

## ISSUE #7 Fall 2009

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### YOUR BIA BOARD

Ken Ross, *Chair*  
rossyig@rogers.com

Tom Moss, *Vice-Chair*  
tom.moss29@rogers.com

Patrick Creppin, *Treasurer*  
creppin@rogers.com

Dr. Micael Carreira, *Member at Large*  
drmike@marketplacechiropractic.ca

Victor Tsang, *Member at Large*  
vic@barrhavenlive.ca

Stephen Bent, *Member at Large*  
STEPHEN.BENT@CIBC.com

Kevin Butler, *Member at Large*  
KButler@bhlaw.ca

Brian Randall, *Reserve Member*  
brandall@allstate.ca

Councillor Jan Harder,  
*Ward 3 Barrhaven*  
Jan.Harder@ottawa.ca

Councillor Steve Desroches,  
*Ward 22 Gloucester-South Nepean*  
Steve.Desroches@ottawa.ca

## Our Business District- Marketing and Research

- **Barrhaven Business District Signs:** As a major branding strategy, the BBIA has erected five signs in various locations around Barrhaven; on the north side of Fallowfield at Woodroffe; on the west side of Woodroffe at Longfields; on the south side of Strandherd at Cedarview; the west side of Greenbank north of Fallowfield and on the east side of Greenbank south of Jockvale. These signs include an announcement area where businesses can find out about upcoming meetings and events.
- **Barrhaven Business Profiles:** The BBIA commissioned a series of weekly Business Profiles to run in the Barrhaven Independent. Participating businesses were very pleased with the quality of the articles and the reception by existing and new customers. As a result, the BBIA has signed on with the Independent to continue the program, offering a bi-weekly profile opportunity to all member businesses. Please *fill out and return the enclosed form* should you wish to receive a free profile on your business. Previous profiles can be viewed on our website.
- **Barrhaven a leader in Home-based Business:**

Barrhaven is home to some 630 businesses, of which, 268 are home based. This number is expected to grow. It is well known that the most new start ups are created during times of economic turmoil. Many of the top Fortune 500 companies were, in fact, created during such times.

The BBIA will launch a home-based research project this Fall with the objective to identify and contact these businesses. The goal is to identify; the types of home-based businesses operating in Barrhaven, the services they use and where they obtain them, their need for additional services and their need for facilities.

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## NEW BUSINESSES IN OUR NEIGHBOURHOOD

*Welcome!*

- **Teba Grocery**  
2900 Woodroffe
- **Priceless Petals**  
2900 Woodroffe
- **House of Wellness**  
2900 Woodroffe
- **Snap Fitness**  
4100 Strandherd
- **Bombay Hut**  
4100 Strandherd
- **Bark & Fitz**  
4100 Strandherd
- **Cedarview Animal Hospital**  
4100 Strandherd
- **Dr. Peter Ziereisen (dentist)**  
4100 Strandherd
- **Deila Clouthier (audiologist)**  
4100 Strandherd
- **Professional Physiotherapy Centre**  
4100 Strandherd
- **Nepean, Osgoode, Rideau Community Health Centre**  
4100 Strandherd
- **Healthy Steps Podiatric Clinic**  
4100 Strandherd

**New at [www.barrhavenbia.ca](http://www.barrhavenbia.ca)**

**Visit our website regularly for updates.**

- **Business Incentives and Financing resources**
  - A comprehensive list of financial tools and assistance to help start and grow a business. Courtesy of OCRI ([www.ocri.ca](http://www.ocri.ca))
- **Barrhaven Commercial Vacancies**
  - An updated list of local commercial units that are available for lease
- **Business Kiosk Opens in Barrhaven Library**
  - The new OCRI Entrepreneurship Centre kiosk is located in the Ruth E. Dickinson Branch of the Ottawa Public Library and offers private consultations on topics such as start-up, business plan review and general rules and regulations.
- **Funds Approved for Large Barrhaven-area Infrastructure Projects**
  - Some big construction projects will be hitting Ottawa as part of the \$375 million in infrastructure funding announced in June. Elected officials announced the details of three projects in southwest Ottawa, starting with a \$52.6-million investment to extend the southwest Transitway, though Barrhaven's core.

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- **Business Park Lands Marketing Brochure:** The new marketing brochure has been completed! The brochure will be distributed to regional economic development partners as a tool to showcase Barrhaven's business parks as premiere locations for company expansion or relocation. Bringing employment-based business to Barrhaven to support our retail-commercial sector is a key mandate of the BIA.
- **Barrhaven Business Directory:** The BBIA has published a Barrhaven Business Directory. Over 4,000 copies will be delivered to RCMP employees in August. The Directory will also be distributed by local realty offices, new home sales offices and banks. Visit our website in early September to view an online copy.

Let us know how we can help your business succeed!  
Contact Andrea Steenbakkers at 613-825-8242 or [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca). Check for regular additions to our website at [www.barrhavenbia.ca](http://www.barrhavenbia.ca).

## MEETING DATES

Board Meeting	Sept 8 <sup>th</sup> 7:30 am
City Planning Open House breakfast	Sept 11 <sup>th</sup> 7:30 am
Economic Development Mtg	Sept 14 <sup>th</sup> 4:30 pm
Marketing Meeting	Sept 14 <sup>th</sup> 6 pm
BBIA Information Forum	Sept 23 <sup>rd</sup> 4 pm
Board Meeting	Oct 6 <sup>th</sup> 7:30 am
Local Crime Forum	Oct 7 <sup>th</sup> 6 pm
Economic Development Mtg	Oct 12 <sup>th</sup> 4:30 pm
Marketing Meeting	Oct 12 <sup>th</sup> 6 pm
Annual General Meeting	Oct 26 <sup>th</sup> 6:30 pm

## Of Interest to Barrhaven Businesses

### Retail-Commercial Market Research Update

The draft of the first bi-annual update to our 2007 retail-commercial market research study has been reviewed by the BIA Board and economic development committee members. A request for additional inclusions and further analysis in some areas has been submitted to Corporate Research Group and the company will present the Final version of the update at the September 14<sup>th</sup> economic development committee meeting. A copy will be available online in the Members' only section of our website, in mid-September.

### New Committee Members Required for Fall 2009

Our committees are fast approaching a busy Fall season. We do need a few new volunteers. It is imperative that we have new and fresh voices to guide our programs and events for Barrhaven businesses! We welcome new committee members; Carmine Langiano- Barrhaven Printwell, Kevin Clark- Toppers Pizza and Julie Dorion- Red Wagon Studio, and thank them for their participation.

## UPCOMING EVENTS

**Roundtable Business Breakfast** | **Friday, September 11<sup>th</sup>, 2009**  
*with local City Planning staff* | **7:00 am to 8:45 am**

- **Room 202, Walter Baker Centre, 100 Malvern Drive**
- Free continental breakfast sponsored by Irwin and Mindi Hartman of Homes by Hartman
- Free Coffee service sponsored by [www.BarrhavenLive.ca](http://www.BarrhavenLive.ca)
- Watch for your invitation in the mail with suggested topics for discussion, including a focus on NEW local commercial growth by guests from the Planning department at the City.

**RSVP** to [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca) to reserve a seat.

**Barrhaven BIA Business** | **Wednesday, September 23<sup>rd</sup>, 2009**  
**Information Forum** | **4:00 pm**

Business Information event *with guests*: City's Economic development staff and OCRI's Entrepreneurship Centre representatives. All local businesses, home-based businesses in Barrhaven and media are welcome!

- **Ward 3 City of Ottawa Boardroom, Walter Baker Centre, 100 Malvern Drive**
- Introduction of Barrhaven Business Park Lands Guide and Barrhaven Business Directory
- Release of BBIA Bi-annual Market study
- Launch of our 2009 Barrhaven Home-based Business Research study, with assistance from the City of Ottawa
- Highlights of OCRI's new Entrepreneurship Kiosk in Barrhaven and Business courses offered through Ottawa Public Library

**RSVP** to [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca) to reserve your FREE spot!