



# View on Business

Issue 1 - Summer 2010

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## Welcome to Pickering's E-newsletter

Over the past few years, the City of Pickering has taken several innovative steps on our Journey to Sustainability. Ours was among the first communities in Ontario, for example, to establish an Office of Sustainability with the goal of ensuring our community grows in an environmentally, socially and economically-sustainable manner.

In our corporate newsletter, View on Business, we have proudly showcased members of our business community who have joined us on this journey. Now, our Economic Development Team is excited to launch our electronic newsletter. It underscores our commitment to sharing important news with our business community while staying true to our sustainability goals by reducing the need for paper, printing and other resources.

An e-newsletter will allow us to provide more detailed information on noteworthy topics and also include more images. Providing convenient links to companies and organizations featured will help build valuable relationships within our community. Know business colleagues who might be interested in or benefit from a story? Please forward View on Business along to them.

We'll continue to provide news on many of the same topics you've come to appreciate, such as Business Spotlight and Grand Openings. As always, we look forward to sharing information that could help you grow your business – such as helpful workshops and government initiatives – and are always looking for good news stories.

Have a story you'd like to share about a business success, expansion, research and development project, employee volunteer program or community participation? Contact Catherine Hodge, Economic Development Officer, at [chodge@cityofpickering.com](mailto:chodge@cityofpickering.com). We look forward to hearing from you and welcome your feedback!

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For a growing number of companies, sustainability is about much more than adopting...  
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## Measuring Sustainability

The City of Pickering's comprehensive new Measuring Sustainability Report will help chart the course as we continue our transformation from a suburban community to a sustainable city.

The "living document" was created to help benchmark the City's Sustainable Pickering journey and identifies 32 indicators of sustainability that will be tracked with the help of community partners. The indicators are grouped into 5 areas: Healthy Environment, Healthy Economy, Healthy Society, Responsible Development and Responsible Consumption.

The indicators range from those that reflect the quality of Pickering's air and water to those that mark the City's progress towards being an inclusive and welcoming community with healthy employment opportunities.

The Measuring Sustainability Report, including detailed descriptions and baseline data for the 32 indicators, can be found at [www.sustainablepickering.com](http://www.sustainablepickering.com). Most indicators include links and information describing what residents, businesses, and other stakeholders can do, as measurable progress can only be made with the community's participation and assistance. Together, we can create an even stronger and more livable community.

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## UOIT, Durham College Support Economic Development

Construction continues on the new General Motors of Canada Automotive Centre of Excellence (ACE) at the University of Ontario Institute of Technology ([www.uoit.ca](http://www.uoit.ca)) in Oshawa. It will be home to one of the world's largest and most sophisticated wind tunnels, able to simulate conditions such as driving a car up a steep hill in desert heat or in an arctic blizzard.



The first commercial automotive research, development and innovation centre of its kind in the world, ACE will operate as an independent test facility, available for rent to manufacturers, startup companies and researchers. The \$123-million project is being developed in partnership with UOIT, General Motors of Canada Ltd., the Partners for the Advancement of Collaborative Engineering Education, the Government of Ontario and the Government of Canada. It's expected to open for business this year.

For the past 30 years, Durham College Corporate Training Services (DCCTS) has offered custom training and testing solutions to a wide variety of public and private sector organizations, including multinational companies, small independent businesses and municipalities.

New programs include Bill 168: A Management Overview. The online program outlines the steps businesses need to take in order to comply with Bill 168, which came into effect June 15. Other programs include Leadership Essentials, Product Knowledge and Selling Skills, Accessible Customer Service and Diversity in the Workplace. DCCTS also offers one-on-one coaching.



As part of its commitment to support the Region of Durham's economic development plans, DCCTS provides training and skills-based solutions for advanced manufacturing, film, agri-business, tourism, energy, government, health care and small business. Visit [www.corporatetraining.durhamcollege.ca](http://www.corporatetraining.durhamcollege.ca) or call 905.721.3347 or 1.800.816.3615 to learn more.

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## V!VA Retirement Community Breaks Ground

Downtown intensification continues with the addition of V!VA Pickering Retirement Communities. Located at the corner of Kingston Road and Glengrove Drive, the six-storey community will be home to 135 suites, including 104 independent living suites with kitchenette and 31 assisted-living suites.

It will be developed, built and managed by V!VA Retirement Communities, an Ontario company that develops and operates retirement communities, and will be within walking distance of such amenities as the Pickering Civic Centre, Pickering Central Library, Pickering Recreation Complex and Pickering Town Centre.

V!VAearth is a platform for efforts designed to ensure V!VA retirement communities and their operations minimize their impact on the environment. Highlights include a Victory Garden. "Everything grown is organic and is used in our culinary program so it offers our community members a sense of ownership and participation," says Marketing Director Danny Joseph.

Other initiatives include composting and recycling programs, as well as use of compact florescent lighting, low-flush toilets, EnergyStar® appliances and water-based paints. A wellness area will feature a heated indoor saltwater pool, and stretch and strength rooms.

Construction of the \$30-million project kicked off with a groundbreaking ceremony on June 9. V!VA presented the City of Pickering with a cheque for \$1,000 in support of the Valley Plentiful Community Garden program. The retirement community is expected to open in the fall of 2011 and will create up to 60 full and part-time jobs.



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## Civic Award Winners

The City of Pickering was proud to recognize the following businesses at its 2009 Civic Awards Ceremony on May 31:



Economic Development Award: Purdue Pharma ([www.purdue.ca](http://www.purdue.ca)) is one of a limited number of pharmaceutical companies that maintains a fully-integrated research and development formulation laboratory, drug development function and manufacturing capabilities in Canada. Purdue employs more than 300 people. Its \$32-million expansion, expected to be complete this fall, will double its R & D capacity, creating an additional 53 new and high-skilled positions here.



Local Business Award: Allan's Independent Grocer supports a long list of organizations and events, including Pickering Museum Village and Backwoods Players, Pickering Hockey Association and the Multiple Sclerosis Society. During the Olympic Torch Relay through the City of Pickering, Allan's provided

a complimentary hot breakfast to the community. In partnership with a local co-op program, Allan's offers work/study and employment opportunities for young people.



Local Business Award: Ontario Power Generation ([www.opg.com](http://www.opg.com)), Pickering Nuclear donates more than \$200,000 annually in community partnerships to enhance educational opportunities for youth, environmental stewardship and community building. Thanks to Take Pride in Pickering Days at Alex Robertson Park, thousands of indigenous trees and shrubs have been planted, nesting boxes have been installed and maintained, and wildlife habitats have been developed. Employees generously donate their time and money to charities and community organizations.



Sustainability Award: The Home Depot – Pickering is the first LEED-certified building in Pickering. As part of the City's Adopt-a-Park program, it adopted Kitley Ravine and a green space. During its "Month of Giving," staff planted 80 native trees and shrub species in addition to conducting a traditional park cleanup. Community initiatives include partnering with Durham Regional Police Service to offer an outreach program for youth at risk and establishing a paint can recycling program.

Congratulations to our award recipients!

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## Pickering Recreation Complex Open For Business

Need to rent space for business functions or meetings? The Pickering Recreation Complex is open for business, with rental space available for businesses looking for space to accommodate everything from small meetings to large gatherings. To learn more about facility bookings, call 905.831.1711 and speak to Kim Beasley at ext. 3250 or Laura Ferreira at ext. 3256.

The Pickering Recreation Complex also offers corporate membership packages that can be tailored to accommodate your company's needs. As employees enjoy improved health and fitness, you'll enjoy improvements in the workplace, such as increased productivity and morale.

The Complex has earned a Parks and Recreation Ontario Excellence in Design Award for a recent expansion and renovation that features a sustainable green roof. The nationally-accredited fitness appraisal centre is home to a 25-metre pool, squash and racquetball courts, cardio equipment, a full complement of free weights and more. It features both a Health Club and Wellness Centre.



To learn more about membership, including corporate rates, call 905.831.1711 or visit [www.cityofpickering.com](http://www.cityofpickering.com) and click on 'Lifestyle' and then 'Culture & Recreation Services.'

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## Renewable Energy Installations

Thinking of installing a renewable energy product in your home or business? Is someone knocking on your door wanting to 'rent your roof'? Information about Ontario's new feed-in-tariff (FIT) program will soon be available on the City of Pickering website.

FIT is North America's first comprehensive guaranteed pricing structure for renewable electricity production and offers stable prices under long-term contracts for energy generated from renewable sources. The program was enabled by the Green Energy and Green Economy Act, 2009 and will be implemented by Ontario Power Authority.

Watch for helpful information about the program, including answers to frequently-asked questions, at [www.cityofpickering.com](http://www.cityofpickering.com).



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### Spotlight On Business: Infinity Materials Ltd.

For a growing number of companies, sustainability is about much more than adopting environmentally-friendly practices; it's also about ensuring those practices are socially responsible. Pickering's Infinity Materials Ltd., a plastic, metal and corrugated recycling company, helps them achieve each of those important goals while also turning scrap materials into income.

Since opening its doors 3 years ago, Infinity Materials has expanded its initial focus on plastics to include metals and corrugated materials. Its waste management consultants work with manufacturing companies and municipalities to evaluate their recycling and waste programs, helping identify innovative ways of reducing garbage and transforming recyclables into consistent streams of revenue.

"Companies realize they don't need to drastically change their operations to reduce their waste," says Adam Robins, Director of Operations. "Becoming more sustainable and environmentally friendly, while converting wastes into another revenue stream, begins with a waste management consultation to identify the growing variety of innovative recycling techniques available today."

Infinity Materials helps companies comply with ISO certifications. "We provide the highest level of environmental responsibility to our clients by tracking all materials to end markets, ensuring they don't end up in landfills or in the hands of companies that may not comply with North American environmental or labour standards," Robins explains.

"Companies committed to social responsibility are industry leaders." Pickering's commitment to sustainability was among the numerous factors that drew Infinity Materials here. "The City has been very supportive of our efforts," says Robins. "Its commitment to sustainability and the environment has made it an easy choice for our company to stay and grow here."

Infinity Materials is located at 940 Brock Rd., Unit 14. To learn more, visit [www.infinitymaterials.ca](http://www.infinitymaterials.ca), email [info@infinitymaterials.ca](mailto:info@infinitymaterials.ca) or call 416.925.5515.



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Community Dental Hygiene has opened its doors at 1295 Wharf St., Unit 37. Registered Dental Hygienist Debra Amos specializes in creating a perfect smile. She also works with youth sports teams and is well known for customized mouth guards. To learn more, call 905.492.0805.



Ennis Traffic Safety Solutions ([www.ennistraffic.com](http://www.ennistraffic.com)), a world leader in traffic paint and thermoplastic, celebrated its grand opening in April, marking the beginning of full paint production and distribution from its Canadian flagship facility. Ennis has announced its intent to bring its Research & Development group to its 67,000-square-foot Pickering complex, located at 850 McKay Rd.



Investigative Solutions Network Inc. partners Ron Wretham and David Perry relocated to a new office facility at 1099 Kingston Rd., Suite 23. Investigative Solutions Network offers personal and corporate security, crime and loss prevention, investigation, security training, cross-border identification and more. Visit [www.investigativesolutions.ca](http://www.investigativesolutions.ca) or call 905.421.0046.



Signage Source has completed renovations to its 15,000-square-foot facility at 900 Brock Rd. To learn more about how it can meet your state-of-the-art printing and promotional needs, including some of the latest in green print and promotional products, visit [www.signagesource.com](http://www.signagesource.com). For a tour or quote, call 905.837.1211.



The Medical Supply Store, "Your Partner in Home Health and Wellness," is the newest member of our growing medical services community. Owner Shannon White, a Certified Compression Fitter, invites you to visit [www.themedicalsupplystore.ca](http://www.themedicalsupplystore.ca), drop by the store at 635

Kingston Rd. or call 905.839.6200 for more information about supplies and services.



Kinectrics Inc. opened a new branch office in April to enhance and expedite qualified technical support for Ontario's nuclear generation infrastructure, allowing it to provide convenient local access for Ontario Power Generation. In addition, non-destructive evaluation testing and nuclear licensing services provided by Kinectrics' companies, Axiom NDT (Cambridge) and Candesco Corporation (Toronto), respectively, will be accessible from its location at 940 Brock Rd., Unit 11. Learn more at [www.kinectrics.com](http://www.kinectrics.com).



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