



by Jim Abernethy, Publisher

jim@claringtonpromoter.ca

Correction:

In our last edition there was a misprint in the date that Hoopers Jewellers opened their family business on the main street of Bowmanville. It was 1945 that Arthur and Lillian Hooper

settled in Bowmanville to start their family and began what is now a very successful 3rd generation family business, and has built their reputation on customer service. Cheers!

Rotary Ribfest 2014 is only a few days away!

Members of the Rotary Club of Bowmanville have been diligently working for months to ensure that the 7th Annual Rotary Ribfest comes together without a hitch.

This spectacular 3 day event could see as many as 50,000 people go thru the gates this coming June 6, 7, 8 at the Garnet Rickard Centre in Bowmanville.

Ribfest is the largest fundraiser of the year for the Rotary Club of Bowmanville. They put on a great show and are always looking for a few good men, women and students who are willing to volunteer a few hours of their time over the course of that weekend.

Are you new to Clarington? Looking to get involved in your community? Then join the army of Volunteers who make the Rotary Ribfest at the Garnet Rickard Centre one of the most enjoyably delicious events to be held in our community each year.

You do not have to be a Rotarian to be a Volunteer at this event. If you have Smart-Serve designation it is an advantage, but not necessary. Volunteer duties involve: bartending, directing traffic for parking, collecting and sorting recyclables, set-up and breakdown tables & chairs, and running errands between music stages..... oh, I forgot..... having fun.

All Volunteers receive free beverages (non-alcoholic) and meals while on the job, and each Volunteer will receive the coveted bright yellow/blue Volunteer Shirt which sports the 2014 Rotary Ribfest logo.

You will meet and work with about 200 other Volunteers and Rotarians who make this event one of the most successful events of the summer.

To learn more about the event go to www.RotaryRibfest.com

To become a Volunteers call/text Denis at 905-718-8592 or email: dcb@sympatico.ca

Local Real Estate Market & Infrastructure:

Here in Clarington, we continue to enjoy a brisk real estate market. Perhaps not as brisk as our neighbours to the west, but we are definitely experiencing a shortage of property listings in the under \$400,000 range. Low interest rates continue to drive this better than average demand for housing.

Clarington is the Eastern Gateway to the GTA and here are 4 reasons why people relocate to Clarington:

1. Lower cost of housing.
2. Lower crime rate
3. Lower property taxes
4. Great place to raise a family.

The most common reason why people are reluctant to relocate to Clarington is our lack of infrastructure such as 400 series highways & transit systems enjoyed by other GTA communities.

Jim Flaherty, rest his sole, negotiated what was known as the Federal-Provincial Flow Agreement with his Provincial counter-part in 2007.

That agreement involved the transfer of \$5.2 billion in funding which flowed from the Federal Government to the Province on the condition that the Province use those funds to build 5 major infrastructure projects in the Ontario.

One of those projects was the extension of Highway 407 - from Brock Road all the way to Highway 35/115, without phasing.

In 2010, the then Minister of Transportation - Kathleen Wynne without warning cancelled the building of the 407

thru Clarington. She explained to me at the time "there is no business plan" to justify building the Highway 407 extension thru Clarington.

When I asked the Minister how many roads the Province builds with a business plan, she replied "None."

Then why do you need a business plan to build the 407 thru Clarington, I asked. Her response was short and sweet "we just do."

The Environmental Assessment for the Go Train Extension to Bowmanville was completed and approved by the Minister of Environment in early 2010. I was told there was a business plan which projected ridership justified spending \$550 million to build it.

Surprisingly, the then Minister of Transportation and now Premier Kathleen Wynne has yet to find the funds needed to improve this long promised and sorely needed transportation link to GTA .

These are two infrastructure projects that are important to the healthy development of Clarington and should be topics for local discussion in the upcoming Provincial Election debates.

Another unexpected jolt to the people of Clarington, Durham and all of Ontario was the surprise announcement by Premier Kathleen Wynne to cancel the Darlington New Nuclear Build project.

Her decision has far reaching negative consequences for the economic prosperity of Ontario.

Later this decade, the Pickering Generating Station is nearing the end of its safe operating life cycle and is scheduled to be de-commissioned (mothballed). This plant is responsible for producing 17% of our province-wide electrical needs.

The completion of the Darlington New Nuclear Build Project was designed to coincide with the loss of that 17% of our total electrical supply.

Premier Wynne's announcement came just as the more than \$30 million environmental approval process of the Darlington New Build project was coming to an end, and the site preparation (2-3 years) was about to begin.

This would be followed by another 5-6 year construction period to commission the new plant and would have created massive economic development for the Province of Ontario.

The people of Ontario should be asking why Premier Kathleen Wynne government pulled the plug on the Darlington New Nuclear Build Project ?

What is the plan to replace the loss of 17% of our provincial electrical needs when the Pickering Plant is decommissioned?

We need infrastructure in Clarington.

These are questions that should be asking before you get out and vote on June 12, 2014.

Update: Newcastle Firefighters

I found it interesting how the recent staffing of the Newcastle Fire Station issue/debate unfolded.

At issue was the implementation of the Clarington Master Fire Plan. For background, recall my editorial "Understanding our Master Fire Plan" which appeared in the April 2014 edition of Clarington Promoter.

If you missed it, simply go on-line to: ClaringtonPromoter.ca and click on Past Issues.

As a general rule, Councillors tend to vigorously defend the



need to spend property tax dollars within their own (home) Ward. Rarely do they vigorously defend spending property tax dollars in other Councillor's Wards, especially when such spending is not supported by the (home) Ward Councillor.

On one side of this issue we had Councillors representing Wards 2 & 4 refusing to bend to the demands of our unionized firefighters who were lobbying hard to replace our Volunteer firefighters in Ward 4 with additional unionized firefighters.

Councillors representing Wards 2 & 4 cautioned that this move was premature as there was no imminent public safety concern and such a move would dramatically increase property taxes for all Clarington taxpayers.

On the other side (the west), we had Councillors representing Wards 1 & 3 supporting the demands of unionized firefighters claiming public safety was a concern and the increased costs to the taxpayer was warranted.

On the final vote, the Wards 1 & 3 Councillors and Mayor carried the day and the change to unionized firefighters in Ward 4 Newcastle Fire Station is scheduled to take effect in July 2014.

Without success the Wards 2 & 4 Councillors attempted to convince the Ward 1 & 3 Councillors to postpone the vote on the matter for a few months - until after the upcoming municipal election.

Why would they suggest that ? Perhaps everything will be much clearer in September when the unionized firefighters hold a press conference and announce which candidates they will be campaigning for in our municipal election on October 27, 2014.

Update: Valleys 2000 Fish By-pass Project

What is there to say about this project and the many Volunteers who made it happen except congratulations and thank you. The project has been a complete success and we could not have done it without you.

Thousands of fish (which otherwise would have died trying) are now navigating over the Goodyear Dam and travelling up to the far reaches of the Bowmanville Creek where they are expected spawn and multiply in greater numbers than ever before.

Make a point of visiting the project site and enjoy a stroll along the trails through the valley.

Do You Deliver What You Promise?



by Peter Hobb

COLLINS BARROW DURHAM LLP
www.collinsbarrow.com

In a previous article I wrote about the importance of having a recognizable brand. Your brand is a promise to your customers and potential customers of what they can expect each and every time they deal with you. If you don't deliver on your promise it is very unlikely that your business will be successful. All

too often companies fail to deliver on their promise. A brand promise needs to be something your customer is seeking and values otherwise there is no reason for them to do business with you. Your brand or brand promise is likely what attracted them to you in the first place. If you are losing customers it may be a result of your business not delivering on its promise.

Recently a client was telling us about his family's trip to Disney World in Florida and what a great time they had. Disney is all about making dreams come true for children of all ages. This is their brand promise. It's about the experience. Disney does a great job of making sure every guest has the opportunity to have a memorable experience. An employee of Disney was telling our client about some of the things Disney does to make sure this happens. Every morning employees meet to discuss customer service. When you throw your waste into a container it goes underground where it is taken by a conveyor belt to an area where it is collected to be taken away. You never see overflowing waste containers. The streets through the entire park are washed each evening. These are just some of the examples of how Disney delivers on its brand promise. Everything Disney does is consistent with its brand promise and as a result it is very successful.

How can you make sure you deliver on your brand promise? Firstly your employees have to understand your brand promise and be

able to describe it clearly. If your employees can not explain your brand promise it will be impossible for them to deliver on it.

Employees also need to understand how their role contributes to delivering on the company's promise. Your company's training programs need to train people to do their jobs in a manner that is consistent with the brand promise. Also you need to set metrics that employees can be measured against to ensure that they are doing what needs to be done. This will allow you to right the ship in a timely manner if things are not happening the way they should. If you are not measuring performance you are leaving things to chance. Employees should also be recognized and rewarded when their performance warrants it and the company is achieving its goals. This will reinforce the behaviours you are looking for. By following these steps employees will know what is expected of them and be fully engaged in working towards fulfilling the company's brand promise.

It is also important that the company's systems and processes support the company's brand promise. For example if your company's brand promise is to ship your product within three days of it being ordered you better make sure your systems and processes will ensure that this will happen. If it is a stocked item your systems should ensure that the item is reordered when inventory levels fall below a minimum reorder

level. One important system that every business needs is a system around handling customer complaints. You need a system to handle those situations when your company does not deliver on its brand promise. You need to be able to respond quickly and positively to customer problems. If you are able to do this you will likely create a more loyal customer than if the customer experience ran its normal course.

Delivering on your brand promise every time is a great way to differentiate your business and give you a leg up on your competition. A number of businesses do not have a clear brand promise. If the market does not really understand why people should deal with your business versus the competition your business will suffer. For a number of other businesses they may have a brand promise but do not deliver on it consistently. This situation is likely worse than having no brand promise at all. At least you are not delivering below customer expectations since the customers are not sure what to expect. Once you disappoint a customer they are not likely to come back. To make things worse they are likely to tell eight of their business associates. Wouldn't you rather have your customers telling eight of their business associates about the great experience they had in dealing with your company. Case in point is the Disney example above. This is the power of a clear brand promise that is consistently delivered on.

7TH ANNUAL

BOWMANVILLE



JUNE 6, 7 & 8

FRI & SAT NOON to 11PM
SUN 9AM to 8PM

AT THE GARNET B. RICKARD
COMPLEX - BOWMANVILLE

Please note: This schedule is subject
to change without notice.
Ribfest is brought to you by the
Rotary Club of Bowmanville.



WWW.BOWMANVILLERIBFEST.COM

follow us...



@theribfest
#BvillRibFest

FRIDAY 9PM
HEADLINER:

HOT ROCKS
Rolling Stones Tribute Band

SATURDAY Entertainment provided by
BOOTS AND HEARTS

6 - 11 PM HEADLINERS:
As a thank you to our community
Boots and Hearts presents
country recording artists:

MELISSA PAYNE THE REKLAWES

SUNDAY 5:30 PM
HEADLINER:

Bowmanville's own
ELEVEN PAST ONE
Featuring their top ten hit
"The World is Ours"

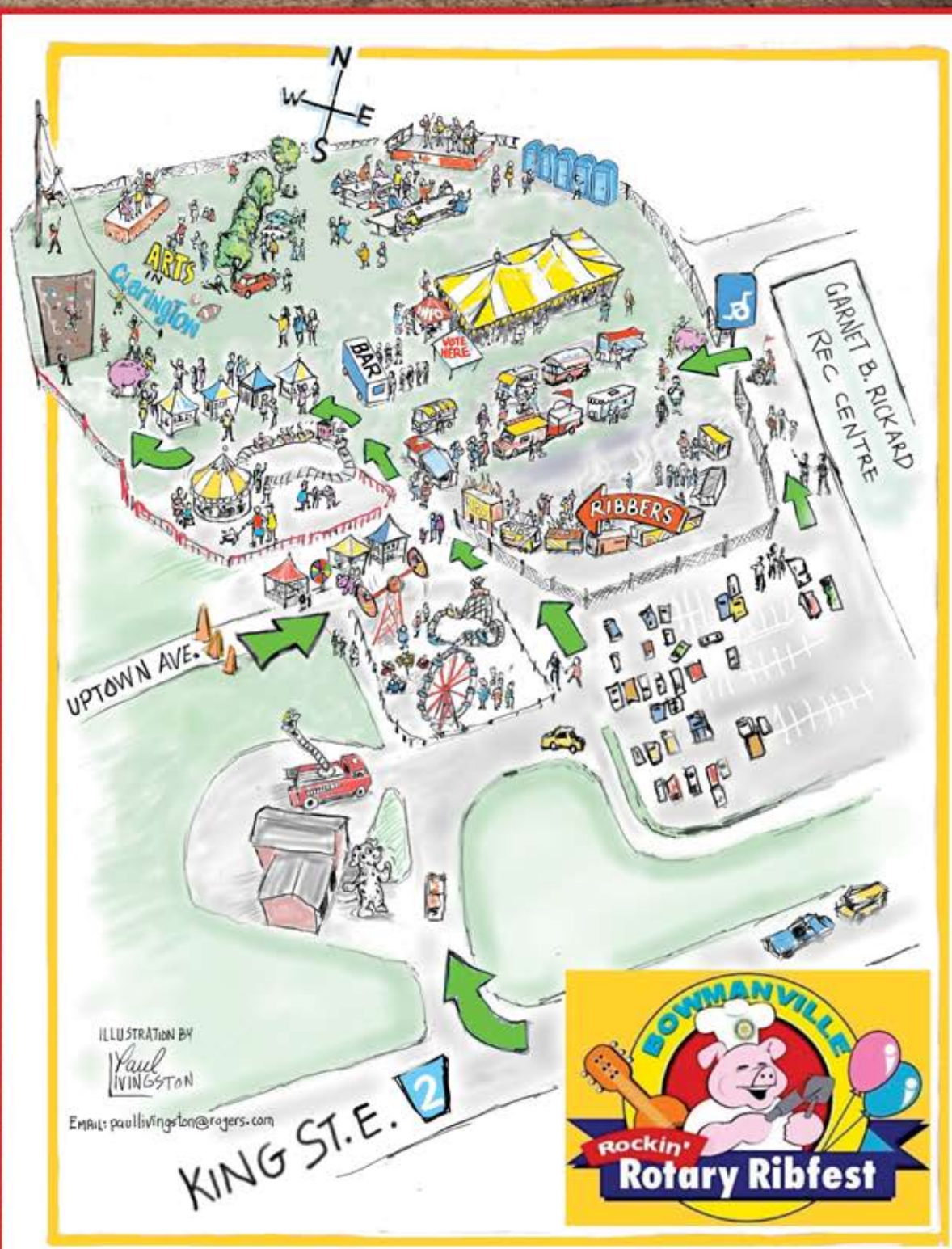
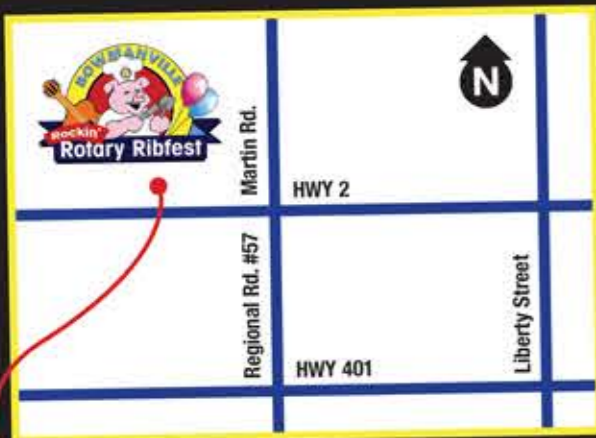


ILLUSTRATION BY
Paul WINGSTON
EMAIL: paul.livingston@rogers.com





FIND US ON THE PLAYING FIELD AT THE GARNET B. RICKARD COMPLEX!

In order to ensure a safe and fun family event we do have a few rules.

Please remember:



- Pets are not allowed at Ribfest.
- No outside food is permitted.
- This is a family event please keep your shirts and shoes on.
- No open beverage containers can be brought onto the grounds.
- For safety we are checking bags. Please be ready.

NEW! Accessibility Entrance beside the Garnet B. Rickard Centre.



CLARINGTON ORIOLES REP BASEBALL
Continuous Baseball Games at Clarington Fields
Saturday June 7, 2014

MVP Presentations to be held at Bowmanville Rotary Ribfest
www.claringtonorioles.org

NEW THIS YEAR!
visit our second stage
Featuring Arts in Clarington



WATCH THE NHL PLAYOFFS AT RIBFEST!

Meet Bowmanville's Own Josh Bailey
- Celebrity Rib Judge Sunday, June 8th
at 1:30

Autograph signing will be available after the judging!

ENTERTAINMENT SCHEDULE

FRIDAY - 06

NOON : STUDENT SHOWCASE & Clarington Central Secondary School Last Period Buy-In
4:00 PM : Live From Limbo
6:30 PM : Chad Driscoll

9:00 PM : **HEADLINING:**
HOT ROCKS
Rolling Stones Tribute Band

SATURDAY - 07

NOON : Madhaus
2:00 PM : Free With Admission
4:00 PM : Mullet Over

11:00 PM: **HEADLINING:**
MELISSA PAYNE
THE REKLAWS
BOOTS & HEARTS
THANK YOU
BOWMANVILLE!

SUNDAY - 08


9:30 AM : Chord On Blues
11:30 PM : Clarington Concert Band & Joyful Noise
1:30 PM : Good Times Band
3:30 PM : Solid

7:00 PM : **HEADLINING:**
Bowmanville's Own
ELEVEN PAST ONE
Featuring their hit top ten hit "The World is Ours"

FRIENDS OF RIBFEST

- Algoma Orchards Ltd.
- Brookfield Homes
- Collins Barrow Durham LLP
- Courtice Pharmsave
- Durham TV & Antenna
- Fred's Auto Body
- Golder Associates
- Halminen Homes
- Hoopers Jewellers Ltd
- Hooper's Trophy Centre
- Hyundai Auto Canada
- Ivan B Wallace Surveyors
- Jeffery Homes
- JR Freethy Architect
- Loblaws
- Manulife Financial
- Peacock Lumber
- Rekker's Garden Centre
- Royal Service Real Estate Inc
- Strike Salmers & Furlong
- Syvan Developments Limited
- T D Canada Trust
- The Mortgage Centre - Durham


AGAIN THIS YEAR



2nd ANNUAL ALFIE SHRUBB CLASSIC RUN/WALK PANCAKE BREAKFAST
Come out and support the Bowmanville Rotary Club, Sunday June 8th at 9:00 AM.

THE ALFIE SHRUBB CLASSIC RUN/WALK
SUN. JUNE 9TH 8:00 AM

- 10 Miles Run/Walk • 10K Run/Walk •
- 5K Run/Walk • 8K Run/Walk •
- Norahs 2K Kids Run/Walk •





June 6, 7, & 8, 2013
Garnet B. Rickard Complex, Bowmanville, Ontario
\$3.00 OFF RIBS
Valid only on Friday June 6th from 12 pm - 4 pm
This Coupon entitles you to \$3.00 off a half rack of ribs.

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GARDEN STREET WEALTH MANAGEMENT
RAYMOND JAMES

See video at **WWW.BOWMANVILLERIBFEST.COM**

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