

Think Global ...  
Buy Local

# Agricultural Information

Volume 6 Issue 11

February 2014

Pontiac Chamber of Commerce

## Agricultural Information Session

Wednesday, February 12th  
11:30 am – 1:30 pm  
Hotel Ladysmith, 2144 Route 303,  
Ladysmith

**A business lunch geared towards Pontiac's agriculture community and the financial options available to them!**

### Presenters

#### MAPAQ

Available to answer your questions about program eligibility requirements

#### Farm Credit Canada (FCC)

Offering business and financial services to Canadian agriculture producers

#### FADQ : La Financière agricole du Québec

Jean-Bernard Lebelon,  
agroéconomiste, Agricultural Finance Advisor

#### SADC Pontiac – Your business centre

Supporting business development. Our services help stimulate local job creation, business innovation and economic growth.

#### CLD

Economic development of the Pontiac (help, support and vision)

#### CLE Campbell's Bay

Louise Grenier, Business Service Consultant

An explanation of Emploi Quebec's programs and financial assistance measures

#### BMO Bank of Montreal

Laura Naismith, Commercial Account Manager

"Financing the future of agriculture"

## Chamber Events

### Agricultural Information Session

Wednesday, February 12th  
11:30 am – 1:30 pm  
Hotel Ladysmith, 2144 Route 303,  
Ladysmith  
Price: \$20 members, \$25 non-members  
RSVP by February 7th



### General Meeting

Thursday, February 27th  
Meal (\$25) – 6:30 pm  
Meeting – 7:00 pm  
BATEAU ROYAL, Portage du Fort  
RSVP by February 24th

Price: \$20 members, \$25 non-members

Lasagne, ham & potato casserole, Caesar salad, dinner roll, dessert, tea and coffee

RSVP by February 7th

Contact Ginger Finan, Business Development Coordinator

[bizdev@pontiacchamberofcommerce.ca](mailto:bizdev@pontiacchamberofcommerce.ca)

819-647-2312

Sponsored by:



[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)  
[info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)  
[bizdev@pontiacchamberofcommerce.ca](mailto:bizdev@pontiacchamberofcommerce.ca)  
819-647-2312 or 1-855-647-2312

## Small Business Checkup

*This article will be presented over four newsletters.*

### Marketing

Promoting your business is essential for ongoing success. No matter how strong a core client group you've built, don't rely solely on them for continued business. Repeat customers have utmost value, but there may come a day when a key customer goes elsewhere. Be prepared by cultivating new contracts and sales through effective marketing.

- **Does your marketing strategy reflect current methods of attracting business?**

A written marketing strategy will help you keep on target to promote your business and in turn, increase sales. Review your current document and identify marketing efforts that provide the biggest return for your dollar. Referrals are considered a minimal cost and a high return benefit of word of mouth marketing. They are based on establishing and maintaining an excellent reputation. Some methods, such as traditional print advertisements may be losing their appeal to more tech-oriented potential clients who rely heavily on social media. Be open to exploring new ideas to get the word out about your business.

- **Does your brand suit the current environment?**

You likely created it when you first started your business. Does it still accurately reflect the times and your company or have you evolved into something different?

- **Are you a contender in your niche market?**

One way of identifying your

strengths and weaknesses as compared to your competition, is to do a competitive analysis. Create a chart listing strengths, weaknesses, pricing, customer service approach, reputation, years in business, location, etc. and fill in the blanks for your own company and every other one offering similar products or services. It may take some time, but eventually you'll see where your strengths lie, what others do better and resulting opportunities for change and growth in your own operation. Read what customers say online about your and other firms. Another useful tool is a S.W.O.T. analysis. Remember, knowing another company's weakness can spell opportunity for your organization. Use the template on the previous page to get started.

- **Are you reaching the right customers and meeting their needs?**

Successful businesses satisfy a need. Make sure you are keeping up with client needs by being aware of new services and products they may find attractive. Ask for feedback every time you make a sale, and gather testimonials. Try our short but effective survey on the right to gather valuable information and incorporate the results into your marketing plan.

- **Have you targeted your marketing efforts?**

Take the time to identify your ideal client and align your marketing approach to attract those clients. You cannot be all things to all people when running a business and your marketing dollars are best spent reaching a specific group.

Use this simple survey to gather valuable feedback from your clients:

### **What was the best part about your experience with us today?**

Glowing reports of good service, timely action and good value are wonderful to receive and confirm why you are in business. Testimonials of good experiences can be used in your marketing materials (only add customers' names with their permission.)

### **What could we do differently?**

This is a great way to find out what customers want, what they don't like and what will make them happy and keep coming back. Look at this as an objective exercise and keep an open mind.

### **Why did you choose to deal with our company?**

Answers will range from: your convenient location, because they've always dealt with you, you have the best prices, they were driving by, I got fed up with my last supplier, etc. Regardless, each answer gives you information to study, especially when you begin to see a pattern. Then emphasize those strengths in your marketing efforts.

*Your most unhappy customers are your greatest source of learning.*

*– Bill Gates*

### **Next month: Financial & Legal**

CHAMBERS OF COMMERCE GROUP

INSURANCE PLAN

*Information supplied by R. F. MacKillop CFP.*

## General Meeting

Thursday, February 27th  
Meal (\$25) – 6:30 pm  
Meeting – 7:00 pm  
Bateau Royal, Portage du Fort

Sponsored by



### Presenters

**Rémi Bertrand – MRC Director General; Raymond Durocher – Pontiac Warden**—Presentation with respect to Vision 20/20

**Patrick Hureau, President – Score Financial Services Inc.**—Provides the National Chambers of Commerce Group Insurance Plan, represented and brokered by Ronald F. MacKillop.

**Jennifer Hagen CAE – Canadian Chamber of Commerce**—Ms Hagen will speak about member benefits and affinity programs with an update on the TD Merchant Services program.

### Meal Choices – \$25

1. Grilled Sausage and mushroom in a pesto sauce serve on Penne.
2. Roasted Vegetable in a savoury tomato sauce served on Capellini
3. Shrimp and Scallop in a white wine cream sauce serve on Fettuccine

*All with Caesar salad and garlic bread, tea and coffee.*

RSVP by February 24th

Contact Ginger Finan, Business Development Coordinator— 819-647-2312  
bizdev@pontiacchamberofcommerce.ca

**All Pontiac businesses welcome!**

## Advertising in the Online Business Directory

All businesses try to find the best, most cost effective way to advertise their products and services to the public or other business owners. The Pontiac Business Directory is one way to do this. The directory ranks very high on search engines when anyone is looking for products and services in the Pontiac region.

This directory was created to be updated by the businesses themselves so new information can be added to your listings at any

time as your business changes and you offer new products or services.

If you would like information about the directory, please contact [lynda@freshimage.ca](mailto:lynda@freshimage.ca). The online Help File is there to step you through the process. If you have not already claimed your business' listing, we can step you through the process.

**Visit the directory at:  
[www.commercepontiac.ca](http://www.commercepontiac.ca)**

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community.

## Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) – [www.chamber.ca](http://www.chamber.ca) and the Quebec Chamber of Commerce (FCCQ) – [www.fccq.ca](http://www.fccq.ca)

You and your business can take advantage of benefits listed on their web sites.

connected!  
branché!

member of the Canadian Chamber of Commerce network  
membres du réseau de la chambre de commerce du Canada

Fédération des chambres  
de commerce du Québec | fccq

## Group Insurance Benefits

Visit the new web site / view the video!

**<http://www.chambers.ca>**

## Valentine's Day

February 14th!

**Buy Local!**



**Think Global ... Buy Local  
Support Those Who Support You  
Small Businesses Make Small Towns Work!**

**Consider this when you're buying ...  
As business operators, our actions shape our communities.**

## Chamber Business Sponsors

**C'EST TOUT DESJARDINS QUI APPUIE  
LES ENTREPRENEURS AGRICOLES**  
IT'S ALL OF DESJARDINS SUPPORTING  
AGRICULTURAL ENTREPRENEURS

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Assurances  
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Coopératives  
Cattle  
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Hypothèques  
Equipment Financing  
Serres  
Co-operatives  
Mortgages  
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Succession Planning



819 683-2451 desjardins.com

 **Desjardins**  
Caisse populaire  
de Fort Coulonge

## Welcome to the Chamber!

Check the chamber web site for links to all Chamber businesses.

**Support your local businesses!**

*If you received this newsletter via regular mail and would like to receive it via email, please let us know a valid email address. We do not share our lists.*

*Avant que ça ne devienne trop gros,*  
*consultez votre avocate.*

**Kim Beaudoin, avocate**

289, route 148  
Fort-Coulonge  
T. 819 778.6522  
F. 819 778.6525  
C. 819 318.0228

Kimbeaudoinavocate@videotron.ca

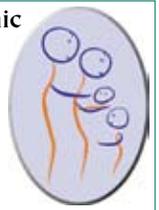
**Campbell's Bay Cement**  
819-648-2144



[www.campbellsbaycement.ca](http://www.campbellsbaycement.ca)  
[info@campbellsbaycement.ca](mailto:info@campbellsbaycement.ca)

1210 Route 148 East, Campbell's Bay, QC

**Pontiac Chiropractic Clinic**  
Dr. Isabelle Gagnon,  
Chiropractor  
[www.chiropontiac.ca](http://www.chiropontiac.ca)  
[chiropontiac@gmail.com](mailto:chiropontiac@gmail.com)



224 Route 148  
Mansfield, QC  
819-683-3690

379 Route 148  
Shawville, QC  
819-647-5155

**DC** **Depanneur  
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& Bar**

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362 Pembroke Road • Chapeau, QC • 819-889-5363

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





**Via Capitale Outaouais**  
**Mark James Ryan**  
613-614-7150

1552 Hammond Rd  
Quyon, QC

819-458-2682  
Fax: 819-458-3313

**Pontiac Recycling Inc.**

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

**Pontiac Respite Services**  
819-648-5905

**Senior's  
Retirement Residence**

24 Reid Street, Campbell's Bay, QC J0X1K0

**Auberge du Village  
SHAWVILLE**  
(819) 647-6464



SHAWVILLE Village Inn  
Your hosts: Ross & Linda Vowles  
924 Route 148, Shawville, QC J0X 2Y0  
[www.shawvillevillageinn.ca](http://www.shawvillevillageinn.ca)

**Would Like to Join the Chamber?**

Membership fee of \$100 entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:  
Pontiac Chamber of Commerce  
PO Box 119  
Campbell's Bay, Quebec, J0X 1K0  
1-866-861-0509 or 819-647-2312  
[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)  
[info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)

384 7th Concession  
Clarendon, QC

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CARTRAGE  
CONSTRUCTION**

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877-647-2670

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Find our list of services on our web site.  
[www.tomorrcartage.com](http://www.tomorrcartage.com)

Septic Systems  
Waste Bin Rentals

General Contracting  
Topsoil

Equipment Rentals  
Bulk Transport

**Exposure for your Business**

Support the Chamber through an enhanced membership and receive benefits for your business.

If you are interested in taking advantage of these enhanced memberships, contact the Chamber for more information.

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