things To Do in the Valley

July-August Issue

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# Ottawa Valley BUSINESS

## ABOUT US

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

## WHO READS US

Ottawa Valley Business is delivered via email. Our circulation is more than 3,600 people at local and regional businesses, government agencies and organizations.

## HOW TO SUBSCRIBE

Subscriptions are free. Email us at [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

## ADVERTISING RATES

OVB's target audience is employers and employees. Advertising rates are as follows:

1/8 Page .....	\$75
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## CONTENT & SUBMISSIONS

We welcome submissions to business-related events, business news, people on the move and tenders. Article suggestions are also welcomed. Content will be edited to fit the space available. If you have an event to promote that is not business-related, please consider 101 Things To Do in the Valley at a cost of \$25. [101things@travelourbackyard.com](mailto:101things@travelourbackyard.com)

## CONTACT US

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## MAILING ADDRESS

2113 Petawawa Boulevard,  
 Pembroke, Ontario K8A 7G8

## Events

### July 2, 2019

Pre-PSW healthcare training. This course will help you decide if being a Personal Support Worker is the right career path for you and help you gain essential skills useful for college. Tuesday's & Thursday's in July. 227 Bridge Street, Eganville. Phone: 613-628-1720

### July 2, 2019

The Township of McNab Braeside is holding a special council meeting at 5:30pm to discuss building permits in flood-affected properties.

### July 4, 2019

The Government of Quebec will hold its public consultation on the draft decree for the "Special Intervention Zone" in regards to floods. 3:00pm. Campbell's Bay Recreation Centre.

### July 17, 2019

How to Land a Federal Government Contract. The Office of Small and Medium Enterprises would like to help your company do business with the federal government that purchases \$22 billion annually. 7 Bayview Road, Ottawa. 10am-12pm. 1-800-668-5378.

### July 24, 2019

Social Enterprise 101. 12L00pm-1:00pm. Free. In this workshop, you will learn more

about the social enterprise model, local examples, support resources, and considerations for starting. Join us to learn more about this unique type of business that combines social and financial objectives. Invest Ottawa. 7 Bayview Road, Ottawa. Phone: 613-828-6274 or [www.csedottawa.ca](http://www.csedottawa.ca).

### July 31, 2019

How to Land a Federal Government Contract. The Office of Small and Medium Enterprises would like to help your company do business with the federal government that purchases \$22 billion annually. 7 Bayview Road, Ottawa. 10:00am-12:00pm. 1-800-668-5378 or [ONT.osme-bpme@pwgsc-tpsgc.gc.ca](mailto:ONT.osme-bpme@pwgsc-tpsgc.gc.ca)

### August 13, 2019

Today is the deadline to book into 101 Things to Do in the Valley September-October edition. Promote your event for \$25 plus HST. Listings are \$25 plus HST. Phone: 613-732-7774 or [101things@travelourbackyard.com](mailto:101things@travelourbackyard.com)

### August 14, 2019

How to Land a Federal Government Contract. The Office of Small and Medium Enterprises would like to help your company do business with the federal government that purchases \$22 billion annually. 7 Bayview Road, Ottawa. 10:00am-12:00pm. 1-800-668-5378 or [ONT.osme-bpme@pwgsc-tpsgc.gc.ca](mailto:ONT.osme-bpme@pwgsc-tpsgc.gc.ca)

### August 16, 2019

Deadline to book into the fall edition of Health Matters magazine. Get your health-related message out to people who want to live their best, healthiest lives. Need some guidance? We can help. Phone: 613-732-7774 or [behealthy@ovhealth.ca](mailto:behealthy@ovhealth.ca)

### August 16, 2019

Lanark County Warden's Golf Tournament. 11:30am. Timber Run Golf Course. Golf, lunch, dinner and prizes. Contact Casey Whiticar at 613-267-4200 or [cwhiticar@lanarkcounty.ca](mailto:cwhiticar@lanarkcounty.ca)

### August 28, 2019

How to Land a Federal Government Contract. The Office of Small and Medium Enterprises would like to help your company do business with the federal government that purchases \$22 billion annually. 7 Bayview Road, Ottawa. 10:00am-12:00pm. 1-800-668-5378 or [ONT.osme-bpme@pwgsc-tpsgc.gc.ca](mailto:ONT.osme-bpme@pwgsc-tpsgc.gc.ca)

### October 21, 2019

It's federal election day in Canada! In preparation for voting, be sure you are registered to vote and are on the voter's list. Visit [www.elections.ca](http://www.elections.ca) and enter your postal code and information on your district will be available, along with frequently asked questions. [www.elections.ca](http://www.elections.ca)

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THE OTTAWA VALLEY'S HEALTH MAGAZINE **FREE!**  
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**Getting Your Affairs In Order**  
 A look at the process through the eyes of a daughter and a retired lawyer

Health Hotlines & Helplines | Health Facts | Local Health Experts | Community Living Section

Health Crossword

## Be Ready For The Fall Edition!

Book your space today in the fall edition of Health Matters magazine. If you are in the healthcare industry, this magazine is a must. Other ideas include: home heating and air cleaning, eco-friendly options, skin care, financial health, life insurance, activity options in municipalities and more.

Fall Edition publishes: September 6th  
 Deadline to book advertising: August 16th

We work with contributors to help them get started in Health Matters. We can work with you. Contact Jennifer at 613-732-7774 or [behealthy@ovhealth.ca](mailto:behealthy@ovhealth.ca).

# Business News Around The Valley

## OVB Correction

In the June 18 edition of Ottawa Valley Business, we reported that the City of Pembroke's Economic Development and Tourism Advisory Committee (PEDTAC) recommended hiring Manic Enterprises. This was not correct. In fact, the City's Economic Development & Tourism Officer, Heather Sutherland, made a recommendation to PEDTAC that PEDTAC make a recommendation to the City on entering into the agreement with Manic. Ottawa Valley Business is not aware of any subsequent decision on the issue. We apologize for the error.

## Horton Comments On Bill C-68

Horton Township has commented on the federal government's proposed Bill C-68, An Act to Amend the Fisheries Act. The rewriting of Section 2 (2) would deem any body of water capable of supporting fish as being a fish habitat, thus, puddles in farming fields, municipal lands, drainage ditches or water reservoirs could possibly be declared protect fish habitat. The Canadian Cattlemen's Association has indicated this would "place a crippling regulatory burden on family-owned operations." Horton Township is calling on this section be removed in the amended Act.

## Petawawa Boulevard Application Submitted

The County of Renfrew has submitted an application to the Ministry of Infrastructure ("Ministry") for County Road 51 (Petawawa Boulevard) and Petawawa River Bridge. The Ministry requested the application be revised to include only the road or the bridge and not both infrastructure items. The application was resubmitted to the Ministry as a bridge project with the contingency amount condensed, reducing the project estimate amount to be \$9.43 million. The Ministry of Agriculture, Food and Rural Affairs will be reviewing the application.

## Town Provides Business Grants

The Town of Arnprior had some grant applications under their Community Improvement Program. A grant for \$994 under the Façade and Property Improvement program and \$50 under the application and permit fees was recommended for approval for 109 John Street North. A grant for \$1,130 under the Façade and Property Improvement program was recommended for approval the joint application of 88, 90 and 92 John Street North. Finally, a grant for \$5,000 under the Façade and Property Improvement program, \$512.50 under the Application and Permit Fees Rebate Program and \$3,616 for the Heritage Property Improvement Program was recommended for approval for 137 John Street North.

## Renfrew Recycling

As a temporary solution, the Town of Renfrew has made arrangements with an alternative

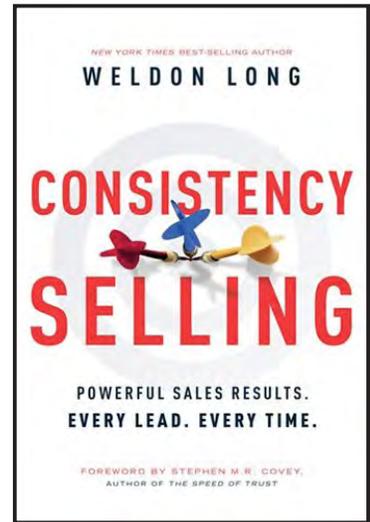
processing plant to receive recyclable material. Any material taken to the landfill and deposited into the designated bins will be transported directly to the alternate recycling facility for processing.

**Horton Township Recycling**  
Horton Township was notified by Beaumen Waste Management, their curbside recycling contractor, that they are permanently closed as of Sunday, June 23, 2019 at 10:44 p.m. Residents are advised to not put out recyclables curbside starting July 2nd. Instead, take recyclables at the landfill site 2082 Eady Road free of charge during our regular and extended hours.

**New Owners At Longshots**  
Mike Griese and Cicely Proctor are the new owners of Longshots in Deep River. The duo took over from Heather Burnett.

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## Book Club



Are your sales results always awesome? Or do some months leave you wondering if you'll be able to pay your mortgage?

One of the most difficult parts of being a professional salesperson is managing the emotional peaks and valleys that accompany the ups and downs of sales. But according to Weldon Long, there is no challenge you can't overcome, and he shows how salespeople can thrive in the face of adversity if they are just willing to create the right mindset and implement the right sales process - consistently.

Unreliable performance and unpredictable results are likely, says Long, because you aren't doing the same thing consistently on every sales call. If sales activities are random, results will be random. And random sales activities will never accidentally start producing consistent sales results, just as consistent sales activities will never start producing random results. It just can't happen.

Whether it's a bad economy, a cheap competitor, bad leads, or a personal challenge, Long provides step-by-step advice on how you can make committed, consistent activities part of your daily sales routine so you will consistently be rewarded with the sales you deserve.

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Tourism Facts  
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# Business News Around The Valley

*Continued from Page 3*

## New CO For 2SB

There is a new Commanding Officer of 2 Service Battalion in Garrison Petawawa. Lieutenant-Colonel Robin Chenard is taking over from outgoing Commanding Officer, Lieutenant-Colonel Kieran Kennedy. Chenard graduated from the Royal Canadian Military College, and has served everywhere from England to Ottawa but is new to Petawawa. 2 Service Battalion is comprised of 800 men and women who sustain 2 Brigade by providing maintenance, logistics and transportation.

## Quebec Hold Public Meeting

In regards to 2019 spring floods, the Government of Quebec is looking to hear from individuals and organizations wishing to express their views on the draft decree for the Special Intervention Zone (ZIS). The Government has adopted a draft decree to declare a Special

Intervention Zone (ZIS) to promote better management of floodplains. The Government of Quebec will hold its public consultation on Thursday, July 4, 2019 at 3:00pm at the Campbell's Bay Recreation Centre. Concerned persons are encouraged to consult and submit comments on the areas that have been flooded. Comments can also be submitted by email to [zis2019@mamh.gouv.qc.ca](mailto:zis2019@mamh.gouv.qc.ca).

## Petawawa Creates A

### Additional Trail

The Town of Petawawa is creating a duplicate trail to the County of Renfrew's Algonquin Trail along a section of Petawawa Boulevard. While the Algonquin Trail is a multi-use trail, the Town of Petawawa is paving a secondary trail, 20 kilometres in length, for non-motorized use only. The secondary trail is estimated to cost \$80,000-\$100,000 in addition to funds already contributed by local developers

and Cycling Ontario. Arnprior Staff Recommends Supporting CSWB Plan The Town of Arnprior's Town Clerk and Planner are recommending that council support the Renfrew Police Services Board in the development of a joint detachment-based community safety and well-being plan.

## Clouthier To Lead Marianhill Fundraising Campaign

Hec Clouthier, former MP for Renfrew-Nipissing-Pembroke, is the honorary chair of a fundraising campaign for Marianhill. The fundraising is to pay for renovations at the long-term care home. Marianhill will

grow to 160 beds with the addition of a new wing and renovation of existing rooms and facilities. The total cost of the project is expected to come in around \$24.6-million and the goal is to raise \$2-million in the fundraising campaign.

## Chamber Gift Store

### Features Unique T-Shirt

The Smiths Falls & District Chamber of Commerce has a new gift store. Among the items for sale is a t-shirt that says "This Town Is Dope."

*Continued on Page 5*

## If you have questions, we have answers.

As a building owner, you have a significant responsibility in terms of the fire safety of your building. Fire extinguishers, fire alarms, emergency lighting and other safety needs is what our business is all about.

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## EDWARDSBURGH CARDINAL

Request for Proposal

**Service Delivery & Operational Review ADM-2019-01**

The Township of Edwardsburgh Cardinal wishes to engage a consultant with experience in the organization and operations of municipalities to conduct a **Core Service Delivery and Operational Review** with a specific focus on prioritizing services provided and providing an evaluation of the overall effectiveness and efficiency of the township operations.

The desired outcome of the consultative review will be to:

- Identify options and opportunities to change services and service levels;
- Obtain comparative data including bench marking our services and programs with comparable municipalities;
- Implement solutions to deliver the most efficient and cost effective services and programs.

RFP can be obtained by email: [dmckinstry@twpec.ca](mailto:dmckinstry@twpec.ca)

Closing Date: August 6, 2019 at 4:00pm local time

Debra McKinstry, CAO / Clerk  
The Township of Edwardsburgh Cardinal  
18 Centre Street, PO Box 129  
Spencerville, Ontario K0E 1X0

Late bids will not be accepted. The Corporation of the Township of Edwardsburgh Cardinal Reserves the right to accept or reject all or part of any Bid and also reserves the right to accept other than the lowest Bid and to cancel this call for bids at any time.

# Business News Around The Valley

*Continued from Page 4*

## Peckett, Robinson Running For Warden

Will still have a year to go in the current term of Warden for Renfrew County, two members of county council have indicated they will seek to lead the upper tier government. McNab Braeside mayor Tom Peckett has declared his intentions to seek the mayor's chair. Laurentian Valley reeve, Debbie Robinson, declared her intention to run months earlier. Current warden, Jennifer Murphy is not seeking another term. Peckett lost to Murphy in 2018.

## Local CAO Heads

### Provincial Organization

Dean Sauriol, chief administrative officer-clerk of the Township of Laurentian Valley has been chosen as the president of the province's largest municipal professional association. Sauriol was sworn in as the president of the

Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) during the organization's conference and annual general meeting in Huntsville in June. The association has supported municipal excellence through education, advocacy, and accreditation since 1938. Sauriol is the 77th president of AMCTO in its 81st year of existence. In addition, Rob Tremblay, chief administrative officer-clerk with the Township of Whitewater Region, was named as AMCTO vice-president for the 2019-20 term.

## New Business in Downtown Pembroke

11th Hour Survival and Supply has opened in Downtown Pembroke. The business is a retail shop that specializes in outdoor survival products, owned and operated by Matthew Drew. Matt is a veteran of the Canadian Armed Forces and served nearly 10 years as a

Combat Engineer. The business is located at 29 Pembroke Street West.

## Hospitals Receive Accreditation

The Almonte General Hospital and the Carleton Place & District Memorial Hospital have both been awarded Accreditation with Exemplary Standing from Accreditation Canada. The two hospitals are part of the Mississippi River Health Alliance. The Alliance formalizes the commitment between the two hospitals to share best practices and learn from one another. Hospital accreditation through Accreditation Canada is a voluntary exercise that reviews a health care organization's care and services. It includes an intensive self-assessment, a survey visit with a team of health care professionals and a comprehensive survey report. The process also involves interviews with staff, residents,

physicians, volunteers, patients and families, Board and community members. The surveys took place from May 27 to 31, 2019.

## Layoffs In Smiths Falls

Metroland Media, owned by Torstar, has laid off 49 staff, affecting jobs in the Ottawa Valley region. 41 layoffs were at the Smiths Falls distribution centre while the additional positions were in classifieds, advertising, finance and production. The papers in the Ottawa Valley division (Kemptonville Advance, Smiths Falls Record News, Perth Courier, Arnprior Chronicle-Guide, Renfrew Mercury and the Carleton-Place Almonte Canadian Gazette.) The papers will continue to publish. The layoffs reflect cost-saving measures through consolidation of work at various facilities.

*Continued on Page 6*



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# Business News Around The Valley

*Continued from Page 5*

## OHS Recognizes Local Museum

The Canadian Clock Museum in Deep River has earned a prestigious award. The Ontario Historical Society has presented the 2018 President's Award to the Canadian Clock Museum and curator, Allan Symons. The award recognizes an outstanding contribution to the preservation and promotion of Ontario's history. The Canadian Clock Museum is the only such museum in Canada. The museum opened in 2000 with 600 clocks and now has a collection of more than 3,000 clocks. Symons has been recognized previously with the Ontario Museum Association's Lifetime Achievement Award and the National Association of Watch and Clock Collectors has made him a Distinguished Fellow.

## Township Has New Dumping Station

The Township of Bonnechere Valley has opened the Bonnechere Valley RV dumping station which will be operational starting in July. The dumping station is located at 126 John Street in Eganville.

## Celebrating 30 Years

Arnprior Floor Covering is celebrating 30 years in business in 2019. To celebrate, all

purchases from June 15 to July 15 will be entered into a draw to win \$300 cash. Draw date will be July 16th, 2019.

## New Insurance Office

McDougall Insurance has opened a new office in Perth. The business is located at 8 Wilson Street West.

## Clinic Concerned About Cuts

The Renfrew County Legal Clinic is visiting municipalities and pleading their case for support as they believe the provincial government is going to cut their budget or else the office could result in the clinic's closure. They are asking municipalities to support their position that cuts to Legal Aid Ontario should not be passed down to legal clinics. The Renfrew County Legal Clinic provides service to low-income individuals. Their office includes four lawyers and an executive director. Renfrew County is one of 72 legal clinics in Ontario that operate on a collective budget of \$80 million. From October 2017 to October 2018, the local clinic won \$1.5 million for clients and opened 226 new files. They provided 950 points of advice and 336 referrals.

## Stack Fights Long Lawns

Arnprior Mayor Walter Stack is getting serious about how residents take care of their lawns. Stack's position was picked up

by The Ottawa Citizen in a June 28 article. Stack told the Citizen that he toured just one section of his municipality and noted 31 addresses where the grass was too long or the property had too many weeds. This follows "a constant source of complaints" from residents on the issue. The municipality passed the Clean Yards Bylaw in 2015 that requires property owners to keep their grass no longer than 15cm tall or else face fines of \$200 per day, to a maximum of \$10,000. Stack said he has had nothing but encouragement on the promise to crack down on property maintenance and told the Citizen he hopes the additional media coverage would help "dramatize" the issue.

## NDP Has Choice For Federal Election

Two candidates have put their names forward to be the local NDP candidate for the October federal election. Eileen Jones-Whyte, a teacher from Eganville and Kurt Stoll, a nuclear engineer from Petawawa are vying for the candidate's seat. Other candidates for the federal election thus far include MP Cheryl Gallant (Conservative), David Ainsworth (People's Party) and Dan Criger (independent). There is no news of a Liberal candidate yet.

## News 10

How well have you paid attention to recent news and events in Canada? Answers on page 10.

1) Mandarin Restaurant celebrated its 40th anniversary by offering Canadians a free meal on Canada Day. Why were there critics of their promotion?

2) The federal Greenhouse Gas Pollution Pricing Act (also referred to as the carbon tax) applies in four provinces. Which ones are they?

3) Lakes of Muskoka Cottage Brewery is suing Molson Coors over trademark infringement. What do they allege has been infringed upon?

4) MPP Lisa MacLeod posted a tweet about her daughter's grade 8 graduation only to have this "celebrity" fire back with a profane comment. Who was it?

5) This Ontario city made its way into the Guinness Book of World Records over Canada Day weekend. What is the city and what did they do?

6) A group of Americans came to Ontario on June 29th to purchase this medication because it is less expensive in Canada than in the U.S. What medication is it?

7) A farm near Chatham, Ontario has made agricultural history by planting this crop. What is the crop?

8) The Ontario Teacher's Pension Plan recently invested in an Elon Musk venture. What is it?

9) According to Statistics Canada, women make up what percentage of Canadian cyclists?

10) Ticketmaster will pay penalties for misleading pricing claims for online ticket sales. How much is their penalty?

## Looking For Good Tenants?

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# Ontario News In Brief

## News briefs about provincial information, decisions or proposals that impact the business community

### Ontario Extending Seniors Grant Program Deadline

The Government of Ontario is extending the deadline for applications to its Seniors Community Grant program by one week due to high demand. The application portal will now close on Friday, July 5 at 5:00pm. General questions about the program can be answered by calling 1-833-724-4636) or seniorscommunitygrant@ontario.ca.

### Ontario Appealing Federal Greenhouse Gas Pollution Pricing Act

Jeff Yurek, Minister of the Environment, Conservation and Parks, announced that Ontario will be appealing the Ontario Court of Appeal's decision that the federal *Greenhouse Gas Pollution Pricing Act* is not a tax to the Supreme Court of Canada. Yurek says Ontario doesn't need a carbon tax to address climate change and that the government's *Made-in-Ontario Environment Plan* considers our province's specific priorities,

challenges and opportunities, and commits to meeting Canada's greenhouse gas emissions target of 30 per cent below 2005 levels by 2030, without imposing a carbon tax.

### Ontario Announces Excellence in Agriculture Recipient

Dairy Distillery of Almonte is a recipient of the inaugural Excellence in Agriculture Awards. Known as "Vodkow," Dairy Distillery uses innovation to produce a new spirit from milk sugar by applying a specific process to convert the milk byproduct into alcohol, with anything not being bottled put safely back into the environment. Dairy Distillery will also help Ontario dairy farmers by purchasing milk permeate, most of which would normally go to waste at a cost to the farmer.

### Province Opens New Eastern Ontario Research Facility

Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs and MPP Jim McDonell

opened a new facility at the Winchester Agricultural Research Station to give Eastern Ontario field crop farmers the latest research findings and crop technologies to help farm businesses grow and succeed. The new 5,210 square-foot research facility has various work, storage and office areas so research samples and data can be collected and analyzed by permanent and visiting staff, graduate students and researchers. The new research facility is owned by the province (through the Agricultural Research Institute of Ontario) and managed by the University of Guelph, through the Ontario Agri-Food Innovation Alliance. Winchester Agricultural Research Station is one of several research stations across Ontario that are an essential platform for conducting agri-food research.

## Recruit Successfully With OVJobs.ca

Are you tired of job boards that send you applicants who are unqualified for the job or even to work in Canada? It's time to post on [www.OVJobs.ca](http://www.OVJobs.ca). Save yourself some time and stress by posting with a service that is built for employers and appreciated by job seekers.



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The cost to post a job with OVJobs.ca is \$75 plus HST. Your posting is on our website for 60 days or an earlier deadline of your choosing. Plus we will share it with 3,500+ followers on Facebook.

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## It's A Fact

### College of Nurses Ontario (CNO)

**182,000**

Nurses in Ontario

**120,246**

Registered Nurses in Ontario

**58,440**

Registered Practical Nurses (RPN) in Ontario

**3,604**

Nurse Practitioners in Ontario

**14,300**

2018 applications from people seeking to become a nurse

**12,557**

New nurses in 2018

**16%**

New nurses who were educated outside of Canada

**2.8 Million**

Views to [www.cno.org](http://www.cno.org)

**2,082**

Complaints and reports CNO received about nurses in 2018

**\$36 Million**

Membership fees received by the CNO in 2018

**15,242**

Nurses employed in the Champlain region in 2016

**93.5%**

Female nurses in the Champlain region

**6.5%**

Male nurses in the Champlain region

**53.4%**

Full-time nursing employment in the Champlain region in 2016

**29.7%**

Part-time nursing employment in the Champlain region in 2016

**16.9%**

Casual nursing employment in the Champlain region in 2016

# Tender Results Around The Region

## Single Axle Plow Truck PW-2019-05. Town of Arnprior.

Francis Truck Ctr - \$265,110.43  
Freightliner - \$268,932.09  
Antrim Western - \$283,200.60

## 2019 Road Resurfacing Program PW-2019-11. Town of Arnprior.

Smiths Const. - \$267,223.54  
Cavanagh Const. - \$663,150.24  
Aecon Const. - \$751,154.85

Horton Township staff is recommending that council award the Invitational Quote PW-WM-2019-03 for the retrieval of sandbags from private residences and roadways for Horton private roads to Marshall's at a cost of \$60,000.00 excluding HST.

## PW 2019-02 Community Centre Bar Renovations. Horton Township.

Marty Periard - \$14,664.00  
Garnet Headrick - \$37,569.00

## Gravel Supply. North Algona Wilberforce.

Clouthier Const. - \$62,426.85  
R.J. Selle - \$57,002.29

## Microsurfacing Contract #2018-PW-008 for Somerville Drive, Jodi Lane Court, Park Lane Court and Menzies Munro Side Road. Tay Valley Township.

Miller Paving - \$168,770.00

The Township of Greater Madawaska is recommending that council sole source to Playground Planners, playground equipment in the amount of \$27,701.62.

## DP Trails-2019-01 - Quarry Limestone Crusher Dust Supply & Delivery to Algonquin Trail. County of Renfrew.

Smiths Const. - \$347,900.00  
Bonnechere Ex. - \$359,730.88  
R.G.T. Clouthier - \$479,375.00

**Roofing, Concrete and Electrical Repairs. Defence Construction Canada.** Awarded to Wade General Contracting of Petawawa in the amount of \$644,000.00

**Replace Shingle Roof N-101. Defence Construction Canada.** Awarded to Dexterra of Mississauga in the amount of \$34,566.40.

**Replace Hardwood Floor and Paint I-103. Defence Construction Canada.** Awarded to DST Consulting Engineers of Ottawa in the amount of \$7,365.97.

**Repaint PPT Tower at RR-116. Defence Construction Canada.** Awarded to PL Construction of Toronto in the amount of \$39,750.00.

## Tender No. SA2019-02 Asphalt Resurfacing (Hot Mix Paving) Algonquin & Madawaska Streets. South Algonquin.

Recommended award to Greenwood Paving Pembroke Ltd. in the amount of \$82,214.00.

## Tender No. SA2019-01 Supply and Application of Liquid Calcium Chloride. Township of South Algonquin.

Recommended award to Miller Paving Limited in the amount of \$41,280.00.

## Tractor - Tender 2019-01. Township of Whitewater Region.

**Huckabones Garage**  
2019 Kubota M6-131  
\$142,995.00  
**Elliott Farm Equipment**  
2019 Massey Ferguson MF6712  
\$108,457.65

## PW-M-22-2019-20-E4 Bulk Coarse Winter Salt. Town of Smiths Falls.

Cargill - \$144,440.00  
Compass - \$135,000.00

**Replace Siding, Windows and Doors. Defence Construction Canada.** Awarded to 7810571 Canada Inc. of Thornhill in the amount of \$723,250.00.

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

# How Well Do You Know Canada?

In honour of Canada Day, the following were part of a quiz that Ipsos Reid administered to Canadians.

- 1) More people live in Canada's smallest province (PEI) than Canada's largest territory (Nunavut).
- 2) Lake Superior is roughly the size of Austria.
- 3) Canada established Parks Canada in 1911, the first national parks service in the world.
- 4) Winnie the Pooh was inspired by a real bear and was named for Winnipeg.
- 5) The world's largest beaver dam is in Alberta and can be seen from space. It is 850m in length.
- 6) Pitcher Fergie Jenkins is the only Canadian-born player to be elected to Baseball's Hall of Fame.
- 7) Shania Twain's "Come On Over" album is the best selling Canadian album of all time.
- 8) Anne of Green Gables became part of Japan's public school curriculum in 1952.

9) The maple leaf flag was designed by Prime Minister Sir Wilfred Laurier in 1900.

10) The Royal Canadian Mint produced the world's first million-dollar coin in 2007.

11) The first patent for artificial fur stemmed from Canadian efforts to develop better Arctic clothing for the military during the Second World War.

12) The first internet search engine, Archie ("archive" without the "v"), was created by a student at McGill University.

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Issue No. 245      Published by Forward Thinking      January 8, 2019

### A Look Back At The News From 2018

From Garrison's \$802M impact to the election and more

By: Jennifer Layman  
[jlayman@ovbusiness.com](mailto:jlayman@ovbusiness.com)

2019 starts a new year of business news and activity. Here's a look back at some of the headlines from 2018.

**January**

Michael Carter put his name forward to be the Conservative candidate for the riding of Renfrew-Nipissing-Pembroke, to challenge MP Cheryl Gillies.

The Town of Petawawa made public accusations about alleged wrongdoing by the Pembroke & Area Airport Commission, of which they are a member. Airport Commission Chair, Allan Hain, issued a statement refuting the allegations, which quickly subsided.

MPP Julia Yakubowski was named the Best Member in the Ontario Legislature by his colleagues.

Renfrew County had two business sales in January.

Camrose Blaine was the owner of Red Herring Hare and passed away at the age of 22. Ben Holman was the "son" in their

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Hudson & New Landed lumber business and passed at age 89 on January 28, it became mandatory for gun owners to register their guns in Quebec.

**February**

Garrison Postmedia released a report that a in 18 employees in Renfrew County are employed by Garrison Postmedia, and that the base contributes \$802.5 million annually throughout the county of Renfrew.

The Pembroke & Area Airport commissioned a report on the value of the airport to the region and it came back overwhelmingly positive. The report used the airport run "a great asset" to the region with benefits county-wide and into Quebec and updated the airport fiscal picture.

A fire at Hilltop Farm in LaFleur resulted in \$1 million in damage and the loss of 150 broodstock. The farm is owned by Lilly and Leo Ludwick.

Bill McAdam of Renfrew Printing and Rosslyn Dickson of The Society newspaper in Shawville passed away.

McAdam was 94, Dickson 96.

The Valley Councilor Judy Farrell was directed to apologize to staff who complained about her housing conduct, but she chose not to do so. Farrell then

their director to only speak to the CNA, could not sit on municipal committees or represent the municipality as a councillor.

The County of Renfrew 2018 budget is \$152,103,000 with \$40 million coming from its member municipalities. They have nearly \$26 million in reserves.

Ampere Mayor David Reid announced he will not seek re-election in the 2018 municipal, a promise he made in 2016.

Scott Henderson in Downtown Renfrew celebrated his 100th anniversary.

**March**

The province of Ontario decides to mandate wearing fire hoods, which potentially result in the loss of rural fire departments across Ontario. It was later determined that no test for departments were committed to the regulatory ministry by the provincial government.

Penitentiary MP said their Laurentian Valley plant to Hocking Forest Products of Oregon, USA.

(Continued on Page 3)

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# Promises: How To Do It Well

## Rewards are great for those who work at it

*Continued from Page 1*

The change in the offer was necessary and could not be reversed, but the business worked with Ipsos Reid to improve other areas of the customer experience to increase the perceived loss of value and rebuild the company's trust over time.

Had the company done that in advance, and communicated it effectively, they would have had an opportunity to maintain a positive customer experience.

For these reasons, Ipsos Reid recommends that businesses and organizations align their promises with the experience they can deliver to customers. If a business can meet expectations

and guard against unfair treatment, they can reduce the strain on their bottom line in terms of handling customer complaints.

For the fitness centre, perhaps a discussion with frontline staff can help determine if the rules are able to be enforced, and how to handle situations that place the staff in a difficult position with certain people who might be asking for different treatment.

For the organization that promises to return inquiries within 24 hours, it will be important to have someone in charge of ensuring the inquiry is returned. Perhaps 24 hours is not enough time if there are limited people able to respond; it might be better to promise 48 hours to

allow for more consistent delivery.

Finally, for the retail store, it might be best to have a notice of the promotion in the store (either verbally or visually) so that the customer is reminded of the details and has less chance of misunderstanding the promotion.

A business cannot control every aspect of their messaging. People will talk and with social media, that talk can be rampant and invite all sorts of comments, true or otherwise.

The challenge is not a small one," says the Iposo report. "But for companies who do manage to consistently align their brand promise and experience the rewards are manifestly great."

## Tenders

### REQUEST FOR PROPOSAL

PS-2019-01 Self-Contained Breathing Apparatus

Service Delivery & Operational Review ADM-2019-01. Township of Edwardsburgh Cardinal

### REQUEST FOR QUOTATION

Renovations

### TENDERS

2019-PW-009 – Bathurst 6th Concession Culvert Replacement

2019 Asphalt Crack Cleaning and Sealing #19-PW-008

Asphalt Crack Cleaning and Sealing #19-PW-008

#RFT 19-28 – Roof Shingles Replacement – Phase 2 (R.2)

Caretaking Contract

Winter Road Maintenance Contract – 3 Years

*Tenders, tender results and results pending are listed on the website. [www.ovbusiness.com](http://www.ovbusiness.com)*

**Pembroke & Area AIRPORT**  
Celebrating 50 Years!

Pilots and the Public are invited to our **Monthly BREAKFASTS**  
8:30am-11:30am

**Sunday, July 7th**  
Eggs Benedict, roasted potatoes with green onion and fruit salad. Tea/coffee and juice.

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Taxes included. One type of breakfast each month. Cash only please.  
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# Driving Business To Your Competitors

## How you might be losing customers



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

You spend a lot of energy to meet the needs of your customers, but could you be driving business to the competition without being aware you're doing it. Here are some reasons you might not be connecting to your customers.

### Being Inaccessible

If you're difficult to contact, customers might not wait around until you can get to them. Have your contact information easy to find on your website and social media pages. If your main phone number is picked up by a phone system, include an extension number so someone can access your staff person more quickly. For email, have a personal email instead of a generic one. If you have to use generic email, make sure

someone responds within 24-48 hours.

### Splitting Your Attention

When you're talking to a customer, give them your full attention. That can be difficult to do when you're one person managing the front desk. If a customer is in front of you and the phone rings and you have to take it, excuse yourself for a moment to answer and ask the person calling to hold or if you can return their call if it isn't a simple request. Be sure to get back to the customer as soon as you can. Emails can go unanswered and so can texts on your cellphone until you can give those your full attention as well. Customers understand busy times and will appreciate your efforts.

### Closing Early

When a business has hours until 5:00pm, the customer has an expectation that someone will answer the phone or the door will be open until 5:00pm. It only takes a second to dial another phone number and if the competition answers because you didn't, you've just lost

that business. If someone makes a request of you that will take you past your working time, ask if you can get back to them right away the next day. If possible, fulfil the request.

One additional note, many times a customer feels rushed because someone is getting ready to close the business for the day. If you feel that you have to clean up before closing time, do your best to make sure the customer feels like they're not intruding on your duties.

We live in a time when people seem to be busier and less patient than they once were. You never know what someone might be going through that makes them seem unreasonable or impatient at the moment they are dealing with you. A little extra time for the customer can pay off in a big way.

Enjoy the summer!

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

## Deadlines

### OTTAWA VALLEY BUSINESS

July 16, 2019

Deadline: July 9, 2019

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August 6, 2019

Deadline: July 30, 2019

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August 20, 2019

Deadline: July 30, 2019

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September 3, 2019

Deadline: August 27, 2019

### 101 THINGS TO DO IN THE VALLEY

September-October  
2019 Edition

Publishes: August 15, 2019

Deadline: August 13, 2019

### HEALTH MATTERS

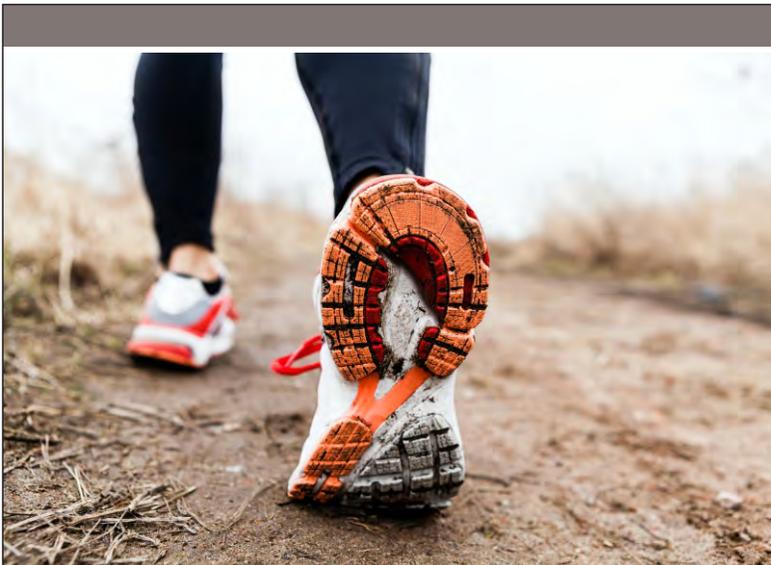
Fall 2019 Edition

Publishing: September 6, 2019

Deadline: August 16, 2019

## News Answers

- 1) Critics felt it was discriminatory to only serve free meals to Canadian citizens.
- 2) Ontario, Manitoba, New Brunswick and Saskatchewan
- 3) The brewery has a Muskoka chair as its logo and Molson Coors used a Muskoka chair on a recent brand promotion
- 4) Gail Vaz-Oxlade, the host of Til Debt Do Us Part
- 5) Trenton: they formed the world's largest-ever human maple leaf with 3,942 people
- 6) Insulin: \$243 for Canadian would cost \$3,060 in the U.S.
- 7) Rice
- 8) SpaceX: private space launch
- 9) 34 per cent
- 10) \$4 million as a penalty plus \$500,000 for the Competition Bureau's investigation costs



In order to reach your marketing goals, you need to take the first step.

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