

*The President Reports:*

## SUCCESS THROUGH INNOVATION

BY PERRIN BEATTY, PRESIDENT & CEO  
Canadian Chamber of Commerce

Collaboration is absolutely critical to overcoming Canada's poor innovation record and skills gap. Inspiring examples of collaboration were among the highlights of the *Competitive Edge*, which brought together business, education and the chamber leaders earlier this year in Markham, Ontario.

Stimulating speakers shared their best practices in fostering innovation and entrepreneurship and cultivating talent for the future. Renowned demographer and economist David Foot launched the day with a wide-ranging presentation, convincing us that "demographics is two-thirds destiny." The population pyramid of our community or region or country really helps explain and predict so many economic and social developments, wherever you may live.

Ryerson University's Sheldon Levy highlighted zone education as an innovative approach to encouraging students to become entrepreneurs. Experiential learning, including co-op programs, really needs expanding, according to Seneca College president, David Agnew. Canadian Chamber of Commerce (CCC) Chair and IBM Vice President, Pat Horgan, stressed the need to catch young people early in their education to attract them to in-demand fields. He also spoke of how universities are coalescing around "big data" research with IBM for real-world benefits.

York Region is host to many leaders in innovation and collaboration. "Imagineering" is the approach of Dr. David Williams of Southlake Regional Health Centre. He is making health care an economic driver, rather than an economic drain. VentureLAB's Jeremy Laurin is demonstrating how entrepreneurs can thrive in a collaborative eco-system.

In an armchair discussion, I probed BlackBerry SVP Sebastien Marineau-Mes on how the company will stay innovative, and why employers under-invest in talent and R&D. As Sebastien said, they need the talent to fuel the company, and they need to prime the pump for talent. Ultimately, talented people want to work where innovation is happening.

We simply cannot be complacent if Canada wants a competitive edge.

## INAUGURAL CHILI FEST TO SUPPORT LOCAL WOMEN'S RESOURCE CENTRE

The Flamborough Women's Resource Centre (FWRC) in Waterdown is excited about the inaugural Flamborough Chili Fest that will take place on Tuesday September 24 from 4 p.m. to 8 p.m. at the Waterdown Legion.

The Chili Fest is fully booked with 15 local restaurants donating their time, effort and – most importantly – their fabulous chili to the event. All attendees will be asked to take part in voting for their favourite concoctions.

There will also be a special award chosen by celebrity judges – which includes Flamborough Chamber of Commerce (FCC) Executive Director Arend Kersten.

The Chili Fest includes a Kids Zone with fun activities and a big raffle table. Furthermore, the Legion is hosting a cash bar. The event is presented by TVCogeco and many area businesses are generously sponsoring the event including Platinum Sponsors Soroptimist International, Waterdown Collision, CT&G Automotive, Hello Gorgeous Salon, Midtown Car Wash, Weeks Home Hardware, Ward 15 (East Flamborough) Councillor Judi Partridge and Waterdown Optometric.

Advance VIP tickets are only \$10 and you will get four 1/2 cup servings of chili from the restaurants of your choice. Advance VIP tickets also gain you fast access via a separate entrance to the event and special prize draws upon your arrival. Advance Junior tickets are only \$5 for two servings of chili. Toddlers



Sandy Gray – a Past President of the Flamborough Chamber of Commerce (FCC) and a recipient of its *Lifetime Achievement Award* – is leading the charge for the inaugural Chili Fest in support of the Flamborough Women's Resource Centre. In preparation for the event, Sandy is pictured (above) with chef Dan Alexopoulos of The Watermark Taphouse.

are free to share in family servings. In addition, families are welcome to purchase tickets based on their particular needs (i.e.: every family member does not need a ticket if they share). Admission will also be available 'at the door' for \$12 (provided there are tickets available – ticket sales will be limited to the first 1,000 attendees).

The generous participating restaurants include Crepe-Alicious, Goodness Me!, Jitterbug Cafe, Boston Pizza, The Dutch Mill Country Market, The Watermark Taphouse, Roseto Catering, Bo's Sports Bar, Mill St American House, Angels Diner, The Pita Pit, Brown Dog Cafe, The Royal Coachman, Flamboro Downs and Cascata Bistro.

Advance VIP tickets are available at Weeks Home Hardware, Hello Gorgeous Salon, CT&G Automotive, the FWRC office at 17 Main Street South, Bo's Sports Bar, Interval House in Hamilton or from any member of the Chili Fest committee.



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# PROPOSED LAW WOULD SHIFT ECO-FEES TO PRODUCERS

By Saira Peesker  
www.yourhamiltonbiz.com

Proposed legislation that will hold businesses responsible for recycling their packaging will add an unneeded layer of bureaucracy and unfairly target businesses, says the executive director of Flamborough Chamber of Commerce.

Arend Kersten says he was shocked to learn of the provincial government's plan to replace consumer-paid eco-fees with a new system that will shift the onus to businesses.

According to Ministry of the Environment technical briefings from June, the proposed Waste Reduction Act would create a department called the Waste Reduction Authority, which "will make individual producers responsible for the end-of-life management of their products and packaging."

While that could mean simply covering the costs, it could also mean physically collecting discarded products from a municipal recycler, according to the Ministry document.

MOE spokesperson Lindsay Davidson says "individual producers, manufacturers, first importers, brand owners and e-tailers" would all fall under the rules and be held accountable for the goods they sell to the public.

***"The onus is being shifted from Joe Consumer to Joe Business Guy. Karl Marx must be smiling in his grave. Responsible business understands that they've got to recycle. But is it solely business' responsibility? I don't think so."***

Arend Kersten

Executive Director, Flamborough Chamber of Commerce

"Recycling is just another cost of doing business – such as heating and rent – and should not appear on a sales slip," Davidson wrote in an email on Thursday. "Producers should treat recycling costs just like any other business costs."

Currently, Ontario consumers are charged eco-fees on certain products to help cover disposal costs down the road. Kersten says "everyone," including the government, knows the eco-fees were a mistake, but that this new

regime has the potential to be something far worse.

"The onus is being shifted from Joe Consumer to Joe Business Guy," he told YourHamiltonBiz on Wednesday. "Karl Marx must be smiling in his grave. Responsible business understands that they've got to recycle. But is it solely business' responsibility? I don't think so."

Kersten particularly takes issue with aspects of the legislation that would see the new department assign each individual product its own recycling cost, something he sees as time-consuming and wasteful of taxpayer dollars. He also strongly disagrees with wording that states businesses are not allowed to label the fee as a "tax" if they pass it on to consumers.

"The Ministry's trying to say this new program will be a new job creator," he said. "In the end, it's the consumer that's going to end up paying more."

According to the technical briefing, goals of the new regime include:

- Kick starting diversion where progress has lagged, including in the industrial, commercial and institutional sector,
- Eliminating surprise eco-fees at the cash register, and
- Increasing support for municipal recycling programs.

"Producers must collect the desig-

nated waste from the municipality unless they have agreed otherwise," states the proposed act, which went through its first reading at the legislature just before the summer recess. "Producers must pay the reimbursable part of the municipality's costs for collecting, handling, transporting and storage of the designated wastes."

A policy paper released by the Ontario Waste Management Association supports the idea of "Extended Producer Responsibility"

(EPR) as a way to reduce waste, but suggests the government has some work to do before coming up with a system that works with what is already in place.

"Recycling costs are a cost of doing business and should be considered in the price of the product, not added at the checkout," states the paper. "Clarity in the roles and responsibilities of each of the parties under an EPR model is essential to ensure the system functions properly."

Sandi Stride, president of Sustainable Hamilton, says she agrees with the Ontario Waste Management Association's position that good can come out of making producers responsible for their own recycling. Her organization helps companies track their environmental progress and use it as a

competitive advantage, something she believes early adopters of this type of recycling are already enjoying.

"Companies/producers who step up to the plate early and implement measures to reduce the materials used in their products and packaging will be in a position to create a competitive edge as they benefit from reduced costs and enhanced brand reputation," she wrote in an email on Thursday. "However, there are still many questions that need to be answered before this gets implemented. For example, what measurements will be used to attribute costs to a producer?"

"At a minimum, this legislation will result in more emphasis being placed on the urgent need to reduce waste – and this is much needed."



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## THEY'RE ENGAGED

Penny and Cal Gardiner along with Corinne and Jim Caldwell are delighted to announce the engagement of their children - Courtenay Lee Gardiner and Chad Robert Caldwell. Courtenay is the Office Administrator of the Flamborough Chamber of Commerce (FCC) while her mother is a Past President of the FCC Board of Directors. A November, 2014 destination wedding in Jamaica is being planned. Delighted with the announcement is (left) Bruce Wayne Gardiner-Caldwell.

Photos courtesy of  
On Three Photography



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*Ernie Weeks*  
Weeks Home Hardware

### BUSINESS GROWTH AND ACHIEVEMENT AWARD

*2006 - Hickory Dickory Decks*  
*2006 - DanceMakerz*  
*2007 - CHOICES*  
*2007 - Magnolia House Spa*  
*2008 - Dufferin Aggregates*  
*2008 - Aventix*  
*2009 - Langford Pharmacy*  
*2009 - Waterdown Optometric Clinic*  
*2010 - The Lock Hut*  
*2010 - Millgrove Gardens*  
*2011 - Greensville Gourmet*  
*2011 - McCann Professional Dog Trainers*  
*2012 - Opta Minerals*

### TOWN OF FLAMBOROUGH AWARD

*2006 - Sylvia Wray*  
Flamborough Archives  
*2007 - flamboro downs*  
*2008 - Cpl. Chris Klodt*  
*2009 - Gail Bosma*  
Flamborough Food Bank  
*2010 - Ryan Ellis*  
*Mark Visentin*  
Canadian Junior Hockey Team  
*2011 - OH Canada Ribfest*  
Rotary Club of Flamborough AM  
Rotary Club of Waterdown  
*2012 - Wilf Arndt*  
Waterdown BIA

### SANDRA GRAY/ WEEKS HOME HARDWARE AWARD

*Community Service by an Individual Award*  
*2006 - Deb Tigchelaar*  
Drummond House  
*2007- Tom Jacques*  
Hickory Dickory Decks  
*2008 - Heather Johnston and Ted Lindsay*  
Flamborough Review  
*2009 - Peter Barnes*  
Waterdown Youth Centre  
*2010 - Marti Van Hoeve*  
Van Hoeve Homes  
*2011 - Dante DiFelice*  
Waterdown Collision  
*2011- Norm Read*  
Beckett Lowden Read  
*2012- Roger Wilson*

### YOUNG ENTREPRENEUR OF THE YEAR AWARD

*2009 - Haley Luckanuck*  
Spoiled Rotten Pet Services  
*2011 - Nicole Martin*  
Talent Search Summer Camp  
*2012 - Sarah Powell*  
Sarah Grace Photography

### COMMUNITY SERVICE BY A COMPANY AWARD

*2006 - Flamboro Speedway*  
*2007 - Jay's Auto*

*2008 - Terra Greenhouses*  
*2010 - Waterdown Dairy Queen*  
*2011 - Lafarge Canada*  
*2012 - Boston Pizza*

### CHAMBER OF COMMERCE GREEN AWARD

*2008 - Waterdown Collision*  
*2009 - Nathan Helder*  
Gelderman Landscaping  
*2010- Sensible Life Products*  
*2012 - Rothsay*

### FCC SERVICE AWARD

*2006 - Arend Kersten*  
Flamborough  
Chamber of Commerce  
*2007 - Lafarge (Dundas)*  
*2008 - COGECO*  
*2009 - Robert Pasuta*  
Councillor - Ward 14  
*2010 - Fred Eisenberger*  
Mayor - City of Hamilton  
*2011 - Dutch Mill Country Market*  
*2012 - Janet Barnard*  
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*2011 - Flamborough Women's Resource Centre*  
*2011 - Soroptimists International*  
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# ROGER WILSON HONOURED FOR COMMUNITY SERVICE

At this year's Outstanding Business Achievement (OBA) awards gala at the Flamborough Hills Golf & Country Club, the Flamborough Chamber of Commerce presented the Sandra Gray/Weeks Home Hardware Community Service by an Individual Award to local hero Roger Wilson. The Business Growth and Achievement Award went to Opta Minerals, the only publicly-traded company with its international headquarters located in Flamborough (on Parkside Drive in Waterdown). The Opta Minerals profile is published on page 8. The recipients were introduced by the following citations.

With appreciation, let me share with you what the *Flamborough Review* said about our next recipient:

Roger Wilson doesn't mind doing a little trash talking. In fact, over the past number of years, he's become a bit of an expert on the subject. The retired coach bus driver – over his career he also worked as a licensed mechanic, a heating and A/C journeyman and even had his pilot's license – became a familiar fixture on the streets of Waterdown. Equipped with a spike and a bright orange safety vest (insisted on by his wife, Jean), he can be found most days poking along the side of the road, picking up the debris most of us walk right past. His car usually sat nearby, 4-way lights flashing, bearing an 'Adopt A Road' sign in the window.

"I saw those signs along the road when I drove coach, and I thought, 'That's what I'm going to do when I'm retired.'"

Wilson started out small, sticking mainly to the area in and around Smokey Hollow. He soon expanded the project to include particularly messy streets; now, he sticks to an allotted area, which he makes sure to hit twice a week.

His route includes Main Street, Griffin Street, Barton Street, and



Photos courtesy of Wilf Arndt

Local hero Roger Wilson (third from left) was awarded the *Sandra Gray/Weeks Home Hardware Community Service by an Individual Award* at this year's Outstanding Business Achievement (OBA) awards gala at the Flamborough Hills Golf Club in Copetown. Joining Roger in accepting the award was his wife Jean (second from left). The presentation was made by Ancaster-Dundas-Flamborough-Westdale MP David Sweet (third from right) along with last year's recipients (from left) chartered accountant Norm Read of Beckett Lowden Read and Patty and Max of Waterdown Collision (representing their son Dante who was too busy playing hockey to attend).

Hamilton Street. He also does Mill Street, heading as far south as Mountain Brow. He still continues to check on Smokey Hollow daily.

"You never know what's been down in the falls the night before," he said. "This week, I found some vandalism, and I let both Ted McMeekin and the city's parks department know. Anytime I find anything wrong, I call. If the dumpster is full at the park, I call.

"Oh, and I help little old ladies across the street, too," he teased.

Wilson, who also volunteers to play the piano at St. James and Alexander Place (along with Jean, who directs the music), has one pet peeve when he's doing his route: bicycles.

"I call them silent killers," he said. "They come up behind me on the sidewalk and I can't hear them. I'm going to get hurt."

On the plus side, he gets plenty of exercise and meets "a lot of nice people around town," who stop to

chat. From time to time, amidst the coffee cups, plastic water bottles and cigarette packs, he gets a little bonus. "I've found bicycles, five dollars here, two dollars there, beer bottles and cans – that I donate to a worthy cause – I even found a \$20 bill. No one thought to look for it."

Wilson is happy to report that one business is coming on board to help keep things clean. When he approached Tim Hortons head office about adding blue boxes at local stores, he was informed that the company's recycling program would be launched. Now, he hopes to get other individuals to do their part. One couple already does Snake Road, he points out, and when it comes to cleaning up, there is definitely strength in numbers.

And his efforts have not gone unnoticed by Conservation Halton, which awarded him with its citizen award. Roger was singled out for his dedication to collecting litter while hiking daily in the community and

sorting the trash for recycling pick up. In an average month, he puts out 22 blue boxes for the recycling truck – and even more for the regular garbage.

"Please help keep Waterdown clean," he urged. "People seem to be more conscious when they see other people do it."

Circumstances do not allow Roger to continue his wonderful work. But we did not want his contributions to go unnoticed. The *Flamborough Review* says it best:

"Not all of us have acres of land at our disposal, or are able to make million-dollar donations to local environmental groups. But we can all pick up a trash bag and do our part. Just ask Roger Wilson."

*Ladies and gentlemen, for walking the talk and leading by example, the Flamborough Chamber of Commerce is honoured to present its Sandra Gray Community Service by an Individual Award to Roger Wilson.*



Pictured (above, left) with guest of honour Premier Kathleen Wynne and Ancaster-Dundas-Flamborough-Westdale MPP – and Minister of Community and Social Services – Ted McMeekin at this year's Outstanding Business Achievement (OBA) awards gala at the Flamborough Hills Golf Club in Copetown are sisters Lindsay (left) and Katie Bosveld, daughters of Shelley and Cal Bosveld (Serve Media). Premier Wynne and MPP McMeekin (above, right) chat with Graham Flint (left) of FORCE (Friends of Rural Communities and the Environment). A member of the Board of Directors of the Flamborough Chamber of Commerce (FCC), Graham led the charge to have the proposed quarry in Mountsberg quashed by the provincial Cabinet.

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**2013 FLAMBOROUGH OPEN**

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**Thank you to all who contributed to the success of the 2013 Flamborough Open**

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Investment Brokers	Edward Jones, Chris Ilias, 1470 Centre Rd., Carlisle .....905-690-3103 Edward Jones, Paula Thompson, 4-331 Dundas St. E.....905-690-0564

## J

Jewellery	Vicky Harrison Designs, 10 Culotta .....289-431-6026
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## L

Landscaping	Beaudry Group, 4031 Fairview St., Burlington .....905-639-6502 FloraTech Landscaping & Main., 1425 Alderson Rd .....905-689-5466 Gelderman Landscaping, 831 Centre Rd. ....905-689-5433 Shademaister Landscaping, 764 Robson Rd. ....905-689-4297
Lawn & Garden Equipment	Briggs & Stratton Yard Tools, 1 Trillium Way, Brantford 519-751-1685
Lawyers	Agro Zaffiro LLP, 4-1 James St. N., Hamilton .....905-527-6877 Christopher C. Breen, 3400 Fairview St., Burlington ....905-689-5559 Jansen Personal Injury Law, 3-20 Main St. N. ....905-690-2929 K. Cowan Law, 34-35 Main St. N. ....289-895-7777 Lazier Hickey LLP, 25 Main St. W., Hamilton .....905-525-3652 Miller Thomson LLP, 301-100 Stone Rd. W., Guelph.....519-780-4635 Dundas Lock & Key, 178 King St. W., Dundas .....905-627-7985 The Lock Hut, 12 Glaceport Dr. ....905-689-0514
Legal Services	
Locksmiths	

## M

Manufacturing	Flamboro Machine Shop, 952 Brock Rd. ....905-659-0404 Heron Instruments, 447 Moxley Rd. ....905-628-4999 Serve Media, 998 Courtland Dr., Ancaster .....905-304-3451 Market Mechanics, 50 Karsh Cres. ....289-635-1507 Millgrove Packers, 549 Conc. 5 W. ....905-689-6184 Flamboro Technical Services, 383 Conc. 6 E. ....905-689-8815 Bev Brown Enterprises, 30 Maple Ave. ....905-628-9929 Industrious Solutions, 1110 Con. 6 W. ....905-627-3600 John Bayus Park, 6501 S.S #1, Cambridge .....519-623-2845 Beverly Hills Estates, Box 52146 Oakville
Mortgage Financing	Dominion Lending Centres, 9 Franklin St., .....905-690-6834
Movers	TWO MEN AND A TRUCK, 50 Dundas St. E.....905-981-5000

## N

Newspapers	Flamborough Review, 30 Main St. N .....905-689-2003
Nursing Home	Alexander Place, 329 Parkside Dr. ....905-689-2662
Nuts-Edible	Picard Food Partnership, 447 Dundas St. E. ....905-690-1000

## O

Optometrists	Dr. Janice Van Wyngaarden, 835 Hwy #97, Freulton .....905-659-3937 Family Eye Care, 66 Mall Rd., Hamilton .....905-385-3661 Waterdown Optometric Clinic, 301 Dundas St. E .....905-689-7234
Office Supplies	Staples, 88 Dundas St. E. ....905-689-0271

## P

Paralegal	Geoff Ellis, The Ticket D.O.C.T.O.R., 1294 Hwy. #6 .....905-659-1844
Pet Care	Spoiled Rotten Pet Services, 796 Millgrove Side Road....905-541-6450
Pest Control	OHN Pest Management, Con. 12 E., Freulton .....289-237-1062
Photography	Sarah Grace Photography, www.sarahgrace.ca .....905-659-4927
Pipeline Operator	Enbridge Pipelines, 801 Upper Canada Dr., Sarnia .....519-330-9048
Pipe Welder	Industrious Solutions, 1110 Con. 6 W. ....905-627-3600
Plumbing Contractors	Taylor's Plumbing, 300 Dundas St. E .....905-689-4777
Printer	Staples, 88 Dundas St. E. ....905-689-0271
Produce-Fresh	Brenn-B Farms Ltd., 1252 Conc. 5 W .....905-659-7419 Earth Fresh, 131 Browns Line, Toronto .....416-201-4391 Ubbelea Mushroom Farm, 1160 Edgewood Rd. ....905-689-8610 The Enfield Group, 1 Hamilton St. S .....905-689-7341 Flamborough Pumps, 797 Con. 8 W., Puslinch .....905-659-3337
Property Management	
Pumps	

## Q

Quarries	Dufferin Aggregates, 685 Brock Rd. ....905-627-7711 Lafarge Canada, 628 Hwy. #5 .....905-527-2744
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## R

Race Track	Flamboro Downs, 967 Hwy. #5 W. ....905-627-3561
Real Estate	Dean Martin, Re/Max Garden City, 720 Guelph Line ....905-633-4614

## R

Real Estate	R. Denninger, Re/Max Garden City, 427 Dundas St. E. ..905-689-1717 Angela Donato, Apex Results Realty, 5 Riley St. ....905-630-1659 Re/Max Condos Plus, 45 Harbour Sq., Toronto .....416-203-6636 Wendy Martin, Sutton Group About Town .....905-681-7900 Michael Domenichetti, Sutton Group About Town .....905-681-7900 Rothsay, P.O. Box 8270, Dundas .....905-628-9303 Boston Pizza, Flamborough Power Centre .....905-690-1500 Dairy Queen, 233 Dundas St. E. ....905,689-8514 Harvey's Serving Swiss Chalet, 255 Dundas St. E. ....905-689-3140 Lord Byron Restaurant, 10 Main St. S. ....905-689-6648 Tim Hortons Donuts, 255 Dundas St. E. ....905-689-3131 The Royal Coachman, 1 Main St. N. ....905-689-5952 Turtle Jack's Muskoka Bar & Grill, 255 Dundas St. E. ....905-690-1787 Walmart Canada, 90 Dundas St. E., R.R.#2 .....905-689-9273 Village Manor Retirement Home, 57 John St. W. ....905-689-5440 Pacific Cedar Shake & Shingle, 2099 Hwy #6 N. ....905-659-1655
Rendering	
Restaurants	
Retail	
Retirement Homes	
Roofing	

## S

Security Systems	A.B. Wass Security, Box 390, Waterdown .....905-689-7931 Connectall Communications, 7 Commerce Ct., SC .....905-383-2282 Rankin's Septic Tank Pumping, Box 12, Waterdown ....905-689-5585
Septic Tank Services	DAF Sorooptimists .....sorooptimistdaf@gmail.com
Service Clubs	CHOICES, 59 Kirby Ave., Greensville .....905-628-6147
Social Services	Medtel Software, 7 Innovation Dr. ....905-389-2996
Software Development	Magnolia House Spa Boutique Salon, 20 main St. N. ....905-690-9759
Spa	A.T. McLaren Ltd., 69 John St. S., S. Hamilton .....905-527-8559
Surveyors	

## T

Taxation	Beckett Lowden Read, C.A. 20 Main St. N .....905-689-2052
Testing Equipment	M & L Testing Equipment, 31 Dundas St. E. ....905-689-7327
Toilets-Portable	Room To Go Inc., Box 76, Millgrove .....905-689-6389
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Topsoil	Millgrove Garden Supplies, 682 Concession 5 W. ....905-689-5527
Tourism	City of Hamilton Tourism, 34 James St. S., Hamilton ....905-546-2424
Trailer Sales/Manufacturing	J.D.J. Trailer Mfg. & Miska Trailers, 1056 Hwy. #6 .....905-689-7100
Trailers	Wheeling World, 140 King St. E., Hamilton .....905-522-1368
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Trucking	Jimmy D Coverdale, 955 Highway #97, Freulton .....905-659-2253 L.P. Services, 100 Mead Ave., Hamilton .....905-312-9073

## V

Veterinary	Clappison Animal Hospital, 780 Highway # 6 N. ....905-689-8005
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## W

Weighing Systems	Trouble-Shooting Services, Box 185, Carlisle .....905-659-1323
Welding	Parsons Welding Service, 25 Dundas St. E. ....905-689-5144
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### Flamborough Chamber of Commerce MISSION STATEMENT

*The Flamborough Chamber of Commerce is dedicated to leadership in recognizing and encouraging good corporate citizenship, defending and promoting private enterprise, contributing toward the growth of a healthy local economy and continual improvement to the quality of life in Flamborough.*

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## Outstanding Business Achievement Awards

# OPTA MINERALS - FLAMBOROUGH'S 'BEST KEPT SECRET'

To the best of our knowledge, Opta Minerals is the only publicly-traded company that has its head office in Flamborough. But it has a long local history with a familiar name:

In 1880, Thomas Barnes was supplying moulding sand to Hamilton's steel industry. In 1901, William Barnes purchased the business from his father Thomas. In 1925, William Rolph Barnes bought the business from his father's estate. In 1968, Peter Barnes purchased the company from his father William Rolph Barnes.

In 1985, Barmin was created. That was followed by Barnes Environmental in 1995. A new name of BEI/Pecal was introduced in 2000. That was followed by Opta Minerals in 1994.

Today, 'North America's leading processor/distributor/seller of industrial minerals' has numerous locations throughout Canada and the USA as well as in Europe and elsewhere. Here's just a partial list of its production and distribution locations: Ontario, Quebec, Saskatchewan, Louisiana, South Carolina, Virginia, Maryland, Indiana, Michigan, New York, Texas, Florida, Ohio, Idaho, Slovakia, France and Germany. And all managed from its world-wide headquarters on Parkside Drive in Waterdown.

We'll let President and CEO David Kruse tell you a little about Opta:

"In many ways, the industrial and construction minerals business is very tangible: from blast abrasives to reagents, our products are things you can see and feel. But at Opta Minerals, the most important outcome of our work is not a material, but an idea: optimal results. Simply put, we are wholly committed to helping our customers achieve optimal results for their business.

"Our commitment has deep roots: over the more than 125 years that our organization has existed, we have always firmly believed that our success depends on the success of our customers.

That's why Opta Minerals continues to set the industry standard for quality and service excellence, and why we are relentless in our pursuit of growth and innovation: our on-going commitment to provide our customers with the best materials and solutions available, both now and for the future.

"From our base of operations, strategically located close to both material sources and key shipping points along the North American East Coast, we are beginning to grow overseas.

Whether we're sourcing high-quality

materials out of India and China, or acquiring advanced facilities in France and Slovakia, Opta Minerals is positioning itself for the new global marketplace, leaving no stone unturned in delivering the very best the world has to offer.

"As always, great care is taken in the selection, processing, handling and delivery of our products in order to meet local and international regulations, and – just as important – to continue to meet only the highest standards for quality and consistency. We give you our best, so that you can do your best.

"A final thought: as the 21st century continues to take shape, the environment is clearly moving into the fore-

front of critical issues with which industry must contend. From working to develop renewable alternatives to taking a leadership role in the reclamation, recycling and safe disposal of industrial media, Opta Minerals is actively pursuing environmentally friendly solutions that meet the needs not only of our customers, but of the planet as well."

David ends this way: "Optimal results. It's much more than a slogan: It's a commitment. Our history proves it; Our future is built on it."

*The Flamborough Chamber of Commerce is delighted to present its Business Growth and Development Award to one of Flamborough's best kept secrets: Opta Minerals.*



President and CEO David Kruse (left) of Opta Minerals accepts the *Business Growth and Development Award* from Mayor Bob Bratina and Greg Tremble of the OLG Slots at Flamboro Downs earlier this year at the *Outstanding Business Achievement (OBA)* awards gala. Greg is a member of the Board of Directors of the Flamborough Chamber of Commerce.

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