The Surrey Board of Trade won Gold for their ‘HR Solutions for Immigrant Talent Initiative’ at the recent Canadian Chamber of Commerce Convention for their leadership on connecting with educators to address the skills gap. Silver went to the Mississauga Board of Trade for their ‘Talent Connections Initiative’ and Bronze went to the Regina Chamber of Commerce for their ‘Regina Trades and Skills Centre’.

"The federal government is focused on creating jobs, growth and long term prosperity. Immigration is an important part of Canada’s economic future," said Canada’s Citizenship and Immigration Minister Chris Alexander. "That is why we are building a fast, flexible and fair immigration system, and supporting innovative projects like the Surrey Board of Trade’s ‘HR Solutions for Immigrant Talent,’ which successfully match the needs of employers with the skills of newcomers."

"By finding new and innovative ways to integrate immigrants into small and medium sized businesses, The Surrey Board of Trade shows they understand the critical role immigrants play in growing our economy," said Shirley Bond, Minister of Jobs, Tourism and Skills Training and Responsible for Labour. The HR Solutions for Immigrant Talent Initiative in partnership with Douglas College is an employer-focused program to assist businesses to integrate immigrants into their labour pool. The project involves workshops, resources navigation, training and immigrant HR support for employers (with a one-on-one hands on approach by a roving HR specialist). This program is funded by the Government of Canada, the BC government and the Immigrant Employment Council of BC’s Employer Innovation Fund.

"In Surrey, like many other cities across Canada, employers are increasingly relying on new immigrants to meet their skill shortages. The Surrey Board of Trade’s program helps address this need," said Anita Huberman, CEO Surrey Board of Trade. 

"I’d like to congratulate the Surrey Board of Trade and the Canadian Chamber of Commerce for recognizing the important leadership role that business organizations play in helping employers tap into skilled immigrants to meet their workforce needs," says Kelly Pollack, Executive Director of the Immigrant Employment Council of BC. There are over 450 Chambers of Commerce and Boards of Trade in Canada - working together on economic issues and issuing priorities to the federal government at the annual Canadian Chamber of Commerce Conference. 

Surrey Board of Trade Wins Gold for HR Immigrant Talent Initiative

business in surrey
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BUSINESS in Surrey
November & December 2013

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Editor:
Ray Hudson
604.634.0345

Editorial Consultant:
Beau Simpson, Now Newspaper

Publisher:
Anita Patil Huberman
anita@businessin surrey.com

Contributing Writers:
Ray Hudson, Anita Huberman

Photography:
Ray Hudson

Advertising:
Now Newspaper
604.572.0064

Delivery Issues:
delivery@thenownewspaper.com

FROM THE PRESIDENT’S DESK:
The Critical Role of Policies In Your Success

When we start growing our businesses we are naturally focused on sales, customer service and our product or service. As the business grows however, we sometimes over-look building or upgrading the infrastructure that supports our operations. I’m talking about having in place the standard operating procedures (SOPs) and policies necessary to provide the direction you and your staff will need to follow to deal consistently and professionally with not only your day-to-day activities but also the challenges your business will encounter as it grows.

Why do you need SOPs and policies? They’re the “operating instructions for your firm, the road map for everyone in your company to follow, now and in the future. They insure your business operations are conducted in a professional and consistent manner, and ensure compliance with the many legal requirements that you encounter, particularly in the area of human resources and labour codes. Written SOPs and policies allow you and your staff, long after preparing and implementing them, to quickly refer to, and then deal confidently with issues in a consistent and professional manner. Some of the biggest problems businesses encounter is when policies do not exist or are not followed.

As we often say, you’re in business for yourself, but not by yourself, and this is where your membership in the Surrey Board of Trade becomes your business advantage. Our focus on business education through frequent workshops and seminars is designed specifically to give you the skills you need to move forward. All you need to do is invest a little time – generally in the morning – and we’ll provide the expertise on a wide array of topics critical to the success of your business, generally for just $20 or $30 per session.

So I would like to gently challenge you, not matter what else seems urgent right now, do a little inventory of your company policies & SOPs and be certain that your company policies have you covered. And if not, identify the problem areas and set a schedule to get those policies and SOPs written and in place. Oh and one other thing, make sure the policies you have are up-to-date and still viable in the face of your growth and success, not to mention our constantly changing regulatory landscape. So, do you have in place the WorkSafeBC’s Occupational Health and Safety (OHS) policies on bullying and harassment that are effective November 1. They apply to all employers and workers in British Columbia.

Surrey Business Updates from the CEO

Anita Huberman
Surrey Board of Trade CEO

FOR BUSINESS

Bill 14 means that BC employers can no longer ignore the dangers of workplace bullying and its impact on the bottom line. Bill 14 (the Workers’ Compensation Amendment Act, 2011) introduced amendments to the BC Workers’ Compensation Act to specifically address bullying and harassment. As of November 1st, business must be in accordance with this legislation. The new policies define bullying and harassment and explain the duties of employers, workers, and supervisors to prevent and address workplace bullying and harassment. These duties apply to the approximately 215,000 employers and 2.2 million workers currently served by WorkSafeBC. As part of its strategy, WorkSafeBC has introduced its online Bullying and Harassment Tool Kit, which provides resources, practical advice and information to help employer’s, workers and supervisors prevent and address workplace bullying and harassment. Please contact the FIOSA-MIOSA Safety Alliance of BC: Bruce Livingstone (brlivingstone@fmiosa.com) or Mike Archer (m.archer@fmiosa.com)

URBAN DEVELOPMENT INSTITUTE
FRASER VALLEY MAYOR’S PANEL

I served as facilitator for the Mayor’s Panel, which showcased 8 Mayor’s and their regional, collaborative economic development efforts.

SFU’S BC ECONOMIC FUTURE FORUM

I served as a facilitator to guide discussion on BC’s economic priorities.

CANADIAN CHAMBER OF COMMERCE

Spoke to Premier Clark about tying industry needs to curriculum development. Spoke to Governor General David Johnston about the Surrey Board of Trade’s skills shortage and immigrant project.

FRASER RIVER DIALOGUE

Experts at the SBOT and New Westminster Chamber of Commerce Fraser River business dialogue said economic opportunities would be compromised if the federal government doesn’t focus on ensuring that the Fraser River is dredged. The Fraser River is the main commercial conduit of Canada’s western gateway.

MINISTRY OF FINANCE-PROVINCIAL BUDGET 2014

The Surrey Board of Trade spoke to the BC Government’s Standing Committee of Finance at the Sheraton Hotel in Surrey. In preparation for the 2014 BC Budget, the Surrey Board of Trade spoke on their priorities, which included addressing funding disparities to transportation, health care and education in Surrey and the South Fraser Region.

INDUSTRY RECEPTIONS

One of the keys is focusing on specific industries, with more to come in 2014. For example, the October Manufacturing Industry reception which brought over 100 local businesses – small and large – to highlight their economic impact and their number one advocacy focus threatening the survival of their industry: shortages of skilled labour. Similarly, the Liquid Natural Gas (LNG), Film, Creative and Pipeline industries have specialized approaches. By utilizing our connections with government and industry, collaborative solutions can be found. These industries are both small and large businesses.
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Keeping it Simple™
Temporary Foreign Workers in Canada: Are they benefitting business?

There were 300,000 Temporary Foreign Workers (TFWs) in Canada at the end of 2011, up from approximately 150,000 in 2006. The Business Council of BC has recently analyzed the use of Temporary Foreign Workers in Canada.

The presence of TFWs in Canada has given rise to some unfavourable public commentary. Having relaxed the rules to ease the entry of foreign workers only a few years ago, by the spring of this year the federal government had reversed course in the wake of a few well-publicized cases where it seemed that TFWs were gaining employment at the expense of Canadians.

So in April, the federal government toughened the rules for employers wanting to bring in non-permanent foreign personnel. Henceforth, TFWs will have to be paid the "prevailing wage rate" (previously there was scope to pay some of them a bit less). Employers won’t be permitted to make use of TFWs as part of an effort to “outsource” Canadian jobs.

Most importantly, the government is reassessing the process by which it issues a LMO enabling a Canadian employer to use TFWs to fill vacant positions. In theory, the government will only issue a positive LMO only when the employer applicant has demonstrated that it has made a reasonable effort to find a suitably qualified Canadian for the job.

In future, employers wishing to use TFWs likely will be required to provide more detailed information to satisfy this test. It is legitimate to ask to what extent public policy should enable Canadian industries to become critically dependent on pools of TFWs to run their operations. There are understandable concerns that large inflows of TFWs may exert downward pressure on wages and deprive Canadians of job opportunities. The steep rise in the number of TFWs since the mid-2000s is certainly a notable development. Against this backdrop, the federal government’s decision to overhaul aspects of the program makes sense. But the data and other information that the BC Business Council of BC have examined indicates that temporary foreign workers are helping Canadian employers to address real labour shortfalls and that, on the whole, the presence of TFWs is making a positive contribution to the overall economy.

For the full Business Council of BC, report, authored by Jock Finlayson, Executive Vice President, and Ken Peacock, Chief Economist, please refer to: www.bcbc.com/content/955/HCLPv3n3.pdf

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MARKETING SPOTLIGHT
Growing your small business by working the business beat

In business, referrals and word of mouth recommendations are huge. For many small business owners, there’s no better way to create buzz than by going old school—getting out and telling people who you are and what you do. Hitting the local business beat can drive feet through your front door. People have to know about your business, what you do and, increasingly, how you are involved in the community. This is where your contacts can help.

NETWORK, NETWORK, NETWORK

Networking and growing a business network are essential to any small business owner. However, networking is more than just handing out business cards and making cold calls. It’s about establishing meaningful, mutual relationships. A terrific place to start is by joining your local chamber of commerce, business association or service club. You’ll grow your network and expand your reach, and even if everyone you meet doesn’t become a customer right away, they may need your services in the future, or be a great source of referrals.

DO GOOD THINGS IN YOUR COMMUNITY

Sponsor a charitable cause, look for ways to volunteer, or partner with an established activity or event. Get your employees involved, too. It really does make you feel good to support your community, and everyone benefits — you, your team, your customers, the people you sponsor and, of course, the community at large.

Being present in the community will also help advance the visibility of your company. People will associate you with a good cause and that often translates into a favourable view of your business.

BE GENUINE AND BUILD LOYALTY

The best advertising is a referral from someone who’s been satisfied with or supportive of your products, services or company. Even if you’re not making a sale, make sure you treat everyone like a valued customer. You never know when they may become a client or who they will talk to about your business.

Angela Brown – Assistant Vice-President, Marketing, Envision Financial

Angela Brown is a marketing expert with more than 25 years marketing experience.

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Breakwater Marine Celebrates 5 Years of Success

In November 2008, in the midst of the economic crash that swept the world, two entrepreneurs took the reins of a boat dealership in Surrey. One year later, in November 2009, the company was awarded the Surrey Board of Trade's Business Excellence Award in the "New Business" category. Five years on, the business is thriving, with their head office on Fraser Highway in Surrey, a location in Everett, Washington just off the 15 and a second location at the Lake Union Yacht Centre in Seattle.

The company is run by partners, Aaron Fell and Fred Moore, who had been Regional Directors in what was described as "the world's largest privately owned boat dealership." The fact that Aaron is Canadian, managing the Surrey location, and Fred is American, managing the Washington operations makes for tremendous ease in running this now international business.

"Despite the concern that people would hold back for fear of the economy," said Fell, "we found that as we move away from 2008, many people were deciding to go ahead with the lifestyle they want anyway. So we have become ambassadors to the lifestyle of boating. Our experience over the four years that we've been at the Seattle Boat Show was that the first year of sales were restricted because people were still afraid of losing their homes and jobs. The second year they realized they weren't going to lose their homes and were going to come out okay. The third year people were getting back into the market and last year I don't think anyone even mentioned the economy. So we're seeing the mindset of people wanting to get on with their lives."

"A bonus has been that the Canadian dollar has maintained its strength, versus the U.S." continued Fell. 'In fact our pricing at our location in Surrey has dropped because we carry American boat lines. And we did not realize this at the time, but we're the only boat dealer on the planet that has the Beyond the Border Action Plan. Currently, if a border guard in the U.S. targets a key Canadian company personnel for expedited removal, that company's business with the U.S. can be jeopardized. Recent border situations in the Pacific Northwest where Canadians have been placed into expedited removal have involved Canadians seeking entry to the U.S. to attend meetings, visit vacation homes or engage in other travel into the United States."

Fell says their next step is to completely renovate their Surrey location, starting the new year with a brand-new facility. "Testimony that choosing "Breakwater Marine" for a business excellence award in 2009 was absolutely the right one.

U.S. Border Challenges for Business Attention

Currently, British Columbians heading to the U.S. for business or tourism purposes face a border regime that empowers border guards, at their own discretion and without avenue for appeal, to bar Canadians entry to the U.S. for periods of five years or more under an "expedited removal" process. The Pacific Corridor Enterprise Council (PACE) and other regional economic development organizations have filed an amicus brief in push back against expedited removal from the US. An amicus brief is a legal vehicle that allows parties who are not parties to a specific legal action to provide the court with additional information pertaining to the case that is before the courts.

The case pending before a U.S. appeals court (the U.S. 9th Circuit Court of Appeals), concerns the issue of whether a Canadian citizen seeking entry to the U.S. can be subject to expedited removal by U.S. Customs and Border Protection (CBP). Business organizations in both the US and Canada have pointed out that in a time when Canada and the US are working to remove impediments to accessing each other’s countries, the expedited removal process is an anathema in a country (the United States) rife with judicial procedures to ensure fair play through appeals processes, and stands in conflict of the goal to achieve increasing cooperation as mandated by the Beyond the Border Action Plan. Currently, if a border guard in the U.S. targets a key Canadian company personnel for expedited removal, that company’s business with the U.S. can be jeopardized.

Recent border situations in the Pacific Northwest where Canadians have been placed into expedited removal have involved Canadians seeking entry to the U.S. to attend meetings, visit vacation homes or engage in other travel into the United States.

For more information contact Greg Boes at gboes@americanlaw.com

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5. Radio stations are integral in the community while informing and entertaining people for free!
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Why not take this opportunity to explore your options and opportunities?

Travis Goodman, a qualified marketing professional, has been with News1130 for the past 4 years, will provide insight and information to build a great radio campaign. travis.goodman@news1130.rogers.com or 604-877-4441.

Announcing Surrey’s POLICE AWARD WINNERS

Photos of the 17th Annual Police Officer of the Year Awards event, including nominees can be found on the Surrey Board of Trade Website at www.businessinsurrey.com. Below are the winners of this year’s awards.

Police Officer of the Year - Nominated by Community: Staff Sergeant Dean Scott
Police Officer of the Year - Nominated by Peers: Constable Taylor Quivey
Arnold Sizer Community Policing Initiative Award: Special Constable Josh Wattman and Simon Wong
Police & Business Partnership Award: 1-800-SHREDDING
Municipal Employee of the Year: Colleen Staresina
Auxiliary Constable of the Year: Auxiliary Constable Lubos Hrasko
Police Team Award: Serious Crime Team 1
Volunteer of the Year: Cheryl Gardner

Surrey Business Excellence Awards Finalists

On Thursday, November 14, the Surrey Board of Trade will recognize 7 of Surrey’s best businesses in different award categories at the Academy Awards style 15th Annual Surrey Business Excellence Awards, at the Sheraton Vancouver Guildford Hotel.

The SBOT’s 15th Annual Surrey Business Excellence Awards, with Presenting Sponsors Kwantlen Polytechnic University and TD Bank will feature Pamela Martin as Master of Ceremonies.

Networking Cocktail Reception
6:00 pm Dinner & Awards Presentation:
7:00 – 9:30 p.m.
Purchase tickets at www.businessinsurrey.com

THE 2013 FINALISTS ARE:

Business Person of the Year
Jas Cheema ( Fraser Health)
Bill Rempel (Blackwood Partners/ Central City Shopping Centre
Charan Sethi (Tien Sher Group of Companies)

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Aegis Industrial Finishing Ltd
Darpan Magazine
Vij’s Inspired Indian Cuisine

11-40 Employees
AstroGraphic Industries Ltd.
Innovative Fitness South Surrey
Thirst First Refreshments Inc.

41+ Employees
Falcon Equipment Ltd.
MICHAUDS Salon Spa
and Wellness Centre
Solars Management Consultants Inc.

Not-for-Profit/Association
Pacific Community Resources Society
Semiahmoo House Society
Surrey Christmas Bureau

New Business of the Year
Chylan Emergency Gear Inc.
The Family Hope Clinic Inc.
Life Skills Therapy

Student Entrepreneur of the Year
Ajit Khunkhun, Tow Mater Towing Ltd.
Japreet S. Lehal, GoResearch.ca
Aaron Li, Shirts Reborn
The Surrey Board of Trade (SBoT) contributed two new policies to the Canadian Chamber of Commerce during the national body’s Annual General Meeting held this year in Kelowna.

**The first policy** is concerned with maintaining a region’s economy in the wake of a major emergency, such as the expected major west coast earthquake, or the flooding experienced by Alberta this past spring. Current federal policy identifies “strategic businesses” which it will continue to fund in such an event leaving the rest of the business community to fend for itself. Following on the experience of the devastating Christchurch earthquake which destroyed their central business district and how they maintained their economy, the New Zealand government provided economic support to all active businesses, to ensure business and economic continuity by maintaining an ongoing level of economic activity in the affected region. They effectively kept the economic flow into the area by providing a level of funding approximating sales and wages during the recovery period.

The SBoT asked for the revision of the Canadian Public Safety Act to expand support to a regional economy to guard against the economy stalling and ensuring a faster economic recovery. With the support of the Medicine Hat Chamber of Commerce as a co-sponsor, the resolution was adopted unanimously.

The second policy resolution sought to improve the competitive imbalance for Canadian merchants impacted by the much lower prices available to shoppers in US border cities. The federal government has been asked to reduce or eliminate import duties and tariffs on goods and allow Canadian merchants to better compete. The resolution from the Fredericton Chamber, co-sponsored with the Surrey Board of Trade, passed unanimously. While this process proceeded, the federal government announced that it would reduce many tariffs and duties in its next budget. A win for the Surrey Board of Trade!

The Canadian Chamber of Commerce represents over 450 Chambers of Commerce and Boards of Trade across Canada.
Canada and other industrialized countries struggle to return to a sustainable economic growth trajectory, the difficulties being felt in the job market are proving especially painful for young adults. Young unemployment rates have risen sharply in many countries since 2008 and have reached truly frightening levels in parts of Europe. As a result, the pool of unemployed/underemployed people aged 15 to 24 has expanded, businesses looking for new staff are having to hire entry-level workers. Educational upgrading (with a particular focus on in-demand fields), market-driven training programs, and greater labour mobility may lessen the “scarring” effects of joblessness, and they should all be part of the policy tool-kit used to address the risks posed by long-term unemployment and underemployment among young adults.

Economic research indicates that pro-growth macro-economic policies and targeted programs aimed at boosting employment among young adults can help to stimulate the hiring of entry-level workers. Educational upgrading (with a particular focus on in-demand fields), market-driven training programs, and greater labour mobility may lessen the “scarring” effects of joblessness, and they should all be part of the policy tool-kit used to address the risks posed by long-term unemployment and underemployment among young adults. Jock Finlayson, Executive Vice President and Chief Policy Officer, Business Council of BC.

By Jock Finlayson

ACROSS the Board

Announcements & Congratulations

Season of Family Dinner – Sunday, November 24 5:30-8:30pm – A fundraiser for the Ronald McDonald Family Room at Surrey Memorial Hospital to help families with seriously ill children in the hospital. Learn more about the Family Room project, and help keep more families together when it matters most.

www.rmhbc.ca/family-room/surrey-family-room.

Elliie King, Artistic Director of the Royal Canadian Theatre Company, was honoured as a Surrey Civic Treasure during the Surrey BoT Event, ‘Business & the Arts’. The prestigious award is given to those who have substantially contributed to the artistic and cultural life of Surrey.

More info: www.rctretheatreco.com

Congratulations - Black Bond Books, Canada’s largest independent bookseller is celebrating 50 years. Based in South Surrey, it now has 10 branches from Mission to North Vancouver, including the Book Warehouse location on Broadway in Vancouver. Books make a wonderful gift, a thoughtful gift for someone special, and Black Bond offers corporate discounts.


Glenn Johnson, president and CEO of Endurance Wind Power Inc., has been named the 2013 B.C. Pacific Region Entrepreneur of the Year (in clean tech). Their induction wind turbines are manufactured in Surrey and sell in the U.S. and Italy. Current endurance brings in between $50 million and $100 million in annual revenues—and is profitable.


The City of Surrey was awarded the UBCM’s 2013 Community Excellence Award for Best Practices in Social Media. The City currently engages several platforms in social media mix, including Facebook, YouTube, Twitter, Google Plus, Pinterest, and LinkedIn.

Contact: www.surrey.ca.

Finding the Right Solution for Youth Unemployment

Today, these problems are compounded by a skills/education mismatch that is making it harder for many graduates to find suitable (or any) employment. According to CIBC economists, 30% of Canadian businesses report facing labour shortages, despite sluggish economic growth and large numbers of underemployed young people. The CIBC researchers identify 25 occupations showing signs of labour shortage. These include many skilled trades and technical occupations, some science and engineering fields, a host of occupations in the health care sector, as well as accounting and mining-related occupations.

There is mounting evidence that too few people are being educated to work in fields where labour market demand is strong. At the same time, record numbers of young adults are emerging with general-purpose undergraduate college/university credentials that don’t necessarily provide well-defined pathways to rewarding careers. Skills mismatches help to explain why it is taking longer for many young adults to successfully transition from school to the job market.

Economic research indicates that pro-growth macro-economic policies and targeted programs aimed at boosting employment among young adults can help to stimulate the hiring of entry-level workers. Educational upgrading (with a particular focus on in-demand fields), market-driven training programs, and greater labour mobility may lessen the “scarring” effects of joblessness, and they should all be part of the policy tool-kit used to address the risks posed by long-term unemployment and underemployment among young adults. Jock Finlayson, Executive Vice President and Chief Policy Officer, Business Council of BC.

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Contact: www.surrey.ca.

Finding the Right Solution for Youth Unemployment

Today, these problems are compounded by a skills/education mismatch that is making it harder for many graduates to find suitable (or any) employment. According to CIBC economists, 30% of Canadian businesses report facing labour shortages, despite sluggish economic growth and large numbers of underemployed young people. The CIBC researchers identify 25 occupations showing signs of labour shortage. These include many skilled trades and technical occupations, some science and engineering fields, a host of occupations in the health care sector, as well as accounting and mining-related occupations.

There is mounting evidence that too few people are being educated to work in fields where labour market demand is strong. At the same time, record numbers of young adults are emerging with general-purpose undergraduate college/university credentials that don’t necessarily provide well-defined pathways to rewarding careers. Skills mismatches help to explain why it is taking longer for many young adults to successfully transition from school to the job market.

Economic research indicates that pro-growth macro-economic policies and targeted programs aimed at boosting employment among young adults can help to stimulate the hiring of entry-level workers. Educational upgrading (with a particular focus on in-demand fields), market-driven training programs, and greater labour mobility may lessen the “scarring” effects of joblessness, and they should all be part of the policy tool-kit used to address the risks posed by long-term unemployment and underemployment among young adults. Jock Finlayson, Executive Vice President and Chief Policy Officer, Business Council of BC.

By Jock Finlayson

ACROSS the Board

Announcements & Congratulations

Season of Family Dinner – Sunday, November 24 5:30-8:30pm – A fundraiser for the Ronald McDonald Family Room at Surrey Memorial Hospital to help families with seriously ill children in the hospital. Learn more about the Family Room project, and help keep more families together when it matters most.

www.rmhbc.ca/family-room/surrey-family-room.

Elliie King, Artistic Director of the Royal Canadian Theatre Company, was honoured as a Surrey Civic Treasure during the Surrey BoT Event, ‘Business & the Arts’. The prestigious award is given to those who have substantially contributed to the artistic and cultural life of Surrey.

More info: www.rctretheatreco.com

Congratulations - Black Bond Books, Canada’s largest independent bookseller is celebrating 50 years. Based in South Surrey, it now has 10 branches from Mission to North Vancouver, including the Book Warehouse location on Broadway in Vancouver. Books make a wonderful gift, a thoughtful gift for someone special, and Black Bond offers corporate discounts.


Glenn Johnson, president and CEO of Endurance Wind Power Inc., has been named the 2013 B.C. Pacific Region Entrepreneur of the Year (in clean tech). Their induction wind turbines are manufactured in Surrey and sell in the U.S. and Italy. Current endurance brings in between $50 million and $100 million in annual revenues—and is profitable.


The City of Surrey was awarded the UBCM’s 2013 Community Excellence Award for Best Practices in Social Media. The City currently engages several platforms in social media mix, including Facebook, YouTube, Twitter, Google Plus, Pinterest, and LinkedIn.

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