

The Local Yokel

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By April Cappel

As spring finally settles into Renfrew County, along with the leaves on the trees and the flowers in front yards, I can't help but notice the number of "For Sale" signs that seem to be popping up here and there as well.

In my travels, I am noticing these signs in every community on freshly mowed lawns, with neatly groomed flower beds, sporting the smiling faces of the realtors who would gladly service your need to find that perfect new home! It is that time of year!

Out with the old! In with the new!

But how does one "Move it"? So-to-speak!

As a person who has changed addresses once or twice in my life, I am all too familiar with everything from the "lets see who my closest friends *really* are" approach to moving, to the "I just drove 1500 miles, uphill, in the snow, bare foot, pulling a U-Haul, and all I have to show for it is this lousy T-shirt!" approach.

No matter what the method of moving, it is still the aspect of an address change that nobody really likes to deal with.....except perhaps the Robinson family of Pembroke who have been the proprietors of a strong, and well rooted Renfrew County business since 1971.

Cassidy's Transfer & Storage Ltd. was established in 1908 in the town of Pembroke as a drayage company transporting baggage from the train station to homes and businesses in the area.

Over the years it has grown to include services such as modern climatized storage, automobile, motorcycle and boat storage, local and World wide long distance moving, packing and crating, as well as freight and logistics services.

This company is in a unique position in Renfrew County to really feel the impact of industry fluctuation. They are the only local commercial freight transport service within the County, so when larger industry decides to shop else where, (typically making the decision, in a lot of cases to support an American Based company), or an industry within the County shuts its doors, (like Trimag or Smurfit) they will be one of the first links in that food chain of services to directly feel the effects.

Despite the “ups and downs” each year may bring with industry, The Robinson family keeps a “stiff upper lip”, and continues to look for ways to move forward with the at least 100 local residents they employ.

Cassidy’s is a family run business. If one can use the word “habit” as a milder more watered down way of saying “addiction”, then let me be the first to compare Cassidy’s drive to support their local community as “an addiction”! I feel it is the “family” aspect of this company that perhaps is behind this “drive to support”!

No matter what the reasons, the list of ways this company makes the “choice to support”, is evident in the list of more than 20 local businesses they choose to patronage. Every one from local computer services to furniture supplies!

If that isn’t evidence enough, perhaps clear a day on your schedule to attend the yearly United Way Fundraising BBQ they hold every year for their clients. Or maybe you might see the jerseys they sponsor for a couple of local base ball teams? These are just two of the many charitable donations made on a yearly basis.

Cassidy’s Transfer and Storage was last year’s winner of the 2005 Large Business of the Year award by the Upper Ottawa Valley Chamber of Commerce. Part of the criteria they

had to meet to be eligible to qualify included; showing strong community leadership, involvement in the community and demonstrating a high level of responsibility in all areas of business. (for more on the award go to [www.upperottawavalleychamber.com](http://www.upperottawavalleychamber.com))

So, to those of you who have to suffer the burden of moving your world from one address to another, I hope I have been able to give you a little “gem of the County” to make surviving the experience that much more likely!

If you would like more information on Cassidy’s Transfer and Storage, check out their web site at [www.wemovetheworld.com](http://www.wemovetheworld.com).

For more information on the Buy Local in Renfrew County Campaign contact your “Local Yokel” at [buy\\_local@nrtco.net](mailto:buy_local@nrtco.net)

