

# BUSINESS<sup>in</sup>SURREY

FROM THE SURREY BOARD OF TRADE

VOL 5 \* NO 2 \* APRIL/MAY, 2012



SURREY  
BOARD OF TRADE

## EVENTS

**APRIL 11**  
**2 - 7 PM**  
**5th Annual Fraser Valley**  
**Business Showcase**

**APRIL 18**  
**8 - 9:30 AM**  
**Business Before Business**  
**at Guildford Town Centre**

**MAY 4**  
**7:30 AM - 2 PM**  
**Tour of Industry**

**MAY 25**  
**7:30 - 9:30 AM**  
**Surrey Children's Festival**  
**Breakfast**

**MAY 29**  
**5:30 - 8 PM**  
**Surrey's Top 25 Under 25**  
**Awards**

**JUNE 14**  
**12:30 PM Shotgun**  
**Annual "Fun in the Sun"**  
**Networking Golf Tournament**

**Details and registration**  
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## Women in Business Awards – 5 of Surrey's Best



Winners of the Third Annual Surrey Board of Trade Women in Business Awards are: (from left) **Leadership: Ellie King**, Artistic Director of the Royal Canadian Theatre Company; **Entrepreneur: Kim Russell**, Owner Partner of the Canadian Tourism College, President Surrey Campus; **Professional: Vivienne Wilke**, General Manager of the City of Surrey Finance & Technology Department; **Corporate: Amy Hennessy**, Community & Aboriginal Relations Manager, FortisBC and **Not-For-Profit Executive: Kathleen Kennedy-Strath**, Chief Executive Officer of Kinsmen Lodge. In addition to those awards, **Bonnie Burnside**, (inset) with the Downtown Surrey BIA was presented with the Community Achievement Award.

Photo by Ray Hudson

## CommunityLINK funding doubled – At Last!



The Surrey Board of Trade (SBOT) has remained steadfast in its insistence that the BC Government rectify an egregious imbalance in the funding of the needs of disadvantaged, "vulnerable" students from "inner-city" type circumstances, through the CommunityLINK Program. The provincial government program is specifically designed to support vulnerable students in academic achievement and social functioning.

The Surrey Board of Trade (SBOT) has remained steadfast in its insistence that the BC Government rectify an egregious imbalance in the funding of the

Each year the SBOT demanded an end to the funding imbalances which saw Surrey receiving \$50 per student as opposed to Victoria at \$192 and Vancouver at \$158 per student. At last, the provincial government has moved to rectify this problem, and the Surrey Board of Trade applauds the Government and Department of Education in Victoria for increasing the allotment for Surrey of \$3,825,564 by \$3,295,640 to now total \$7,121,204, an enormous increase!

"This is only part of the funding," said Dave Hayer, MLA for Surrey-Tynehead, when contacted by Business In Surrey. "Things will get better each year until it balances out. So the ministry said okay, let's try to put a big chunk of money into the areas which are under-funded and Surrey got the largest amount."

Hayer credited the work of the Surrey Board of Trade, along with the school trustees, PAC (Parent Advisory Council) members and Surrey Mayor and Council.

"We recognized something that needed to be fixed," Hayer said. "The Minister (George Abbott) came to Surrey, he listened to the problem after which he was able to find a solution to provide a fair level of funding to redress a long-standing imbalance."

Hayer went on to say that over the summer they were hoping to see the start of the construction of some of the school projects promised by Premier Clark (with \$120 million) last October at Hazelgrove Elementary School to build new schools in Surrey and start removing the large number of portables attached to virtually all Surrey Schools.

## SBOT TO TAKE THE ECONOMIC PULSE OF SURREY

Much of what shapes our society, indeed much of our world is the result of intelligence gathered through polling. It's used to find out who's hot and who's not in the political arena, what kind of peanut butter we like and everything else that can be imagined.

Sampling opinions of businesses provides a very useful window on how a specific community or constituency feels

about certain topics (in this case) if the folks are feeling optimistic (or not) about the economy – at the various levels of government from municipal to federal, is debt too high, what are the challenges and opportunities facing our economy from our local point of view?

And that's the point. The idea of this survey is to find out how our Surrey business people are viewing the economy. And

more, we want to send the survey out each spring and fall from now on so that we can monitor the perceptions of the Surrey business community for years to come.

It isn't complex, and may be completed in about ten minutes – longer if you avail yourself of offering feedback and opinion in the "comment" boxes. Never-the-less, we feel it is important to know what the local business pulse is. The identity of the

participants of this survey is guaranteed (although identity is asked in order to ensure the veracity of the information).

So please help us (to help you) out. You will receive the survey link by email, however if you want to encourage some of your friends and non-members to participate as well (and they are welcome) pass along this link: <http://www.surveymonkey.com/s/NNZVXT8>.





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# Surrey Board Of Trade Business & Families Position Paper

- Surrey Board of Trade says a New Deal for Families is needed to help business

## FAMILIES WITH YOUNG CHILDREN ARE BEING SQUEEZED

Canada has become a country in which it is far harder to raise a young family, even though the country's economy has doubled in size since the mid-1970's, producing on average an extra \$35,000 per household. Despite this additional prosperity, the average household income for young Canadian couples has flat-lined (after adjusting for inflation) even though the share of young women contributing to household incomes today is up 53 per cent. With their stalled incomes, young families must pay far higher housing prices, which increased 76 per cent across the country since the mid-1970's.

The generation raising young children today is squeezed for time at home, squeezed for income because of the high cost of housing, and squeezed for services like child care that would help them balance earning a living with raising a family. Yet, international comparisons consistently rank Canada among the worst industrialized countries when it

## comes to investing in young families. THE CONTEXT FOR SURREY

### Growth & Diversity

Surrey is a young city that is growing at a phenomenal pace of 900 new families per month. Population projections depict that the overall population will increase from 483,260 in 2011 to 578,830 by 2021 – an increase of 95,570 people over a 10 year period. More than 41% of all refugees to BC reside in Surrey.

### Surrey has the Most Children: the Most to Gain & the Most to Lose

With the largest number of children and youth than anywhere else in B.C. (approximately 110,000 as of 2006 census), Surrey's school district has experienced unprecedented growth with 873 new students enrolled in 2011 for a total of 70,018 students in 127 schools, of which 38,662 are in elementary schools.

### The Links between Affordable Housing – Family Debt & Child Care

Households in this province paid 9.4% of their disposable income to service debt interest payments.

In 2010, Surrey ranked #4 in the "Top

Canadian Investment Cities" study by the Real Estate Investment Network. In 2009, Surrey was named the #1 place in BC to invest in real estate by the Real Estate Investment Network.

By contrast, based on the 2006 census we know that:

- There were 103,210 Surrey families living in poverty
- We have high transiency rates with 4 of 7 neighborhood's having 18 – 20% of renters who moved within the year.
- There are 10,430 renter households in core housing need with a median income of \$20,591
- The most recent Early Development Index (EDI) results for Wave 4 (2011) reflect the increasing stress on families where overall vulnerability rates for children in Kindergarten have increased from 28% to 32% in Surrey- White Rock.

Based on the 2011 Child Care Gap Assessment by the Children's Partnership of Surrey-White Rock, Surrey has only nine licensed spaces for



Dr. Paul Kershaw, Human Early Learning Partnership (HELP) Scholar of Social Care, Citizenship and the Determinants of Health at UBC.

every 100 children aged 0 – 6. According to a Metro Vancouver Child Care report (2011), Surrey and Langley have the lowest ratio of spaces to children (compared to West Vancouver with 25 spaces for every 100 children and Vancouver with 18 spaces for every 100 children.

④ continued on page 12

## ENVIRONMENT FILE

By David R. Conn

# Energy Efficiency Facilities The Goal of Voyant Solutions

Today's commercial buildings contain numerous control systems comprised of computers and other electronic components. Any edifice can provide shelter, but making buildings "intelligent" through integration of these systems improves their performance in many ways. Modern building management systems may control lighting, security, fire, heating, ventilation and air conditioning as well as subsystems such as doors, windows and blinds. When these are optimized, the result is greater energy efficiency, comfort and functionality, as well as cost savings.

Voyant Solutions Canada offers energy management and facility management services with six staff members, three of them based in Surrey. The company's general manager is Fraser Newton. He has an extensive background in commercial and light industrial facility automation and optimization. Newton is LEED accredited, and a graduate of the Sustainable Energy Management Program at BCIT. He summarizes his work this way: "I assist facility owners with the development and deployment of customized energy management and facility automation solutions. At the same time, I deliver business cases that address the environmental, social and economic bottom lines that corporations and organizations are faced with today."

The other Surrey members of Newton's team are Steve Arnold, senior project energy specialist, and Marisa McIvor, senior analyst. Arnold provides energy services in existing buildings. This includes detailed and scoping-level energy studies, retrofit project design, continuous optimization and project implementation. McIvor provides abilities

and expertise toward the company's business operations, strategy, sales and marketing.

The company can assess existing buildings, implement retrofit projects, or work with new construction projects. Clients find they can reduce overhead costs and carbon footprint by lowering energy use. At the same time, they can gain more control over their own facilities.

Prospera Credit Union, based in Abbotsford, operates 23 buildings in southern BC, including four in Surrey, serving 63,000 members. Voyant Solutions Canada was hired to conduct a facility energy audit on a selection of Prospera's facilities throughout the Lower Mainland, and to generate studies detailing potential energy and cost savings opportunities.

The energy saving measures identified by Voyant included building automation, improvements to the building envelopes, plus lighting and HVAC system enhancements and retrofits. Using this scenario, Voyant projected a 20% reduction in energy consumption, with an approximate three-year payback on the cost of implementing the recommended measures.

In addition, Voyant reviewed Prospera's service and maintenance contracts as a potential source of operational efficiency. Renegotiation and restructuring of these enabled the credit union to save 30% over existing fixed costs.

Newton points out that an energy saving project's payback can be tailored to the client's preference, based on the recommendations selected for implementation. Often, if the acceptable simple payback period can be extended, there are more options available

versus a shorter desired payback.

Comprehensive energy audits are in progress on the Peace Arch Professional Building and several BC Liquor Distribution retail stores.

Asked about businesses that lease their premises, Newton feels such building improvements are usually worthwhile, but it depends on the situation. He adds, "My opinion is that increasing efficiency and reducing energy consumption, and therefore operating expense, is always a good idea."

The company takes its efficiency mission seriously. Voyant has joined the Canadian Professional Sustainability Institute and BC Hydro's Power Smart alliance, while promoting sustainability and climate change strategies on its website. It endeavours to use a minimum of energy and resources in its own operations. Sustainable strategies include sourcing local products, partnering with sustainable vendors, optimizing travel, promoting teleconferencing, and using hosted software. The ultimate commitment is that after four years in business, Voyant Solutions Canada still chooses to have no corporate office. Staff members operate online from home offices, or from the field, using collaborative online tools.

As Newton admits, "Being remote/joint office based is not without its challenges, and not having daily face-to-face interaction can take some time in getting used to." However, the team members are not strangers: often they have worked together in other situations.

Voyant Solutions was founded in North Carolina in 2005, and has since set up two other U.S. locations, also thriving without

corporate offices. According to Newton, "Voyant Solutions Canada is a wholly owned and independent Canadian company but works in concert with Voyant Solutions in the U.S., sharing marketing, strategy, branding and resources. VSCAN primarily focuses on energy management and facility automation, while VSUS' central business is facility automation."

Since the physical distance between team members has become irrelevant, The Canadian company often makes use of U.S. expertise and resources on projects.

Asked about challenges in this field, Newton responds that BC's low natural gas and electricity rates mean building energy efficiency is not a high priority for many organizations. However, he adds, "Rising energy costs, greater awareness, smart grid implementation, consumption regulation, and continued government or utility incentives are all factors that will help drive this change."



voyantsolutions  
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## Eight Hallmarks of a Great Employee

What makes a Great Employee? Jeff Haden in his article in Inc., and profiled on LinkedIn, tells us what he thinks makes some employees "remarkable, possessing qualities that may not appear on performance appraisals but nonetheless make a major impact on performance."

Here are eight qualities of remarkable employees as Jeff defines them:

**1. Great Employees ignore job descriptions.** The smaller the company, the more important it is that employees can think on their feet, adapt quickly to shifting priorities, and do whatever it takes, regardless of role or position, to get things done. *When a key customer's project is in jeopardy, remarkable employees know without being told there's a problem and jump in without being asked—even if it's not their job.*

**2. Great employees are often a bit eccentric.** The best employees are often a little different: quirky, sometimes irreverent, even delighted to be unusual. They seem slightly odd, but in a really good way. Unusual personalities shake things up, make work more fun, and transform a plain-vanilla group into a team with flair and flavor. *People who aren't afraid to be different naturally stretch boundaries and challenge the status quo, and they often come up with the best ideas.*

**3. But great employees know when to dial it back.** An unusual personality is a lot of fun... until it isn't. When a major challenge pops up or a situation gets stressful, the best employees stop expressing their individuality and fit seamlessly into the team. *Remarkable employees know when to play and when to be serious; when to be irreverent and when to conform; and when to challenge and when to back off. It's a tough balance to strike, but a rare few can walk that fine line with ease.*

**4. They publicly praise.** Praise from a boss feels good. Praise from a peer feels awesome, especially when you look up to that person. *Remarkable employees recognize the contributions of others, especially in group settings where the impact of their words is even greater.*

**5. And they privately complain.** We all want employees to bring issues forward, but some problems are better handled in private. Great employees often get more latitude to bring up controversial subjects in a group setting because their performance allows greater freedom. *Remarkable employees come to you before or after a meeting to discuss a sensitive issue, knowing that bringing it up in a group setting could set off a firestorm.*

**6. They speak when others won't.** Some employees are hesitant to speak up in meetings. Some are even hesitant to speak up privately. An employee once asked Jeff a question about potential layoffs. After the meeting he said to him, "Why did you ask about that? You already know what's going on." He said, "I do, but a lot of other people don't, and they're afraid to ask. I thought it would help if they heard the answer from you." *Remarkable employees have an innate feel for the issues and concerns of those around them, and step up to ask questions or raise important issues when others hesitate.*

**7. They like to prove others wrong.** Self-motivation often springs from a desire to show that doubters are wrong. The kid without a college degree or the woman who was told she didn't have leadership potential often possess a burning desire to prove other people wrong. *Education, intelligence, talent, and skill are important, but drive is critical. Remarkable employees are driven by something deeper and more*

## FROM THE PRESIDENT

Mary Jane Stenberg



*personal than just the desire to do a good job.*

**8. They're always fiddling.** Some people are rarely satisfied (I mean that in a good way) and are constantly tinkering with something: Reworking a timeline, adjusting a process, tweaking workflow. *Do you have people like this in your organization? Do you encourage, reward and accept the qualities that Jeff describes? If so, I would suspect that you have a healthy, vibrant, growing and functional company with all your employees contributing to your success.*

If you, on the other hand, complain about some of the very characteristics described here, you might want to take another look at your company and how you are going to ultimately be successful. If you, for instance, describe someone who steps up and makes a decision when you are not there as "overstepping boundaries," (even though she might have just saved you several thousand dollars) are you punishing loyalty? If someone brings issues forward that more timid employees are afraid to broach do you label them a "troublemaker" instead of seeing them as a "canary in a coal mine?" Is someone who tries to change processes or make things work more efficiently seen as a "nit-picker" instead of someone who wants to save you money? In other words, is your ego as the "boss" getting in the way of recognizing that others also feel ownership of your company and want it to succeed?

As Jeff Haden says, "Great employees follow processes. Remarkable employees find ways to make those processes even better, not only because they are expected to... but because they just can't help it."

## Surrey Board of Trade Tackles Immigrant Employment, Labour Shortage, Skills Shortage

2012 is the year that the Surrey Board of Trade, along with its Canadian Chamber network will address Canada's skills challenges. In February, the Canadian Chamber of Commerce launched a major policy agenda under the umbrella of the Top 10 Barriers to Canadian Competitiveness.

The top 10 barrier that was most pressing in communities across Canada was skills. The Surrey Board of Trade has been at work to develop a skills initiative that would help our members. We will still need engagement and the participation of employers, educators, unions, local governments and anyone else who believes we need to do better.

We have developed tools to help you/help all of us in this search for solutions that work for Canada and

Canadians. Here's a sample of what you'll find:

- **Roundtables in Surrey** - bringing together all the players to determine the issues and come to solutions that will work in your region. Some have already taken place with the BC Government and the Immigrant Employment Council of BC.
- **A library of already-existing resources;** we have a speakers' bureau should you wish to hold events on specific topics and need a subject matter expert to address your audience;
- **Surveys** to engage our members in the various issues under the various themes of skills challenges.

## FROM THE CEO

Anita Patil Huberman



- **Webinars** that you can promote to your members on a variety of themes
- **Share your story** - We want to learn more about how the skills crisis is affecting your business. We want to hear how this barrier is hindering your success and what your plans are to overcome it. Other businesses facing this crisis can also learn from your experiences. Together, we can help come up with solutions to break down this barrier to Canadian business for good. Share your story by emailing anita@businessinsurrey.com.

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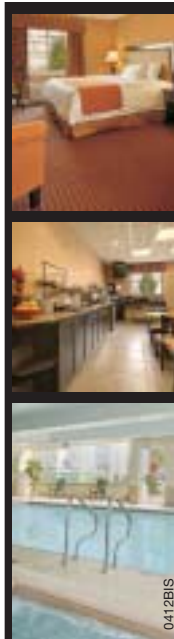


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0412BIS

## Surrey Board of Trade wants inter-municipal business licences across the Lower Mainland

The Surrey Board of Trade wants an Inter-Municipal Business Licence system to be developed and implemented to allow Surrey businesses to operate freely across (but not necessarily restricted to) the Metro Vancouver/Lower Mainland region.

The SBOT encourages and supports the City of Surrey to continue pursuing the streamlining and harmonization of inter-municipal licencing regulations, based on systems already functioning in various regions of BC.

The municipal business licence has become one of the greatest obstacles to commerce where business activity crosses municipal boundaries, as happens frequently in the Greater Vancouver and the Fraser Valley regions. This is red tape at its worst! The requirement to buy a business licence

for every municipality has resulted in large numbers of operators buying one or two licence's, or simply not buying any at all.

The Province's attempts to implement a provincial business license in 2006/7 were resisted by local governments which expressed the concern, through The Union of BC Municipalities in 2007 that such a plan would result in a loss of revenue, loss of autonomy and interference in their right to govern.

As a result the province turned to developing a single business license program in the Okanagan-Similkameen, still in effect today. An interim report said that the Mobile Business License "was cost effective and convenient: ...it had not increased the administrative workload and had increased revenue." The report went on to say that there was a strong uptake of the mobile license and an increase of more than 750 over the 2007 baseline.

There are a number of other jurisdictions that offer a mobile business licence, such as the Okanagan-Similkameen area: Nineteen participating local governments - Armstrong, Central Okanagan, Coldstream, Enderby, Kelowna, Keremeos, Lake Country, Village of Lumby, Oliver, Osoyoos, Peachland, Penticton, Princeton, Salmon Arm, Sicamous, Spallumcheen, Summerland, Vernon and West Kelowna.

The Surrey Board of Trade will continue to push for this for Surrey businesses.

For the detailed version of our position paper go to [www.businessinsurrey.com](http://www.businessinsurrey.com)

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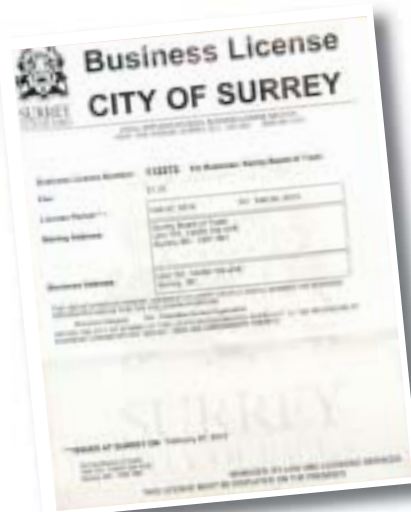
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0412BIS



## Making Abbotsford International Airport Attractive to Surrey Business



The Surrey Board of Trade undertook a survey of its members last year to find out where travellers leaving from Abbotsford (YXX) were going, what services they wanted from YXX, how they booked tickets, and much more. The survey was completed by 99 respondents from the SBOT membership.

"We learned some interesting things, which may be of use charting the future direction of the Lower Mainland's other International Airport," said Jean-Paul Laube, Business Development Manager. "As it relates to the business traveler, the real issue for YXX is to provide domestic and trans-border destinations out of Abbotsford, because that's really where the demand is."

"As it relates to the domestic destinations," Laube said, "it's really just a matter of aircraft availability on WestJet's part. They just don't have the airplanes, and that's just because of the economic situation. We believe as the economy starts to rebound, as airlines acquire more airplanes, we expect to get more flights, whether they be jet service to Toronto or Q400's to Kelowna, for example. We expect that to happen."

With respect to the survey, not surprisingly, the respondents (77%) used the airport for business travel, primarily to attend conferences, trade shows and other business events (76%).

Travellers booked flights predominantly through airline websites, with most popular destinations in Canada being Toronto 68%, Calgary 58% and Edmonton third at 36%. For US Destinations, Las Vegas at 62% leads the list followed by Los Angeles at 49%. Internationally, Mexico and the UK lead at

almost 50% each followed by India and China.

Choice of airport was based on route availability, frequency, fare, travel time, parking and ease of both check-in and security.

Many respondents added comments that the proximity of YXX coupled with dramatically reduced time required to get there was important in their choice, along with easy and close parking, ease of check-in and lower passenger volume for security clearance. "The indication is," said Laube, "that if direct flights to some of the above noted destinations such as Toronto, Los Angeles, the UK were offered, there would be a strong preference on behalf of the business community in Surrey to use YXX."

One thing of interest to the Indian population of the Fraser Valley is if and when there will be a direct flight from YXX to India. Laube explained that they (YXX) had not had conversations recently with any carrier that could make it happen.

"Unfortunately so," said Laube, "because we believe the demand is there, there are no bilateral constraints with respect to India. It's just the matter of an airline taking the risk of operating out of here to Delhi or Amritsar. Unfortunately the appetite on the part of the airlines is just not there and to make matters worse, now that Emirates Air is flying into Seattle, a lot of that Indian traffic is going to go across the border."

As the population of the Fraser Valley/South Fraser continues to grow in the next 30 years, Abbotsford International will play an increasingly critical role in the region.

by Ray Hudson



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## Maria Santos-Greaves Surrey Hearing Care



Maria, a hearing aid user herself, opened the first Surrey Hearing Care three years ago, and recently a second location at 7178 120th Street in Surrey at Scottsdale Business Centre. In 2011 Maria acquired a Mobile Van Hearing Clinic that is used to provide free hearing tests – she's taken it to care homes, wellness fairs and tradeshow.

Maria is a member of Rotary Club and a member of Canadian Medical Mission Society and provides used/donated hearing aids and provides to less fortunate in the Philippines. Maria just came back from her medical mission last month where she goes every year.

Maria has established a strong connection with the local community offering free hearing tests, repairs, after sales service and home visits. With over 35 years of combined staff experience Maria and her team at Surrey Hearing Care believe in customer satisfaction and providing the best services to suit their customers' needs. Visit them today.

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# Surrey Board of Trade puts Business Fraud in the Spotlight

*- March is fraud prevention month: recognize it, report it, stop it!*

The theme of this year's awareness month was online fraud. According to the Canadian Anti-fraud Centre, fraud scam occurring online is increasingly impacting Canadian consumers. These fraud scams take millions of dollars out of the pockets of victims every year. For more information on fraud prevention month and the tools available to you and your members, visit the Anti-Fraud Prevention Centre's website.

## WHAT DID THE SURREY BOARD OF TRADE DO?

1. The Surrey Board of Trade joined the Fraud Prevention Forum, a concerned group of private sector firms, consumer and volunteer groups, government agencies and law enforcement organizations who are committed to fighting fraud aimed at consumers and businesses. Through its partners, the Forum works to prevent Canadians from becoming victims of fraud by educating them on how to "Recognize it. Report it. Stop it."

2. The Surrey Board of Trade hosted their 2nd Annual Leadership Surrey Series:

## DIALOGUES ON BUSINESS FRAUD - FRAUD AWARENESS MONTH INITIATIVE

This Fraud Awareness Initiative, created by the Surrey Board of Trade's Crime & Justice Team, gave businesses the chance to hear from and dialogue with industry panel experts on what is happening now and how business can prevent unnecessary financial losses for your business and staff. The panel dialogue featured the following topics:

### a) Frauds Encountered by Small Business

- The black money washing scam;
- Phony Invoice scam with a new twist;
- How stolen cheques affect businesses;
- Exploitation of the deaf relay system;
- Phony fire extinguisher inspection service;
- What to watch out for when doing business internationally

**Speaker: Jeff Burton**, Burton Report on Crime, Detective, Vancouver Police Department (Retired) Member, International Association of Financial Crimes Investigators (Western Pacific Chapter)

### b) Canadian Anti-Fraud Centre

**Speaker: Sgt. Tim Kreiter**, RCMP Serious Crime Section

### c) Point of Sale Pin Pad Switches and Debit Card Theft/Fraud

**Speaker: TBC**

### d) Identity Theft

**Speaker: George Greenwood**, Canadian Identity Resources



Jeff Burton



George Greenwood

## CRIME: No Report = No Statistic = No Awareness = Inaction. I Told You So!

Most articles we have covered on the consequences of increased crime on local businesses have been focused upon the USA but this time we focus on a situation in Montreal where a spike in armed robberies has forced one business owner to relocate to a safer area. Of course that is a shame and it is unfortunate that quick action was not taken sooner to forestall a relocation decision.

Homelessness, drug addiction, armed robberies go into the mix of problems in the "Le Village" area of Montreal. The best quote is from boutique owner Ghislain Rousseau pondering one of the causes of inaction: "If there's no report, there's no stats, if there's not stats there's no problem." His comment reflects what we have said time and time again – businesses should always report criminal activity inside their premises and crimes close enough to the store that affect business and scare away customers.

A change in street behaviour must have a cause – find out why. What has changed to trigger a different type of pedestrian activity, especially an undesirable type of activity or behaviour:

•Police departments and municipal governments rely heavily on statistics and react when confronted with a rapid increase of officially recorded criminal complaints

•I told you so! Businesses have only themselves to blame when they elect not to report crime. Such attitudes only aggravate the problem and mask the true extent of social issues that trigger crime

•In the absence of statistical evidence police departments have to rely on anecdotal evidence of incidents

It is not unusual for businesses to relocate because increased criminal activity has scared away customers but it is a sad commentary on society and leaves the perception that the bad guys have won. It would be comforting to read that through prompt reporting and liaison with law enforcement, steps had been taken to eliminate the criminal activity and restore peace and quiet in the business community.

Article from the Burton Report: Crime Prevention for Small Business. For more information see: <http://burtonreport.ca/>

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## India's Bollywood Film Industry Explored



Dr. Aysha Viswamohan, CEO Anita Huberman and Anjum Rajabali addressing a large group at a recent IFA luncheon meeting.

The Surrey Board of Trade and the Canada India Business Council hosted two visiting Indian Film Industrialists. It was an exceptional networking opportunity to learn more about India's film industry and how Surrey could benefit from their connections/expertise in having Bollywood productions. The two India Film Industrialists were:

1. Screenwriter Anjum Rajabali, one of India's best known scriptwriters, having penned political dramas like *Raajneeti* (2010), *Aarakshan* (2011) and *The Legend of Bhagat Singh* (2002). He's worked with some of India's best known directors and actors, including the legendary Amitabh Bachchan and heads the screenwriting

programs at both of India's major film schools, the national Film and Television Institute of India and the private film school Whistling Woods International.

2. Dr. Aysha Viswamohan, a professor of English and film studies with good contacts in the film industry, especially in Chennai where she teaches at IIT-Madras. She is the editor of a forthcoming book on Indian novelists who write in English and has recently organized two film industry conferences in Chennai.

This industry reception took place in partnership with Simon Fraser University – Surrey. For more information, please contact Anita Huberman, CEO at the Surrey Board of Trade at [anita@businessinsurrey.com](mailto:anita@businessinsurrey.com).

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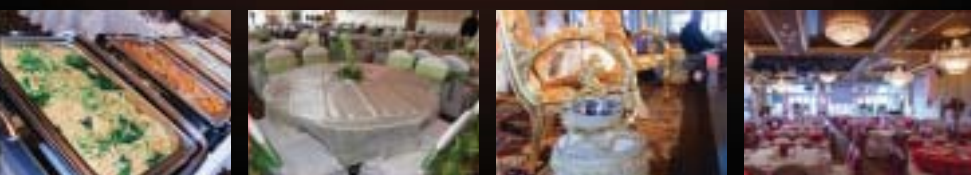
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# Is Your Business Prepared for Disaster?

- IPREM is Taking Stock of our Readiness

by Mary-Lou McCausland



A year ago Japan was hit with an earthquake that registered 8.9 on the Richter scale followed by a tsunami with 30 foot waves. Fukushima's nuclear reactors were impacted by the quake and the tsunami and one of the greatest disasters in recorded history is still unfolding. Various economists estimated the economic costs well over 100 billion dollars. In Christchurch, New Zealand, the downtown core of the city has been devastated by several major quakes and thousands of after-shocks. In the US, the tornadoes that hit the Midwest just weeks ago caused tens of billions of dollars damage, and the BP oil spill in 2010 in the Gulf of Mexico has been estimated to cost 12.5 billion dollars. This figure did not include the losses incurred to the shrimp fishermen or to the tourism industry of the area. Whether it is a natural or human caused disaster the impact can be profound on the business community.

Disasters can occur anywhere and anytime unexpectedly, including in the Metro Vancouver area. We have not had a surmountable challenge over the last thirty years but we're not immune. Just think. We have a mountain range that is volcanic. We have at least three faults including Cascadia which runs from off the coast from California to north of Vancouver Island.

We have had a close call with a flu pandemic, wind storms, avalanches, and rock slides. Our airports, shipping ports, ferries, public transportation and trains are potential sources of chemical spills, crashes and terrorism attacks. We have dykes that hold back the sea and given the wrong circumstances can break and flood whole communities, one of which has a major hospital, airport, homes and businesses in the flood plain. The question is not whether we'll have a significant disaster, but when? And when it does, what part can businesses play in mitigating the human and physical costs? Can we support the critical infrastructure in reducing the time it takes to make a life saving response?

As a representative of the Surrey Board of Trade I have participated in 56 hours of sessions as part of Metro Vancouver's Integrated Partnership Regional Management (IPREM) Regional Hazard, Risk Assessment Initiative. Using capabilities based planning, subject matter experts in weather change, earthquakes, terrorism and chemical and nuclear disasters and the economy, representatives from ambulance, fire, police services, health authorities and municipal staff gathered to evaluate potential disasters that may occur in Metro Vancouver. The sessions were funded by the Department

of Defense Research branch and Development Canada. Together we looked at potential disaster scenarios based on human accidental, human intentional, technological, terrorism (chemical, biological, radioactive, nuclear) and natural disasters. We attempted to assess loss of life, injury and the capacity to respond. We also, with the help of our economist, looked at the economic loss.

What became very apparent is that we will never have enough resources in a major disaster. In fact people will die because of

the lack of those resources. Our hospitals have difficulty finding spaces in emergency wards when flu season hits. Some of our hospitals may be impacted structurally if an earthquake is of significant size or if it succumbs to a flood. What do we do with the injured then? Does a local business have an office or warehouse space that can support triage? Do businesses have backup communication systems or generators that could be put to use? What about the employees? How many have industrial first aid or other skills that could be useful?

Is the business prepared to support employees with emergency food and shelter?

Over the next few months the Crime and Justice Team will be looking at our response as a business community. Involving some of the expertise in the Board of Trade's membership we will be offering a seminar on disaster preparedness for our businesses and our employees should the event occur while your business is in operation. Stay tuned.

Mary-Lou McCausland is the Chair of the Crime and Justice Team



Damage to stores in Christchurch New Zealand quake.

## CLEAN TECHNOLOGY INDUSTRY

- Surrey Board of Trade at GLOBE 2012

Surrey Board of Trade CEO, Anita Huberman moderated a session at GLOBE 2012. BC Clean technology companies networked and heard from India Clean Technology Companies in March at the Fairmont Waterfront Hotel. The GLOBE™ Series of Conferences is one of the most recognized sustainable, leadership and environmental business summits in the world.

The 80-person event explored clean/sustainable energy, business and research opportunities between BC, Canada and India. The session (via

a moderated BC-India panel discussion) allowed Indian and BC/Canadian participants to realize the successes, strategies, current funding programs and channels for facilitating productive partnerships.

Thank you to Sponsors: Simon Fraser University, Western Economic Diversification Canada, Province of British Columbia, TD Canada Trust, PwC, The City of Surrey, The Surrey Board of Trade, The Canada-India Business Council.



SBOT CEO Anita Huberman moderated the panel discussion which included Surrey Mayor Dianne Watts.

Pictured on the panel, from the left is:  
**Panelist 1**, Vivek Rastogi, Vice President-Business, Americas Region, Abellon Energy, Inc.

**Panelist 2**, Daljit Bawa, Market Manager, Heavy Duty, Ballard Power Systems, Inc.

**Panelist 3**, Dr. Nimal Rajapakse, P.Eng., Dean, Faculty of Applied Sciences, Simon Fraser University

**Panelist 4**, (above right) S Raghupathy, Executive Director, Godrej Green Business Centre, Confederation of Indian Industry (CII), Hyderabad, India





## Tips to Combat Cargo Theft

CargoNet, an organization formed in 2009 by the ISO and the National Insurance Crime Bureau to create a national information-sharing system to combat cargo theft has issued a caution to shippers about cargo theft.

"Historical cargo theft data shows that the rate of cargo theft increases over holiday weekends," CargoNet said. It offered a list of ten steps that companies can use to prevent theft as well as recover stolen cargo: Ask local police departments to make routine checks of your facilities.

- Avoid having loaded trailers sit unattended over the weekend.
- Only park loaded trailers in secure areas, such as Sangar Cargo Security secure drop-lots.
- Consider deploying covert tracking devices in product and on trailers.
- Secure all tractors with high-security locking devices, such as, air-cuff and tractor steering joint locks.

- Secure all trailers (loaded and unloaded) with high-security ISO 17712 compliant barrier seals in combination with hardened padlocks. Utilize king pin locks for unattached trailers.
- Check to make sure that your facility's lighting, back-up generators, alarm system(s) and surveillance equipment are all in good working order.
- Remove keys from all facility equipment, especially motorized pallet jacks and forklifts.
- Document and report all suspicious activity around your facility. This information can be critical to law enforcement in the event of a cargo theft incident.
- If you are a victim of a theft, immediately notify local law enforcement, and call the CargoNet command center 888-595-2638.

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**Surrey Board of Trade  
members participate  
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anti-bullying day.**

For the 2nd year, the Surrey Board of Trade encouraged their members to wear pink to remind us that bullying in the workplace will not be tolerated. Check out [www.businessinsurrey.com](http://www.businessinsurrey.com) - Social Policy Section – to check out how to identify/prevent bullying in the workplace.



Residents and staff at Surrey's Laurel Place got their pink on for anti-bullying day.



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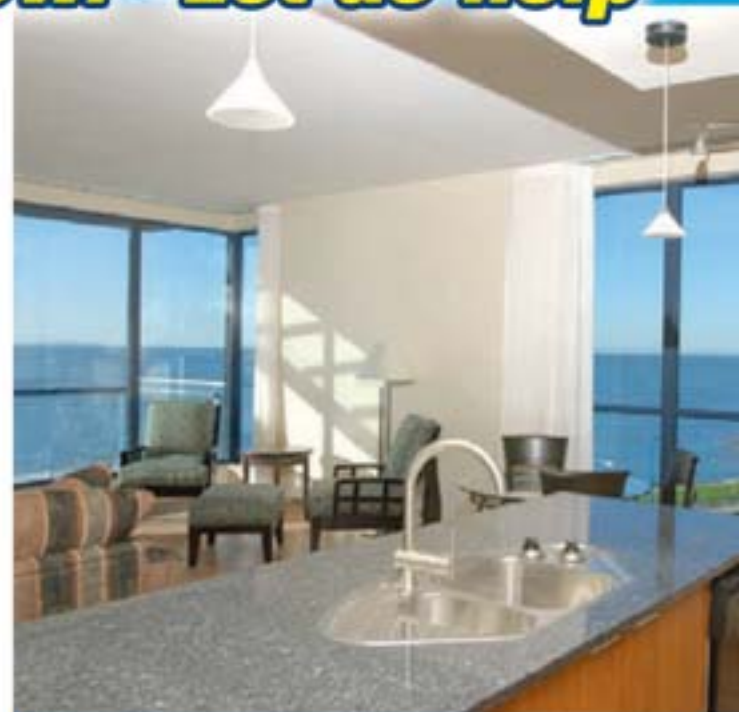


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# The Costs to Business and Community

☎ continued from page 3

## The Implications For Business: Higher Costs, Lower Productivity

Since parents are an integral part of the labour market, the business community pays a price when employees with young kids bring their time and service squeeze to their jobs. The work-life conflict experienced by parents raising young children today is costly for employers. The result is higher absenteeism rates for this group of employees, greater turnover, and increased use of extended health benefits – all of which employers pay for.

In collaboration with Warren Beach (former CFO) and his CA colleagues at Sierra Systems, UBC's Dr. Paul Kershaw and his team estimated that work-life conflict among employees with preschool-aged children costs the B.C. business community in excess of \$600 million annually, and the Canadian business community more than \$4 billion. The stress from work-life conflict among adults with young kids costs the Canadian health care system \$2.5 billion annually, and the child welfare system

another \$1.2 billion per year.

A 2009 study commissioned by the Business Council of BC reports that unnecessary vulnerability among the generation raising young kids is the real brain drain, costing the BC economy \$401 billion. The pan-Canadian cost is closer to \$2 trillion. For children under age six, childcare services cost most parents the equivalent of a second mortgage, even though researchers raise concerns about the quality of many services. The cost of regulated child care services erodes take-home pay for employed parents more than taxes do.

In Surrey, 32% of children in kindergarten are considered vulnerable and not ready for school in terms of their physical development, social maturity, or ABCs/123s. (For Canada, 27% are considered vulnerable). These kids are more likely to go to jail, and less likely to earn grades to go to post-secondary schools. At least two-thirds of this early vulnerability could be avoided.

### RECOMMENDATIONS TO PROVINCIAL GOVERNMENT (these would also apply to the federal government):

Families need a New Deal to provide more time at home for moms and dads with newborns, \$10/day child care services, and flex-time that enables employers and employees to balance successfully earning a living and raising a family.

The Surrey Board of Trade recommends that the provincial and federal governments to implement the following policy recommendations:

#### 1. Child Care Supports

Reform the child care subsidy system so that parents pay no more than \$10/day (full-time) and \$7/day (part-time) making it free for families earning less than \$40,000/year. Ensure quality services by providing funding for ample caregivers on site so that children spend their time in developmentally stimulating activities and play, including children with extra support needs. Caregivers will have appropriate training in child development and will be paid pay equity wages.

#### 2. Flexible & Family Friendly Workplaces

Create and implement tax incentives to support employers to develop family friendly workplaces that include features such Family Responsibility Leave, a culture that supports work life balance, alternative work arrangements, and recognition of child and elder care issues.

#### 3. Healthy Child Check-In

Introduce a healthy child check-in and parenting support program during a child's first 18 months.

#### 4. Parental Leave

Conduct additional research and explore how to extend parental leave beyond 12 months.

### COSTS AND BENEFITS TO GOVERNMENT, ECONOMY AND SOCIETY?

In BC, the net cost to federal and provincial governments will be \$2.17 billion in the first full year of implementation. Thereafter, the net costs decline. \$2.17 billion represents:

- \$1.67 per adult per day, one-third less than a cup of coffee and doughnut at Tim Hortons.

- Around 1 percent of the B.C. economy.
- Less than one-third of what we pay for Old Age Security and RRSP subsidies.
- 13 percent of public medical care expenditures (The Canadian Institute for Health Information projected that 2010 public medical care spending was \$17.2 billion in BC).

Over the medium-term, the net costs of the New Deal will further decline as:

- Education costs are reduced because there are fewer children with additional support needs.
- Crime costs among youth and young adults are reduced by one-third, because children who experience quality early care at home and in the community are less likely to engage in criminal behaviour; and because reducing generational inequalities decreases the risk of social confrontation.
- Additional taxes are generated, because more employees are retained in the labour market.

The New Deal will also set in motion concrete strategies to achieve significant social and economic priorities over the long-term, such as:

- Containing and sustaining medical care expenditures, because the New Deal will produce a healthier generation of young children, who will in turn become a healthier population.
- Promoting gender equality, because the New Deal will eliminate barriers that reinforce the glass ceiling, and invite men to share equal opportunity to care at home.
- Improving the quality of the future



Susan Papadionissiou Social Policy Team

labour supply in Canada, and our economy's resulting human capital and competitiveness, because children who are school ready when they start kindergarten are more likely to be job-ready when they graduate.

The New Deal will have no net cost to society in the first full year of implementation, if each Canadian adult values these and other social and economic priorities at just 36 cents per day. If we value these priorities at more than 36 cents per day, then the New Deal provides a return on investment to society in the very first year. Benefits continue to grow thereafter. Long term projections reveal that the New Deal will return \$6 for every \$1 invested over the working lives of children who start kindergarten today.

There is no other Board of Trade or Chamber of Commerce that considers this to be integral to the future of our economy. We can't continue to stay status quo on Family Policy. It will hurt our businesses and it will hurt our economy. For a full copy of the Surrey Board of Trade's Business and Families Position Paper, go to [www.businessinsurrey.com](http://www.businessinsurrey.com) - Social Policy Section.



(l-r) Laura McNalley, Dr Paul Kershaw and Councillor Linda Hepner

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# SMH Foundation greets spring with annual Tulips for Tomorrow display

Surrey, B.C. – Thousands of Princess Irene tulips are helping to welcome back the spring season throughout Surrey as Surrey Memorial Hospital Foundation launches its annual celebration of donors.

More than 600 planter pots full of tulips will bloom during the coming weeks as part of the Foundation's Tulips for Tomorrow campaign to support health care and beautify the community.

"Our community has a long tradition of generously supporting our hospitals and health care system," says Surrey Mayor Dianne Watts. "The City of Surrey is pleased to once again welcome dozens of beautiful tulip displays to our city."

The tulips are now beginning to emerge from the ground, and displays can be found in 26 locations including Bear Creek Park, Holland Park, Jim Pattison Outpatient Care and Surgery Centre and Surrey Memorial Hospital. Another display at Guildford Town Centre will include a special tribute to donors.

In addition, donors who have given \$1,000 or more in 2011 will receive a voucher in the mail to pick up their own tulips at 99 Nursery & Florist between March 23rd and April 1st, while businesses and community groups that have contributed \$5,000 or more will be recognized at one of the public displays.

Construction company Bouygues Building Canada, which is part of the team that built the Jim Pattison Outpatient Care and Surgery Centre



and is also working on the new RCMP E Division headquarters in Surrey, is the presenting sponsor of Tulips for Tomorrow.

Several other businesses have once again partnered with the Foundation to provide the tulip bulbs, soil, planter pots, storage, landscaping, delivery, signage, and creative services for Tulips for Tomorrow. Visit [www.tulipsfortomorrow.com](http://www.tulipsfortomorrow.com) for a complete list of Tulips for Tomorrow partners and display locations.

"We are blessed with a solid group of loyal supporters, without whom we would not have been able to recognize our donors through Tulips for Tomorrow for five years straight," says Surrey Memorial Hospital Foundation Chair Ron Knight.

Surrey Memorial Hospital Foundation is currently fundraising in support of a TPN Compounder, which is technology that provides nutrition to premature and seriously ill babies. The equipment will eventually be located in a new pediatric pharmacy – a first for Fraser Health. The pediatric pharmacy is being built within a new 48-bed neonatal intensive care unit on the second floor of the Critical Care Tower now under construction at the hospital.

Established in 1992, Surrey Memorial Hospital Foundation has raised more than \$60 million to purchase medical equipment, fund innovative programs, and support training and research.

*jason.howe@fraserhealth.ca*



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# ACROSS the BOARD

## Congratulations

**Brent Lang** has joined the capital management company **Pacifica Partners Inc.** Brent welcomes institutional non-profit clients as well as charitable humanitarians to his practice. **More Info:** Brent Lang at 604-789-3700 or rbrentlang@gmail.com



**Fred Zdan** has been appointed as Vice-President of Operations at **Community Savings Credit Union**. **More Info:** Edward Dron at edron@comsavings.com or 604-637-5010.

**First West Credit Union** has named **Shelley Besse**

as president of **Envision Financial**. Shelley joined the company in 1984 as a service representative and has worked her way up through increasingly senior positions. **More Info:** Cheryl Shaw at 604-539-7360 or mediarelations@firstwestcu.ca

**Scott Olson** has been named the **Fraser Valley Real Estate Board's** new president.



A team from the **Kwantlen School of Business** has won the **2012 CaseIT Undergraduate Business Case Competition**. They faced nearly

80 teams from around the world. They were awarded first place with a cheque for \$1200. **More Info:** Joanne Saunders at 604-599-2243 or joanne.saunders@kwantlen.ca.

**Pacific Business Brokers Inc. and Pacific Mergers and Acquisitions Inc.** announced that **Arthur Klein, Byron McDonald, Amanda Reale and Paul Savage** have earned the prestigious Certified Business Intermediary (CBI) designation from the **International Business Brokers Association**. **More Info:** Pino Bacinello at 604-696-6111

## Announcements

**Assistant Commissioner Fraser MacRae**, the Officer in Charge of the **Surrey RCMP** has announced that he will be retiring from the police force after more than 35 years of service. His last day will be June 1, 2012. **More Info:** Cpl. Drew Grainger at 604-599-7776 or Tara Foslien at 604-375-4584.

**The Better Business Bureau of Mainland BC** is hosting the BBB Centennial Celebration & Exhibition on Saturday, March 17. Bring your family to see an amazing magic show, meet local businesses you can trust and learn how to protect yourself from scams and frauds. Enter a free draw while you're there! **More info:** www.smartshoppersbc.org or susanh@mbc.bbb.org.

There was a misprint on our New Members flyers from the February-March edition of the Business in Surrey. Please note that the company name should be **Koffman Kalef LLP**, rather than Kaffman.

**SafeStar Products Company Limited** and the **WaterFillz®** brand are growing! The company has moved to a new location at #301 - 19133 26 Avenue, Surrey. **More Info:** Paul Wilson at 604-535-2030.

**Surrey Libraries** gratefully acknowledges the support of **Phillips Van Heusen** who hosted the **Success is Tied to Literacy** last Thursday at their Grand Opening. A total of \$1300 was raised to support Literacy programs in our community. **More Info:** Cyndy Hill at cahill@surrey.ca.



## ARTIST OF THE MONTH

Artist **Trish Connolly** 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.

## 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.

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## NEW MEMBERS

**JANUARY:**  
**5 Star Window Blinds Ltd.**  
**Ayanthi Samarasinghe** of **HSBC**  
**BC Association of Family Resource Programs**  
**CDI College**  
**DED Technologies Inc**  
**Fronte & Sentre Communications**  
**Glen Chua Media**  
**Herbal Magic - Delta**  
**Herbal Magic - Guildford**  
**Herbal Magic - White Rock**  
**Holistic HR**  
**Hunky Haulers**  
**Pinda Khangura** of **Centum Equinox Financial Corp**  
**Planeview Farms**  
**Rohit Naidu** of **SRS Real Estate**  
**TD Canada Trust - Cedar Hills**  
**The Vancouver Sun & The Province**  
**- Post Media Network**  
**Vancouver Euro Exotic Auto Inc.**

**FEBRUARY:**  
**AK Mortgage Plus**  
**Association for Corporate Growth - Vancouver Chapter (ACG Vancouver)**  
**BCAA - Delta**  
**BCAA - Guildford**  
**Coast Mental Health Foundation**  
**Concord Parking Services**  
**Core Security Group Inc.**  
**Dennis Kiffiak & Beatriz Fontana**  
**ETDE Facility Mangement Canada Ltd.**  
**EXL Films**  
**FutureWorks Training**  
**Growth Point Group**  
**High Score Learning Inc.**  
**Integral Financial Services Inc.**  
**Investors Group**

**FEBRUARY: CONTINUED**

**Litrato Photography**  
**Miles of Smiles Mobile**  
**Dental Hygiene Services Inc.**  
**Placement Group**  
**Platinum Athletic Club**  
**Pro Van Painting Ltd.**  
**RealW8Diet**  
**Sayers International**  
**Snaptech Marketing**  
**Sue Jordon Coaching & CTI**  
**Superstar Trophies & Promotions**  
**The DeNobrigas - Remax Treeland Realty/MommyMaid Inc.**

## MEMBER BENEFIT JOB POSTINGS

Submit your job postings to our online job board at [www.businessinsurrey.com](http://www.businessinsurrey.com)

## 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 or Zinnat for more info: 604.581.7130.

## Join the Surrey Board of Trade

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

# Blaine Station For Amtrak Mid-Point Station

The Surrey Board of Trade was one of those groups which advocated very strongly for the second Amtrak train between Vancouver and Seattle, as well as for the resources to continue funding customs inspections at the Vancouver terminal.

Building on the legacy of the Olympics, with two trains established daily, there is talk of a third forth and so on. The future for this rail link seems to be glowing, and will get even better when an access problem for travelers and residents of the Fraser Valley, from Surrey and Delta to Chilliwack, because travellers must travel to Main and Terminal in downtown Vancouver to clear customs and board the train (the train does not stop at the border for inspection).

A number of solutions have been proposed. One would see a station built at or adjacent to the

Scott Road SkyTrain station and another group from White Rock promoted the rehabilitation of the old Great Northern station on their waterfront. The most significant thing against both of these proposals is that they train coming from Vancouver must make a lengthy stop for new passengers to clear US customs. The Amtrak folks aren't keen for such a delay.

At a recent luncheon hosted by the Blaine City council and the Cascadia Centre proposed that the restoration of the disused Blaine BNSF station could solve the problem as it is immediately on the US border and Canadian travellers could cross the border and park in Blaine, or be shuttled from the Canadian side through customs ahead of the train's arrival. The passengers would have already cleared customs and the train would only need a five to

ten minute stop to pick them up from the Blaine station and carry on south. Likewise, returning travelers could disembark at Blaine, pick up their vehicles and return to Canada through Canadian customs as all the other vehicle visitors do.

The restoration is not without issue however as BNSF has been seeking to demolish the station for some time and has a permit before the Blaine council seeking approval to do so. The city has been reluctant to deal with the request until it can explore the Amtrak option.

Most attending the luncheon were interested parties from Blaine



Grant Meyer from White Rock and Bruce Agnew inspect the station. Photo Ray Hudson

and other parts of Washington State, however in attendance was Surrey Councillor Marvin Hunt, Grant Meyer, a councilor from White Rock and Ray Hudson from the Surrey Board of Trade.

Councillor Hunt told the gathering that on February 20 of this year, the City of Surrey had passed a motion of support for an Amtrak

stop in Blaine and for the preservation of the old rail station in Blaine.

Very recently there have been American news reports that across the nation, the private Class One (those are the big companies) are getting interested once again in delivering their own passenger services. Stay tuned to [www.blainestation.com](http://www.blainestation.com)

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## STATE OF THE CITY



Mayor Watts presented a plaque of appreciation to the retiring Assistant Commissioner Fraser MacRae



Leo Smyth, Partner, PwC Canada thanked Mayor Watts for her presentation



Barry Forbes, Pres & CEO Westminster Savings CU introduced Mayor Watts



Mayor Watts making her points



Mike Killeen CTV Evening News Anchor was MC

Mayor poses with the Junior Chefs



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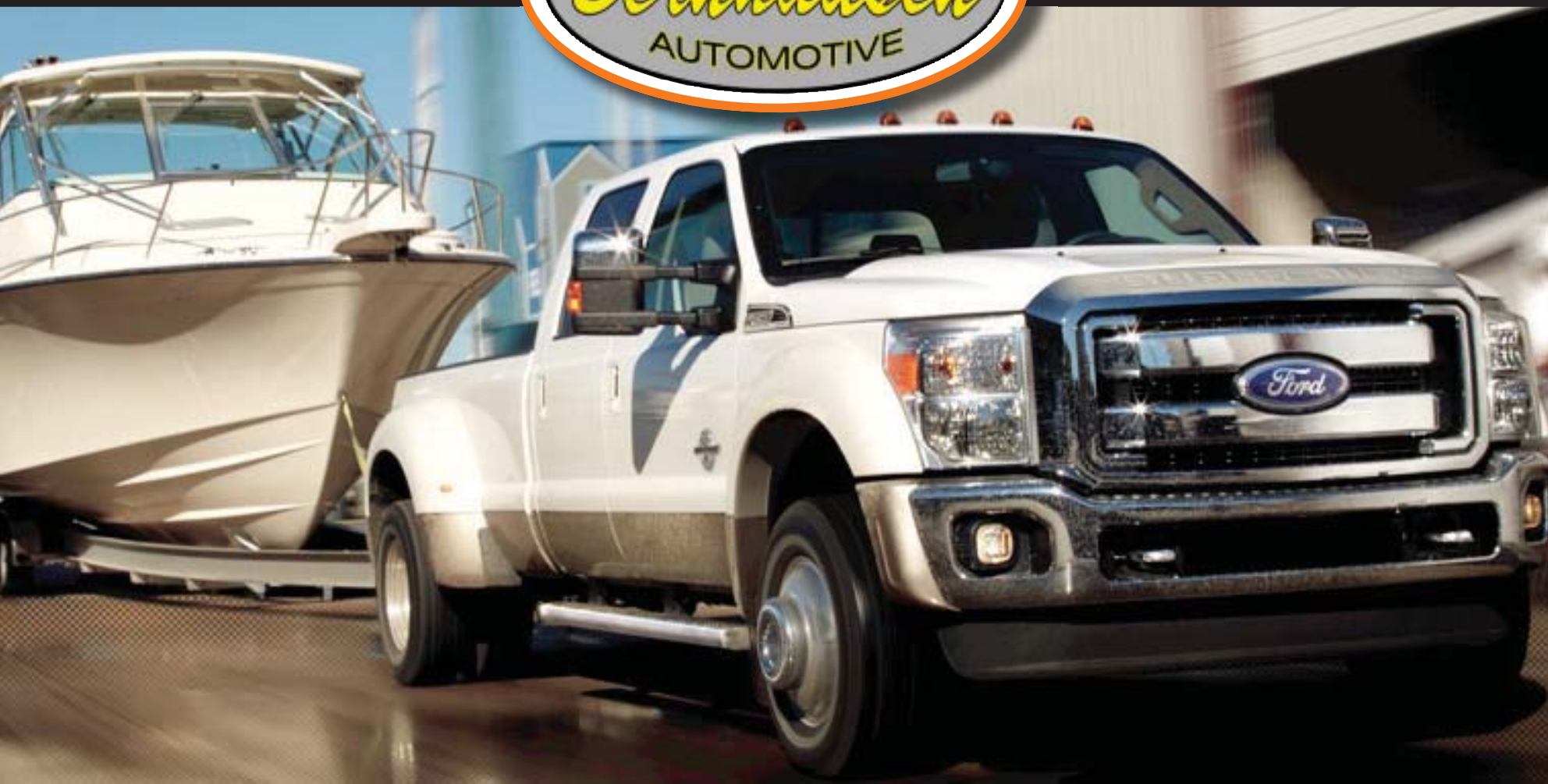
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