

Wednesday April 5, 2006



FOR IMMEDIATE RELEASE

**Trent Hills Economic Development Summit Welcome
Ron Buist, Inventor of "Roll Up the Rim to Win"**

Campbellford, Ontario - The Municipality of Trent Hills' Economic Development Committee is pleased to announce the upcoming Economic Development Summit to be held on Wednesday April 26, 2006. The event will take place at Island Park Retirement Suites at 18 Trent Drive in Campbellford at 7:00 pm.

The objective of the Summit is to update the community on economic development activities in Trent Hills and outline the future goals of the committee. "It is with great pleasure that we announce the Summit guest speaker Ron Buist, former marketing manager for Tim Hortons and inventor of the "Roll Up the Rim to Win" contest," notes Trent Hills Community Development Officer Brenda Otto. The presentation will focus on the history of Tim Hortons, the development of their successful marketing brand, and Ron's 12 steps to retail success. Since retiring from Tim Hortons in 2001, Ron wrote *Tales from Under the Rim*, a business study and memoir of how Tim Hortons became a second home to millions of Canadians. He is now focused on sharing the secrets of his success with retail organizations, business schools, senior executives and others.

Trent Hills Economic Development Committee welcomes area businesses and interested community members to learn of the Municipality's ongoing efforts to support our business community and encourage new business development. Due to limited seating, it is requested that attendees register, by contacting Brenda Otto at the municipal office.

The Municipality of Trent Hills also extends our appreciation to the Ontario Ministry of Agriculture, Food and Rural Affairs and the Campbellford Seymour Community Foundation for their support in hosting this event.

The mandate of the Economic Development Committee is to advise the Council of the Municipality of Trent Hills concerning business promotion and development matters to enhance the Municipality's position as a preferred business and tourism location.

For more information contact:

Brenda Otto

Community Development Officer

Municipality of Trent Hills

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Campbellford, ON K0L 1L0

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www.trenthills.ca



Come for a visit. Stay for a lifestyle.

Economic Development Summit

Wednesday April 26th

7:00pm – 9:00pm

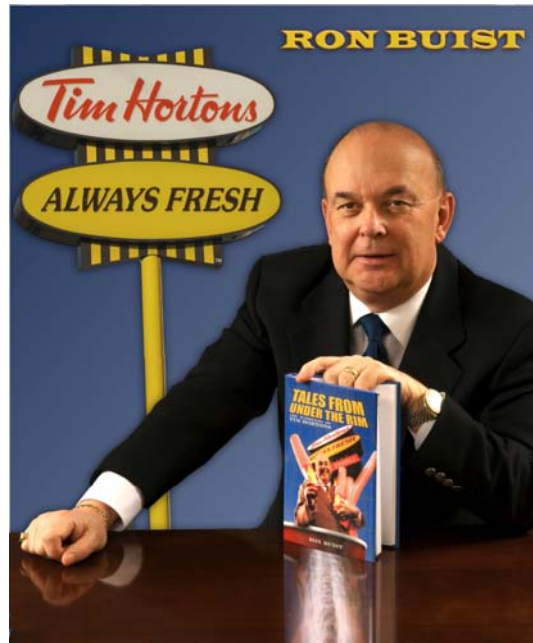
Island Park Retirement Suites
18 Trent Drive, Campbellford

Due to limited seating, attendees should register in advance by contacting

**Brenda Otto,
Community Development
Officer**

(705) 653-1900 ext. 239
brenda.otto@trenthills.ca

Inventor of "Roll Up the Rim to Win"



The Twelve Steps to Retail Success

Drawing on his 24 years of marketing, Ron Buist provides 12 steps to success that are applicable to all businesses and services.

What are you doing to develop a stronger definitive business strategy?

How do your customers perceive your company's products and services?

Where do you see your business going in the next 10 years?

You won't want to miss this presentation!

EVENING HIGHLIGHTS INCLUDE:

2005 Economic Development Review

Trent Hills & District Chamber of Commerce "Shop Local Survey"

Market Feasibility Study – Campbellford Business Park

Guest Speaker – Ron Buist "The Twelve Steps to Retail Success"

The Municipality of Trent Hills wishes to extend our appreciation to the following for their support in hosting this event:



**CAMPBELLFORD/SEYMOUR
COMMUNITY FOUNDATION**

a living legacy rooted in the community