Port Mann Bridge Less Than A Year Away

The Surrey Board of Trade has begun the year in the same busy fashion as it completed 2011, and with the economy still the main focus, advocacy is more important than ever.

City of Surrey Financial Plan:

The SBOT has submitted a letter to Surrey Council commenting on the new city budget. As it has for several years now, the Surrey Board of Trade held a number of meetings with the Manager and senior staff of Surrey’s Finance department to discuss the city’s budget and offer observations on:

1. Growth of expenses: relative to population and inflation growth.
2. Municipal taxes for business: the business to residential ratio is among the lowest in Metro Vancouver (see separate story) and needs continued review, however the SBOT does not support moving from 70-30 to 60-40 until the assessment base for Business Class 6 is further developed over the rate of growth of change in Residential Class 1.
3. Pension Costs: with the on-going aging workforce, this will be a challenging area of management over the coming years to ensure that adequate funding is maintained.
4. Roads: Traffic and Utilities: along with the population, roads and other infrastructure is aging and good management of this portfolio is a must to support the needs of business as well as the general population.
5. Build Surrey Program: supported by the SBOT because it builds focus and jobs, attracting residents and businesses to Surrey. Detailed recommendations for the 2012-2016 City of Surrey Financial Plan is at www.businessinsurrey.com.

Community Gaming Funds - Impact for Not-for-Profits:

The “Tripplett Report” on Community Gaming funds was released and was supported by the SBOT which recommended that the base of $135 million was affirmed, the government should rebuild the original $156 million fund as economic recovery allows, as the work of the agencies funded by these monies is a major piece of the economy.

BC Tax Review Panel:

Your SBOT applauded the long awaited announcement of the appointment of the Tax Review panel, while the government is dealing with the HST.

“We are certainly willing and able to assist the panel or participate in any future processes in bringing a simpler business tax system into play,” said CEO Anita Huberman. ‘The sooner we can get this done and the HST removal accomplished, the better it will be, not just for the business community, but for the entire province. We also need to have the Transitional rules back to PST/GST’”

Meeting with Minister of State for Democratic Reform, Tim Uppal

Minister Uppal afforded the attending members the opportunity to comment on a wide ranging number of topics from tax and EI Issues to the Canadian Justice system and the need for judicial accountability. The minister briefed the SBOT on the changes they are planning or underway with Senate reform, increasing the number of MPs and much more.

The SBOT Met With National Revenue Minister Gail Shea

Advocacy issues presented to the Minister by Surrey businesses included: Repaying the $1.6 billion HST incentive, eliminating the federal debt by 2015, the federal government’s commitment to small business as Canada’s economic engine by reducing red tape and tax reductions, changes in the Capital Gains Tax, EI issues, a new infrastructure funding program for business, Scientific and Research Development tax credits and other tax credit programs, CRA issues, and access to capital for business.
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Ralph Semple, Imagine Laserworks Inc.

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Steve McVittie, The Celtic Treasure Chest

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Navaiz Chaudhry, 4 Pillars Consulting Group

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Surrey and South Fraser will likely outperform others in Lower Mainland

— by Jock Finlayson

Although 2011 started on a strong note, rising oil prices linked to political unrest in North Africa and the Middle East, Japan’s earthquake and tsunami, and multiplying worries over sovereign debts and fragile banks in Europe combined to dampen the global recovery. Preliminary data suggest the world economy grew by 3.5 percent last year, down from almost 5 percent in 2010. As we enter 2012, the skies remain cloudy. In Europe there is a risk that the monetary union and single currency established a dozen years ago may unravel in the teeth of severe financial market and banking system distress. Best case scenario, most of Europe appears destined to endure a mild recession in 2012. What about the United States, the destination for half of British Columbia’s exports? A lackluster recovery has been underway there for two years. Recent months have brought better economic news, with surprisingly strong reports on housing starts, jobs, consumer spending, and industrial production. Indeed, in the fourth quarter of 2011 US real GDP growth may have reached as high as 3.5% measured on an annualized basis. But looking ahead, America is bound to feel the pinch of a Eurozone recession, further balance sheet repair by debt-added households, and the impact of fiscal austerity by various levels of government. The US economy is set to grow in the vicinity of 2% after inflation this year, not enough to make a big dent in the nation’s high unemployment rate.

The picture is brighter in the emerging markets (EMs) that have been powering the world economy since 2006. Despite some slowing in China and India, Asia as a whole should post real economic growth of 5% in 2012, with Latin America not too far behind. Collectively, the emerging markets will soon account for half of world output. The rise of EMs heralds an historic shift in the distribution of global spending power, with significant ramifications for BC and Western Canada. Against this backdrop, 2012 is likely to be a mediocre year for Canada and BC. A softer global economy will limit export gains, even if the prices for some of our commodity exports stay relatively buoyant. The value of BC’s exports should climb by 8-10% this year, a decent showing, but not enough to offset sluggish conditions in other parts of the economy. The job market will support small-scale gains in employment and wages, as consumer spending downshifts and some businesses become cautious in the face of volatile financial markets and a turbulent international economy. Housing starts should roughly match 2011 levels, running near 25,000 on an annual basis.

Consumers in BC (and indeed all across Canada) are increasingly tapped out, after years of heavy borrowing, aggressive home-buying, and dwindling personal savings. The ratio of household debt to income now exceeds the level found in the US, with BC saddled with the highest debt-to-income ratio in the country. By any measure, the fundamentals for household spending have deteriorated. Since consumers drive more than two thirds of economy-wide spending, this is bound to weigh on top-line GDP growth going forward.

Add it all up, and real GDP in the province is expected to advance by 2% this year, down slightly from 2011. Job growth should be in the range of 1.0-1.5%.

Surrey and other south of the Fraser communities will probably outperform the rest of the Lower Mainland on most key economic metrics (job creation, housing starts, retail sales, and business capital outlays). Surrey, in particular, continues to attract a disproportionate share of investment in the Metro Vancouver region, thanks to lower land costs, a relative abundance of industrial land, and competitive taxes. As economic conditions gradually improve in the United States, Surrey should also benefit from its proximity to the border.

Jock Finlayson, a director of the SBOT and Vice-President and Chief Policy Officer for the Business Council of BC.

Discovering Endurance Wind Power

Our province may be best known for shipping gas, coal, lumber and paper, but Surrey can also boast exports from clean technology manufacturers.

Endurance makes a range of induction wind turbines for distributed power generation. Using no batteries or inverters, they connect to an existing utility grid. The units are medium-sized, rated from 5 to 50 kilowatts, to suit farms, hospitals, schools, industrial complexes, or small communities. These turbines can generate clean power for sites and send surplus electricity back to the grid, reducing utility costs or providing extra revenue for the owners.

Roderick Brost, Vice-President of Global Sales and Marketing, led a tour through Endurance’s factory. Spaces include a stock area, an electronics room, and an assembly hall. Endurance prefers to control the whole assembly process, and although parts are sourced worldwide, all electronics and controls are put together here, even though it’s more expensive than subcontracting the work. Brost points out, "Our blade design is proprietary, and it offers the largest swept area in its class." Overhead cranes are used to build and test the large turbine subassemblies. As Brost and Sales Engineer Dave Burgess show off a completed nacelle, the scale becomes clear: when installed on its tower, a technician will be able to climb inside to perform maintenance. And speaking of large, the rotor for this nacelle is 19 metres in diameter.

Brost says Endurance competes with other manufacturers by featuring production efficiency, quiet operation, and a comprehensive warranty. The company’s research and development commitment employs a number of engineers. Test turbines constantly operate in Quebec and Utah, gathering data under challenging weather conditions.

Brost says that Europeans and Americans are their key customers because of high utility rates, feed-in tariffs, or other government incentives promoting clean energy. The U.K. is offering significant nationwide incentives for producing renewable energy. Similarly in the U.S., sales are benefiting from various federal or state incentives and tax credits. Endurance is also seeking new opportunities through a rapidly expanding worldwide distribution network.

Asked about the business climate here, Brost notes, "We’ve had nothing but green lights and open doors. We are proud to be Canadian and Surrey-based." Endurance Wind Power with over 60 employees, operates a 6700 square metre facility located in South Surrey industrial park. Because much more growth is expected, Endurance will probably move into larger quarters nearby, and has plans to add a secondary assembly plant in the U.K. Locally, the company is partnering with the local Tsleil-Waututh Nation to produce wind power with First Nations across the continent.

Two years ago Endurance, led by CEO Glenn Johnson, won a Business Excellence award from the Surrey Board of Trade. This year the company was named to the "Ready to Rocket" list: one of fifteen privately held B.C. clean technology companies poised for rapid growth.

"Endurance is just one of the local clean-tech companies seeing substantial growth," said Brian Hanson, Sales and Marketing Coordinator. "Surrey is becoming a hub for firms like this. Our growth is an indication of the evolving worldwide mindset to build sustainable and environmentally-friendly economies."

Wind turbine nacelles prepared for shipping.
"Kids today!" “They just don’t have the work ethic we had!” “They don’t know what work is!”

If you’re like me, these are statements you’ve heard from other adults in the Boomer or even Gen X generations, or maybe you’ve even said these words yourself.

The next generation ("Millenials or "Generation Net") are a sometimes bewildering group of young people who seem to act contrary to most values that a Boomer embraces. Wikipedia (2010) defines a "Millenial" as someone who was born in the late 1980s, early to middle 1990s, or even as late as the early 2000s. This means that the high school young and university graduate knock- ing on your door (or more precisely, applying to your Workropolis posting) falls firmly in this generational category.

As President of the Surrey Board of Trade, one of my goals is to connect young and student millennial entre- preneurs and innovators with the business community to do three things: 1) to provide mentorship opportu- nities and for young people seeking to enter business; 2) to foster a cross generational dialogue that will build understanding between entrepreneurial generations and 3) to connect youth to the Board of Trade so that our organization will continue to grow and prosper as our generation retires.

As a Boomer whose day job is at a university and whose real job is as the parent of a Millenial, I admit that I am often as bewildered as anyone by some of the attitudes and acts of their generation. As President of the Surrey Board of Trade, one of my goals is to connect young and student millennial entre- preneurs and innovators with the business community to do three things: 1) to provide mentorship opportu- nities and for young people seeking to enter business; 2) to foster a cross generational dialogue that will build understanding between entrepreneurial generations and 3) to connect youth to the Board of Trade so that our organization will continue to grow and prosper as our generation retires.

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As you can see, employing (or even living day to day) with a NG can challenge just about every paradigm many of us grew up with. The task for us as employers is to take a hard look at our work places and perhaps use some tough questions. “Is it really necessary to have someone at a desk in the office 8 hours per day if the job still gets done?” “Does a working team really have to work in a boardroom, face to face?” “If the tasks are well done, does it matter what process was used?”

These and other questions of employer and workplace flexibility are things that we will all need to examine as we welcome the Milenials into our businesses and organizations.

**2012 Business Resolutions**

It is 2012 – the much anticipated year of good change. And life is NOT going to end in 2012. The question you want to ask is how you will make the year to remember for your business.

Here are a series of resolutions that will bring you to your vision with your employees and encourage you to decompress on your own terms. Where we might go for coffee or chat with a co-worker, they want to go on Facebook or a gaming site.

1. **Evaluate your Prices:** Evaluate your cost of doing business and re-price your pricing.
2. **Get a Grip on Your Finances:** Resolve to talk to your accountant about other tax breaks for your business.
3. **Get and Stay Focused:** In order to succeed, know what you want, choose how you are going to get there and then stay focused on achieving your objectives.
4. **Get Your Employees More Involved:** Share your vision with your employees and encourage them to adopt it as their own. Make sure they understand their role and the benefits they’ll enjoy as a result of their efforts.
5. **Think Strategically, Get Creative:** Set aside time each week to think about new ideas and initia- tives for your company. Brainstorm with your staff on “crazy” ideas for the business – some of them may not be so crazy after all.
6. **Know and Appreciate Your Customers:** Find out who your customers are, how they can be cate with them and what they need from you. Something as basic as a good old-fashioned “thank you for your business” can go a long way.
7. **Read More, Learn More:** Take the time to read books, newspapers, and magazines. Information is power and can affect your business by helping you to provide value to your customers, inspiring new ideas and leading to new prospective markets to expand your business.
8. **Upgrade Your Technology:** Commit to make technology second nature in all aspects of your business and reap the rewards over the long term in on-the-job ease, efficiency, profitability and enjoy- ment for you and your employees.
9. **Expand Your Online Marketing Presence:** It is a great way to promote your business and sell your product or service. Don’t abandon tradition- ally effective tools. Continue to create and distrib- ute brochures, newsletters, postcards, fl ers and advertise in print about what you have to offer. One message delivered in multiple ways can more effectively grab the attention of customers and potential clients.
10. **Consider Partnership Marketing Opportunities:** Partner with associated compa- nies so that you can share information, clients, and opportunities. For example, if you run a wine store, think about cross-marketing with a gourmet foods store. Link to each other’s websites and increase the service and excitement you currently offer your customers.
11. **Bring Balance and Fun to Your Life:** Don’t lose sight of the joy of being your own boss by becoming a slave to your business. Take time for a vacation this year and insist on scheduling time to spend with your family and friends.
12. **Establish a business network:** Connect with local businesses. There are many ways to ben- efit from your network – it all starts with an active effort to expand and activate your network. A good way is by joining the Surrey Board of Trade, a great networking vehicle for your business (www. busi- nessinsurrey.com).
13. **Use employee training to retain top talent:** Devote time to retraining staff and correcting bad habits. Schedule weekly seminars to teach your employees every asset of the business and strength- en necessary skills.
14. **Re-evaluate all suppliers in search for the best prices and service:** Make it a point to find the best possible prices without sacrificing quality.
Largest Ever Hospital Expansion
- SMH Foundation Launches Campaign
  - Critical Care Tower builder EllisDon takes on leadership role

Surrey Memorial Hospital Foundation will raise $10 million in support of the single largest capital investment in health care ever made by the BC government.

The Building Foundations Campaign is a three year fundraising effort to coincide with construction of an eight-storey Critical Care Tower, the centre piece of a $512 million expansion and redevelopment of Surrey Memorial Hospital.

"Surrey has a long and rich tradition of supporting this hospital," says SMH Foundation President and CEO Jane Adams. "This is such a significant expansion of Surrey Memorial that it will no doubt inspire our donors to help make sure we can open the Critical Care Tower with the very best in equipment."

The Building Foundations Campaign is the Foundation's latest fundraising drive, following completion of a campaign to support the new Emergency Centre that will open in the Critical Care Tower and the 100 Days to Give Campaign that matched a $5 million donation from BC entrepreneur Jim Pattison.

EllisDon, one of the largest building contractors in Canada and a leading member of the consortium building the Critical Care Tower, has taken on a leadership role in the Building Foundations Campaign. The company will help raise $1 million from the construction industry.

"Surrey's rapid growth has been good for many companies in our industry," says EllisDon Vice President and BC Area Manager David McFarlane. "I would encourage all our colleagues to give back to the community by supporting health care."

The new Emergency Centre will open in 2013 while the rest of the Tower will be ready in 2014.

"The expansion at Surrey Memorial, along with the recently opened Jim Pattison Outpatient Care and Surgery Centre, total close to three-quarters of a billion dollars in new health infrastructure in Surrey," says BC Health Minister Michael de Jong. "These are major additions to the region."

"Our city's population has been among the fastest growing in the country for many years now," says Surrey Mayor Dianne Watts. "The expansion currently taking place at Surrey Memorial Hospital will help it keep up with the health care needs of our residents."

"We're adding 151 beds to Surrey Memorial, which includes a 48-bed neonatal intensive care unit, as well as a much larger Emergency department, specialized medical units, even hundreds of new parking spots and a rooftop helipad," says Fraser Health President and CEO Dr. Nigel Murray. "We'll be able to train more new doctors and expand our capacity to conduct research, both important factors in recruiting health care professionals."

Established in 1992, Surrey Memorial Hospital Foundation has raised more than $55 million to purchase medical equipment, fund innovative programs, and support training and research.
Companies are competing nationally.

A BC Finalist in Canada’s 50 Best Managed

has produced and shipped a record number of

high performance power conversion products,

A community airport facility.

The trophy is
certification.

their AS9100 Aerospace Quality Management

The award recognizes outstanding leadership in

General Crime Prevention and Community

Safety Award

The City of Surrey employees raised a record

of T rade

has announced that after a

Surrey Libraries

and the

McQuarrie Hunter LLP proudly announces three new lawyers have joined the firm.

The Fraser Valley Real Estate Board celebrated its 90th

ancy on October 19, 2011. They have
gone through 5 name changes and created the

The second year that their tournament has sent

tournament, raised $22,000 for the

Surrey Food Bank

$2800 and donated over 700lbs of food for the

More Info: Eileen Lao at Eileen.lao@success.

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the non-profit public sector category, presented

by BC Business Magazine. Lynda Pascareta at

president@mbc.bbb.org

The City of Surrey and the Crime Reduction

Strategy were the recipients of the 2011 Solicitude

General Crime Prevention and Community

Safety Award in the local government category.

The award recognizes outstanding leadership in

the area of promoting and implementing crime

prevention and community safety strategies.

After 21 years of service, Bruce Cook, President and CEO of Community

Savings Credit Union, retired January 1st. Doug

Evensen has been named to succeed him. Pravin Nanotam has been

promoted to Assistant

President of Business

Development.

Edward Dron at edron@com-
savings.ca

Surrey Libraries has announced that after a

nation-wide search, Melanie Houdsen has been appointed as the new Chief Librarian. Melanie has

replaced Beth Barlow, who retired at the end of

December. www.spl.surrey.bc.ca The Fraser

Valley Real Estate Board celebrated its 90th

anniversary on October 19, 2011. They have
gone through 5 name changes and created the

MLP system, which is the most important and influential development in the industry. Laurie

Dawson at www.fvreb.bc.ca

The Comfort Inn & Suites Surrey hosted a fundraiser, in partnership with the Surrey Board of Trade and the Leader Newspaper to ‘Stuff

the Bus’ for the Surrey Christmas Bureau. An

total bus was filled and

over $1000 was raised to

the organization. More Info:

Roop Kooner at roop@comfor-

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• Inspect Front Chassis
• Check Exhaust System
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