

# Changing How We Do Business - Biographies

## Zach Treanor, Owner Axleworks, Gananoque

Zach is the founder of and co-owner with Shannon Yates of AxleWorks where, amazingly, they have seen four unique new businesses open since 2010. The businesses at 21 King Street, Gananoque, include:

- **Steel**, a multi-level clothing and accessory boutique
- the **Socialist Pig Coffeehouse** and Wine Bar
- the **Pig Iron Barbecue**, an affordable, BBQ-style family restaurant,
- and **Hank and Ginger**, a shop specializing in 20<sup>th</sup> Century design and decorative art. A local artisan also showcases work at Hank and Ginger.

With 15 years of entrepreneurial experience, Zach believes in transforming the passive consumer experience to a user-centred design that facilitates interactive information sharing. He has done just that with the major renovation in 2009 of the former head office building of the Gananoque Spring and Axle where horse-drawn carriage parts were once made and supplied to GM Canada. Zach turned the building into what is now seen as a cultural experience and unique Eastern Ontario destination.

AxleWorks is a restoration and conversion project that has produced a Grade A multi-tenant complex that combines lively retail, creative arts, food and even a residential mix. Zach comes to AxleWorks from IDS Canada where he served as Director of Marketing and Integrated Services. At IDS Canada, he developed and implemented strategic plans for eight separate brands; the core of these was the convergence of cross platform communication (print, out of home, online, PR) and channel optimization.

Zach is adept at negotiating business relationships, and can identify opportunities that complement core business and create new revenue channels. Prior to joining IDS Canada, Zach was a member of Catalyst Media Group and a Rock Climbing guide. Zach holds a Bachelor's Degree from Wilfrid Laurier University.

## **Colin Goodfellow, CEO, Kemptville District Hospital, Kemptville**

Colin has been Chief Executive Officer of **Kemptville District Hospital (KDH)** since 2005. KDH is a fully accredited healthcare facility operating on two sites:

1. The main Hospital provides primary care management services, acute care hospital services and advanced orthopaedic surgery;
2. The Rideau Valley Health Services complex serves the community as an innovative private clinic and urgent care centre.

KDH consistently ranks among the top hospitals in Ontario for both patient and employee satisfaction.

Colin has been involved in Ontario's hospitals and the healthcare field for over two decades, including as Director of Policy and Government Relations with the Ontario Hospital Association; Vice-President of the Hospital Council of the Greater Toronto Area; Vice-President, Strategic Operations, Toronto East General Hospital, and working with Dr. Henry Friesen to transform the Medical Research Council into the Canadian Institute of Health Research.

Colin joined the Ontario Hospital Association (OHA) Board in November 2008 and has served in various capacities including chair of the Audit Committee. He is currently chair of the OHA Finance Committee, and member of the Executive Committee, as well as the Strategic Planning and Audit committees and the Small Rural and Northern Provincial Leadership Council.

Colin holds a Master of Business Administration Degree from Queen's University; a Certified Management Accountant (CMA); Certification Voluntary Sector Management from York University, and a Bachelor of Arts Degree in Economics also from York University.

## **Henry Oosterhof, Co-owner, JOBO Farm, Greenbush**

Henry Oosterhof is a co-owner of the state-of-the-art dairy operation **JOBO Farms** along with his wife Evelina, his brother Alex and sister-in-law Julie. Henry and Evelina's son, Steve, 24, is farm manager, making him a proud third-generation dairy farmer. JOBO Farms is a successful, multi-generational family business that is continuing to thrive in the 21<sup>st</sup> century.

This past spring, Henry and his family changed their lives, while also improving the lives of their 100-head Holstein herd, when they opened a new free-stall, robotic dairy barn where the cows milk themselves, sleep on water beds and freely enter an area where robotic brushes massage and clean their hides. This is a barn where "Cow comfort is King." Robots also help feed and clean the barn.

Improved animal comfort equals increased production. Since moving out of the family's 70's style barn, production has increased by 10 per cent and continues to climb. The leading technology means the Oosterhofs use computer software which gives them detailed milk production information, animal health and nutrition data and allows for exceptional herd management. Henry knows his total milk production, which averages about 33 litres per day per cow, down to the last drop.

JOBO Farms is named after Henry's parents, Johanna and Bert, who started the operation in 1954. Henry and his family are carrying on a tradition spanning close to 60 years but they have embraced new technology. JOBO Farms is proving innovation can change a farming business for the better. Henry is also a proud board member of Dairy Farmers of Ontario, Region 3. He and 115 other Leeds Grenville dairy farmers produce 71-million litres of milk annually, or approximately \$50-million in milk sales.

Henry is a graduate of Kemptville College of Agricultural Technology, now University of Guelph, Kemptville Campus. He holds diploma in Agriculture with a major in dairy management.