



Build Engagement In Virtual Meetings Eighteen ideas that can keep your team motivated

By: Jennifer Layman
jenn@ovbusiness.com

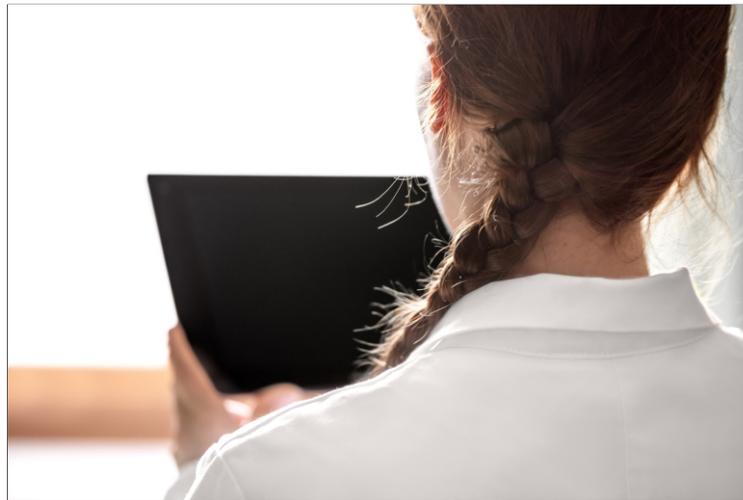
With lockdown measures in place, and virtual meetings becoming a regular part of business, it can be difficult to maintain morale and excitement that is often more prevalent at an in-person meeting. Here are some ways to keep meetings energetic and boost energy when the vigour of in-person meetings are not possible.

Activities

To help encourage participation by all members in the meeting, you can request certain activities in advance so that everyone has something to share. Here are some ideas:

1) Coffee mug show and tell. Let everyone know that they will spend a few seconds to show their coffee mug (or water bottle for the non-coffee drinks) as part of the show and tell to kick-off the meeting.

2) Dress day. Ask everyone to wear a certain colour, a hat or sunglasses or something else to bring cohesion of the group



together. Wear red or pink for Valentine's Day, pink shirt for anti-bullying day, etc. Make your own reason to have a colour day.

3) Share an experience. Ask each person in the meeting to share an experience on a certain topic. It could be how they supported a small business in the lockdown, how they did a positive thing for someone else, someone who did a positive thing for them, or just something

they are grateful for.

Share Ideas

At a virtual meeting I attended with a client, we were asked to share a winter home safety tip with everyone else. It caused me to make a note of a few things to check on over the holidays. You can ask others to share ideas as well. Here are some suggestions:

- 4) Favourite healthy snack
- 5) Fun winter activity or exercise
- 6) Tips on ensuring a good

night's sleep

- 7) Something new you learned

Leadership Moments

If time is of the essence, appoint one attendee of each meeting to take the leadership moment and provide something of interest to share with the rest of the group. Ideas include:

- 8) A joke
- 9) An inspirational quote
- 10) A story of a random act of kindness

- 11) Sharing a fun fact

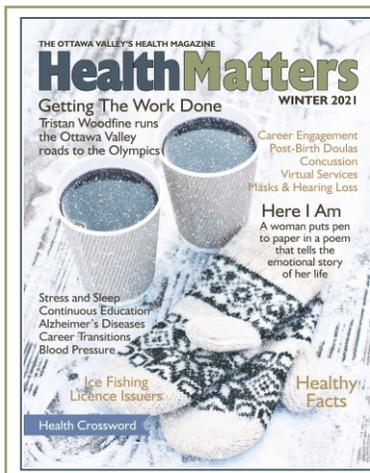
More Engagement

Since virtual meetings can sometimes be much shorter than in-person meetings, you can use the extra time to learn a little more about the people on the call. For example:

12) Born and raised. Have everyone share where they were born and raised and plot it on a map.

13) Two truths and a lie. Have everyone write down two truthful things about themselves and one lie and then see if others in the meeting can guess the lie.

Continued on Page 3



Winter 2021 Edition Available January 11th

The Winter 2021 edition of Health Matters is printing as usual. If you would like to reserve copies for your organization (in quantities of 25) let us know and we can deliver to you. Magazines are free to receive and free to distribute.

Copies will also be available at local businesses. See our Facebook page for updates on our delivery schedule: www.facebook.com/healthmattersmag

HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE

Phone: 613-732-7774 | behealthy@ovhealth.ca | www.facebook.com/healthmattersmag

Ottawa Valley BUSINESS

ABOUT US

Ottawa Valley Business (OVB) publishes on the first and third Tuesday of every month. OVB covers business news and events throughout Renfrew, Lanark and Pontiac counties as well as the surrounding areas. OVB is published by Forward Thinking Marketing Agency.

WHO READS US

Ottawa Valley Business is delivered by email to 3,600 subscribers in businesses, organizations and local and regional government.

HOW TO SUBSCRIBE

Subscriptions are free. Send an email to jenn@ovbusiness.com to be added to our distribution list.

ADVERTISING RATES

Advertising rates are as follows:

1/8 Page	\$75
1/4 Page	\$150
1/3 Page	\$175
1/2 Page	\$275
2/3 Page	\$325
Full Page	\$475

Regular Advertising Special: Run three ads for the price of two. Run the same ad twice and the third time you run the ad it's free!

Graphic design is included in the price of your ad. If submitting artwork, please request our ad dimensions.

CONTENT & SUBMISSIONS

Submissions on items related to business are welcome. This includes news, events, new hires, tender and letters to the editor. Content will be edited to fit the space available. If you have an event that is not business-related, please consider 101 Things To Do in the Valley at a cost of \$25. 101things@travelourbackyard.com

CONTACT US

Publisher.....Jennifer Layman
Email.....jenn@ovbusiness.com
Phone.....613-732-7774
Online.....www.ovbusiness.com
www.facebook.com/OVBbusiness

MAILING ADDRESS

2113 Petawawa Boulevard,
Pembroke, Ontario K8A 7G8

Events

January 6, 2021

Doing Business with the Government of Canada webinar. 9:00am-11:00am AST. Find out what the government buys, learn the contracting process, register in supplier databases, search for and bid on opportunities. <https://buyandsell.gc.ca/forms/seminar-registration-form-atlantic-region>. Contact 1-800-668-5378 or ont.osme-bpme@pwgsc-tpsgc.gc.ca.

January 6, 2021

Doing Business with the Government of Canada webinar. 9:00am-11:00am EST. Find out what the government buys, learn the contracting process, register in supplier databases, search for and bid on opportunities. <https://ontario.tpsgc-pwgsc.gc.ca/cal/regist-eng.cfm?sid=1971&anon=1#s1971>. Contact 1-800-668-5378 or ont.osme-bpme@pwgsc-tpsgc.gc.ca

January 7, 2021

Safeguard Your Small Business Online. 10:00am-11:30am. Join cybersecurity expert Melony Rocco to learn how to protect your online activities. Free. www.eventbrite.ca/e/safeguard-your-small-business-online-tickets-131220906263?aff=ebdssbonline search

January 8, 2021

Opening a Business in Canada: What to Consider as an Immigrant Entrepreneur. 10:00am-11:30am. Free. Hosted by Invest Ottawa. For any newcomer who has thought about opening a business and wants to make that dream a reality. Register at: www.eventbrite.ca/e/13256755011

January 11-12, 2021

Ontario's West Coast Tourism Summit. Join Huron County Economic Development for two virtual half-day sessions led by tourism industry experts. Tourism market trends pre and post COVID. How to take advantage of rural tourism. Free. www.eventbrite.ca/e/ontarios-

[west-coast-tourism-summit-2021-registration-131516462279?aff=ebdssbonline](https://www.eventbrite.ca/e/133109850145) search

January 12, 2021

Tuesday Talks with Festivals and Events Ontario. 11:00am. Beth Potter, president and CEO of the Tourism Industry Association of Ontario. Free. Register: www.festivalsandeventsontario.ca/resources/tuesday-talks-with-feo

January 13, 2021

Introduction to Canva: The Basics (Part 1 of 3) webinar. 10:00am-11:00am. Canva is a graphic design platform, used to create visual content. Learn the basics of setting up an efficient account for use on social media. www.smallbizcentre.ca (choose seminars and workshops tab). 613-283-8002 ext.109 or smallbusiness@smallbizcentre.ca

January 13, 2021

Business Financials by Digital Main Street. From checking the viability of your new business model to calculating your break-even point. 2:00pm-3:00pm. www.eventbrite.ca/e/business-financials-tickets-125656886129?aff=ebdssbonline search

January 13, 2021

Info-Cafe with the Office of Small and Medium Enterprises webinar. 8:00am-9:00am AST. Wednesdays from January 13 to March 31. Ask questions on how to sell goods and services to the government, learn about tools, resources and innovative funding programs and more. Register at: <https://buyandsell.gc.ca/forms/seminar-registration-form-atlantic-region>

January 13, 2021

Bidding on Opportunities with the Government of Canada webinar. 10:00am-12:00pm EST. For participants who want a more detailed overview of the bidding process with key information to help you bid on opportunities. Register at: <https://ontario.tpsgc-pwgsc.gc.ca/cal/regist-eng.cfm?sid=1972&anon=1#s1972>. 1-800-668-5378 or ont.osme-bpme@pwgsc-tpsgc.gc.ca

January 14, 2021

Social Enterprise 101. 12:00pm-1:00pm. Free. Hosted by Invest Ottawa. Join us to learn more about this unique type of

business that uses revenue-generating activities to achieve a social, environmental or cultural good. Register at: www.eventbrite.ca/e/133109850145

January 14, 2021

Supplying Professional Services to the Government of Canada webinar. 12:30am-12:00pm PST. Key information to help you bid on professional services opportunities. Register at: <https://smallbusinessbc.ca/education/supplying-professional-services-to-the-government-of-canada-2021-01-14>. Contact 1-866-602-0403 or osme-bpme-pac@tpsgc-pwgsc.gc.ca

January 19, 2021

Bidding on Opportunities with the Government of Canada webinar. 9:00am-11:00am AST. For participants who want a more detailed overview of the bidding process and information to help you bid on opportunities. <https://buyandsell.gc.ca/forms/seminar-registration-form-atlantic-region>. Contact 1-800-668-5378 or ont.osme-bpme@pwgsc-tpsgc.gc.ca

January 19, 2021

Tuesday Talks with Festivals and Events Ontario. 11:00am. Mike D'Urzo from Mega Magic. How to make your virtual event a success. Free. Register at: www.festivalsandeventsontario.ca/resources/tuesday-talks-with-feo

January 19, 2021

Webinar: Myth-Busting Federal Government Procurement. 10:00am-12:00pm EST. We dispel myths about selling to government and find out what the government buys, who from, how it buys and where to find resources and free support for small businesses. Register at: www.eventbrite.ca/e/mythbusting-federal-government-procurement-tickets-133876148163. Phone: 873-355-9796.

January 20, 2021

Getting the Most out of Canva: (Part 2 of 3) webinar. 10:00am-11:00am. Images, effects, filters and cropping. Register at: <https://us02web.zoom.us/j/81220906263>

Virtual Meeting Morale Continued

Continued from Page 1

14) Thinking questions: If you were stranded on a desert island and had the option of bringing three items with you, what three items would they be? If you could be any animal, what would you be and why? What was the first concert you ever went to? If you could have any celebrity over for dinner, who would it be and why?

15) Ask everyone to submit a fun fact about themselves to a

group leader and then have the leader read out the facts and see if everyone can guess who belongs to each fact.

Something Different

Sometimes, you just need something different to shake up the same old thing. You could:

16) Hold a stand-up meeting. Everyone stands for the meeting instead of sits.

17) Strange timing. Have a meeting at a strange time - 9:43am instead of 9:30am.

18) A ritual. Go through a

start-of-meeting ritual. It could be 15 seconds of meditation, everyone standing for a power pose (stand up straight, shoulders back, chin high, arms on waist) or a simple minute of basic stretching if your meeting is late in the day.

Engage your meeting mates to bring forward other creative things to contribute to the meeting. You never know when something simple or an easy laugh can make the difference in someone's day.

Federal Funding Programs Still Open

Canada Recovery Benefit (CRB)

Support to employed and self-employed individuals who are directly affected by COVID-19 and are not entitled to Employment Insurance (EI) benefits. If you are eligible you can receive \$1,000 (\$900 after taxes withheld) for a 2-week period and up to 26 weeks between September 27, 2020 and September 25, 2021.

Canada Recovery Caregiving Benefit (CRCB)

Support to employed and self-employed individuals who are unable to work because they must care for their child under 12 years old or a family member who needs supervised care. This

applies if their school, regular program or facility is closed or unavailable to them due to COVID-19, or because they are sick, self-isolating, or at risk of serious health complications due to COVID-19. If you are eligible your household can receive \$500 (\$450 after taxes withheld) for each 1-week period for up to 26 weeks between September 27, 2020 and September 25, 2021.

Canada Recovery Sickness Benefit (CRSB)

Support to employed and self-employed individuals who are unable to work because they are sick or need to self-isolate due to COVID-19, or have an underlying health condition that puts them at greater risk of

getting COVID-19. If you are eligible you can receive \$500 (\$450 after taxes withheld) for a 1-week period up to a total of 2 weeks between September 27, 2020 and September 25, 2021.

Canada Emergency Rent Subsidy (CERS)

Canadian businesses, non-profit or charities who have seen a drop in revenue due to the pandemic may be eligible for a subsidy to cover part of their commercial rent or property expenses, starting on September 27, 2020 to June 2021. You may also be eligible for lockdown support if your business location is significantly affected by a public health order for a week or more.

Book Club

INTERNATIONAL BESTSELLER

13

Things Mentally Strong People Don't Do

"Kick bad mental habits and toughen yourself up." -Inc.

Take Back Your Power, Embrace Change, Face Your Fears, and Train Your Brain for Happiness and Success

AMY MORIN

Everyone knows that regular exercise and weight training lead to physical strength. But how do we strengthen ourselves mentally for the truly tough times? And what should we do when we face these challenges? Or as psychotherapist Amy Morin asks, what should we avoid when we encounter adversity?

Through her years counselling others and her own experiences navigating personal loss, Morin realized it is often the habits we cannot break that are holding us back from true success and happiness. Indulging in self-pity, agonizing over things beyond our control, obsessing over past events, resenting the achievements of others, or expecting immediate positive results holds us back. This list of things mentally strong people don't do resonated so much with readers that when it was picked up by Forbes.com it received 10 million views.

Now, for the first time, Morin expands upon the 13 things from her viral post and shares her tried-and-true practices for increasing mental strength. Morin writes with searing honesty, incorporating anecdotes from her work as a college psychology instructor and psychotherapist as well as personal stories about how she bolstered her own mental strength when tragedy threatened to consume her.

RFP 2020-21: Seniors Community Needs Assessment

The Township of Whitewater Region wishes to engage a consultant to provide facilitation services, using solid data analysis skills, to assist with the development of an Age-Friendly Community Plan with a rural lens, through a Seniors Community Needs Assessment. We were successful in receiving a Seniors Community Grant from the Province of Ontario for this work. The proposals shall not exceed \$20,000. The work must be completed in a short 10-week period.



Deadline to bid is January 12, 2021.

RFP documentation can be found on the township's website at www.biddingo.com or www.whitewaterregion.ca

Questions: rtremblay@whitewaterregion.ca

Business News Around The Valley

Pontiac Using Former CN Railway Corridor

MRC Pontiac has resolved to authorize the use of snowmobiles and summer quads on the former Canadian National Railway corridor within the municipalities of Bristol, Clarendon, Litchfield and Portage du Fort. The public comment period on this draft by-law will run from December 17, 2020 to January 10, 2021.

Laurentian Valley Passes Budget

Laurentian Valley has passed its 2021 budget on December 15, 2020. The impact of the 2021 budget translates to \$33.98 per \$100,000 assessment for municipal purposes. On average, Laurentian Valley assessed household of \$254,820, the impact would be an increase of \$86.58 for the year. The 2021 budget is set at \$12 million with a levy increase of 1.97 per cent in operating, 2.0 per cent in capital reinvestment reserve and

a 3.18 per cent increase to the capital budget for a total of 7.15 per cent. The aggressive capital budget includes over nine kilometres in road work (\$2.1 million value) and an additional \$1.1 million in vehicles and equipment replacement. Total capital investment has been set for \$3.6 million.

Development of Forestry in the Pontiac

The MRC Pontiac council of mayors resolved to hold a "Lac à l'épaule" on January 16, 2021 to further develop a forest strategy that unites the MRC Pontiac and applies to the entire territory. It was further resolved to invite forest industry stakeholders, such as the Pontiac Wood Producers, to make presentations at the special working session.

Business Changes in Petawawa

Criger's Country Décor, owned by Dan and Carolyn Criger has been sold. The Criger's have retired after 40 years and the

new owners of the business took over in December. Drea's Barbershop has relocated into Bombshells business located at 1027 Victoria Street. Wild Garden Yoga has closed due to a posting out of Petawawa. Finally, Sarah and Jeff Bennett are the new owners of Burnt Bridge Quality Meats in Petawawa. The Bennetts also own Reiche Meats.

Hoston New President of DRDH

The Deep River and District Hospital (DRDH) has announced the appointment of Janna Hotson as its President and CEO of the Deep River and District Hospital, the Four Seasons Lodge and the North Renfrew Family Health Team. The appointment is effective as of April 2021. Hoston holds a registered nurse designation as well as a master's degree in health administration. She is a certified healthcare executive. During her tenure at DRDH,

Hoston has held several positions including her current role as Vice-President of Clinical Services, Chief Nursing Executive and Long-Term Care Administrator. In 2020, she also acted as COVID-19 response team lead, navigating the organization through the current pandemic. President and CEO, Richard Bedard, announced his retirement for the spring of 2021. Bedard will be leaving the organization after serving as President and CEO of DRDH for five years.

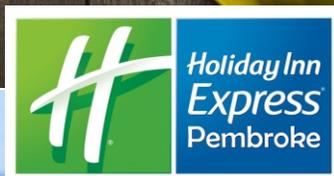
Pontiac In Red Zone

As of December 17, 2020, the Pontiac is in a red zone for COVID-19. This will continue until January 11, 2021. Private gatherings, whether inside or outside are prohibited. MRC staff will work remotely and the municipal building will be closed to the public until January 11, 2021. Staff will be available by email and voicemail.

Continued on Page 6

Working on a Project in the Ottawa Valley?

We offer special negotiated rates for projects and crews



Modern rooms, 42" flat TV, high speed internet, pool, breakfast and exercise room.



Call 613-629-1990 or frontdesk@hiexpembroke.com with your requirements to take advantage of special offers.



Post For \$75
ovjobs.ca

Need some help with writing your job ad? We can help! Part of the service we offer is assistance to employers with writing a job posting that covers what you are looking for in a potential employee. This service is included in the price of your ad.



www.facebook.com/ovjobs

www.ovjobs.ca

Phone: 613-732-7774 | employers@ovjobs.ca

Renfrew and Lanark 2020/2021 EmployerOne Survey Now Available

NEW

Complete the Survey to Let Us Know About Your Business' Workforce Needs and Experiences



This project is funded in part by the Government of Canada and the Government of Ontario.

Please fill out at <https://bit.ly/3gAqCof>



Complete by February 26, 2021 to be entered to win one of the \$100 & \$500 gift card prizes! www.employeronessurvey.com

Business News Around The Valley

Biz Quiz

- 1) Who is the new finance minister for Ontario?
- 2) This plan was approved by the federal and provincial governments four years ago to boost retirement benefits causing an increased payment from employees and employers.
- 3) Statistics Canada says 20% of Canadian businesses were affected by cybersecurity incidents in 2019. What cannabis company was affected by one on Christmas day?
- 4) The federal government has launched an ad campaign urging Canadians to avoid travelling during the pandemic. How much are they spending?
- 5) This tech company is looking to get into car production by 2024. What company is it?
- 6) According to Canada Border Services Agency, how many Canadian air passengers have entered Canada since March 21?
- 7) How long did it take Canada to convert to the metric system from the imperial system?
- 8) Pet sales were up by five per cent in Canada in 2020. How much did Canadians spend on their pets in 2020?
- 9) Apollo Global Management is looking to take over the Great Canadian Gaming Corp which operates 26 facilities in Ontario, British Columbia, New Brunswick and Nova Scotia. How much per share are they offering?
- 10) In a December 8 Maru/Matchbox poll, what percentage of Ontarians feel that closing in-store shipping at small retailers while allowing big box stores to remain open for in-store shopping is unfair?

Answers on Page 10

Continued from Page 4

Pembroke Extends CIP

The planning and development committee for the City of Pembroke has recommended that the Community Improvement Program (CIP) COVID-19 Business Support Grants

continue for another six months. The remaining funds from 2020 are recommended to be placed in a reserve for future CIP applicants in 2021 and that non-profit organizations also be eligible.

Petawawa Retirements

Kathy Pivato, Administrative

Assistant for the Town of Petawawa, retired from the municipality after 14 years of service. In addition, Phil Smith, Assistant Deputy Chief, Equipment and Facilities, retired after 22 years of service with the Town of Petawawa fire department.

Financial

CERS Webinar

CPA Canada recorded their webinar on the Canada Emergency Rent Subsidy (CERS). The Canada Revenue Agency (CRA) provides an overview of the program and demonstrates their online CERS tools and application portal. In addition, the CRA responds to some of the top questions that CPA Canada received from members on the CERS. It is available for free at <https://youtu.be/7XgFE2Xz2XQ>

Upcoming Tax Dates

The following are upcoming 2021 tax dates:

January 18, 2021

See, download and order forms and publications as of January 18, 2021: www.canada.ca/taxes-general-package

February 5, 2021

Starting today you can call the CRA at 1-855-330-3305 to order forms and publications.

February 19, 2021

If you filed your return on paper last year, the CRA will automatically mail you the 2020 income tax and benefit package by today; it may arrive later due to COVID-19 delays.

February 22, 2021

To avoid delays, the Canada Revenue Agency (CRA) encourages you to sign up for direct deposit, and file online as early as today.

March 1, 2021

The RRSP annual limit for 2021 is increasing to \$27,830 from the previous limit of \$27,230. You can make RRSP contributions for the 2020 tax year during the RRSP season that ends on March 1, 2021.

April 30, 2021

The deadline to file your return and pay your 2020 taxes.

June 15, 2021

If you, a spouse or a common-law partner is self-employed, today is the deadline to file your taxes. All taxes owed must still be paid by April 30, 2021.

TFSA Contribution Limit

The annual TFSA limit for 2021 is unchanged at \$6,000.

Federal Tax Brackets

The federal tax rates and brackets for 2021 are:
Up to \$49,020: 15%
\$49,020.01 to \$98,040: 20.50%
\$98,040.01 to \$151,978: 26%
\$151,978.01 to \$216,511: 29%
\$216,511+: 33%

Ontario Tax Brackets 2020

Up to \$44,740: 5.05%
\$44,741 to \$89,482: 9.15%
\$89,483 to \$150,000: 11.16%
\$150,001 to \$220,000: 12.16%
\$220,001 and over: 13.16%

Quebec Tax Brackets 2020

Up to \$44,545: 15%
\$44,546 to \$89,080: 20%
\$89,081 to \$108,390: 24%
\$108,391 and over: 25.75%

A lifestyle they'll love and a job that makes it happen.

Eastern Ontario Jobs

\$132.75 per posting. Live for 60 days.

We can help write the job ad.

See what we're all about:

www.EasternOntarioJobs.com

Promoted to Facebook followers.

www.facebook.com/EasternOntarioJobs



For employers in Eastern Ontario (postal code begins with "K").

Government News In Brief

School Support Funding

In January 2021, students aged 13 through Grade 12 will be eligible for funding under an expanded Support for Learners program. Parents or guardians will receive a one-time payment of \$200 per eligible student to help offset education expenses. Support will be available for those who attend a public or private school or who are home-schooled. As part of the province-wide shutdown, all elementary students will be studying virtually until January 11. Secondary students in Northern Ontario will be studying virtually until January

11 and those in Southern Ontario will be studying virtually until January 25.

Ontario Small Business Support Grant

The Ontario Small Business Support Grant will provide \$10,000 to \$20,000 to eligible small business owners required to close or restrict services under the province-wide shutdown. Eligible small businesses include those that 1) are required to close or significantly restrict services subject to the province-wide shutdown effective December 26, 2020, 2) have less than 100 employees at the enterprise level and 3) have experienced a minimum of 20

per cent revenue decline in April 2020 compared to April 2019. More information on this program will be announced in January 2021 or contact your local MPP's office.

Ontario Cancelling Passenger Road Tests Across Ontario

As a result of the province-wide shutdown, on December 26, the Ontario government will cancel all in-vehicle passenger tests across Northern Ontario until January 9 and for all 27 public health unit regions in Southern Ontario until January 23. Visit www.DriveTest.ca for more information about DriveTest services in your area.

Safe Restart Funding: Municipalities

In late December, the Ontario government announced Safe Restart Agreement funding for municipalities. The funding is to offset operating costs for critical services and help ensure these municipalities do not carry an operating deficit into 2021.

The funding in Renfrew County is allocated as follows: Admaston Bromley (\$20,000), Arnprior (\$51,000), Bonnechere Valley (\$230,000), Brudenell,

Lyndoch and Raglan (\$18,000), Deep River (\$24,000), Greater Madawaska (\$33,000), Head, Clara and Maria (\$12,000), Horton (\$21,000), Killaloe, Hagarty and Richards (\$22,000), Laurentian Hills (\$21,000), Madawaska Valley (\$39,000), McNab Braeside (\$39,000), Pembroke (\$159,000), Petawawa (\$85,000), County of Renfrew (\$557,000), Renfrew (\$49,000), South Algonquin (\$37,000) and

Whitewater Region (\$43,000).

Other regional municipalities to receive funding include Bancroft (\$166,000), Beckwith (\$41,000), Drummond North Elmsley (\$46,000), Lanark County (\$369,000), Lanark Highlands (\$47,000), Mattawa (\$20,000), Mississippi Mills (\$269,000), Montague (\$21,000), Perth (\$265,000), Smiths Falls (\$106,000) and Tay Valley (\$48,000).

It's A Fact

Official Languages

62.2%

Share of Canadians with English as their mother tongue in 1986

57.0%

Share of Canadians with English as their mother tongue in 2016

200,000-250,000

Since the early 1990s, the number of immigrants admitted to Canada per year

22.0%

Total population who declared a language other than English and French as their mother tongue in 2016

130

Number of immigrant languages recorded in the 2016 Census

213,225

People who counted their mother tongue as Aboriginal in 2016 (0.6% of the population)

77,000

People who counted their mother tongue as Aboriginal in 1901 (1.4% of the population)

29.3%

Canadian population who declared French as their mother tongue in 1941

21.0%

Canadian population with French as their mother tongue in 2016

9

Aboriginal languages recognized alongside English and French through the Official Languages Act in the Northwest Territories

78%

Share of people in Quebec with French as their mother tongue in 2016

71.8%

Share of people in the rest of Canada with English as their mother tongue in 2016

Source: Statistics Canada

(COVID-19)

REGIONAL RELIEF AND RECOVERY FUND

COMMUNITY FUTURES SUPPORTING RURAL COMMUNITIES

\$30M IN ADDITIONAL RRRF FUNDING AVAILABLE FOR RURAL SMES

 Government of Canada / Gouvernement du Canada



Contact Renfrew County Community Futures Development Corporation

www.rccfdc.org/financing | Phone: 613-431-3951

Perth Economic Task Force 2020 Initiatives

Plans continue for 2021 to boost business

As a tumultuous 2020 comes to a close, the Town of Perth is taking the time to celebrate the many achievements and accomplishments of its Economic Recovery Taskforce (ERTF), Economic Development and Tourism departments, Chamber of Commerce, and Downtown Business Association.

For the restaurant sector, the Town of Perth made it easier to set up and expand outdoor patios, created dedicated pick-up spots for take-out, waived permit fees for patios, and created an \$8,000 fund to help businesses get set up with the delivery services of Valley Eats. These initiatives successfully helped our restaurants bounce back in the summer months from lockdown and will help them make it easier and more convenient for customers to order food from the comfort of their homes. The Town also

waived downtown parking fees, increased the parking time to 4 hours, waived fees for busking, sandwich boards and sidewalk sales.

To support responsible tourism, the Town and BIA launched Weekends in Perth, with a budget of \$10,000; this program brought small outdoor performances to every part of town. Residents and visitors have been thrilled and entertained by the sight of lifelike dinosaurs, the mischievous Grinch, creative artists, and energetic musicians roaming the streets.

The Town of Perth has also created a new Shop Local campaign that will be rolling out over the coming months, alongside a new online Holiday Gift Guide. Plans are in the works to have this Gift Guide become a yearlong showcase of the kinds of products available in Perth for any occasion and

individual.

Thanks to the actions of the BIA and Chamber of Commerce, Perth downtown and area businesses were able to access approximately \$100,000 through the provincial Digital Main Street program. This funding will support key investments by businesses in digital marketing, website upgrades, and various software solutions. Alongside this program, the Town, Chamber, and BIA have been an important source of funding information for the Town's businesses and have successfully helped many access a multitude of regional, provincial, and federal programs designed to mitigate the impacts of COVID-19.

As the Town heads into winter 2020, it and the ERTF are happy to announce a new initiative in association with Shopify. A Perth Shopify team is on hand to not only help businesses get set up

and optimize their online storefronts, but to help them refine all aspects of their digital strategy. Through one-on-one business consultations and Perth wide projects, the Perth Shopify team is here to help Perth redefine business in our small town and help our businesses take full advantage of the new digital economy.

Going into 2021, the Town is considering several additional initiatives from the ERTF. This includes \$40,000 on new branding and marketing campaigns to bring more investment and visitors to town, alongside \$20,000 for additional marketing campaigns and small events. Council is also looking at committing \$25,000 for the hiring of a communications consultant to make the most of these initiatives and to keep our citizens better informed of what is happening in Perth.



For Workers & Workplaces

Contact Melissa Friske
Phone: 613-432-3156
friskem@rcdsb.on.ca

Challenge For Your High School Diploma: Our Prior Learning Assessment Recognition (PLAR) allows you to challenge credits towards your high school diploma. PLAR looks at your life and work experiences since leaving high school and credits you for that experience. Administered at an adult high school.

English Second Language: Non-credit adult ESL classes to help newcomers gain proficiency in English and work towards employment.

Improve Your Learning Skills: The Literacy Basic Skills (LBS) upgrading program helps you work more effectively in your daily life and in your job. Participants improve skills, increase self-esteem and development more options to continue with their learning which can include post-secondary education, skilled trade apprenticeship or high school credits. A wide variety of workplace curriculum is available to meet labour market needs.

Improve Computer Skills: Increase your computer and digital skills with this computer job readiness program. Learn Microsoft Office, internet basics, email and other transferrable skills for employment.

Aptitude Testing: Develop new skills in numeracy, comprehension, spatial ability or problem-solving to increase your aptitudes in order to advance in your current career or move into other employment. We can develop a program to increase your skills to help you be successful.

Flexible Delivery
We can work with an organization to find a solution that meets the needs of their workforce. Flexible delivery and adjusted timeframes are available for certain programs. Mobile learning and flexible classroom times (day and evening) are also options.

Locations
Locations are available in Arnprior, Renfrew, Pembroke, Petawawa. ESL is available in Pembroke and Deep River.

Improve Your Opportunities In The Workforce

Tender Results Around The Region

Tender Contract No. T-20-19 for the Supply and Delivery of Chemicals for Water & Sewage Treatment. City of Pembroke. Soda Ash (Dense)

Univar Canada Ltee for an estimated contract value of \$143,280.00

Sodium Silicate

Univar Canada Ltee for an estimated contract value of \$101,160.00

Pre-Hydroxylated Aluminum Sulphate (PAS)

Kemira Water Solutions Canada Inc. for an estimated contract value of \$271,680.00

Sodium Hypochlorite

Univar Canada Ltee for an estimated contract value of \$17,663.80

Sulphuric Acid

Flochem Ltd. for an estimated contract value of \$27,610.00

Polymer

SNF Canada Ltd. for an estimated contract value of \$56,183.40

Upgrade Fire Protection Systems at CC120. Defence Construction Canada.

Awarded to Frecon Construction of Russell in the amount of \$244,000.00.

Lead Remediation and Cleaning at CS120. Defence Construction Canada.

Awarded to A&O Contracting of Mississauga in the amount of \$79,320.10.

Repair Exhaust at Y-108. Defence Construction Canada.

Awarded to Panke Electric of Petawawa in the amount of \$38,840.00.

Emergency Repairs to Water and Sewer. Defence Construction Canada.

Awarded to RGT Clouthier Construction of Pembroke in the amount of \$150,000.00.

Upgrade Controller at J107. Defence Construction Canada.

Awarded to Johnson Controls of Ottawa in the amount of \$4,919.50.

Geotechnical and Topographical Work. Defence Construction Canada.

Awarded to Jp2g Consultants of Ottawa in the amount of \$88,127.50.

Renovate Officers' Mess at Pembroke. Defence Construction Canada.

Awarded to RGT Clouthier Construction of Pembroke in the amount of \$55,600.00.

For full tender listings and results see www.ovbusiness.com

Summer Jobs Grant

The Canada Summer Jobs (CSJ) program is now open for 2021. The CSJ program this year will be keeping the expansions which were part of the 2020 version:

1) an increase to the wage subsidy of up to 75 per cent of the provincial minimum hourly wage;

2) an extension to the end date for employment to February 26, 2022;

3) allowing employers to hire staff on a part-time basis.

Funding is available to all non-profits, public-sector organizations and small businesses with 50 or fewer full-time staff. CSJ is for young people aged 15 to 30.

Applications close January 29, 2021. For more information, visit www.cherylgallant.com/programs/canada-summer-jobs/

Ag News

Wildlife Payments

The Ontario government is speeding up payments under the wildlife damage compensation program for livestock producers impacted by wildlife predation. As of January 1, 2021, producers can be paid 20 business days earlier for approved claims. www.omafra.gov.on.ca/english/livestock/predation.htm

Farms Receive Funding

The following Renfrew County recipients have been approved, as of November 24, 2020, to receive funding in support of projects to help establish or expand their online presence and provide consumers with opportunities to access local food:

Bonnechere Haven Farms, Calabogie Rustic Farm, Hugli's Blueberry Ranch,

Loeks Farm & edible Eco-System Design, Mapleside Sugar Bush, McGregor's Orchard, McGregor's Produce, Ottawa Valley Farm to Fork, Ottawa Valley Food Cooperative, Square Timber Brewing Company, Terramor Farm, Valley Bio Limited, Valley Market Samosas, Wild Ridge Farms Inc.

February 10, 2021

ONFARM Forum. Learn about project activities, research snapshots and on-farm best practices. Free, online event. 9:00am-12:00pm EST.

www.eventbrite.ca/e/2021-onfarm-forum-tickets-129583308163

Beef Farmer Funding

As of December 21, 2020, Ontario beef farmers can apply for funding to cover costs of feeding and setting aside market-ready cattle due to COVID-19 processing delays through the Canada-Ontario COVID-19 Beef Emergency Feed Maintenance Initiative. www.omafra.gov.on.ca/english/cap/index.htm

Tenders

EXPRESSION OF INTEREST

APN – Petawawa Construction Program for FY 2020-2021 with Security Requirements

REQUEST FOR PROPOSAL

2020-21 RFP Seniors Community Needs Assessment

Engineering Services
PW 2020-07

REQUEST FOR QUOTATION

Slip in Water Tank PW 2020-08

TENDERS

Electrical Service Upgrade

Equipment and Labour Rental 2021-2021 Request For Standing Offer S20-01

Deacon Street Storm Main Rehabilitation Using Cured-in-Place Pipe Line Request For Tender No. T-20-17

Tender MV 2020-12 – Lakewood Subdivision Construction of Skead Road and Lakewoods Drive

For full tenders and results, visit www.ovbusiness.com

Follow our Facebook page for updated tender postings: www.facebook.com/ovbusiness

Tenders are free for municipalities and organizations to post with Ottawa Valley Business. To submit your tender for posting, send it to: admin@ovbusiness.com

Competing No Matter What 2021 will be the year of small business



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

This past Christmas break, I had the opportunity to do some business planning with a client. They had significant impacts from the spring lockdown, the summer and fall season restrictions on their business and now the winter lockdown. Supplier issues caused financial and mental challenges. Yet, they kept as many things consistent as they could, went the extra mile for their customers and found ways to grow areas of their business the way they could with all the challenges.

In short, they found a way to compete.

In business planning, you think of all the possible ways you will have to compete for someone's time (to become aware of you) and money (to spend with you). You pre-think of the challenges you might meet - supplier issues, advertising budgets, delivery

options - and you come up with ways to meet those challenges. Some of the things that impact your ability to compete will be beyond your control, such as a business lockdown. But if you want to stay in the game, you have to find solutions to those issues and that usually comes from your strengths.

Your strengths are the foundation of your business. They are the things that make you think you can compete successfully in the first place. They are the things that make you sacrifice family vacations, guaranteed income and low-stress weekends to run your own business. Your strengths are the reasons you choose to compete.

Unlike sport where you compete in short intervals - hours in a hockey game or days in golf - in business, you compete every single day even when you are not "at work." Running a business is choosing to live a lifestyle, and it is the most competitive thing you will ever do. Learning how to be in daily competition is important.

I was disappointed when the second lockdown happened in Ontario. I didn't believe the way to prevent people from gathering at home in groups was to send them home even more than they

were before. I don't believe that closing a shoe business in Pembroke helps stop COVID-19 in Toronto. I sure don't believe that it is safer to buy a board game, pair of socks or stationery supplies at Walmart with 500 of my closest non-friends than it is to buy it at a small business with three people in the store. Small businesses, and the organizations who depend on small businesses, are my clients.

Although I am disappointed and feel that many decisions are lacking in common sense, I still compete. I am still working with small-town businesses and organizations who are also choosing to compete. We are in the trenches together.

"The best part of competition is that through it we discover what we are capable of - and how much more we can actually do than we ever believed possible." (Anonymous)

2021 is the year small business competes and wins.

No. Matter. What.

Happy New Year to you all!

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

Deadlines

OTTAWA VALLEY BUSINESS

Publishes: January 19, 2021

Deadline: January 13, 2021

Publishes: February 9, 2021

Deadline: February 3, 2021

Publishes: February 23, 2021

Deadline: February 17, 2021

Publishes: March 9, 2021

Deadline: March 3, 2021

101 THINGS TO DO IN THE VALLEY

March-April 2021

Publishing: February 23, 2021

Deadline: February 19, 2021

HEALTH MATTERS

Winter 2021 Issue

Publishing: January 8, 2021

Spring 2021 Issue

Publishing: April 9, 2021

Deadline: March 19, 2021

Summer 2021 Issue

Publishing: July 9, 2021

Deadline: June 18, 2021

Fall 2021 Edition

Publishing: October 8, 2021

Deadline: September 17, 2021

Biz Quiz Answers

- 1) Peter Bethlenfalvy
- 2) Canada Pension Plan (CPP)
- 3) Aurora Cannabis
- 4) \$850,000 on digital ads
- 5) Apple
- 6) 1 million
- 7) 15 years: from 1970 to 1985
- 8) \$5.7 billion
- 9) \$45 per share
- 10) 88%

Could You Do More With Less?
You might be surprised in your potential

There is no magic wand to make up for the impacts of the pandemic. Good marketing choices can help build a new road to new opportunities.

forwardthinking
MARKETING AGENCY

www.fwdthink.net | Phone: 613-732-7774 | jenn@fwdthink.net