Meet Your New Board of Directors ..... p10

Red Robinson
Business of Entertainment in Surrey ..... p3

Digital Photocopiers
Risk to Privacy ...................... p14

ROOFTOP SUMMER SIZZLE
AUGUST 24, 2010
SANDMAN SUITES GUILDFORD/MOXIES
FOR MORE EVENTS SEE PAGE 7 OR www.businessinsurrey.com
We see a balance sheet for the planet.

<table>
<thead>
<tr>
<th>Financial Instruments</th>
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cga-more.org
The value of the entertainment business in the United States is $480 Billion per year, according to Entertainment Icon Red Robinson who addressed the Surrey Board of Trade Annual General Meeting on the Entertainment Business as being an Economic Development initiative for Surrey.

Based on his 55-plus years in entertainment and marketing, he offered his plan, How To Grow An Entertainment Industry In Surrey, to point out the economic benefits to the city and how to make Surrey an entertainment attraction for business to relocate here.

“It actually ranks ahead of clothing and healthcare as a percentage of household spending,” he said. He went on to say that there’s a great deal of money in terms of Economic Development in all aspects of the industry from arts and culture, performance, digital games and animation, and television and motion picture production.

“The entertainment industry is the driver of the new world economy. It’s a major component in every aspect of marketing consumer products and without it they just don’t stand a chance in the marketplace.”

“I believe that successful communities will be the ones that create talent friendly environments,” he said, “communities that will commit to entertainment as a part of the total community mix. And once you accepted the importance of arts and entertainment, you take the next step of conceiving what you think will work here and then create some reasons to make Surrey an entertainment destination.”

He pointed to the example of the River Rock in Richmond, which is a full destination resort with hotel, waterslides and other attractions as well as the theatre and casino complex, something Surrey could really pick up on.

“As I look at Surrey, having grown up in the Lower Mainland, there’s a large geographical area that creates a large geographical problem: there’s no centre. And it’s hard to attract tourists when there is no focal point.

[At virtually the same time, the City of Surrey rolled out its plan for the downtown core which includes many of these cultural amenities – ed.]

Once the core is established, then you work out to the edges, not the other way around.”

Robinson said that there has to be the major attraction in the centre, citing the city of Cleveland, Ohio. He said it wasn’t a place many would want to visit until it became the home of the Rock and Roll Hall of Fame.

“They bid for it against every major city in America. They got it, and now a million fans come from all over the world for this attraction, and then once they’ve experienced that, they’ll look for other entertainment attractions to visit in the city, and they spend money in restaurants, hotels, shops and other attractions.”

“Victoria pitches itself as a ‘bit of old England’, and Penticton has its Peach Festival which includes the Elvis Festival. That put Penticton on the map, so much so that it also became a draw for all the people with Classic cars such as used to show up for the Langley Cruise-in before that folded.”

Commenting on the Merritt Mountain Music Festival: “Until see RED ROBINSON @ page 13
Getting involved produces dividends

As I start out on my year as President, I can look back on an 11 year apprenticeship with the Surrey Board of Trade. Shortly after joining and attending my first few events, I was encouraged to join a committee, and so I became one of the many volunteers on which our organization, like most non-profits, depends.

Our eighty-plus events throughout the year are what most people remember us for. However, like an iceberg, most of what we do, and arguably our greatest service to our members and the business community, lies beneath the surface and often goes unrecognized.

You may be surprised to learn that we have fourteen teams (committees) comprising over 200 volunteers from our membership. Most are dealing with the advocacy issues critical to the quality of business life in Surrey, employment policy or municipal or provincial taxation issues, or maybe transportation concerns, or crime. Issues that affects their daily business lives. The work done by these teams is far-reaching and can bring about significant improvements in local business conditions, such as:

- recent changes to the criminal code on Identity Theft, which originated from an SBOT resolution to the Canadian Chamber, and
- action to forestall the elimination of commercial services at the Aldergrove border crossing.

The volunteers who serve on these teams are our unsung heroes.

Working quietly behind the scenes, many of our members selflessly donate their expertise, intelligence and time to improving, not just the business, but the community as a whole. Thank you!

While we do our best to bring these achievements into the open, I know there are many of you who are unaware of the important roles these committees play on your behalf. For an up-to-date report on their achievements, I encourage you to take a few moments to visit our website at www.businessinsurrey.com and to ‘click’ on the Advocacy button.

Our many volunteers clearly understand one thing. The value of what you can receive from your membership is largely dependent on how much you use it. Joining the SBOT is not an automatic passport to business success, but participation in some of our events and programs will greatly increase the opportunities available to you. Your events attract a wide and diverse group of business people. It’s a great opportunity for all of us to network with like-minded people and to find out what their business needs are. Our Education Team is well aware that ‘networking’ is a must-have skill in itself. While we provide a variety of networking opportunities to our members, many people lack the skills necessary to take full advantage of these.

That’s why we now offer ‘Networking Skills’ as a tool in our Educational program.

I hope that the 2010-2011 term becomes one of greater participation by you in our activities and events. We offer great benefits and business-building opportunities for a very reasonable membership investment, but you need to become more engaged to take advantage of this. So please consider getting involved in one of our teams, and if this is not your forte, then consider our Benefit programs, or member to member discount programs, make sure you respond to one of our topical surveys, or attend at least one more event than you did last year. In short, get involved and by doing so, you will help yourself, your business and the extended business community.

Updates from the CEO:

Surrey Board of Trade appointed to the Abbotsford Airport Authority Board

As approved by the Abbotsford Mayor and Council in June, the Surrey Board of Trade has one seat on the Abbotsford Airport Authority Board of Directors. James Stewart, SBOT Immediate Past President and Partner at the law firm of Hamilton Armstrong & Stewart, will be the first designate to attend the meetings. When he is not able to attend, Anita Huberman, CEO will attend. The Abbotsford Airport (YXX) is an important economic generator for the South Fraser Region and our role will be to support and add to the airport’s marketing initiatives and encourage people to choose it as the starting point of their corporate or leisure travel experience. And it’s closer than you think – it only took me 30 minutes to get to the airport in peak traffic.

Tomorrow’s Workplace Business Leaders Guide produced

Our 15-month business incubator project in partnership with S.U.C.C.E.S.S. has resulted in the creation of a Business Leaders Guide to show businesses how to prepare their workplace for the future to address issues of skills shortages, business processes such as human resources and marketing and how to utilize service organizations with business. The guide is at www.businessinsurrey.com

TimeWarner Inc. encourages Surrey Board of Trade to address Copyright bill

At the June Industry Team meeting, Hugh Stephens, Senior Vice President, International Relations and Public Policy, (Asia Pacific and Canada) of TimeWarner encouraged the Surrey Board of Trade, through the Canadian Chamber of Commerce, to address the Copyright Bill tabled at the House of Commons. Stronger protection of digital intellectual property rights is critically important to Surrey and BC businesses, workforce and entrepreneurs. Across British Columbia, about 6,000 information technology, new media and entertainment companies generate $9 billion in annual revenues and employ about 46,000 people. Intellectual property protection through copyright, trademarks and patents is critical to protect any products of originality, the producers of film and television, business software, music and video game productions. The outdated Copyright Act makes it far too easy for our members’ labour and investments to be taken without compensation through rampant digital piracy. In the continued absence of adequate safeguards, the economic foundation they provide is at risk. The Surrey Board of Trade hopes to see a bill that fully implements Canada’s obligations under the 1996 WIPO Internet Treaties. This will bring our country in line with our key trading partners and the rest of the developed world, which long ago ratified the Treaties. Letters to the federal government, local MP’s will be delivered shortly.

Surrey Board of Trade to look at embracing a growth oriented tax system

According to PricewaterhouseCoopers and the World Bank Group, between June 2008 and June 2009, 45 economies reduced the tax burden, broadened the tax base and/or made it easier to pay taxes, a 25 per cent increase from the previous year. Canada will have the lowest statutory corporate income tax rate in the G7 group of industrialized nations. These measures have made Canada a more attractive location for new investment and have helped existing businesses compete. It is crucial that the government refrains from hiking taxes or reneging on promised corporate tax rate reductions.

International competition is intensifying by the day. If Canada turns back now, as other countries continue to improve their tax competitiveness, it will fall behind. Reining in spending and improving efficiencies as the recovery takes hold will enable the federal government to eliminate deficits over the medium-term and regain the fiscal flexibility to tackle areas that are crucial to Canada’s long term competitiveness, including high marginal personal income tax rates (especially as they apply to individuals with modest incomes) that reduce the incentive to work, save, invest in human capital and act entrepreneurially. A long-term strategic and comprehensive tax reform program is needed to achieve strong economic growth and prosperity. The Canadian Chamber of Commerce has developed a paper that focuses on a few key areas in need of improvement including these long-standing principles of good tax policy.

Tax neutrality: Economic activities should bear similar tax treatment to encourage the best allocation and profitable use of resources in the economy.

Tax equity or fairness: The tax system should distribute its burdens fairly; people in similar economic circumstances should receive the same tax treatment (horizontal equity); the more an individual earns, the more income tax s/he should pay (vertical equity).

Efficiency: The tax system should minimize adverse affects on taxpayer behaviour that undermines the efficiency of the economy.

Simplicity: The tax system should be simple, transparent and easy to understand and comply with.

Next month, I’ll identify further aspects of this paper that further identify areas in which the federal government can improve their tax policies.
For over a year, the uncompleted residential towers beside King George station stood as a reminder of the state of the failed world economy. It was good news when construction recommenced last fall, and even more exciting to ride the construction elevator to the top of the 36 floor of the north tower with Mayor Dianne Watts and a number of media, for the topping ceremony this past month. The Park Place Towers project, acquired by Concorde Pacific is back on track and represents tangible evidence of the economic turn-around. The two high-rise towers, formerly financed by Lehman Brothers, are now on track to complete in just over a year from now.

“We recognize Surrey’s commitment and vision to make City Centre a new vibrant hub,” Concord Pacific President and CEO, Terry Hui points out that, “You can see it all from here. Already in place are a wide range of amenities, a connection to transportation with billions more in investment committed to the area. The demand on housing that will result will be significant.” Hui adds, “Most of what we put into planning a sustainable and desirable community like Concord Pacific Place is already in the works here in City Centre.”

“Concord Pacific is one of our key partners as we create B.C.’s next great metropolitan centre,” says Surrey Mayor Dianne Watts. “The Park Place project will help create a vibrant, livable, urban community in City Centre.”

The announcement of Park Place joins a number of significant construction projects underway including, the Simon Fraser campus expansion, the RCMP E Division Headquarters, Surrey Memorial Hospital and Surrey’s Civic Library as well as other large-scale infrastructure and transportation improvements.

“For two years in a row, Surrey has been named the best place in B.C. to invest in the residential real estate market, and it’s because companies like Concord Pacific have confidence in our community,” says Watts. “The City is so pleased this project is moving forward and we look forward to new partnerships with Concord in the future as we create a thriving downtown core.”

Mayor Dianne Watts and Concorde CEO Terry Hui talk about the project from the tower roof.

Concord’s Park Place towers topped – King George Station Area Development Back on Track

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On June 24, 2010, Nigel Watkinson accepted the President’s gavel from James Stewart, to become the 47th President of this organization. It’s been a long journey for this life-long chorister from the south of England via Kings College Cambridge, Marks & Spencer Stores and Zurich Insurance. He’s a people helping-problem solver and he spoke with Editor Ray Hudson about the path that’s brought him to the President’s position of the Surrey Board of Trade.

At the age of 7, I won a choral scholarship to King’s College Cambridge, and I stayed at boarding school all the way through to age 17, from where I was recruited by Marks & Spencer. I was one of the few selected to go on to their national management trainee program. After about 2 years I concluded I didn’t enjoy retail at all, so I got into the insurance business in the City of London with Zurich Insurance Group. This time it was as an executive trainee. It meant more responsibility and less money, with the potential for big money down the road.

I worked at pretty well every part of the company and learned the whole business of general insurance. I was training officer for about 2 years, in charge of all the training programs. I then became Controller, Staff Development. I went to Canada to visit my brother, who came over 2 years previously. I loved what I saw and decided to emigrate. So I arranged about 4 or 5 job interviews with companies that had offices in Canada, paid my way to those interviews, and was offered a job with Royal Insurance in Toronto, as a manpower planning coordinator.

That was in 1976. I stayed in the Toronto region for the next 12 years. I worked in various jobs, and this time they put me on to a management cadet program, again, an executive management training program which involved moving around to all the different departments, regions and branch offices. I won a competition for the Assistant General Manager in New Zealand. I went to Wellington for two and a half years while they were preparing to relocate their national office to Auckland. I was basically responsible for everything at Royal Insurance, other than insurance. I had investments, human resources, all of the administration, accounting, everything other than pure insurance.

As they were moving their head office, I was responsible for choosing the new building and helping in the relocation of all the staff.

The company had a very large pension program along with extensive investments. It receives a lot of money and has to keep it on hand for a while before it has to pay out claims. It also keeps a reserve that has to be invested for the long term. So I learned all about investments and found that more interesting than the insurance business.

That was a term training position, so when I came back to Canada I became the Marine Manager for the whole of Canada, which was something I knew nothing about, but was kind of interesting.

It involved travelling to the regional marine centres around the country, including quite a few trips out to Vancouver. I also wanted to get out of the insurance business and into the investment side, which is why I moved here and became a financial planner.

That meant re-qualifying again, with a mid-life crisis at about 45 or so. That’s what I’ve been doing for about the last 15 years – a financial planner and investment advisor with Assante. That’s a national firm with about 300,000 clients coast to coast, and about 850 advisors with different levels of qualifications. Most of us are Certified Financial Planners.

What brought you to the Board of Trade?

I can’t actually remember why I decided to join, other than the fact that I was in business and it seemed to me to be an appropriate thing to do. I thought it would be useful for my business. I went along to some of the events and met Kathleen Casprowitz who was the President at the time, and she said, “Why don’t you volunteer for a committee?” They were looking for good people on the Governance committee, so I joined up. Because of that, other people got to know me and they made me chairman, and from that I gravitated to the Board positions.

What was your feeling when you were invited to consider the President’s chair?

That it was going to be a lot of work and I worried about how I was going to do a good job of that, still maintain my business and keep my clients happy. It does take up a lot of time. But, I do enjoy what we do and I have a great deal of faith that what we do is very useful for the whole of the business community. I’ve been very impressed about the results we’ve had over the last 5 years in particular, especially with our advocacy efforts and the professionalism that we bring to the whole job of improving the business climate in Surrey. I think that because of the serious work we do and the professionalism with which we approach it, we’ve garnered a lot of respect from the various levels of government as well as other people in other organizations who look to us now for our expertise and advice.

What are some of the things you’d like to accomplish during your year?

That’s a tough one. You don’t want to tinker around too much with what the Surrey Board of Trade does. It’s on a good path at the moment, and it’s doing very well. Basically, we’re here to look after the interests of our membership and to promote their ability to do business. I think we are doing that. But here are a few specific things that I would like to push on:

I would love to see members getting more involved than they are at the moment. We are speaking on their behalf, but not enough of them respond when we ask for their input. If I can find some way to get more involvement and engagement by the members, I’d like to drive that forward.

I’d like to find a way to get better penetration in our membership by mid to larger size companies in the industrial sector. They have their own trade associations, but we are speaking on behalf of all businesses in Surrey. They are a large part of it, but they are not represented well enough in the Board of Trade. So, I’d like to get them more involved, get them to see the benefits of joining, and hear their voice as far as advocacy efforts are concerned.

We need to continue to work very closely with the City of Surrey, because they have a very proactive, forward thinking Mayor and Council who are doing a lot of good things in terms of developing economic strategy for the City. We are independent of them, but if they are making the right environment for business, then we need to find ways to support what they are doing, making more employment opportunities in Surrey, create a business friendly environment through our advocacy efforts, work with the City to identify any obstacles to business growth, and encourage the creation of high value career positions through initiatives such as the health care clusters, one of the initiatives that came out of our Industry Committee (team).

We need to keep aggressively promoting Surrey internationally, so that we can get word out overseas about who we are, where we are and what we have to offer. That means making more liaisons with Chambers overseas and local Consular offices like we’ve started to do, and finding cities to twin with overseas which might be helpful to us. Perhaps inviting guest speakers who represent overseas countries along to our various events, so we can have more of an international flavour to what we do.

Finally, I think we have to continue to build relationships with provincial ministry staff, so we can enhance our advocacy efforts. I have on my list of goals to have 2x/year meetings like our recent trip to Victoria, provincially and federally. I think that will make our advocacy more effective.

That will make it a very interesting year! ☺
Mark Your Calendar:

NORTH SURREY COMMUNITY SAFETY BREAKFAST
Chief Superintendent Fraser MacRae and Crime Reduction Manager of City of Surrey, Mike Franklin will discuss crime reduction strategies in North Surrey. Hosted by the DSBIA and SBoT.
Date: Wednesday July 14, 2010; 7:30-9:00am
Location: Jake's Steakhouse (Compass Point Inn, 9850 King George Blvd)
Admission: Free

BREAKFAST IN THE CITY
Have breakfast and network with your fellow Board of Trade members and learn more about SBoT at this popular morning event.
Time: Thursday July 15, 2010; 7:30-9:30am
Location: Sheraton Vancouver Guildford Hotel (15269 104th Ave, Surrey)
Admission: included with your membership

SUMMER SIZZLE ROOFTOP BUSINESS RECEPTION
Join us at Moxie’s/Sandman for this annual event.
Date: August 24, 2010; 5:00-7:00pm
Location: Moxie’s/Sandman Hotel (10610 151A St. Surrey, just off 152 St)
Admission: $20.00 members; $30.00 Non-members

POLICE OFFICER OF THE YEAR AWARDS
Keynote speaker Bev Busson, former Commissioner of the RCMP discusses the RCMP’s connection to the community and the changing face of the Force.
Date: September 22, 2010; 6-9:30pm
Location: Sheraton Vancouver Guildford Hotel (15269 104th Ave, Surrey)
Admission (plus HST): $90.00ea/ $790.00 for a Table of 10.

Find out more and register for our events at www.businessinsurrey.com
The Surrey Board of Trade’s Directors have unanimously endorsed the conclusions of a task force of the Lower Mainland Chambers of Commerce and Boards of Trade’s Economic Sustainability Panel, advising a more considered approach to Metro Vancouver’s solid waste plan. The task force response to the Integrated Solid Waste & Resource management Plan (ISWRMP) identifies a number of areas it feels does not adequately answer the concerns of business, ranging from waste to energy plans, incineration versus landfill, costs and environmental concerns, before being adopted by the regional governing body.

Notwithstanding a great deal of good work by Metro Vancouver, the task force position paper says much more work needs to be done before the board of municipal mayors adopt the Metro Vancouver plan with the intent to tweak or alter the plan after the fact.

Following is a digest of the comments put forward by the Task Force:

**The Big Picture**
We fully support Metro Vancouver’s stated need to minimize waste generation, and maximize reuse, recycling and material recovery.

**A Shared Responsibility**
We see waste management reduction, enhanced reuse, recycling and material recovery as a shared responsibility for all, including the business community.

Additionally, we see a role for Metro and the business community to work together to promote greater extended producer responsibility.

**Flexible Waste Management Alternatives**
We encourage Metro Vancouver to extend its solid waste management options beyond waste-to-energy (WTE), and Vancouver landfill to include advanced landfill, integrated

---

Is your child BED WETTING?

It has been a good week, he was not dry Friday morning and upset. I reminded him he had drank a lot of water after lacrosse practice last night. The past three mornings he has been dry and chipping like a birdy. We would like to book another session, but with his spring hockey and box lacrosse we will have to see what openings you have. (Uncited - Mother of 9 year old)

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**Board Approves Response to Waste Management Plan**

– Review says more work needed

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World Cup Soccer, G8 - good distractions

Last month we were afraid that the Euro and the Common Market were on the verge of collapse. They’re still hanging in there. Bis Editor, Ray Hudson, suggested that it looked like we weathered another storm.

Well, we’re not out of the woods, but it certainly has abated. The bandage on this massive wound (primarily provided by Germany) seems to have stemmed the blood for the time being. Even though the sovereign debt of Greece has been downgraded to non-investment (junk) status, what we look at is the outlook, and right now it’s stable. I think the next several months are going to tell the tale.

But it also begs the question: how do you get surplus money to pay interest and then pay off your loans when your GDP is forecast to fall by 4% this year and 2% next year, your unemployment rate is unacceptable and when you have a population that doesn’t want to buy in to the massive cuts that are needed. Saying that, I think that the general working population in Greece is now being a bit more pragmatic. After the knee-jerk reaction, the riots, the storming of the acropolis and all that went on, reality has now dawned on many of them. I believe the Greek people would rather have a percentage of something than all of nothing.

Is the World Cup having a positive effect by deflecting peoples’ attention from the economic woes?

Always does. It’s a human trait. It’s like in the US right now, deflecting blame from themselves by piling it onto BP. The world cup, especially soccer in Europe and Central South American countries where it is huge, does take their minds of the problems.

We had the G8 and G20 in Canada, so that’s focused a lot of attention here. But it seems Canada was able to stem this push to penalize the Canadian banks with a tax.

Well, the G20 banks used moral persuasion and went to not the main industrialized countries of the G7/G20, they couldn’t convince France, Germany, the US or Japan that this universal bank tax should not come on, but they went to the other nations of the G20, the newer nations, the BRIC countries, and said that this is just not going to fly. We shouldn’t be penalized for what these big countries have done and we shouldn’t give them this backstop so they can go out and do it again with this multi-billion dollar fund that they can call on if they screw up once more.

Canada prevailed for a very good reason. We are the world wide banking model right now, so we’ve come, not only with persuasion verbally, but with the goods. If you do properly regulate and you do play by the rules, your banking system comes through basically unscathed.

But just as we get that behind us, we hear comments out of Quebec that the Charest government might be in trouble and that if the Parti Quebecois get in they might move toward a separation referendum again. Any concerns there with respect to the stability?

None whatsoever. The people of Quebec don’t want it. There are hardliners in the government or opposition that do and they will continue to fight for it, but Canadians and Quebeckers know what the advantages are to be part of the union and not be outside. So we’re going to hear political rhetoric, but I don’t see any negative repercussions whatsoever.

Let me ask about the commodities, lumber, minerals and if you want to comment, this problem in the gulf.

Lumber and minerals have settled back from the highs we saw a month or so ago. The ripple effect of what’s happening in Europe has hit equity markets, has hit interest rates, currencies, the commodities markets, all over and that’s why we saw the Canadian dollar come down from par to around 93 or 94 cents and commodity prices soften. I think...
they are going to stay at a reasonable level. There is going to be significant demand from Asia, but the state of the European Union right now has thrown a monkey wrench into the machinery and I believe we’re going to suffer that for a bit, before we see any kind of a rebound in growth like we experienced in the last year or year and a half.

**At the same time, will this mean we won’t see movement in the bank rate?**

If we do, it’s going to be small. Again, we have to keep this in perspective. A quarter of 1% was an emergency rate and now we’ve come to a half, but it’s still an emergency rate. The Bank of

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**LEVI cont. from previous page**

Canada isn’t going to move as fast as they were moving, but to bring rates up to, say, 1% bank rate, that’s still so historically low. I don’t think we need emergency rates anymore, but to put the shoe on the other foot, I don’t think the US is going to move rates anytime soon. It may be months or even well into 2011 before they move rates. They are on a different political plane than we are.

**So would it be fair to say that for the summer period or say this current quarter would be somewhat stable?**

It will be stable, absolutely. But I think markets are going to be volatile, perhaps directionless for a while. I do see the stock markets rebounding somewhat with the bleeding stemmed in Europe. I do see the Canadian dollar heading back towards par this summer, so it will be stable to positive for us, but I don’t see any significant growth. To go back towards par just shows where Canada stands as far as the world is concerned and I’m looking for a bit of positive news over the summer. But I’m really trepidatious about the fall with stock markets, with commodities, with gold. The currency may stay up because Canada is stable, but I think there is another shoe to drop here. Europe’s problems are not going to be over in one fell swoop.

Finally, the HST is going to come into play in July. What do you think the short term and longer impact is going to be? Is it going to settle out? There are a lot of people out there that are upset – as much with the way it was done as with the actual tax...

One bleeds to the other. The fair question is: politically, if you don’t like the way the HST was brought in, fair enough, but let’s look at the economic impact and that’s going to be positive. I have not listened to or read a credible economist from the very left (Policy Alternatives) to the very right (Fraser Institute) who says that the implementation of the HST is not going to be positive in the years to come. And by the way, the government states that the HST is going to be revenue neutral, they won’t end up with any more money in their coffers. I think that’s a partially correct statement and the government could have sold it better. It’s not going to be revenue neutral in years two, three or four. But it is going to be revenue positive because the HST is going to be good for the economy and is going to let businesses flourish, hire more, do more business, have more profits and pay more taxes. It will be revenue positive, which will allow us to have more social programs, more into budgets that count here in BC as well as Ontario.
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Recently it was the second largest country and western music festival in North America. It's all over, country and western music festival recently it was the second largest and run with it. “I think Surrey should pick it up because it's a cultural fit out here.”

People showed up, and the cars of these wonderful cars, 100,000 people attended. “The festival organizers wanted too many other things. Poor old Merritt is going to be without too many other things. Poor old Hjorth Road Hall to see the festival in downtown Vancouver. It’s the wrong place for it. First of all, it should be out here, it should be a week long. It should be advertised all over North America, and it should be in the Bollywood capital of Canada. You could fly in the stars from overseas. And it’s right because it’s a cultural fit out here.”

He said that with respect to the Hot August Nights, they should have taken a page from an event in Reno Nevada called Hot August Nights:

“Downtown Langley had all of these wonderful cars, 100,000 people showed up, and the cars were incredible. But they didn’t know how to take it to the next step because they didn’t have marketing expertise. A couple of years ago, I met with them and said, do the Hot August Nights Revue and culminate the end of the cruise-in with a wonderful, big rock n roll reunion. Bring in all the acts like Jan & Dean and the Beach Boys, and have a big finale. It’s another reason to come to town.

“My sense tells me that Surrey really has to brand itself and let the pros make it happen. Then stand back and look at all the events taking place around here and create a master marketing plan. I worked on a marketing plan for Expo 86, and we found some interesting facts along the way. People will come anywhere if its something they want to see, and if it’s within a one day drive.”

Think outside the box: Robinson suggested some final ideas:

- bring a grand prix bicycling race to Surrey; or
- develop a major attraction theme park, “similar to Canada's Wonderland outside of Toronto. It's the only one, and you go to the experts such as 6 Flags in the states to do it right. You've got the room. Can you imagine the revenue from something like that? There's nothing like it anywhere in BC”

- make Surrey investment friendly, and why not encourage some film studios

Claiming no magic wand, he said he’d come with some ideas Surrey could follow, directions it could go in. When asked if he would become the Marketing King for Surrey, he responded that if a meeting was ever convened to discuss the entertainment side, he would “gladly come for free and help out, and get you the right people.”

One thing for certain, Surrey is doing an excellent job, but it could always use a little Red amongst all that green. 

James Stewart (centre-left), Past President of the Surrey Board of Trade, won the Community Leader of the Year Award at the Leader Newspaper’s Community Leader Awards ceremony in June.

His community activities have included the board of the Centre for Child Development in Surrey, the director of the Child Development Foundation of BC and former President of the Make-A-Wish Foundation of Canada. He also finds time for walking, gardening, ice hockey and writing.

Stewart has been with the Surrey Board of Trade since 1980, and on the Board of Directors since 2002. His talents and enthusiasm led to his inclusion on the Executive Committee, and finally to President in 2009-10. He is a partner in the law firm of Hamilton, Duncan, Armstrong and Stewart, located in City Centre.

Surrey Board of Trade Director Jeff Richards (inset) went home from the Community Leader Awards with an Honourable Mention as a Community Volunteer. Using his experience at the accounting firm Manning Elliott, he volunteers as treasurer for a number of non-profit organizations in the community.
Despite the fact that our society has become very vigilant about the protection of private information, there lurks a huge risk to your most private personal information, there lurks a huge risk to your most private personal information. The protection of private information has become very vigilant about upgrades in technology, including multiple criteria analyses, and so on, upgrades to a new machine. Few think about what becomes of the old one. Fewer still were aware that almost everything ever processed through such a machine, remains on its hard drive. And if they were aware of the problem, there is no way for the average user to purge their data after the copying work has been completed. For only a few hundred dollars, used machines can be purchased by almost anyone anywhere in the world, yet, this security conscious society is pretty much unaware that enormous amounts of very sensitive data, a virtual gold mine for criminals all over the world, is easily available to them very inexpensively. Recently, a startling media investigation by CBS News in the US, revealed the scope of this dangerous flaw by checking a few machines, purchased at random from a used equipment dealer. The investigators found information from the Buffalo, New York Police Sex Crimes Unit including lists of suspects, criminal cases and other highly sensitive. Another yielded vast amounts of patient files from a health service provider, and much more. This report may be viewed on You Tube, type http://bit.ly/doERi1.

Some security professionals have been aware of the problem for many years but it is still not widely known. RCMP sources have told us that they are aware of the problem and destroy all memory drives (in house) before any computer or copying equipment is disposed of. Copier manufacturers are aware of the problem and some offer software to allow for purging of data, but this is often an extra cost add-on. In order to provoke greater awareness of, and hopefully a solution to the problem, the Surrey Board of Trade has submitted a policy resolution to the Canadian Chamber of Commerce for its AGM in Ottawa this September. The SBoT believes that the Federal Privacy Commissioner (and the provincial counter-parts) should be very concerned about this threat to privacy, and calls upon that office to undertake a national information campaign to alert the general public, government and business sectors to the risk that exists concerning their most private documents.

Beyond the resolution, the Surrey Board of Trade would further like to see manufacturers act on this problem by including high profile warnings to this risk with all such equipment, or better, the means to purge these drives after a copying or scanning session is completed – as standard equipment, not an add-on accessory.

"It’s not reasonable to expect people to be aware of this problem. Everyone knows computers are intended to store data. But with these copiers, and some printers by the way, who knew? And there has been very little information on this risk before the CBS News Report," says George Greenwood, Identity Theft expert and coauthor of the earlier Identity Theft resolutions from the Surrey Board of Trade. "I’ve been telling people about this for several years now and always get the same amazed and frightened response, yet they have no easy way to deal with it. But the next time they arrange for, or have input into any such equipment acquisitions, a solution to this problem should be the prime criterion in choosing a copier or provider. After all, we believe in the force of the marketplace, and if the market place says fix this problem loudly enough, change will happen."
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There’s a new team leader in the kitchen at the Sheraton Vancouver Guildford Hotel in Surrey, and although the underlying culinary influence is French, Executive Chef Mark Grigg is actually returning to the Fraser valley, next door to his hometown of Abbotsford.

“Understanding the Fraser Valley with all of its diversity is an important part of serving this community” says Grigg, “and although I won’t compete head to head with those various ethnic chefs, I can take those Indian, Thai, and other ethnic influences and flavours, and apply just a twist of the French influence I have to create something new and fresh.”

Following his training at BCIT, Grigg apprenticed at the Renaissance in Vancouver, completing at the Bayshore Hotel. His experience includes hotels in San Francisco, the Convention Centre and Westin Hotel in Edmonton for 10 years, the Chateau Lake Louise (where the hotel saw up to ten thousand visitors daily) and Banff Springs before returning to Vancouver. Before taking the tiller at the Sheraton, Mark was at the Wall Centre in Vancouver for nine years.

Grigg says the challenge in Surrey is that although the hotel is a smaller property than downtown, it is considered the premier hotel in the city with a clientele that is looking for the same experience as downtown, while reluctant to pay the downtown prices, as if being south of the Fraser doesn’t make the costs of food service any less expensive.

“There is a challenge to that to be sure but we stay competitive while doing the unique, such as the 100 mile sustainable menu, seeking out local suppliers where ever possible, including purely grain-fed pork from Abbotsford, goat cheese and lamb from SaltSpring Island, BC wines and Okanagan fruit.

Restaurant Manager, Matthew Titterton said that they have been working to revamp the menus and find new offerings such as their Fresh Fridays menus where the theme revolves through “Fresh Seafood (local where possible), Fresh Asian, Fresh Italian and Fresh Family where the food is brought to the table and served from bowls just like home. “We’ve been exploring some other ways of working with the business clients,” says Grigg, “because, although the needs are still there, budgets are more limited. So we’re seeking to provide as much variety and value as before but at an affordable price level. We’re introducing some new ideas such as offering whole day menus for meetings from breakfast lunch and dinner with breaks. We have three different menus, all value priced that the client can mix and match, then the whole day is decided. I’ve also been trying new ideas such as a Martini Potato Bar where the client chooses the potato, yellow, red or Peruvian blue, which is mashed and scooped into a martini glass with different garnishes and gravies. It’s very popular. We can even offer a Poutine Bar – now what’s more Canadian than that?”

Restaurant Manager Matthew Titterton with Executive Chef Mark Grigg in the Kitchen
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.

Dianne Watts
Mayor of Surrey
Paralympics Gold Medalist Lauren Woolstencroft (right) was on hand at Guildford Town Centre on Sunday May 9th to accept her award, the Surrey Board of Trade's Right To Play from Petra Barker (left) of Guildford Town Centre. Guildford Town Centre made a donation for every medal won during the Olympic and Paralympic Games this year. Right To Play is the leading international humanitarian and development organization using the transformative power of sport and play to build essential skills in children. More info: www.guildfordtowncentre.com.

Akrith Kochhe, one of the SBoT Junior Achievement Youth Leaders of Today Mentorship Program students this year, has won the the JABC Scholarship for Entrepreneurial Studies, sponsored by the Peter Thomson Centre for Venture Development. BCIT. Well done Akrith! More info: www.jabc.org.

**ANNUAL TOURNAMENTS**

AAA Auction will be changing their auc-
tion day and time for the months of July & Aug. Auctions will take place on Tuesday of both weeks starting at 5pm. More info: www.aaaauctionbc.com.

Agatha Cliff Inc. has moved. Their new coordinates are: Unit 304, 15957 84Avenue, Suite 1, Surrey BC, V4P 7H9; Phone: 604.599.1688; Fax: 604.599.1689.

The Arts Council of Surrey and the Surrey Art Gallery have partnered once again to produce Arts 2010. This unique exhibit of beautiful and thought-provoking works must submit an application, which allows them to plan and expand a hard- ware offering using existing storage space. More info: www.irbyrd.com.

**THE RED FM WALK/RUN**

The Red FM Walk/Run will take place on Sunday, July 18th at 10am sharp at the main stage area on the running oval. Participants get event t-shirts and race packages full of goodies! Since its inception in 2007, the Red FM Red Walk/Run has donated over $65,000 to charity. This year, the Surrey Red FM Walk/Run will donate all proceeds to the Surrey Wap-Mop Program, supporting at-risk youth for up to three years to encourage the students towards stability and academic and personal success. More info: redlim.ca.

Cruise Lines International Association (CLIA) C.S.S. Walk with the Dragon, Joanne Wong, Ricky Wu and Sing Lim Yeo, have announced the return of Walk 2010 to Lumbermen's Arch, Stanley Park on Sunday, July 11, 2010. The annual Walk attracts over 13,000 participants making it one of the largest community fundraising events. S.U.C.C.E.S.S. delivers a wide array of services in the areas of settlement, employment, health and housing, business, economic and community development. More info: www.successfoundation.ca.

**THERE'S A CHANCE TO WIN**

The Surrey Fusion Festival is on again this year, July 17-18 at Holland Park. Local and international artists, cultural events and a variety of world cuisine will be on show celebrating Surrey’s diverse communities. More info: www.fusionfestival.surrey.ca.

Red development work has begun on Guildford Town Centre’s $116-million redevelopment project. The project will add a new 149,000-square-foot (13 800 m2) Wal-Mart Supercentre and a two-level parkade with 2,000 stalls. Wal-Mart was already a tenant at Guildford Town Centre, occupying two levels. However, the new optimum-sized one-level store will now offer grocery staples. The store is scheduled to open in Fall 2011 and the parkade will open in summer 2012. This project is part of Ivanhoe Cambridge’s strategy to continuously reinvest in its shopping centres and keep them at the forefront of their respective markets. More info: guildfordshopping.ca.

The City of Surrey has opened the new Gymnasium and Mat Room at the Newton Recreation Centre. The new space includes a 7,555 square foot gymnasium and a 6,661 square foot mat room. The project was supported by nearly $2 million from the Federal and Provincial governments through the Canada-B.C. Municipal Rural Infrastructure Fund. There were also other upgrades supported by a joint federal and provincial Recreational Infrastructure (RInC) grant program of Western Economic Diversification. More info: www.surrey.ca.


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The Canadian Springs Community Savings Credit Union has become the first financial institution in British Columbia to sign-up as a Living Wage Employer. The living wage is different from the minimum wage, which is the legislated minimum set by the provincial government. The Living Wage reflects what people need to support their families based on the actual costs of living in a speciﬁc community. The living wage for Metro Vancouver, based on the living expenses of a family with two children and two working parents, is currently set at $18.17/hr. More info: www.canwage.com.

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