

BUSINESS *in* SURREY



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SPECIAL FEATURE REPORT BY MICHAEL YAHN

A Matter of Credentials

- tapping the talents of newcomers



"According to the most recent Canadian Occupational Projection System forecast, British Columbia's labour market will see over 876,000 job openings that will need to be filled by 2017. About sixty per cent of these openings will be the result of an aging workforce, with the balance – about 330,000 jobs – the result of economic and industrial growth."

This statement, from Miora Stilwell - Minister of Advanced Education and Labour Market Development, is an important one for our Province. Why? Our population growth and education system cannot support this growth on its own.

Stilwell notes the Government's heavy investments into our public institutions to raise the levels of education in anticipation of future workforce needs – to the tune of over \$519 million. Add to that \$1.8 billion

in capital funding since 2001. "We've also created more than 35,500 new full-time post-secondary student spaces in B.C.'s eleven universities, eleven colleges, three provincial institutes and the Industry Training Authority since 2001 to help meet these forecast demands."

"These are all important measures government has undertaken to address our labour market needs, but they still won't be enough to address the challenge of an aging population and growing economy," admits Stilwell.

So what avenues do we have to deal with this predicted lack of population and skill to fill these upcoming gaps? What many see as an issue already in the Province may be the key to solving this daunting dilemma – our highly skilled but under-employed immigrant population.

"Statistics Canada tells us that thirty-

eight per cent of immigrants work part-time involuntarily, forty-two per cent of immigrant workers have a higher level of education for their job than what was normally required, and more than 1.1 million workers who had a university degree were working in occupations whose normal requirements were at most a college education or apprenticeship," said Sukh Dhaliwal – MP for Newton - North Delta. "Under-utilization of immigrants and their skill sets is a fact. While it depends on the specific industry in question, immigrants could be a huge part of solving labour shortages. But more broadly, Canada has a negative birth rate, and the numbers show that by next year, all of our net labour market growth will come from immigration. Immigration is not only the answer to our future employment and economic prospects - it is in essence the core of the entire subject

matter."

Dhaliwal, himself a success story for newcomers to the country, highlights the roadblock to connecting these newcomers to the available jobs; "There are many gaps in the system when it comes to integrating immigrants into the workforce. There is little doubt that immigration represents a major portion of the future of employment in this country. However, there are three key areas that I single out as the largest barriers to improving the current state of affairs.

First, the system is facing a huge backlog of immigration applications because of a lack of funding and staffing resources. The current government has made some cosmetic changes, but done little towards making tangible investments in clearing up the delays, which can be up to 2-3 years. We need to be

see CREDENTIALS ➔ page 13

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BUSINESS in SURREY

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What do we do now?

Well, after seven years of anticipation and rising expectations, of exhilaration and doubt, of enthusiasm and skepticism, the event has come and, by the time you read this, gone. No matter what the medal count in the end, I think that the Winter Olympics has been a success in a way that may be the most important of all – it has exposed our Canadian identity, not only to the world but to ourselves as Canadians. We have become proud patriots, strutting around all of the venues with all of our multi-racial, multi-cultural selves draped in unifying red, all of us Canadians and glad of it and infectious so. I have heard O Canada more times in more places and more spontaneously in these recent weeks than ever before – and often sung with great energy by visitors swept up in the chorus.

The Winter Olympics did not create the good feeling and bonhomie or the Canadian identity that was so evident to anyone who spent time at Holland Park or in Vancouver or in Whistler during the event. But what it did do was provide the opportunity for these things to rise to the surface and be shared. It provided the opportunity for the world to see Canada and Canadians under a brighter spotlight than ever before and, all-in-all, the country and its people showed up pretty well.

Most of us will end up feeling pretty good about the Olympic experience in a vague way, but it is important to note, and to give credit where it is due, to the

enormous amount of effort that was put into trying to make sure that there were benefits of substance derived from the Games in the form of new investment, new business and new jobs. The Surrey Board of Trade, in addition to participating in many of the events taking place in Surrey and in Vancouver, also made its services available to its extensive network of contacts in the foreign consulates of the Lower Mainland and assisted in setting up meetings between local businesses and representatives of foreign companies in town for the Games. For example, there were inquiries from the French Consulate with respect to French businesses that were in town for the Olympics. The Consulate contacted the Surrey Board of Trade and we were able to match them up with interested local businesses. The Surrey Board of Trade, as a result of its ongoing efforts to foster relationships with foreign consulates, is a conduit connecting businesses locally and internationally.

The City of Surrey did an excellent job of setting up and operating the Holland Park site, not only for Surrey citizens and visitors, but for the business community with the business lounge that it made available for hosting receptions and events. The City also participated as an active member of Metro Vancouver Commerce (“MVC”), an organization including many of the Lower Mainland municipalities whose mandate is to encourage foreign investment in the area. MVC invited representatives of 100 carefully chosen foreign

FROM THE PRESIDENT

James Stewart



companies to make a well-orchestrated visit to the area during the Games for the express purpose of being exposed to the local environment and to plant the seed that the Lower Mainland is a place to live, work and play.

By all accounts the efforts made created a very good first impression. Now we have to make sure that we continue to build on that good impression. We all have heard of the studies that say that host cities rarely achieve the long-term economic benefits hoped for from hosting the Olympics. But there is an important difference between our circumstance and the circumstances in which other host cities have found themselves in the past – those other cities are not Vancouver and its sister communities of the Lower Mainland. We already live in an area of the world acknowledged to be among the best places to live. The Olympics have given us the opportunity to actually show the world what that means.

It is now up to business and government to capitalize on the opportunities created. We need to make sure, once a foreign company or investor has the idea planted that it would be good to do business here, that the process builds on and facilitates the growth and evolution of that idea into a reality. Addressing and resolving the procedural road-blocks and red-tape that hinder the introduction of new business, new ideas and new people into our community must become a priority.

Save money... make money... and help your community

The Surrey Board of Trade helps businesses save money, make money and helps the community – all at the same time. It is a unique organization. We’ve been in Surrey since 1918, but the international Board of Trade/Chamber of Commerce movement began over 400 years ago in Marseilles, France. Businesses and entrepreneurs came together on a local level for the purpose of safeguarding their interests at all levels of government. Further to this, they needed an accessible, convenient way for the business community to get together to connect with another and to speak collectively on issues. And they were able to help their local economy and community grow by focusing on what needed to be done, doing it and helping local service organizations.

Membership in Europe and other parts of the world is compulsory, unlike North America where membership is voluntary. But here’s why I’m asking you to join the Surrey Board of Trade. We offer many service programs to assist a variety of industry sectors. Our newspaper, Business in Surrey will tell you about many of them, along with our advocacy initiatives to all levels of government.

In keeping with these themes, here are several items of interest for you and your business:

Invitation To Save Money By Focusing On The Environment

The Surrey Board of Trade and the City of Surrey invite interested businesses to participate in the Climate Smart Training Program and join a group of progressive businesses that are cutting costs by cutting carbon. Through funding by Metro Vancouver and the City of Surrey, we are able to show businesses how they can save money by focusing on the envi-

ronment. Normally a \$1,500 program, this is being offered to interested businesses (limit 20 businesses) for \$500. This includes 2 participants per business for all 3 sessions, one on one technical assistance, access to web-based GHG Management Tool, and expert review of GHG inventory. In addition, funding can be applied for through the Province of BC Workplace Training for Innovation Program, which the Surrey Board of Trade can direct you towards, so that the cost could be completely covered for your business.

Climate Smart will provide hands-on training to small and medium-sized businesses, taking enterprises through the process of creating a greenhouse gas emissions inventory, and developing effective reduction strategies with a focus on cost savings and brand lift. It is designed to train key staff and provide businesses with the tools to become more competitive in an era of carbon regulation and volatile energy prices.

If you would like to find out more, please contact Anita Huberman at anita@businessinsurrey.com

Surrey Board Of Trade Women In Business Award Finalists

The Judging Team evaluated each of the nominees based upon their: Work in Surrey-Leadership-Business Acumen-Balanced Lifestyle- Community Involvement and Service. Winners will be announced at the March 10th SBOT Women in Business Awards Luncheon, featuring Surrey success story, Kathleen Casprowitz, President and CEO, Sylvan Learning Centre. The presenting sponsor is Christine LaLiberte, Dundee Securities Corporation with media sponsor the Leader Newspaper. The finalists are:

1. Corporate Category:

FROM THE CEO

Anita Patil Huberman



Irly Distributors-Susan Robinson
Wellington West-Nancy Shewfelt
Westminster Savings Credit Union-Marian Maletta

2. Entrepreneur Category:

Canadian Tourism College-Kim Russell
Malary’s Fashion Network-Yvonne Hogenes
Printfastic-Susan Thomas

3. Professional Category:

DiverseCity Community Resources-
Lesley Ann Woodman
Simon Fraser University-Joanne Curry
Surrey Food Bank-Marilynn Herrmann

Surrey Board Of Trade Monitoring Public Sector Spending:

On November 3, 2009, the Surrey Board of Trade took part in the City of Surrey’s pre-2010 budget planning process. The City’s Financial Plan is the result of its longer term vision and strategies of moving toward the development of BC’s largest city. There are areas, as in all urban centres, that need to be continuously monitored. The presentation addresses issues in crime reduction, town centres, tax rates, transportation and the environment. You can read the entire presentation here at <http://businessinsurrey.com/index.php/business/current-advocacy-effort>

Other Key Event Nomination Deadlines:

Surrey Export Awards – April 1, 2010 (event: May 13th)
Environment and Business Awards – May 7, 2010 (event: June 3rd)
Surrey Police and Business Awards – June 4, 2010 (event: September 22nd)
Surrey Business Excellence Awards – September 15, 2010 (event: November 4th)

'Buy American' agreement is a positive step forward:

The governments of Canada and the United States have reached a productive and forward-looking agreement on Buy American provisions. "This represents an important step forward in our continued engagement with our largest trading partner. The agreement puts Canadian companies in a better position to benefit from remaining U.S. infrastructure stimulus funding and establishes a mechanism for negotiating further access to U.S. markets," said James Stewart, President of the Surrey Board of Trade.

The Agreement

Canada: Has agreed that the provinces will sign on to the WTO Agreement on Government Procurement (GPA) at an equivalent level to the U.S. This means that both Canada and the U.S. will grant each other permanent market access at the sub-federal level, as specified in the GPA.

Offers access to municipal-level construction projects as well as some provincial crown corporations.

In Return: Canada receives access to the remaining stimulus funding and has been granted preferred market access to procurement programs where Canadian companies have been traditional suppliers, such as programs managed by the U.S. Department of Energy, the U.S. Department of Housing and Urban Development, and the

Environmental Protection Agency.

There is a commitment by both parties to explore the scope for going beyond the GPA and NAFTA through a permanent reciprocal agreement within the next 12 months.

Both countries have also agreed to a fast track consultation process for future American legislation that might contain Buy American clauses.

"While more work needs to be done to counter protectionism in the United States, this agreement has placed us in a better position than our main competitors to receive U.S. stimulus funding," added James Stewart. "It has also resulted in greater co-operation between provinces, territories and the federal government – a long-awaited, but very welcomed accomplishment. The depth of the federal/provincial offer and the speed at which it was put forth is an important precedent which puts us in a good position for the negotiation of future agreements."

"We must continue to work with the United States to strengthen our ties and to develop solutions that are beneficial to both parties. Further, Canada should also begin to develop its trading relationships with other countries, diversifying our trade portfolio," concluded James Stewart.

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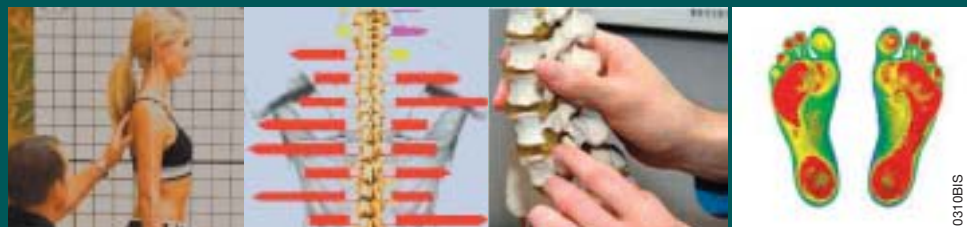
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Meet Mike Franklin, Surrey's new Crime Reduction Strategy Officer



Franklin comes from the UK, with a total of 30 years in security. After 16 years in the Royal Air Force, he worked with the Northamptonshire police for 18 years, purely in crime reduction, ending up as the Head of Profession and Strategic Crime Prevention Manager for that force. He has worked primarily in the public sector, however, operated a private consultancy in this field gaining an understanding of the rigors of running one's own business. His wife was from Maple Ridge, and that was a major factor in their settling on the Lower Mainland when they moved on from England.

He spoke with Editor Ray Hudson about his background, views on crime prevention and designs to carry out his assignment for Surrey.

My passion is public service. I think the sense of satisfaction I get from seeing a satisfied community, whatever size it is, is probably the greater satisfaction for me, but I did run a consultancy business for 2 ½ years. It was very much a one-person enterprise, and I did it for two reasons. One, I had been offered a job to train crime prevention professionals in the UK for the National Policing Improvement Agency, and I needed to do that independently. The other reason, and just as important was, that I wanted to stretch my legs and get a clearer understanding the private sector, and the competitive nature of that market area. I wanted to test myself in the zone so to speak. I already

understood that Security was often a grudge purchase, but I wanted to learn how to sell these products. One other thing that stood out when trying to engage with business, was that if you gave a service for free, people tended to attach less value to the product. If you charge for the product, people will pay for it. And what's more, they'll act upon the advice they're given.

What did you bring from your previous experiences to your job here?

I spent 4 months just acclimatizing to BC, engaged in studying the local context, trying to get an understanding of systems here. Despite their similarities – same Queen and so on – there are some very clear differences that I needed to familiarize myself with and observe. However there are also huge similarities in crime reduction in the United Kingdom and here. Motivations for offending are very much the same.

Are drugs at the bottom of it there as well?

Yes, but I think it's a different drug picture here. I would say that organized crime is a much more recognizable beast here than it is in the UK. But it still is a primary driver for organized crime in both places.

When you look at the legal/justice system in the UK and here, what differences do you see?

The frustrations that an awful lot of people, groups,

organizations, sectors have with the system are the same. The process of tracking or putting offenders through the system is so slow that it's not uncommon for a bailed offender, recognizing that they're ultimately going to be incarcerated, to feather their nest for when they get out. So you get this great big spate of offending to make sure that they've got it covered before being incarcerated, which is counter-productive to what we're trying to achieve.

We (the British) often have inconsistencies in terms of sentencing. I would like to see someone who received a two year sentence actually serve a two year sentence, rather than have some qualifying formula defeat the time given. The problem there is identical to here.

In the UK, I was involved in briefing Court User Groups for instance the judges and the lawyers and explaining to them the consequences of non-custodial sentencing on offending behaviours. We would have young people, for example, who were technically incarcerated at young offenders institutions still out committing vehicle crime and residential break-ins. It's not working so it's about getting an understanding with and influencing those who are on the inside of the justice system of the consequences of their decisions. Communities that are beleaguered by crime need the respite by ensuring that the

right offenders are being incarcerated for the right reasons with the right sentences. One of the things I always heard in the UK was that getting caught was just an occupational hazard for an offender.

There are a couple of good examples, which I always used when talking to a group: Does the justice system offer an effective deterrent crime? I would argue whether it could ever offer an effective deterrent to crime.

In Victorian times while pickpockets were being hung in London, the criminals working the crowds at the execution were... pickpockets. So they were obviously not visibly deterred. In Northern Ireland during some of the terrorist problems there, vehicle theft was a significant problem and the paramilitary groups were actually kneecapping offenders to try and reduce the crime. Yet vehicle crime increased. There's no accounting for it.

I think the bottom line is, the system, once somebody comes into contact with it, costs the taxpayer a significant number of dollars, so anything that actually gets in ahead of that and prevents the person from engaging in criminality in the first place, has got to be a good thing. We need to tackle the issues upstream before they become raging torrents downstream. That's what we should be endeavouring to do.

What do you see as the challenges ahead for you?

Crime reduction is a massive beast. The city of Surrey is a large place in which to operate. Can one strategy deal with all the problems? No. Early on we need to secure as many people, as many businesses and as many community groups and as many other agencies that are working in the city to support sustainable crime reduction, because it will provide a return on investment for everyone engaged in it.

The Crime Reduction Strategy is coming up to three years old, and I think there's been a tendency to look at many of those 100 plus recommendations individually. I see it a little more holistically, to wrap those recommendations by developing a "projects" approach. My work plan for this year will focus on 9 key areas and 3 secondary project areas.

For example there are some two dozen recommendations concerning the criminal justice system. By looking at these as a whole, the outcome will be delivered against each of those recommendations. It will be achieved as a collaborative effort.

I just had a meeting with the mayor, Dianne Watts, and her thinking on the strategy going forward matched mine, so I'm very excited to get going. There's one word that underpins all of this for me and that is "sustainability". It has to be sustainable. ④

events

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STATE OF THE CITY ADDRESS LUNCHEON

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Date: Wednesday March 31, 11:00am-2:00pm

Location: Sheraton Vancouver Guildford Hotel (15269 152 St Surrey)

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Junior Team Canada - Corporate social responsibility in the Andean region



Kassandra Linklater and Denny Hollick

In August 2009, sixteen youth from across the country were selected to participate in Junior Team Canada's (JTC) economic and development mission to Ecuador and Panama. The team set out to accomplish three main goals:

1. Build capacity through interviewing and working with young entrepreneurs, aboriginal people, and various government officials with emphasis on the CSR initiatives of Acon Construction and Canadian mining companies: Kinross Aurelian and Corriente.
2. Advance the government of Canada's 'Americas Strategy' as outlined by Prime Minister Harper in 2007.
3. Represent individual sponsor mandates through creating networks and developing market research.

During the mission, the team accomplished the following tasks:

- Researching and visiting corporate social responsibility initiatives in Ecuador and Panama
- Researching business opportunities for Canadians, respective to Panama and Ecuador
- Engaging post secondary institutions to create partnerships

- Public outreach and engagement, and building government relations
- Creating video reports for Canadian initiatives: Quiport as well as Canadian Mining Companies – Kinross Aurelian and Corriente

In addition to the mandate, a focus of this delegation was to determine how corporate social responsibility could be seen as an "export" item for Canadians. JTC found that by using corporate social responsibility as a primary business model, Canadian companies have found great success in acquiring foreign contracts, and have developed stronger relationships with their host countries.

JTC delegates Denny Hollick and Kassandra Linklater had the privilege to act as Ambassadors for the City of Surrey and for the Surrey Board of Trade. In partnership with our sponsors, they discovered how Surrey could capitalize on South America markets and what were the tangible market opportunities for not only our sponsors but for the local business community as well.

You can read their report at <http://bit.ly/adkTuA>.

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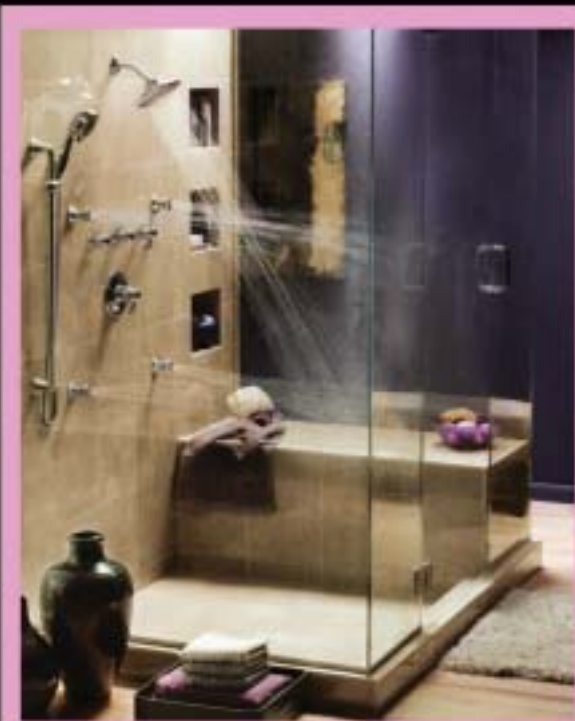


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Business Leaders Index Survey Generally Positive



- Surrey Business Generally Optimistic

Mackenzie Kyle, Managing Partner
for Advisory Services, MNP



59 percent of business operators in Surrey believe the economy will get better and 33.9% feel it will not deteriorate any further (remain the same) this year. This was one result uncovered in a poll of Surrey business people, conducted by Meyers Norris Penny LLP (MNP) for the Surrey Board of Trade (SBoT) this January: a dramatically positive attitude toward the economy in 2010.

Mackenzie Kyle, Regional Managing Partner for Advisory Services for MNP presented the results of the Business Leaders Index Survey at the SBoT Financial Outlook on the Economy.

"The objective here was to try and get a sense in the business community of attitudes and general feedback about the business climate, the environment and what people see ahead," said

Kyle. "We wanted to see what their expectations are, in order to tailor what we do not only as Meyers Norris Penny, but as the business community, going forward, how we will influence policy-related matters, and how we work with government"

MNP polled 307 respondents, about 10% of Surrey's business community. Half of the respondents were members of SBoT and half were not. According to Kyle, the response rate is considered high for this type of survey.

37 questions were asked on subjects including: expectations for the economy; challenges facing businesses now and over the next 12 months; how the federal, provincial and municipal governments are doing to create a good business climate and how these governments were perceived to be doing in Economic

Development. It asked about staffing including available labour, recruiting, retention, succession and retirement, and questions about other issues affecting businesses in Surrey.

Here are some of the results: (Quotes indicate comment from Mackenzie Kyle)

What was the biggest challenge facing your organization or company today?

1 - economy or recession; 2 - labour - finding good people despite the times. 41% still say they're having trouble finding good people; 3 - internal process issues (business operations)

What are businesses having trouble finding?

1 - Skilled labour (trades people) "still need to import needed skills"; 2 - General labour; and 3 - Professional staff including lawyers and accountants

Do you invest in formal workplace training for staff?

"Evenly split yes and no." He expected the answer to be different in the current times given the need for retention and so on. He expected the percentage to be higher in favor of workplace training for staff.

We also wanted to know how our governments perform in fostering business climates and influence some of the broader issues:

Is the BC business climate competitive with other provinces? From neutral to strongly agree: 81%. 51% said the climate is competitive.

BC's Economic Development efforts: "The largest group is neutral on this without a strong split one way or the other. It may be reflective of a general sense of not being sure what we should be doing, and thus are

unable to judge how well the government is doing."

Surrey business climate competitive with other cities: Pretty positive result, 60% agree.

What would you tell the provincial government to improve the business climate here in BC? "Surprisingly it's not get rid of the HST. It's the standard response. Look at structures helping to support or incent business, and the structure of bureaucracy and red tape. Eliminating the HST was ranked third. 20% said they didn't know what the province could do."

Overall the attitude of the business community seems to be more optimistic than pessimistic. There is much more to the survey and we invite you to check out the whole document on our website at www.businessinsurrey.com . ☺



Michael Levy is the Financial Commentator for the Corus Radio Network and is regularly heard on CKNW. A Director of the Surrey Board of Trade, Michael is the Senior Executive VP of Custom House Currency Exchange and Managing Director of Border Gold Corporation.

Where are we going? The Olympics are over and everyone is buzzed in a positive way, but the provincial and federal budgets are upon us. How do you feel about the rest of the spring?

You can't help but think: where do you go from here? There is an Olympic high and there is an economic high in the lower mainland. There is no doubt about that. I think the impact was so underestimated. I might say humbly, that I thought the impact was going to be huge, and I think it's going to carry on being huge. If you look at the overall long term, the Olympics are going to be a huge benefit, particularly to Surrey because of the way we've approached it. I say we - I'm including business, the City, the Board of Trade, no matter how you look at it, it is going to bring us out at a higher level, showcase us to the world and show what

we've got to offer and the benefits of doing business where we are. That's absolutely huge.

The BC budget is going to be a very "tough love" budget. With the Olympics, we're on a high provincially, but realistically, this budget is going to be tougher than the last budget, because for British Columbia particularly, Olympics aside, we have not come out of the economic doldrums. Lumber is still hurting, natural gas, although up significantly from the bottom, is still hurting; what's going to be the plus is the economic climate, which has always been good, and for the lower mainland, better than for the rest of BC. But we've got a long way to go in BC before we climb out of this economic morass.

In the Speech from the Throne, there was the indication that they were going to shut down any mining or exploration

in the Flathead Valley in southeastern BC. Do you see that having a major impact on our resources?

The only impact it's going to have is, once again, making those that would invest in our province wonder if the rules of the game are movable, or whether they are in place and solid if they sign on for millions, or tens or hundreds of millions of dollars. You've got to know where the fences are in the ballpark. Once you come and pay your nickel to play, you can't have those fences moved. That's the only thing I'm worried about, certainly not them taking a look at environmental impact or first nations land. That does not bother me. I just want to know what the rules are before I get here, not change them after I come.

Unfortunately, this will publish after the budgets are deliv-

ered. What are your expectations of the Federal document?

More economic stimulus. The Feds have got the message from industry, both public and private, that you cannot stop the stimulus yet. It's not time. We are a rounding error compared to the stimulus in the US, but we have to keep it up, because if we don't, we could cut this economic recovery off at the knees. We don't want to do that. I think it's going to be a very careful budget, and a very conservative budget economically. I think the Feds are going to go more into debt and they are going to do more stimulus spending.

We're going to see our dollar continue to climb too, aren't we?

I think we are. Our dollar should have gone through a rough patch here; it didn't. It went from \$.97 down to \$.93-.94 and now we're back up into the mid \$.90s again. Our



Surrey Helps Reduce Insurance Premiums

- through improved fire protection grading

Surrey Mayor Dianne Watts has announced an improved fire protection grading for the City of Surrey. The improved scores will result in a potential reduction in insurance premiums for owners of general commercial properties in areas serviced by City fire hydrants and for owners of both commercial and residential properties in areas not yet serviced by City fire hydrants.

"Surrey Businesses and homeowners that live in areas not yet serviced by fire hydrants should contact their insurance brokers to discuss any potential savings" said

Mayor Dianne Watts. "The next check you write for your annual insurance premium could be less than last year."

The City was also awarded Superior Tanker Shuttle Accreditation in areas of Surrey not yet serviced by fire hydrants. This provides a hydrant protected equivalency status and areas may be rated as protected. This equivalency could result in net savings of insurance premiums to the owners of commercial properties not serviced with hydrants of between 12.5% and 13.5%.

The big savings come to residential properties in areas of Surrey not serviced by fire hydrants but within the Superior Tanker Shuttle Accredited district. There is potential savings of 25% - 27% of overall insurance premiums for these residential properties.

Commercial properties in areas serviced by fire hydrants could experience a marginal net decrease of 2.5% - 3.5% in their overall insurance premium as a result of the improved fire insurance rating.

Home owners in areas of the City serviced by fire hydrants are already enjoying the best possible Fire Underwriters Survey rating and as such will not be affected by the new survey results.

"This accomplishment is a credit to the hard work of all city departments," noted Fire Chief Len Garis. "From Planning & Development to Engineering to Fire Services, the City has made significant improvements to its services that have had a positive effect on the City's fire insurance grading."

The fire protection grading system is determined by a Fire Underwriters Survey. This survey provides data on public fire protection for insurance and underwriting purposes on behalf of the member companies of the Insurance Bureau of Canada.

The grading system is based on an evaluation of the adequacy, reliability, strength and efficiency of the municipality's fire protection facilities and resources. Its objective is to provide a measure of the ability to prevent and control fires that may be expected to occur in the community. ☺

A Safe Harbour in Surrey - a program to promote inclusivity

The Safe Harbour program promotes an inclusive British Columbia that builds community support for diversity. Safe Harbour promotes the idea of moving past acceptance to an understanding and celebration of diversity, resulting in a safer, more welcoming communities.

Joining the network of over 700 Safe Harbour locations nation-wide, Surrey Board of

Trade has embraced these three commitments:

- Equitable Treatment for All: Welcoming all clients and/or customers in a respectful manner. If a concern is expressed regarding a lack of respectful treatment, employer and staff take steps to address it.

- An Immediate Safe Place: for someone experiencing discrimination in or near the worksite

which may include a place to sit, a glass of water, a phone to use, and access to a list of resources.

- Prepared Employees and Worksites: Preparing all staff to implement these commitments.

Benefits to Safe Harbour businesses:

- Creates a safe and welcoming environment that draws in existing and new customers and clients
- Allows businesses to better understand and serve their diverse customers and clients, increasing customer satisfaction, by preparing all employees to welcome and celebrate diversity

- Helps Attract and retain employees from diverse backgrounds

- A meaningful way to give

back to the local community assisting those who require refuge from discrimination

"I encourage all businesses, small or large, to go through the Safe Harbour Training offered by DiverseCity Community Resources Society. Though the information may seem common sense, it is amazing to discover how even the simplest ways of providing respectable treatment or listening to everyone who walks through your door or that we work with, can be forgotten which can cost a business both money and reputation. The Surrey Board of Trade is proud to be certified as a Safe Harbour organization," says Anita Huberman, CEO, Surrey Board of Trade.

Businesses and agencies are

invited to a 2-hour FREE orientation session at DIVERSEcity Community Resources Society. To find out when the next session is organized, please contact Lin Chen at 604-597-0205 ext. 1376 or by email safeharbour@dcrs.ca. DIVERSEcity thanks AMSSA for offering the Safe Harbour program. For more info, please visit www.safeharbour.ca.

Contributed by Lin Chen, DIVERSEcity Community Resources Society



LEVY cont. from previous page

dollar is very resilient, and my view on the dollar is that as the US dollar starts to falter again, as I think it will, we're going to see the Canadian dollar head back towards par. I still have par as my forecast this year.

What's your take on interest rates?

The US Fed raised the discount rate, the emergency rate that banks in the US can borrow money from the Federal Reserve. It used to be that they could only have it for overnight. They extended that to 30 days, and now they are bringing it back to overnight, and they've raised the discount rate by one quarter of one percent. I don't want to confuse that with the Fed's funds rate, which is the same as our Bank of Canada rate. That is what determines interest rates in the public domain and would influence prime rates, short term mortgage rates,

savings, and consumer loan rates. That's not what the US is raising. They are raising the discount rate and they are two different and definable items, but it does send a signal that the United States will, when ready, raise interest rates. That is on their mind.

The banks want to stiffen purchaser's qualifications for mortgages here, so I think they are signaling that they are concerned about the amount of consumer debt too.

Absolutely concerned, and that's their way of tightening up a little, making it a little more prudent, making it so people who are close to the line are not vulnerable when interest rates do go up and they decide that they have to remortgage or refinance a house. I think the Department of Finance is doing what they should be doing. ☺

Are you ready for the HST?

Are you ready for the HST? You can get more information from the source at www.cra-arc.gc.ca/gncy/hrmnztn/bc/menu-eng.html. You can also join us at our SBOT HST Workshop (14439 104 Ave, Surrey), facilitated by BDO Canada LLP, on March 30 from 8-10am - \$20/members \$30/non-members. Register online at www.businessinsurrey.com.

AN INVITATION:

Find out how membership in the Surrey Board of Trade (SBOT) opens doors to new business opportunities, locally and internationally! Be a part of Surrey's business voice at all levels of government. You are invited to attend the Wednesday, April 14th Member Orientation, as

our guest, from 4-5pm at the SBOT Conference Room (#101, 14439-104 Avenue, Surrey BC) to learn about how the Surrey Board of Trade can help your business.

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PUBLISHER'S MESSAGE



Gary Hollick
Publisher

In August 2009, the Surrey *Now* newspaper called on its readers to send in their old photos of life in our city up to 1990. We had such an overwhelming response that we expanded our plans to collect a local history of Surrey in photographs that were taken from before the turn of the 20th century through the 1990s. When the time came to produce this book, we had more than 1,000 photos to choose from. This enthusiasm for our city's history inspired us and reaffirmed our decision to publish this beautiful book.

We believe the true history of Surrey is captured in people's unique photos. And we believe the book you are holding now is proof of that. As you flip through this book's pages, think about the stories that our city holds and think of all the people that have called Surrey home throughout its rich and vibrant history. As you peruse through the hundreds of historical photos, look for faces and names that you might recognize. Share these photos with your friends and family.

We at the Surrey *Now* are proud of our city, proud of our history and proud of this book. But most of all, we are proud of the dedicated people – past and present – who have worked hard to build our community into what it is today. It is to those people whom we dedicate this book.

Thank you, and enjoy your read.

MAYOR'S MESSAGE



Dianne Watts
Mayor of Surrey

Welcome to the story of our great city.

As B.C.'s fastest growing city and the community with the fastest growing immigrant population in Canada, the face of Surrey has changed dramatically over the years. Our city's story is filled with tales of strength, challenges, hardships, successes, unprecedented growth, strong family ties and dedication to a sense of community.

This book is a phenomenal way to showcase every part of our city's diverse past, showing residents at work, at home and at play at different times of Surrey's history. While there are written histories of our city, this book is sure to fill a gap – the photos you will see in the following pages truly speak for themselves and I believe they speak volumes to our rich and vibrant history. Surrey residents have always shown a dedication to their community and this book is a perfect way to honour those who were – and are still – proud to call Surrey home.

Indeed, the future lives in Surrey. But let us not forget the past, for it's the hard work of those before us that has paved the way for us as a city. Our story continues to be written and as your mayor, I, along with city council, look to the future with excitement and optimism for what lies ahead for Surrey. But sometimes a quick look behind us reminds us of where we came from and where we need to go.

Thank you, for your interest in your community's history. And if you or your family have contributed photos to this book, thank you for helping us tell Surrey's story.

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CREDENTIALS

from page 3



Sukh Dhaliwal, MP



Nina Grewal, MP



Minister Miora Stilwell



Charan Gill, PICS

better able to accommodate these already existing cases.

Second, our current point system is dated and not necessarily reflective of our current needs in the labour market. As an example, education is heavily weighted in favour of approval, regardless of whether that area of study is in demand or not. We must overhaul the criteria so that false expectations are lessened and employment can be secured much more quickly.

Lastly, professional credentials and the bodies that regulate them must be better coordinated and accommodating across the country. When there is a shortage of family doctors in rural Canada, there is no reason that immigrants with medical training on par to Canada's cannot be used to fill these voids."

Nina Grewal, MP for Fleetwood - Port Kells agrees there are set-backs with the system; "In my opinion and experience, economic immigrants are generally ready to hit the ground running when they arrive in Canada. The problem, of course, are those with professional degrees and diplomas that must be recognized here in Canada by professional bodies in the provinces. The process has been haphazard, lengthy and with a lot of red tape; and it often means newcomers, despite their degrees and practical experience, must undertake additional training. Some immigrants end up taking a job outside their chosen field – think of the stereotypical taxi

driver with a PhD – and some others even return home."

"I faced the same challenges that every other immigrant had to face when coming to Canada to build a better future," explained Dhaliwal. "I had to go back to school to upgrade my training and credentials. I was forced to work jobs that were not within my chosen path of engineering. I struggled with my earnings as I tried to support my family, pay for my schooling, and still work to make ends meet. From my example, people can learn that persistence is the most important quality one can cling to in the most difficult of times. They can also understand that Canada is a country that provides the opportunity to follow whatever path you hope for, and that hard work and determination can propel someone to the heights of their dreams. I am living proof that the immigrant story is one that while full of trials and tribulations, is worthwhile and full of hope."

"I have long been a vocal advocate of government measures to improve the process for recognition of foreign credentials," said Grewal. "For too long, people have been allowed to immigrate to this country under the false impression that their degrees and work experience would be transferable to their new home. At the front end, the immigration system awards points for their educational credentials and accepts them to immigrate to Canada leaving a false impression that their credentials are accepted.

Another problem is that many newcomers with a recognized professional education cannot get a suitable job in their profession because they don't have Canadian work experience. They don't have experience because they were not given a job – a catch 22. This is an injustice that must be corrected if New Canadians are to realize their full potential in this country."

Several programs exist to help immigrants realize their potential in the Province. One program provider is the Progressive Intercultural Community Services (PICS) Society. PICS offers programs and services to assist new and recent immigrants with their transition within Canada such as language services, employment programs and settlement. Such programs are essential to newcomers looking to make a life here. For PICS CEO Charan Gill, it can be frustrating to see the system operate in its current state.

It is a well known fact many professionals who migrated here on point rating system, only ten percent may get desirable jobs as per their qualification," said Gill. "Most of their credentials are not recognized. Immigrants lose five years of their life struggling through this mess. Some recover after that and most never recover and they continue to be underemployed and do menial jobs all their life. This issue already hit us very hard and the solutions to this problem are coming very slow and too late for most of people."

Other efforts have recently been put in place to speed the pro-

cesses, such as the Skills Connect for Immigrants Program which according to Minister Stilwell: "helps skilled immigrants in B.C. move into careers that match their experience and background. Skills Connect offers career counselling, assessment and planning services, access to courses and certification, workplace practice opportunities, and job placements." The government put \$12 million into the program last year.

The British Columbia Provincial Nominee Program also accelerates the Permanent Resident application process for skilled and/or experienced workers, experienced business persons and their family members who want to settle in BC permanently. It allows nominees to apply for Permanent Resident status through Citizenship and Immigration Canada under the fast-tracked Provincial Nominee stream – which can be faster than applying through many federal immigration streams.

"The Conservative government has been determined to improve the situation," stated Grewal. "The Foreign Credential Recognition Program and the Foreign Credentials Referral Office are the key federal initiatives we have been pursuing since coming to office in 2006. We're opening new offices in India, China, the Philippines, and Britain for recognition of foreign credentials. These offices will allow potential newcomers to understand what will be required to work in their chosen field in Canada. They

will also be able to get the ball rolling while still in their home country to have their credentials recognized once in Canada. The Economic Action Plan committed a further \$50 million to work with the provinces and territories to address barriers to credential recognition in Canada."

Over twenty-seven percent of the province's residents were born outside of Canada and that number continues to grow. Today, thirty percent of our workforce is made up of immigrants – but are they in the jobs they have the skills for and how many more are available to fill the gaps we know we have or will soon have?

"Attracting and retaining the best international talent to address existing and future labour market challenges is critical to Canada's long-term economic success. Unfortunately, the recognition of foreign credentials is a hurdle that must be overcome," stated Grewal. "Canada has not been competitive to attract the most educated persons, we had brain drain and not brains gain. We need to verify that knowledge, skills, work experience, and education obtained in another country are comparable to the standards established for Canadian professionals and tradespersons. The entire process has proven to be no simple task, especially when the recognition of foreign credentials falls outside of the federal jurisdiction. That has not stopped us, though, from forging ahead and making it easier for immigrants to Canada to work in their chosen profession." ①



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ACROSS the BOARD

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FASTSIGNS Surrey was awarded the prestigious **Pinnacle Club Award** at the annual FASTSIGNS convention in January. This is presented to the top performers throughout the entire network of over 530 stores in 8 countries. **More info:** www.fastsigns.com/654.

In memory of **Dr. Donald Rix**, Junior Achievement of British Columbia (JABC) has created the **"Inspiring Business Excellence"** Scholarship. This Award will recognize Aboriginal, rural or immigrant students who have demonstrated significant growth in business excellence skills, improvement in learning skills, demonstrated leadership, and/or entrepreneurial skills. The winning student will receive a \$2,000 scholarship towards post-secondary education in the academic or trades and technology careers of his or her choice. **More info:** www.jabc.org.

La Belle Fleur has been voted 'Best Independent Florist' and 'Best Gift Shop' in the Surrey Now's Readers' Choice Awards. The company offers a flower store, flower delivery service and fresh flower bouquets and giftware. **More info:** labellefleur.com.



(L-R) **Milford Sorensen**, **Thrifty Foods**; **Dragana Sanderson**, **Peace Arch Hospital Foundation**; **Dr. G. Park**, **Peace Arch Hospital**; **Dr. W. Spanghel**, **Peace Arch Hospital**; **Vivian Chenard**, **Thrifty Foods**

Thrifty Foods celebrated their Morgan Crossing Store Grand Opening with a \$75,000 Donation to Peace Arch Hospital Foundation's Partners in Caring Campaign to help fund a new maternity ward for the communities of South Surrey and White Rock. **More info:** www.thriftyfoods.com.

Prayer Canada's 2nd National Convention takes place at the **Stillwood Camp & Conference Centre**, Cultus Lake BC, March 16-19, 2010. Registration \$25.00 by March 1, 2010; Lodging & Food \$200.00. **More info:** 604.589.1110; prayer@prayercanada.org.



Right To Play Athlete Ambassadors Kyle Shewfelt, (2004 Olympic Gold Medalist, Gymnastics), **Adam Kreek** (2008 Olympic Gold Medalist, Rowing), **Carrie Marshall** (1996, Softball) and City of Surrey Councillor **Linda Hepner** joined Surrey residents at the first annual Surrey Quest: An Adventure Challenge for Right To Play Saturday, January 30th at South Surrey Athletic Park. Over 220 participants completed a series of Olympic themed obstacles. Right to Play and Surrey Quest have raised over \$100,000 for children's sport and play programs. **More info:** www.2010.surrey.ca; www.rightrightplay.ca.



Pictured is **Sarb Sandhu**, **Coast Capital Savings**, **Cary Gaymond** **SOS Children's Village BC**, and **Nicole Minions**, **Coast Capital Savings**.

The **16th Annual Parade of Trees**, supported by **Coast Capital Savings** and **RE/MAX**, raised over \$60,000 to support the only SOS Children's Village in Canada. The event featured 26 decorated trees at the top of Grouse Mountain and was visited by thousands of Lower Mainland residents. **More info:** 604.582.2990; www.sos-bc.org.



Cheques for the Children's Festival

The **6th Annual Surrey Children's Festival** returns this year, thanks in large part to the support of its community partners. **Canadian Heritage** presented a cheque for \$46,000.00 in support of the festival, and **Guildford Town Centre** donated \$25,000.00. The Heritage funding allows the festival to bring amazing performing artists to Surrey from across Canada. The Guildford Town Centre contribution helps students from high needs schools to attend the festival for free. The festival runs from June 3-5 at the Surrey Art Centre and Bear Creek Park. **More info:** www.surreychildrensfestival.ca or 604.501.5598.



Tony Maida & Don Wyker of **Bird Construction** pose next to the neonatal bed purchased by their company

Bird Construction, whose local work history includes the hospital's **Children's Health Centre**, and the **Surrey Outpatient Facility** scheduled to open in 2011, has made a \$65,000 donation to **Surrey Memorial Hospital Foundation** to buy a full-featured isolette (neonatal bed). **More info:** www.smhfoundation.com; 604.585.5666.



HAL Industries, which produces a wide range of protective construction membranes, has made a \$130,000 donation to **Surrey Memorial Hospital Foundation** to buy two full-featured isolettes (neonatal beds). The company's gift comes as **Surrey Memorial Hospital (SMH)** expands its neonatal intensive care unit (NICU) and becomes Fraser Health's designated site for the care of the most premature and sickest ('level 3') newborns, as well as high-risk pregnant women. **More info:** www.smhfoundation.com; www.halind.com.

Announcements

Surrey's AccSys Solutions has recently expanded throughout Western Canada, opening offices in Kelowna, Regina and Winnipeg in 2009. The company specializes in the installation, implementation and support of Adagio Accounting software for small to medium-sized businesses. **More info:** www.accssysolutions.com.

The **Burns Bog Conservation Society** has rescheduled its gala to Friday, September 24, 2010, at the Eaglequest Golf Course, Doors open 6 p.m. Dinner, 7p.m., Guest speaker will be internationally renowned ultra-marathoner and motivational speaker Ray Zahab. For sponsorship opportunities contact the Burns Bog Conservation Society at 604.572.0373. **More info:** www.burnsbog.org.

Burns Bog Conservation Society's Jog for the Bog: Ray's Awareness Run, September 26, 2010. Join Ray Zahab for the last 5 km or 10 km or be one of the lucky five to run the full 40km with Ray. **More info:** 604.572.0373; www.burnsbog.org.



Eaglequest Golf Coyote Creek's General Manager/SBOT member carries the Olympic torch on **Essendene Avenue in Abbotsford, BC on February 7th, 2010.** **More info:** www.eaglequestgolf.com.

Ernest (Ernie) Enns, former general manager of IRLY Distributors, has passed away at the age of 79. Ernie began with the IRLY group when he owned an IRLY BIRD store in Richmond, BC. He then became the general manager of IRLY Distributors in 1977, a position he held for nine years. Ernie was involved in a number of business ventures, and retired from Lynden Door in spring 2009. Ernie will be remembered for his deep faith, his dedication to his family, and his generosity. **More info:** www.irlybird.com.

Mouldings Plus Building Supplies in Prince George has joined with **IRLY Building Centres**. The new store is owned and operated by Stacey Gunderson, who plans to gradually grow his store to 9,000 sq. ft. with an expanded hardware line, and more lumber and plywood. **More info:** 604.596.1551; www.irly.ca.

Gregory van Popta is now a Partner at **McQuarrie Hunter LLP's** Surrey office. Van Popta's specialties are in real estate and business acquisitions. He graduated from UBC in 2002 and was called to the bar in 2003. **More info:** www.mcquarrie.com.

Peace Arch Community Services is now **SOURCES Community Resource Centres**. Their name has changed, but their commitment to community remains as strong as ever. **More info:** www.sourcesbc.ca.

SEEDS Business Development Centre Executive Director is now Chief Executive Officer. **Monika Laul Verma** will adopt a new title that reflects her ongoing, visionary leadership role within SEEDS based on a wealth of over 15 years of business management experience and leadership. SEEDS is a resource to people starting down the road to self-employment. **More info:** www.seed-sbdc.com; 604.590.4144.

Nominations are open for 4 categories in **Small Business BC's 7th Annual Small Business Awards - The Successful You**. Categories include: Business Concept, Business Growth, Small Business Champion and Company of the Year. Submission deadline is March 31,

2010 and the award ceremony is in June. **More info:** www.successfullyou.ca.

Gold-medal wrestler Daniel Igali, carried the Olympic Flame to Holland Park on February 8th, to light the City of Surrey's celebration cauldron for the Vancouver 2010 Olympics. A long-time Surrey resident, Daniel is best known as the gold medal champion for Canada in freestyle wrestling. Since he's been involved in the construction and opening of a new school in his home village of Eniwari, Nigeria through the non-profit, Daniel Igali Foundation. **More** www.surrey.ca; www.igali.com.

The **City of Surrey** and **Kwantlen Polytechnic University** have signed a partnership agreement to jointly build and operate an artificial turf field at Newton Athletic Park. The field will be ready for play in September 2010. Use of field will be split between community soccer programs and Kwantlen's varsity soccer program. **More info** www.surrey.ca; www.kwantlen.ca.

Surrey Heritage Services has upgraded its collections database software to a new version with web based research capability. Researchers are now able to search documentary heritage and material cultural collections on-line, to learn more about the history and development of Surrey. The new Minis MINT system was just launched through the City's heritage webpage: choose the Heritage Facilities link and select the Surrey Archives and Museums Online Access SAMOA option and you're ready to research! **More info:** www.heritage.surrey.ca.

Loverboy keyboardist **Doug Johnson** and fellow musician **Don Wells** composed a special 2010 song aimed at capturing the spirit of the Olympic flame. From My Home was performed in public for the first time by the Surrey Children's Choir as the Olympic torch arrived at the Surrey Celebration Site at Holland Park on February 8, 2010. The Surrey Children's Choir was conducted by its founder and nationally renowned choral director Stephen Horning. **More info:** www.dougjohnsonmusic.com; www.surreychildrenschoir.ca.



Surrey historian **Roger Bose**, **Staff Sergeant Dave Woods**, **Cloverdale BIA Executive Director Paul Oraziotti**, **Heritage Service publicist Dani Brown** stopped for breather after hosting over 8,000 Olympic Torch Run enthusiasts to Surrey Museum in Cloverdale. Only about 1,300 were anticipated. Photo: Ursula Maxwell-Lewis.

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