



by **Jim Abernethy**, Publisher

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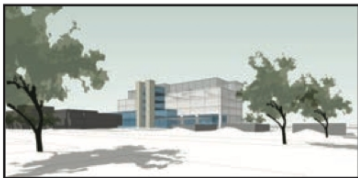
There's nothing more Canadian than freshly harvested Maple Syrup! If you are new to town or have never experienced celebrating the start of spring Clarington style, mark your calendar for Saturday May 4th. The annual tradition of Maple Festival & All That Jazz returns on the first Saturday in May.

The streets are closed and the maple syrup flows! It is a great family day to sample sweet maple products, listen to talented musicians and bump into old and new friends. Don't miss the Lions Club Outdoor/Indoor Pancake Breakfast..... delicious !

UPDATE ON THE BOWMANVILLE HOSPITAL RE-BUILD & EXPANSION.

IN MY BOOKS, Clarington Council gets 4.5 out of 5 stars for ponying up a \$5 million dollar donation, in the February 2019 budget, to The Bowmanville Hospital Foundation.

This donation, along with a few other recent substantial and generous donations made by individuals and corporations, will help kick start the fund-raising required to raise the "Community Share" of funds required to re-build and expand our



Note to reader: this photo is a conceptual drawing of Bowmanville Hospital re-development and expansion plan. This image is subject to change based on final completion of the design (see Capital Approval Process chart above).

community hospital.

Go to: claringtonpromoter.ca then click on "Past Issues" to read the full story in the December 2018 edition).

Consult with your accountant or lawyer if you wish to investigate the tax benefits of giving to help build this important pillar of infrastructure that benefits every resident of Clarington at some point in our lives.

Remember, there are a number of Hospital Foundations in Durham. So, to ensure your donation goes specifically towards the re-build & expansion project of the Bowmanville Hospital, you must make your donation to The Bowmanville Hospital Foundation. Here is the contact information:



BowmanvilleHospitalFoundation.com
Frank Cerisano, Chief Executive Officer
905.623.3331 ext. 1882
v.fcerisano@lakeridgehealth.on.ca

Paige Melvin, Major Gifts Coordinator
905.623.3331 ext. 1388
pmelvin@lakeridgehealth.on.ca
BIG BROTHERS & SISTERS

Ball hockey season is upon us, and our local MPP Lindsey Park is back with her Celebrity Team to entertain us at the annual Big Brothers and Sisters of Clarington 3 On 3 Ball Hockey Tournament.



Lindsey Park, MPP Durham

Here is an opportunity to test your skills against Bryan Bickell, raised in Orono, retired professional ice hockey player who played for the Chicago Blackhawks and the Caroli-

na Hurricanes of the National Hockey League (NHL).

Bryan won the Stanley Cup with the Chicago Blackhawks in 2013 and 2015, and played in four early play-off games during the team's run to the 2010 Stanley Cup championship.

You have time to form and register your team, but do it early.



Bryan Bickell #29



Make a BIG difference!



Saturday
May 11th
9am-5pm

Cost: \$175 per team
(max 7 players)

Big Brothers Big Sisters of
Clarington's 9th Annual
BIG 3-on-3 Road Hockey Tournament

- ◆ 3 on 3 Format
- ◆ Great Prizes
- ◆ 3 Games Guaranteed
- ◆ Complimentary BBQ Lunch
- ◆ Adult and Youth Divisions

* Open & All Girls Categories *

Register your team TODAY and
make a BIG difference!

<https://bigroadhockey2018.eventbrite.ca>

905-623-6646

www.bigbrothersbigsisters.ca/clarington
Registration Deadline: May 1st

No need to yell
"CAR"! We will
be closing down
Clarington Blvd in
Bowmanville for
the ultimate playing
experience!

Positioning Your Business - Is It Important?



by Peter Hobb

[COLLINS BARROW DURHAM LLP](http://www.collinsbarrow.com)
www.collinsbarrow.com

The concepts and ideas discussed in this article are covered in the book “Positioning for Professionals” by Tim Williams. For anyone who would like to delve into this subject I would recommend reading this excellent book.

Many business owners do not invest the time they should in branding or positioning their businesses in the market. Consequently,

they find themselves looking and feeling like their competition. To compete, they look at what their competition is doing. For example, they look at how the competition is structured and copy it, with virtually the identical business model. They use the same language as their competition in their marketing material. They benchmark themselves against their competition thinking that if their statistics stack up, they are doing things correctly. Managing your business in this manner makes your business look the same as every other business in your category. If every business looks and feels the same, how does the customer determine who to buy from? Customers are more likely to purchase based on the lowest price, squeezing the margins of every business in the category.

Rather than looking at what the competition is doing to drive business, management should be investing their time to define a relevant, differentiating value proposition. There are only two basic business strategies. One is to be a low-cost provider, the other is to differentiate yourself in the market place and innovate. Companies that are success-

ful with a low-cost strategy follow a business model that produces cost efficiencies that competitors cannot match. However, most brands that are competing on price, as discussed above, arrived there by default. This is not a good business model. All brands in the category are saying the same thing and offer the same features.

Many businesses think that being a one stop shop is the way to drive sales and profitability. These businesses try to be all things to all people. However, businesses that think this way do not have the biggest share of the market or are they the most profitable in their category. The problem is that a business cannot be excellent at everything. If they are not known to be excellent at something, they are going to have a difficult time attracting business and charging a premium price. You are not offering anything that makes it worthwhile for a customer to search you out or to pay a premium price. Nobody buys a service or a product because it can do everything, but rather because it can do something.

What is the answer? The answer is to focus!!! This is easier said than done. Consequently, businesses copy each other. Copying is easier than trying to figure out how your business can narrow its focus. A narrow clear focus will differentiate you in the market.

Where do you start to determine what your business should focus on? First, ask yourself, do I know what we do best? What are you known for? What are your strengths and core competencies? What differentiating methods and approaches do you use? Who is your best customer? What do these customers value most about your product or service? Are there attributes of your product or service that are unique when compared to your competition? If not, are there needs of your customers that are not being met by your product or service or the products or services of your competition? Is there an underserved niche in your market

that you could innovate a solution for, differentiating you in the market?

If your business has a narrow specific focus that differentiates it in its market, your business has a significant competitive advantage. You have a clear vision of how to position yourself in your market. You can now create a clear set of criteria identifying prospective clients based on your positioning. Your marketing becomes more strategic and specific because you are not trying to attract every possible customer in your market. You will be able to develop clear hiring standards to attract the people who will best fit your positioning. Your people will have a good understanding of your positioning and what is expected of them. Focus will force you to dig deeper into your focus area creating more expertise and making it more difficult for your competition to copy you. This in-depth knowledge and expertise are invaluable to your prospective customers. You have taken steps to create more value for your customers so you will be able to capture more value through your pricing. Strong brands sell based on perceived value, not costs.

The top brands are very focused. Examples include Starbucks and Apple. Starbucks focuses on premium coffees for which it receives a premium price. Apple charges a premium price because their brand holds an enviable position in the minds of its customers. They are an innovator and leader. Rather than compete in the MP3 player category Apple went out and developed a new category with an online music service and the introduction of the iPod. In the automotive industry manufacturers that try to appeal to every segment of the market are not as profitable as more focused manufacturers (e.g. Porsche). In the professions, specialists command a higher price than do generalists. The evidence is indisputable, focus and differentiation leads to more success and higher profits.

Positioning Your Business - Is It Important?



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12TH ANNUAL ROTARY RIBS & BREWS JUNE 7TH, 8TH, & 9TH, 2019

Bowmanville Rotary Rockin' Ribs and Brews Is So Much More Than Ribs!

- Bowmanville Rotary Rockin' Ribs and Brews isn't your regular ribfest. It is so much more than just ribs
- We are Local!
- All Durham craft brewers are coming to our incredible Craft Beer Village.
- We have many local food vendors serving delicious food.
- 90% of the money raised goes to support causes right here in Clarington. 10% supports programs across the globe.
- Music! Music! Music! We have 3 stages running a variety of local acts all weekend long.
- Family Stage: Featuring music and talent for all ages.

- The Craft Beer Stage: A more intimate pub-type musical experience.
- The Main Stage: Featuring the big acts.
- Reducing Single Use Plastics.
- In 2018 we introduced a free water filling station. That will return in 2019.
- This year to reduce the use of plastic beer cups, we will be selling refillable souvenir beer mugs for only \$5.
- The 2018 Bowmanville Rockin' Rotary Ribs and Brews the most successful event in our history, raising nearly \$120,000 and drawing 75,000 people!
- We can't do it without you, our Sponsors, our Community Partners, our Vendors, our Volunteers, and most importantly the people of Clarington!

Thinking of Becoming a Volunteer or Sponsor of This Event? Sponsorship inquiries:

JimAbernethy: 905-261-7788 (phone/text) JimAbernethy@RoyalService.ca
Rachel Boyd: 905-213-8310 (phone/text) boydrachelj@gmail.com
Individual & Group Volunteer Inquires: www.RibsandBrews.com

Bowmanville
Rotary
Club



VOLUNTEERS



by Ron Strike
WillDavidson LLP

38 KING STREET
WEST, BOWMANVILLE
RSTRIKE@WILLDAVIDSON.CA

When I heard of the Hospital rebuild topic of this paper I immediately thought of the many volunteers that are spending countless hours to insure the Hospital project will be a success. Next in line was the critical part all volunteers play in making Clarington the wonderful place it is. At the risk of leaving out most of the great volunteer organizations I decided to focus on a few example and individuals.

There are many working without pay on the Hospital project and many more contributing to the ongoing daily success of the Hospital. For 107 years volunteers have played an important role spending at least 20,000 hours annually. The Association of Hospital Volunteers - Bowmanville direct many of those hours to operating the Treats and Treasures Cafe and The Gift Shop off the main lobby in the Hospital, open 7 days a week, and the New to You Shoppe, off-site at 133 Church St., open 6 days a week, selling gently used items. The money generated by these efforts goes directly back to the Hospital and that money is significant. They recently made a \$1 Million pledge to the Hospital Campaign.... Wow !

There are many dedicated volunteers overseeing the fundraising for the Hospital Project. My hat goes off to Kirk Kemp and the many he has recruited, who are taking a great deal of time from their busy lives to lead the Hospital Campaign.

Next we have the many service clubs that have played a vital role in Clarington for generations. I am most familiar with the Lions & Rotary Clubs but there are many others and all make great contributions to the quality of life in Clarington. I expect we will see all play a significant role in the Hospital Project.

Lastly I reflect on the volunteer organizations that are involved in the oversight of the Clarington Greenspace. One that I am involved with, Valleys 2000, has been around since the late 1990s and oversaw the \$500,000 fish by pass that is a great feature of the Bowmanville Creek Valley. Today many volunteers are working on exciting new projects that will greatly enhance the enjoyment of Clarington's trails and water features.

I would like to mention one unsung hero, who has been a very active part of Rotary and Valleys 2000 for more years than he will admit to, Kevin Anyan. If anyone wants to become involved in and make a significant difference to this community, they only need to follow Kevin's lead. I urge anyone with an interest in volunteering to connect with the organization of their choice.