

# Ottawa Valley BUSINESS

Renfrew, Lanark and regional business news.

[www.ovbusiness.com](http://www.ovbusiness.com) | [admin@ovbusiness.com](mailto:admin@ovbusiness.com)



Issue No. 318

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## What The Trucker's Convoy Is Teaching Us Can we disagree and still be friends? Let's hope so

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

The trucker's convoy is certainly a major event in this country. I was trying to remember a cause that brought people together across all provinces and territories in unity and the best I could think of was the Vancouver Olympics and the torch run. It was a prideful moment, and those seem to be the ones that capture our hearts.

I followed along online with live recordings of different truck drivers, seeing what they saw as they drove mile after mile along the cold Canadian highways en route to Ottawa. I watched hours and hours of the live feeds and it felt like I was sitting in the passenger seat right along with them. I wasn't prepared for how I would feel seeing so many people lining the roads and overpasses as the trucks drove on past. The number of Canadian flags waving, the cheers, the love for a country and blue-collar workers - it was often too much to watch without completely



Photo: Chris Braun on Convoy to Ottawa 2022 Restart

breaking down in tears. They weren't tears of sadness; they were tears of immense pride for that waving Canadian flag. It gets me every single time.

Yes, there were other flags being waved too. The "f [maple leave] ck Trudeau" was one of them. Personally, I wish they would have chosen a Canadian flag, but I have talked with enough people to know that the government rules have been devastating to so many, and I understand that flag. We were all

in the same boat until governments started making rules. Since then, it has never been equal. We are not all in this together.

Whether you agree with the trucker's convoy or not, it has shown us that there are some things that we need to fix.

### Redefining Leadership

When the leader of the country tells Canadians that truckers and the people who support them are racists and white supremacists because they don't believe

everyone should be mandated to be vaccinated with the COVID-19 drugs, we have a problem with leadership. Race has nothing to do with taking a drug.

That kind of talk doesn't help anyone. The prime minister doesn't decide that people have either acceptable or unacceptable views, making them either good Canadians or racists. There are many people who believe that we should continue to take COVID-19 medications until there are no cases of COVID in the country. There are people who believe that COVID-19 is something we should learn to live with and improve treatments so people can recover more easily. Both of those beliefs are different but neither is an unacceptable view.

We need to make leadership roles in this country more attractive to people who can be comfortable with an electorate that isn't all the same.

*Continued on page 3*



## Pick up the Winter 2020 issue today!

Copies have been distributed around Renfrew County and the surrounding area so pick up your copy today. Great advice and helpful information on a variety of topics to help you make good, healthful choices in all areas of your life. Thanks to our incredible contributors.

## HealthMatters

[www.ovhealth.ca](http://www.ovhealth.ca) | [behealthy@ovhealth.ca](mailto:behealthy@ovhealth.ca)

# Ottawa Valley BUSINESS

## ABOUT US

Ottawa Valley Business (OVB) publishes on the first and third Tuesday of every month. OV B covers business news and events throughout Renfrew, Lanark and Pontiac counties as well as the surrounding areas. OV B 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](mailto:jenn@ovbusiness.com) to be added to our distribution list.

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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

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## MAILING ADDRESS

2113 Petawawa Boulevard,  
 Pembroke, Ontario K8A 7G8

## Events

### February 2, 2022

**Dong Business with the Government of Canada.** Free webinar. Find out if the government buys your goods or services. Register in the supplier database, find key purchasing contracts, search and bid on opportunities, obtain security clearances and more. 10:00am-12:00pm. 1-800-668-5378.

### February 2, 2022

**Writing Successful Web Content.** Write better content for your website that will appeal to your audience, search engines such as Google. Free webinar. 7:00pm-8:30pm. [www.obiaa.com/events](http://www.obiaa.com/events)

### February 2, 2022

**Introduction to Bookkeeping: Logan Katz Learning Series.** 9:30am-11:30am. Free webinar. Hosted by Invest Ottawa. Register online at [www.investottawa.ca/events](http://www.investottawa.ca/events)

### February 8, 2022

**Dong Business with the Government of Canada.** Find out if the government buys your goods or services. Register in the supplier database, find key purchasing contracts, search and bid on opportunities, obtain security clearances and more. Free webinar. 12:00pm-2:00pm. 1-873-355-9796

### February 8, 2022

**Business Break-Ups: A Legal Perspective.** MDK Business Law will share a number of issues and lessons learned from the planned or forced parting of ways of business partners. 10:00am-11:30am. Free webinar. Hosted by Invest Ottawa. [www.investottawa.ca/events](http://www.investottawa.ca/events)

### February 8, 2022

**Content Marketing: Everything you need to know about planning and monetizing content.** A simple and easy-to-use system for planning and creating the right content for your audience. 10:00am-11:00am. Free webinar. Hosted by Small Business Advisory Centre. 613-283-7002 x.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### February 8, 2022

**Maximizing Your Online Advertising and Digital Marketing Budget.** In this hands-on workshop, you'll learn the tricks and tools needed to market your business effectively on a shoestring budget. Free online webinar. 2:30pm-4:00pm. [www.obiaa.com/events](http://www.obiaa.com/events)

### February 9, 2022

**Bankruptcy: What is it? Join Community Futures,** for an online workshop with Doyle & Salewski and find out why Bankruptcy may not be your only option. All registration information is purely confidential. Sign up today at <https://bankruptcy.eventbrite.ca>

### February 9, 2022

**Bidding on Opportunities.** For those who are ready for a more detailed overview of the bidding process for the federal government and key information to help you bid on opportunities. 10:00am-12:00pm. Free webinar. 1-800-668-5378

### February 10, 2022

**How To Get Free Google Advertising.** 10:00am-11:30am. Free webinar. Hosted by Invest Ottawa. [www.investottawa.ca/events](http://www.investottawa.ca/events)

### February 15, 2022

**Social Enterprise 101.** A unique type of business that uses revenue-generating activities to achieve a social, environmental or cultural good. 12:00pm-1:00pm. Free webinar. Hosted by Invest Ottawa. [www.investottawa.ca/events](http://www.investottawa.ca/events)

### February 15, 2022

**Introduction to Instagram**

**Advertising.** A foundational understanding of Instagram advertising and further their knowledge to create improved advertisements that really work. 9:00am-10:00am. Free webinar. Hosted by Small Business Advisory Centre. 613-283-7002 ext.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### February 16, 2022

**Supplying Professional Services to the Government of Canada.** Key information to help you bid on professional services opportunities. 10:00am-12:00pm. Free webinar. 1-800-668-5378

### February 16, 2022

**Small Business Websites 101.** Free webinar. This beginner-level workshop covers everything from choosing and registering a domain name, building the website and security. 9:00am-10:30am. [www.obiaa.com/events](http://www.obiaa.com/events)

### February 16, 2022

**Ask The Expert- All About Taxes.** MQ Accounting will discuss taxes and payroll as well as provide tips and feedback in a Q&A session. 10:00am-11:00am. Free webinar. Hosted by Small Business Advisory Centre. 613-283-7002 x.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### February 22, 2022

**Dong Business with the Government of Canada.** Find out if the government buys your goods or services. Register in the supplier database, find key purchasing contracts, search and bid on opportunities, obtain security clearances and more. Free webinar. 12:00pm-2:00pm. 1-873-355-9796

*More events are listed on page 9*

## Deadlines

### Ottawa Valley BUSINESS

Publishing: February 15, 2022  
 Deadline: February 8, 2022

Publishing: March 1, 2022  
 Deadline: February 22, 2022

Publishing: March 15, 2022  
 Deadline: March 8, 2022

Publishing: April 5, 2022  
 Deadline: March 29, 2022

### 101 Things To Do in the Valley

FOUR ISSUES PER YEAR

#### Winter Edition

Due to the government COVID rules impacting events, we are not publishing this edition.

#### Spring Edition

Publishing: April 19, 2022  
 Deadline: April 12, 2022

#### Summer Edition

### HealthMatters

#### Winter Edition

This issue has been distributed

#### Spring Edition

Deadline: April 1, 2022  
 Publishing: April 21, 2022

#### Summer Edition

Deadline: July 1, 2022  
 Publishing: July 21, 2022

# We Need Media To Tell The Story

## They are our best way to hold people accountable



Photo: Convoy To Ottawa 2022 Restart Facebook Page

*Continued from page 1*

It might seem easier if everyone always followed suit and never objected to anything, but when that happens, I think we lose more than we could ever gain. It would certainly mean a great change to the lifestyle we have known as Canadians.

### Accountability Resources

One way to ensure that government hears from the people they represent is to have those voices brought forward by the media. The media used to have the role of keeping agencies and organizations accountable - if you weren't comfortable with the world knowing about it, maybe you shouldn't be doing it. Today, that is not the case.

Today, I watched a professionally-trained media person, working for an outlet that is funded by my tax dollars, suggest through a series of uncomfortable stumbles that Russia might be behind the trucker's convoy. That used to be a fireable offence. I would have failed journalism class for that. Today, it was treated as a legitimate story - no facts, no truth, no value.

Our media has to do better. I

have always loved CBC, but since this whole pandemic, I have felt tricked by them. First, the trucker convoy wasn't being covered as a story at all, and then when it was, it wasn't being covered truthfully. I was embarrassed for CBC. I was embarrassed for all the media who chose to do the same - pretty much everyone.

Outlets that told a truthful story were Druthers, Rebel News, True North Media and Blacklock's Reporter. The first three have been on the ground on Parliament Hill (and other locations) telling the story, often live. So yes, when you're live you get some curse words and strange sounds on the mic, but that's the truth of what's happening there. There is also some investigative reporting taking place. True North is offering a reward on the identity of the one person carrying the lone Nazi flag in order to get to the truth of the story. Some others have joined in and the reward is now \$6,500! They chose this route instead of reporting that all truckers and their supporters are white supremacists.

And finally, Blacklock's Reporter. They charge \$341 for

an annual online subscription. Do you know why it's worth it? Their lead story today is that Canada Revenue Agency claimed truckers from the convoy had ransacked office buildings in a violent protest. However, Ottawa Police Service said that was not true and did not happen. They also carried the story that the House of Commons ethics committee passed a 10-0 vote for Canada's Chief Medical Officer of Health, Dr. Theresa Tam, to appear before the committee to explain the data collected from 33 million Canadian cellphone users. She declined to attend. I'd like to know more about this.

Here are the links to these media outlets:

[www.druthers.net](http://www.druthers.net)

[www.rebelnews.com](http://www.rebelnews.com)

[www.tnc.news](http://www.tnc.news)

[www.blacklocks.ca](http://www.blacklocks.ca)

### Who's Right About Rights?

Brian Peckford, the former Premier of Newfoundland, is the lead applicant in a legal case that suggests the Government of Canada might be overstepping on banning people who are not COVID-vaccinated from traveling by air.

*Continued on page 4*

## Finance

### Dedicated Telephone Service: Income Tax Service Providers

The Canada Revenue Agency has a dedicated telephone service (DTS) for small and medium-sized income tax service providers. Any income tax service provider can register and benefit from the service, provided they do not belong to a firm with greater than 50 partners. For details visit <https://www.canada.ca/en/revenue-agency/campaigns/dedicated-telephone-service.html>

### CRA Releases 2021 Forms For Home Office Expense Claims

The CRA released the 2021 versions of the T2200S Declaration of Conditions of Employment for Working at Home Due to COVID-19 (T2200S) and T777S Statement of Employment Expenses for Working at Home Due to COVID-19 (T777S) for employee home office expense claims. Both forms are similar to last year's versions. The CRA has also highlighted the criteria that must be met for employers interested in automating the completion of electronic T2200S forms. You can download the form links directly at [www.cpacanada.ca](http://www.cpacanada.ca) and follow the link for Canadian Tax News and COVID-19 Updates.

### CRA Updates On Employee Benefits Due To COVID-19

The CRA published their administrative positions for employer-provided benefits and allowances pertaining to home office expenses. The CRA has further updated their guidance with this change: the positions are now effective from March 15, 2020 to December 31, 2022 (the previous announcement indicated the positions were effective to December 31, 2021). Note that the \$500 limit for certain equipment applies for the entire period.

*More finance on page 8*

# Charter Signer Takes Canada To Court

## Canada only developed country to ban unvaccinated air travelers

*Continued from page 3*

While the trucker's convoy is asking for the vaccine mandate to be dropped, Brian Peckford is taking it to court.

Peckford's Notice of Application for Judicial Review with the Federal Court says that the Minister of Transport used the Aeronautics Act to ban Canadians who were not COVID-vaccinated from flying because it posted "significant risk, direct or indirect, to aviation safety or the safety of the plane." Peckford says the COVID vaccine is still experimental and as such is a gross violation of Charter rights.

Further, the notice states "Vaccinated and unvaccinated Canadians can be infected with and transmit Covid-19. However, individuals under 60 years old without co-morbidities have an approximately

99.997% chance of recovery from Covid-19."

Therefore, not being vaccinated cannot be a significant risk to aviation safety or the safety of the public.

A link to Peckford's Notice of Application for Judicial Review is at [www.ovbusiness.com](http://www.ovbusiness.com)

There are a few other things that make the case interesting.

First, Peckford was a drafter and signatory of the Canadian Charter of Rights and Freedoms. At 79, he is the only signatory still alive.

Second, Canada is the only country in the developed world to have banned travelers from air travel if they have not been COVID-vaccinated.

It is time for this discussion to be had because many people are impacted by the mandated vaccination policies of the government, private businesses and organizations. However, this

decision turns out, if you believe that getting the COVID-19 vaccinations is good for you to do so, you can still continue to do so. What it also allows is for people who believe it is not the right choice for them to also be equally treated for that decision.

We all know that by taking a medication, we can only impact ourselves. Your neighbour's flu does not get better when you take flu medication. Your partner's HIV status does not change based on your decision to take antiviral medication. Your likelihood of getting cancer does not change when your sister decides to stop taking chemotherapy treatments.

So perhaps the final thing we can take away from this situation in our country is that you can still be kind or love or respect someone if they think differently than you. Imagine if we all decided to do that?

### What I Watched

The trucker's convoy has posted a lot of videos of what is happening on Parliament Hill and in other areas connected to the movement. The main one with a lot of links is Convoy to Ottawa 2022 Restart. It's called "restart" because the initial page was taken down by Facebook before January 29th. It caused a disruption but organizers got the second page up pretty quickly. Many of the videos of truckers driving to Parliament Hill were lost in the restart of the page.

Another person involved in a lot of media for the convoy is Pat King. You can follow his page at [www.facebook.com/therealpatking](http://www.facebook.com/therealpatking)

Finally, Canada Unity has some videos of driving to Ottawa. Their page is at [www.facebook.com/CanadaUnity](http://www.facebook.com/CanadaUnity)



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## Post your job FOR FREE as an OVTA member!

The Ottawa Valley Tourist Association (OVTA) is making it free for members to post their job openings on [www.ovjobs.ca](http://www.ovjobs.ca)! Just email your job to [employers@ovjobs.ca](mailto:employers@ovjobs.ca) and indicate you are an OVTA member to take advantage of this offer. If you're not an OVTA member, but want to have free job postings, contact the association about joining!

Visit [www.ottawavalley.travel](http://www.ottawavalley.travel) or email [enorris@countyofrenfrew.on.ca](mailto:enorris@countyofrenfrew.on.ca)

 [www.facebook.com/ovjobs](http://www.facebook.com/ovjobs)  
[www.ovjobs.ca](http://www.ovjobs.ca)

# Business News Around The Valley

## Building Permits

The Town of Petawawa issued a total of 393 building permits in 2021. There was a total building permit value of \$43,901,174.09 and the municipality earned \$904,946.68 in building permit fees. This is almost double the activity and value of 2020. Admaston Bromley recorded 82 building permits in 2021 for a total construction value of \$6,812,500. This was an increase of approximately \$1 million over 2020. Horton recorded 85 building permits in 2021 for a total of \$13,277,800 in construction value. This was just less than double the construction values in 2020 and 2019.

## Bridge Closing In Pontiac

On January 28, MRC Pontiac had posted a notice that the Ministère des Transports du Québec will be closing bridge P-08574 which is located on the Black River Road in Waltham. This closure is due to the river level becoming problematic for

the bridge. The Campbell's Bay Service Centre is in the process of installing signage for the closure. The bridge will be reopened when the river level no longer touches the bridge.

## Grants in Petawawa

The owner of 3227 Petawawa Boulevard, home of The Urban Lounge Salon and Spa, has applied for \$5,000 under the Town of Petawawa's community improvement plan, building facade improvement grant program. The business plans to install two new vinyl windows.

## Chamber Recruiting Board Members

The Renfrew & Area Chamber of Commerce is looking for board members to fill vacancies on its board of directors for 2022. The board meets each month on the third Tuesday at 8:00am. As a chamber director, you will have an opportunity to help shape the future success of our business community and the way in which we do business.

Interested Renfrew & Area Chamber of Commerce members can contact Gail at the Chamber office at [info@renfrewareachamber.ca](mailto:info@renfrewareachamber.ca) on or before February 11, 2022.

## Roll-Off Truck Purchase In Killaloe, Hagarty and Richards.

Killaloe, Hagarty and Richards council put forward a motion to purchase 2003 Mack Granite Triaxle Roll-off truck from Sheehan's Truck Centre Inc. delivered to the works yard in the amount of \$49,950.00.

## Umperson Earns Certification

Darren Umperson, a Lanark County employee, has earned his Certified Road Supervisor certification from the Association of Ontario Road Supervisors (AORS).

## Admaston Bromley Considers

**Extending Paving Contract**  
Greenwood Paving had been awarded the contract to apply a double surface treatment to

Campbell Line in Admaston Bromley in the 2021 season and now they are seeking an extension to complete this job in 2022. Greenwood is willing to hold the 2021 pricing for surface treatment into the 2022 year. The township decided to forego completing the road in 2021. \$181,600 was budgeted in 2021 for its construction, however only \$91,325 was spent. Council is considering extending the contract with Greenwood Paving.

## Health Wardens In Quebec

On January 26, the Province of Quebec announced that unvaccinated people are not permitted to go inside of a large (ie: big box) store unless accompanied by a "health warden" who will monitor them so they only purchase food and medicine. They are not allowed to purchase anything else.

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*Submit your business news to [admin@ovbusiness.com](mailto:admin@ovbusiness.com)*

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**PMFRC**  
Petawawa Military Family Resource Centre



**CRFMP**  
Centre de ressources pour les familles des militaires de Petawawa

**MFSP**  
MILITARY FAMILY SERVICES PROGRAM



**PSFM**  
PROGRAMME DES SERVICES AUX FAMILLES DES MILITAIRES

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## It's A Fact

### Care Occupations In Canada

**3.2 million**

Persons employed in paid care occupations

**19%**

Canadian employed population in paid care occupations

**9%**

Paid care occupations who are registered nurses and registered psychiatric nurses

**9%**

Paid care occupations who are elementary school and kindergarten teachers

**8%**

Paid care occupations who are nurse aides, orderlies and patient service associates

**7%**

Paid care occupations who are light-duty cleaners

**75%**

Paid care occupations occupied by women

**46%**

People working in paid care occupations who had a university certificate or degree at the bachelor level or above

**25%**

People not working in care occupations with a university certificate or degree at the bachelor level or above

**29%**

Women in paid care occupations who had a college credential as their highest level of education

**16%**

Men in paid care occupations who had a college credential as their highest level of education

**24%**

Total Canadian workers who are immigrants

**44%**

Women in paid care occupations who held a university certificate, diploma or degree at the bachelor level or above

**51%**

Men in paid care occupations who held a university certificate, diploma or degree at the bachelor level or above

**29%**

Women who held professional occupations in nursing such as registered nurses, registered psychiatric nurses and nursing co-ordinators and supervisors

**11%**

Men who held professional occupations in nursing such as registered nurses, registered psychiatric nurses and nursing co-ordinators and supervisors

**45%**

Men who held professional occupations such as general practitioners and family physicians, specialist physicians and dentists

**16%**

Women who held professional occupations such as general practitioners and family physicians, specialist physicians and dentists

**\$59,300**

Average employment income of women in paid care positions

**\$73,400**

Average employment income of men in paid care positions

Source: Statistics Canada

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Ottawa Valley  
**BUSINESS**

## FREE Transportation to COVID-19 Vaccination Clinics in Renfrew County



This service is available to all residents of Renfrew County who are eligible for vaccination and to individuals who require wheelchair specialized transportation.

**Not sure who to call? Call 1-833-617-4357 for your local transportation provider.**

If you require transportation or wheelchair accessible transportation to your vaccination appointment in Renfrew County, your Community Support Services will provide your transportation free of charge.

To book a drive, call:

**Arnrior McNab  
Braeside Seniors at  
Home Program**

Phone: 613-623-7981

**Renfrew & Area Seniors  
Home Support**

Phone: 613-432-7691

**Calabogie & Area Home  
Support**

Phone: 613-752-2828

**Eganville & District  
Seniors**

Phone: 613-628-2354

**Carefor Health &  
Community Services  
(Pembroke)**

Phone: 613-732-9993

**Barry's Bay & Area  
Senior Citizen's Home  
Support**

Phone: 613-756-2772

**North Renfrew Long-  
Term Care Services  
(Deep River)**

Phone: 613-584-1900

# Government News In Brief

## Gas tax funds, electricity savings, business program

### Ontario Gas Tax Funding

Ontario's Gas Tax program supports public transit in municipalities across Ontario by providing two cents per litre of the provincial gas tax to improve and expand transit. Local municipalities receiving funding include: Bancroft (Hastings Highlands, Wollaston) received \$78,270, Lanark County received \$434,033, Pembroke (Laurentian Valley) was provided with \$103,817 and a conglomeration of municipalities including Renfrew, Admaston Bromley, Bonnechere Valley, Greater Madawaska, Horton and Whitewater Region received \$249,782.

### Electricity Savings For Business

As of January 1, 2022, industrial and commercial electricity customers could see an additional four per cent savings compared to their bills last year. Starting on January 1, 2021, the Comprehensive Electricity Plan reduced overall Global Adjustment (GA) costs for industrial and commercial customers who do not participate in the Regulated Price Plan (RPP) by shifting the forecast above-market costs of non-hydro renewable energy, such as wind, solar and bioenergy, from the



rate base to the province. As part of its COVID response, Ontario had deferred a portion of GA between April and June 2020 for industrial and non-RPP commercial customers, with more than 50,000 customers benefiting. Those same businesses paid back these deferred GA costs over 12 months, between January 2021 and December 2021. Now that the GA deferral repayment period is over, industrial and non-RPP commercial customers will benefit from the full cost reductions provided to them by the comprehensive electricity plan. This means that beginning January 1, 2022, these businesses could see an additional four per cent savings on their bills compared to 2021, depending on their location and consumption. For example, a manufacturer with an average maximum monthly electricity demand of five megawatts could

see electricity savings of about 15 per cent, or about \$30,000 per month, in 2022. Actual savings for consumers would vary depending on consumption and location.

### Applications Now Open for Ontario Business Costs Rebate Program

Eligible businesses required to close or reduce capacity due to the current public health measures put in place to blunt the spread of the Omicron variant of COVID-19 can apply for the new Ontario Business Costs Rebate Program which opened January 18. The government will provide eligible businesses with a rebate payment of up to 100 per cent for property tax and energy costs they incur while subject to these restrictions. Eligible businesses required to close for indoor activities, such as restaurants and gyms, will receive a rebate payment equivalent to 100 per cent of their costs. Those required to reduce capacity to 50 per cent, such as smaller retail stores, will receive a rebate payment equivalent to 50 per cent of their costs.

## Election Watch

### Ontario Election June 2, 2022

How to become a candidate: You must be 18 years of age or older on election day, a Canadian citizen, a resident in Ontario for at least six months before election day and not disqualified by any legislation. You must be nominated by having signatures and addresses of at least 25 eligible electors in the electoral district in which you are running. Once you receive a Certificate of Nomination, your name will appear on the ballot and you will be registered according to the *Election Finances Act* and eligible to start financial activity. There is no fee to become a candidate.

For more information on the Ontario provincial election, visit [www.elections.on.ca](http://www.elections.on.ca)

### Municipal Election October 24, 2022

May 2, 2022: First day to file a Nomination Paper for mayor, councillor and school board trustee.

August 19, 2022: Deadline for candidates to file a nomination, withdraw a nomination or change office.

Who can be a candidate? You must be a resident of the municipality, a non-resident owner or tenant of land in the municipality or the spouse of such non-resident owner or tenant, a Canadian citizen and at least 18 years old, you must not be legally prohibited from voting and not disqualified by any legislation from holding municipal office. You will need 25 signatures on your nomination form and must pay a fee of \$100 (\$200 for mayor).

There is a 90-minute online course that explains the role of running for municipal council.

For information on municipal elections in Ontario, visit [www.amo.on.ca](http://www.amo.on.ca)



# Boudens BOOKKEEPING

Do you have a  
bookkeeping vacancy  
at your business that you  
can't seem to fill?

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some time to work on  
other areas of your  
business?

Are you ready to move to a  
bookkeeping service?

Contact Kim Boudens. Phone: 613-401-8052 or [boudens1@nrtco.net](mailto:boudens1@nrtco.net)

# College Faculty On Work-To Rule

## “Members cannot be intimidated, coerced or retaliated against”

In a January 7, 2022 letter to Graham Lloyd, Chief Executive Officer of the College Employer Council, Warren Thomas, OPSEU/SEFPO president noted that faculty members represented by OPSEU/SEFPO working at Ontario's 24 public colleges have now begun Phase 2 of the work-to-rule campaign. This is part of a legal strike action, which began on December 18, 2021. This includes Algonquin College.

Thomas says that work-to-rule is a legally recognized form of strike action, as per the Colleges Collective Bargaining Act (CCBA). In his letter shared on Facebook, he writes that OPSEU/SEFPO has been abundantly clear about the scope and has clearly communicated that members will not be performing tasks

outside of the strict letter of the collective agreement, and where applicable, the requirements of their SWFs, including participation in orientation events. Such tasks are considered struck work, and performing them would be equivalent to crossing a picket line. The letter continues that any direction from the employer to faculty to not engage in strike activity - or any reprisal, or threat of reprisal for doing so - will be considered interference with the union and OPSEU/SEFPO will take any, and all, appropriate steps required. He concludes that "we will not allow our members to be intimidated, coerced or retaliated against."

**Colleges Buoyed By International Tuition**  
Ontario's Auditor General,

Bonnie Lysk, released a report in December noting that the number of domestic students to Ontario's 24 colleges has declined by 15 per cent, while the number of international students has increased 342 per cent. Today, international students comprise 30 per cent of Ontario college students. In addition, Lysk noted that 62 per cent of international students are coming from one country - India. China is next at six per cent and Vietnam is third at four per cent. The college system now relies on international students for 68 per cent of its tuition fees.

## Finance

### CEBA Loan Repayment Deadline Extension

On January 12, the government announced the repayment deadline for CEBA loans to qualify for partial loan forgiveness is being extended to December 31, 2023, for all eligible borrowers in good standing. Repayment on or before the new deadline will result in loan forgiveness of up to a third of the loan value (up to \$20,000). Outstanding loans would subsequently convert to two-year term loans with interest of five per cent per annum commencing January 1, 2024 with loans fully due December 31, 2025. Also, the repayment deadline for partial forgiveness for CEBA-equivalent lending through the Regional Relief and Recovery Fund is extended to December 31, 2023.

Source: CPA Canada

### COMMUNITY FUTURES FRANCOPHONE JOB CREATION PROGRAM

## 50% WAGE SUBSIDY

THE COMMUNITY FUTURES FRANCOPHONE JOB CREATION PROGRAM WILL PROVIDE FINANCIAL INCENTIVES TO RENFREW COUNTY EMPLOYERS TO HIRE FRANCOPHONE SPEAKING EMPLOYEES THROUGH A 50% WAGE SUBSIDY.

Renfrew County employers are eligible for the following for a new francophone hire:

- Up to 50% employee wage subsidy
- Up to 50% advertising contribution for job position

Employees hired on or after September 24, 2021 eligible. Available through to March 31, 2022.

CALL 613-431-3951 EXT. 229  
OR EMAIL KELLEY.LEMENCHICK@RCCFDC.ORG  
FOR MORE INFORMATION.

### PROGRAMME FRANCOPHONE POUR LA CRÉATION D'EMPLOIS

SOCIÉTÉ D'AIDE AU DÉVELOPPEMENT DES COLLECTIVITÉS (SADC)

## SUBVENTION SALARIALE DE 50 %

LA SADC OFFRIRA UNE SUBVENTION SALARIALE DE 50 % AUX EMPLOYEURS DU COMTÉ DE RENFREW QUI EMBAUCHENT DES EMPLOYÉS FRANCOPHONES VIA LE PROGRAMME FRANCOPHONE POUR LA CRÉATION D'EMPLOIS.

Les employeurs du comté de Renfrew qui embauchent des employés francophones pourront recevoir :

- une subvention allant jusqu'à 50% des dépenses salariales encourues;
- un soutien financier allant jusqu'à 50% des frais pour annoncer ces postes.

Les subventions sont disponibles jusqu'au 31 mars 2022.

POUR EN SAVOIR PLUS, VEUILLEZ COMMUNIQUER AVEC NOUS AU 613-431-3951 POSTE 229 OU KELLEY.LEMENCHICK@RCCFDC.ORG

## Events

### February 22, 2022

Developing A Powerful Community On LinkedIn. A guide through the process of completing and optimizing a professional LinkedIn profile and developing a powerful community on LinkedIn. 9:00am-10:00am. Free webinar. Hosted by Small Business Advisor Centre. 613-283-7002 ext.108 or cjames@smallbizcentre.ca

### February 22, 2022

Developing A Powerful Community On LinkedIn. A guide through the process of completing and optimizing a professional LinkedIn profile and developing a powerful community on LinkedIn. 9:00am-10:00am. Free webinar. Hosted by Small Business Advisor Centre. 613-283-7002 ext.108 or cjames@smallbizcentre.ca

### February 23, 2022

Grow Your Brand on Instagram. Free online webinar. 7:00pm-8:30pm. This workshop is for those that have already dipped your toes into the world of Instagram, and are looking to grow your business's reach on the platform. www.obiaa.com/events

### February 23, 2022

Protecting Your Future : Business Insurance Guide. Community Futures welcomes insurance representative, Samuel Brisco to discuss how having adequate insurance can protect your business from commonly experienced losses and why cyber security is more important than ever. Register at <https://bankruptcy.eventbrite.ca>

### February 23, 2022

Upper Ottawa Valley Chamber of Commerce annual general meeting.

Virtual meeting at 1:00pm. Contact the chamber for more details - manager@uovchamber.com

### February 24, 2022

Dong Business with the Government of Canada. Find out if the government buys your goods or services. Register in the supplier database, find key purchasing contracts, search and bid on opportunities, obtain security clearances and more. Free webinar. 12:00pm-2:00pm. 1-873-355-9796

### March 2, 2022

Teeny Tiny Conference Webinar 3. Renewed, Refreshed and the New Rural. Keynote by Robin Jones, Chari of ROMA. Opportunities for rural Ontario in a post-COVID world. 10:00am. www.teenytinysummits.omafrabdb-events.ca

### March 3, 2022

Bookkeeping 101: What business owners need to know. Free online webinar. 9:00am-11:00am. Allowable expenses, write-offs, annual and quarterly remittances, vehicle expenses and more. Hosted by Small Business Advisor Centre. 613-283-7002 ext.108 or cjames@smallbizcentre.ca

### March 8, 2022

Creating and Utilizing Facebook Groups. This webinar will focus on the benefits of setting up a Facebook Group as a value-add for your business. 9:00am-10:00am. Free webinar. Hosted by Small Business Advisor Centre. 613-283-7002 ext.108 or cjames@smallbizcentre.ca

### March 8, 2022

Renfrew & Area Chamber of Commerce annual general meeting. For more information contact Gail at [info@renfrewareachamber.ca](mailto:info@renfrewareachamber.ca)

Submit your business event to [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

## Tenders

### EXPRESSION OF INTEREST

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

### FOR SALE

FD-2022-01 Surplus Tender  
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Sale of Land – Head, Clara & Maria

### REQUEST FOR PROPOSAL

Coagulant Supply  
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Request for Proposal – DP-2022-01 Design-Build of an Affordable Multi-Residential Housing Project  
-----

2021-CORP-08  
Land Needs Study

### TENDERS

Supply and Delivery of a Robotic Total Station and Data Collector 22-PW-001  
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ES-2022-4 RFQ 2022-2024 Curbside Leaf Collection Program  
-----

Janitorial and Building Maintenance Services – Pembroke OPP Detachment  
-----

Request for Tender T-22-01 RFT BM-2022-01-V2 HVAC Upgrades, Bonnechere Manor  
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PW-M-38-2022-22-E3 – 3 Cable Guide Rail and Steel Beam Guide Rail Maintenance  
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PW-C-11-2022-22-E0 – Supply and Place Shoulder Gravel  
-----

PW-C-10-2022-22-E0 – Culvert Replacements  
-----

PW-C-12-2022-22-E0 – Micro Resurfacing  
-----

PW-C-09-2022-22-E0 – Road Rehabilitation of County Road #43 (Highway 43)  
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PW-C-08-2022-22-E0 – Road Rehabilitation of County Road #20 (Waba Road)  
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PW-C-07-2022-22-E0 – Road Rehabilitation of County Road #18 (Port Elmsley Road)  
-----

PW-C-06-2022-22-E0 – Road Rehabilitation of County Road #17 (Blakeney Road)  
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PW-C-05-2022-22-E0 – Road Rehabilitation of County Road #14 (Narrows Lock Road)  
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PW-C-04-2022-22-E0 – Road Rehabilitation of County Road #10 (Scotch Line)  
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PW-C-02-2022-22-E0 – Road Rehabilitation of County Road #9 (Tatlock Road)  
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PW-C-01-2022-22-E0 – Road Rehabilitation of County Road #6 (Christie Lake Road)  
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PW-M-32-2022-22-E2 – Supply and Application of Water Based Traffic Paint for Pavement Markings  
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W0107-19M048/A – Cable TV Services  
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For full tender listings and results, visit [www.ovbusiness.com](http://www.ovbusiness.com)

Do you have a tender to promote? You can post it with us for free on our website and it is promoted in our twice-monthly newsletter. Send your details to [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

You can send us information to be published for free! We take business events, tenders and request for proposal, business news, employee news, facts related to business or industry and more!

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[admin@ovbusiness.com](mailto:admin@ovbusiness.com)

# Picking Favourites

## Why it can help to carve out your niche



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

As a business, we like to be available to everyone. Deep in our *raison d'être* is knowing that we are going to get paid for helping someone, and you will always have that opportunity. In addition, it's a good time to zero in on your favourites and develop a plan to cater to them.

You can choose your favourite customers by how they contribute to your bottom line, how they align with why you do what you do or a combination of both. For example, as an accountant, you want clients who will pay their bills, but you also prefer to do non-profit type of work so your favourite customer might be financially secure non-profits.

When you know your favourite customer, you can build your marketing around attracting them. Using the accountant example above, maybe you offer

seminars for non-profits, sponsor events that would draw their attendance or submit an article on a specific topic for their board to consider, even if they already use another accounting firm. Marketing can become easier when you get more specific about the niche audience you want to pursue.

Is there a risk in putting all your eggs in one basket? A diversified client base is always a good thing, a bit of a safety net if something goes sideways in one area of your business. The best way to answer that question will come from evaluating your own version of risk. Are you comfortable pursuing a niche audience for 25 per cent of your business? Maybe 50 per cent? If you want to build your business with clients that you truly enjoy, you will need to carve out a space to do that.

The benefits of targeting a certain type of customer are that you can give them more of your attention, which usually results in a stronger relationship and more sales. It also drives more of the same type of customer to your door when you become known for serving a certain clientele. Using the accountant example again, as you build the non-profit clientele, you might

take continuing education in that sector and then your expertise increases which makes you stand out amongst your peers. That expertise can also open other doors for you and your company down the road.

The other thing to remember is that your favourite customers can sometimes change as you grow in your business. When you're the newer kid on the block, you might align with a certain customer. As you become known, you might draw the attention of other customers and find a missing piece of the marketplace that you can easily fill. Your customer focus can also be driven by how you grow your business - the strengths that employees bring to the table, and it can be driven by downsizing your business on the way to retirement.

Whatever stage of business you might be in, it is always a good position to be aware of who your best customers are and who you most enjoy working with. We spend a lot of our lives at work, so the more you enjoy what you do, the better work-life balance you are likely to have.

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

## Work Wellness

### Office Walk

Over the lunch break, map out a 20-minute walk route for a group to join in and get some exercise. Keep the same time and route location to make it easier for people to join in. The route can change periodically or with the seasons. Let everyone in the office know they are welcome to join and walk at their own pace - with each other or with headphones in and just for some peaceful time alone. Remote employees can walk at the same time with their own route.

### The Origin of Sayings: Crocodile Tears

Modern English speakers use the phrase "crocodile tears" to describe a display of superficial or false sorrow, but the saying actually derives from a medieval belief that crocodiles shed tears of sadness while they killed and consumed their prey. The myth dates back as far as the 14th century and comes from a book called *The Travels of Sir John Mandeville*. Wildly popular upon its release, the tome recounts a brave knight's adventures during his supposed travels through Asia. Among its many fabrications, the book includes a description of crocodiles that notes, "These serpents sley men, and eat them weeping, and they have no tongue." While factually inaccurate, Mandeville's account of weeping reptiles later found its way into the works of Shakespeare, and "crocodile tears" became an idiom as early as the 16th century.

### Quotable

"I am not a product of my circumstances. I am a product of my decisions."  
(Stephen Covey)

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"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."  
(Conrad Hilton)

Be the business you  
know you can be.

**forwardthinking**  
MARKETING AGENCY



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