



March 2006

Chamber InfoPak

From *YOUR* Orleáns Chamber of Commerce

Orleáns Chamber hires its first Executive Director

Another positive step in a long list of accomplishments this year

The Chamber is taking a giant leap toward securing a bright future by hiring Peter Stewart as its first Executive Director to oversee the management of the organization.

"This is a very exciting day for us," said Chamber President, Craig Bater. "Until now, we have existed largely through volunteer efforts with limited administrative support. Peter will be a tremendous asset and we look forward to achieving great things with him at the helm."

Peter Stewart is a long-time Orleáns resident and business owner. He is also a former Orleáns Chamber vice president and was instrumental in developing the proposed Heart of Orleáns Business Development Area Committee that will eventually overhaul St. Joseph's Boulevard.

The hiring is just one of many recent changes at the Chamber designed to improve the organization and bring more benefits to its members. Last fall, work began on changing the governance model to improve accountability and efficiency while opening up lines of communications. Late last year this very newsletter was launched to rave reviews from the members. More recently, a new [website](#) was launched to improve the online presence of both the Chamber and its members.



Orleáns Chamber of
Commerce Executive
Director, Peter Stewart

[Visit the Chamber website now...](#)

Chamber opposes Mer Bleue snow dump

Groups collecting signatures for petition



The Orleáns Chamber of Commerce has joined the Innes Road Rezoning and Development Group to collect signatures in opposition to a proposal that would see a snow disposal facility in the Orleáns Industrial Park. It's located off Mer Bleu Road, just south of Innes Road. The two groups say that putting a snow disposal facility there will stifle commercial growth, limit employment possibilities and produce no tangible benefits for the community.

"The information city staff are using to back up their recommendations is more than

20 years old," said Chamber of Commerce President, Craig Bater. "Back then, this location was on the outskirts of a community of 58,000 people. Now, the population has almost doubled and there are residential and commercial communities all around it. It makes no sense to put it there now. They really need to revisit this 20-year-old decision."

To add your name to the growing list of signatories, call the Chamber office at (613) 824-9137.

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(***Editor's note** Yes, that's me. I'd recommend Ficient in a heartbeat.)

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Branding: It *is* everything it's cracked up to be

by Ron Jette

Tune up your business and increased profits are sure to follow

To believe those sharp Madison Avenue types, "if you don't have a brand, you got nothin'." Well, guess what? They are absolutely right.

And absolutely wrong.

First, just like they believe, your brand *is everything*. They are right on that point. More on this in a minute. But as for having or not having a brand, it's not like you have a choice.

You have a brand. Whether you know it or not, whether you like it or not, you have a brand. To explain...



Ron Jette
Tristan Creative

What is a brand, anyway? A brand is whatever your customer says it is. It is everything they think about when they think about you. Do they think you are expensive but worth every penny because you offer an excellent product or service? Then *that's* your brand. Do they think you are cheap and unreliable? Then *that's* your brand. Again: *your brand is whatever your customer says it is.*

A brand is more than just a logo or company name. It's not just letterhead, business cards and a website. It's all of that stuff and much, much more. It's the way you answer your telephone, it's the way you speak, it's the car you drive. Everything people know about you influences their thinking about you, about your "brand."

So here's what I'm thinking: people are going to think *something* about you so why not try to influence that thinking?

If you want people to think you are friendly and customer-oriented, for example, everything you do must be designed to reflect that. Your signage, your logo, your business card, your website, the way you answer your telephone, the way you treat your customers (of course), even the layout of your store. Whatever they think of you, *that* is your brand.

Want to increase business? Decide what you want your brand to be and then design everything to support it.

If you have any questions, just ask...

Blaze guts Orléans business

Salvation Army Thrift Store gutted in Saturday night blaze



Investigators inspect the damage after fire gutted the Salvation Army Thrift Store on Innes Road.

PHOTO: Fred Sherwin, Orleansonline.ca

Police are now calling the fire that started just outside the Salvation Army Thrift Store on Innes Road yesterday "suspicious."

The blaze caused more than \$500,000 in damage but we are told that insurance should cover the damage. Some of the other stores in the strip mall at Jeanne d'Arc and Innes Road suffered smoke damage.

Salvation Army spokesman, George Dicker, welcomed a call from the Orléans Chamber of Commerce on Sunday saying that if Chamber members want to help, they can

either redirect their material donations to other Thrift Stores or make arrangements to make a cash donation by calling the Salvation Army office at 234-3372.

Coming events that will help you learn and earn



Gerry R.J. Meyer, CHRP
Director of Human

March 30, 2006, Biz-savvy Breakfast — Managing performance, employee retention, legal obligations...what's a manager to do? Join us for a BIZ-SAVVY BREAKFAST from 7:30 a.m. until 9:30 a.m. on **Thursday, March 30, 2006**, at the Pine View Municipal Golf Course Club House, 1471 Blair Road.

Meet new contacts and old friends while getting advice from one of the area's foremost experts on human resources, Gerry Meyer, Director of Human Resources for Minto Developments Inc.

COST: Register **before** noon, Tuesday, March 28 and

members of NCBA Chambers pay just \$20; register **after** noon, Tuesday, March 28 and members of NCBA Chambers pay \$25 (Non-members, add five bucks in each case.)

Visit the [Chamber website](#) now to download a BIZ SAVVY BREAKFAST registration form.

This event is being co-sponsored by the [Orléans Chamber of Commerce](#), the [Ottawa Business Journal](#) and the [Eastern Ottawa Chamber of Commerce](#).

April 13, 2006, Chamber Networking Breakfast — Join us for breakfast at 7:30 a.m. on April 13th at Gabriel's Restaurant on St. Joseph Blvd. where guest speaker Cristi Cooke of [Majority Marketing](#) promises to "unravel the mystery of the female client."

Cost: \$15 at the door but **registering in advance** will save you five bucks! Visit our [website](#) to download a registration form.

PLEASE NOTE: No-shows will be invoiced.

April 15, 2006, Arts Ottawa East's 15th annual Luncheon for the Arts — This annual event is moving to a new location. This year's event will be held from 11:30 a.m. to 1:30 p.m. on Tuesday, April 25th at the Museum of Aviation, on Aviation Parkway. A gourmet meal sponsored by La Gourmandise, live jazz, original works of art for sale...it's a whole lot of fun for a great cause. Contact Arts Ottawa East at 613-749-4978 for more information. Visit the [Arts OE website](#), send them an [email](#) or call (613) 749-4978 for more information.

April 18, 2006, Heart of Orléans BIA Committee Information Session — The Heart of Orleans Business Improvement Area Committee will be holding an information session for businesses on April 18th at 7:30 a.m. at the Tenth Line Police Station. All businesses along St. Joseph Blvd., Centrum Blvd. and Place d'Orléans Drive are invited to attend. Coffee and muffins will be served.

April 19, 2006, Mayoralty Candidates' Forum — The [National Capital Business Alliance](#), of which the [Orléans Chamber of Commerce](#) is a member, has set a date for the mayoralty candidates in the upcoming municipal election to duke it out, I mean discuss the issues. It's being held Wednesday, April 19th at the Rideau Carleton Raceway and it's open to any and everyone. The three current frontrunners, Bob Chiarelli, Terry Kilrea and Alex Munter, have all confirmed their attendance.

Advance tickets for members are \$35.00 If you aren't a member and show up at the door it'll cost you 50 bucks. Download the [registration form](#) now to get a seat.

August 17, 2006, Orléans Chamber of Commerce Golf Tournament — If you are already slotting in golf tournaments in your agenda, you will want to mark down Thursday, August 17th. The annual event will be held at the Hammond Golf and Country Club in, uh, Hammond. Details to follow after the snow melts.

Get your oil changed in under 9 minutes. Seriously.

Advertisement

If your time is valuable, then the fast and friendly service at the new Oil Changers service centre in Orléans is like money in the bank!



Luc Potvin, Owner
on Innes Road (west of Tenth Line).

If you've been putting off getting your oil changed because you just don't have time, here's the good news: New Chamber member and Oil Changers franchise owner Luc Potvin says his new service will have you in and out in **9 minutes or less**.

Drop in to visit Luc and his team today—but you better talk fast!

Oil Changers can be found at **361 Vantage Drive**, behind Petro-Canada

Call (613) 837-3509 or drop in today!

[Visit the Oil Changers website...](#)

Get something to say? We're listening!

Chamber InfoPak now accepts submissions

One of our goals at the Chamber is to promote dialogue within the business community. To that end, we will publish opinion pieces of subjects of interest to the Orléans business community (150 words or fewer, please — about the size of this article). Or, maybe you would like to comment on something you've read here or something going on in the community. Maybe you've got a business tip that might help others improve their revenues. Feel free to **drop me a line**.

We publish *Chamber InfoPak* once a month and our next deadline for submissions is April 14th. Don't wait, though. If you have something to say, submit it now so you don't forget. And please include a telephone number where you can be reached during the day.



Business nuggets (not necessarily golden)

Source:
Ottawa
Business
Journal



OBJ Forty under 40 deadline extended – "It's more important to receive many quality nominations than stick to a predetermined deadline," says Mr. Curran. "We understand that people are busy, especially successful people."

The nomination deadline has been extended to Friday, March 31. To find out more, visit the [Forty under 40 website](#). You can also call Sue Perry at 744-4800 ext. 225 or send her an [email](#).

Economic indicators – Remember the "Help Wanted Index"? A measure of the economy was how many column inches were needed for the help-wanted section of the local newspaper. More job opportunities, better economy. And vice versa.

Now it's the Monster Employment Index (MEI). According to the OBJ, the MEI indicates that online job availability in Ottawa remains at a high level.

What is the MEI? It's an analysis of the online job postings at the Monster website. Ottawa and Quebec City were the only centres where online hiring remained steady last month. Online recruiting declined in all other cities covered by the survey.

Throwing in the towel – It used to be a measure of last resort. Now, some say it's a business strategy. We're talking about bankruptcy.

"Years ago, people would do anything to avoid going bankrupt," Carleton University finance professor Bill Lawson was quoted as saying in the *Ottawa Business Journal*. "But people are now thinking it's a way to solve their problems and get a clean slate, because of the increased awareness of bankruptcy laws."

Last year, 2,196 Ottawa–Gatineau-area consumers declared bankruptcy and a further 646 filed proposals with their creditors to pay off their debts. As for businesses, 211 closed their doors while another 162 opted for proposals.

Want some really bad news? In 2005, personal bankruptcies in Ottawa–Gatineau increased at about 15 times the national rate. On the business side, the number of enterprises that threw in the towel came in at a 14-per-cent increase, compared to a national *decline* of around 7 per cent.

[More news from the Ottawa Business Journal...](#)

Is you business dressed for success?

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Image is critical in today's business climate



Your website, business card or brochure might be the only salesperson your potential client ever sees. Do they look their best?

Jan Soetermans of **jandesign** has been a professional graphic designer for more than two decades and has worked for some of the biggest corporations and clients in Canada.

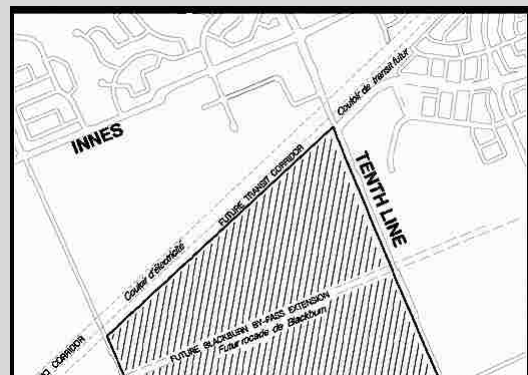
Whether you need to update your corporate look, develop a new brochure or design an eye-catching website, give Jan a call today at **(613) 841-2446**. You couldn't have a better designer on your team.

Mer Bleue Community Design Plan to be unveiled...

...and you're invited

A Community Design Plan is being prepared to guide the future development of the lands located south of the Hydro Corridor, east of Mer Bleue Road, west of Tenth Line Road and north of the urban boundary.

If you'd like to see it, join city officials on Wednesday, March 22nd at 6:30 p.m. in Room 340, 255 Centrum Boulevard, Orléans Client Service Centre (former Cumberland Town



Hall).

For more information, contact Julie Houle at the City of Ottawa by **email** or by telephone at (613) 580-2424, ext. 27816. Or contact Michael Wildman at the City of Ottawa by **email** or by telephone at (613) 580-2424, ext. 27811.

[Learn more about the Orléans Industrial Park Study...](#)

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"For all your floral needs, our quality and service exceeds."

[Visit Innescents Floral Design](#)

Turning now to zoning news...

4366 Innes Road – Liff & Tolot Architects have applied to build a two storey structure with retail on the main floor and offices on the second floor.

Taylor Creek Business Park – FGWBM Inc. has applied to build a new two-storey commercial office building.

Convent Glen Shopping Centre – The Effort Trust Company has applied to build a new Tim Hortons drive-through.



2006 Health Care Survey

The Ontario Chamber of Commerce wants your input



The Ontario Chamber of Commerce has developed a survey in continued efforts to identify health care issues that are of importance to Chamber members. Results of this survey will be used to help shape our views and prioritize areas of focus to assist in the development of policy positions specifically relating to health issues.

If you'd like to complete the **survey**, you must do so before Friday, March 31st at 5:00 pm. (**Please note:** you have to choose "Ottawa" to complete the survey. We're going to talk to them about that...)

[Go to the survey now...](#)

Your tax dollars at work

Here is where your money goes

At our March networking breakfast,

speaker Michael Hughes distributed a one-page document that compared the city's 2006 draft budget with past actual numbers. In 2000, the average cost of one full-time equivalent employee was \$52,047. This year it is \$76,094, an increase of 37 percent. Here's more to think about:

- Since 2000, the population of Ottawa has grown 7.9 percent. Meanwhile, the property tax revenues and payments in lieu of taxes have grown 28.8 percent and total operating expenditures have jumped 40 percent.
- Remember how the number of city employees was going to drop after amalgamation? In fact, there are almost 1,000 more employees now than there were just before amalgamation in 2001. Just something to think about when you head to the polls this November.

[Like to see a close-up of the budget?](#)

News flash: East–west rail needed more than north–south



A recent Ottawa Citizen–Decima Research poll indicates that 67 percent of those polled believe that an east–west rail link is needed more than a north–south line. (Really?)

Mayor Bob Chiarelli says east–west is still a top priority and will get done but he had no choice but to push the north–south expansion first.

“They are a much larger population, east and west. They like light rail, they want it and they want it sooner than later. Unfortunately, we can’t do both at the same time and we never would have light rail at all if we had to go east–west first,” the mayor was quoted in the *Ottawa Citizen* as saying.

“It is \$1.5 billion and we never would have had an opportunity to get that kind of money. It made sense to do the north–south first,” he said

The poll found also that 79 percent believe that it is important to expand light rail across the city. And, while critics argue that light rail will undermine the city’s bus system, 86 percent of bus riders polled believe that commuter rail expansion is a good idea.

[Visit the city's website to learn more about light rail transit...](#)

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