



## Dealing With Negative Comments

### Some tips to handle online and in-person frustrations

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

Have you noticed that people on social media seem to be ramping up the mean comments more frequently? According to research by Kantar, there has been a 63 per cent increase in social media engagement during COVID-19. The government-forced lockdowns and restrictions have impacted people in many ways, and some are taking that frustration out on social media, complaining about pretty much anything.

The University of Pennsylvania's Penn Medicine News reported that "The impact of increased screen time reaches far beyond those struggling with social anxiety. Because the pandemic provides fewer opportunities for in-person interaction, many feel less connected than they did in the pre-pandemic world, despite their intentions to use social media for more connectivity. In fact, in the first experimental study of Facebook, Snapchat,



and Instagram use, psychologist Melissa G. Hunt, PhD, associate director of clinical training in Penn's Psychology department, found that social media use actually increases depression and loneliness."

So what happens when that unhappiness results in a poor commentary for your business?

The Canadian Public Relations Society (Hamilton) identifies four types of negative social media interactions and how to handle them:

- Question: directly answer it, regardless of the tone the question is posed in.

- Complaint: fix it and apologize.

- Misinformation: correct it. Rant: ignore it; assess and respond; or wait for your supporters to enter the conversation.

#### Responding On Social Media

In responding on social media, keep the following things in mind:

- What is the key issue being addressed?

- Do not respond right away to any negatively charged interaction. Give yourself time to calm down and respond more

objectively later.

- Respond publicly so that everyone can see that you did respond.

- Be empathetic in your response. This is a spectator sport and people will always support the little guy.

- Only answer up to two times.

In a blog post, Restaurants Canada noted that restaurants are very prone to negative online reviews. The options to complain now are so robust that "Handling feedback, whether positive or negative, is now part of everyday brand management."

Restaurants Canada recommends having a strategy to deal with a negative review or comment. Responding to negative feedback lets people know that you care and while the tendency may be to ignore it, this organization suggests you address negative comments.

Among their suggestions are "respond and resolve the issue" even if you are not sympathetic; just do something to make the situation better.

*Continued on Page 3*

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## CONTACT US

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## Events

### July 22, 2021

How An Online Store Can Boost Your Business: Free Ontario Program. Hosted by Digital Main Street. To register, visit: [www.digitalmainstreet.ca/shophere](http://www.digitalmainstreet.ca/shophere)

### July 27, 2021

Social Media For Your Business. How to leverage the power of social media. Free webinar. 10:00am-11:30am. Hosted by Digital Main Street. [www.digitalmainstreet.ca](http://www.digitalmainstreet.ca)

### July 27, 2021

Legal Considerations For Growing Your Small Business. Growing your business can be a very exciting, positive time but it also presents challenges. By taking some key legal considerations into account, you can make sure any growth plans are built on a sound legal foundation. 12:00pm-1:00pm. Free. Invest Ottawa. Register at [www.goodlawyer.ca](http://www.goodlawyer.ca) or [katie@goodlawyer.ca](mailto:katie@goodlawyer.ca)

### July 28, 2021

Basics of Starting a Small Business in Ontario. Do you have an idea for a small business, but aren't sure where to start? Find out how to register your business, different business structures, expenses you need to keep track of and how to do it, government support programs,

and free services available to you. St. Clair College Genesis Entrepreneurship Centre. Free webinar. 2:00pm-3:00pm.

### July 29, 2021

How To Start A Podcast From Scratch. Join Goodlawyer Show hosts, Brett and Matt, as they walk you through the basics of how to get started with podcasting and why you should create a podcast. They'll cover everything from the technical to the abstract of podcasting concepts. 4:00pm-5:00pm. Free webinar. Call 613-828-6274 or [clientservices@investottawa.ca](mailto:clientservices@investottawa.ca) to register.

### August 4, 2021

A Successful Return To work: Strategies to ensure the well-being of your team. 11:30am-12:30pm. Hosted by Volunteer Ottawa. \$145. Contact Monja at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca).

### August 5, 2021

How To: Master LinkedIn. Free webinar. 1:00pm-2:30pm EST. During this masterclass, you will learn how to develop an ongoing engaged audience with the LinkedIn community using status updates, LinkedIn publishing platform, groups, etc. <https://tinyurl.com/ytkvcvhy>

### August 6, 2021

Employee Engagement. One day training. Define and recognize employee engagement. Design jobs to motivate and engage. Create an engaging work environment. Retain your talent. Use employee engagement strategies. Prevent

disengagement. 9:00am-5:00pm. \$620.96.

<https://tinyurl.com/7r355b7k>

### August 10, 2021

eCommerce 101: What, why and how. Why eCommerce is important, platform options, basics of inventory management and more. 10:00am-11:30am. Hosted by Digital Main Street. [www.digitalmainstreet.ca](http://www.digitalmainstreet.ca)

### August 12, 2021

Bookkeeping 101: What Business Owners Need to Know. 9:00am-11:00am. Lynn Marsh of HealthyBooks. Free. The difference between bookkeeping and accounting, setting up filing systems, payroll best practices a Q&A period and more. Small Business Advisory Centre. Phone: 613-283-7002 ext.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### August 12, 2021

Volunteer Ottawa Workshop on Volunteer Recruitment. 9:30am-12:00pm. This workshop will take you through the recruitment process, from developing good job descriptions, to identifying motivation, getting out your message, and the application process. \$145. Contact Monja at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca).

### September 1, 2021

Going Back to the Office: Compliance checklist for a safe reopening. 10:00am-11:00am. Hosted by Volunteer Ottawa. \$145. Contact Monja De Luca at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca).

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# Handling Negative Comments

## Keep your cool, even when it's hurtful

*Continued from Page 1*

Avoid being drawn into an online battle - if something went wrong, acknowledge it and apologize and be as positive as possible. Take any tricky situations offline.

Overall, Restaurants Canada reminds entrepreneurs that they are going to have negative comments at some point in their business life, but it can be dealt

with using a good communications strategy and keeping your cool.

It is difficult to see someone comment negatively on your business, especially when the reason for it is something beyond your control (ie: manufacturing delays due to COVID-19 government-imposed restrictions.) Understand that most people who take to social media to complain as opposed to

dealing directly with the business or organization are less interested in an actual truthful response; they want some attention for being a "victim" of a situation that isn't going the way they want it to go.

Addressing the concern is necessary, and being compassionate about it will help alleviate your own anxiety in these situations.

# RCDHU Could Go Door-To-Door To Target Unvaccinated Homes

## Cushman says 20-45 years olds are not invincible and will give COVID to their kids

Renfrew County's Medical Officer of Health, Dr. Robert Cushman, is considering sending public health workers door-to-door to unvaccinated homes as part of a "hard slog" to encourage vaccination. In an interview with CBC on July 18, Cushman noted that 72 per cent of Renfrew County residents have had a first dose, though that number does not include any Canadian Forces members. Cushman noted that people in the 20 to 45 age group who had not been vaccinated were "going to suffer the most, they're going to get it and they're going to give it to their kids. We really have to motivate them even though they're young and they may think they're invincible." The health unit is planning pop-up clinics in smaller communities but Cushman said he estimates that 10 per cent of the local residents won't get the vaccination.

"There's a real dig-in-your-heels anti-vax crowd and you have distrust of government, libertarianism, anti-science and all these things," he said in the CBC interview. Cushman also acknowledged there are others

who are not "fiercely opposed" to getting the vaccination, but do have concerns about side effects, suffer from needle-related phobias or have anxiety about the pace at which the vaccines were developed. Cushman also says there is a perception that rural areas have a lower risk of infection than urban areas given the caseload numbers.

The article noted that Dr. Theresa Tam had initially suggested a target of 75 per cent of people with a single

vaccination, but now says that is not enough. In the U.S., Dr. Anthony Fauci said herd immunity would develop at 75 to 80 per cent of vaccination, but now says that is not going to happen due to the variants.

You can read the full CBC story addressing urban and rural vaccinations at: <https://tinyurl.com/e5rmattk>

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Foreword by Ken Blanchard  
Coauthor of *The One Minute Manager* and *Leading at a Higher Level*

It's Monday morning and George walks out of the front door to his car and a flat tire. This is the least of his problems. His home life is in shambles and his team at work is in disarray. With a big product launch coming in two weeks, he has to find a way to get it together or risk losing his marriage and job. Forced to take the bus to work, George meets a unique bus driver and an interesting cast of characters who, over the course of two weeks, share the ten rules for the ride of his life. In the process, they help him turn around his work and life, saving his job and marriage from destruction.

*The Energy Bus*, an international bestseller, takes readers on an enlightening and inspiring ride that reveals 10 secrets for approaching life and work with the kind of positive, forward-thinking that leads to true accomplishment - at work and at home.

For managers, team leaders or anyone looking to turn negative situations into positive outcomes, *The Energy Bus* provides a plan for overcoming common life and work obstacles and bringing out the best in yourself and your team.

# Business News Around The Valley

## Arnprior Receives Transportation Funding

The Government of Ontario is extending the Community Transportation (CT) grant program for an additional two years to continue supporting communities across Ontario until the 2024-25 fiscal year. As part of this two-year extension, the Town of Arnprior is eligible to receive provincial funding of up to \$59,303.02 per year in 2023-24 and 2024-25 for a total of up to \$118,606.03 over two years.

## Arnprior Lions Anniversary

The Arnprior Lions Club is celebrating its 75th anniversary this year. They plan to have an event on October 16 at the Nick Smith Centre.

## Building Permits

The Township of Greater Madawaska has issued 102 building permits through the end of June 2021. The total construction value is \$18,343,465.00. This is nearly

\$3 million more than all permit values for 2020. Horton Township has issued 38 building permits through the end of June 2021 for a total construction value of \$6,155,300. The 2020 annual total for Horton permits was \$7,339,000. Laurentian Valley has issued 87 building permits through the end of June 2021 with a total construction value of \$5,874,936.00. North Algona Wilberforce has issued 22 permits through to July 2, 2021. Total permit income has been \$6,395.05.

## People News

Robin Emon is the new Deputy Clerk for the Township of Greater Madawaska. Emon started her position on May 31, 2021. Andrea McIntyre is the new Seniors Liaison Coordinator for the Township of Whitewater Region.

## Kushys Opens In Petawawa

Kushys Cannabis has opened in Petawawa. The business is

located at 3025 Petawawa Boulevard, Unit 11. Owner Chris Travis is from a military family and also owns a store at 100 Pembroke Street East in Pembroke. A ribbon-cutting for the business was held July 16.

## McDougall Insurance Opens In Petawawa

McDougall Insurance & Financial has opened an office in Petawawa. The company has 39 offices in Ontario. Their Petawawa location is 1024B Victoria Street.

## Pikwakanagan Purchases Stake In Wind Farm

The Nation Rise Wind Farm in North Stormont is fully operational and producing energy and now has new owners: the Algonquins of Pikwakanagan First Nation (AOPFN). The 100-megawatt project was constructed by EDP Renewables and they recently sold 50.1 per cent of the project to AOPFN. There are 29 wind turbines in the

project. In a news release on their website, AOPFN says they have been actively investing in renewable clean technology.

## MPP Yakabuski To Serve As Parliamentary Assistant

MPP John Yakabuski has a new role in the Ontario government: parliamentary assistant to the premier. While he has never held this position in government before, his father, Paul Yakabuski, was a parliamentary assistant when he was an MPP. The local MPP says he will be busy with a provincial election called for June 2, 2022.

## Glenview Iron & Metal Coming To Pembroke

The Daily Observer is reporting that Glenview Iron and Metal of Smiths Falls will be opening a new facility on Mackay Street in Pembroke. Five councillors voted in favour of a rezoning to allow the facility while two council members voted against it.

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Is it drooping?

**A** **rms**  
Can you raise both?

**S** **peech**  
Slurred or jumbled?

**T** **ime**  
Time to call 9-1-1

# Capital Gains Tax On Primary Residence?

## Fort Erie circulating resolution to remove it as a consideration

In a March 24, 2021, RBC Economics Robert Hogue, suggested that the federal government might wish to remove the capital gains exemption on primary residences of Canadians as a way to address the housing market issue in Canada.

"One of the more significant proposals would be to revisit the principal residence exemption from capital gains tax," he wrote. "With many Canadians having built their wealth (and retirement plans) on realizing the full value of their home, any amendments would have to carefully balance the impact on the housing market and the financial security of Canadians, and apply only on a go-forward basis."

Currently, the sale of a primary property is exempt from capital gains taxes, which are applied



only to secondary residences such as cottages.

According to the Government of Canada, you have a capital gain "when you sell, or are considered to have sold, a capital property for more than the total of its adjusted cost base and the outlays and expenses incurred to

sell the property."

That suggestion has been picked up in many media stories with considerable concern that this will impact Canadians who rely on the proceeds of their home to fund their retirement.

The Town of Fort Erie has passed a resolution requesting

that the federal government not consider applying a capital gains tax on primary residences. The resolution has been circulated to all municipalities in Ontario.

Fort Erie notes that Canadians who have only one primary residence with no additional non-primary homes count on their home equity as financial aid and a tax to the primary residence would be a serious financial blow to Canadians. It would also create a two-tiered taxation which could lead to depleted savings, intergenerational disparities, disparities among diverse groups such as seniors who may have a significant portion of their savings invested in their primary residence. Fort Erie advises the government to look at other means to slow down the rapidly escalating housing costs and to improve housing affordability.

## Sale Of Small Business To Family Rules: 2022

The Canadian Press is reporting that a parliamentary committee will hold a summer meeting this week about when Ottawa plans to change tax rules on the sale of small businesses between family members.

Conservative MP Larry Maguire put forth a private member's bill that amended the Income Tax Act so business owners could pass on companies to their children or relatives at the same tax rate as if they were selling to a stranger. Maguire and others who backed the legislation said the change would no longer make it more expensive for someone to sell a family-owned small business to a relative.

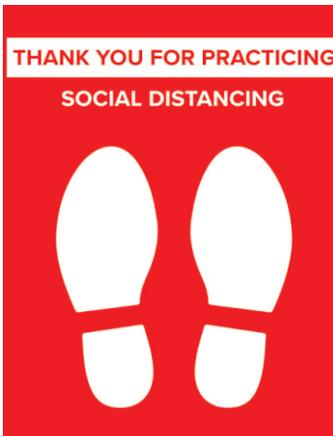
The legislation received royal assent in June before the House of Commons broke for its summer recess, but didn't include a specific date for when

it would come into force. The finance department announced the government would bring forward legislation to clarify that the changes would apply starting January 1, 2022. Conservative critics say the new rules should be in effect immediately.

"When this bill was passed by Parliament, only the Liberals voted against it. Now that it is signed into law, Trudeau is simply choosing not to implement it," reads a joint statement from Conservative small business critic Pat Kelly and Luc Berthold, who focuses on the Treasury Board.

The Canadian Chamber of Commerce agrees, saying the uncertainty of when the legislation will come into effect leave business owners unable to plan for their futures.

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# Business News Around The Valley

## It's A Fact

### Trail Activities In Renfrew County

- 52.76%** All Terrain Vehicle
- 50.29%** Walking
- 39.43%** Hiking
- 35.05%** Snowmobiling
- 31.05%** Nature Appreciation
- 30.48%** Biking
- 30.29%** Cycling - Rail Trail
- 26.48%** Snowshoeing
- 21.14%** Cycling - Mountain Bike
- 19.62%** Cycling - On Road
- 17.14%** Nordic Skiing
- 12.38%** Off Road Vehicle
- 10.10%** Winter-Fat Biking
- 4.38%** Running

Source: Trail Usage Report The Ontario Trails Council



NEW PROCUREMENT OPPORTUNITIES POSTED

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Updates on Facebook at [www.facebook.com/ovbusiness](http://www.facebook.com/ovbusiness)

**Connect Lanark**  
The Connect Lanark program offers a one-time grant of up to \$2,000 to qualified applicants to assist with installation of the necessary infrastructure to access reliable broadband Internet. Learn more here: <https://tinyurl.com/ks7tkh7k>

**Service Ontario Temporary Closure**  
The Mattawa Service Ontario Office side will be closed till Wednesday, July 21, 2021. The Mattawa Information Centre portion will be open.

**Dundonald Hall To Re-Open**  
As of Monday, July 26, 2021, Dundonald Hall in Petawawa will open to PSP Plan (formerly CAC) members ages 16 and up. Clients must book individual workout space online at <https://tinyurl.com/58228ene> for a maximum of two hours per day. To reactivate your PSP Plan, start a membership or check the status of a membership, clients

are asked to contact the Recreation Complex at [RecPlex@forces.gc.ca](mailto:RecPlex@forces.gc.ca) or call 613-687-2932.

**Garrison Closes Some Beaches To The Public**  
On July 15, 2021, Garrison Petawawa issued a public service announcement that all shoreline beaches along the Ottawa River, including Wegner Point, Antler Point, Gust Pint and Kiska Beach, on the operational side of Garrison Petawawa, are currently prohibited for public use. The recent discovery of an unexploded ordinance (UXO) along the shores of the river, low water levels and the flooding in 2019 has raised new concerns for public safety. For more information, contact Garrison Petawawa Public Affairs at [petawawapublicaffairs@forces.gc.ca](mailto:petawawapublicaffairs@forces.gc.ca)

**Wilkie's Bakery To Close**  
After five years in Pembroke, Wilkie's Fresh Baked Bread is

closing. Owner Andrew Chenard made a personal post on the business Facebook page to thank customers. The official closing day is July 25.

**Raglan Street Foods Opens**  
Raglan Street Foods has opened in Renfrew. The business is located at 194 Raglan Street South. The business was previously operating in Cobden as The Lakeview Deli. The business is owned by Roch Quesnel.

**Shawville Fair A Go**  
The Shawville Fair is a go for 2021 taking place Labour Day weekend. While COVID restrictions are in place and there will be some changes, the event is still planned to take place. Follow the updates at [www.facebook.com/shawvillefair](http://www.facebook.com/shawvillefair) or via their website at [www.shawvillefair.com](http://www.shawvillefair.com)

**Jason Blaine Fundraiser To Proceed**  
The Jason Blaine charity golf tournament and concert is proceeding for 2021. The entire event will be held at the Pembroke Golf Club as the Pembroke Memorial Centre is not available. While normally held in June, this year's event will take place September 15, 2021. Also, new this year is a women's golf day event, happening August 22 at the Pembroke Golf Club with proceeds supporting the local charitable fundraising as well. This new event is a nine-hole golf event for women, capped at 100 golfers. Follow the event at [www.facebook.com/jbfundraiser](http://www.facebook.com/jbfundraiser) or online at [www.jasonblainecharity.com](http://www.jasonblainecharity.com)

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Issue No. 300 Published by Howard Hensley April 26, 2021

**Celebrating our 300th ISSUE**

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

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

Elizabeth Davis was part of a Petawawa protest last week where she and others picketed - on foot again - about the third lockdown of small business. This was before the extended hardware measures announced on Friday. Davis owns a small business that is not essential, even by her own definition. But her protest was about the demand for essential, it was about offering the alternatives. This is Davis, she usually had nothing to do with the lockdowns. Davis is the owner of Renfrew's Tapes & Traps. She has been denied the right to earn an income for months and that's not sustainable. In fact as the other tapes artists who work with her, even on the government CBB funds.

"It's actually making a stand, it's making a stand, it's making a stand 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." In the lockdown, Davis and her colleagues created an online store where proceeds were donated to the Petawawa Regional Hospital to help with their PPE needs. People were supportive and they were proud to give back to the community. Davis also pushed the gift certificate sales as an income measure. But in the second lockdown, the support waned. "I don't know if people were just upset, but our second store was not as successful," she says.

"People want to support local business, but over time, they just aren't able to do it." 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-COVID-19 items.

"I don't even know what to do next," she says.

If you think protesting is such a dangerous situation in COVID-19, Davis shows some parallels with her service that are permitted to operate and who do so in a safe way. Taping, printing, for example, is similar to doing work in terms of being inside someone's house. She says things are made a lot more risky with the government's decision to shut down all businesses that are always going to be open in their stores before COVID-19. Companies that provide services that are more attractive than those work on a person's own terms.

*Continued on Page 7*

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# Tender Results Around The Region

## Engineering Quote - Curling Club Project. Bonnechere Valley.

Councils is considering approval of an \$18,000 quote from Jp2g Consultants.

## Tender 16-2021 Hot Mix Asphalt - Ginza Rink and Sand Shed Floor. Greater Madawaska.

No bids were received.

## Tender PW17-2021 Tandem Cab & Chassis with Sand and Salt Spreader. Greater Madawaska.

Rush Truck - \$253,388.52

## RFP 2021-PW06 Rehabilitation on Royal Pines Road. North Algona Wilberforce.

Greenwood - \$475,662.20  
RGT Clouthier - \$456,633.00

## Horton Single Source

Council of the Township of Horton is being asked to approve staff's recommendation to single-source and award of the Job Evaluation and Pay Equity Project to Cornerstone Management Solutions Limited at an upset cost of \$11,470.

## Whitewater Region Single Source

Council of the Township of Whitewater Region is being asked to approve the single source award for four sets of rectangular rapid flashing beacon to Fortran Traffic Systems Limited at a cost of \$28,908.80.

## Single Surface Treatment - Mask and Turner Roads. Killaloe, Hagarty and Richards.

Greenwood Paving - \$78,166.62

## Hot Mix Paving - Sunrise Road and Albert Street. Killaloe, Hagarty and Richards.

Greenwood - \$108,329.71  
H&H Const. - \$118,625.28  
BEI Excavating - \$123,678.50

## Remove and Replace Asphalt - Church Street. Killaloe, Hagarty and Richards.

Greenwood - \$329,508.00  
BEI Excavating - \$343,593.45  
H&H Const. - \$412,026.66

## Forced Road Storm Sewer Reconstruction - Tender Contract No. 21-2627. Pembroke.

Bonnechere Ex. - \$938,189.36  
RGT Clouthier - \$1,322,123.89

## Pembroke Street West Reconstruction - Phase 2 - Tender Contract No.20-0264-2. Pembroke.

H&H Const. - \$1,586,404.28  
Greenwood - \$1,644,524.10

## Tender 2021-30 Double Surface Treatment - Various Roads. Whitewater Region.

Greenwood - \$428,089.20

## Upgrade Locker Room Floor at P118. Defence Construction Canada.

Awarded to Wade General Contracting of Petawawa in the amount of \$69,000.00.

## Tender 2021-22 Harmony Bay Stormwater Outlet. Whitewater Region.

Do-All Const. - \$87,460.87  
William Sons - \$118,055.14  
McCrea Ex. - \$132,560.30  
Indepth Cont. - \$311,654.00

## Replacement of Siding, Windows and Doors. Defence Construction Canada.

Awarded to The Golden Car Corporation (CertaPro) of Ottawa in the amount of \$787,000.00.

## Co-Gen Combustion Air Coding System. Defence Construction Canada.

Awarded to Architecture49 of Ottawa in the amount of \$39,990.00.

## Lead Contamination Soil Remediation. Defence Construction Canada.

Awarded to Cambrium Indig. Professional Services of Victoria, BC in the amount of \$870,000.00.

## 2021-PW-O4 Engineering Services - Richardson Road Culvert. Montague.

Keystone Bridge - \$30,785.00  
Remisz Engineers - \$61,780.00  
Dillon Consulting - \$75,697.65  
Jewell Engineering - \$49,320.00  
WSP Canada - \$61,565.00  
HP Engineering - \$31,400.00  
Ainley Graham - \$36,630.00  
Jp2g Consultants - \$77,735.00  
Planmac Eng. - \$64,702.00

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For all tenders, visit:  
[www.ovbusiness.com](http://www.ovbusiness.com)

## Biz Quiz

- 1) What is the Bank of Canada interest rate?
- 2) The inflation rate is currently at its highest level in a decade. What is it?
- 3) CBC's *Marketplace* said in 2017 this restaurant's chicken was found to only contain 50% of chicken DNA and 50% soy. What restaurant it is?
- 4) Some US farm groups want a return of regulations that the US repealed in 2015 after the World Trade Organization ruled they violated international trade law. What are they called?
- 5) Rental car agencies are experiencing a car rental shortage for what reason?
- 6) For every \$1.00 a Canadian male earns in a salary, how much does a Canadian female earn?
- 7) Regarding the above, the federal government introduced the *Pay Equity Act* requiring federally regulated sectors to identify pay discrepancies. How long will they have to do this?
- 8) A drought in Brazil caused a 60% increase in the price of this product compared to 2020.
- 9) Canada's economy added 264,000 part-time jobs in June but lost 33,000 full-time jobs. How many fewer positions are there available now when compared to February 2020?
- 10) A vacant lot on Lake Erie near Windsor that is available for \$99,000. But, there is a unique feature. What is it?

Answers on Page 10

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# Alcohol, Cannabis Consumption On The Rise

## Pandemic stress, boredom and loneliness are key impacts for increase

**Source: Statistics Canada**

A January 2021 survey by Statistics Canada focussing on alcohol and cannabis use in the pandemic has found an increase in consumption.

Current results show that the habits of the majority of Canadians who had previously consumed alcohol or cannabis (54 per cent in both cases) did not change compared with the pre-pandemic period. While more people are not becoming consumers, those who are consumers are increasing their consumption. Of those who had previously consumed alcohol, 24 per cent said their consumption had increased. Of those who had previously consumed cannabis, 34 per cent said their consumption had increased. Respondents indicated that stress, boredom and loneliness contributed to increases in both alcohol and cannabis.

### Alcohol Consumption

In January 2021, 66 per cent of Canadians aged 15 or older (nearly 21 million people), reported consuming alcohol at least once in the previous 30 days. Overall, 32 per cent had one drink on the days they consumed alcohol and 31 per cent had two drinks. However, 18 per cent consumed five or more drinks - the equivalent of a bottle of wine. This was higher than what was recorded before the pandemic (11 per cent).

Ontario (30 per cent) had the greatest increase in reported alcohol consumption, followed by Prairie provinces (27 per cent), British Columbia (22 per cent), Quebec (17 per cent) and Atlantic provinces (16 per cent).

Although alcohol consumption among many Canadians has increased since the onset of the pandemic, 22 per cent reported a decrease in consumption during the same period.

### Impacts Of Boredom And Stress

For some, social isolation, stress and a decline in mental health may have led to an increase in alcohol consumption. A study on Canadians' mental health and cannabis, alcohol and tobacco use, conducted in March and April 2020, showed that those who reported lower self-perceived mental health during the COVID-19 pandemic were more likely to report increased consumption of cannabis, alcohol and tobacco.

The results of this survey also showed that Canadians who have experienced stress and social isolation since the onset of the pandemic were more likely to have increased their alcohol consumption. For example, 41 per cent of respondents who described the situation since the start of the pandemic as very stressful said their alcohol consumption had increased,

compared with 16 per cent of those who described the situation as minimally stressful.

Among those who said they often felt isolated from others since the start of the pandemic, 33 per cent increased alcohol consumption, compared with 12 per cent of those who increased consumption but who did not feel isolated.

The most common reasons provided for the behaviour changes to increase alcohol consumption included boredom (60 per cent), stress (58 per cent), and convenience (53 per cent) due to lack of a regular schedule, at home more often and access to alcohol). Loneliness (37 per cent) and insomnia (17 per cent) were also mentioned as reasons for increased alcohol consumption.

*Continued on Page 9*



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# Alcohol, Cannabis Consumption During The Pandemic

*Continued from Page 8*

For those who decreased their alcohol consumption 58 per cent said it was due to decreased opportunities for socialization. This was followed by personal choice (e.g., weight control, health concerns, dislike of the effects of alcohol), cited by 46 per cent of respondents.

## One-Third of Cannabis Uses Increased Consumption

A recent study about what has changed since cannabis was legalized in October 2018, found that the legalization of cannabis was associated with an increase in overall consumption, especially among people aged 25 and older. The pandemic may have accelerated this trend.

In the January 2021 survey, 16 per cent of Canadians reported consuming cannabis at least once during the previous 30 days. Of this group, 34 per cent said their consumption had increased, compared with the pre-pandemic period.

Young people were more likely to have increased their consumption since the start of the pandemic. Among those aged 15 to 29 who had previously consumed cannabis, 43 per cent reported increasing their consumption. By comparison, 20 per cent of respondents aged 50 to 64 and 22 per cent of those aged 65 or older reported a consumption increase.

The majority (54 per cent) of people who had previously consumed cannabis did not increase their consumption during the pandemic with 25 per cent consuming cannabis five or more days per week.

Increased social acceptance of cannabis, and the increased number of outlets and range of products available were among factors thought to have led to increased consumption over the past year. Recent data on cannabis sales have shown a 120.5 per cent increase in sales from 2019 to 2020.

Factors that contributed to

increased cannabis consumption during the pandemic included stress (65 per cent), boredom (58 per cent) and loneliness (39 per cent). These were similar to those provided by respondents who increased their alcohol consumption.

Among those who increased their consumption, 38 per cent indicated convenience (e.g., lack of a regular schedule, at home more often) as a factor, and 29 per cent mentioned ease of access (e.g., increase in retail stores and online shops, delivery, curbside pickup).

Among the 12 per cent of cannabis users who decreased their use during the pandemic, the three most frequently cited reasons were personal choice, such as dislike of the effects of cannabis (64 per cent), followed by decreased opportunities for socialization (28 per cent) and personal responsibilities such as family or work obligations or being too busy (16 per cent).

## Tenders

### EXPRESSION OF INTEREST

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

### REQUEST FOR PROPOSAL

Supply and Delivery of One (1) New Single Axle Plow Truck  
RFP PW-2021-06

Request for Proposal 2021-0300  
Construction of Outdoor Washroom and Changing Facilities

RFP – RCHC 21-18 – Front Canopy Replacement Vimy Family Area

Fuel Tank Storage System

2021-EC-001 Building Condition Assessments

Community Services Master Plan

RFP-IT-2021-01 Digital Strategy

### REQUEST FOR QUOTATION

Municipal Office HVAC Removal and Installation RFQ  
PW 2021-11

### TENDERS

Tender # PW-11-2021 Surplus Equipment and Vehicles

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

W0107-19M048/A – Cable TV Services

*For full tenders and results, visit [www.ovbusiness.com](http://www.ovbusiness.com)*



**Sunday, August 22nd**

**Location: Pembroke Golf Club**

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or call 613-732-7774

\$100 per golfer

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Contribute a raffle prize

Email [jenn@fwdthink.net](mailto:jenn@fwdthink.net)

or call 613-732-7774 for more

information or to donate

# By The People, For The People

## Being honest about how you convey your message



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

There had been a lot of media attention surrounding the decline in people getting vaccinated for COVID-19. Much of the blame from government officials - in Canada and in the U.S. - has been levelled towards social media companies for allowing "misinformation" to be spread. Many in government think media businesses (which also include radio and newspapers) should take on the responsibility of vetting information and only allowing the pro-government messaging to be communicated. To some extent, they have been successful in that request, but it is not a long-term solution. If the government wants to achieve its goal, they need to be accountable for how they communicate.

Getting the word out to people is the foundation of marketing. How do you get people to pay

attention to what you have to say, and then act on it? It starts with being honest.

A few years ago, an organization decided to produce a SWOT report internally. SWOT (strengths, opportunities, weaknesses and threats) is an evaluation of what the organization does well, what they don't do well and things that can impact how they move forward. The challenge with doing this work internally is that it was skewed by the views of people who worked for the organization, not the public that they were trying to reach. In this case, the analysis returned no negative attributes whatsoever - they were doing an amazing job and it was the fault of others they were not succeeding. The problem with this conclusion is that it wasn't impartial; it did not take into account how the public viewed the organization. So, it wasn't an honest assessment.

There are no perfect organizations - everyone has things they do well and not so well. The gem of the SWOT exercise is that it gives you an opportunity to make massive strides forward by turning a weakness into a strength. If you do a SWOT and have no weaknesses, you're missing the

greatest opportunities.

The problem for the government is that they have had a difficult time being consistent in their messaging. Spokespersons have had different views. Some have made key communication errors. The direction has changed many times - get two of the same dose, don't get this one, it's ok to get this one, mix the doses, take an expired dose, throw out the expired doses, mix and match only these two, mix and match any of them - and it is hard for the general public to keep up with the direction they are supposed to follow. If the government had been more invested in how the public would perceive the information, they could have done a better job communicating.

The problem with blaming social media is that the Facebook company doesn't create posts - people do. So the government is actually blaming its own citizens for the problems in their communication strategy which we had no role in creating. How on earth is that going to help them achieve their goal?

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

## Don't Leave Change to Chance

When you take control of changes to your business, you can better impact the outcomes; leaving it to chance let's someone else control your business.



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## Deadlines

### OTTAWA VALLEY BUSINESS

Publishes: August 3, 2021  
Deadline: July 28, 2021

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Publishes: August 17, 2021  
Deadline: August 10, 2021

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Publishes: September 7, 2021  
Deadline: September 1, 2021

### 101 THINGS TO DO IN THE VALLEY

July-August 2021

A link to this issue is included in your Ottawa Valley Business email and is available at [www.travelourbackyard.com](http://www.travelourbackyard.com)

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

### HEALTH MATTERS

Summer 2021 Edition  
This issue has been distributed. Need copies for staff? Contact us at: [behealthy@ovhealth.ca](mailto:behealthy@ovhealth.ca)

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

## Biz Quiz Answers

- 1) 0.25%
- 2) 3.4%
- 3) Subway
- 4) mandatory country-of-origin labelling (MCOOL)
- 5) A global shortage of semiconductors
- 6) \$0.89
- 7) Three years
- 8) Coffee
- 9) 336,000
- 10) It is entirely underwater