

# Ottawa Valley BUSINESS

Renfrew, Lanark and regional business news.

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## Stats Canada Performs April 2021 Update One in 10 businesses looking at closure in the next year

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

Throughout April 2021, Statistics Canada conducted the *Canadian Survey on Business Conditions*. The survey collects information on business expectations moving forward and the ongoing impact of the pandemic on businesses.

Over the next three months, the survey found the following:

- one-third of businesses expected profitability to decrease,
- one-quarter expected sales to decrease,
- one-fifth expected to increase the prices they charge, and
- three-quarters expected their number of employees to remain the same. Businesses were concerned with future survival and expected to face a variety of obstacles in the short term.

### Anticipating Lower Short-Term Profitability

Almost four in 10 businesses expected their profitability to decrease over the next three months. This number increased



to 51.6 per cent of businesses in accommodation and food services sector. Conversely, 12.4 per cent of businesses expected their profitability to increase, most notably, those in wholesale trade (19.4 per cent), manufacturing (18 per cent) and retail trade (17 per cent).

Just over one-quarter of businesses expected sales to decrease over the next three months, down from nearly one-third of businesses last quarter. Businesses in accommodation and food services (42.1 per cent) were most likely to expect sales

to fall. Five per cent more businesses are expected to raise prices over the next three months totalling 19.9 per cent overall, with 33.9 per cent of businesses in manufacturing, 33.7 per cent in wholesale trade and 31 per cent in construction most likely expecting to do so.

### Employees and Recruitment

In terms of staff, 77.6 per cent of businesses expected their number of employees to remain the same over the next three months. This is an increase of seven per cent from the last cycle. Conversely, 8.8 per cent

of businesses expected their number of employees to decrease, down from 11.7 per cent last quarter. For businesses in accommodation and food services, 20.5 per cent expect a reduction in employees over the next three months. In terms of vacant positions, 6.8 per cent of businesses expected to have more job vacancies over the next three months with 13.4 per cent in the food services and accommodations sector anticipating more vacancies.

### Business Survival Over The Next Year

Just over 68 per cent of businesses say they could continue to operate at their current level for 12 months or more before considering closure or bankruptcy. Similar to last quarter, almost 1 in 10 reported they could continue for less than 12 months. Nearly one-quarter of businesses in accommodation and food services say they could continue to operate for a year before having to consider closure or bankruptcy.

*Continued on Page 3*

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# 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.

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## 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](mailto:101things@travelourbackyard.com)

## CONTACT US

Publisher.....Jennifer Layman  
 Email.....[jenn@ovbusiness.com](mailto:jenn@ovbusiness.com)  
 Phone.....613-732-7774  
 Online.....[www.ovbusiness.com](http://www.ovbusiness.com)  
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## MAILING ADDRESS

2113 Petawawa Boulevard,  
 Pembroke, Ontario K8A 7G8

## Events

### June 1, 2021

**Developing Self-Management Skills for Your Well-Being.** 11:00am-12:30pm. In this workshop, we'll discuss how the workplace is shifting to a digital-first environment and why self-management skills are essential for your performance and well-being. Call 613-828-6274 or [www.eventbrite.ca/e/153555999127](http://www.eventbrite.ca/e/153555999127)

### June 3, 2021

**Introduction to AI.** Providing a level-setting foundation in AI, this high-level introduction takes you through the key aspects of AI that working professionals should know. No previous knowledge of AI is required. 10:00am-12:00pm. Free [www.eventbrite.ca/e/153855412681](http://www.eventbrite.ca/e/153855412681)

### June 8, 2021

**Finding opportunities on Buyandsell.gc.ca.** This webinar provides an overview and demonstration of the Buyandsell.gc.ca website's key features and functions. 9:00am-11:00am ADT. Free webinar. <https://tinyurl.com/3str9nf3>

### June 9, 2021

**Getting Hacked: What You Need to Know to Protect Yourself?** Cybersecurity is critical for businesses of all sizes. Let's talk about phishing, passwords and ransomware. If you get this stuff

sorted, you're already drastically reducing your chances of being compromised without having to put much work in. 11:00am-12:00pm. Free webinar. [www.eventbrite.ca/e/151544127565](http://www.eventbrite.ca/e/151544127565)

### June 10, 2021

**Federal supplier registration workshop.** Register in the supplier registration information database, find opportunities on [www.buyandsell.gc.ca](http://www.buyandsell.gc.ca) and subscribe to email notifications. 12:00pm-2:00pm. Free webinar. Call 1-873-355-9796 to register.

### June 10, 2021

**Commercial Insurance 101.** Every business needs commercial insurance to protect its people, clients, property, vehicles, and revenue. No matter the size of the company, mitigating and evaluating risk can help keep your business safe. Presented by Cowan Insurance. 2:30pm-3:30pm. Free [www.eventbrite.ca/e/155690678009](http://www.eventbrite.ca/e/155690678009)

### June 10, 2021

**Social Enterprise 101.** Join us to learn more about this unique type of business that uses revenue-generating activities to achieve a social, environmental or cultural good. 12:00pm-1:00pm. Free webinar. [www.eventbrite.ca/e/154844926343](http://www.eventbrite.ca/e/154844926343)

### June 15, 2021

**The COVID Bootcamp: How the Winners Adapted, Overcame and Delivered.** 10:00am-11:30am. Free webinar. <https://tinyurl.com/4m5f7ka4>

### June 15, 2021

**Is It Time To Hire A Virtual**

**Assistant?** 10:00am-11:00am. WE-CAN event. Free webinar. Jenny Chandler and her team at Simple Desk specialize in providing various outsourcing solutions for small businesses across Canada. Join her in this 1-hour session to discover if hiring a Virtual Assistant (VA) would benefit your business. <https://tinyurl.com/r4y55ws6>

### June 16, 2021

**2021 Global Economic Outlook : Road to recovery.** Discover insights and advice on the key economic indicators impacting Canadian companies in 2021. 1:00pm-2:00pm. Webinar. Hosted by Export Development Canada. Free. <https://tinyurl.com/tje8w3a3>

### June 24, 2021

**Federal supplier registration workshop.** Register in the supplier registration information database, find opportunities on [www.buyandsell.gc.ca](http://www.buyandsell.gc.ca) and subscribe to email notifications. 12:00pm-2:00pm. Free webinar. Call 1-873-355-9796 to register.

### July 15, 2021

**Microsoft 365 vs Google Workspace – What collaboration platform to choose.** The two product suites head-to-head in a detailed comparison review. 11:00am-12:00pm. Free webinar. [www.eventbrite.ca/e/151700589547](http://www.eventbrite.ca/e/151700589547)

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# Business Outlook Still A Challenge

## Hiring, customer retention remain obstacles

*Continued from Page 1*

Nearly 62 per cent of businesses could continue to operate at their current level of revenue and expenditures for 12 months or more before considering laying off staff, while 20.7 per cent reported they could continue for less than 12 months before considering laying off staff. Businesses in accommodation and food services (38.4 per cent) and arts, entertainment and recreation (29.4 per cent) were most likely to report they could continue for less than 12 months before considering laying off staff.

Businesses are also expected to face obstacles related to the workforce. Recruiting skilled employees was expected to be an obstacle for 27.8 per cent of all businesses, led by those in manufacturing (39.1 per cent), construction (35.2 per cent), retail trade (32.4 per cent), and accommodation and food services (32.3 per cent). In addition, shortage of labour force and retaining skilled employees were expected obstacles for one in five.

### Restructuring, Selling

Twelve per cent of businesses had plans to expand or restructure, or had plans to acquire or invest in other businesses in the next year. Similar to last cycle, 2.9 per cent of businesses had plans to transfer or sell their business within the next year. Meanwhile, 1.3 per cent of businesses had plans to close their business, down from 2.4 per cent of businesses last quarter.

### Cash and Debt

Three-quarters of businesses had the cash required to operate over the next three months. While 42.9 per cent of businesses reported they did not need to take on more debt, 14.8 per cent of businesses reported they could not take on more debt. Of businesses that could not take on more debt, the most commonly reported reasons were

lack of confidence/uncertainty in future sales (56.2 per cent), cash flow (47.2 per cent) and expectations that the request would be denied (22 per cent).

### Obstacles And Future Unknowns

During these uncertain times, businesses are faced with a variety of obstacles and future unknowns. The rising cost of labour, capital, energy and raw materials, was the most commonly expected obstacle over the next three months (37.8 per cent). This is an increase of nearly 10 per cent from last quarter. The rising cost of inputs was expected to be an obstacle for 62.1 per cent of businesses in construction, 62 per cent of businesses in agriculture, forestry, fishing and hunting, and 59.2 per cent in manufacturing.

### Attracting Customers

When it comes to customers, 27.8 per cent of businesses expect to face challenges in attracting new or returning customers in the next three months. It was expected to be an obstacle for 43.2 per cent of businesses in information and cultural industries, 42.6 per cent of those in accommodation and food services, and 41.4 per cent of businesses in arts, entertainment and recreation.

### Online Sales Capabilities

Temporary store closures and physical distancing measures, prompted many retailers to expand their e-commerce presence. Retail e-commerce

rose from 3.5 per cent of total retail sales in 2019 to 5.9 per cent in 2020. In December, online sales were up by 69.3 per cent year over year.

In addition, one in five of all businesses were likely to invest in online sales or e-commerce capabilities over the next 12 months. Businesses in information and cultural industries (41.8 per cent), retail trade (37.8 per cent), and wholesale trade (36.1 per cent) were most likely to invest in online sales or e-commerce capabilities over the next 12 months.

Also, 18.6 per cent of businesses reported they were likely going to permanently increase their online sales capacity once the pandemic is over. Businesses in retail trade (37 per cent) and wholesale trade (34.3 per cent) were most likely to report this.

### GDP Grows But Still Low

Real gross domestic product grew 0.4 per cent in February, after having grown 0.7 per cent in January. This tenth consecutive monthly increase continued to offset the steepest drops in Canadian economic activity on record in March and April 2020. However, total economic activity was about 2 per cent below the level observed in February 2020, before the pandemic.

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*Badass Habits* features Jen's trademark hilarious voice and offers a much-needed fresh take on the conventional wisdom and science that shape the optimism around the age-old topic of habits. The book includes interviews with people who've successfully strengthened their discipline backbones, new perspective on how to train our brains to become our best selves, and a simple, 21 day guide for ditching habits that don't serve us. Habits shouldn't be impossible to reset. With healthy boundaries, knowledge of and permission to go after our desires, and an easy to implement plan of action, we can make any new goal a joyful habit.



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# Business News Around The Valley

**Dubeau's Reopens Drive-Thru**  
Epicerie Dubeau Grocery has reopened its drive-thru after the Government of Quebec has made some positive changes in its reopening of the province. The drive-thru is open Friday and Saturday from 10:00am to 6:00pm. The store's maximum capacity is 10 people and masks remain mandatory.

## **NAW Mayors Address**

On May 11, North Algona Wilberforce Mayor James Brose attended the Upper Ottawa Valley OPP Detachment area virtual meeting regarding the police service board for the detachment area. The proposal that is being considered is that Pembroke and Petawawa want to continue with their individual police boards, Admaston Bromley and Whitewater Region are interested in joining the Renfrew detachment police board and the municipalities of Laurentian Valley, Head, Clara and Maria and Laurentian Hills would have their own police board. There does not appear to be a willingness to adopt the province's directive of having one police board.

## **Building Permits**

Greater Madawaska has issued 64 building permits from January to April 2021 with a total construction value of \$11,246,765. All permits are for residential purposes. As of May 1, North Algona Wilberforce has issued nine permits for a total of fees collected of \$1,350.67.

## **Municipalities Launch Rewards Campaign**

Brudenell, Lyndoch and Raglan, Killaloe, Hagarty and Richards, Bonnechere Valley, North Algona Wilberforce, Madawaska Valley and Whitewater Region have partnered to promote local businesses by encouraging residents to shop local with the "Rural Rewards" program. It will consist of the distribution of Rural Rewards cards that can be stamped by a store clerk after making a purchase at any of the businesses within the participating municipalities. After 10 purchases, the Rural

Rewards cards can be dropped off at the municipal office and a new card picked up. Each municipality will have a monthly draw for a \$25.00 local gift card of the winners choosing. The campaign will run from June till December 2021.

## **Draft Forest Biomass Action Plan**

The public is invited to review and comment on the draft Forest Biomass Action Plan via a posting on the Environmental Registry of Ontario. The plan proposes to secure jobs and encourage sustainability in the forest sector while supporting economic development through the use of forest biomass (mill by-products and forest bio-fibre). Individuals can review the draft on the Environmental Registry of Ontario (ERO) and provide comment until June 21, 2021. Access the proposal by searching the ERO for Notice #019-3514, or by visiting [www.ero.ontario.ca/notice/019-3514](http://www.ero.ontario.ca/notice/019-3514). Following the closing of the posting, comments will be reviewed and considered before finalizing via a decision notice on the ERO. Anyone with questions can contact the core development team at [forestbiomass@ontario.ca](mailto:forestbiomass@ontario.ca).

## **CMP Planning Events**

Greater Madawaska council is looking to approve a three-year operating permit for Calabogie Motorsports Park for July 29, 2021 to July 28, 2024. Further, council is looking to approve the following special events at Calabogie Motorsports Park in 2021: Vintage Road Racing Association (July 2-4), Canadian Superbike Championship (July 9-11), Sports Car Championship Canada (August 6-8) and Calabogie Summer Classic (August 20-22).

## **MRC Pontiac To Fund Summer Day Camps**

The MRC Pontiac and the Regional Council of Mayors will provide funding to various summer day camp programs across their territory for the 2021 season. As the COVID-19 pandemic has had a significant

impact on municipalities, the Ministry of Municipal Affairs and Housing (MAMH) is providing financial assistance to municipalities. With an envelope of \$800 million, this assistance will compensate all Quebec municipalities for the years 2020 and 2021. On April 7, 2021, the MAMH announced that financial assistance of \$3,922,982 would be paid to the MRCs of the Outaouais, of which \$879,829 was allocated to the MRC of Pontiac. During the public sitting of the Regional Council of Mayors held on May 19, a unanimous resolution was passed to use a portion of these funds to support the various summer day camp operations across the MRC. The following camps will be supported in their efforts to provide an essential service to our youngest population during this difficult summer season: \$13,000 (Le Patro), \$20,000 (Le Jardin Éducatif du Pontiac), \$8,000 (La

Maison des Jeunes in Rapides-des-Joachims), \$20,000 (Municipality of Allevyn-et-Cawood), \$20,000 (Shawville Recreational Association), \$20,000 (Chapeau Recreational Association) and \$3,000 (Norway Bay Municipal Association).

## **Renfrew County Council Update**

Renfrew County Councillor Dan Lynch (Arnrior) reported that Algonquin College Pembroke Campus provided an update on activities at the college. Currently, their largest intake is for public health workers. Further, the Association of Municipalities of Ontario (AMO) provided a detailed listing of estimated federal gas tax funding in 2021 for all communities. The County of Renfrew will receive a top-up allocation of \$2,685,199 in 2021, in addition to their scheduled allocation of \$2,793,217.

*Continued on Page 5*

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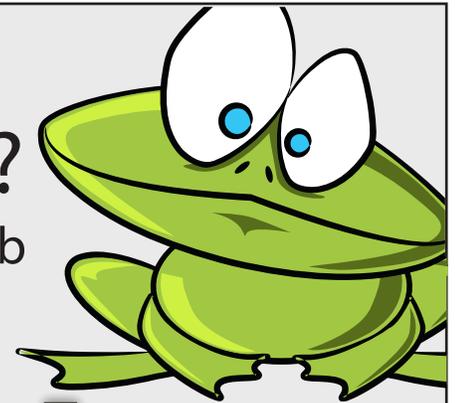
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# Business News Around The Valley

*Continued from Page 4*

## Lanark County Considering Single Police Services Board

In considering their OPP detachment board framework for Lanark County, three options were presented to the eight municipalities: one Lanark County detachment board, two boards (one east and one west) or two boards (one rural and one urban). Each municipality provided their recommendation. Tay Valley, Beckwith, Perth, Lanark Highlands, Montague and Drummond North Elmsley all supported the one detachment board. Mississippi Mills and Carleton Place supported two detachment boards (east-west option). After discussion on why they chose as they did, the consensus was that the police service boards within Lanark county work well together and to create two separate detachment boards would divide the county. It was expressed that when extra

service is required for circumstances that would warrant it, this can be requested by the respective municipality and included in their contract and paid for as needed. In conclusion, the Joint Lanark County Association of Police Service Boards is recommending that Lanark County OPP-policed communities have one detachment board comprised of 16 members - eight council members (one from each municipality) and eight community members (one from each policed community).

## Pembroke Wants Own Police Services Board

The City of Pembroke's police services boards is suggesting that a single Upper Ottawa Valley police services board will not serve the interests of the City of Pembroke as the city's needs are different from the neighbouring municipalities. The Upper Ottawa Valley detachment includes Head, Clara and Maria,

Petawawa, Laurentian Hills, Laurentian Valley, Pembroke, Whitewater Region and sections of Admaston Bromley and North Algona Wilberforce.

## OPP Centre To Close

### In Smiths Falls

The Ottawa Citizen is reporting that the Ontario Provincial Police is closing the provincial communications centre in Smiths Falls, affecting 100 employees. In a statement to CTV News Ottawa, the OPP confirms it will close its provincial communications centre early next year, with a phased decommissioning of the facility to be completed by June 2022. Employees will have the option to retire, take a severance package, or transfer to the OPP communications centres in London or Orillia.

## Lanark County Adding AC To LTC

Lanark County council has authorized proceeding with adding ductless air conditioning

units to the D Wing at Lanark Lodge at an estimated cost of \$320,000. Council has also waived the purchasing policy and sourced to current service providers for installation. Lanark Lodge Director Jennie Bingley reported at the community services committee meeting in May that provincial regulatory changes related to enhanced cooling requirements have necessitated the change. Bingley explained there is air conditioning in resident rooms and common areas in three of the wings, but there is no ductwork in the D Wing, meaning there is air conditioning in the common areas only.

## Algonquin Trail System

Garrison Petawawa has posted a notice that people using the Algonquin Trail to access the Garrison, the Portage Road crossing is under construction until the end of October.

*Continued on Page 8*

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# It's A Fact

## Ontario Education

**2,056,058**

Students in Ontario (2019-2020)

### Junior Kindergarten

121,295 (English-language)

8,935 (French-language)

### Kindergarten

127,333 (E) + 9,211 (F)

### Grade 1

130,462 (E) + 9,181 (F)

### Grade 2

134,438 (E) + 9,086 (F)

### Grade 3

133,433 (E) + 8,862 (F)

### Grade 4

135,397 (E) + 8,872 (F)

### Grade 5

137,995 (E) + 8,905 (F)

### Grade 6

139,526 (E) + 8,725 (F)

### Grade 7

139,667 (E) + 8,111 (F)

### Grade 8

137,749 (E) + 7,962 (F)

### Grade 9

141,127 (E) + 6,820 (F)

### Grade 10

142,834 (E) + 6,476 (F)

### Grade 11

142,727 (E) + 6,049 (F)

### Grade 12

178,536 (E) + 6,344 (F)

**72**

School boards in Ontario

**\$26.5 Billion**

2019-20 Ontario education funding

**126,465.13**

Full-time equivalent (FTE) teachers

**7,495.95**

FTE administrators (principals and vice-principals)

**10,030.28**

FTE early childhood educators

Source: Ontario Ministry of Education

# Google My Business Fake Reviews

## CBC uncovers business of purchasing and removing fake reviews in May 24 story

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

On May 24, 2021, CBC published a story about how Google reviews on businesses can be manipulated. The story led with Riverbend Moving and Storage in Winnipeg who found out that a Russian billionaire who had never used his services had posted a Google review that Riverbend had lost three of his watches. As it turns out, you can pay someone to post bad reviews on competitors' Google listings. Then the businesses are extorted by being forced to pay to have the fake reviews removed.

The CBC News investigation catalogued a

portion of one fake review network and found that 1,279 businesses across North America were connected by 208 fake accounts that posted 3,574 fake reviews.

"To the average consumer scrolling through Google reviews for a local business, those accounts and postings would appear normal. The profiles have pictures and often have 15 or more reviews. But a closer look reveals that the faces in the photos are often poached from other parts of the internet, and the content they post follows a suspiciously set pattern," says the CBC report.

The investigation found that out of 71 reviewers for a

downtown Toronto pizzeria, 50 also have used the same lawn care company in the United States and 20 bought a wig from a single store in Vaughan, Ontario

The investigation was aided by Kay Dean, a former fraud investigator with the U.S. Department of Education who now runs a YouTube channel called Fake Review Watch.

"Fake consumer reviews are a massive problem on Yelp, Google and other sites. Facebook is the source of much of this fraud," she says on her website. "Google is riddled with fake consumer reviews. Thousands of fake Google reviews are arranged via Facebook review exchange groups."

The reason this is causing such issues for businesses is that many people use the Google My Business review platform to make buying decisions. The reviews also determine how you rank in the Google search engine. For Riverbend, despite the fake reviews, they have maintained their major contracts through the strong relationships they have built over the years.

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**"Not Much They Can Take Anymore"**  
Small business owner rallies "We Are All Essential"

By Jennifer Layman  
jenn@ovbusiness.com

Elizabeth Davis was part of a Ottawa-area protest last week where she and others picketed in front of a bank about the third lockdown of small businesses. This was before the extended lockdown measures announced on Friday. Davis owns a small business that is not essential, even by her own definition. Her pet groomer was among the businesses that business should be allowed to remain open. It was about a month ago that Davis, in general (locally) and allowing otherwise the right to choose if they go to that business. Davis and the others who raised the protest on some of the few who have had the courage to stand publicly for their small business in the midst of the pandemic. Many business owners feel the same, but are afraid to say anything publicly for fear of the consequences of negative comments from the public. Davis said several

did not want to stand with the group when the day came because of those reasons. It prevents the lockdown. But Davis, she finally had nothing to lose. Davis is the owner of Elizabeth's Pet Services, which has been denied the right to open in some of the months and that isn't sustainable. In her on the other side of the street who work with her, even on the government's COVID-19 funds. "It really makes a point, it's not just a rant," she said, "it's a message about the government decisions that have affected her

11-year-old business. "There is not much they can take from me anymore. This is my last," she said. In the few lockdowns, Davis and her colleagues created an online list of where people were allowed in the Pembroke Regional Hospital to help with their PPE needs. People were supportive and they were proud to give back to the community. Davis also posted the gift certificate sales as an income stream. But in the second lockdown, the support waned. "I don't know if people were just stepped out, but not several days ago not as successful," she says. "People want to support local businesses, but over time, they just aren't able to do it." Now in the third lockdown, there's no income. However, there are utility bills, internet fees and taxes which will have to be paid, even when the government has forced the closure of all businesses with non-essential services. "I don't even know what to do next," she says.

If you think networking is such a dangerous situation in COVID-19, Davis shows some parallels with other services that are permitted to operate and who do so in a safe way. Despite picketing, for example, is similar to dental work in terms of being a service necessary. Many things are not such a service when you think about it. While many areas have always been closed, it's not until before COVID-19. Contact-trace and public health can offer more intensive than other work on a person's or city.

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# Google Fake Reviews Continued

## Limited ways to fix the problem

*Continued from Page 6*

"We still have all of our major contracts," said Riverbend's Chris Pereira. "They're unaffected by the reviews because they know what our service is. But for new customers it's hard for them to trust somebody who has all these terrible reviews against them."

ReviewSolved is a firm that reached out to Riverbend after its Google reviews page was flooded by negative posts. They sent Pereira a screenshot of a recently posted one-star review and then asked for payment to

remove it. While the company appeared to be based in Toronto, calls were forwarded to a voicemail of someone with a British accent. CBC spoke to a realtor who paid \$1,370 Canadian to have ReviewSolved remove fake reviews from her U.K. website. ReviewSolved did not respond to CBC about whether his company made money by posting negative reviews on websites and then offering to remove them for a fee.

According to Google, there are only two ways to delete a Google My Business review;

either by the person who posted it or by Google. But for Riverbend Moving, they have not been successful in getting anyone to respond to them from Google for the past 10 months.

Google declined an interview request from CBC, however, when CBC asked about Riverbend's reviews, 33 one-star reviews were immediately removed, increasing the company's "star rating" from 3.6 to 4.1 literally overnight.

Link to CBC article - <https://tinyurl.com/43pfcfw3>

## Biz Quiz

- 1) After 72 years, this trade association is changing its name to the Canadian Association of Energy Contractors. What was its name previously?
- 2) Founded in 1902, this Canadian company recently sold to New York's Legato Merger Corp. What is the company?
- 3) Despite doubling or quadrupling profits in the past year, major players in this industry are increasing fees to customers. What is the industry?
- 4) In 2020, 56,789 of these were sold across Canada, a 30 per cent increase from 2019. What is it?
- 5) CBC is reporting that the share of newly issued mortgages with a loan-to-income ratio above 450 per cent rose substantially in the second half of 2020 and account for 22 per cent of all new mortgages. Why is this significant?
- 6) A sign posted by a public institution in Saskatchewan read: "Farming affects oceans. Chemicals hurt habitats & species. They also decr [decrease] oxygen levels." They later removed the message after an outcry from their local farming community. What was the institution?
- 7) On May 28, CNN ran this headline on their website: Canadian politician caught on camera urinating during virtual Parliament session, just weeks after nudity incident. Who were they referring to?
- 8) Once a COVID theory said to be made by conspiracy theorists, world nations are now exploring the possibility that the origin of COVID-19 was not from a bat at a wet market. What is the theory being investigated?
- 9) In Sweden, the concept of "fredagsmys" happens on Fridays. What is it?
- 10) As of May 24, this Canadian city has been in lockdown longer than any other city in the world. What is it?

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# Business News Around The Valley

*Continued from Page 5*

## WWR LED

### Conversion Program

The Township of Whitewater Region's Public Works Manager, Lane Cleroux, is recommending that council approve a single-source award to Envario Energy Solutions for LED streetlight conversion. Whitewater Region

has approximately 400 streetlights throughout the municipality. Two LED conversion projects have been completed in Beachburg and LaPasse by Ottawa River Energy Solutions (ORES). The Beachburg LED project converted 128 light fixtures in 2018 at a cost of \$58,285.02 and in April of 2021, 21 streetlights

were converted in LaPasse at a cost of \$13,700.00. The proposal for Envario is to provide standard cobrahead lights at a cost of \$95,063.00.

### Hockey Club Looking To Relocate

The Inferno Junior Hockey Club is exploring an opportunity to relocate the team to the Almonte arena. The team is a Junior C

team, established in 2017. They are currently based out of the Carp arena.

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*Do you have local business news you want to share with us? Send it to [admim@ovbusiness.com](mailto:admim@ovbusiness.com)*

## Tender Results Around The Region

**Tender 2021-03 Crushed Gravel. Madawaska Valley.**  
G.P Splinter - \$154,810.00  
RGT Clouthier - \$152,363.55

**Stewart Community Centre Exterior Block Wall Repairs. Mississippi Mills.**  
MB Ford Const - \$102,680.00  
BG Excavating - \$104,988.00  
Premium Const.- \$144,172.64  
Graebeck Const - \$174,965.00  
Paranis Const. - \$178,000.00

**Supply and Delivery of Bulk Coarse Highway Salt, Tender #PW-M-36-2021-24-E2. Mississippi Mills.**  
Cargill Salt - \$196,410.50  
Compass Min. - \$205,533.00

**RFP 10-2021 Development Charge Study. Greater Madawaska.**  
Jp2g Consultants - \$22,854  
Watson & Assoc. - \$23,303

**Crushed Gravel tender KHR-01-2021. Killaloe, Hagarty and Richards.**  
RGT Clouthier - \$109,983.35  
G.P. Splinter - \$97,351.76  
Greenwood - \$184,887.89  
H.& H. Const - \$115,092.31  
B.E.I. Const - \$87,113.73

**PW 2021-08 Supply of One Fisher XLS 11' Expandable Wing Plow. Horton.**  
Castleford Ex. - \$18,630.08  
Trucks Plus - \$17,741.00

**Zoning By-law Review. Smiths Falls.**  
WSP Canada Inc.  
Score: 87.9  
Cost: \$47,058.91  
Jp2G Consultants Inc.  
Score: 78.3  
Cost: \$50,432.26  
ZanderPlan Inc  
Score: 58.1  
Cost: \$42,739.20

**Contact 21-PW-013 Condie Street Rehabilitation Project. Smiths Falls.**  
Coco Paving - \$440,283.00  
Ottawa D Sq. - \$268,584.05  
RW Tomlinson - \$413,467.00  
Cavanagh - \$318,720.01  
MacSweyn - \$366,007.00

**Electronic Records Management System. Greater Madawaska.**  
This bid was single-sourced to the Ontario Municipal Records Management System (TOMRMS) Compliance Services at a cost of \$4,070.

**Award Asset Management Plan and Software. Greater Madawaska.**  
This bid was single-sourced. The Public Sector Digest Inc. (PSD) in the amount of \$68,993.28.

**Tender 15-2021 - Calabogie Sand Shed. Greater Madawaska.**  
Wren Const - \$407,000.00  
RGT Clouthier - \$546,920.00  
McCrea Ex. - \$1,017,320.92

**#2021-12 - Supply & Installation of Vertical Platform Lifts at Various RCDSB Locations. Renfrew County District School Board.**  
Upper Canada Elevators  
\$53,778.00 - Eganville P.S.  
\$47,990.00 - MVDHS  
\$68,875.00 - Walter Zadow  
Valley Elevator Company  
\$93,000.00 - Eganville P.S.  
\$84,000.00 - MVDHS  
\$122,000.00 - Walter Zadow

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# Provincial and Federal News In Brief

## New MOH, provincial parks, CERB payments, mandated immunization

### Ontario's Next Chief Medical Officer of Health

The Ontario government will table a motion on Monday, May 31, 2021, that, if passed, would appoint Dr. Kieran Moore as the next Chief Medical Officer of Health for the province of Ontario. Dr. Moore would succeed Dr. David Williams effective June 26, 2021. Moore has served as the medical officer of health for Kingston, Frontenac and Lennox & Addington Public Health Unit since 2017. He is also a member of the COVID-19 vaccine distribution task force.

### Free Day Use Provincial Park Permits

The Ontario government is providing free day-use permits at provincial parks from Monday to Thursday, from June 7 to September 2, 2021. Visitors will also be able to obtain new at 17 parks this summer including Algonquin. Daily vehicle permits at other parks must be obtained on arrival at the park.

### Self-Employed To Be

Reimbursed CERB Repayments The Government of Canada introduced the Canada Emergency Response Benefit (CERB) during the pandemic. The CERB's eligibility criteria were made as broad as possible so that workers who needed support could get it; especially for the self-employed whose income takes different forms. As announced in February, self-employed workers who applied for the CERB and would have qualified based on their gross income are not required to repay the benefit, provided they also met all other eligibility criteria. On May 27, the Government of Canada announced further details on how this approach will be applied. Self-employed workers whose net self-employment income was less

than \$5,000 and who applied for the CERB will not be required to repay the CERB, as long as they have filed their 2019 and 2020 income tax returns by December 31, 2022; their gross self-employment income was \$5,000 or more in 2019 or in the 12 months prior to their initial application and they met all other CERB eligibility criteria. The CRA will review the 2019 and 2020 income tax returns of workers in this situation to verify that these conditions are met. Starting May 27, 2021, self-employed workers who meet the remission order criteria and who had voluntarily repaid all or part of the CERB to the CRA or Service Canada can request a reimbursement of their payments only from the CRA. The CRA will begin processing applications after June 15, 2021. Eligible Canadians who repaid the CERB can expect reimbursements within approximately 90 days of submitting their applications to the CRA.

### Ontario Awards for Paramedic Bravery

The Ontario Award for Paramedic Bravery honours paramedics who have performed an act of exceptional courage. This year, 13 paramedics are being recognized including Paramedics Bryan Pollock, Thomas Quilliam, Gordon Cobus and Janice Steelem (Superintendent) of the Lanark County Paramedic Service.

**Ontario Mandates Immunization for LTC Homes**  
The Ontario government will be the first province in Canada to make it mandatory for homes to have COVID-19 immunization policies for staff. They must be vaccinated, have a medical reason to not be vaccinated and participate in a vaccination education program.

## Tenders

### EXPRESSION OF INTEREST

APN – Petawawa Construction Program for FY 2021-2022 with Security Requirements

-----  
Mural Art for  
Downtown Alleyways

-----  
Office Space for Lease at 1881  
Rogers Road

### REQUEST FOR PROPOSAL

RFP COCHI 1-21 and COCHI 2-21 – Ventilation System Upgrades

-----  
RFP RCHC 21-18 – Front  
Canopy Replacement

-----  
RFP-2021-01 – Resident Room  
Divider Walls – Bonnechere  
Manor

-----  
RFP 2021-02 Resident Room  
Window Replacement Project –  
Bonnechere Manor

-----  
RFP-2021-01 – Resident Room  
Divider Walls – Bonnechere  
Manor

### REQUEST FOR QUOTATION

-----  
Pembroke Memorial Centre –  
LED Sign Replacement  
Quotation No. Q-21-04

-----  
Municipal Boat Dock Supply  
and Delivery Request for  
Quotation PW 2021-09

### TENDERS

-----  
Technical Advisory Services for  
Highway 17 Widening Project –  
Arnprior to Renfrew

-----  
Lead Contaminated Soil  
Remediation Ranges B and D,  
CFB Petawawa

-----  
Install Dental Track Lighting  
and Construct X-ray Room

Tender for Asphalt – Basketball  
Court

-----  
#2021-23 – Fire Alarm  
Replacement at Mary Street  
Education Centre

-----  
#2021-19 – Inspections of Fire  
Alarm Systems at Various  
RCDSB Locations

-----  
Project No. 2021-26  
Rehabilitation of Olmstead-  
Jeffrey Lake Road 7.2km

-----  
PWO-2021-26 – Water Truck

-----  
RFT 2021-01 Flat Roof  
Replacement – Bonnechere  
Manor

-----  
PW-2021-11 Small Loader  
Replacement

-----  
#2021-22 Fire Alarm  
Replacements at Various  
RCDSB Locations

-----  
Tender 2021-23 Beachburg  
Arena Accessibility Upgrades

-----  
Reconstruction of Bennett Street  
Watermain Tender Contract No.  
21-1733

-----  
Collection & Removal of  
Hazardous & Special Products

-----  
PW-10-2021 Construction of  
Kramer Avenue Watermain Loop

-----  
OPP-Fire Station Flooring

-----  
Replacement #PW-2021-09  
W0107-19M048/A – Cable TV  
Services

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# Finding Your Place On Social Media

## Treat it like a membership and act accordingly



MARKETING

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

Many businesses have one or more social media (Facebook, Twitter, LinkedIn, Instagram, etc.) accounts. Others wonder if they should be using social media in their business. There is no lack of courses and webinars suggesting that everyone get on the social media bandwagon in terms of marketing, but that's not really the whole story. If you're going to be available on social media, it should be in a way that a) benefits your business and b) doesn't keep you chained to your computer or smartphone 24/7.

Signing up for a social media account is like becoming a member of a club. You have the option to use the facilities (buy advertising) and interact with other members (post, comment and share). Like most membership opportunities, you get out of it what you put into it in terms of time. So the first step

to deciding what you want from your social media membership is to determine how much time you wish to commit to it.

For example, if you are willing to commit an hour a week, choose one social media club to join. Trust me, the time will add up. It's always best to start with something you can comfortably manage and then grow. While you are able to connect social media accounts, each one operates a little differently so you are best to start with one.

### What To Post

Again, like any club, you don't want to be the member running around handing out business cards to every person and asking for their business. That's as annoying in person as it is on social media. If you post to promote your business, consider a tip, fun fact or industry update. For example, if you are a lawn care company, you might post a tip about how to fertilize your lawn, a fact about lawnmower maintenance or an update from Landscape Ontario. You can see how doing this once a week can take some time!

The more advanced planning you can do the less time you will spend figuring out what to post. That will make your social media more manageable.

### What Not To Post

As important as it is to know what to say, it is equally as important to know what not to say. Social media always had a good chunk of members who enjoy posting negative comments, bashing and bullying but right now, social media is rife with this behaviour. Be mindful of comments you make and remember, it is much easier to simply scroll on by, unfollow them or hide their post than it is to engage in a comment war. Your instinct might be to fire back but take a moment to evaluate if it is truly worth it. When it is appropriate to say your piece - just do it respectfully. Think of it this way: if you were standing in a room full of people whom you respect, would you say aloud what you are about to write?

Instead of thinking about social media as a way to market your business, think of it as a way to communicate with a group of people. The better you communicate, the more likely you are to successfully navigate social media for your business.

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

## Deadlines

### OTTAWA VALLEY BUSINESS

Publishes: June 15, 2021  
Deadline: June 9, 2021

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Publishes: July 6, 2021  
Deadline: June 30, 2021

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Publishes: July 20, 2021  
Deadline: July 14, 2021

### 101 THINGS TO DO IN THE VALLEY

July-August 2021

Publishing: June 15, 2021  
Deadline: June 11, 2021

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September-October 2021  
Publishing: August 17, 2021  
Deadline: August 13, 2021

### HEALTH MATTERS

Summer 2021 Issue

Publishing: July 9, 2021  
Deadline: June 18, 2021

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Fall 2021 Edition  
Publishing: October 8, 2021  
Deadline: September 17, 2021

## Biz Quiz Answers

- 1) Canadian Association of Oilwell Drilling Contractors
- 2) Algona Steel, Sault Ste. Marie
- 3) Banking
- 4) ATVs
- 5) It is above the range seen in 2016-17 before Canada's financial regulator introduced a mortgage stress test intended to cut out risky lending.
- 6) Outlook Elementary School
- 7) Pontiac MP William Amos
- 8) COVID-19 leaked from a Chinese virology lab
- 9) A night spent at home - known as "cosy Fridays"
- 10) Toronto

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