

BUSINESS ⁱⁿ SURREY

FROM THE SURREY BOARD OF TRADE

VOL 4 * NO 2 * MARCH/APRIL, 2011

EVENTS MEMO

SURREY WOMEN
IN BUSINESS AWARDS
MARCH 9, 11:30am-1:30pm

BUSINESS TO BUSINESS
RECEPTION
MARCH 16, 5:30-7:30pm

FRAUD AWARENESS
Crime in Business Panel
MARCH 24, 8 - 10 am

INTERNATIONAL BUSINESS
STRATEGY WORKSHOP
MARCH 29, 8 - 11am

LEADERSHIP LUNCH WITH
FRANK MCKENNA
MARCH 30, 11:30am-1:30pm

INTERNATIONAL TRADE
AWARDS DINNER
APRIL 5

FRASER VALLEY BUSINESS
TRADE SHOW
APRIL 6, 2 - 8 pm

MAYOR'S STATE OF THE CITY
ADDRESS
APRIL 12, 11:30am-1:30pm

HR WORKSHOP
Dealing with Difficult employees
APRIL 13, 8 - 10am

FUTURE MEMBER
ORIENTATION
APRIL 13, 4 - 5pm

SURREY LEADERS OF
INDUSTRY TOUR
MAY 6, 7:30 am - 2 pm

65TH CLOVERDALE RODEO &
EXHIBITION
MAY 20 - 23

Details and registration
www.businessinsurrey.com

FRAUD AWARENESS MONTH

Lives and Billions of Dollars Lost to Counterfeit Products

- Minimum \$250 billion per year

That's a shocking headline, but the sad fact is that it represents only the damage to people and economies that authorities can measure. The Organization for Economic Co-operation and Development (OECD) in a recent report said the true cost of counterfeiting and piracy (C&P) is unknown and unknowable. The dollar figure is only the measure of cross border trade in C&P, and ignores that which is lost on the Internet, because that cannot be measured.

Counterfeiting means big dollars to organized crime. It's so much more than an irritant to businesses, which many people in the public unfortunately view as being relatively harmless. It kills and injures people, it damages companies and jobs, and impacts economies.

Rob Calia is the Director, Counterfeiting and Piracy, Global Intellectual Property Center, of the US Chamber of Commerce. He has been touring the US and Canada to bring attention to the serious problems arising from counterfeiting and piracy (theft of intellectual properties) and the real impacts on everyone in society. Recently he presented a seminar at the Surrey Board of Trade.

According to Calia, intellectual properties represent about \$7.7 trillion of the gross US output and represents



Rob Calia explains the issues of counterfeiting and piracy along with an anti-counterfeiting graphic from Canada Goose's website.



60% of US export. It's the only area where there is a trade surplus in the US. "The west doesn't manufacture products anymore, but ideas facilitate our economic advantage," he said.

"Although Canada doesn't have the data, like the United States, it is true that intellectual property, its values and vulnerabilities, are equally as important to Canada as well."

Canada is ranked the 11th most innovative economy in the world and Canadian firms spent more than \$29 billion per year investing in research and development which is a key indicator of how IP (intellectual property) intensive the economy is.

Calia said Canadian creative industries alone generate \$84.6 billion per year, which is about 7½ % of Canadian GDP, and employs more than 1 million Canadians. Counterfeiting and piracy undermines this economic advantage, and the global cost of C&P is estimated to be at least \$250 billion.

Some examples of the companies impacted by this are:

Canada Goose: Manufactures what is described as "innovative, high quality outerwear," including goose-down jackets and parkas. The product is in demand around the world, particularly in extreme weather as the company describes, "from the mind-numbing cold of Antarctica to the gale force winds of the North Sea." High quality materials and ingredients are used in their manufacture. Counterfeit parkas are made with seriously inferior materials, and could be deadly in the extreme weather conditions they are famous for providing protection against. Counterfeiters don't care about brand damage or how well the product functions, only that it looks the part. See more at www.canada-goose.com

see FRAUD AWARENESS
on ➔ page 3

SIMON FRASER UNIVERSITY PRESIDENT'S LUNCH
TUESDAY, MAY 10, 2011

Eaglequest Golf Course at Coyote Creek

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THE GROUP RSP ADVANTAGE

	Individual RRSP	Group RSP
Monthly Salary	\$2,500	\$2,500
GRSP Contribution	\$0	\$300
Taxable Income	\$2,500	\$2,200
Tax Deducted at Source	\$443	\$369
Take-Home Pay	\$2,057	\$1,831
Individual RRSP Contribution	\$226	\$0
Available Income	\$1,831	\$1,831

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Year	Individual RRSP	GRSP	GRSP Advantage
5	\$16,385	\$21,750	\$5,365
10	\$39,908	\$52,976	\$13,068
20	\$122,161	\$162,160	\$39,999
30	\$291,685	\$387,193	\$95,508

** assuming a 7.5% growth rate;
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Counterfeit Products

➤ continued from page 1

Canadian Ice Wine: Very popular. Well known brands that Canadians are proud of have been counterfeited all around the world. A recent survey of 14 stores in Shanghai found all carried counterfeit ice wine, none carried the legitimate product. And it's not just overseas. Counterfeit ice wine was seized in BC.

Sports Jerseys: Hockey, football and other sports jerseys are popular targets for counterfeiters. During the two week run up to the Olympics last year, 160 thousand counterfeit Team Canada jerseys were seized right here in BC. Now consider that was one port and two weeks. Consider what is going on in the other 50 weeks and all those other ports.

And it's having an impact on local economies and retailers in Canada. One in central Canada saw sales drop 80% for hockey jerseys, and the owner blames that on the counterfeit jerseys that are flooding

the market, undercutting the price of quality products, with knock-offs made with inferior materials.

Avro Industries in South Bend, Indiana, which makes automotive glues and epoxies used to repair automotive products, estimates that they lose about \$15 million a year due to counterfeiters. Their biggest competitor in the marketplace is themselves.

These and many more legitimate companies are not only losing financially, market share is at risk as consumers experience the inferior products and lose faith in these trade-marks and brands.

LIVES AT STAKE

The problem isn't just an economic one however, as counterfeiting presents deadly hazards to people who buy these phony products, which range from; brake pads made of sawdust to electrical parts, to pharmaceuticals. Counterfeit-

ers and pirates don't care about the harm they cause. Even the US Military is having problems intercepting fake aircraft replacement parts.

Some examples presented by Calia include:

Marcia Burgeron of Quadra Island, BC, died of heavy metals poisoning, in 2006, after taking counterfeit drugs she bought on line. The regional coroner said the drugs 'were manufactured poorly and contained impure "filler" materials likely contaminated by dangerous metals during production in Southeast Asia, and sold by a website probably based in the Czech Republic.'

Deadly Pharmaceuticals: Panama, 2006, more than 120 people died and another 180 were seriously injured when Chinese counterfeiters produced a cough medicine where the safe solvent was replaced with the active ingredient in antifreeze. The Panamanian

government was able to trace the product back to those who manufactured it, and even after working with Chinese police to shut the company down, it is still in business today.

Electrical Cords: Criminals reduce the copper content as much as they can, leaving the cords unable to conduct electricity safely, risking fires

Christmas Lights: "We see a lot of these in Canada and the US, and authorities in both countries ramp up their efforts at this time of year to prevent these products from getting into the country," said Calia.

Batteries: Very dangerous when counterfeited. They are known to have high levels of mercury and insufficient venting. In use they can become super hot and explode.

Insufficient Government Action

Calia said Canada is on a US generated C&P watch list of worst offenders, largely due

to allowing copyright laws to become out-dated. There is legislation waiting but there is concern that bills currently on the order paper will die yet again if an election is called.

The other reason sure to stun most Canadians; Calia Claims is that border guards cannot seize and destroy counterfeit goods. That can only be done by RCMP officers, and if they are unavailable CBSA apparently has no power to interfere with their importation. The Surrey Board of Trade is advocating for border guards to receive Ex Officio Authority to seize and destroy materials when necessary.

For more information on Intellectual Property, Counterfeiting and Fraudulent Goods please go to www.theglobalipcenter.com.



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Coping with the demographic tsunami

It's human nature for us to not act on a crisis until it is in our face and blowing at hurricane force, and this may be the situation we are facing with our impending employment crisis.

Right now, we are still in a relatively benign employment situation – apart from a few job areas, there are still enough applicants for employers to be able to fill their vacancies and even choose from a number of candidates. Around the corner though, the hurricane is picking up force and will soon hit us with the full force of a tsunami.

Professor Dr. Linda Duxbury of Carleton University was in town a few weeks ago to talk to Surrey Board of Trade members about the impending crisis in workplace demographics. As the country's foremost expert on this topic she warned employers that their world was about to change. Why? According to the Professor "The birth rate in the baby boom was 4.1 children per family, double the number we needed to sustain our labour force, our population, etc. But since that time, we've been shrinking."

The challenge for business, she explained, is to retain the baby boom workforce (because the numbers aren't there to replace them with younger workers) while not alienating younger workers who have expectations for their jobs and careers that differ wildly from previous generations. People are taking longer to finish their education and waiting longer to start families, which aren't big enough to replenish the population. They also demand a better work-life balance.

This impending crisis in demographics has not gone unnoticed by the BC Provincial Government. In a 48-page report by 'WorkBC' called 'Challenges and Opportunities', the authors note – 'While economic cycles may come and go, the reality is that our population is changing. The scale of replacements required to alleviate large scale retirement pressures will be unprecedented, with more skilled

labour leaving the labour market than those entering it, *for the first time in history*.' Elsewhere the authors say that 'BC's population is aging. Unprecedented demographic change largely driven by two factors – large numbers of baby boomers (about 1/3 of BC's total population) who are beginning to retire now and over the next two decades. Second, the declining birth rates over the past few decades leading to fewer available younger workers to replace them.'

What can employers do to ensure they have the talent to keep their businesses operating? For a start, employers should and will need to use, what for some are, non-traditional hiring sources – Aboriginal peoples, immigrants and disabled people will be three excellent sources.

Aboriginal unemployment is twice the rate of non-aboriginal employment at 14.5%. For those aged between 15 and 24 it is even higher at 21%. However this gap closes as education levels rise. Simon Fraser University (a Surrey Board of Trade member) is working hard to close this gap further. They have just signed memoranda of understanding with the Native Education College, to jointly deliver higher education to the Aboriginal community and improve post-secondary options for Aboriginal students throughout the province, including those in rural BC.

This initiative to upgrade aboriginal education is critical. Again quoting from WorkBC – 'More than three-quarters of the projected total job openings are expected to require some post-secondary or university education.' This is why the Surrey Board of Trade has been so vocal in its advocacy efforts to encourage more education funding for Surrey and more post-secondary openings at SFU and Kwantlen.

Newly arrived immigrants also experience higher unemployment rates than average (13.4% in 2010 compared to 8.2% overall rate for BC). We need to do a much better job of utilizing their

FROM THE PRESIDENT

Nigel Watkinson



skills and fitting them into the workplace. In recognition of this problem, DIVERSEcity Community Resources Society has just launched a program, to give employers a guide to 'building welcoming and inclusive workplaces for new immigrant workers'. The vast majority of the 45,000 odd immigrants to BC each year has post-secondary education such as trade tickets, diplomas, degrees and doctorates, but need a better chance to use their qualifications on arrival. The SBOT was part of the Project Advisory Group for this DIVERSEcity program, and is also a partner and participant in another new program aimed at immigrant employment called 'Tap into Talent', a project initiated by the Immigrant Employment Council of BC.

Finally, physically disabled people continue to struggle with finding suitable employment. Organizations such as the 'Open Door Group' are there to help businesses assimilate disabled persons into the workplace, but with the demographic crisis approaching, hopefully more employers will see the benefits of adapting their workplaces to accommodate those with physical disabilities.

Employers would do well to consider these three disadvantaged groups in their hiring strategies if not already doing so. To quote from the WorkBC report again – 'Employers who broaden their recruitment strategies will have a competitive advantage over those who do not'. Meanwhile, the Surrey Board of Trade will continue to support initiatives that encourage the skills development and employment of these three groups, not only for reasons of equality, but also as an essential part of the strategy for addressing the demographic difficulties we will shortly be facing.

For more information on Dr. Duxbury, please go to: www.sprott.carleton.ca/faculty_and_research/lduxbury.html.

The Surrey Board of Trade – working for business

SME's, RED TAPE, CORPORATE TAX, CITY BUDGET, EDUCATION,
AND PATULLO BRIDGE

Rob Moore, the federal Minister of State for Small Business and Tourism is talking about doing more for small businesses and tourism across Canada. Did you know that 83% of BC Businesses are Small and Medium sized-businesses (SME)? They are the economic drivers of our economy and all levels of government need to pay attention to them. So what's an SME? Industry Canada defines a small business as one that has fewer than 100 employees (if the business is a goods-producing business) or fewer than 50 employees (if the business is a service-based business). A medium-sized business has more than 100 but fewer than 500 employees. A micro-business has fewer than five employees. Not to confuse but.... Statistics Canada defines an SME as any business establishment with 0 to 499 employees and less than \$50 million in gross revenues. That is nothing to sneeze at!

And the Canadian Chamber of Commerce, of which the Surrey Board of Trade is a proud member, is also working on red tape issues and issues related to small and medium sized businesses on behalf of all Canadian businesses. The Canadian Chamber, through their President Perrin Beatty, reinforced with Minister Moore how low business taxes help Canada attract foreign investment and make our businesses more competitive. They discussed the Red Tape Reduction Commission that Minister Moore chairs. The group has received a wide range of ideas, but still wants to hear from other small businesses across Canada.

If you have something the commission needs to

know about how your business is affected by **red tape federally**, please contact the Surrey Board of Trade at anita@businessinsurrey.com and I will pass your comments on directly. It is all about engagement and communication.

The Surrey Board of Trade also met with Minister Gordon O'Connor, **Minister of State and Chief Government Whip to conduct a pre-budget economic roundtable with business people in Surrey**. We spoke to him about red tape issues plus the Renovation Tax Credit, addressing copyright laws that will help to reduce the federal government deficit, HST, post-secondary education, skills shortages - demographic shift at an almost crisis stage and reducing corporate taxes. Anyone wanting to submit recommendations to the federal government for their budget can do so via the Surrey Board of Trade by emailing anita@businessinsurrey.com. The Surrey Board of Trade will send your comments to our contact in Ottawa.

In Surrey, the Surrey Board of Trade is a member of the **Mayor's Advisory Council on Red Tape issues** facing businesses in Surrey. Craig East, a Governor of the Surrey Board of Trade and well-versed on city processes, represents us on this Red Tape Council. Again, I urge you to contact me if you have any issues or tell us what is working well, that we can pass on to the City.

The Surrey Board of Trade has conducted its annual review of the **City of Surrey's 2011 Budget**, and what it means to business. I encourage you to go to www.businessinsurrey.com to find our

FROM THE CEO

Anita Patil Huberman



comments.

The Province Newspaper asked the Surrey Board of Trade about **what the next Premier should do first**. We responded by saying: **Education in Surrey**. We're the only school district that is growing in BC and yet Surrey does not receive its fair share of funds in order to educate our students (K-12 and post-secondary). This is important to the future of our businesses and our workplaces.

The Surrey Board of Trade sent a letter to Shirley Bond, the Minister of Transportation over the issue of fixing or replacing the **Pattullo Bridge**:

The Surrey Board of Trade is extremely disappointed to hear that the province has ordered a suspension of the design work on the replacement of the 75 year old Pattullo Bridge, while it reconsiders fixing it up instead of replacing it. This does not seem like a credible course of action.

A report from Delcan Consulting in 2008, recommended against rehabilitating the existing structure, prompting former TransLink CEO, Tom Prendergast to state, "Our direction will be to build an entirely new bridge and tear the old one down." Prendergast further said it would cost as much to rehabilitate the Pattullo to last 50 years as it would to build a six-lane bridge to last 100 years. If that was true just over two years ago, how is it any different now?

see SBOT WORKING on ➡ page 7

E-Commerce Workshop For Business Owners Only!

1. If you own a local business and feel like roadkill on the information superhighway, this will be the most important invitation you'll receive this year...
2. Are you aware that almost 11,000 new "buyers" are discovering the Internet on any given day? Many of those people are in our local area!
3. If your business is not capitalizing on effective Internet marketing, you could be losing a ton of possible revenue.

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- How one simple change to your website can start generating business the same day

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PLUS An open floor Q&A session to answer any questions you have.

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BUSINESS PROFILE

Surrey Crime Prevention Society

- Mary-Lou McCausland, Executive Director

As Director of Film Classification for BC for 25 years, Mary-Lou McCausland had many opportunities to work with police in the areas of child exploitation and obscenity helping them deal with those crimes, getting the issues through the courts as well as seeking appropriate legislative remedies. She was seconded to the Organized Crime Agency for a period where she learned a great deal about criminal intelligence, useful background for her work as Executive Director of the Surrey Crime Prevention Society. She spoke with editor Ray Hudson about the society, its programs and plans for the future.

Our primary activity is Crime Watch, where we have well trained volunteers acting as extra ears and eyes for the police, watching things like parks, schools and other areas in the city where problems might occur. Their role is to observe and report, but never to get involved. They are also trained to assist police at traffic accidents by providing traffic control.

We are not a group of police wannabes. Many of our young volunteers do use their experience with us to move ahead in their career path in policing, but we are simply citizens concerned about crime and the conditions that might foster it.

SCPS started Crime Watch in 1981. In 1996, then president Peter Maarsman, established community volunteer bike and foot patrols in the parking lots of local shopping centres to counter the rapidly rising rate of auto break-ins and theft. The result: an immediate drop in auto crime during patrol periods.

We've had a lot of success, reducing auto crime as well as being very effective in calming parks and neighbourhoods

where young people gather. Having ears and eyes on the ground has an important impact on the level of mischief that would otherwise occur.

Our Crime Watch patrols operate across Surrey as needed. We work with most of the RCMP district offices, who will tell us where extra assistance would be useful. If business asks us to watch an area, we will add them to our list. Currently we're observing the Strawberry Hills shopping area in west Newton where some businesses have reported drug activity happening in their parking lots.

In the Newton area we have worked with police and the community centre to calm things down around the bus loop, creating a little extra security for the people who use the area every day. As well as discouraging the level of drug dealing which had been prevalent in the area nuisance behaviour in the area.

One of the ways has been by involving youth in arts programs, including the mural project.

We actually have more murals in Surrey than the famed Chemainus on Vancouver Island. Our programs came about to discourage tagging and other graffiti; research showed that walls with murals discouraged graffiti.

This initiative was and continues to be delivered by SCPS working with Surrey Arts Teacher, Mark Pelech and the Surrey School District. Starting in 1996, Human Resources Skills Development Canada's Summer Job Program assisted with funding. It provided something positive for young people to do with their art, getting critical experience and getting paid



Mary-Lou McCausland

for it. Some have gone on to the most prestigious art schools in North America. Several now are working artists.

We've now expanded our offerings, providing indoor artwork, for the Newton Cultural Centre. One of the big projects many will be familiar with, comprises the eight large murals commemorating the various aspects of the 2010 Winter Olympics. This summer, we'll be starting more projects.

We also offer these other programs:

The mobile patrol stolen auto recovery program: We've received numerous awards for it including an award from the (the Integrated Municipal Provincial Auto Crime Team).

Graffiti removal: Particularly active in the downtown Surrey area, we service any part of Surrey, and are always ready to help.

Speed Watch: This successful program was expanded in the last year, but although we know who the speeders are, there aren't the resources to follow up. If that information could result in a letter asking the speeder to slow down, it would be even more effective.

Fatal Vision: Geared for kids, special glasses distort vision in a fashion similar to when one is impaired. With the glasses on, the kids attempt to drive pedal cars through a simple pattern of cones. There is also a basketball game they can play with the glasses on. It's fun and it makes an important point to young people when they find they can't maneuver the cars or score baskets. Often the parents will try the glasses as well. Watch for us at Canada Day and other festivals around the city this summer and try it out yourself.

Forums on elder abuse: In partner-

ship with the City of Surrey, we conduct a series of forums to raise awareness of the problem and educate seniors on their rights, particularly around power of attorney, wills and other legal matters around abuse. We also explain the many programs and resources in the City, to assist them should abuse occur. This brainchild of Councillor Barbara Steele brings together over thirty agencies and non-profit organizations to put on these forums four times a year.

Tell me about the society

We currently have 12 staff, a solid board of directors and 210 volunteers, who in 2010 provided an incredible 28,555 volunteer hours of service.

SCPS is funded in part by the City of Surrey and BC Gaming funds, likely to be reduced when our contract is up in August - and it will hurt. Other funds come from specific grants such as we have with Guildford Town Centre, the Downtown Surrey BIA and other sponsoring sources, both business and public.

Where to from here?

I think we have a significant role to play continuing the patrol and speed watch activities, our graffiti operation and of course, the mural and community art program. We have expanded in the area of elder abuse, we are also working with a committee and other service providers dealing with domestic violence.

Of course we want to maintain and expand our very strong ties with the business community, particularly with the Surrey Board of Trade, where I serve as a Vice-President. Former Executive Directors of SCPS Peter Maarsman and Jim King, are both SBOT past presidents. I would like to encourage more corporate members become active with our society and of course we're always looking for community and corporate sponsorship. Rotary has been an important helper over the years. Currently the Fraser Heights Rotary Club is helping us acquire a new van.

Remember, crime impacts the whole community, see what you can do to help, and **report crime every time**. For more information please check out www.preventcrime.ca.



Newton Community Volunteer Patrol at the Newton Loop. At right, bike patrol checks plates for "stolens"



SBOT – working for business

☞ continued from page 4

This bridge is a key arterial connector in a region that is, and will continue, to, experience explosive growth with the obvious impact on road transportation and transit. It must be replaced – without delay!

The South Fraser region of the Lower Mainland has been shamefully under-resourced. The new infrastructure of the Port Mann/Highway 1 project and the South Fraser Perimeter Road are actions to address critical deficits in this area that are at least twenty to thirty years overdue.

For the sake of the economic integrity of this region, and the whole of the Lower Mainland, we urge you to restart the design process and get on with replacing the bridge!

BOARD ELECTION 2011

Each year in accordance with the bylaws, the Surrey Board of Trade elects new members to the Board of Directors to provide leadership and direction to our organization. This is your opportunity to initiate new ideas to affect, inform and influence the Surrey business community. A Director of the Surrey Board of Trade must be committed to leadership and is expected to perform specific duties within the business community.

DUTIES AND EXPECTATIONS

The Surrey Board of Trade has incorporated selection criteria to guide the Board in determining who should be recommended as per bylaw 9.2: The Nominating Team will recommend at least one candidate for each vacancy on the Board.

The bylaws mandate that any Board Director shall be:

- a member in good standing for a minimum of two years,
- free of any conflict of interest,
- be willing and able to attend board meetings



on a regular basis.

- In addition, it is highly desirable that candidates should be able to demonstrate a familiarity with the Board of Trade's operations and activities and show a level of involvement that demonstrates an ongoing commitment to the Board of Trade's goals and objectives.

Current involvement in a Board of Trade Team is an excellent way for a candidate to gain experience and demonstrate commitment. In addition, the Board recognizes that it should represent as broad a range of industry as possible. This is important for the Surrey Board of Trade to be effective, forward thinking and have the ability to provide worthwhile input to municipal, provincial and federal regulators on a variety of issues.

CALL FOR NOMINATIONS

We are now accepting nominations from the membership. Nomination packages can be picked up at the Surrey Board of Trade office, through our website or e-mailed to you, and must be submitted to the our office by 5:00 pm by THURSDAY, MARCH 31, 2011. Two members in good standing must sign your nomination.

Interviews with the Nominating Committee will take place afterwards. Ballot packages will be sent to all voting delegates (members) in good standing in May 2011.

If you have any questions or would like a nomination package, please contact Anita Huberman at the Surrey Board of Trade at 604.581.7130 or at e-mail: anita@businessinsurrey.com.

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SBOT Launches Social Media Program For Business

Without a doubt social media, including Twitter, Facebook and LinkedIn are the biggest and most influential social networks today and each of them has become a serious force in driving businesses all over the world. Half of Canadians are on Facebook, while Twitter is adding 300,000 users every day. Blogging, e-mail marketing, photo-sharing and social bookmarking are also other drivers of social media.

The key to making them work is understanding what role they can play for you and use that role to drive your social media strategy. I have laid out five roles that you and your business could play in social media, 'which I can help you with.'

Marketing & Sales

Perhaps one of the most talked about benefits of social media is for a company's marketing and sales. Define your target market and find them on these networks. Each of these networks has strong search functionality – find the people, the companies or the groups and start interacting with them. These interactions may turn into leads, which could eventually convert to sales. Best part is, if they like you, they will tell their online network about you.

Customer Service & Technical Support

Is someone saying something nice about your brand online? Say thanks back! Keep your ears open to the Internet. Set up Google alerts, search items on Twitter and you are now listening to what your customers are saying. If your product is used by consumers who are on social media, there's a good chance they will be talking about it. You will definitely earn more respect and reputation if you interact with your customers online and solve any issues they have.

Competitive Intelligence

Connect with your competitors online. Learn

who is working at your competitor's company through LinkedIn, see what their customers are saying through Twitter, and follow their company updates through Facebook. Set up Google alerts to listen to all the online chatter about them and you'll definitely know more about your competitors than they know about you.

Recruitment

LinkedIn is a powerful network filled with professionals. When hiring, search candidates on LinkedIn to look at their history and recommendations. Read their blogs, and learn about their personality through Twitter. Search through bios on Twitter and LinkedIn to find your perfect employee!

Personal Development & Networking

If none of the above applies to you, I know that you could at least use social media for your personal development and networking. Connect with professionals in your industry through LinkedIn and Twitter, join industry groups on Facebook and interact daily with experts with Twitter. This is one of the best places to get daily news and information about what is happening within your interests and industry.

Ashish Gurung is the Social Media ambassador with the Surrey Board of Trade, helping businesses get started and maximize use of social media. E-mail him at hello@ashishgurung.ca or follow him on Twitter @ashishgurung.



Ashish Gurung

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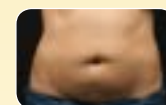
Pamela M.

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Highway One Port Mann Update

- **Pam Ryan, Communications Counsel, PMH1 Project**

In the last couple of months some very significant milestones have occurred; we have completed the new deck for the south approach to the bridge where it will join with the cable-stayed section. We've disassembled that blue and yellow gantry used to place the deck sections, and moved it across to the Coquitlam side to build that section now.

Another big milestone that we reached at the bridge is that we've actually started hanging the deck sections for the cable-stayed portion of the bridge, so you can see pieces of steel on the south tower. Those are some major indicators of progress on the bridge.

Now on the rest of the corridor, at 160th, people can see that we've installed those new deck panels for the overpass, and what that will do when that interchange in completed, is basically double the cross highway capacity of traffic between Fraser Heights and the rest of Surrey.

We're widening the whole highway throughout Surrey, but recently we've started work on the retaining walls that will

form the ramps for the HOV/Transit access at 156th Street, so again another significant milestone that's taken place in the last couple of months and will continue well into next year.

Also we've started to install some of the noise mitigation measures. There's a new noise fence being installed on the south side of the highway near the 152nd interchange. That's just the first of many which will be constructed along the entire corridor.

One of the projects, which will assist traffic in Fraser Heights will be the construction, in the coming months, of an overpass for Barnston Drive crossing over 176th, to provide better access between Abbey Ridge and the rest of Fraser Heights. That's also reflective of some of the other changes, which are occurring with the connection of South Fraser Perimeter Road and Highway 1 along 176th.

For more information please go to our website at www.pmh1project.com and see pictures of the progress and read and receive email notices of up-coming traffic and construction changes.

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Voice For The Horse

- Supporting the Equine Community

One of the delightful aspects of being in Surrey is that almost everywhere you travel around the city you are likely to turn a corner and find horses. It's the urban/rural interface, which many people in our community enjoy and cherish.

At the same time the equine industry is an important ingredient of our economy. Here are some interesting numbers from the Horse Council of BC from a 2009 Equine Industry Study (www.hcbc.ca) and from the BC Horse Information from the provincial government:

- On an economic level, horses generate \$740 million a year. The BC Government reported that in 2001, the industry generated over \$77 million in direct provincial and federal tax revenue
- There are around 100 thousand horses in BC
- Despite the economic turn-down, the survey showed 90% of horse owners will either be maintaining or increasing their involvement in the industry in the next five years
- The majority of the horse industry in 2001 was located in the Thompson Okanagan (25%), the Lower Mainland (20%), the Peace River (18%), and 15% in the Cariboo, the remainder is spread throughout the province.

The Surrey Board of Trade recently welcomed a new member from the equine community, Yvonne Allen is the owner of VOICE FOR THE HORSE, and At Ease Horse Care which is an advocacy endeavour to promote the well-being of horses and assist horses at risk.

"VOICE FOR THE HORSE is a multi-



faceted project. A significant part of the project is dedicated to children and story writing as they are more naturally aligned with horses given they are not judging anything past what they know, which in many cases is just pure innocence and energy. On the business side we offer online advertising primarily for the equine community. Our vision statement really articulates our reason for being;

To speak on behalf of the horse by educating and promoting a conscious equestrian industry that is dedicated to the well being of the horse. VOICE FOR THE HORSE Consulting supports individuals in good standing who are entrusted with the care of horses at risk.

"Yvonne is hosting an **Equine Awareness Day** on **May 22**, in Langley ~ a non-profit event to increase awareness for horses in our lives today. She is asking for submissions from interested people who would like to participate in her short course "The Art of Equine Shiatsu Massage". It's free for individuals who are chosen based on why they would like to spend the day with the Voice For The Horse Mascots, learning these special massage techniques. For more information visit www.voiceforthehorse.com"



Crossing the Line Again

In the last edition of Business In Surrey, we told the story of the challenges facing Western Washington University's Border Policy Research Institute, one of the prime sources for policy research for issues concerning the US Canadian border. In pursuing further support for the Institute and the Centre for Canadian American Studies and its courses and programs, we pass along an invitation to participate in "Bridging Distances" April 28 and 29th in Bellingham, to celebrate the 40th Anniversary of the Center For Canadian American Studies.

• **Thursday, April 28** there will be a reception and dinner with keynote speaker, David Jacobson, US Ambassador to Canada, to be held at the Hotel Bellwether. Admission is \$65

• **Friday, April 29**, the Bridging Distances conference will be held on campus. The conference is free but the luncheon with keynote speaker, MP Bob Rae will cost \$20

The conference is hosting many other high profile speakers including Ian Brodie, Strategic Advisor, Inter-American Development Bank and former Chief of Staff to Prime Minister Stephen Harper. For a full description of events please go to www.wvu.edu/canam.



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, he is the founder and Managing Director of Border Gold Corporation.

Michael Levy Economic Outlook 2011:

- No More Dr. Doom!

Often I'm referred to as Dr. Doom, because there hasn't been any good news. Well it looks like things are turning, and they're turning in Canada even more positively than we thought. Certainly there's a divergence between Canada and the US and it's widening all the time. There are different markets opening up for Canada. We took such good care of our economy, adhering to regulations that we once thought were over-bearing, but it paid us back because when all the dust settled there was Canada sitting on top of the heap and everybody admiring us.

The Journal of Commerce, January 10th, says the western provinces are predicted to lead growth in Canada, I call it a gold rush, a brilliant future for BC and Canada, but I also bring to mind what Yogi

Berra had to say; it's tough to make predictions, especially about the future. So with that in mind I'm going to do some forecasting.

The road ahead will be bumpy, and the main reason is debt. Until we resolve that overwhelming debt problem for countries throughout the world, here in Canada, provincially, in our cities and personally, it is going to be a bumpy road.

Headline; "Foreigners shun European bonds and risky debt piles up". This is Greece, Ireland, Portugal, Italy, Spain and it goes on: Ireland downgraded by Moody's, Italy in trouble, Spain over 20% unemployment. People say, 'oh that's over there and is not going to affect us'. But it's contagious and the problem is that it started in Greece and then it spread. In England, all

of a sudden Prime Minister David Cameron has had to make huge cuts. There have been huge protests, but they're dealing with their debt. People don't like it, but they are dealing with it.

But it's a debt that will never be paid off. No matter how good business is, if you've got 20% unemployment, such as in Spain, you can't afford to pay off your debt. You simply can't be covering an economy with unemployment of 10% or above. In terms of GDP, Greece is at -11 %. That's contraction, that's not growing. Ireland -2.3 %, Portugal -1.3%, Spain up six-tenths of one percent. Canada has been anywhere between +2.4% and 3.2%.

The debt to GDP ratio - what a country owes as a percentage of their gross domestic product - is mind-numbing:

Greece 126.8%, Ireland is 1004% (I didn't miss a decimal point), Portugal 223%, Spain 165%, the US approaching 100%. Now you can see why I'm liking Canada, 62% is manageable.

A ten-year bond yields (government bonds) 12% in Greece, Ireland 8.8%, Portugal 6.7%, Spain 5.1%, and Canada 3.53%. So you can see where we are compared to them, it's a tremendous problem that Europe has got.

Then there's the US debt, \$14 trillion and increasing at \$4.17 billion per day. Last year they posted a record deficit of \$1.48 trillion. Every man woman and child in the US owes \$45,500, and this is something that they're not addressing. Their Federal

UPDATE: Green Timbers

We're still a month away from spring, and yet growth seems to be alive and well at 140th Avenue and the Fraser Highway. The Outpatient Care and Surgery Centre looks finished on the outside but there's much left to do on the inside. Nevertheless, the sign that indicates it will be open in June is now believable.

Less visible has been the construction of the new RCMP E Division headquarters building behind the hospital in the Green Timbers property. However, the other day with the promise of spring in the February sun, we captured these photos just to bring you up to date.



Above: the new RCMP E-Division Headquarters
Below: Surrey Outpatient Care and Surgery Centre



Hello Ben Blanchet...

The Surrey Board of Trade is pleased to welcome **Ben Blanchet** aboard as the new Membership Representative. Ben, who has a long career in sales, latterly in Real Estate in the Surrey area, will work with Indra Bhan and Zinnat Ali as a part of the Membership Team.



...and Goodbye Don Summers

At the same time we are sad to report that **Don Summers** has decided that the siren call of getting back into business is just too strong. He has left the Surrey Board of Trade to operate Donsca Communications. He will be missed after being a strong part of the team (and our resident techie) for the past 4 years. Good luck Don and welcome back to the Surrey Board of Trade as a member.



ECONOMIC UPDATE cont. from previous page

Reserve is continuing to buy treasury bonds, putting money into the system, and they will do so for as long as they have to, to keep the economy buoyant and growing. But it's a false pretense because it simply adds to debt.

You can't borrow your way to prosperity. And the US doesn't seem to be doing anything like what they're doing in Europe. Instead they're saying that over the next ten years we're going to add another \$10 trillion to the debt. The US administration says they're going to have to raise the debt limit (set by congress) from \$14.3 trillion. They should simply not raise it and not spend beyond it. Civil servants might not get paid, they might not pay interest on the money they owe to other countries. But now there's a fight because congress, controlled by Republicans, has said that they

would increase the limit only if the government comes back with cuts to spending.

Even the public is strongly opposed to raising the debt limit (71% in a recent Ipsos Reuters poll). Individuals are saying that they can't keep going on like this, although they're also saying don't raise the debt, but don't gore my ox doing it. The public is sympathetic with cutting back, but the administration has no thirst or hunger for making those cuts.

The US says they have a strong dollar policy, but since 2002 they've been devaluing it and are in fact, pursuing a weak dollar policy. I think the US dollar is going to continue to debase because they don't have the stomach to face the problem. Contrast that with the Canadian dollar from 2001 to now, going from 69.99 cents (against the US dollar) to \$1.01.

To me, our dollar will finish off the year somewhere around \$1.05 or maybe even \$1.10. My forecast for the next four or five years, as Canada continues to recover, as the demand for our natural resources and for what we grow continues upward, our dollar could go to \$1.20 - \$1.25, unless we get a huge downturn in the world economy.

People are not trusting the currency. Gold has come from \$160 to \$1350 plus and has become a safe haven as people are putting parts of their portfolios in hard metal. But here we have a commodities boom. I love this, out of the Vancouver Sun: "Canada - A Commodities Bull in a China Shop." And look at copper, it's the economic barometer, because it's used for so many products. As goes copper, so goes the economy and most of the demand is coming

from China - that's good for Canada!

My forecast is that light crude oil will go over \$100 and the Saudis are not going to be able to keep a lid on it because there is such a huge demand for energy.

The US economy is recovering - barely, but that's only because of the amount of money that the government is putting into the system. It's not a natural recovery like we're seeing here. And our economy is shifting to the far east out of BC. This situates us in a very positive light. For more evidence of recovery, how about this report from the Globe and Mail that "the rates of business bankruptcy in Canada have reached an all time low in one of the clearest signs of how quickly the corporate sector has come back from the deepest global recession in more than

half a century" recording only 3.4 bankruptcies per thousand businesses, the lowest bankruptcy rate on record. We are also within 30 thousand jobs of what we lost in the recession, and it took us 24 months to get there. A study by CIBC says the US is going to take 55 months to do the same thing.

So where will it all end up? A cartoon posed the question, where in the world will China be in sixty years? The answer was; sixty years from now, where in China will the world be? That says it all. China's going to be world's biggest economy, and probably the world reserve currency will be the Yuan. Historically we've seen the power move from Britain to the United States and now it's shifting again to China.

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Youth Leaders of Today Mentorship Program

- SBoT and JABC building young entrepreneurs with Coast Capital Savings

This mentorship program between the Surrey Board of Trade and Junior Achievement BC has begun working with the fourth group of Youth Leaders of Today.

"Each year a group of up to 25 high school students in grades 10 through 12 come together with the guidance of mentors, to form their own business, prepare a business plan, identify, produce, then market a product, and finally, wrap up the company at the end of the semester. That, in a nutshell, is what these students will achieve," said Program Coordinator, Brianne Colbert.

"They come from schools all across the Surrey School District, depending on how well the program is promoted in the schools," she said. "So far this year nine students are enrolled in the program but we expect more to join once these nine talk it up in their

schools."

Colbert described the process, "They get to build a real business. They brainstorm their ideas and create their own product, create a business plan, a marketing and communications plan, and they'll raise capital by selling shares in their company. Helping them along are three to four mentors who guide them over the course of the program."

"The program has been successful every year," she reported. "The first year the group created and marketed environmentally friendly bags, which were hugely popular at that time. The second year, the students did T-Shirts. Nine of the 15 student participants were graphic designers that year so it was no surprise that they created their own design and logo. They also sold out. Last year the group, which

called themselves "Hang On" produced lanyards or ID tags, business card holders and anything else. Everything was locally sourced and environmentally friendly."

This year the group has already short-listed their products, which include water bottles and bags. Colbert feels this is a very good sign considering they are only going in to their third week. They're aware that they need as much time as possible to create and sell their product.

One of the important aspects of the program is that partial proceeds from their revenues are directed to a charity. Last year's group made a contribution to Right To Play Canada.

"We follow up on the students from other years," says Brianne. "Three from the program have come to work for us for the summer following their



programs. That year they get a little bit of business knowledge as well as experience in an office environment before moving on to university studies at Kwantlen, SFU or elsewhere."

Anyone interested in more information on this program should contact Brianne Colbert at 604.581.7130 or brianne@businessinsurrey.com.

Kwantlen Polytechnic University School of Business

- Growing the next generation of business leaders and entrepreneurs

With the world crawling its way back from one of history's worst financial collapses, the role of business in that comeback is critical. The onus for building our economies will increasingly fall to the young people who are still developing their skills at the business schools across the world. One of those contributing schools is Surrey's Kwantlen Polytechnic University.

According to Dr. Arthur Coren, Dean of the School of Business, there will be an increased emphasis on areas like applied, programming, sciences, and work-integrated learning. It was in that context that he spoke with editor Ray Hudson about what the school provides and how that will provide the next generation of business practitioners; the managers, accountants, HR, business owners and entrepreneurs of the future.

The employers are looking for people who are ready to work, that are ready to take on leadership positions and add to their bottom line. We take that to heart because our focus is on our students and preparing them for successful and rewarding careers.

Within the School of Business we have a particular emphasis on accessibility. We recognize that a lot of our students in this region aren't going to come with the same kind of qualifications as they might for older, more traditional universities like UBC or SFU. So we will have to tailor our offerings so they can come in and be successful. But while the

entrance standard might be a little bit different, we guarantee that our rigor at graduation is equal to or better than that of any university in BC.

The School of Business spans a lot of departments ranging from economics to computing science, marketing and business management, accounting, entrepreneurial leadership and human resources management. Our primary focus is on helping students achieve their bachelor degrees, however we also award a significant number of diplomas each year. Kwantlen is BC's largest undergraduate business school. That means students have the opportunity to be exposed to a wide variety of business subjects taught by a large faculty with genuine, hands-on business experience. It means we can try new things, new courses, without sacrificing our core programming.

Our communities, Surrey, Richmond and Langley are characterized, in large part, by small and medium sized businesses so we're training them to understand the operations, financials and management of small to medium-sized businesses—the ones that generate growth and form the backbone of our economy. The skills they acquire centre around sales, market development, sustainability, and how to grow an enterprise. These are highly transferrable skills and our graduates form an integral part of the lower mainland's business communities.

How you planning to deal with the

shortages in skilled workers, which are expected to show up over the next 15 years?

BC is a province that is an attractive place to be and very clearly we're gaining newcomers from the rest of Canada and around the world. Surrey is fantastic evidence of that.

We use reports such as the BC Labour Market Outlook and other projection and trend data. So as we develop new programs, we'll look at where the job markets are going to be and what the projected needs of the business community are. The largest number of job openings are expected in business, finance and administrative occupations as well as in sales and service. We also recognize that students require both, a solid business education with job-ready skills, and a liberal education so they can appreciate areas like history, philosophy and geography. Businesses want people that have critical thinking skills, and that requires a lot more depth.

What kind of feedback are you getting from your students about equipping them to deal with such a changing future? What are their expectations?

We get feedback through the provincial government survey of graduates. Employment rates offer good feedback, and our students report that they find work quickly, often before graduation. We've also seen high transition rates for those that have decided to go on and

pursue an advanced degree. In fact, our students are admitted to and win scholarships to many outstanding graduate programs around the world.

When you talk about students' expectations, the largest number come from high school and we find that they are often not aware of many career options that are out there. Once they learn a little more about what's really involved in business like production, marketing, and logistics, they tend to start exploring programs in more focused ways possibly shifting their study and career paths.

Finally, I'd say our feedback includes the sheer strength of enrollments. When we closed registration this year, we were sitting at 92% full—a phenomenal number especially when you consider we offer nearly 1100 sections.

Where do you go from here?

It's a goal of the University to incorporate applied components into all our programs: not just from accounting to marketing, but also from philosophy to creative writing. As Kwantlen grows, we will place more emphasis on innovation and applied research—the kinds that connect us to and serve our communities. And, of course, we plan to stay focused on what makes us unique and



Dr. Arthur Coren, Dean of the School of Business at Kwantlen in Surrey

successful like our longstanding commitments to accessibility and to excellent teaching. That's where our University is headed, and Kwantlen's School of Business will be an important part of that future.

It's interesting to note that Kwantlen was "born" in Surrey and arrived here a dozen years before the City was incorporated in 1993. And, this year, as Surrey's own university, we will proudly celebrate our 30th birthday. As we move forward, we're 100% committed to do our part in educating the students who will make Surrey and the rest of British Columbia an outstanding place to live and to do business.



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Surrey - Tynehead

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www.davehayermla.ca



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ACROSS the BOARD

Congratulations

Analytic Systems is celebrating the 98.0%, 4th Quarter 2010, Quality Supplier Scorecard from SRCtec. Overall through the year that gives Analytic Systems a 97.95% rating. This Supplier Scorecard rating proves they are all working together to provide the best product and service to their customers. **More info:** Bill Walker at billw@analyticssystem.com or 1-800-668-3884



SMH Foundation President/CEO Jane Adams, G&F Director Howard Normann, SMH NICU manager Leeann Clegg, G&F Fleetwood branch Manager Ruby Dhillon, and G&F Vice President Jeff Shewfelt

G&F Financial has purchased a piece of pediatric equipment for the **Surrey Memorial Hospital**. The donation of \$13,500 will allow the hospital to but a device that makes it easier to intubate by allowing health care workers to view the procedure through a video camera. **More info:** www.smhfoundation.com



KPMG has appointed **Archie Johnston** as the firm's national industry leader for its Canadian public-sector practice. Archie has 30 years experience in this sector. He will pilot that practice group to market, provide partners with access to KPMG global expertise so that clients receive the most relevant and tactical advice in line with international trends and perspectives, as well as develop and implement the firm's Growth & Relationship strategies. **More info:** www.kpmg.ca



Kwantlen Polytechnic University President and Vice Chancellor, David W. Atkinson accepts donation to support Kwantlen students from Sodexo Vice President, BC and Alberta, Raymond Lee.

Kwantlen Polytechnic University has received a \$100,000 donation from **Sodexo Canada** in support of financial awards for students. The contribution will support three annual awards over the next ten years. **More info:** Joanne Saunders at 604-599-2243 or joanne.saunders@kwantlen.ca



McQuarrie Hunter's Managing Partner, Tako van Popta, celebrates the firm's move to Surrey

McQuarrie Hunter LLP moved into their new Surrey offices in the Central City Tower and is now the largest law firm in Surrey. The move brings together all 27 lawyers and 60 staff members for the first time. They amalgamated 2 Surrey offices and an office from New Westminster into one central space. **More info:** Susan Van Dyke at 604-839-6441 or svandyke@telus.net

Families in Surrey and White Rock can now welcome their babies in a brand new maternity ward at **Peace Arch Hospital**, which is now fully open. The \$5.3-million major renovation and

expansion, funded by **Peace Arch Hospital** and **Community Health Foundation**, was completed on time and within budget. The first phase of the new ward, which included four single-family birthing rooms and the Thrifty Foods Education Centre, opened in July 2010. The opening of the remaining four birthing rooms and the CIBC nursery concludes the project, which is one of five priority initiatives in the \$32-million Partners in Caring Campaign. **More info:** Jackie Smith at 604-535-4520 or www.peacearchhospital.com



A matching fund challenge by iFinance President Gordon Bylo and Managing Director Jonathan Mara resulted in \$40,086.00 donated to the Surrey Christmas Bureau. Joining Mayor Diane Watts in the City Hall cheque presentation were SCB Chair Jas Brar, far left, director Josh Walton and Simon Wong, far right.

The **Surrey Christmas Bureau** received a cheque in the amount \$40,086 from **iFinance**. The donation was a partnership of corporate, individuals and a not-for-profit organization. **More info:** coordinator@christmasbureau.com



The **Surrey Children's Festival** has been granted a \$92,000 award over the next two years from Canada Heritage under their Canada Arts Presentation Fund program. The 2011 festival will run May 26 – 26 at the Surrey Arts Centre. **More info:** www.surreychildrensfestival.ca or 604-501-5598

The **Surrey Foundation** is pleased to announce and congratulate the members of its Board of Directors for 2010/2011. **Paul Corcoran, Bank of Montreal;** **Jeff Hector, Assante Vancouver Centre;** **Ron Mulhern, UHY LDMB Advisors Inc.;** **Jeff Borkowski, Hamilton Duncan Armstrong & Stewart Law Corporation;** **Natasha Raey, Raey Consulting;** **Jamie MacDonald, Maximum Impact Training and Development;** **Erin Ann Beirne, Kiangle Communications;** **Anita Huberman, Surrey Board of Trade** and **Jeff Richards, JE Richards Ltd.** **More info:** info@surreyfoundation.org or www.surreyfoundation.org

Announcements

Analytic Systems is proud to have been accepted by **URS Corp.**, (previously known as United Research Services) as a potential supplier of their high performance power conversion products. **Analytic Systems** is committed to innovative and cutting edge technology in the design and development of DC/DC Converters, MPPT Solar Charge Controllers, DC/AC Inverters, AC and DC Source Battery Chargers and AC/DC Power Supplies. **More info:** Bill Walker at billw@analyticssystem.com or 1-800-668-3884

The **Canadian Cancer Society** is looking for key leaders and volunteers to help with their annual Daffodil Campaign running through the month of April. **More info:** Joshua Leyenhorst at jleyenhorst@bc.cancer.ca or 604-837-6837

Express Computers has opened up two new divisions: mobility services and web services. In addition to IT, retail and print services, they can now help you build your web presence and improve communications. **More info:** Mave Gibson at 604-535-6508

Ashok & Pooja Bhagnari, owners of Forever Young Health Group Ltd. are pleased to announce that they have just launched Forever Young Clothes, focusing on South Asian ethnic clothing. **More info:** 778-218-1514 or 604-671-5714, www.fyhgl.com, or 15368 84 Ave, Surrey

Coast Hotels & Resorts has signed a franchise agreement with Guildford Hotel Ltd. to rebrand the **Ramada Guildford Surrey Hotel** as the **Coast Surrey Guildford Hotel**. The hotel is located at 10410 158 Street, Surrey. **More info:** Martin Livingston at 604-685-4742 ext. 2 or www.coasthotels.com

Dining Out for Life is back for 2011 on March 24. Tens of thousands of customers will descend on participating Dining Out for Life restaurants from White Rock to Whistler and across the Fraser Valley to support people living with HIV and other life threatening illnesses. **More info:** www.diningoutforlife.ca or 604-689-1463

Green Zebra has partnered with **Clip Mobile**, a smartphone coupon platform, to offer local savings for sustainable living. **More info:** search Clip Mobile on your smartphone's app store or visit www.getclip.ca or contact@greenzebraguide.ca

IRLY Distributors and the **IRLY Building Centres** are pleased to welcome the new owners of Barrier Building Centre in Barriere, BC. **Shawn and Suzie Fadear** recently purchased this **IRLY Building Centre** in the North Thompson area and already have aggressive growth plans and are in the process of constructing a new building to relocate the business to a highway front location. **More info:** Catherine Brownlow: cbrownlow@irly.ca or 604-598-5474



New McQuarrie Hunter LLP COO, Catherine Jacobs, spearheads the firm's consolidation of three offices to one Central City Tower location

Catherine Jacobs has been appointed as the first Chief Operating Officer of **McQuarrie Hunter LLP**. Catherine has held several executive positions, most recently as COO of Vancouver law firm **Watson Goepel Maledy LLP**. **More info:** Susan Van Dyke at 604-839-6441 or svandyke@telus.net

The **Now Newspaper** is pleased to announce that their new Publisher is **Marlyn Graziano**. **More info:** www.thenewnewspaper.com

Pacific Customs Brokers is holding a series of importing and exporting workshops over the next few months. You can view the details of their workshops at **www.pcb.ca**. **More info:** Yvette Fox at seminars@pcb.ca or 604-538-1566

Pick up a free copy of the new 2011 Diversity Calendars from the **RCMP's** Newton office located at 7235 137 Street, Surrey. **More info:** 604-502-6233

Sources Community Resource Centres is hosting Flower Power, Sources 16th Annual Gala on March 12 at 6pm at Hazelmere Golf & Country Club. Relive the Age of Aquarius in your bell-bottoms, love beads and tie-dyes. The gala will feature a reception, dinner, live & silent auctions, DJ, dancing and more. Prizes will be awarded for the grooviest costume! Tickets are \$125 each. Sponsorship and auction donor opportunities are available, **contact Ramona Kaptyn at 778-294-0787 or rkaptyn@source.bc.ca**. **More info:** www.pacs gala.org or 604-531-6226

SUCCESS has officially brought back their **SUCCESS** Fundraising Gala, one of the premier charitable events in Vancouver. The event will be held on March 12 at the Westin Bayshore. The gala will include a VIP reception, silent auctions, dinner and an intimate concert with 3 local performers. They hope to raise \$500,000 at this gala. **More info:** Eileen.lao@success.bc.ca or tony@success.bc.ca

Surrey Crime Prevention Society will be hosting a fundraising dinner and dance on March 4. Bollywood Nights will take place at the Viceroy Banquet Hall (8580 132 Street, Surrey). Doors will open at 6pm. Tickets are \$35 each, \$60 for 2, or a table of 8 for \$240. The event will feature

performance, a 50/50 draw, music, silent auction and henna art. **More info:** 604-502-8555

The **Surrey Food Bank** will be holding their annual Breakfast with the Bank on May 13 from 7 – 8am at Bollywood Banquet Hall (#201-8166 128 Street, Surrey). If you would like to be a table captain contact **Tiffany Parton** at resources@surreyfoodbank.org. **More info:** 604-581-5443 or www.surreyfoodbank.org

The **Surrey Foundation** is holding their first fundraiser of the year with the No Show Celebrity Gala. You're invited to go online and participate in this year's premier event in Surrey, that you don't need to attend! Funds raised will be directed to the Surrey Foundation's unrestricted community fund that supports a broad range of local initiatives. Donations for raffles and auctions are being accepted. **More info:** info@surreyfoundation.org or www.surreyfoundation.org

Grant applications will begin being accepted by the **Surrey Foundation** on April 1. Deadline for submissions is April 30. Grants are provided annually to local, not-for-profit organizations recognized by the Canada Revenue Agency as registered charities. **More info:** info@surreyfoundation.org or www.surreyfoundation.org

On April 16, the **Surrey Foundation** will be holding a community forum entitled "A Place for All: Building and Inclusive Community in Surrey" from 9am – 4pm at the Chuck Bailey Recreation Centre (13458 107A Ave, Surrey). The keynote speaker will be **Rt. Hon. Michaelle Jean**, former Governor General of Canada. Tickets will be available in March. **More info:** info@surreyfoundation.org or www.surreyfoundation.org

The **Surrey Hospice Society** is celebrating 25 years of serving the community this year. They will be holding a variety of special events to commemorate this special occasion. The first event will be their AGM on April 7th at Kwantlen Polytechnic University, featuring Dr. Doris Barwich MD. **More info:** www.surreyhospice.com or 604-543-7006

Surrey's 17th Annual International Women's Day is taking place on March 5. A free event is scheduled at 12:30pm at Queen Elizabeth Secondary (9457 King George Blvd., Surrey). Women are invited to come out and celebrate the day with an afternoon of fun, entertainment, snacks, refreshments, and door prizes. Children are welcome. **More info:** Sandra at 604-597-4358 or Shannon at 604-588-8008

New SMHF Chair
Ron Knight



Ron Knight is **Surrey Memorial Hospital Foundation's** new Board Chair while **Kulwinder Sanghera** becomes Vice-Chair and **Tracy Redies** joins the board as Director. Other board members include **Jane Adams, Ralph Berezan,**

Dr. James Bond, M.S. Dhaliwal, Jake Friesen,

Sherrold Haddad, Bruce Hayne, Leanne Heppell, Chuck Keeling, David Keyworth, Fraser MacRae, Mary Martin, Chris Midmore, Larry Thomas, and Jacy Wingson. **More info:** www.smhfoundation.com

Vitality Food Service Canada Ltd. has changed their name to **Nestle Professional Vitality: A Division of Nestle Canada Inc.** **More info:** www.nestleprofessional.com

ARTIST OF THE MONTH

Artist **Irma Bijdemast** is currently displaying her work at the Surrey Board of Trade (101-14439 104 Ave, Surrey). For information on art rentals or purchasing, call the **Arts Council of Surrey** at 604.585.2787.

NEW MEMBERS

Canadian Mental Health Association, South Fraser

RBC Morgan Crossing Branch

Ashish Gurung - Social Media Consultant

Epic Menswear

G.Z. Mediation

Satnam Education Society of BC

Bedford Biofuels Inc.

Credit Counselling Society

Credit Counselling Society - Guildford

Credit Counselling Society - Newton

Sensha Enterprises

Sysca International Corporation

Ultimate Immigration Solutions Inc.

Crown Palace Holdings Ltd.

B&B Bearing and Electric Motor Ltd.

Bibo Retail Group

Easy Toner & Ink Solution Inc.

The TALK Group, ESL in the Workplace

KD Technical Services

The Indo-Canadian Voice /

Awaaz Newspaper

Innova Energy Solutions Inc

Koi Day Spa Inc.

Surrey Beacon

A & A Tarps Ltd.

Delta Pacific Benefit Brokers Ltd.

Re/Max Performance Realty Ltd.

Mardon Insurance

Jan-Pro Vancouver

Mardon Insurance - Cedar Hills

Avitan Business Resources Corp.

A Buyer's Choice Home Inspections

- Surrey-Newton

Office of Early Childhood Development,

Learning & Care - Surrey/White Rock

Lighthouse Marketing Inc.

Custom Cooling Solutions

Jeff Hector of Assante Wealth Management

RECEIVE \$100

Know someone that should be a member of the Surrey Board of Trade? Let us know, and if they sign up successfully, you'll receive a \$100 SBoT credit. Contact Indra, Ben or Zinnat for more info: 604.581.7130.

JOIN THE SURREY BOARD OF TRADE

Find out how membership in the Surrey Board of Trade opens doors to new business opportunities, locally and internationally! Be a part of Surrey's business voice at all levels of government.

Attend the April 14th Networking Breakfast at the Sheraton Vancouver Guildford Hotel 7:30 to 9:30 am

ONGOING SPONSORS

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The Future of Medicine Opening June 2011



Jim Pattison believes Surrey deserves the best health care. Give to Surrey Memorial Hospital Foundation today, and he will generously match your gift.

Your donation will be doubled by the Jim Pattison Foundation up to \$5,000,000.

The Jim Pattison Outpatient Care and Surgery Centre is a first of its kind in BC and opens June 1st in Surrey. Your donation will help to purchase state-of-the-art equipment which will help attract the very best doctors to our region.

Please visit www.smhfoundation.com today!

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March 31

How to Structure your Financial Assets

Why RRSPs may not be the best idea for business owners • Put corporate cash to work • Create your own pension • Reduce taxes • Coordinate personal and corporate investments • Investment vehicles exclusive for business owners • Trusts • Holding companies

April 14

Estate Planning: Unique Challenges and Opportunities

Why business owners and their families face unique challenges • How to protect your assets from double taxation • Why "Trusts" - Testamentary, inter vivos and alter ego • Three commonly missed opportunities • Succession planning • Protecting your family • Bypassing probate

May 12

Your Exit Strategy: Retirement and Succession Planning

Make your business more attractive to buyers • Know the true value of your business • Choose an exit strategy • Structure personal and corporate investments • Create retirement cash flow • Minimize taxes • Understand the \$750,000 capital gains exemption

May 26

Protecting your Business, your Family and your Lifestyle

Understand the different types of insurance • How to get better rates • Know when you're over-insured • Life insurance as a tax shelter • Getting cash out of your corporation • Buying insurance in your personal name vs. through your corporation

Sessions are 60-90 minutes in duration, and begin at 6:30 pm.
Please arrive a few minutes early for seating and registration.
A light meal will be provided.

Seating is limited so book early.

RSVP to Kelsey_Sjoberg@scotiamcleod.com or (604) 535-4732

