

Events

February 4

Pipeline Industry Series
Northern Gateway Pipeline

February 5

Presidents' Roundtable

February 6

2014 Economic Forecast

February 7

Women in Business
Awards Nomination
Deadline

February 11

Tax Planning for Small
Business Workshop

February 13

B2B at WorkBC
Employment Centre -
Fleetwood/Guildford

February 18

Business and Immigration
Workforce Strategies

February 19

What is Your Business
Worth Workshop

February 21

South Surrey / Ocean Park
Crime Breakfast

February 25

Anti-Spam Legislation
Workshop

February 26

Presidents' Roundtable

March 4

B2B Seaboard Self-Storage

March 5

Presidents' Roundtable

March 6

Business and Fraud
Awareness Dialogue

March 11

Breakfast in the City

March 12

Surrey Women in

Business Awards Lunch

March 26

B2B at Surrey Hearing Care



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Surrey Board of Trade Supports Trans Mountain Pipeline Twinning



Trans Mountain Pipeline Crew laying pipeline.

"The Surrey Board of Trade passed a motion to support the Kinder Morgan project to twin its Trans Mountain Pipeline," said Anita Huberman, CEO, Surrey Board of Trade.

The Surrey Board of Trade acknowledges that the conveyance of crude and refined petroleum products is a critical aspect of Canada's export activity through the Western Gateway. This is in line with national and provincial economic interests involving key commodities critical to the Canadian economy. Due to twinning, revenue creation at the federal, provincial and municipal levels is expected to boost the economy both over the short and long term. The Surrey Board of Trade is cognizant of the significant

environmental risks due to spills associated with operation of the pipeline and the transport (rail, road and marine) of petroleum products. Oil Spill response as a matter of provincial (five conditions) and federal (tanker safety review) is a priority for the Surrey Board of Trade.

Therefore, as part of this position, the Surrey Board of Trade advocates for:

1. The selection of a route/corridor for the pipeline which will cause minimal environmental and negative economic impacts as a result of a spill over the lifetime of operation of the pipeline.
2. The implementation of sophisticated spill control measures and the deployment of state-of-the-art technologies

to control spills along the length of the pipeline.

3. For a review of the Transportation of the Dangerous Goods Regulations followed by any necessary amendments to the regulations that would increase the safety of the transport of crude oil and other refined petroleum products.

4. Enhancements to the Provincial Spill Response Program that would help minimize the risks of a spill of petroleum products/crude from tankers, ships or rail cars and thereby create very safe conditions for transport of such dangerous goods.

5. Adequate financial security as part of the twinning to deal with the adverse economic impacts as a result of

an environmental disaster due to a spill or an accident causing a release of petroleum products into marine/freshwaters or environmentally sensitive land.

Components of the Surrey Board of Trade's position paper include:

1. How the pipeline twinning affects Surrey and BC residents?
2. Effect on the Canadian economy?
3. Implications to environmental safety within the footprint of the pipeline traversing through BC and in marine waters
4. Emergency Response

For the full position paper go to <http://www.businessinsurrey.com/storage/APPROVED%20-%20SBOT%20Position%20Kinder%20Morgan%20Pipeline.pdf>

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➡ PROFILE

Salute to Vincent Lalonde and Murray Dinwoodie

Vincent Lalonde, New Surrey City Manager

Surrey's new City Manager describes himself as a very proud city resident and a dedicated Surrey worker having spent the last 16 years working for Surrey. He started his career in his hometown of Montreal where he grew up, graduating from McGill University. After a year in Saskatoon, while his wife was doing her Masters, he met some recruiters from BC at the University of Saskatchewan. **He spoke with Editor, Ray Hudson about the path that has brought him to the top job in Surrey's administration:**

I found a job in the BC Ministry of Agriculture as a specialist in drainage, I was a registered Agrolologist, and got to know Surrey when I was the provincial rep on a study for the city on how to control flooding on the city's low lands. I then applied for Senior Drainage Engineer and went on to manage the drainage, sewer, water, drainage and environment and soon after, transportation was tacked on. Six years ago I had the opportunity of becoming the General Manager of Engineering.

How big a leap is it to City manager? There are many more things beyond engineering that you'll be responsible for.

It's a major change of focus because you also have the political realm, the administrative realm and you must keep all that in balance. You are there, first and foremost to service Mayor and Council and the citizenry.



You also liaise and manage with the other General Managers who are in charge of the delivery. It's much more of a coordination and relationship-building position. I was concerned with development and transportation. Now it will include public safety, fire services, libraries. It's an expanded role.

What goals have you set for yourself?

I think it's important to understand that this change in City Manager was really brought about by Murray's desire to retire. It's not the city council deciding they needed a new direction.

We're growing by leaps and bounds, always improving. So a big part of my mandate is to maintain that di-

rection, as evidenced by my being an internal candidate. That brings the advantage of continuity. After 16 years I already have a pretty solid relationship base in the community, which will help with that continuity. I am also the evidence of the city fostering employee growth.

From an engineering perspective, what better city to work for than one that's growing by so many people each year. There are lots of projects, things are happening. Also from both a philosophical and fiscal perspective it's very lean. It all derives from our tax rates or tax base and so that lean quality brings with it a lot of opportunity for innovation, looking at things differently instead of always turning to the status quo. If you look at the growth of our staff compared to the growth of the population, they don't mirror each other. That's the result of looking at how to do things differently. Mayor and Council are driving that innovation.

The SBOT has said, for a number of years now, that it considers the city is very well managed. That's also being recognized by the business community, which continues to invest heavily in the city.

One of the long-term goals for sure is to have a job to population ratio that is healthy. That means a healthy tax base as well as a healthy local economy, and the Board of Trade is all about that. What I find astounding was our jobs ratio used to be

around 67%, and our goal was 70%. Currently we're at 71% so we've managed to gain ground over the last ten years, and that's in the backdrop of the population growth. But to keep that ratio against the rising population, we need six thousand full time jobs. And those are provided by your members (SBOT) the businesses in Surrey. They come a few at a time, because it's not like one big factory is going to take six thousand people. But we also have to keep in mind the need to attract the jobs. That's definitely one of the main goals.

What are your project priorities as you move?

I will continue to work with the LRT and, in fact, my change of role may allow me to do more to bring it to Surrey. Our solid waste gain is another facet, and how we've done a complete cycle of using the organic. Currently we're in the midst of selecting our 3-P partner for the Bio-fuel Plant. Here too I will remain engaged in this project.

I know I have big shoes to fill. Murray did an excellent job, and like I said, the philosophy that Mayor and Council are looking for is unchanged. I look forward to working with the Board of Trade to improve the city as well as those people who have a high civic pride and are looking to better the city. That's quite exciting. I think if we're able to foster that then we're all better off for it.

Murray Dinwoodie Retires As City Manager



The man at the helm of the City of Surrey administration, City Manager Murray Dinwoodie retired January 30, after seven years in the post. Murray came to the post from his role as General Manager of Planning & Development at the city, bringing a great deal of depth and continuity to the post. He announced his decision to retire last August saying he felt it was time to go. Last November at the Surrey Board of Trade Business Excellence Awards, Murray was recipient of a Special Achievement Award.

"Murray was a delight to work with," said Anita Huberman. "We shall miss him and we wish him the best of luck."



NOMINATION DEADLINES

SURREY BOARD OF TRADE AWARD NOMINATION DEADLINES

- International Trade Awards – April 7
- Innovation Awards – April 25
- Environment and Business Awards – July 11
- Family Friendly Workplace Awards – June 4
- Surrey Police Officer of the Year Awards – July 4
- Surrey Business Excellence Awards – Sept 17

For Nomination Forms go to
www.businessinsurrey.com



From the
Surrey Board of
Trade

BUSINESS *in* Surrey

February & March 2014

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➡ FROM THE PRESIDENT'S DESK:

Bogus Calls Underscores Need For Fraud Awareness

Bijoy Samuel

50th President
Surrey Board of Trade



Recently, the Surrey Board of Trade sent an Alert to its members after many reported receiving a call from a person who identified himself as "Chad" or "Rashad" calling from the Surrey Chamber of Commerce.

According to one of the callers, "He confirmed our address (already had it), then went on to ask if we are still looking for a new location to move to, or if we have already found one. I said we weren't even looking to move. He immediately hung up. I have had similar calls like this in the past and told them to put us on their do not call list (unfortunately with no success), but this is the first time I have had someone say they are from the Surrey Chamber of Commerce."

This was a bogus call. The Surrey Chamber of Commerce became the Surrey Board of Trade in 2005 and, although we still own the Surrey Chamber of Commerce name, we do not use it.

We are very concerned that this is going on, however have no idea what the purpose of the deception was. Nevertheless, this individual was misrepresenting himself and we would like to know about and ultimately stop this activity if we can. "I've contacted the Surrey RCMP and

they are looking into the matter for us", said Surrey Board of Trade CEO Anita Huberman. Subsequent to our alert we've heard from a number of members who received similar or identical calls. One caller was reported to be a woman but the message was similar. We also received a report that one member was called but this time the claim was that they were from the Canadian Chamber of Commerce.

So far there are few clues as to the perpetrator. One person traced the telephone number only to find it was "spoofed" which means the caller id was changed to reflect a number not assigned. All we can do is make you aware of this and if it happens to you, ask you to please report it us. Interestingly, while researching this on the Internet, we found an entry called "Valuation Fraud". It's interesting: "The business sends faxes asking if you're interested in selling your business," says Sue McConnell, PR director for the Cleveland Better Business Bureau. "If you want to sell your business, they claim they'll find buyers interested in your company. You send a fax back, and they send someone to come out to speak with you. After that, you pay several thousand dollars

in advance to have a valuation done to determine what your business is worth. After you've paid, they disappear," explains McConnell, whose office has issued a warning to the local media and on their website after this scam was reported by several area business owners who'd been duped.

We don't know for sure if this is going on, using the phone instead of fax, however it bears an interesting resemblance.

SAVE THE DATE: SURREY BOARD OF TRADE FRAUD AWARENESS WORKSHOP

These events underscore that we are constantly under bombardment by mail, telephone, fax and online with false invoice schemes, directory fraud, and a host of other schemes to get at your money. Your best protection is knowledge and awareness for yourself and your staff. On Thursday March 6 the Surrey Board of Trade is hosting its annual Business and Fraud Awareness Leadership Dialogue at Eaglequest Golf Course, sponsored by BDO Canada and Canadian Identity Resources. At this event, with expert resource people, we will explore the full range of fraud and how you can recognize it and protect yourself from falling victim.

➡ B.C. Factoid

After registering increases in each of the two previous months, growth in retail sales in British Columbia stalled (seasonally adjusted) in October. While gasoline stations (+1.3%), food & beverage stores (+1.0%), and clothing & accessory shops (+0.5%) all posted higher receipts, these gains were offset by weaker returns generated at sporting goods & hobby shops (-5.4%), furniture stores (-3.0%), building material & garden equipment dealers (-1.1%), general merchandise stores (-0.5%), and motor vehicle dealerships (-0.3%).

◀ FROM THE CEO

Happy New Year to Surrey's Business Community!

Anita Huberman

CEO, Surrey Board of Trade



T. Boone Pickens the legendary oilman and philanthropist, one of the key speakers at this year's **Surrey Regional Economic Summit on February 27th**, ranks among the world's most successful and recognized business leaders. He said something in a recent LinkedIn post that really resonated with me:

"Want to work smarter in 2014?

Try talking to people. Not tweeting them or texting them but good, old-fashioned conversation. Talking generates ideas, and it makes companies – and individuals – grow."

As anyone on my team can tell you, I'm always available, in the office or by phone, and that makes it easy for everyone to talk to me. That even applies when I'm traveling. Email is a great tool also but the in-person approach for your team and for your clients as well, delivers results. Please remember this as you start your business year.

One other thing that resonated with me that Pickens referred to that applies to my team at the Surrey Board of Trade: we enjoy being with each other. All of this reinforces our strengths. Although our goal is to reach an agreement among the group/deliver financial results, I'm the decision-maker, if I have to be. More often than not, I don't have to be because I have a great team that delivers quality results and service for the Surrey Board of Trade and our 1900 members. That is our winning formula!

I also welcome **SW Media Group** as a partner in the production of our newspaper 'Business in Surrey'. The partnership comes with an expanded newspaper product from 12 pages to 24 pages and is still mailed to all Surrey businesses with an additional mailing to our members with special offers to save them time, money or contribute to Surrey's growing economy. SW Media group publishes seven newspapers in four languages. I encourage businesses to support our newspaper through advertising or by sending us news items to anita@businessinsurrey.com

SURREY BOARD OF TRADE UPDATES:

1. GOVERNMENT AND ISSUES: Transit Referendum Question

The Surrey Board of Trade has sent a letter and been in touch with the Ministry of Transportation to ask for the Transit Referendum question to be communicated now. Time is needed for the voter to understand the whole complexity of the discussion before the vote takes place this November. At the Surrey Board of Trade, in addition to education, transportation is needed for a solid regional economic foundation. Why do we have to keep waiting for this question?

BC Hydro Increases

In December, the Surrey Board of Trade viewed the announcement of the increases in BC Hydro's rates with concern in that the nine and six percent increases in the next two years (and lesser amounts in subsequent years) will be a significant challenge to many businesses in a time when the economy is still not strong.

City Budget

In its annual review of the city's budget, the Surrey Board of Trade submitted recommendations to the City on fiscal policy and communication to businesses. This is a collaborative process with the City of Surrey and the Surrey Board of Trade as we work together to involve and communicate to businesses on how the City budget impacts business.

Trans Mountain Pipeline Twinning

The Surrey Board of Trade passed a motion at their Directors meeting in December to support the Kinder Morgan project to twin its Trans Mountain Pipeline. A comprehensive position paper is available on our website.

Affordable Housing and Poverty Reduction – Child Poverty

I was part of a Press Conference organized by First Call where they issued the Child Poverty Report Card in late November. The Surrey Board of Trade's work on poverty reduction and affordable housing action plan will continue this spring. It's an issue of importance to the economy as we work in concert with other levels of government. BC has the

highest child poverty rate in Canada, with one in five kids considered statistically poor, says a report that calls for quick action to alleviate a worsening situation in the western province. The report by the child and youth advocacy group First Call said B.C.'s child poverty rate is 18.6 % compared to the national rate of 13.3%.

Emergency/Disaster Planning

From our federal government resolution last September, a more concerted approach with our MP's and Ministers will be taken this spring. Detailed information on Page 17.

BC and Federal Budgets

In our responsibility to evaluate each of these budgets, look for commentary on this in February for the BC Budget and March for the Federal budget – and how these budgets will impact your business/organization.

Creative Industry

The Surrey Board of Trade's strategic plan calls for the development and enhancement of Surrey's creative industry. This includes new entertainment venues, Transforming unused spaces for creative industries, creating and promoting existing creative industries in Surrey, supporting young entrepreneurs in creative industries and attracting the creative class to Surrey. Two Leadership Surrey Dialogues last year were held with the art and business community, which resulted in a solid action plan to be deliberated with the City of Surrey and the Surrey Board of Trade earlier this year. Further, the Surrey Board of Trade in December gave its full support to the Performing Arts Centre development by **Cotter Architects**, proposed for South Surrey. This development will enhance the city by creating and attracting performance art and quality/elegant venue space that is so desperately needed here. For the full position statements go to www.businessinsurrey.com

2. COMMUNITY SUPPORT

In November the **Ronald McDonald Family Room (at Surrey Memorial Hospital)** Fundraiser hosted by Kultar Thiara and his partners at the Grand Taj Banquet Hall, and the Surrey Board of Trade, raised \$30,000.00. We still need to reach our fundraising goal to support

sick children and their families. Call Joe Hargitt to donate at the Ronald McDonald House at (604) 736-2957.

In December and January, we continued to Support the **Surrey Food Bank**. In December, the Surrey Board of Trade and its generous members gave over \$2,000 and close to a 1,000 pounds of food. The Surrey Food Bank is always in need as they support babies and families in need – please call to donate at (604) 581-5443

3. SERVICES BUSINESS CENTRE

This year in accordance with our strategic plan our Surrey and regional businesses will see a business centre with added services. If you are starting a business, the Surrey Board of Trade Business Centre will register your business and offer supporting services through partners. A new hire taking place this spring will see the Business Centre grow and evolve.

I am excited to announce a new partnership formed with the Office of Small and Medium Enterprises, Public Works and Government Services Canada. Starting in February, and for the remainder of the year, a staff person from this government office will be at the Surrey Board of Trade once a month to meet with business of all sizes as they secure government contracts. This helps businesses grow – and for small businesses where seeking government business may seem a daunting task, you now have someone that you can talk to, to make this task easier. More details coming soon.

INTERNATIONAL TRADE CENTRE

Watch for exciting new details on this later this year.

JOIN A TEAM

Crime & Justice

Environment & Energy

Finance & Tax

Innovation

International Trade

Social Policy (Homelessness, Poverty Reduction, Disabilities, Child Care, Skills Shortage, Immigration)

Transportation

Call Anita at 604-634-0342.

➤ INTERNATIONAL TRADE & INNOVATION

International Health Technology Innovation in Surrey with Israel

As part of the Surrey's transformation into Canada's innovation gateway, Mayor Dianne Watts was in Israel on a week-long business trade mission early this year focused on medical technology in partnership with The Centre for Israel and Jewish Affairs (CIJA). "Israel is known as the world's global Start-Up Nation. Canada's Start-Up City – Surrey, is looking to tap into Israel's pioneering cutting edge medical,

entrepreneurial and scientific innovation," said Surrey Mayor Dianne Watts.

Partnering with The Centre for Israel and Jewish Affairs/Pacific Region, Mayor Watts was accompanied by a high level delegation from the health technology business sector and representatives from Simon Fraser University, University of British Columbia and Kwantlen Polytechnic University,

all with the aim of strengthening Surrey's new world class medical technology hub, 'Innovation Boulevard'.

Results of the trip includes Surrey partnering with Israel Brain Technologies (IBT) – Israel's most prestigious neuro-technology consortium created by Israel's President and Nobel Peace Prize winner Shimon Peres.

This partnership will lead to the establishment of close ties between Israel's

leading neuro-science innovators and their colleagues on Surrey's Innovation Boulevard.

Innovation Boulevard is a network of health institutions, universities, companies and talented people located within one square mile in Surrey, B.C.'s City Centre between Simon Fraser University and the Surrey Memorial Hospital Campus. *For more information visit: www.surrey.ca/innovationboulevard*

\$15.7 billion in exports possible with Trans-Pacific Partnership

Canada's participation in the Trans-Pacific Partnership (TPP) trade agreement could see exports worth up to \$15.7 billion by securing new Asia-Pacific trading partners, according to a Fraser Institute study released last fall.

Canada and the Trans-Pacific Partnership: Entering a New Era of Strategic Trade Policy says the agreement could also play a significant role in securing present and future trade agreements, as well as decreasing dependence on the United States.

"With the Conservative government signaling that international trade is a top priority, the TPP offers a chance for Canada to gain a foothold in the prosperous and growing Asian markets and move the country away from trade dependence on the United

States," said Laura Dawson, international trade specialist and report co-author.

"The era of easy trade policy gains may be over but the disciplines imposed by the TPP on investment, regulatory alignment, rules of origin, and market access will, in the longer term, help increase certainty, reduce risk, and lower costs for Canadian exporters and investors in emerging markets," Dawson said. "A significant attraction of the TPP is engaging China. If China were to join, the TPP would become the first regional agreement to include the world's three largest economies: the United States, China, and Japan," Dawson said.

Download this report

:<http://www.fraserinstitute.org/uploadedFiles/fraser-ca/Con->

tent/research-news/research/publications/canada-and-the-trans-pacific-partnership.pdf

INTERNATIONAL TRADE & INNOVATION- Continued on page 13

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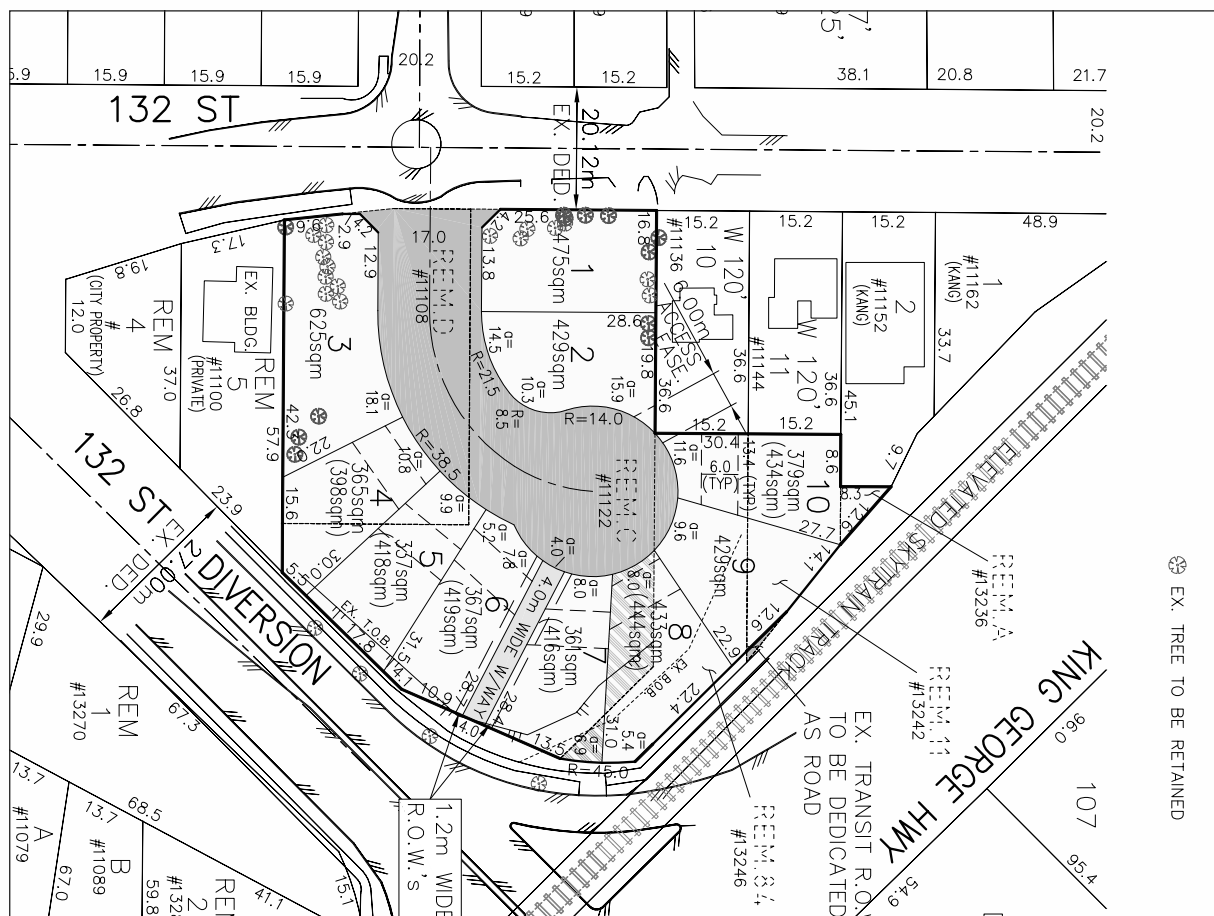
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➤ HUMAN RESOURCES

HR Solutions for Immigrant Talent Initiative a Huge Success

The Surrey Board of Trade's award-winning HR Solutions for Immigrant Talent Initiative has just completed its last workshop and the initiative funded through the Employer Innovation Fund has provided over 65 employers across Surrey, with new and innovative resources to recruit, integrate and retain skills new immigrants. The project was delivered by the Surrey Board of Trade (SBOT) in partnership with Douglas College and won the Canadian Chamber of Commerce Award for addressing the skills gap. HR Solutions for Immigrant Talent conducted 12 Awareness and 7 Training Workshops as well as 27 Business Organizational

Need Assessments over the past 10 months. As a lasting legacy the SBOT has established a portal on our website, www.businessinsurrey.com to provide business online access to the various resources developed by the project. This includes tip sheets on Finding Immigrant Talent, Hiring Immigrant Talent and Retaining Immigrant Talent. The Employer Innovation Fund was administered by the Immigrant Employment Council of BC (IEC-BC) with funds provided by the Government of Canada and Province of BC. The Surrey Board of Trade Project, HR Solutions for Immigrant Talent Initiative, has provided direct

support to business owners and human resources managers not only through the Training Workshops but also through onsite training provided by Douglas College industry liaison staff to over 200 staff from seven different organizations. The Surrey Board of Trade has been approached by a number of Chambers of Commerce from Metro Vancouver to expand the continuation of HR Solutions for Immigrant Talent Initiative and the SBOT is currently exploring various funding options. As Anita Huberman the SBOT's CEO noted in accepting the Canadian Chamber of Commerce Award, "In Surrey, like many other cities across Canada, employers are

increasingly relying on new immigrants to meet

their skill shortages. It is a fact that small and medium size businesses need our help in finding, recruiting and integrating immigrant talent to address this issue".

For more information on HR Solutions for Immigrant Talent Initiative, please contact John Coward, Industry Manager, Surrey Board of Trade.

Phone: 604.889.0094 or email john.d.coward@gmail.com



John Coward

Competing For Global Talent

One of the objectives of the Surrey Board of Trade is to attract the best and the brightest young people from around the world to study at our universities. In the past, onerous visa procedures have meant students often went to competing countries who could offer assurances of access far quicker than Canada.

Now, the Minister of International Trade launched a new international education strategy (IES) aimed at attracting more international researchers and students to Canada, deepening the research links between Canadian and foreign educational institutions and establishing a pan-Canadian partnership with all key education stakeholders, including provinces and territories and the private sector.

The Canadian Chamber of Commerce applauds this initiative. "The International Education Strategy will strengthen Canada's hand in the competition for global talent," said Perrin Beatty, President and CEO of the Canadian Chamber of Commerce. "With the doubling of foreign student recruitment and new funding for international research and training

programs, we are now in a better position to attract the best people around the globe."

Moreover, the Canadian Chamber strongly believes global education networks help build bridges for business into new markets, supporting Canada's trade and diplomacy.

"This strategy shows that the government of Canada is taking real action to make our country more competitive, innovative and prosperous—all key to success in a fiercely competitive global marketplace. Focusing on the markets and sectors, including international education, where Canada has a clear advantage will create jobs and economic growth here at home and also address labour challenges such as skills shortages and those related to an aging population."

The strategy is the result of extensive consultations by an advisory panel and is an important part of the recently announced Global Markets Action Plan.

News and information are available at [Chamber.ca](http://www.chamber.ca)

Canada's Aboriginal Peoples: The Great Source For Skilled Workers

The report prepared by the Canadian Chamber of Commerce is particularly important to Surrey in that we have the largest urban Aboriginal population in BC. According to the 2011 National Household Survey, the percentage of Canada's Aboriginal peoples completing secondary school and post-secondary education is growing. In 2011, 22.81 per cent of Aboriginal peoples aged 25 to 64 reported high school as their highest level of education (up from 21 per cent in 2006). The percentage of Aboriginal peoples with post-secondary qualification increased to almost one-half (48.4 per cent), up from 44 per cent in the 2006 Census. That is the encouraging news. The discouraging news is that the education success gap between Aboriginal and non-Aboriginal peoples remains wide. In 2011, 89 per cent of Canada's non-Aboriginal population had at least a high school diploma and 64 per cent had post-secondary qualification.

Canada's employers cite the lack of skilled workers as their biggest barrier to being competitive, and the completion of high school is considered the minimum level of education required for employment. The education success gap between Aboriginal and

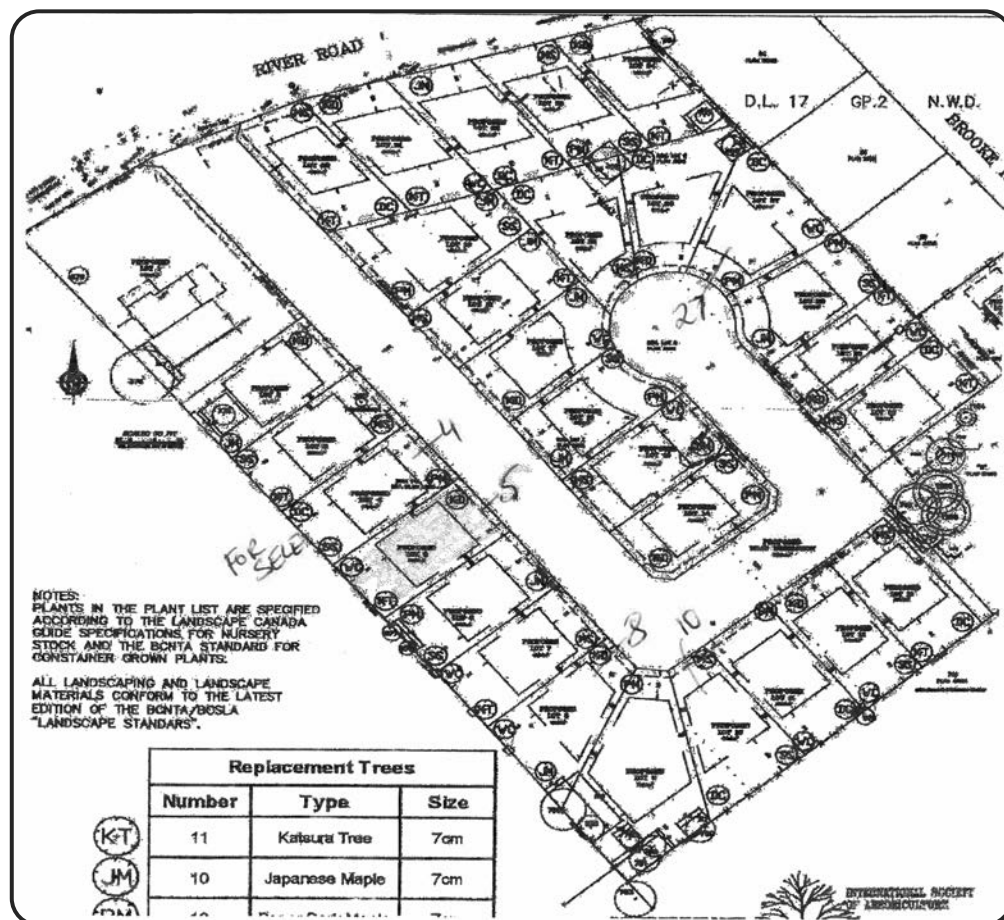
non-Aboriginal Canadians needs to shrink a lot more and a lot more quickly.

The urgency of addressing this situation becomes more acute when one considers the following facts:

- The proportion of Aboriginal peoples in Canada continues to increase (4.3 per cent in 2011 compared to 3.8 in 2006).
- The pace of Aboriginal peoples' population growth continues to outstrip that of non-Aboriginal peoples (20.1 per cent vs. 5.1 per cent between 2006 and 2011).
- Canada's Aboriginal peoples are relatively young; 46.2 per cent are under 25 (compared to 29.4 per cent of the rest of the population). Only 5.9 per cent are over 65 (compared to 14.2 per cent of the rest of the Canadian population). These facts present a challenge—to make a difference in Aboriginal peoples' educational and workforce participation success—and an opportunity to improve our national competitiveness.

This report is available in full from: <http://www.chamber.ca/publications/reports/>

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ENVIRONMENT

Disaster Planning Advocacy For Business Released

At the Emergency Planning Leadership Surrey Business Dialogue, last fall, the Surrey Board of Trade released their federal government advocacy position on Disaster Planning, asking the federal government to better prepare for and protect Canada's strategic economic well being by:

1. Evaluating the cost of providing funding to businesses that demonstrate they need assistance in the aftermath of a natural disaster
2. Reviewing the Public Safety Canada Business Continuation statutes with the view of including all qualified businesses in the protocols to receive emergency financial support to better stabilize the affected economy through the crisis period
3. Developing a program to promote the need for Business Continuity Plans – and resources to assist in their development – with input from the Canadian Chamber of Commerce and the chambers of commerce and boards of trade across Canada.

"We need to maintain the 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," said Anita Huberman, CEO Surrey Board of Trade.

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, New Zealand earthquake which destroyed their central business district the New Zealand government provided economic support at a level of funding approximating sales and wages to all active businesses, to ensure business and economic continuity in the affected

region.

The Surrey Board of Trade hosted the October event to help businesses organizations anticipate issues, share plans with employees and communicate with customers. The event featured a panel of speakers and a dialogue where the audience discussed their own

preparedness comprised:

The Inevitable Earthquake: Dr. Lionel Jackson, Simon Fraser University

The Role of Cities: Dan Barnscher, Surrey Deputy Fire Chief & Surrey Emergency Planning Coordinator

Business Insurance: Roberta Walker, Envision Insurance Services

The Christchurch, NZ Earthquake - Business

Continuity: Gurjit Sangha, VP Corporate, Opus DaytonKnight

Business Communication: Jeremy Whittingstall, Envision Financial

Gurjit Sangha of Opus DaytonKnight, whose head office is in Christchurch, indicated that infrastructure and design plans are inadequate in the Metro Vancouver region. Other comments included that we need to believe that an earthquake will happen in order to prepare. The main issue is a culture of complacency and preparation. This Leadership Surrey Dialogue was sponsored by PW Trenchless Construction.

NEXT STEP: For the Surrey Board of Trade to create some action with the federal government in driving legislative change.

For a video of the event presentations and the full position paper go to www.businessinsurrey.com and for full information on this Advocacy see: www.businessinsurrey.com/storage/Creating_and_Amending_Protocols_for_Economic_Recovery.pdf

SAVE THE DATE

Surrey Board of Trade 'FUN IN THE SUN' Golf Tournament - June 5, 2014 at Morgan Creek Golf Course

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➡ BOARD DIRECTOR ELECTION 2014

Nomination Deadline is March 28

The Surrey Board of Trade is inviting nominations for the 2014 Board Director Election. This is an annual election of Directors to the Surrey Board of Trade.

This is your opportunity to initiate new ideas to affect, inform and influence the Surrey business community. The bylaws mandate that any board director shall be a member in good standing for a minimum of two years, free of any conflict of interest and be willing and able to attend board meetings on a regular basis. In addition, it is highly desirable that candidates should be able to demonstrate a familiarity with the Board of Trade's operations and activities.

Who are Directors?

Directors are people who have a keen interest in creating a welcoming business climate in Surrey. They believe that business has a responsibility to the community as a whole and that as

individuals working through the Surrey Board of Trade they can make a difference. Directors are leaders with a sense of direction and a strong desire to be part of a team that works in their community.

What do Directors do?

Directors participate in the governance of the Board of Trade, determining the focus and direction of the organization each year. Directors are also actively participating as representatives of the business community at various gov-



ernment and community events. Directors participate on teams to suit their interests. Directors are Ambassadors of the Surrey Board of Trade! If you care about supporting business in Surrey... If you care about community values...if you want to see things get done... If you have ideas and energy... if you

see a problem and believe you have a solution...

You should be a director!

To complete a nomination, go to www.businessinsurrey.com

Please feel free to contact Anita Huberman, CEO at anita@businessinsurrey.com or at 604-634-0342.

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➔ INTERNATIONAL TRADE & INNOVATION

Notes on the European Union Trade Agreement

As a general principle, the Surrey Board of Trade supports free trade agreements. We saw last year that the European Union Trade Agreement came into place – and now we wait for results on the India-Canada, and the Trans-Pacific Partnership Agreements. In respect to the EU Trade Agreement, which in general principle applies to the other agreements, we offer this analysis:

Key Elements: Reduction of tariffs (i.e. import taxes) for traded goods. Once CETA is ratified, import duties on 98% of all EU product lines will be eliminated, with an additional 1% subject to phase-outs of up to 7 years. This includes all advanced manufacturing goods, such as machinery & equipment, electrical equipment and medical devices. The majority of agricultural tariffs including those applying to

fruits & vegetables and oil seeds will also drop to zero upon entry into force. On the other hand, duty reductions on passenger vehicles, grain and certain fish products will take place over a longer period, as will increased quotas for Canadian beef and pork. Once the deal is fully implemented, duty free access will apply to all industrial goods and 95% of agricultural products.

Copyright protection remains largely unchanged from the Copyright Modernization Act. The pharmaceutical patent regime has been strengthened. This includes up to two years of patent-term restoration to compensate for lost marketing opportunities in cases of delayed regulatory approvals. One of the most innovative features of CETA is its opening up of government procurement markets to bidders

from each country. For the first time ever, provisions apply not only to the federal governments, but also to provincial and municipal procurement. That said, there are minimum thresholds for contract value and certain sectors in certain regions have been excluded.

The text needs to be finalized through technical and legal review and translated into multiple European languages. Although Canadian provinces have given their tentative support for the deal as it stands, they will be consulted once again during this process. Once the text is final, the agreement will be submitted for ratification, which is expected to take 18-24 months. Finally, provinces and member states will likely need to adjust their current laws and regulations before the agreement can go into effect.

NAFTA turns 20 years old

As the North American Free Trade Agreement (NAFTA) turns twenty, the debate over its ultimate impact remains hotly contested. Opponents of the agreement, however, largely base their claims on misinformation about the trading relationship between Canada, Mexico and the United States, which has been perpetuated by a number of politicians pandering to various constituencies. What this anxiety over NAFTA speaks to is a greater problem in U.S. trade policy that fails to openly acknowledge the positive impact of trade agreements like NAFTA on all segments of society. NAFTA has embodied this reality with great success. The high level of U.S. imports from both Canada and Mexico are not just an indication of U.S. consumption.

Source – *The National Interest* -

<http://nationalinterest.org/commentary/nafta-twenty-9569>



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INNOVATION

NeuroTech Lab a Milestone along Surrey's Innovation Boulevard

When the NeuroTech Lab opened recently at Surrey Memorial Hospital (SMH), it marked an important milestone in the hospital's Health Sciences and Innovation Strategy. The new clinically embedded high tech lab is also a milestone for Innovation Boulevard - a network of health institutions, universities, companies and talented people located within one square mile of Surrey's City Centre between Simon Fraser University (SFU) and the hospital. The Lab led by Dr. Ryan D'Arcy who is the Surrey Memorial Hospital Foundation BC Leadership Chair in Multimodal Technology for Healthcare Innovation, and a professor of engineering science and computing science at SFU, also co-chairs the City of Surrey's Health Technology Working Group. Partners in the lab include Surrey Memorial Hospital Foundation, Fraser Health, Simon Fraser University and the City of Surrey. Importantly, the lab brings scientists and engineers such as Dr. Carolyn Sparrey and Dr. Carlo Menon from SFU to Surrey Memorial Hospital. These experts, and others, bring the latest advances in neuro-technologies to advanced patient care. Surrey Memorial Hospital Founda-

tion President Jane Adams notes that the lab showcases the value that can be achieved by strategic investment of donor funds, as 'Arcy's recruitment back to BC from Halifax was made possible by the creation of the \$5.25-million endowed research chair position in 2012. Donors to SMHF contributed \$1.5 million, which was amplified by \$1.5 million from SFU and \$2.25 million from the provincial government's Leading Edge Endowment Fund (LEEF). Announced in early 2013, it's the first academic chair for SMH and Fraser Health. Located close to the new Critical Care Tower, the lab unites university researchers with SMH clinicians to accelerate health care innovation and improve patient care especially in the areas of brain injury, concussion measurement, surgical simulation, rehabilitative devices and spinal cord injury prevention.

New medical technologies already in development include:

1. A Brain Vital Signs Monitor that helps to measure the working brain and detect deviations from its normal status in concussion, trauma, dementia and other brain-injured patients.



2. The VR Surgical Simulator software program that trains nurses and OR personnel to select the correct surgical tool at various stages during a surgical procedure.

3. Surrogate Spinal Cord Injury System which mimics the spine and how the angle and impact of forces can cause different severity of injuries to the spine. This technology is used to improve the design of protective products, such as seatbelts and harnesses.

4. Interactive Wearable Robotic

Exoskeleton (in the picture) that people suffering from a stroke, injury, aging, or disease wear to regain control of their arms and hands, and to "rewire" their brain.

Submitted by Surrey Memorial Hospital Foundation

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➡ TRANSPORTATION

Improving Transportation In Surrey

On a chilly Saturday morning in late December, a large number of invited guests gathered on the highway to witness the official opening of B.C.'s newest highway, spanning 37 kilometres, from Deltaport Way in Southwest Delta to 176th Street in Surrey. There was a welcome and a blessing from an aboriginal chief, and messages from the Riding's MP, Minister Todd Stone Delta Mayor Lois Jackson, Trace Acres of the BC Trucking Assn, among others. Then a special convoy "mounted up" and officially travelled the route.



BC Transportation Minister Todd Stone opened the highway with a number of people behind him, who had worked on its construction.



Dignitaries: From left, Surrey MLA Peter Fassbender, former MLA Dave Hayer, Cllr Tom Gill, Clint Walker, Todd Stone, Gurmant Grewal, MP Nina Grewal, MP Kerry-Lynne Findlay, MLA /Cllr Marvin Hunt, Cllr Barinder Rasode and Minister Amrik Virk.



With Transportation Minister Todd Stone driving the first vehicle, the dignitaries, aboard the Convoy, officially launch the highway.



Trucks trucks trucks- what it was built for.



North East over Fraser Surrey Docks and Annieville Slough.



Just south of Tilbury, a truck heads east.



Looking west into the sun, the traffic heads for the Alex Fraser Bridge

FINANCE & TAXATION

Looking into the Economy of 2014 with Jock Finlayson

After a generally disappointing 2013, what are the prospects for our economy in the coming year? The signs are mixed from a B.C. perspective. In the plus column are accelerating U.S. economic growth, continued low interest rates, and the positive impact of the weaker Loonie on B.C.'s net trade position and competitiveness. Among the factors likely to hold our economy back in the next few months are sluggish global commodity markets, high household debt, government fiscal austerity, and soft residential investment spending.

Overall, economic conditions should strengthen in 2014, with B.C.'s inflation-adjusted gross domestic product (GDP) advancing in the vicinity of 2.4 per cent, up from 2013's estimated 1.6 per cent gain. The job market is expected to gather steam by the second half of the year, after a long stretch of very muted job creation. Inflation should edge higher from today's rock bottom levels but stay below the 2 per cent mark. Interest rates in Canada are projected to re-

main low and stable over the course of 2014.

Consumer outlays, which account for more than two-thirds of economic activity, picked up over the latter part of 2013 and should expand modestly over the first half of this year. But an underperforming job market, still rampant cross-border shopping, and the heavy debt burdens facing many B.C. households all continue to weigh on key indicators of consumer spending. Retail sales are projected to increase by 3.5 per cent in 2014, better than last year but still below the long-term average gain.

Low inflation coupled with low interest rates has been a useful tonic for the housing market. Home sales and prices both moved higher in 2013, contrary to the expectations of some analysts. But the housing sector looks set to lose momentum – certainly once mortgage rates climb, and possibly sooner. Housing starts aren't likely to add much, if anything, to GDP growth this year. With the ratios of house prices to both rents and disposable incomes currently sitting

near all-time highs, a market correction can't be ruled out. But absent a sudden spike in interest rates, the most probable scenario is a period of broadly flat real housing prices. Condo prices in the lower mainland market, however, may come under downward pressure.

For the past two years, policy-makers have been waiting for a "rotation" of Canadian economic growth, away from a disproportionate reliance on consumer spending and housing expenditures toward stronger gains in business investment and – especially – exports. This picture may finally start to come into view in 2014.

A rebounding U.S. economy, the end of outright recession in the Eurozone, modest growth in Japan, and a stabilization of economic conditions in key emerging markets should all help to create a more positive backdrop for B.C. exporters. Stronger U.S. growth is the most important factor here. America's real GDP increased at a solid 4.1 per cent annual rate in the third quarter of last year. U.S. housing starts are on track to exceed 1

million this year, up from 400,000 during the worst phase of the epic 2007-2011

housing market meltdown. Many forecasters now predict U.S. real GDP growth of 3 per cent in 2014, compared to the 2 per cent average of the previous three years. As the \$16 trillion U.S. economy enters a period of hoped-for sustained growth, a number of B.C. industries stand to benefit – from lumber and other building materials to machinery and equipment, tourism, agriculture, and the advanced technology sector. Even a modest jump in the value of exports in 2014 should be enough to underpin an improvement in B.C.'s economic performance.

Jock Finlayson, Executive Vice-President and Chief Policy Officer, Business Council of BC.



Jock Finlayson

BUSINESS BOOK BUZZ - New Ideas

Business books are an interesting way to discover new ideas or follow on what the competition is doing. I remember years ago reading **Get Big Fast**, the story of Amazon. It was an amazing story and it continues to be one that confounds the boundaries of how things should work.

A couple of new books are interesting and one in particular that is eye-opening is **'Tax Me I'm Canadian!'** a guide to your money and how politicians spend it. Mark Milke is a Senior Fellow of the Fraser Institute and he provides an entertaining if sometimes depressing look at how our tax dollars are spent. The hope is, with light shining on the ways money is allocated we can all work towards change. Milke's book is interesting, the format packed with graphs and illustrations, making a topic that could be dull and boring, lively and entertaining. He

talks about if Suze Orman was given the question, can taxpayers afford this, the answer would be "DENIED." His conclusion is that the Swiss model addresses human needs while satisfying the need for stability and prosperity. From his studies this is a sensible response.

Another book I found interesting is **'Work Happy – What Great Bosses Know.'** This is new in trade paperback and is filled with great ideas for making your workplace life happier for you and your staff.

Spring is a great time to rethink work and practices. Picking up some new ideas through the many business and motivation books goes a long way to getting the creative juices flowing for another year.

*Cathy Jesson, President,
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FINANCE & TAXATION

Dropping Loonie Good News For Reducing Cross Border Shopping

For Canadians shopping below the 49th parallel, these last few years seem to have resembled somewhat of a fantasy while our local merchants have suffered significantly. The reason was that our dollar was 10 to 15 cents overvalued. Thanks to a financial crisis that put a premium on our currency. This is because of the relative fiscal soundness of our country, the strength of our financial institutions, and the wealth of natural resources, Canadian investments and dollars became a haven for capital around the world. That's what bid up the exchange rate, and what we're witnessing now is a currency that is returning to a fairer value.

The biggest losers though when a currency depreciates are those that depend on goods and services from a foreign market. Simply put, they are Canadian importers and cross border shoppers. US dollars have essentially been "on sale," or discounted, for the

last 5 years, and this helps to explain the opportunities to be had shopping in the US retail and grocery stores. And that also doesn't give credit to the fact that consumers are accessing a much larger market place and have the luxury of a wider range of services and selection of goods. And that's perhaps the reason that the cross border loyalist will remain. The other being that there will still be those continuing discounts on dairy products, other groceries and gasoline, but now the discount is depreciating with the exchange rate. On the up side, the added benefits to the BC and Canadian economy will vastly outweigh those that have been made worse from the unfavourable exchange rate. Canadian retailers will see additional sales as shopping in the US is made more and more expensive. And that means greater tax revenue for both British Columbia and the Federal Governments, which have

been feeling the strain of austerity-focused budgets.

As the weaker dollar tells a bit of a positive story for our domestic economy, there are three simple reasons why the loonie will see continued downward pressure through the first half of this year, and cross border goers won't have their discounted US dollars back just yet: a dovish Bank of Canada, US Dollar Strength, and a lagging Canadian economy. The Bank of Canada (our central bank) is the foremost contributor to a weaker dollar. And we witnessed a policy shift in accordance with the leadership change in June of last year. The bank has gone from perhaps a much more conservative approach to one of ambivalence, and that implication for interest rates is reflective in currency. The second and third reasons have to do with a US economy that is recovering from an economic crisis some-

what faster than their neighbours to the north.

Among the aforementioned reasons for a weaker dollar, Canada is victim to a stronger US dollar in a global market place, and that relates to that 10 to 15 cent premium. During a period when the Canadian economy represented the least dirty shirt in the laundry hamper, the loonie was a coveted holding in investors' portfolios. As we return to normalcy, the US dollar is putting the loonie back in its place, and for cross border shoppers the heyday that once was, is likely passed. *Rob Levy, Managing Director of Border Gold Corporation, www.bordergold.com*



Rob Levy

TIPS: 19 Ways To Succeed In 2014

You have to do the hard things - the things that no one else is doing, the things that scare you. The things that make you wonder how much longer you can hold on. Those are the things that define you. The simple truth about how ordinary people accomplish outrageous feats of success is that they do the hard things that smarter, wealthier, more qualified people don't have the courage — or desperation — to do.

1. You have to make the call you're afraid to make.
2. You have to get up earlier than you want to get up.
3. You have to give more than you get in return right away.
4. You have to care more about others than they care about you.
5. You have to fight when you are already injured, bloody, and sore.
6. You have to feel unsure and insecure when playing it safe seems smarter.
7. You have to lead when no one else is following you yet.
8. You have to invest in yourself even though no one else does.
9. You have to look like a fool while

you're looking for answers you don't have.

10. You have to grind out the details when it's easier to shrug them off.
11. You have to deliver results when making excuses is an option.
12. You have to search for your own explanations even when you're told to accept the facts.
13. You have to make mistakes and look like an idiot.
14. You have to try and fail and try again.
15. You have to run faster even though you're out of breath.
16. You have to be kind to people who have been cruel to you.
17. You have to meet deadlines that are unreasonable and deliver results that are unparalleled.
18. You have to be accountable for your actions even when things go wrong.
19. You have to keep moving towards where you want to be no matter what's in front of you.

Do the hard things. You might be surprised at how amazing you really are. *Source — The Business Insider*

Protect yourself against Cell phone theft

It's become a sad commentary that thieves have taken to such brazen activity as snatching cell phones. In a few seconds they are gone, not to mention the risk of exposing your contacts, email, and other critical personal or business information in your phone. Careful use and handling of your phone will go a long way to protecting it. When using the phone in a public place, always be aware of your surroundings. Many people are so absorbed in their call they're oblivious to who may be around them or where they set down their phone. People behave as if they're in a privacy bubble. Even for short calls, pick your spot. Stand against a wall so no one can approach you from behind. Standing in a corner is even better. Walk through a restaurant or bar where business people gather. It's common to see a phone sitting on the table, perhaps to watch for alerts. Instead, put it on vibrate and slip it into your pocket. Frequently people indulge in double or triple jeopardy by piling on a wallet and car keys. Wow what a score! If your phone does get stolen or lost,

there are two critical things to do in advance that will at least protect your data and render the phone unusable by most. First, put an access code on your phone, which will block the use of the phone. It's a nuisance entering the code every time you want to use it but this is nothing compared to the problems you may face if you don't.

Second, record your IMEI (International Mobile Equipment Identity) number. This identifies your device to the service network and when reported, the number will be added to the provider's blacklist, which will block the phone from being reactivated by any service provider participating in the blacklist program. In Canada that's Bell, Rogers, Telus and Wind. In the US, it's AT&T and T-Mobile. You can get the IMEI number by dialing 'star pound zero six pound' (*#06#), or check the battery cavity if accessible or on the original box. Put it on a card somewhere away from the phone or better yet memorize it. It's a good mind exercise.

Ray Hudson, Policy Manager, SBOT

FINANCE & TAXATION

Apprentice Tax Credits

There are two Apprentice Tax Credits that a corporation can apply for, one Federal and one Provincial. The purpose of the credits is to encourage employers to hire new apprentices, thereby creating jobs and addressing an anticipated skills shortage. In 2006 the Federal Budget introduced the Apprenticeship Job Creation Tax Credit. An eligible apprenticeship is someone who is working in a "Red Seal" trade for the first two years of their apprenticeship contract. The credit provides a non-refundable tax credit equal to the lower of \$2,000 or 10% of the ap-

prentices' salaries or wages. A corporation must claim the credit within 18 months of the corporation's year-end. A similar Training Tax Credit was introduced by the BC government effective January 1, 2007. Again, the apprenticeship must be an eligible one. However, the trade is not restricted to Red Seal trades. An eligible training program is one administered by the BC Industry Training Authority.

There are three main elements to the BC provincial credit:

Basic credits - for each of the first

two years of a non-Red Seal program the corporation can claim the lower of \$4,000 or 20% of eligible wages or salaries.

Completion credits - Additional credits are available for those apprenticeships that have completed a third and fourth year of their Red Seal or non-Red Seal programs. The credit in year three is the lower of \$2,500 or 15% of salary and wages. The credit in year four is the lower of \$3,000 or 15% of salary and wages.

Enhanced credits- these are available for apprenticeships that are First Nation individuals and hold Status In-

dian cards or those who are eligible for the disability amount on their personal tax return. These credits can be claimed in addition to the basic or completion credits and can range from \$1,000 to \$6,000 depending on whether the apprentice is a Red Seal or non-Red Seal program and what year of the program is being claimed. The corporation must claim the credit within 36 months of the corporation's year-end.

Prepared by Gilmour Knotts Chartered Accountants. Check them out at www.gilmour.ca

Charitable & Non-Profit Industry are Significant Economic Drivers

Charities and non-profit enterprises contribute an average of 7.8% of total Canadian GDP as a whole (this is greater than the retail trade industry and close to the value of the mining, oil and gas extraction industry). The "core non-profit sector" is a common way to refer to charitable and non-profit organizations that are not hospitals and universities. These organization revenues account for about 2.4% of Canada's GDP, more than three times that of the motor vehicle industry.

Quick Facts about the Sector:

1. There are over 161,000 charitable and non-profit organizations in Canada
2. 85,000 of these are registered charities (recognized by the Canada Revenue Agency)
3. The charitable and non-profit sector contributes an average of 7.8% of total Canadian GDP, more than the retail trade industry and close to the value of the mining, oil and gas extraction industry
4. Two million Canadians are employed in the charitable and non-profit sector

5. Over 12 million people volunteer for charities and non-profits. Charities and non-profits are not only funded by government sources. Sales of goods and services account for 45.6% of total income for the core non-profit sector. Hospitals, universities and colleges, are the exception to this rule. Almost 75% of their funding comes from governmental sources and 72% of that is from provincial governments. In number these institutions only represent 1% of organizations, but they represent about 66% of the total revenues of the entire

sector.

The Satellite Account of Non-profit Institutions and Volunteering (sector-source.ca/node5713) published by Statistics Canada in 2009 shows the sources of revenue for the core non-profit sector:

- Sales of goods and services 45.6% of total income
- Government funding 19.7%
- Membership fees 15.9%
- Donations from households 12.0%
- Investment income 4.9%.

Information provided by Image Canada, www.imaginecanada.ca

SBOT Emphasizes Importance of Wellness in the Workplace

Maintaining a healthy business fiscally is what the Surrey Board of Trade (SBOT) is all about. And now we're focusing on the physical health of your business – you and your employees – so you can be on top of your game at work and in the rest of your life.

The Surrey Board of Trade is pleased to offer a free, comprehensive workplace wellness program called WellnessFits, delivered by the Canadian Cancer Society, BC and Yukon Division.

"Lifestyle, both on the job and off, is critical in attracting and retaining employees, increasing productivity and reducing absenteeism," said Anita Huberman, CEO of the Surrey Board of Trade. "Our offering of the Soci-

ety's free WellnessFits Program will provide easy-to-use online tools to customize and support a healthy active workplace, for small or large businesses."

To find out about receiving a free starter kit, please call Ann Marie Walsh at the phone number noted below or at www.wellnessfits.ca/ Exercise your prerogative to discover how WellnessFits into your healthy business plan!

WellnessFits is delivered by a trusted partnership of the Canadian Cancer Society, BC and Yukon Division and British Columbia's Healthy Families BC Initiative. Contact Ann Marie Walsh, Health Promotion Coordinator Canadian Cancer Society, 604.533.1668 ext 331

AirCare Fees Reduced in Final Year

The fee change is in response to the BC government's request that AirCare reduce the test fee for 1992-and-newer vehicles in the final year of the program.

The test fee will be reduced from \$45 to \$36. For 1991-and-older vehicles and for all re-inspections will remain at \$23.

The 2014 AirCare test fees will be reduced throughout the year, while still maintaining the program's legislated requirement to achieve revenue-neutrality by the end of operations.

"In the final year of the AirCare program, we will continue to ensure that this program remains an effective air quality initiative in our region," said AirCare General Manager Dave Gourley. "We are pleased to be able to

fulfil the government's request to reduce fees not just for 1992-and-newer vehicle owners, but for all of our customers."

Since its introduction in 1992, the AirCare program has been an important part of this region's air quality management plan. The Lower Fraser Valley region has seen significant improvements in the ambient concentrations of most common air contaminants over the last two decades, despite a significant population growth over the same time period. Metro Vancouver has recognized the historical importance of AirCare as a control measure in its overall strategy to provide healthy, clean and clear air for current and future generations.

For more information visit www.aircare.ca

➔ COMMUNICATIONS

Cross Cultural Communications in Business

As our local workforces become more diverse, we should consider how effectively we are communicating with our colleagues and clients. Creating a company strategy with a focus on goals and values is more important than ever. To communicate well on the global stage one should always ensure that the receiver has understood the message. When doing this you should be sensitive because in some cultures this may be perceived as condescending. It is universally accepted that the question of understanding be asked, yet how it is asked and with what tone, can impact on how the overall message is perceived. Major business strategies, policies and procedures, and corporate values must be continually reinforced and understood if the messages are to reach your colleagues and your clients. When dealing with other cultures the most effective way to communicate is

to ask questions and show an interest. The knowledge and appreciation gained from research will benefit all parties concerned and gain respect from all of your clients and colleagues. On the first of many hundreds of training sessions I facilitated in China I made the mistake of asking the delegates to share stories of things that went wrong in their workplace. Unaware of the Chinese notion of Face and it's importance I alienated the entire audience in an activity that I had had so much success with in other countries. If I had done some basic research this never would have happened. Communications will probably be translated into several different languages and may be altered along the way. Keep your message simple and concise to preserve it as it travels around the world. The more you can condense your message into one or

two sentences that are understood, the higher your chances of making your message stick – with everyone! Business jargon may not translate from country to country. Neither may certain commonly used analogies, especially sports related. A business located in Mumbai is not going to relate to an ice hockey analogy. Use clear, simple language and expressions that “travel well.” Edit your corporate communications to be sure they do not promote a particular religious bias. Use humor carefully as what one culture finds amusing, another might find offensive. Always use clear, concise language to communicate your key message, and if in doubt about the appropriateness of a word or phrase, leave it out. These strategies will help you to meet the challenges of communicating effectively in our expanding global mar-

ketplace. In times of change it is important to communicate more, not

less. Keep all of your employees up-to-date, and motivated and you will avoid costly mistakes and reap the benefits of a multi-cultural and multinational workforce and client base.

Andrew Woods, MBA is a professional speaker, trainer and author of BOOM! engaging and inspiring employees across cultures.

Andrew Woods co-chair of BCHRMA Fraser Valley Roundtable on career advancement and volunteers as a business mentor for S.U.C.C.E.S.S. and Canadian Youth Business Federation.



Andrew Woods

Turning Crisis Communication into an Opportunity

In today's digitally connected world what many small businesses used to consider minor customer complaints can quickly become public relations nightmares with your livelihood at the center of the storm. You need to turn what could be a PR nightmare into an opportunity for exceptional customer service.

Last Fall the internet and social media exploded when a small business lashed back at customers who posted negative reviews on line. Rather than thank them for their feedback and promise to do better next time, the owners took personal offense to the comments and began slighting their customers for 'lack of character' and an 'inability to tell good product when they saw it.' Their comments soon gained a lot of attention and within less than 24 hours resulted in national media coverage. Business owners need to remember that a negative customer experience is just that,

one experience, and use it as a chance to improve for the next time. Don't take it personally. Thankfully not all crises are of our own making, but when a serious situation does arise you can't keep quiet about it, it's equivalent to admission of guilt. Even if the claims are bogus, you need to acknowledge what has happened both with your customers and the public. Failing to do this allows other parties to begin discussing why you won't talk about it, and what they think 'really' happened. We've all watched press conferences where the spokesperson didn't show empathy. Offer words of concern or apology. When there is no compassion, people immediately discount anything further you have to say. Your customers must know that you care. A crisis puts your company under the spotlight. Use this increased attention as an opportunity to restore, and even enhance, your

customers' confidence through transparency and relationship building. In today's connected world transparency is non-negotiable. Your customers will want to know exactly what you've done to remedy the issue. Sharing the actions you've taken shows customers you can be trusted and that they can be confident the issue won't happen again. And remember, if you say that you will do something but don't follow through, it's highly likely that it will be found out and discussed online. Finally, don't engage your customers and then leave them hanging. Continue providing context about the incident, acknowledging concerns, strengthening existing relationships and rebuilding trust. This is proverbial money in the bank.

Jeremy P. Whittingstall, Communications Specialist, Envision Financial



Surrey Factoid

SURREY POPULATION

Surrey is the 2nd largest city in British Columbia. With the current population of 472,000, we would rank as the 37th largest city in the United States. Surrey will be the largest populated city in BC in less than 10 years.

GROWTH RATE

Surrey is growing at the rate of 10,000 new residents annually and accommodates 18.7% of Metro Vancouver's regional population.

LABOUR FORCE:

Surrey has a resident labour force of 230,000. Our current job to workforce ratio is 0.70 jobs per resident worker. 17% of 20-24 year olds in Greater Vancouver's young population live in Surrey.

INDUSTRIAL LANDS

Surrey has 8 business parks and 3,700 acres of industrial lands. At 317.2 sq. kilometres, Surrey is the largest city in Metro Vancouver and has approximately 46% of Metro Vancouver's total vacant industrial land.

- 3,700 acres for industrial purposes
- 2,700 acres of land designated industrial but has non-industrial uses or is vacant

➔ PUBLIC INFRASTRUCTURE

Pattullo Safety Netting Installation Protects Against Falling Concrete

TransLink is installing netting under specific sections of the Pattullo Bridge to catch debris and minimize the risk to people and vehicles that may pass under the bridge. Work is expected to continue through April. Despite calls for urgent replacement of the Pattullo Bridge, no decisions have been made. The Surrey Board of Trade has long been advocating its replacement with a six-lane span, and recently Surrey Councillor Tom Gill said the 76 year old bridge needs to be replaced with a six lane structure. He

said they've already spent \$4 million studying it and now it was time to get on with replacing it. Netting will be installed below the bridge at six sections: the New Westminster approach above Front and Columbia Streets, two sections on the truss structure over the Fraser River, and three sections on the Surrey approach over the SFPR, side roads and rail tracks. Temporary lane closures on Front Street, Columbia Street, the Pattullo Bridge and the South Fraser Perimeter

Road (Hwy 17) will be required for preparation work and installation. In the coming months, details for further expected short-term nighttime closures on Columbia Street, the Pattullo Bridge and SFPR will be available for drivers in advance of any traffic pattern changes. The bridge remains safe and TransLink continues to actively inspect, monitor and maintain the bridge in a state of good repair. This maintenance work will help ensure safety and the longevity of the bridge.

It will not address other structural issues such as narrow lanes, need for barriers to protect pedestrians and cyclists, or seismic concerns. All traffic changes will be well-signed. Drivers are asked to watch for traffic control personnel, road signs and electronic message boards and exercise caution at all times. TransLink thanks everyone in advance for their patience while this maintenance work takes place. *For more information on the traffic impacts visit www.translink.ca*

Public Infrastructure Investment Leads to Healthy Economy

Modern and efficient infrastructure is a core component of a competitive economy. Public infrastructure such as roads, bridges, highways, water systems and the electrical grid provide services critical to economic competitiveness, sustainability and quality of life. Without sufficient investment and upkeep of public infrastructure stock, countries rapidly fall behind. From the mid-1990s until 2006, infrastructure investment in Canada declined while investment in infrastructure in the United States (U.S.) increased by 24 per cent. Over the same period, Canada went from near parity with U.S. productivity to 20 per cent lower. Canadian public investment in infrastructure has not kept up with our economic needs. For example, the

transportation infrastructure in our major cities can no longer keep up with demand. Congestion costs for the country as a whole approach \$15 billion per year. This is almost one per cent of our GDP. The service life of public infrastructure extends only four or five decades. This poses a particular challenge for Canada where much of the existing public infrastructure was constructed during the middle of the last century. A large percentage of Canadian publicly owned infrastructure needs to be refurbished or completely retired. While increasing usage, growing demand and environmental stressors have all contributed to this decay, much of the decline can be attributed to decades of underinvestment and poor maintenance. To make matters

worse, thanks to the prolonged period of underinvestment, the costs of updating and maintaining existing infrastructure are increasing. For years, Canada has failed to keep pace with its public infrastructure investment needs. Evidence of this failure is everywhere. According to the Federation of Canadian Municipalities (FCM), 30% of our municipal infrastructure is at risk. Similarly, the Conference Board of Canada has recently stated that Canada needs to invest \$293.8 billion in electricity infrastructure between 2010 and 2030. Fortunately, we are starting to see renewed attention to the vital importance of our core public infrastructure. Unfortunately, our investment needs far outstrip the availability of public funds. To succeed,

we not only need to attract new levels of private investment, but we must also ensure our investments are made strategically, effectively and efficiently. Bringing infrastructure in Canada back to the level needed will require an ongoing commitment by all levels of government and active engagement with private sector stakeholders. We have to change the dialogue from "catch-up" investments or "economic recovery" to investing in our competitiveness as a country.

In order to gain a better understanding of the current state of play in Canada, the Canadian Chamber enlisted the aid of Friendship Bay Consulting. This report summarizes some of their key findings. See www.chamber.ca

TIP: Saving Money With Canada Post Changes

Canada Post announced a number of changes last year that created a lot of discussion and worry about cost to business. However, some of these changes are good for business! Yes, the current rate of 63 cents for a single letter will indeed increase to \$1.00 for someone purchasing just a single stamp, however purchased in rolls of 100, the stamps would be 85 cents each; and businesses who use their own meter will pay a 75 cent rate. While this is a substantial increase, this may be an opportunity for business to build their databases to the point where they can take advantage of the Addressed Admail postage service, instead of using first class. For clients who already use the Ad-

mail service, your rates will stay about the same, with just the standard small increase (approximately one cent per piece) that occurs each January. Addressed Admail is used by those businesses whose databases have 1,000 names or more, enabling them to enjoy a much lower postage rate (an average of 43 cents per piece for standard letters). At certain times of year, such as those who send out Christmas cards – sent out by many businesses at the first class rate - if you increase your list to 1,000 or more, you can send those cards out at approximately 43 cents each next year, instead of what would be 75 cents! This offers you the chance to reach more people and potentially generate more busi-

ness for your company. Another option for businesses is the Unaddressed Admail service. This is for those clients who do not have a database but simply wish to direct mail market to specific areas, possibly around their place of business or to an area where they wish to have visibility. Unaddressed Admail postage rates will also be unaffected by the changes, and with an average postage price of 16 cents per piece are one of the best marketing tools a business can utilize. Mail Service Providers (MSPs) such as ourselves (PDQ Post Group Inc.) are on top of these changes constantly and exist to assist clients navigate the changes that may seem confusing,

help create a larger database to take advantage of the best postage rates, and get your mail into the clients hands in a timely, efficient and cost effective way. Direct mail marketing continues to be the most productive way to reach clients – proven statistics this year show that 89% of Canadians open and read direct mail each day, compared to only 14% who read email marketing. And 65% of consumers will make a purchase from direct mail marketing – proving consistently the importance of building and maintaining a good client database! *Pam Erikson, General Manager, PDQ Post Group Inc. www.pdqpostgroup.com*

➤ INTERNATIONAL TRADE & INNOVATION

Solid Progress on Beyond the Border Action Plan

Prime Minister Stephen Harper and U.S. President, Barack Obama, welcomed the release of the second annual Beyond the Border Action Plan Implementation Report just before Christmas.

The report highlights significant progress made over the last year to enhance economic cooperation and to address threats before they reach the common border including:

1. Increased membership in the Nexus trusted traveller program to more than 917,000, an increase of approximately 50% since the Beyond the Border Action Plan was announced.
2. Deployed an innovative joint

Entry/Exit program at the common land border whereby the record of entry into one country is securely shared and becomes the record of exit from the other country for third-country nationals (those who are neither citizens of Canada nor of the United States). Successfully implemented Phase I of the truck cargo pre-inspection pilot at Pacific Highway in Surrey, BC in which U.S. Customs and Border Protection (CBP) officers pre-inspected approximately 3,500 U.S.-bound commercial trucks.

3. Publicly released an Integrated Cargo Security Strategy that supports efforts to address risks associated with

maritime shipments arriving from offshore, with pilot projects at Prince Rupert BC, Montreal PQ, and in the pre-load air cargo environment to validate and shape the implementation of the strategy.

4. Enhanced administration and enforcement of our respective immigration laws by signing an agreement for the sharing of visa and immigration information on third-country nationals.
5. Increased and harmonized the threshold value for low-value commercial shipments, reducing transaction costs for industry by millions of dollars each year.

6. Deployed Shiprider teams to provide cross-border continuity of law enforcement operations in shared waterways in British Columbia/Washington State and Ontario/Michigan, and conducted Shiprider surge operations at other locations in the Great Lakes and Atlantic regions.

7. Initiated bi-national radio interoperability between Canadian and U.S. law enforcement personnel in British Columbia/Washington State and Ontario/Michigan.

For more information check: <http://actionplan.gc.ca/en/page/bbg-tpf/beyond-border-implementation-report-december-2013>

Use Travel In Building Your Business!

Corporate and Incentive Travel has been utilized for virtually millennia as a means to enhance and grow businesses, whether small or large. For most of the same reasons we take junkets away personally, corporations have used this tool to incentivize personnel, reward clients, and spearhead marketing programs. Also, the advantages gleaned from traveling away for executive retreats, partner retreats, strategic planning sessions, and milestone celebrations are as diverse as are the possibilities for destinations and venues for these innovative plans.

Why consider using travel for your business purposes? Participants value

the extra mile that “corporate” has taken to help them optimize their results. Travel has an intrinsic nature that is often valued higher than increased income. It adds to the perception of quality similar to other aspects reflecting on the product or service you are marketing. It can easily be fashioned into an environment conducive to creating stellar new strategic business plans. And much more! Career development is a perfect purpose for using travel to maximize your goals desired. Periodic professional certification either individually or in groups can be completed wonderfully in a resort or on a cruise. Sales training

off-site will pay dividends with the higher targets reached as a result. You desire to set yourself apart! There is a lot to be said for what venue is used to set the stage for your program. Whether you are attracting your industry elite or loyal clients, using travel as an integral part of your plan puts you in a league with the giants. If your aim is to keep yourself in fighting trim in your career, the location you choose for your study affects your outcome. As an executive group with an imperative to create an industry shifting initiative, a controlled setting on a cruise or in a resort will contribute to your focus for organization changing results.

How your unique corporate reward, incentive, training or planning looks will depend on the purpose and outcomes desired. It is more usual to use a local convention center, meeting center in a hotel, and sometimes a remote resort. Consider the opportunity to use a cruise ship sailing on any one of the seven seas of the world. This can be very cost effective, and with the exceptional venue the goals will be exceeded for sure.

For more information call Gary Gallant, DTTF ACP, ggallant@cruiseshipcenters.com: 604-830-2272.

Thinking Innovation: Business In Wine Country ... The South Fraser

Dan & Lisa Goy operate Baja Amigos Tours, conducting RV tours to the Baja Peninsula, however they were looking for another business venture to bridge the summer months back home. Friends and Baja tour clients, in Modesto, California took them touring and tasting their way through a number of wineries which led to the idea of developing wine tours in the South Fraser region with their Surrey-based business.

We researched our local wineries and vineyards, checked out websites, physically visited the establishments, met staff, talked about our prospective business concept, asked for any advice and of course tasted wine. From there we designed our Signature

Wine Tour, gathered friends and family and ran a dry-run tour, no pun intended. We gathered photos, testimonials, client evaluations and all the tangible specifics around the experience, set up a website, looked at some advertising options and costs and determined referrals was key to making this business work. With three wine tours per week, each season (May 1-September 30th) it would work.

In 2011 we signed up with TEAM-BUY and Surrey.com to supplement our weekend wine tours and offered cut rate, heavily discounted, mid-week wine tours from June through September. These sold out. We worked hard and broke-even after costs. In

2012 we made some money, and we're happy to report 2013 really took off, to deliver 35 wine tours. That's almost achieving the three days a week target we had set at the outset. Unlike our competition, we go small, no more than 14 guests at a time. Our customers are mostly local, which the wineries really appreciate as our clients purchase more wine, often returning on their own. We've built a respectful relationship with the wineries, always notifying them well ahead of our arrival, personally introducing staff to our clients. The wineries have reciprocated in kind by providing regular referrals and donating items for the annual Surrey Board of Trade Golf Tournament.

Our clients are groups of friends, work colleagues, visitors and increasingly, businesses are seeing value for team building. A group of employees spending the day in a very positive environment, establishing an enjoyable collective experience, carries over into the workplace – a great performance-based reward to employees.

A wine tour is much more than sipping, nosing, examining clarity, judging colour, swirling for legs and savouring. It's a very novel way to build staff morale and customer appreciation. And that's good business and innovative thinking.

Check out <https://www.facebook.com/SouthFraserShuttlesAndTours>

➡ ACROSS THE BOARD February-March 2014

Announcements & Congratulations

ZGF Architects LLP and Cotter Architects Inc. announced the creation of **ZGF Cotter Architects Inc.** to build on Cotter Architects' established local presence and allow ZGF Architects to provide the exceptional design services for which the award-winning US firm is widely recognized. This follows the successful collaboration on a number of acclaimed projects including the iconic 52-storey 3 Civic Plaza mixed-use residential, hotel, office and retail project – the final piece to Surrey's ambitious new civic precinct and plaza.

The **Centre for Child Development** will hold their "Dine to Make a Difference" benefit dinner and concert at the Washington Avenue Grill 15782 Marine Dr, White Rock, 6pm Feb 6. They'll be joined by DEAR ROUGE. **More info and tickets: Rachel 604.535.3771 or DinetoMakeaDifference@gmail.com.**

After three years, **Vivek A Savkur** has stepped down as President (BC)-**Canada-India Business Council**, passing the baton to **Mr. Amandeep Sandhu**, Partner, **McMillan LLP**, a lawyer and current Governing Board Member, and has been actively engaged in bilateral trade between Canada and India. **More info: canada-indiabusiness.ca.**

Vivek A Savkur has been appointed President, **Canada India Education Council**, British Columbia Chapter, for the year 2014. The Canada India Education Council is promoting the development of the education sector between Canada and India. The Founding Members of the BC Chapter include: **Kwantlen Polytechnic University, KPMG, and Simon Fraser University.** **More info: www.CanadaIndiaEducation.com.**

City of Surrey's Fusion Festival was named the "Best Festival" at the annual Special Event Magazine Gala Awards competition recognizing the world's top special events and the hard work of industry professionals who organize them. The 6th annual is presented by **Coast Capital Savings.**

The Fraser Valley Executives Association is a not-for-profit association

of local business owners and managers, to promote business through referrals, exchanges and sharing confidential business leads among member firms. Membership is industry specific and there are currently openings in certain business categories. For more information:

www.fraservalleyexecs.ca.

Business owners who need to hire employees can contact **Delta Employment Centre** for free. Wage subsidy and job placements available. **WorkBC Delta ESC 604.591.9116.**



Michael Wilson, Ron Todson and Graham Newberry

The **Fraser Valley Real Estate Board** has donated \$3,000 to the **Phoenix Society Drug & Alcohol Recovery and Education Centre** in Surrey for new laundry appliances. The Phoenix Society helps those dealing with substance abuse and provides transitional housing for residents ready to pursue employment or educational goals. **More info: www.phoenixsociety.com; www.fvreb.bc.ca.**

Gilmour Knotts Chartered Accountants has office space for lease once they've moved. The existing lease expires June 30, 2014, but there are three, one-year renewal options. The suite area is 1,886 square feet and rent is \$2,515 per month plus GST, property taxes and common area costs. The premises are close to the 200 Street exit to Highway 1, and there is ample parking. **More info: www.gilmour.ca; 604.888.4200.**

Grime Busters Commercial & Residential Cleaning Services is opening a janitorial supply store at the end of March at 2-13672 108th Avenue in Surrey. **More info: 778.395.7777; grimebusters@shaw.ca.**

NEW JOBS:

Roop Kooner is now Principal at **Texo Forming Canada Inc.**

Ginny Hasselfield is President at **Hasselfield Fundraising Consultants Inc.**

Mark Erdman, APR is now Acting Director, Communications and Stakeholder Relations at **TransLink.**

Liquid Capital Pacific Corp. has launched a new Purchase Finance Program (PFP) specifically for inventory financing. The goods do not have to be for resale or in final form and don't require negotiations with banks regarding security. PFP can be used to purchase raw materials, consumables, inventory and equipment. **More info:**

Dan Effa 604.591.5252 or deffa@liquidcapitalcorp.com.

Lomiko Metals Inc. has announced that it subsidiary, **Graphene 3D Lab Inc.** will be creating new patents related to 3D printing. The 3D Lab focuses on the ink required to print 3D objects with fully functioning electronic circuits, using a graphite to graphene conversion technology and raw graphite from Lomiko. **More info: www.lomiko.com; www.Graphene3DLab.com.**

Claude Choiselat of "Team Claude"



RE/MAX Performance Realty has qualified for the Fraser Valley Real Estate Board Medallion Club (top 10% of all Realtors in The Valley). This makes 24

consecutive years Claude and his Team have qualified. **More info: 604.590.4888.**

Anita Huberman, CEO of the **Surrey Board of Trade** was appointed to the Metro Vancouver Transit Police Chief's Community Council in January 2014. **More info: www.transitpolice.bc.ca.**



Marcella Szel has been elected as the new Chair of the **TransLink Board**

of Directors for 2014. She has been a Director since 2012. Formerly held a number of senior positions with Canadian Pacific Railway. A lawyer, she was appointed Queen's Counsel. She replaces Nancy Olewiler, Board Chair from 2011 to 2013. **More info: www.translink.ca.**

The **TransLink** Board has announced **Brenda Eaton** as a new Director. Ms. Eaton will serve a three-year term through December 31, 2016. **Barry Forbes** and **Don Rose**, Directors since 2011, both have both were renewed for another three-year term. **More info: www.translink.ca.**

Congratulations to **Trinity Western University's** MA in Leadership and MA in Educational Leadership programs 2013 graduating class of 45. They join the 406 alumni that hold an **MA Lead degree from TWU.** **More info: Sheila 604.513.2172; lead@twu.ca; or www.twu.ca/leadership.**



New Members

8th Avenue Elite Realty Ltd.
0824727 B.C. Ltd.

Active Restaurant Equipment
Advance Wire Products Ltd. Metal
Fabrication Metal Fabrication
Aimal Pamir

Alliance Immigration & Education
Consulting Inc.

AM/PM Service - Point of Sale Solutions

American Express

Angel Canada Enterprises

Aquiform Distributors Ltd.

Bajwa Brothers Inc. dba Nando's

Flame-Grilled Chicken

BNSF Railway

Brabeia Inc.

CARP - A New Vision of Aging for
Canada - White Rock/ Surrey Chapter

Cunningham and Rivard Appraisals
Ltd.

Darpan Magazine

Elms Academy

First Call Renovation

Global Avenues Consulting Inc.

New Members cont'd...

GOINK Cartridges
 Gottarent.com
 Grime Busters
 Hundal Bros. Plumbing and Heating Ltd.
 iLearn BC School Society
 Immediate Access Ltd.
 James Co of DLC Canadian Mortgage Experts
 Kasa Supply Ltd.
 Kuzco Lighting Inc.
 Lilian Cazacu Notary Public
 Lions Communications Inc.
 Lions Gate Risk Management
 LS Life Skills Therapy Services Inc.
 Marco Pasqua Enterprises
 Metal Action Machining Ltd.
 Michauds Salon Spa & Wellness Centre
 Mohinder Enterprises Ltd.
 Montana's Cookhouse Restaurant
 Mr.Locksmith
 Nanak Cloth House
 Nando's Chicken
 Nima's Spa
 Partners for Growth Advisory Services Inc.
 Paul Samra of Century 21 Coastal Realty Ltd.
 Pottinger Gaherty Environmental Consultants Ltd.
 Rolando Cardeno, CPA, CMA
 Sabatino's Trattoria & Bar
 Sanderson PR
 Sherine Industries Ltd.
 Smile Indian Restaurant and Meat Ltd.
 Sue Hammell, MLA Surrey-Green Timbers
 Tetley Financial Services Ltd. dba. DLC Canadian Mortgage Experts
 The East West Celebrations Inc.
 The Keg Steakhouse + Bar - Guildford
 The Keg Steakhouse + Bar - Scott Road
 Unitex Sales Ltd.
 Wistaria Tree Enterprise Ltd.
 Wolrige Mahon Corporate Finance Inc.

ONGOING SPONSORS:

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Submission Info:

To submit news to this section, email Ray Hudson at ray@businessinsurrey.com.



B.C. Factoid

In December, employment in B.C. increased by 12,800 jobs, while a smaller increase in the labour force (+12,500) edged the unemployment rate down 0.1 percentage points to 6.6%.

Top Ten Barriers to Competitiveness for 2014

This is the third year for this Canadian Chamber initiative and each year we have been able to gain increased exposure for the network's policy work through the focus that it brings to these areas. The Surrey Board of Trade uses this framework in developing its national policy papers and works very closely with the staff of the Canadian Chamber of Commerce.

This year's focus is on:

1. Skills shortages
2. Infrastructure
3. Commercial diplomacy
4. Manufacturing
5. Uncompetitive travel and tourism strategies
6. Internal barriers to trade
7. Canada's complex and costly tax system
8. The lack of clear sustainability policies
9. Inefficient governance and regulatory systems for Canada's North
10. Inconsistent regulatory policies between Canada and the U.S.

For more information go to www.chamber.ca

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