

The Westend Weekly

Bringing Communities Together



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Boston Pizza's got love in the oven

Annual Valentine's Day Fundraiser expects to raise \$600,000 for national and international charities



This Valentine's Day, show someone how much you care with a heart-shaped pizza from Boston Pizza and support worthwhile charities at the same time! Exclusively on Sunday, February 14, Boston Pizza guests can enjoy a heart-shaped pizza in Fort Frances. One dollar from the sale of each heart-shaped pizza on Valentine's Day will go to the Boston Pizza Foundation in support of its many charities including the Heart and Stroke Foundation of Canada, Juvenile Diabetes Research Foundation, and Kids Help Phone.

"We are very grateful to all of our guests here in Fort Frances for their ongoing support and donations to the Boston Pizza Foundation," says Cheryl Treliving, executive director of the Boston Pizza Foundation. "Since 1993, our Valentine's Day promotion has helped us raise awareness and more than

\$3.5 million to benefit many charities across Canada." This year, the Foundation will also allocate a portion of the Valentine's Day funds to the Haitian earthquake relief efforts in addition to its traditional partners.

"Given the magnitude of the devastation to the country of Haiti and the Haitian people, we are faced with the realization that we simply need to do more," says Mark Pacinda, president of Boston Pizza International Inc. "In addition to our initial contribution of \$50,000, part of the proceeds raised from Valentine's Day will go directly to relief efforts in Haiti."

Heart-shaped pizzas are available in individual, small and medium size and can be ordered for dine-in, take out or delivery in any of Boston Pizza's 23 pizza varieties. Boston Pizza expects to make

more than 50,000 heart-shaped pizzas on Valentine's Day. From January to February 14, Boston Pizza guests can also purchase red paper hearts for a \$1 donation and write a Valentine message to someone special. Franchisees will post the hearts throughout the store to fill the halls with love. Donations collected from paper heart sales, which account for nearly 75 per cent of the campaign's fundraising total, will go to the Boston Pizza Foundation in support of its many charities.

"Celebrating Valentine's Day with a heart-shaped pizza at Boston Pizza is a great way for our guests to have some Valentine's Day fun and support great charities," says franchisee Dale Fortes. "In fact, we sell more pizzas on Valentine's Day than any other day of the year."

Opening Ceremony held for Rainy River District Regional Abattoir



From left, in front, Tammy Laws (Ministry of Northern Development, Mines and Forestry) George Emes (Chair of RRFDC), Kathryn Duchnick (FedNor), Steve Loshaw (President of Rainy River District Regional Abattoir Board of Directors). Back row, Ed Carlson, (Emo Reeve), MPP Howard Hampton and MP John Rafferty.

by Marlene Deschamps
It was a great day that proved patience and persistence pays off, as an Opening Ceremony was held for the Rainy River District Regional Abattoir on Wednesday, January 28th. It was estimated that around 200 people showed up to tour the new facility, be present for the brief ceremony and then enjoy a light lunch.

The Board of Directors who have worked hard and long, overcoming many obstacles, to finally arrive at this day are: Steve Loshaw, Trish Neilson, Bill Darby, Arnie Hahkala, Ken McKinnon, Todd McLean, Clayton Teeple, Deb

Zimmerman and Marvin Smith. They all deserve kudos from the entire district because the entire district will benefit from having their own abattoir.

The inspecting is finished and the abattoir will employ one full time person and two part time persons.

The animals coming through the abattoir will be individually inspected by the vet before proceeding to the kill area which is referred to as the knock box. This is done quickly and basically painlessly with a stun gun. The tour took people through the entire process from when they entered the building until they were picked up by

the customer.

Steve Loshaw presided over the brief ceremony. He acknowledged the Board of Directors who were present and mentioned Mayor of Atikokan who was present as one of the first directors. He spoke of how they started four years ago with around 90 members and noted there are now 113. He also cited all of Bill Darby's work and said he was a driving force in showing direction and perseverance. He designed the knock box that impressed even the inspectors from Agriculture and Food Division. Steve also acknowledged all the welding

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R. R. District Municipal Association holds 19th Annual General Meeting



Emily Watson, president of the RR Dist. Municipality Assn. holding a report from a long ago meeting which, she explained, was very short, clear, to the point and missing the massive amount of regulations that people today have to deal with.

by Marlene Deschamps
Rainy River District Municipal Association President, Emily Watson, welcomed everyone to their 19th annual meeting which was held on Saturday, January 30th at the Royal Canadian Legion in Fort Frances. Her remarks started by her holding up a book of long ago meetings and explaining the differences in how they dealt with matters. She mentioned the upcoming removal of the local office for Legal Aid Services and how the local

office had dealt with backlogs which she predicts will happen again. She said the poorest of the poor who need the service will now have to use an 800 number and fill out their own applications. She told the crowd that she was looking for support. She also mentioned that there would be an input session for stakeholders after the fact. She said that everyone needed to get on board to support the retention of the local office. She then introduced Patrick Giles for the invocation. He read from

proverbs citing when there were challenges they need wise advice. Introductory remarks were made by Fort Frances Mayor, Roy Avis.

Mayor Avis mentioned the positive aspect of the opening of the abattoir but added these were challenging times and major financial restraints were in order. He mentioned some of the problems with costs they have minimal control over such as DSAAB, Northwestern Health Unit, Police and Fire services. He noted everyone must work hard and help others through collaboration for success such as working with LaVallee regarding fire services. He noted there must be interaction with First Nations in consulting with service agreements. He ended by saying that they had the capacity to work together for the benefit of all citizens of the district.

Emily then introduced Anne Krassilowski, President of NOMA. Anne said she had taken a taxi tour of Fort Frances and was very impressed. She thought the Library was awesome, the abattoir was excellent and the work on energy impressive. She noted some new executive for NOMA and how they were prepared to work with the municipalities. She gave a snapshot of what they had championed at the provincial level and how Ontario was facing difficult economical times. She said

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Steve Arpin gaining more accolades in racing world

Fort Frances, Ontario's Steve Arpin entered his first year of competition in the ARCA Racing Series presented by RE/MAX and Menards as a relative unknown—just another rookie among a sea of unfamiliar faces at the Daytona season-opener. But the credentials of the young dirt track racer from way up North were quickly verified and now, it seems, everyone in the world of ARCA is familiar with the name Steve Arpin.

Arpin worked hard in 2009 and was named the 2009 National Speed Sport News ARCA Nation Most Popular Driver.

It wasn't because he was good on the racetrack (although he was), it wasn't because he has the right friends (both Dale Earnhardt, Jr. and Carl Edwards have publicly sang his praise this year) and it wasn't because his sponsor spent a lot of money (he went the entire year without a primary marketing partner). It was because race fans liked him. And that was not by accident.

Arpin became ARCA's Most Popular Driver by steadily building a fan base throughout the United States and Canada, beginning with his first foray into motor sports racing snowmobiles, including the hundreds of dirt races he has competed in and, of course, stock car competition in the ARCA

Racing Series. Arpin made the most of his rookie campaign in ARCA, extending his popularity off-track through participation in driver appearances and autograph sessions, all of which helped him build a fan base and become the National Speed Sport News ARCA Nation Most Popular Driver.

"My absolute favorite thing to do is to put my driving suit on, go into the grandstands at whatever track we are racing at, sit next to the kid that looks the shyest and just talk," said Arpin. "It does not matter who that kid is—his eyes light up when a race car driver pays attention to him. Yes, as race car drivers we are living the dream, but these fans can talk to us and communicate with us and we are approachable. You can make a full time career out of ARCA Racing—Frank

Kimmel has done very well for himself doing that—but for me it is essentially a stepping stone and I have been working really hard in this series to help build the Steve Arpin brand. Beyond the racetrack there is a pretty intense business aspect to this sport and I am learning how to be a good role model and brand ambassador."

A key component to Arpin's National Speed Sport News ARCA Nation Most Popular Driver campaign was, of course, ARCA Nation, the social networking website upon which all voting takes place. Arpin's ARCA Nation Page allowed the fans he met at track to communicate directly with him via private messages and comments on his page. They could also view team and driver-specific photos and videos.

While Arpin and his fans were able to utilize ARCA Nation to its fullest potential, MPD Award sponsor National Speed Sport News saw the benefits of the social networking site as well, increasing circulation of the weekly publication by providing ARCA Nation site visitors with the opportunity to purchase specially priced subscriptions, both in print and online.

Recently, National Speed Sport News and ARCA signed an agreement to continue the

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