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Volume 3 | Issue 1

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March 2013

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See page 12 for more properties.

Inside This Issue

- Peter Hobb Page 2
- Jim's Editorial Page 3
- Events Calendar Page 9
- The Media Post Page 5 -8
- Home Cooking with Cathy Page 11
- Feature Properties Page 12

Visit: www.claringtonpromoter.ca

Website Link of the Month



www.claringtonmuseums.com

Visit www.ClaringtonPromoter.ca

Ice-Age Mammals in Clarington?

by Charles Taws
 With assistance from Helen Lewis Schmid

CLARINGTON MUSEUMS AND ARCHIVES
www.claringtonmuseums.com

This exciting exhibit created by the Canadian Museum of Nature in partnership with the Montreal Science Centre, the Royal Tyrrell Museum of Paleontology and the Yukon Beringia Interpretive Centre is one of the best we've brought to Bowmanville. With the assistance of Ontario Power Generation it is now open at the Sarah Jane Williams Heritage Centre. Visitors are introduced to the world of 12,000 years ago when saber-toothed cats, miniature horses, mastodons and mammoths, giant beavers and enormous ground sloths and bears roamed the land. This exhibit features many real fossils and even a piece of actual woolly mammoth hair!

The exhibit paints a picture of a world long ago that is both different and the same as today. Many of the finds come from the Yukon. 20,000 years ago it was an open wind swept grassy plain with marshy treed areas interspersed. Strange large mammals roamed the land with other animals that are still familiar to us today like caribou, bison, wolverines and badgers. Almost everyone who has seen the exhibit loves it, but one early visitor felt it was not appropriate because it has "nothing to do with Clarington history." I disagree and I think the picture described above could easily be Clarington of 12,000-10,000 years ago too. This article will prove the existence of mammoths, mastodons and early natives in Clarington, but first I have to give you a little background information.

12,000 years ago the world, including North America, was



Limba is an Asian elephant. Her species represents the closest living relative of mammoths and mastodons. Asian elephants are known to be highly intelligent and self-aware. They have been on the endangered list since 1986. Limba resides in the Bowmanville Zoo today.

coming out of the last Ice Age (known as the Wisconsin). Much of the continent had been covered by two huge ice sheets known as the Cordilleran in the west and the Laurentide in the east. Between them was an ice free zone or corridor. Sea levels were much lower than today because so much water was tied up in ice (it was as much as 125 meters lower). This exposed more land and created an area, called Beringia by archaeologists, that connected Siberia to Alaska. It is thought that Beringia lasted from about

23,000 to almost 8,000 years ago. From Siberia and down the ice free corridor came the ice age beasts and man, eventually populating both North and South America.

In Ontario, as the ice sheets melted, they swelled the basins that now form the Great Lakes. But, as the ice sheets retreated so did the lake levels. By 12,000 years ago Lake Ontario was only slightly larger than it is now and is known as Lake Iroquois by archaeologists. When the first natives arrived sometime around 11,000 years

ago they were presented with a landscape similar to today's Arctic but, because of our lower elevation, with a more diverse selection of plants. It is interesting to note that both the ice age mammals and man came out of the ice free corridor south of Ontario and could not head north to our area until the ice had sufficiently retreated.

The above is established scientific fact but what is the proof for Clarington? Sad to say, there are no known finds of


Continued on Page 4

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See PG.1 of Media Post inside for details.

Why Your Property Taxes Go Up or Down?



by **Jim Abernethy**, Publisher

jim@claringtonpromoter.ca

By now you should have now received the January 1, 2013 Property Assessment Notices from Municipal Property Assessment Corporation (MPAC).

Did your property assessment go up or go down?

An increase or decrease in your property assessment does not necessarily mean that your property taxes will increase or decrease.

MPAC is a not-for-profit, Ontario public sector corporation with one purpose - to accurately value all properties in the province of Ontario. MPAC assigns a Current Value Assessment (CVA) to your property.

This CVA is then used by municipalities to calculate your property taxes. Your property taxes reflect your share of the costs to manage and maintain the assets of our municipality, and to provide the many services we enjoy in our community.

Assets such as roads, bridges, parks, trails, recreation facilities, transit system, sewers & water systems, fire protection, ambulance & some health services and so on.

Think of it this way – we each pay a percentage of the costs to run our municipality, and that percentage is based on the value of our home.

The assessed value of our properties is one factor used in that calculation. Another factor is the tax rate that the municipality has assigned to our property.

Tax rates will vary depending on our use of the property. Most property owners in Clarington are assigned the residential tax rate which is 1.383857%. However the Industrial tax rate is 4.217825% and Farmlands 0.287821%.

The tax rate is determined by our Members of Council. This rate will go up or down depending on the increases or decreases in

projected annual spending – known as the budget.

Your property taxes are calculated by multiplying your CVA times the tax rate and dividing that number by 100.

MPAC assigns a CVA to every property in Ontario effective on the same day. So because everyone's property values go up or down over the course of a changing real estate market - the CVA is not as important a factor in your property tax calculation as the increased or decreased spending by the Municipal Council of the community.

If the costs of managing the assets of our municipality and providing services to our community increases, then we each must pay our fair share of those increased costs.

If these costs should be reduced as a result of finding efficiencies within the system or new additional tax revenues resulting from the new growth we are experiencing (new assessed growth tax dollars) then we should all benefit with either improved services or reduced property taxes.

To learn more about the MPAC property assessment process visit: <http://www.mpac.ca>

Did you know that there is a Provincial Government program available to some rural property owner whereby they can reduce their property taxes by as much as 50% ?

Interested in learning more? Send me an email or call me by phone and I will help you understand the Ontario Managed Forest Plan. This plan was established in the early 1970's – it is a win/win for landowners, the Municipality and the Province.

jimabernethy@royalservice.ca

905-261-7788 cell

It is my pleasure to welcome Rik Davie and Lisa Hadden to the Clarington Promoter Team.

Rik and Lisa come to us from the Scugog Standard newspaper located in Port Perry.

Rik is an experienced newspaper editor, and Lisa is an experienced radio and print advertising consultant. Please welcome them both to the Clarington Promoter !

Does Your Business Have a Vision?



by Peter Hobb

COLLINS BARROW
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www.hobb.ca

In a previous article on Leadership I wrote about some of the characteristics of a leader which included being able to create a vision for the organization and clearly communicating that vision to all the key constituents of the organization. Most businesses do not have a clear vision or, if they do, they are unable to communicate it well. A clear vision tells people who you are, what your company stands for,

and something about your beliefs. If you do not have a clear vision it is difficult to build trust and loyalty and to create a truly great business.

The vision for your company is important. People likely buy or work for your company because of what they believe the company stands for, what the vision is for your company. For example, people are more likely to buy your product if your company's vision and beliefs align with theirs and your company's vision and beliefs are well understood. Your product becomes a statement. The people, who buy it, do so because it is a reflection of who they are. It tells the world who they are. The vision is key. The product is a symbol of that vision.

Your vision will create trust in those people whose beliefs align with your company's vision and beliefs. That trust will

build customer loyalty. These customers will be more inclined to purchase from you even if your price exceeds that of your competitors. If your main competitive advantage is that you are the lowest cost provider you are not going to build trust or loyalty. If people only bought from you because of price, as soon as someone comes out with a lower price they will likely start buying from them.

In Simon Sinek's book "Start With Why" he uses Apple Inc. as example of this. Apple's mantra is to challenge the status quo. They "think and do things differently". When Apple introduced the Macintosh computer its operating system was based on a graphical user interface. At the time this challenged how computers worked. The ipod and itunes were the same. They challenged how people listened to and purchased music. Apple

is a very innovative company because it is ingrained in their culture. Everything Apple does from the products it makes, to the people it hires, to how it markets reflects their reason for being, "to challenge the status quo". One of the reasons people purchase Apple products is because of what the products represent. For these people it is not because of the products themselves. They could buy similar products from other suppliers but they don't. They have to have the Apple product. This is why there are huge store line ups when Apple first introduces a product. People are making a statement to everyone they know by having the latest Apple device. People who see themselves as thinking differently and challenging the status quo purchase Apple products because those products tell others what they are about.

You cannot deviate from your vision. You must doggedly pursue it. As with Apple, everything you do must be consistent with your company's vision. If you don't, the reason why you are in business will become distorted, confusing your customers and employees leading to a loss of trust and loyalty. Consistently pursuing your vision isn't easy. Many businesses have strayed from their original vision in hopes of improving performance and paid a price for it. For example, companies have gone from focusing on their vision to focusing on the bottom line, making decisions that were not consistent with their original vision. This happened during a period in Apple's history and it paid a price. Fortunately it was able to get back on track. When a company loses sight of what made it successful the trust you

had developed starts to disappear and the company's performance starts to suffer.

This is not to say that measuring profit isn't a good idea, because it is and it is important to do so. However, it shouldn't be the focus for driving your business forward. Employees are not going to be very inspired if all they hear is that the company needs to make more money. They will be inspired if the vision of the company is consistent with their beliefs and goals building a foundation for creating a thriving business.

