



**Calabogie & Area
Business Association**

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PRESS RELEASE, November 18, 2009

FIVE CABA AWARDS WILL BE PRESENTED (Monday, December 7, 2009 at The Duck Restaurant, Calabogie Lodge. Presentations will begin at approximately 8 pm, following the regular CABA business meeting.)

1. Excellence in Customer Service

Calabogie Motorsports Park (CMP) will receive an award for Excellence in Customer Service.

The Calabogie Motorsports Park (CMP) commitment to outstanding customer service, their Calabogie-oriented management approach to support the community in which they do business, their passion for excellence, and their clear vision of the future have served their customers, their community, their employees, and their business well. Under the guidance of its Management Team, CMP has evolved to become one of North America's premier facilities, as evidenced by its tremendous growth and success.

CMP has garnered the support of various partners that come across as a unified team, going that extra step to exceed their customer's expectations. From the moment you enter the facility you feel the passion and excitement that awaits you. There is always a friendly smile and warm greeting as you sign in to begin your day at the track.

Next, you note how your safety is valued and how all internal controls, policies and procedures are designed to create a safe yet thrilling experience. You know you are in good hands. The driver-instructors, marshals, safety technicians and administration teams truly create a WOW experience and memories that will last a lifetime. The customer surveys, corporate events, Children's Wish Foundation and other charities and events held at CMP consistently confirm this fact.

From hiring local residents to promoting local restaurants, gas stations, accommodation and other services, it is clear that the community is a key ingredient in CMP's outstanding customer service. From the track design, to the website and the newly built facilities, everything about Calabogie Motorsports Park is first class. A big track grin shines on the faces of the customers that come through the CMP gate.

2. Excellence in Ambiance – Home-based Business

The Fans of Calabogie, Bed & Breakfast will receive an award for **Excellence in Ambiance – Home-based Business**. Owner Catherine Reynolds will accept the award.

As you arrive at this charming, hilltop home, you immediately spy the panoramic vista of Calabogie Lake. The sense of peace is palpable; there is a Zen-like quality to the whole place. The lot, nearly four-acres of woodland and gardens in all, is gradually evolving to create distinct spaces where guests can spend time relaxing or meditating.

The Fans of Calabogie opened on Canada Day 2007. After living and teaching for seven years in Taiwan, owner-operator Catherine Reynolds yearned to preserve her memories and share her amazing cultural experience with others. The result—a relaxed, inviting atmosphere. The décor, inspired by her time abroad, is intriguing. Asian influence is evident in the B&B's three guest rooms, where strong colours form a backdrop for beautiful examples of Asian art. The Formosa Room, the Dynasty Room, overlooking a garden and hummingbird feeder, and the Imperial Room, with its fireplace and scenic lake view are truly enchanting.

The cathedral-ceilinged great room is well equipped with a wide-screen television, wireless internet access, a puzzle table and a selection of games and DVDs. There is a large deck and access to a barbecue, fire pit and picnic table. Guests may even enjoy a relaxing soak in the hot tub after a jog on the treadmill!

Of course, no B&B would be complete without an outstanding breakfast menu. Here, too, The Fans of Calabogie excels. The gourmet selection includes such delicacies as Apple Pancakes with bacon, Mexican Scramble with sour cream and salsa, Greek Omelette with feta cheese and black olives, and more. Freshly baked treats include pumpkin muffins, scones and cinnamon rolls. Guests are invited to help themselves to juice, fruit, cereal and yogurt from the buffet. You may want to stay a few extra days just to sample the diverse fare!

The Fans of Calabogie operates year round, thanks to its convenient location near alpine and Nordic skiing, snowmobiling, walking, and ATV trails, and a park, beach, and boat launch. The B&B is just minutes away from a world-class motorsport facility and a number of golf courses and practice ranges.

There is no question whatsoever that this home-based business, The Fans of Calabogie, is the perfect choice for CABA's Excellence in Ambiance award.

3. Excellence in Ambiance – Commercial Property

Neat Coffee Shop will receive an award for **Excellence in Ambiance – Commercial Property**.

Neat Coffee Shop was designed from the ground up with the old Coffee Houses in mind. Located at the crossroads in Burnstown, it is well situated as a natural meeting place. The coffee shop is housed in a century-old schoolhouse, which owners Adam and Kim McKinty have pared back to reveal the original building blocks and exposed laminated Douglas fir beams. The original tin ceiling remains intact, and the rooms have been opened up to reflect the two schoolhouse classrooms of yore.

The materials at the root of the decor are building blocks themselves. Sonotubes support the tables; the cabinets incorporate reclaimed 2x4 studs and chipboard facing; and the wood-fired oven remains a cinder block design. The gardens have evolved over the past 15 years and are still a labour of love for Neat owners and staff. The delicious aromas of roasting coffee and home cooking (save for Kathy Cassanto's butter tarts) permeate the atmosphere. Freshness is paramount. The small-scale preparation and as-required baking and roasting ensure this.

The whole experience unfolds with Burnstownian flare and the confidence that comes from knowing that the quality of food and drink are on par with the finest coffee shops in any city. Staff is welcoming, the mood is light and down-to-earth. It's a place where people can come to enjoy themselves as they wish. Neat Coffee Shop has a 'please touch' self-serve atmosphere that's addictive. Patrons place their orders cafeteria-style and staff delivers it to the table. The iMAC is free for customers to browse the internet or even select the music broadcast over the shop sound system. There are games, puzzles, books and magazines for customers' enjoyment. The facilities and the diverse and meandering gardens are meant to be explored. Local artists have been invited to use the Neat Coffee Shop walls to promote their work...and they do.

The whole experience is well orchestrated, but there's loads of room for serendipity. Inspired by customers' fascination with the dramatic older part of the building, Neat opened it as a music venue. Several nights a month, artists that match Neat expectations perform in a cabaret setting. Patrons reserve their seats, and come early to enjoy a good meal and a drink or two while being entertained by incredible musicians. Like any good Valley family hosting an honoured guest, Neat welcomes the artists and introduces them to an appreciative, vocal and knowledgeable audience, at the same time garnering a reputation as a great place to perform. Some of its famous performers include two Scottish lads, The Proclaimers, as well as Canadian bluesman Michael Pickett, young blues artist Steve Marriner, master guitarist Anthony Cos of Zimbabwe, up-and-coming phenoms Jenn Grant, Bruce Peninsula and Ndidi Onukwulu, and local icon Terry Tufts.

The small stage and room are entirely in keeping with the homey atmosphere. Counters are made from sonotubes, plywood, chipboard and tongue-in-groove flooring. A splash of elegance—a 9x12-foot backdrop painted by Burnstown artist Karen Phillips-Curran—complements the basic but shapely stage.

There are plans for future upgrades. A liquor licence will allow Neat to round out the informal dining experience with a selection of specialty coffees. Renovations for the concert space and plans for wine and food tastings are also on the agenda.

4. Excellence in Store Front Presentation

The White Pines Inc. will receive an award for **Excellence in Store Front Presentation.**

As you drive down the winding, scenic Centennial Lake Road, you spot a large, handsome, hand-carved wood sign mounted on pillars embedded in a stone walled garden. A colourful mass of petunias or mums welcomes you to this family-operated resort. As you enter the resort, nestled among the majestic old-pine forest, and predominantly surrounded by Crown land, “curb appeal” takes on a completely new

meaning. Upon entering the property, you immediately focus on the stunning log and stone home, showcased by pristine green lawns and lush gardens, overflowing with brilliant beds of annuals and perennials. Shawn and Val Popkie, along with their three children, Brandon, Taylor and Madison, welcome guests to their peaceful retreat with open arms. Their log home, which also serves as the office, is attractively finished with gnarled wood decorations, a natural fieldstone fireplace and artistic furniture. Seven charming lakeside cottages are nestled here and there around this secluded haven. Areas have also been designated for seasonal campers. The sites are well spaced to promote an atmosphere of wilderness camping.

Wildlife abounds; there's moose, deer, bear, fox, wolves and otters, and bird enthusiasts are overwhelmed by the profusion of eagles, heron, osprey, ducks and songbirds. Everyone thrills to the symphony of the lonely late-night call of the loon. Anglers are drawn by the wide variety of fish—there's plenty of walleye (pickerel), northern pike and small-mouth bass. There's even an insulated hut for ice fishing in winter.

If you arrive by seaplane, you are greeted by rugged landscapes and hundreds of miles of shoreline along a lake that measures 27 miles from tip to tip. Shawn's Cessna is docked at the lake, along with motorboats, canoes, kayaks and paddleboats. Fun-seekers are happy to discover horseshoe pits, a volleyball court, a nice sandy beach, and a playground for the children. Nature enthusiasts are excited by the private network of hiking trails through acres of unspoiled land. These pathways, which are groomed in the winter, provide excellent opportunities for cross-country skiing and snowshoeing.

During the Christmas season, thousands of coloured lights hang artistically adorn the grounds and buildings. Guests can even skate on a natural ice rink on the lake surface. It is a winter wonderland.

People seeking a memento of their wonderful vacation can browse through the Drift Fence Gallery. The gallery features works by local artists, including a collection of amazing wildlife photographs by Valerie Popkie.

Although Mother Nature provides the awesome sunsets, spectacular stargazing, and forests full of flora and fauna at The White Pines, the family's attention to detail and high quality standards have created an inspiring "storefront presentation".

5. Excellence in Community Service

Peter Emon, who proudly promotes Greater Madawaska and works tirelessly to make the township a better place, will receive the CABA award for **Excellence in Community Service**.

Peter was born and raised in Calabogie where he attended Calabogie Public School. Upon his graduation from Renfrew Collegiate Institute, he attended the University of Windsor, where he graduated with Bachelor of Social Work. Other than his time away to further his education, Peter has resided in this township for his entire life. Peter lives with his wife of 20 years, Alanna, and their beautiful daughter, Lily.

Peter got involved in his community at a very early age, joining the Calabogie Lions Club in 1984. During the mid-1980s, he organized demolition derbies for the club and later served as president in 1988 and 1989. Peter has helped to organize the Santa

Claus Parade since 1988. As a member of the Greater Madawaska recreation committee from 1988 to 1994, he helped build the lighted ball diamond. Peter was a member of the Community Hall Ice Dream Committee from 1997 to 1999; served on the Renfrew Victoria Hospital Board from 2004 to 2008; and was a member of the Calabogie and Area Home Support Board from 1987 to 1989. Peter is still involved in numerous committees, including Canada Day, Broadband, Affordable Housing for Seniors, the Greater Madawaska Family Health Team, and the committing organizing the Renfrew County 150th Celebration, which will take place in 2011.

Peter entered local politics at as a very young man, when he was elected as a ward councillor in 1988. He continued in that position until he was elected as Reeve of the township in 2006. Peter takes his position in local politics very seriously. He always has time to listen to ratepayers' concerns and does a terrific job of harmonizing their wishes and concerns with Township priorities. Peter is skilled at thinking "outside the box" and is constantly challenging council to look at new items and new ways of doing things. He is an ardent supporter of local business, offering his unbiased support, ever mindful of the concerns of Greater Madawaska residents.

In recognition of his contribution to Greater Madawaska Township, we would like to present the award for Excellence in Community Service to Mr. Peter Emon.