

EVENTS MEMO

LUNCHEON WITH SFU
PRESIDENT ANDREW PETTER
MAY 10, 12:00 – 1:30

CLOVERDALE RODEO &
COUNTRY FAIR
MAY 20 – 24

TOP 25 UNDER 25
AWARDS RECEPTION
MAY 30, 5:30 – 8:00 PM

DEADLINE FOR VOTING
FOR SBOT DIRECTORS
MAY 31, 5:00 pm

FUTURE MEMBER
ORIENTATION
JUNE 8, 4:00 pm

ANNUAL SBOT
GOLF TOURNAMENT
MORGAN CREEK
JUNE 16, Shotgun 12:30 pm

Details and registration
www.businessinsurrey.com

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Cloverdale Rodeo@65, EX@122 Years - Point of Pride is Major Business Driver for Surrey

A change in format a few years ago, which included eliminating steer wrestling and calf roping has paid off with recognition from the (world's biggest) Houston Rodeo, stating that Cloverdale has something worth implementing at their event.

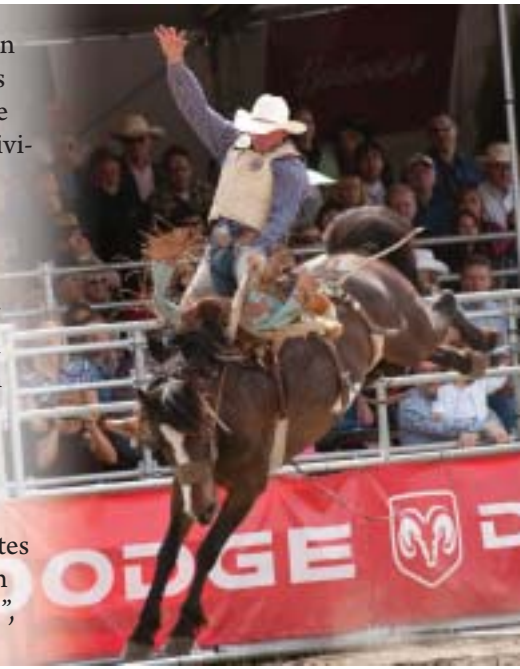
"Cloverdale changed the format to a non-timed format, basically barrel racing, saddle bronc, bareback and bull riding" said Dave Melenchuk, General Manager of the Cloverdale Rodeo and Exhibition. "Now, Houston runs a 20 day event so on the last day they implemented this new format called a "super shoot out," and attracted 70 – 75 thousand people. Last year they had been in touch with us to learn more about how we arrived

at the format and asked for advice on how they could implement it. That's what initiated the invitation to come to Houston to take part in their festivities."

Clearly it was a winning formula, because in respect to the changes brought about by Cloverdale, Melenchuk and his Rodeo Manager Jamie Rogers were also invited back next year with the top winners from this year's Cloverdale Rodeo, to be entered into the Houston Event as "Team Cloverdale".

"We're looking for great things because as Team Cloverdale competes next year, we'll get great coverage on Fox Sport (to all of North America)", said Melenchuk.

see CLOVERDALE RODEO on ➔ page 13



Surrey Focus on India

The City of Surrey and the Surrey Board of Trade have both focused on India to create businesses connections, memoranda of understanding and business opportunities for the business community. In February, Mayor Dianne Watts with councillors, Linda Hepner, Tom Gill and Barinder Rasode, lead a delegation of 24 companies to India and in March, the Surrey Board of Trade, lead by President Nigel Watkinson, First-Vice President Mary Jane Stenberg and CEO Anita Huberman lead a group of about twenty to New Dehli, Agra, and Mumbai, to meet with the major Chambers of Commerce of India and a number of businesses.

For overviews of both missions, please turn to Pages 10 and 11.

The HST, Myths and Truths

Former Premier Gordon Campbell paid a stiff price for the way his government implemented the HST. The reaction and the successful effort to force a referendum on the tax has been highly and emotionally charged. However the consequences of reverting to the PST/GST system are enormous and not at all positive as argued in this abbreviated (due to length) article from Richard Rees, FCA. There's an enormous amount at stake and it's critical that decisions are made from information over emotion. It's time for sober reflection – Ed.

Addressing three HST myths

It's clear that the longer the HST remains in effect, the more people understand its true impact. However, many British Columbians still believe three myths put forward by those seeking to rescind the HST:

MYTH #1: The HST will lead to higher consumer prices across the board;

MYTH #2: Any price reductions realized by business will be pocketed as profits, with no benefit to the economy or to consumers; and

MYTH #3: The HST will only benefit big business, and low-income British Columbians will be adversely affected.

In the eight months that have passed since the HST was first implemented, not one of these dire predictions has materialized. Economists have analysed the data, and now have a clearer picture of the HST's impact on BC's economy thus far. Their research reveals that:

see THE HST! on ➔ page 3

SURREY BOARD OF TRADE ANNUAL GENERAL MEETING
KEYNOTE: "THE TIM HORTONS STORY" BARJ DHAHAN, SANDHURST GROUP
JUNE 23, 2011, 5:30 – 8:30 pm
Eaglequest Golf Course at Coyote Creek

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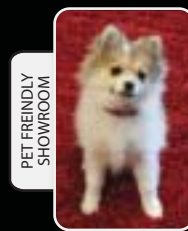
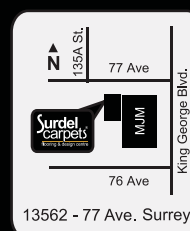
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➤ continued from page 1

SPECIAL REPORT

The HST, The Referendum, The Future!

1. Consumer prices have not risen across the board.

Noted economist Jon Kesselman was first out of the gate with his recently released report, *Consumer Impacts of BC's Harmonized Sales Tax*. Kesselman found that since the HST was introduced in July 2010, the consumer price index (CPI) grew by only 0.6 of 1%—in other words, consumers are paying \$1 additional dollar for every \$165 dollars they spend.

(Jonathan R. Kesselman, *Consumer Impacts of BC's Harmonized Sales Tax*, February 2011).

Only 17% of goods and services spending was newly taxable under the HST, which means 83% of consumer spending was not subject to an increase. In addition, Kesselman found that many businesses had already passed savings along to their customers, and that prices for a wide variety of goods and services had fallen. These decreases have tempered the rise in other prices, such as restaurant meals, which increased by 6.5% between June and December 2010.

Ibid

2. Businesses are not pocketing all the profits from input tax credits.

Without a doubt, this tax change has had a negative impact on the bottom line for some sectors. That said, we are

starting to hear anecdotal evidence of the demonstrated benefits of the HST, especially for small businesses.

For example, Institute representatives recently attended the Budget Lock-Up in Victoria, and spoke to a small-business owner who said she was shocked by the positive impact the HST had already had on her business. She told us she is saving significant money on compliance and filing, and that these savings, combined with the input tax credits, enabled her to hire two additional full-time employees. While this is just one example, it indicates how the HST can provide new jobs, foster economic growth, and increase efficiency. Similar results across thousands of businesses will make a significant impact on our lifestyles and our economy.

3. The HST is not bad for low-income British Columbians.

"...examination of the consumer data finds that lower income households spend larger shares of their budgets on categories of consumer goods and services that have experienced small price decreases, while higher income households spend more in areas with large price increases." (Kesselman) Combined with the HST tax credits, this actually makes the

HST less regressive than the PST for this particular demographic.

What the HST means for business:

Rescinding the HST would mean losing input tax credits for the provincial portion of the sales tax, which would increase the cost of doing business in the province and make BC businesses less competitive. For industries like the film industry, that could mean the difference between maintaining our status as "Hollywood North," or watching business move east to Toronto. The HST saves film companies up to \$70,000 per television episode and more than \$2 million per feature film, and they are choosing locations based on the slimmest of margins—especially with the Canadian and US dollars at par (Peter Leitch, FCA, president of North Shore Studios, phone interview, February 22, 2010).

- Going back to the PST/GST would mean that most businesses would have to file tax remittances 12 times a year, instead of filing quarterly as they do under the HST
- Going back would mean returning to two tax regimes; two sets of rules, treatments, interpretations, and auditors, and two sets of forms.

What the HST means for the economy:

- Going back would be complex and confusing for businesses, and it would also be extremely expensive for the provincial government, reinstating the now defunct PST office.
- Maintaining the HST would encourage investment, create jobs, and lead to lower prices, making BC businesses more competitive. All of these things are good for BC's economy, and drive economic growth. Ontario has made this transition, and if BC reverts back to the old PST/GST system, Ontario would be only too happy to absorb new investment.
- Reverting back to a tax that has few redeeming features would make BC look like a backwater, rather than a thriving economy. And without a strong economy, it is difficult for the province to deliver the public services on which we all rely, or to maintain and improve infrastructure, such as schools, hospitals, and roads.

What the HST means for consumers:

- Since the HST was introduced, the prices of some items have risen, some items have declined, and the overall impact on the Consumer Price Index was only one additional

dollar for every \$165 dollars spent.

- Under the HST, only 17% of goods and services are newly taxable (increasing from a 5% rate to a 12% rate); as stated earlier, 83% of goods and services have seen no increase and are still taxed at the 12% rate.
- Lower income British Columbians have been protected against most increases, and about 1.1 million are receiving the BC HST tax credit. also the spending of this demographic is concentrated on items that have actually seen small price decreases (Kesselman).

This article (abbreviated due to length) presents highlights and the reader is urged to read the complete article presented on the Surrey Board of Trade website www.businessinsurrey.com.

The article originally appeared in the April 2011 issue of Beyond Numbers magazine. The Chartered Accounting profession supports the implementation of value-added taxes, like the HST, and is a member of the Smart Tax Alliance (STA). The STA is a non-partisan alliance of 36 B.C. business and industry groups formed to support the job-creating benefits of the HST. The STA represents a wide cross-section of industries with over 800,000 employees across British Columbia. For more information regarding the STA visit www.hstjobs.ca.

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BUSINESS in SURREY

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Finding the Proper Balance of Business Taxation

As I write this, we are just 10 days into the Federal Election Campaign. However, by the time you actually read this, we will already know the election results, a good enough reason for me not to venture into making any predictions about the outcome.

While it is early days in the campaign, it is interesting to see how the three main parties are trying to appeal to businesses. Much is being said right now about the level of corporate income tax. The Conservatives want to reduce it from 16½% to 15%. The Liberals want to increase it back to 18% and use the extra revenue generated to pay for tax-free grants for students attending college or university. The NDP want to increase corporate tax rates to 19½% but instead would reduce small business tax rates (on first \$500,000 revenue) from 11% to 9%. All three major parties are also offering concessions or tax credits for hiring new or young employees. There is something appealing in all of these positions.

Pledging to reduce corporate income taxes further is not a particularly popular political position to take and the Conservatives could lose support over this. Most voters now know that corporate tax rates have fallen dramatically since 2000 when the Liberals started to chip away at an excessively high rate of 28% (federal taxes only). Mr. Harper aims to reduce this further to 15% in 2012. The economic argument behind this is compelling but difficult to prove. Statistics support lowering business taxes. For example, the amount of corporate taxes collected federally in 2001 was \$24.2 billion and in 2011 is projected to be \$31.1 billion, yet the corporate tax rate has

dropped 40% over that same period. Furthermore, as a percentage of our gross domestic product (GDP), corporate taxes collected have increased from 2.2% in 2001 to 2.7% in 2007. These figures would seem to support the economic theory that lower business taxes promote better economic performance and lead to more tax revenue of all types in the long-run. Governments world-wide recognize that low-tax jurisdictions attract businesses and jobs. Yet, despite the decade long reduction in Canada's corporate tax rates, we remained about equal to the average of member countries of the Organization for Economic Co-operation & Development (OECD) in 2010.

It would seem that there is less public sympathy for reducing corporate tax rates for the larger corporations and more support for helping small business, which is the NDP's position. Mr. Layton is recommending dropping the small business tax rate from 11% to 9%. There are more than 1 million small businesses in Canada and, excluding the self-employed, they employ over 5 million people, or about half the private sector work force. 98% of Canadian businesses have fewer than 100 employees and this is one area where job creation is growing. There is evidence to suggest that reducing the tax rate for these businesses is more likely to add jobs to the economy than a further reduction in corporate tax rates for larger businesses. This matters to BC as we and Alberta have the highest concentration of small businesses. Mr. Layton is also recommending a tax credit of up to \$4,500 for each new employee hired by a small business. It is encouraging to hear such commitments to

FROM THE PRESIDENT

Nigel Watkinson



small business from the NDP, but the downside is that Mr. Layton wants to increase corporate tax rates to 19½% to achieve this.

The Liberals are putting more emphasis on post-secondary education. Again, this is encouraging for business as we need a well-educated and trained workforce to compete. Mr. Ignatieff would pay for the cost of these educational grants (\$1,000 a year for 4 years or \$1,500 a year for low-income families) by returning the corporate tax rate to 18%. This too has public appeal but could result in a loss of jobs. A University of Calgary study done in 2010 estimates that the difference between a 15% and an 18% corporate tax rate could translate to as many as 233,000 jobs lost in the long-run.

From a business point of view, it would also be encouraging to hear that all parties intend to balance the budget in the next 3-4 years, that they will all work to remove inter-provincial trade barriers to open up our domestic economy and that they will speed up the process of accrediting foreign credentials, so that educated and trained immigrants can actually work in the occupations they have experience and skills in.

The business community, particularly small business, represents a critical voting bloc. This election gives business a clear distinction between the three major parties and their various approaches to corporate taxation.

Teamwork Makes The Board Work

- Surrey Board of Trade Advocacy Teams Working For You!

One of the major tasks of the Surrey Board of Trade is acting on behalf of its membership to lobby for changes and improvements in the various legislative environments from the municipal level through to the national government and international business and institutions.

This is an enormous job and it takes a lot of people to assist the staff of this organization to develop and execute effective advocacy. Those people are the members of the six standing Teams on Crime and Justice, Finance & Taxation, Environment, International relations, Social Policy, Transportation & Infrastructure and the Board of Directors which oversees government relations and industry.

I'd like to review our team structure and some of the many initiatives and issues, ongoing and achieved, by the Teams that work for you.

Crime and Justice: VP Mary-Lou McCausland, Chair

Working to reduce crime and reinforce the city's brand and reputation as a safe place to live, work and play by promoting and enhancing the City of Surrey's Crime Prevention agenda wherever appropriate. We conduct Crime Awareness Breakfasts all around the city including City Centre, Newton and South Surrey with Guildford and Port Kells next. The SBOT has hosted seminars on "Fraud Awareness" and "Counterfeit Products and Piracy." We are currently assessing the results of our crime survey as part of our up-coming campaign "Report the Crime - Everytime."

The team has submitted many resolutions on crime to the Canadian Chamber, with three under preparation on consistent truncation of credit card numbers, development of a national ID Theft Identification card for victims, and legislative adjustments to protect private information.

Environment: Melanie Houlden, Deputy-Chief Librarian
Surrey Public Library, Chair

Dealing a wide variety of issues including Global Food Issues and local food production including supporting a paper by Dr. Brent Mullin and Dr. Arthur Fallick of Kwantlen Polytechnic University outlining sustainable agri-food systems. We chronicle the environmentally positive success business stories in our newspaper, including profiles of Fraser Surrey Docks and

PW Trenchless Services. We want to develop a blue box program for businesses in Surrey; ensure the safety of hazardous waste disposal; and Stage 2 of an Emergency Response Plan with WorkSafe BC

Finance & Taxation: Eric Wilson, CA BDO Canada, Chair:

At the municipal, provincial and federal levels we comment on budget preparation and review budgets, upon presentation, for both the membership and the community at large. We participate in pre-budget meetings with the city's finance department, to offer business perspective and suggestions on these matters. Recently we offered comments on issues of pension liabilities as the population ages. The relationship here is strong and positive.

Our advocacy on the HST includes a survey of members posted on the website and an endorsement of the current rate. The team has developed feedback for the federal government on corporate group filing, and a resolution for the Canadian Chamber to re-establish, as a permanent program, the stimulus program to allow write off of computer equipment within the first year.

International Affairs: Mary Jane Stenberg, Kwantlen Polytechnic University, Chair:

We are developing an International Trade Centre, a first for chambers and boards of trade across the country. Currently 12 countries support the proposal and have MOUs under consideration with their home governments. In 2009 the SBOT took a delegation to China and this year went to India. This was highly successful and more are planned. The team also actively advocates for better processes for recognition (and remediation where required) of foreign credentials and expediting education visas for foreign students.

Social Policy: Penny Priddy, Consultant & Geoff Dean, Kwantlen Polytechnic University Co-Chairs

We are working for a resolution of education funding shortfalls in Surrey at all levels from preschool and all day kindergarten, through K to 12 and post secondary and trades schooling at both Kwantlen and Simon Fraser universities through the campaign, "Education Today Productivity Tomorrow."

Our positions and policies include, business and the

FROM THE CEO

Anita Patil Huberman



homeless, business and early childhood and literacy and numeracy, minimum wage legislation and a supply of apprentices. We've met with Education Minister Abbott and ministry staff in Victoria, and we are seeking tax reimbursement to cover all necessary text book expenses.

Transportation: Mark Erdman, Consultant to TransLink, Chair:

With the infrastructure improvements and expansions of the South Fraser Perimeter Road, Port Mann/ Highway 1 gateway projects, lobbying for the Patullo Bridge replacement, and participating in wide discussions around TransLink and the regional transit needs to improve the South Fraser Rapid Transit study, the Abbotsford Airport, the ports and rail services, and their replacement or upgrade. We lobby Canada Border Services on upgrading of the Aldergrove Crossing and participate in the border policy issues through the work of the Center for Canadian American Studies and the Border Policy Research Institute at Western Washington University in Bellingham.

The SBOT Board of Directors is very much concerned with assisting with Economic Development in the city, is developing a Business Help Line to assist businesses to obtain quick reference to resources to resolve business issues. The board has established an agenda to visit not only the Ministers and MLAs at the legislature in Victoria, annually, including the senior department managers to exchange views and build relationships

Finally, the Surrey Board of Trade will again visit Victoria to meet with Finance Minister Kevin Falcon and a number of senior officials with various ministries.

The advocacy side of the Surrey Board of Trade involves between sixty and one hundred people including the staff, directors and volunteer members who give of their time and expertise to make the Surrey Board of Trade one of the most effective advocates for business. For more information and to investigate participating in our advocacy programs, check out our website, or contact me, the Policy Manager Ray Hudson or any of the Team Chairs.



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David O'Sullivan

Everyone at some point has turned onto their favourite route to be confronted with disrupted traffic as a backhoe, a team of civic workers and a supply of barriers, blinking lights and flag persons attend to a trench being dug in the road to reach and repair or upgrade a sewer or water line or other utility. But the reality is that the traditional method of digging a trench is hugely time consuming, disruptive, and every expensive financially, as well as in terms of the energy expended.

What if you didn't have to do all that digging? There would be significant savings fiscally and environmentally. Trenchless technologies in most cases are the most effective method of repairing and replacing aging and failing infrastructure, and installing new infrastructure.

David O'Sullivan, is President of PW Trenchless, and director of the BC Chapter of the North American Society for Trenchless Technology (NASTT-BC) and he's been championing this method as one to save both the environment and the budget in doing this necessary work.

According to O'Sullivan the savings arise in two major areas when comparing trenchless technology to traditional open cut methods. The energy (carbon) saving is about 90% and depending on the trenchless method used, the cost savings range between 25% and 40%.

"In Vancouver they started to put in water systems about the 1880's," says O'Sullivan. "From that time, up to the 1920's, the pipes used were cast iron for water mains and clay for sewer pipes. Both of those products have a life span of about 130 years. That deadline is upon us. There was a hiatus in infrastructure building in a big way until the 1950's when they recommenced building sewer and water lines. The preferred pipes had changed too, and the product used then was asbestos-cement which had a significantly shorter life span, about seventy years. Now we have the original and the newer infrastructure expiring at about the same time."

"Of course, we're still installing utilities in a

very big way" says O'Sullivan. "but we've learned over the last thirty years, to use PVC and other plastic products which have a much longer lifespan. Never-the-less, we will have to replace all the old infrastructure, and it's going to be very expensive." Another consideration today is that it will generate an enormous amount of carbon dioxide if we proceed with the traditional construction using trenches.

"What you're trying to do is locate a pipe in an area of ground that is anywhere from four to twenty feet deep", says O'Sullivan. "The actual pipe area is very small, say a diameter area of one square foot, but you're removing about 200 sq ft of material to get down to the pipe. If the pipe can be replaced without moving all of that material including the asphalt surface, you eliminate all of the energy (most of it petroleum based) associated with excavating all that material."

O'Sullivan says, if we can reduce these without interfering with the way we live, it would be a much easier sell on the public. "When we talk about reducing carbon dioxide is, everyone thinks it's going to be more expensive and we won't be able to continue doing the things we've become accustomed to doing. But here we're offering a method of construction that will allow you to achieve the same results and yet have a much lower carbon footprint. As well in lots of cases it's actually cheaper. It's a win win win situation."

O'Sullivan estimates there is roughly \$50 billion of infrastructure existing, according to Metro Vancouver's numbers. So, given the hundred year lifespan for that product, that would mean replacement programs should be spending \$500 million a year just replacing existing infrastructure. Most of what people see on the streets is actually the installation of new infrastructure.

"Now, the vast majority of that \$500 million is actually the expenditure of moving dirt to get at the pipe, not the installation of the pipe, and we don't spend \$500 million. We spend about \$150 million

(annually) right now. Metro Vancouver is hoping to ramp up to about \$200 million in the next three or four years, but the vast majority of that \$200 million is actually spent on diesel to move dirt in and out of the excavations. If we can eliminate that we can eliminate a lot of CO2.

Measuring The Carbon Footprint

Working with a scientist at the University of Waterloo Ontario we developed a carbon calculator—so we could prove savings in trenchless operations of about 90% over open cut methods. In 2009, through SFU, with money from the National Research Council, we created a much more sophisticated calculator which is available on line now for anybody to use. Now our national association has teamed up with the research and development arm of the US Oil and Gas companies which are spending about half a million dollars improving it further. So our calculator developed in BC is now coming into use all over North America. It's also being looked at by various groups in the UK and

Germany.

As of next year, all of the cities of BC through the UBCM are aiming to be effectively carbon neutral in direct day-to-day operations. That means that operation of their ice rinks, sewage systems, trucking maintenance of roads and stuff like that will need to be carbon neutral. To achieve this, they will try to lower their carbon footprint as far as possible, and for what they cannot reduce, they will buy credits or off-sets from the Pacific Carbon Trust.

Construction is not within the mandate for their carbon neutrality, but by us developing a protocol, which is the next thing we have to do, we can generate a usable carbon credit that they can use internally and offset some of the other carbon generators of other operations. So that's the next phase that we're undertaking now.

For more information, photos of the processes and the free carbon calculator, please go to <http://pwntrenchless.com>.



Efficiency reduces environmental impact

- The Greening of Fraser Surrey Docks LP

Surrey's own, Fraser Surrey Docks LP (FSD), located in the northwest corner of the city, off River Road, it's the largest multi-purpose marine terminal on the Pacific coast of North America. This operation handles containers, break-bulk (non-container cargo), project cargo, and now bulk agricultural products, while pursuing versatility and efficiency, and working to be continually greener, according to Bill Wehnert, VP Sales & Marketing.

"Water is most environmentally friendly for cargo movement," he says. Ships are energy efficient, and come well inland to dock

at the port. Much of their cargo is transferred directly to rail, which efficiently reduces trucking activity and regional road congestion. Empty cargo containers can be stored right in the yard, instead of being trucked elsewhere. An online cargo management system reduces paper use and offers real-time information for customers. As Metro Vancouver grows, Wehnert expects there will be more business for FSD.

A tour of the yard by Brady Eno, Assistant Manager, Sales & Marketing, shows steady activity, and a variety of cargo in transit: containers, steel pipe, steel plate, spools of wire,

and packages of lumber, with containers and steel being the highest volume items.

Along the wharf, giant gantry cranes move the containers from ships to trailers towed by specialized trucks. Other equipment includes large forklifts. The yard layout puts the container area in the centre, with direct access to three berths serviced by the gantry cranes.

Shed 1, a new building, will hold bulk "agri-products" such as canola pellets and dried distilled grain, to be exported overseas for animal feed. A mobile conveyor system allows each ship to remain in position at the berth throughout the loading process.

Existing transit sheds around the property have been retrofitted with high efficiency lighting that automatically shuts off when not needed.

Another efficiency is at the container gate where trucks line up to present paperwork. No idling is permitted. Port Metro Vancouver maintains licensing rules that prohibit older, high emissions trucks from entering the yard. FSD's own fleet of pickups boasts automatic idle shutoff.



Bill Wehnert, VP, FSD

Environmental Impact

☎ continued from previous page

Probably the most visible investment FSD has made in saving energy is the purchase of a hybrid switching locomotive. A "Green Kid" converted by Railpower has been on the job here for seven years. Instead of a main engine, it packs a bank of batteries and a diesel generator. The Green Kid burns half the fuel of a conventional switching locomotive, and is significantly quieter. FSD is now trying out an electric forklift in the yard. Future "green" considerations include use of vegetable-based hydraulic fluid, Tier 3 standards compliance on building energy use, and regenerative engines running on ultra low sulphur diesel fuel for yard tractor trucks.

Port Metro Vancouver is working to preserve clean air and water, while lowering its carbon footprint at 28 terminals in the region by offering reduced harbour dues to shipping lines using lower emissions vessels. Their staff also check all docking vessels for overboard discharge, and inspect engine room logs.

Founded in 1962, FSD is a limited part-

nership that is part of Port Metro Vancouver. The authority controls the land, and the terminal holds a long-term lease on 150 acres. Both cooperate on marketing and infrastructure projects. Like most ports, this one is a major economic generator. It provides 80 to 90 direct jobs, with the claimed multiplied value of 4000 jobs, \$200 million in wages, and \$440 million in gross domestic product. The employees, including subsidiary Pacific Rim Stevedoring, handle an average of one deep sea vessel per day, moving cargo through direct connections to any North American destination via four major railways, and Surrey's truck routes.

Wehnert says, "At FSD, we've been able to offer long term employment, with a lot of pride and memories." It appears smart decisions are making the port operation increasingly more sustainable now and for the future.

David Conn, Surrey Public Library (retired) is a member of the Environment Team.



Aerial view of Fraser Surrey Docks

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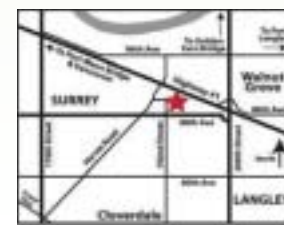
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Facebook, Twitter & LinkedIn – What's the Difference?

Ashish Gurung



Facebook, Twitter and LinkedIn are the three largest online communities (Social Media) in the world today. The offer platforms where you can create profiles, interact with others and network, and represent a serious purpose for your business.

Facebook, the largest social network today, is primarily a closed platform consisting of friends and family. You need mutual friendship acceptance before you can view other profiles. It is rich in media (photos & videos), contains meaningful connections and most importantly, optimized for sharing. Facebook's business solutions include Facebook Pages for Businesses, and Facebook Ads. Facebook Pages allows companies to create a public, and open Facebook presence. People on facebook may "Like" your company's page, and follow your company's updates. You may post photos, video and other updates to engage your potential customers. Facebook Ads are perfect to advertise to specific demographics – it'll segment ads based on gender, location, age, interests and many more. Facebook is best for companies targeting consumers.

Twitter is a micro-blogging network where users post text updates that are less than 140 characters. It's an open network where you're allowed to 'follow' people without their confirmation. Twitter is the best platform for conversation; the service is excellent for businesses professional to network with each other and to keep up with trends in their industry. Twitter allows you to monitor conversations around your brand, engage in your community, and reach out to customers directly. Twitter is very powerful in building strong

relationships with customers, whether it'd be enterprise

or consumers. By taking part in active everyday conversation with customers, you're building trust and credibility. Twitter: every business, and every entrepreneur, should be active on this. It's good for business, and great for building up your personal network and brand.

LinkedIn is the professional network. Your LinkedIn account is your online professional presence that connects you to others designed for the business professional. Your profiles consist of your previous work experience, your business connections and your recommendations. LinkedIn allows you to stay in touch and keep updated with your business connections, whether it be a former colleague or someone you met at a networking event. The service also makes it super easy for your connections to refer you to their network – making word of mouth marketing that much more powerful. LinkedIn: Every business professional needs to have a presence on. The connections you have on LinkedIn will be an invaluable network either in your current or future business ventures.

Next edition I'll explore some of the top questions and concerns about these media and the answers. **Tweeters – Start Your (search) Engines!**

Ashish Gurung is a 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 @ashishgurung.



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First Draw will take place on Saturday April 9th following the Canucks' last game of the season. Second Draw will take place after the Series 1 final game. Third Draw will take place after the Series 2 final game. Fourth Draw will take place after the Series 3 final game. One entry will be given per item purchased off the feature sheet or a Molson Canadian. No purchase necessary. Must be legal drinking age. Must be present to win. This contest will only continue as long as the Canucks remain in the playoffs. Only available at Lower Mainland Boston Pizzas. One BP gift card will be awarded per participating location. A total of four (4) Canucks hockey stalls with authentic signed jersey will be awarded amongst all participating locations including Molson Canadian. Vancouver's first and second draw will take place at the Vancouver Canucks Hockey House. Vancouver Canucks Limited Partnership and are used under license. All rights reserved. © Boston Pizza Royalties Limited Partnership, used under license. © Boston Pizza International Inc. 2010.



0511BIS

Cleaning Up Dirty Money

- Recognition and response to laundering money

Terrorism and international crime are in our faces every day, and it is natural for us to be smug, living in a civilized country that is comparatively peaceful. But the untold story about these images and events is the source of funding that facilitates them and the way laundering plays a frequent role in financing terrorism and organized crime that steals the life-blood of the our economy.

The reality is that money laundering is happening under your nose and you don't even know it! Small businesses have been and continue to be a factor in the process of turning "dirty" money "clean" by taking money derived from illegal/illicit activities and sanitizing (laundering) it so that the source of the money is disguised through conversion (often several times) into other forms of money and assets. Law enforcement agencies world-wide dedicate massive resources for tracking and seizing the proceeds of crime. Organized crime does not want to leave behind clear evidence of the proceeds of crime so every effort and strategy is used to cover

the trail as quickly as possible and move the proceeds of crime into the shadows - do what it takes to make dirty money untraceable.

The majority of small businesses are excluded from the list of those who are mandated by Canadian legislation to report suspicious transactions, so why should you as a business owner worry about money laundering? It doesn't mean your business will never be affected by money laundering, so it's all the more reason to be diligent.

Competition in businesses is normal and healthy provided that all operate on a level playing field. But businesses propped up by an injection of venture capital derived from drug trafficking creates an uneven playing field because such a business doesn't have to worry about making a profit when dirty money is laundered through its operations. Worse than unfair competition is the serious potential for drug related violence that often follows laundered money to the business next door which is guaranteed to drive away your customers.

In future issues we will look at how small business is involved in money laundering with:

- Actual examples drawn from Canadian and US cases
- Signs and symptoms and common explanations and excuses about the origin of money
- Know Your Customer (KYC) and establishing policies and procedures to combat money laundering, and once discovered what action you should take.
- How to report suspicious transactions and where to get more help

The Jeff Burton is author of *The Burton Report* at www.burton-report.com and is a member of the Crime & Justice Team, with assistance from Cpl David Reece, RCMP Proceeds of Crime Section.

Jeff Burton





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A Healthy Planet

Have you ever sat leisurely sipping a cocktail out of a plastic glass while on a flight to a sun destination like Cancun or Veradero? Did you know that during your flight one million of those glasses will be used on US airlines? That was an astonishing fact to Steve McClurg and Sharon Kurtz.

The fact that US airlines use over one million plastic cups every six hours, was one of the reasons they became founding members in the formation of Healthy Planet Earthware Society, a non profit environmental group dedicated to the education of the hospitality and travel industry on alternatives to petroleum based plastic disposables.

Kurtz, the founding President of Healthy Planet, is a veteran volunteer on several environmental campaigns. McClurg who honed his campaign skills in the political arena is "reformed" as he likes to put it and has become the Markets Initiatives Campaign Director for the organization.

A lot of people have asked why target the travel and hospitality industries?, said McClurg "The answer is simple, airlines and hotels are responsible for incredible amounts of waste but have the ability to tweak their marketing plans and make plastic glasses and containers a thing of the past", said McClurg.

Sharon Kurtz believes that if, "airlines allow customers to pay for their choice of seats, numbers of bags, and types of meals they should easily be able to allow for choice on whether or not they want their drink served in a biodegradable cup or a plastic one. "It's the same with hotels "she said. "Including an option for biodegradable cups is not difficult for them." It would also help makes them good cooperate citizens and environmental leaders.

Steve McClurg knows from past experience that focusing efforts on the market place will have a large impact. "Healthy Planet Earthware Society will work to educate consumers, airlines and hotel chains so that they are aware of the environmental impacts of using plastic cups and containers", said McClurg.

Both McClurg and Kurtz have a vision that not only includes wiping out the use of plastic cups and other destructive containers, but gives local communities the opportunity to gain thousands of sustainable jobs producing non petroleum based containers.

"There are companies, both locally and internationally that have perfected" the technology to compress cellulose fibres into biodegradable containers said McClurg" We could produce a lot of BC jobs because virtually any type of plant fibre can be used", he said.

In the next few months, this relatively new environmental non- profit plans to knock on the doors of some of the biggest users of non-compostable plastic and Styrofoam containers. They are pretty sure there will be laggards and leaders and their goal includes keeping consumers aware of who is committing to becoming an industry leader. A new website and campaign plan is in development.

For more information contact 778-773-9918

FOCUS ON INDIA

Immediate and Future Business Success from Mayor's India Tour

Calling it a significant step forward in building the business and civic relationships between the City of Surrey and those throughout India, Mayor Dianne Watts' ten-day Business Mission, took her to seven cities throughout India.

"Surrey has deep and strong natural ties to the people and the regions throughout India, and it was important for me to experience the country of India firsthand to fully understand those ties," says Mayor Watts. "This was a Mission about achieving economic success and jobs for Surrey, and fostering relationships between our companies and their appropriate business

matches in India, and I'm pleased to say that was achieved."

In total, four Memoranda of Understanding (MoUs) and a number of deals were completed or moved to final incubation stage, and the 24 companies represented on the Mission established strong relationships with potential partners in India. Over 110 individual meetings were held during the highly successful trip.

For companies such as Wok Box Fresh Asian Kitchens, a Surrey-based company, the trip yielded such positive results the company is looking at multiple offers from major Indian conglomerates to take the company country-

wide. Life sciences company bioLytical Laboratories secured an eight-hospital commitment for its rapid HIV testing unit. Simon Fraser University secured three MoUs in the area of student and faculty exchange and R & D agreements for groundbreaking technology invented by Dr. Erik Kjeang, with the SFU Mechatronic Systems Engineering Program in Surrey.

A number of the clean tech sector companies made significant progress towards MoUs or deals, and organizations such as Mantra Energy are in the final stages of negotiations. Surrey-based corporate services agency Oxus Nexus achieved a significant deal and is working on the details of a second to expand the company into India, and several promising relationships were formed in the wood and manufacturing sector and the film and entertainment sector of the visit.

In fact, due to the rapid development of partnerships during the trip, Mayor Watts asked the Consulate General of Canada to provide support to the Surrey companies in the area of local business service expertise to facilitate ongoing deals.

"We asked the Consulate General's office to facilitate technical and professional business services locally in India for our delegates after we started seeing



Surrey Councillors Tom Gill, with Linda Hepner and Barinder Rasode stand with Mayor Dianne Watts in front of the Golden Temple at Amritsar

such strong results after the second day," says Mayor Watts. Advanced matching and exploratory work prior to arriving in India has resulted in a number strong relationships coming together quickly.

"I'm pleased the businesses achieved early and mutually beneficial results with the companies they came to meet in India," says Watts. "We anticipate over the next several months we will see a number more deals come together. On behalf of the City itself Mayor Watts signed a MoU with the Mayor of the City of Jalandhar, Rakesh Rathmore, to establish relationships between the two cities in the areas of:

- Developing sustainability initiatives and emissions reduction strategies;
- Sharing information on clean energy systems;
- Building industry relationships to identify market opportunities;
- Sharing waste management practices;

- Identifying opportunities for academic partnership and R & D.

Thirty-two delegates representing 24 companies in the clean energy, education, wood and manufacturing, film and entertainment, life sciences, communications technology and business and finance sectors participated in the Mission.

The trip, from February 10 – 21 and included time in Mumbai, New Delhi, Bangalore, Chandigarh, Jalandhar, Ludhiana and Amritsar. During the time in Amritsar all four elected officials, Mayor Dianne Watts, Councillors Linda Hepner, Barinder Rasode and Tom Gill visited the Harmandir Sahib (Golden Temple) where all four were honoured by Temple officials who presented the delegation with sarpas, the highest honour that can be bestowed on visitors. This was a fitting culmination of the highly successful trip.



Mayor Watts signs one of the many agreements and MoU's while councillors Hepner and Gill look on.



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.

Bad News and Good News!

It's been awhile since we've had a chance to talk and it sounds like the whole world is in upheaval; the Japan earthquake and nuclear crisis, the Libyan action, the budget, problems over the US and whether or not they can even get a budget together. Is there any good news here?

Although there are some Canadian manufacturers and exporters still suffering, the good news is a higher Canadian dollar supports Canadian citizens because what it raises our purchasing power of imports. In other words, when we go off shore either to the US, Europe or over to Asia we're buying with a stronger Canadian dollar. Goods come in cheaper and that lowers our cost of living to what it would be with a weaker dollar and raises our standard of living. So a strong Canadian dollar I think is very

very good for Canada and really sends out a signal that Canada is one of the key places in the world where people want to put their money. And this is for very good reason: we have a sound banking system and we have stable government, despite the election, and we have just what the world wants in commodities and natural resources. So Canada is a magnet and the strong Canadian dollar is as a result of that.

Even if you're an exporter you still have the opportunity with the stronger dollar to replace equipment and all that sort of thing you may have to buy off shore.

And Canadian manufacturers have done that in significant measure. Now the downside of that is that factories have become more efficient with fewer employees and so

you see employees displaced by machines. This makes the factories more profitable but makes workers shift what they're going to do. I'm watching the employment numbers. Certainly they aren't where we would like them to be but it's better than a lot of other countries and employment is getting better in Canada so that shift seems to be taking place with some pain but taking place nonetheless.

How are the commodities markets looking to you? Japan particularly is going to need an enormous amount of material to rebuild and we are the provider of a lot of that kind of material?

Yes we will see changes in the Japanese infrastructure and yes they are going to need energy and probably lumber from Canada but they are going to end up doing a lot of things differently. They

may rely on China for a lot of what they need and the Chinese could be a big provider of infrastructure material. Remember, the Chinese not only produce within their own country, but they own a lot worldwide and China and Japan are big partners right now in a lot of manufacturing. Japan counts on China for a lot of remanufactured goods and components that go into the merchandise that they ship so it's going to be interesting to.

How do interest rates trends look to you going into the summer?

If I'm going to stand on one forecast our rates are going up. We're seeing it in the bond market you saw it in the mortgage market in the past couple of weeks. Canadian five year

Surrey Board of Trade commits to India by signing MOU's

- Establishes reliable on the ground partners

FOCUS ON INDIA

"I am very pleased that the Surrey Board of Trade is here with us tonight at the Canadian High Commission. I wonder why more Canadians are not coming in droves to become a partner in the development process of India. We as a people are very similar", said President of the Indo Canadian Business Chamber and GM India & Country Head at Air Canada, Mr. Arun Pandeya - Delhi, India.

The SBOT has set an innovative goal of establishing a Surrey International Trade Centre, the only one of its kind in Canada housed in a Board of Trade/Chamber of Commerce environment. It will bring together all of the international services a business

requires, through collaborative service providers and its international chamber/board of trade network. By establishing Memoranda of Understanding (MOU's) that detail each party as (a) promoting international membership with the SBOT (b) by having the SBOT as the first point of contact to establish business connections (vice-versa) (c) to promote Surrey businesses in India (vice-versa) and to identify opportunities for industrial and commercial cooperation between India and Surrey.

Five years ago, the SBOT went to China. In 2011, in this declared year of focusing on Canada-India Relations, the

Surrey Board of Trade, with the full support of the Canada-India Business Council, took 20 delegates to India – four-day cultural tour and the remaining 5 days focused on business.

During this trip MOU's were signed with the World Trade Centre – Mumbai, All India Industries Association – Mumbai, Electronics and Computer Software Export Promotion Council – Delhi, Associated Chambers of Commerce and Industry of India (ASSOCHAM) – Delhi, and the India Merchants' Chamber. These will help form the foundation of the Surrey Board of Trade International Trade Centre, which will become a



MOU with the World Trade Centre - Mumbai

hub for establishing and joining businesses from country to country, and help them find the right partner in this emerging market.

Delegates to India benefited from the rich connections of the President of the Canada India Business Council, Vivek Savkur. Coast Capital Savings, Canada's second largest co-operative bank, saw great opportunities with other cooperative banks in India in bringing business to both countries including meetings with the Shimrao Vitthal Cooperative Bank Ltd (India's second biggest bank in the cooperative sector), Exim Bank (a Indian government bank in the import/export finance sector), and HDFC Bank (India's premier commercial bank). Coast Capital Savings also met with Karanvir Bohra, a Bollywood personality, at the World Trade Centre in Mumbai where plans are being laid to shoot a film in India and Canada.

Bevco Systems, that provide innovative conveying systems for food and beverage manufacturing, met with Petals India Ltd, a leading manufacturer of high speed injectable machines for pharma and food industries and Sidal, that designs and fabricates bottling and packaging for the beverage industry.

Kwantlen Polytechnic University met with St. Xavier's College, SNDT Women's University, and the Welingkar

Institute of Management.

Hamilton Duncan Armstrong & Stewart Lawyers met with Nishit Shah & Associates Legal & Tax Lawyers, and Singhania and Sons - all looking for international affiliations.

Networking meetings for all of the delegates were strategically organized, by our industry and chamber of commerce partners, in such a way that presented additional opportunities for them. And now it remains to follow up. We will update our membership and business community on successes.

The Surrey Board of Trade is in the international trade business and here to stay. We are looking for the support of the federal and provincial government and private sector support to make the International Trade Centre in Surrey a reality. It will happen.

There is so much more information and so many more industries and contacts to alert you on, including our meeting with FICCI (the Federal India Chamber of Commerce). Everyone is keen and anxious to see the International Trade Centre become a reality. Please go to www.businessinsurrey.com to our International Section.

2012-Watch for the Surrey Board of Trade's Business Trip to Brazil and Costa Rica - another emerging market that will be connected to Surrey.



MOU with the India Electronics and Software Export Promotion Council



MOU with the India Merchants' Chamber

ECONOMIC UPDATE cont. from previous page

closed mortgages up .35 of 1%. That's the open market the place where business is done and has no government influence, no Bank of Canada influence and what the market traders are saying is interest rates are going up and I say we saw that as a reflection of the bond market that will work its way down into the Bank of Canada rate and I think that there's nobody more anxious to raise rates than the Governor of the Bank of Canada. He's got to do it prudently, July 19th should be the first time. Always a caveat, we have to be aware that there can be unforeseen things take place in this world I mean we saw what's happening in the Middle East but barring some kind of a super event I think interest rates will start a long slow climb this summer.



MOU with ASSOCHAM - association of all Chambers in India



MOU with the Indo Canadian Business Chamber at the Canadian High Commission



All India Industry Association New Gen Awards at the Taj Palace

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BEFORE U

Cloverdale Rodeo

➡ continued from page 1

Economic Boon for Surrey

Information taken from BC Statistics show that apart from the entertainment spectacle of the rodeo and country fair, the positive financial impact on Surrey and the province is enormous.

"Total spending by tourists attending the rodeo last year is estimated at \$1,010,000. Spending on food and beverages not purchased at the event (\$242,000) and accommodation (\$195,000) accounts for approximately 43% of total tourist expenditures. Of the total amount spent by tourists, approximately \$854,000 in spending is on goods and services (net of taxes) produced within BC.

Industries that produce goods and services used by tourists attending the rodeo contributed an estimated \$447,000 to the province's GDP. Another \$199,000 in GDP results from activities of supplier industries further along the supply chain.

Approximately 12 jobs are generated in industries directly supplying goods and services to tourists attending the rodeo while another 3 jobs were generated by indirect suppliers. Tax revenues associated with the activities of industries directly supplying goods

and services to tourists attending the event are estimated at \$53,000, with another \$30,000 generated by indirect supplier industries.

Direct employment for the operation of the Cloverdale Rodeo & Exhibition (477) includes both full- and part-time employees as well as a large number of hired contractors. Employment in supplier industries is estimated at 11, with another 4 jobs being generated in industries indirectly supplying the project with goods and services.

An estimated \$266,000 of GDP is generated directly by the event with an additional \$553,000 generated in industries directly supplying goods & services to the event. Further down the supply chain, another \$237,000 in GDP is produced."

Highlights for this year's rodeo and exhibition

Melenchuk said that along with the old favourites, they'll bring back the West Coast Logging Show and the Monster Truck Ride that was very popular. West Coast Amusements will feature four brand new rides that they'll debut for their summer season, and in addition to about 35 food vendors,



One of the world's best shows in rodeo is also one great business driver as estimates peg spending by tourists attending the rodeo at \$1,010,000.

White Spot Triple O is coming on sight this year. He also flagged that on the Sunday night there will be a free public concert featuring Doug and the Slugs. As well, we'll have wine tasting, and of course our Long Horn Saloon will be in full operation again this year. And something never done before, in the Stetson bowl, they'll show an outdoor family movie.

"Attesting to the credibility of our rodeo," said Melenchuk, "we invite the top 96 cowboys in the world, based on their final rankings for 2010. The invitations go out in January of each year, and at this point I think we have 94 of those 96 confirmed (about a dozen of those are Canadian). So we take that as confirmation that we throw one of the best shows in the world."

Write Off Computers In One Year

- Making Permanent the Accelerated Capital Cost Allowance for Computer Equipment



In the ongoing thrust of its advocacy, the Surrey Board of Trade will ask the federal government, through the Canadian Chamber of Commerce, to reinstate and make permanent, a temporary stimulus program instituted by them in 2009 to allow businesses to write off the cost of computer equipment purchases over a single year rather than the extended period of time as tax law currently allows. This temporary "stimulus" measure was very popular and particularly valuable to small businesses.

Capital Cost Allowances (CCA) rates are generally intended to reflect the economic benefit of the asset over time – i.e. over its useful life. The depreciation rate is intended to reflect the fact that depreciable assets contribute to earnings over a period of time and are not consumed in the year in which they are acquired. Given how quickly technology changes however, it would seem inappropriate to assume that computer equipment has a useful life and contributes to the earnings potential

of a business over a period of more than one year. Currently businesses depreciate computer equipment (fully) over a longer period of time, roughly a period of 9-10 years with most of the depreciation being taken within the first 3-4 years. This depreciation rate (even over 3-4 years) would appear to be inconsistent with the intended principal behind the CCA rates (i.e. depreciating an asset over its useful life).

But what of the impact of the proposed change on tax revenue, can Canada afford to let this continue? In a document prepared by Surrey Board Director, Steve Carreiro, a CA and partner with KPMG, he wrote:

On a \$1,000 piece of computer equipment, the difference in tax shield under both depreciation rates (assuming a general corporate tax rate of 26.5% the rate for BC for 2011) and a rate of return ranging between 2% and 5% is not significant. In summary:

- 55% depreciation rate - the tax shield ranges between \$250 and \$260

- 100% depreciation rate - the tax shield is about \$265

The tax shield represents the value of the tax depreciation in today's dollars to a corporation under certain assumptions. Conversely, it would also represent the lost tax revenue to the federal government as a result of permitting the depreciation deduction in the calculation of taxable income.

What the above example illustrates is that by comparison the lost revenue to the federal government in today's dollars is not significant. However, the benefit to a small business owner is significant from a cash flow perspective as they will get the immediate benefit of the tax depreciation deduction in the first year as opposed to spreading that benefit out over 3-4 years.

The Surrey Board of Trade will ask in a resolution: That the Federal Government permanently change the Capital Cost Allowance (CCA) depreciation period for computer equipment, to a period of one year (as reflected in the recent accelerated CCA program).

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ACROSS the BOARD

Congratulations



The City of Surrey has won the Canadian Award for Financial Reporting for excellence in governmental accounting and financial accounting for the 14th year in a row. The award was presented by the Government Finance Officers Association of the United States and Canada (GFOA) to organizations who demonstrate full disclosure in their annual financial report. **More Info:** Tara Foslien at 604-375-4584

The City of Surrey and the Surrey School District are partnering to reopen the former East Clayton Elementary School in September 2011 to help address overcrowding issues at Hazelgrove Elementary School in Cloverdale. The City will lease the East Clayton Elementary School building, which contains five classrooms, and the surrounding land to the school district from April 1, 2011 through to the end of June 2013. The facility will be used as an annex to Hazelgrove Elementary School. **More Info:** Tara Foslien at 604-375-4584

Community Savings Credit Union has been named one of Canada's top 100 best workplaces. The local credit union made the national list by cultivating a workplace culture that values its employees. In addition to an above industry average compensation package, Community Savings also places a strong emphasis on work-life balance. These factors have helped the financial institution to achieve one of the highest credit union employee retention rates in BC. **More Info:** Edward Dron at 604-637-5010 or edron@comsavings.com

The Tsleil-Waututh Nation and Surrey-based wind turbine manufacturer Endurance Wind Power announced a new partnership to bring renewable energy to First Nation communities at the Alternative Energy for B.C. First Nations conference in Vancouver on February 17. **More Info:** Brian Hanson at 604-579-9439 or bhanson@endurancewindpower.com

The German Canadian Congress, BC donated \$1,560 to support the SOS Children's Village BC Fostering Growth Program. **More Info:** www.sosbc.org

Nexterra Systems Corp., a leading supplier of biomass gasification heat and power systems, announced today that it has been named to the Rocket Builders 2011 "Ready to Rocket" list of B.C. clean technology companies. The list recognizes fifteen privately-held clean technology companies that are positioned to capitalize on clean technology and industry trends to achieve rapid growth and attract investment. **More Info:** www.nexterra.ca or www.readytorocket.com



Bill Rempel, VP and General Manager of Blackwood Partners, Central City, presented cheques recently to K.C. Gilroy, Coordinator of the Surrey Christmas Bureau (right) and Marilyn Herrmann, Executive Director of the Surrey Food Bank. Over \$3,600 was collected from a recycling program and a charity gift-wrap table. **More Info:** K.C. Gilroy at 604-581-9623 or coordinator@christmasbureau.com

The Surrey Christmas Bureau will be holding it's 2nd Annual "White as Snow" Gala Dinner on Friday, June 24 at the Mirage Banquet Hall in Cloverdale. "This is a major fundraiser for us," Chair Jaspinder Brar stated. "We count on strong community support to assist over 2,000 local families each year." Many levels of sponsorship are available and tickets are now on sale. **More Info:** K.C. Gilroy at 604-581-9623 or coordinator@christmasbureau.com

The Surrey Memorial Hospital Foundation has confirmed \$750,000 in new donations through their 100 Days to Give Campaign. The three leading donors of the campaign are Foxridge Homes – a Qualico Company (\$300,000), the Surrey Memorial Hospital Auxiliary (\$250,000) and the Surrey Firefighters Charitable Society (\$150,000). McQuarrie Hunter LLP has also pledged \$50,000 towards the campaign. Jim Pattison has donated \$5 million to the campaign, and the Foundation is looking to raise a further \$5 million. **More Info:** www.100days.smhfoundation.com or Jason Howe at 604-585-5666 ext. 778284 or Jason.howe@fraserhealth.ca

Announcements

Enjoy a fabulous day of music, dance and family fun Saturday May 28 at the 37th Annual Alexandra Festival. Explore the Family Fun Zone with your little ones, browse more than 60 artisans booths, enjoy non-stop entertainment on an outdoor stage, and don't worry about parking - take their free shuttle from the Crescent Beach Legion parking lot on 128th beginning at 11 am. Come back in the evening for the Festival Dance - always a sell-out! There's something for everyone at this family event by the beach. **More Info:** info@alexhouse.net or www.alexhouse.net

Analytic Systems has recently begun supplying products for a power system for the Shadow® Tactical Unmanned Aircraft Systems which are in service with customers including the U.S. Army and Marine Corps. **More Info:** Bill Walker at billw@analyticssystems.com or 1-800-668-3884 or www.analyticssystems.com

The BC Human Resources Management Association Fraser Valley Advisory Council would like to invite business owners and managers to Total Reward Strategies for Today's Market workshop on April 28th and to the Legal Symposium: Current HR Challenges – A Legal Perspective, on May 19th, both at the Sheraton Vancouver Guildford. **More Info:** Deborah Finlayson, CHRP at 604-531-5355 or www.bchрма.org

Save a rabbit this Easter with the Burn's Bog Society. "Adopt" a rabbit without the hassle of cleaning up the carpets. Other animals are available for "adoption" and all come with a personalized certificate. **More Info:** 604-572-0373 or www.burnsbog.org

Central City Shopping Centre is pleased to announce the launch of their new website. **More Info:** www.centralcity.ca

The Centre for Child Development will hold their 10th Annual Run, Walk & Roll for our Kids on May 15 at Bear Creek Park. The event will begin at 9:30am and is open to athletes of all abilities. **More Info:** www.cdfbc.ca/events or 604-591-5903 or info@cdfbc.ca

The City of Surrey kicked off the construction of the new city hall and community plaza building in City Centre on March 1. The new city hall will be located at 104 Avenue and University Drive. **More Info:** Tara Foslien at 604-375.4584

On March 3, the City of Surrey, along with the BCAA Traffic Safety Foundation, Police, the Middelaer Family and other community supporters launched the Back the Bus fundraising campaign in memory of Alexa Middelaer. Funds raised from the campaign will be used to purchase new, state-of-the-art mobile impaired driving testing units for use by all police forces in BC. **More Info:** Tara Foslien at 604-375.4584

Surrey is one of the most prominent communities represented in Green Zebra, the Lower Mainland's premier guide to sustainable living and coupon book for ethical deals. Space is now available in the 2012 guide, a powerful marketing vehicle for community-minded businesses. Published by TB Vets Charitable Foundation in support of BC hospitals, Green Zebra guide's broad reach will help you drive sales and expand your clientele, while telling your sustainability story. Sign up by June 10 or ask about their early bird special in May. **More Info:** www.greenzebraguide.ca/signup

International Market Access will be holding a full day seminar on doing business in the USA on May 12 from 8:30am – 4:30pm. Tickets are \$195 each or \$145 when you book in groups of two or more. Or, join the session after lunch for just \$75. Register

before May 6 to receive an additional \$25 off per person. **More Info:** Carol Jackson at 1-800-799-8848 or dbusa@ucantrade.com or www.ucantrade.com

The Board of Kinsmen Lodge is busing preparing to launch their Honouring Elders Fundraising Campaign – a half million-dollar initiative to purchase interior furnishings and equipment for the comfort and safety of Elders in their new building. The new facility, located at 96th Avenue & 137A Street, will open on January 1st, 2012. The Board is pleased to announce that Director Thomas Harding, Trial Lawyers Advocacy Group, has enthusiastically accepted the role of Cabinet Chair. Mr. Harding is currently forming his cabinet and invites members of the business community to contact him if they are interested in helping to Honour Elders with a gift of their time and expertise. **More Info:** Thomas Harding at tharding@tlag.ca.



Lantrax Logistics Ltd is pleased to announce that Andrea Paine has joined their team of truck freight brokers operating out of their Langley office. Andrea brings five years of transportation service experience to the organization. Lantrax provides error-free transportation of goods via inter-modal and over-the-road systems throughout North America. **More Info:** Andrea Paine at 604-514-4900 or andrea@lantraxlogistics.com.

Lafflines Comedy Club is moving into the historic 1927 Columbia Theatre in New Westminster. They are now officially Western Canada's largest Comedy Club in the newly refurbished theatre. They are planning to have a grand opening in the near future. **More Info:** 604-522-4500 or 604-525-2262

Morgan Creek Golf Course is looking for volunteers and sponsors for the 2011 Canadian Junior Boys Championship taking place August 1-5. **More Info:** admin@morgancreekgolf.com or 604-531-4653.

The 4th Annual NightShift Charity Golf Classic is this year taking place at The Redwoods Golf Course in Langley, on Tuesday, June 7. This fundraising event helps NightShift Street Ministries operate as it relies entirely on the goodwill and donations of individuals, organizations, churches and business to support people living in poverty or on the streets of Surrey. The all-new format starts early with registration at 9:30 am for an 11:30 am shotgun start. There will be an early-evening BBQ buffet and auction, with guest speaker Ryan Walter joining them over dinner. Early-bird tickets are available until midnight on April 28, for only \$199 per person (regular price \$230) and includes golf, cart, tailgate registration party and BBQ buffet. Dinner-only tickets are available at \$60 each. **More Info:** www.NightShiftMinistries.org or Carmen at 604-953-1114 or info@nightshiftministries.org.

NitroLube introduced Nitro-Steel and Nitro Cor-Seal this month. These are two new products to the market. Nitro-Steel is a Pure 316 Stainless Steel spray suitable for anything that requires high heat resistance and rust preventing on boats, trucking, equipment, vehicles, piping, fire walls and many other applications. Nitro Cor-Seal is a battery terminal and electrical components corrosion inhibitor that extends battery life and protects electrical connections from corrosion. NitroLube unveiled the products this month at the Lordco Auto Parts tradeshow with over 18,000 attendees at the Pacific Coliseum in Vancouver. **More Info:** www.nitrolube.com

The North Surrey Lions Club is embarking on a year-long project to raise money for the Surrey Memorial Hospital Foundation. They hope to raise a Mile of Toonies, which translates to over \$100,000 to provide the hospital with specialized equipment that will benefit us all. Prospera Credit Unions in Surrey is collecting funds on their behalf. **More Info:** president@northsurreylionsclub.com or toonies@northsurreylionsclub.com



Pacific Customs Brokers is hosting a series of educational seminars and workshops to assist business owners, importers, exporters, managers, CFO's, purchasers and shippers on topics relating to Canada and USA importing, exporting and

customs compliance. The series runs through June 2011. **More Info:** Yvette Fox at 604-538-1566, seminars@pcb.ca or www.pcb.ca/seminars

SOS Children's Village BC will be holding their fundraiser run on May 29 at the Richmond Olympic Oval Plaza. They aim to have over 300 runners and raise \$25,000. They are looking for major event sponsors, silent auction prizes, food sponsors, volunteers and entertainers. **More Info:** Lois Bouchard at glbouchard@telus.net or www.sosbcrun.ca

SOS Children's Village BC would like to remind you of their partnerships with Husky and Mohawk. SOS Children's Village BC has enrolled in their community rebate program and receives 2% of all purchases made at either Husky or Mohawk Stations. **More Info:** 604-574-2964 or office@sosbc.org

SOS Children's Village BC is looking for volunteers to assist with the Food & Wine Festival and the Parade of Trees. **More Info:** www.facebook.com/SOSChildrensVillageBC or development@sosbcorg.

SOS Children's Village BC will be hosting the 7th Annual Food & Wine Festival on September 22 at Eaglequest Golf Course (7778 152 Street). Join them for an amazing night of local and international wines, gourmet food from local restaurants and artisan food merchants, silent auction and entertainment. Tickets are \$60 each or register for VIP tickets for \$100 each. **More Info:** 604-574-2964 ext. 228 or lizharris@sosbc.org

Grab a bite at Boston Pizza and 10% of your bill will be generously donated to SOS Children's Village BC! Keep your receipts from Boston Pizza at #600 - 6486 176th Street in Surrey and mail them, or drop them off at the SOS Children's Village BC office. They will be submitting receipts monthly for this great fundraising opportunity! **More info:** www.sosbc.org

The Surrey Board of Trade will be participating in the Heart & Stroke Foundation's Big Bike Fundraiser on May 18 at 10:45am. Help us meet our fundraising goal or join our team! Donations can be made online or at our office (101-14439 104 Avenue, Surrey). **More Info:** Heather Scragg at 604-581-7130 or heather@businessinsurrey.com.

The Surrey Passport Canada office has moved to the Central City Shopping Centre at 10153 King George Boulevard. Their new hours will be from 8am – 4:30pm Monday to Friday. **More Info:** www.passportcanada.gc.ca or 1-800-567-6868

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

FEBRUARY:

Abbsry Tires Fleetwood
Boston Pizza Guildford
Boston Pizza Newton
Canadian Mortgage Experts
Desjardins Financial Security Independent Network
Envision Credit Union - Fleetwood
Fintastics Cuts for Kids
HSBC Canada - Panorama Location
Invigo Marketing Systems Ltd.
It's Your Move - Say No to Boxes
James L. Davidson & Company
Jans Custom Upholstery
Jelly Delight
Jerred Kostashuk - Student Member
Kal Inspection & Truck Repair Ltd.
Neil Maharaj - Consultant
Nicky Cheung - Student Member
Pam Tennant - Student Member
Perminder Chohan of Desjardins Financial Security Independent Network
Ravi Bhindi of Coldwell Banker Vantage Realty
Right Trucks Sales & Service Ltd.
Simplex Home Design
Soaring Spirit Counselling and Psychotherapy
Trans Global Logistics Inc.
Tutor Doctor - Fraser Valley

MARCH:

Abbotsford Entertainment & Sports Centre
Aspen Planers Ltd.
Charter Bus Lines of British Columbia
David Conn - Retired Member
Earls Restaurant Guildford Ltd.
Gaganz.com Services Inc.
Green Land Enterprise Ltd.
Incentu Solutions Inc.
Jenish House Design Limited
Jetko Import & Export Inc.
Jibinfo System Inc.
Keith Alton
Lions Parking Ltd.
Lower Mainland Down Syndrome Society
Murray Latta Progressive Machine Inc.
Newton Whalley Hi-Way Taxi Ltd.
Precision Plating Ltd.
Rose's Frozen Foods
Sabzi Mandi Supermarket
Safe Harbour Infomatics
Sukh Johal
The Co-operators
The Rotary Club of Surrey
TMG The Mortgage Group
Top Local Rankings Inc
Virk Law Group
Wireless World
Wise Owl Montessori Childcare Inc.

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 al levels of government.

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

ONGOING SPONSORS

Sheraton Vancouver Guildford Hotel 604.582.9288
Official event sponsor for the Surrey Board of Trade.

Arts Council of Surrey 604.585.2787
Official artwork supplier for the Surrey Board of Trade office.

Canadian Springs 604.764.0608
Official supplier of bottled water for the office

One Bean Coffee 604.897.6551
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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

June 9

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

June 23

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

Sessions are 60-90 minutes in duration,
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