

BUSINESS in SURREY

FROM the SURREY BOARD of TRADE

Events

September 11

Environment and Business Awards Lunch

September 24

Economic Update Lunch

September 25

Commercial Building Awards

October 7

Business and the Arts Reception

October 9

Police Officer of the Year **Awards**

October 15

Employers Hiring Persons with Disabilities Awards

October 16

The Economic Importance of the Fraser River Lunch

October 17

Crime Reduction Breakfast -Newton

October 29

All Candidates Dialogue -**Council Candidates**

November 4

Mayoral Debate Lunch

November 5

Homebuilders' Lunch

November 6

Surrey Business Excellence **Awards**

December 3

Seasonal Sizzle Business **Reception & Trade Show**

For Business Receptions and Workshops, go to: www.businessinsurrey.com

www.busine

S

S

S

Surrey Supports and Grows Manufacturing Industry

Focus on Manufacturing Month in October



A three-year cooperation agreement was signed by the Surrey Board of Trade (SBOT) and the Canadian Manufacturers & Exporters – British Columbia (CME-BC). The agreement was signed on August 7th, in the presence of Canada's International Trade Minister Ed Fast, who was speaking to the Surrey Board of Trade at a business lunch. CME and SBOT will collaborate to mutually support and

fulfill both organizations' mandates, which are complementary and aligned to British Columbia, and more specifically, Surrey's manufacturing and exporting sectors. Each organization will leverage each other's resources and services to enhance their international trade, workplace/skills development, and government advocacy portfolios. In addition, promotion of initiatives like the Funding Portal and NRC's Concierge service will be promoted to Surrey businesses as part of the joint efforts to enhance business competitiveness.

"As the Surrey Board of Trade builds its International Trade Centre, the Surrey Board of Trade is taking action to find opportunities to leverage international connections for both small and large businesses. The partnership between CME and the SBOT allows us to leverage each other's resources to support the manufacturing industry sector. By focusing together on improving business competitiveness through policy change, workforce skills development, productivity and innovation programs, market growth and

Continued on page 8

SURREY BOARD OF TRADE MANUFACTURING INDUSTRY TEAM

The Surrey Board of Trade is forming a Manufacturing Industry Team. A group of result focused individuals will put in the time and effort to gain measurable results in the following areas:

- Workplace development
- Advocacy
- Skills shortage
- Transportation issues
- The image of manufacturing as a desirable career
- Business attraction to Surrey

If you are passionate about manufacturing and are willing to commit some of your time to achieve results, please apply to Anita Huberman at anita@businessinsurrey.com.

MANUFACTURING INDUSTRY **NETWORKING RECEPTION**

Thursday, October 2, 2014

6:00-8:00pm

Sheraton Vancouver Guildford Hotel (15269-104 Ave)

Admission: Free Sponsor and Trade Show opportunities available

MANUFACTURING INDUSTRY **TOURS**

Tour different businesses throughout October, through Surrey, Delta, Langley.

For more information, contact anita@businessinsurrey.com.



GUEST COLUMNISTS

Gerard Bremault

Leading Surrey



Page 4

Kevin Falcon

Meeting Canada's Finance Minister



Page 6

Bruce Hayne

Sign Bylaw



Page 8

Jock Finlayson

Business Investments



Page 18

Rob Levy

Thinking Global



Page 18

Eamonn Percy

Culture of Innovation



Page 19

Anita Huberman

Message to Surrey Businesses



Page 23

Good Money™

knows small businesses play a big part in a vibrant economy.

Our roots are in community banking. So we know the important role that local businesses play in the growth of our communities and the health of our economy. We also recognize that as the owner of a small business you want to get on with what you do best – running it.

Talk to us today about growing your business.

Newton community branch

7555 King George Boulevard 604,877,7273

Guildford community branch

108-ISI75 101st Avenue 604.877.7303

Surrey City Centre community branch

10293 King George Boulevard 604.8777323 Cedar Hills community branch

12820 96th Avenue 604 8777443

Morgan Creek community branch

H120 - 15795 Craydon Drive 604 915 3703





Surrey Board of Trade Wants Overhaul on Internal Trade Agreement within Canada

The Surrey Board of Trade's position since 2005 has been to ensure that we have a competitive national economy that mandates the free flow of people, goods and services. Current internal trade barriers cost Canada's economy more than \$14 billion each year. A truly open market within Canada is long past due. While continuing to strengthen the 1995 Agreement on Internal Trade (AIT), the federal government must work with the provinces and territories to develop a more robust, pan-Canadian agreement. In particular, and lacking in the previous Agreements for Internal Trade, an effective resolution mechanism that is fully enforceable is required to ensure the legislation can function at all. Canada, in its efforts to be a leader in the global marketplace through the recent free-trade agreements that have been signed, for example with Europe and Korea, have not kept pace with the internal provincial trade barriers. We have borders in our own nation.

"We are pleased to see that there will be a serious effort by the federal government to eliminate barriers to internal trade and reduce red tape. This will allow goods and services to move more easily across Canada, will create jobs, ensure that businesses have the skilled labour that they need, all resulting in a more efficient economy. Like the Western Canadian Provincial Premier's, the Surrey Board of Trade's position has been to remove trade barriers to reduce the cost of doing business," said Anita Huberman, CEO, Surrey Board of Trade. The Agreement on Internal Trade, which came into effect in 1995, focuses on reducing trade barriers

Furopean Union

* 28 member countries, 1 merted

* Mutual recognition regime ensures market access

* Harmonized standards for most goods

* Requalification not needed for interstate labour mobility

* Ansaded constitution to better ensure worked economic area

* Mutual recognition regime applies to goods, services and precurement

* Courts and the Competition Commission enforce legislation

* Around 130 bilateral agreements align standards with EU

* Australia

* 1992: Mutual Recognition Agreement

* 1996: Regime expanded to include New Zealand

* Significant progress in the movement of goods and lessor

* Supported by independent tribuseds and high level of inforgovernmental ecoperation

with 11 specific sectors: procurement, investment, labour mobility, consumer protection, agricultural & food products, alcoholic beverages, energy, communications, transportation and environmental protection. When the AIT came into effect nearly 20 years ago, Canada had concluded trade agreements with only two countries. Since then, Canada has concluded free trade agreements with 38 countries that make up nearly half the global marketplace. Nearly 40 per cent of Canada's trade occurs within Canada's borders. Unfortunately, over this entire time our own legislation has not included an effective dispute resolution mechanism that is enforceable, rendering the document inoperable.





Surrey Board of Trade Participates in C.D. Howe Property Tax Study

The effect of business property, land transfer and development taxes on new investment

Along with other Chambers of Commerce and Boards of Trade in Canada at the time of this publication, the Surrey Board of Trade is the only BC Chamber/Board of Trade to fund this landmark study that will assess the investment cost of business taxes. The proposed paper would include the impact of development charges and land transfer taxes on the total property-related tax charges levied on businesses. The paper will also discuss whether there is sufficient empirical evidence to state that taxes on investment lead to less measurable investment.

The C.D. Howe Institute is an independent notfor-profit research institute whose mission is to raise living standards by fostering economically sound public policies. It is Canada's trusted source of essential policy intelligence, distinguished by research that is non-partisan, evidence-based and subject to definitive expert review. It is considered by many to be Canada's most influential think tank. The Surrey Board of Trade is pleased to be working with the C.D. Howe Institute.

Background

Business property taxes are a major part of the tax burden on new business investments that can tip the balance in the competition for capital among Canadian cities and provinces. Previous C.D. Howe Institute research has concluded that leaving out the business property taxes from calculations of marginal effective tax rates means missing a large part of the tax burden investors pay. It thus leads governments to underestimate the negative impacts on investment stemming from their tax systems, and it causes governments to defer – perhaps indefinitely – tax reforms needed to mitigate those negative impacts.

The paper would calculate Marginal Effective Tax Rates (METRs) that incorporate provincial property taxes for all 10 Canadian Provinces. Our METR estimate would also include the net municipal business property tax, development charges and land transfer taxes in the largest city in each province. The paper would also discuss the empirical evidence of how higher taxes on investment lead to less measurable investment.

BUSINESS THOUGHT:

Starting a business? Need help with International Trade Services? Call the Surrey Board of Trade at 604-581-7130.





September & October 2014

The official newspaper of the Surrey Board of Trade. No portion of this publication may be reproduced in whole or part without the permission of the Surrey Board of Trade.

Editorial Consultant:

Aradhna (Zeeni)

Publisher:

Anita Patil Huberman anita@businessinsurrey.com

Advertising:

SW Media Group 604.597.7749 info@swmediagroup.ca

Delivery issues:

info@swmediagroup.ca

Office:

Tel: 604.581.7130 Fax: 604.588.7549 info@businessinsurrey.com www.businessinsurrey.com #101, 14439 104 Ave Surrey, BC. V3R 1M1, Canada



@SBofT



facebook.com/ SurreyBoardofTrade



flickr.com/sboft



Click on this icon on our website to access our mobile site.



Scan the code to link to our website



SOURCE WEST MEDIA GROUP LARGEST & MOST DIVERSIFIED ETHNIC MEDIA GROUP www.swmediagroup.ca

FROM THE CHAIRMAN'S DESK

It's Time For ALL of Us To LEAD Surrey Together!

Remember to Vote in the upcoming City Election on November 15

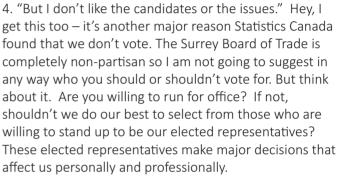
I could have said it's time to vote on November 15th for the future of Surrey (http://www.surrey.ca/election2014/), but somehow that turns off many of us who perhaps understandably are just "not interested" or are "too busv." According to an analysis by Statistics Canada, that's the most common reason for not voting (http://www.statcan.gc.ca/daily-quotidien/110705/dq110705a-eng.htm). It seems likely that similar factors explain why only 25% of the eligible voters in Surrey's last civic election in 2011 actually voted (http://www.elections.civicinfo.bc.ca/ 2011/ reports/electionResults.asp?localgovernmentid=129) But why aren't we interested? After all, we've all been told during this 100th Anniversary of WW1 that thousands of Canadians sacrificed their young lives for our future rights to democracy, to have our say over our own destiny. I'll hazard a guess that many of us are disenchanted with the public bickering and squabbling that "politics" is often associated with. I get it, but when you think of it, are some of our family gatherings, workplace struggles, or neighbourhood squabbles any less prone to the occasional clashes and conflicts? And yet we mostly do everything we can to work through the challenges within families, workplaces and neighbourhoods despite the fact that it's often a messy

Our upcoming civic election will likely be messy with many differences of opinion about what's best for the future of Surrey, much like any healthy family, workplace and neighbourhood. Don't let that discourage you.

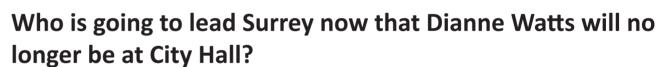
1. To paraphrase Mother Theresa, "Vote anyway."

future.

- 2. But I am really" not interested" and I'm just way "too busy" you say "Vote anyway".
- 3. But everyone tells me it won't matter. "Vote anyway". It's true that our one little individual vote feels like it can't possibly make a difference. But that's the difference between "feel" and "real." The truth is that your vote counts, maybe not as much as any of us would like, but the sum of all our votes does matter. The more of us that vote the more it will reflect our wishes for Surrey's



So please, "Vote anyway," not for my sake, but for yours. Vote for the future you want. Lead by encouraging your staff, colleagues, friends and family to vote, to join you in leading our city for all of our sakes by voting!



There's no arguing the impact that Dianne Watts had on Surrey and its business community during her time as Mayor. By all accounts she was the leader that Surrey needed to build the foundation for a prosperous future. Now that she will be leaving her position, who is going to step into her shoes and bring the next level of growth to the City? The answer might be closer than you think. Mayor Watts did a great job getting the ball rolling, but now, the ball is in your court to be the next wave of leaders to help make this city great.

As the proverb goes: If you want to go fast, go alone; if you want to go far, go together. We, as the business community of Surrey, need to rally and go together for the good of the City and for the Province.

While the task is certainly daunting, here are a few ways that you can contribute to the growth of Surrey's business community.

• Start a meet up group/ mastermind/ power team of like-minded individuals. Get together to share experiences and networks. I've had the most success when surrounded with people that were working towards the same things that I was. It helped me work more effectively and kept me persevering through the more challenging times.

- Get more engaged with civic and provincial government. Help address the issues that affect the business community, and your specific business area. If you don't get involved, you can't complain if you don't like what's happening. Get involved in your Surrey Board of Trade this is the government advocacy platform at all levels of government.
- Get involved in your community. Great business leaders not only grow the bottom line of their individual businesses, but also contribute to the betterment of the communities in which they live and work. Think of volunteering your time and your skills; many times it's more valuable than money.

Together, we can create the change we want to see in Surrey and in our communities. Teamwork makes the dream work so get out there and be the leaders that Surrey needs.

Anthony Taylor, Principal consultant of SME Strategy, a management consulting firm specializing in strategic planning and implementation.



Surrey Board of Trade Environment and Business Award Winners

On Thursday, September 11th, the Surrey Board of Trade presented three winners with the Environment and Business Awards. The awards are presented to Surrey Board of Trade members or Surrey-based businesses that have demonstrated

exceptional dedication to environmental leadership and/or issues. The award recipients are guided by a sense of respect for the environment and demonstrate this initiative consistently. This year's winners were:

Small Business: TBF Environmental Technology Inc. Medium Business: Novex Delivery Solutions Large Business: Guildford Town Centre

LNG Business Opportunities

Register your business for this emerging industry

The Surrey Board of Trade welcomed MLA Mike Bernier (Peace River South and Caucus Lead for LNG-Buy BC) to their offices during the Summer to talk about the new LNG-Buy BC Online Tool. The LNG-Buy BC program was created to connect LNG project proponents with BC companies large and small in every corner of BC. It is anticipated that LNG will create up to \$1 trillion in economic activity and as many as 100,000 jobs in BC over the next 30 years. The government of BC is working to ensure that the entire BC business community can participate fully in the opportunities that the LNG industry offers. The LNG-Buy BC Program will provide a platform for major investors in a wide range of industries to tap into everything BC's business community has to offer.

LNG-Buy BC On-Line Tool

The Tool will:

- 1. Inform you of commercial opportunities
- 2. Help make the connections your business needs
- 3. Generate exposure for your company
- 4. Promote your business capabilities
- 5. Help you find suppliers and business partners
- 6. Keep you informed of major project activity

Key Features:

- 1. Automatic opportunity matching
- 2. One-step expression of interest in a business or opportunity
- 3. Opportunity tracking and change notification
- 4. Searches tailored to where you do business

Register your business in the LNG-Buy BC database. http://engage.gov.bc.ca/lnginbc/lng-buy-bc-program/

For more information, contact Kristen.Blake@leg.bc.ca

What is LNG?

LNG is natural gas chilled to -160 degrees Celsius so that it can be converted into a liquid form. After it has been liquefied, natural gas is compressed so it takes up much less space — approximately 1/600th less than natural gas. Once compressed, LNG gas can be loaded on to specially equipped ships and transported overseas for sale into export markets.

How will it boost job creation?

As the LNG industry develops, it will create jobs all over the province. These jobs will include direct and indirect employment during the construction phase as well as long-term operations. In 2013, the Province commissioned an independent analysis of the potential employment benefits created by LNG



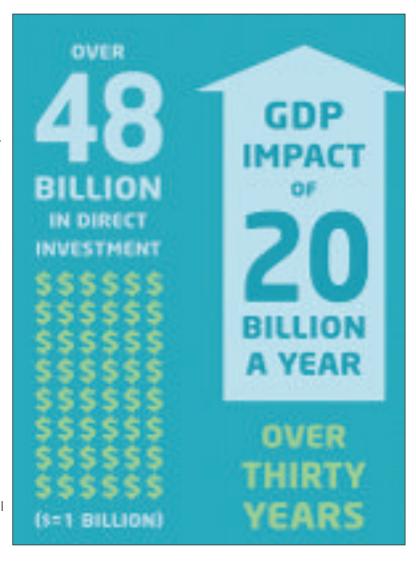
development in BC. This analysis was conducted by

Grant Thornton LLP. Employment projections were created using information about the natural gas sector provided by the provincial government as well as Grant Thornton's own assumptions about development. Grant Thornton concluded that an LNG industry in BC, based on five plants operating by 2021, could create more than 39,000 annual jobs over a nine-year construction period and approximately 75,000 jobs once the plants were fully operational, more than 100,000 jobs in total.

Why is it a better alternative?

The need for energy is increasing globally, particularly in emerging Asian economies. Natural gas – the world's cleanest burning fossil fuel – is able to accommodate the demand. In fact, worldwide demand for LNG is projected to increase two-and-a-half times over the next 20 years.

British Columbia is well positioned to meet this need, with the competitive advantages to become a leading contender for LNG growth and export, including an abundant supply of natural gas, which can support economic activity in the province for over 150 years.



P.No.06 BUSINESS in SURREY September & October 2014



Surrey Board of Trade Invited to Participate on Surrey Property Tax Review Task Force

On July 21, 2014, Surrey City Council established a Property Tax Review Task Force to review the Property Tax structure, in an effort to determine the best use of the revenue tools available and to ensure that they align with the City's user pay objective. The task force membership will be comprised of representatives from the following groups:

- 1. A member of Council
- 2. A representative from BC Assessment
- 3. A representative from a large Audit firm
- 4. Up to 2 members from the Surrey Board of Trade
- 5. Up to 2 community members
- 6. Up to 3 staff members who possess specific expertise
- 7. Chair of the Finance Committee

From the Surrey Board of Trade it will be recommended that Anita Huberman, CEO of the Surrey Board of Trade and Craig East, Governor, Surrey Board of Trade and Member of the SBOT's Finance & Tax Team participate. Council will approve the appointments at the end of September.

Canadian Business Leaders Meet with Federal Finance Minister

Surrey Board of Trade Honourary Director Kevin Falcon focuses on economic issues

Eight years ago, former Federal Minister of Finance Jim Flaherty began an annual tradition of bringing together a high-powered group of business and community leaders from across Canada for a two-day policy discussion.

The purpose? He was looking for direct feedback from across Canada on economic policy, taxation issues, obstacles to growth and ideas for improving the nation's economy. When Joe Oliver was appointed to replace Jim Flaherty as Canada's Minister of Finance, he wisely continued the tradition.

I had the opportunity to participate along with 15 other leaders from across Canada in this year's policy forum which took place in Wakefield, Quebec on August 12-13th. The gathering operates under Chatham House rules, which require participants to not reveal any details that would identify comments or ideas to specific individuals. The goal is to encourage candor.

As a former BC Minister of Finance myself and now an executive with BC-based Anthem Capital Corp., I welcomed the opportunity to share my own BC perspectives based on my public and private sector experiences.

First the good news. Minister Oliver advised that Canada is poised to deliver a budget surplus of at least \$6.4 billion dollars early next year. This will place Canada alone with Germany as the only G+7 countries that have managed to balance their annual operating budgets. The Minister further advised that Canada would reduce its debt to GDP ratio (a key measure watched by credit rating agencies) from the current 33% to 25% by 2021. To put that into perspective, the United States has a

debt/GDP ratio of 88%, France 84% and Italy 103%.

Minister Oliver also advised that the government was committed to further tax relief for Canadian families. This is a critical issue for our business community. Federal governments, past and present, have methodically reduced the general corporate tax rate (for larger businesses) from 29% to its current 15% level. The small business tax rate has fallen to 11% and the small business threshold increased to \$500,000.

Combined with Provincial business tax reductions, Canada now enjoys among the most competitive tax regimes in the developed world. Participants strongly encouraged Minister Oliver to continue reducing the tax burden on families and to consider selective tax relief for business sectors that would generate the greatest economic return. I was encouraged by his receptiveness to these suggestions. Many more ideas were put forward on both tax and policy fronts.

The bad news is that our world economy is still hobbled by what is often called a "balance sheet recession" whereby governments laden with large debts don't have the fiscal flexibility to stimulate growth. Businesses however, increasingly enjoy strong balance sheets, but are cautious to invest their surplus cash given global uncertainties. What does all this mean for Surrey's and BC's business community? Overall, a net positive. Canada appears willing to put more money in the pockets of families and small business, which will drive spending and improve consumer and business confidence.

Kevin Falcon is the former Deputy Premier and Minister of Finance for British Columbia. He is



Finance Minister Joe Oliver and Kevin Falcon

currently Executive Vice President of Anthem Capital Corp., a BC based Company with over 200 employees and investments throughout Western Canada and the United States. He sits on numerous boards including acting as an Honourary Director of the Surrey Board of Trade.

NOTE: Kevin Falcon will be speaking at the Surrey Board of Trade and Greater Vancouver Homebuilders' Lunch on November 5th at the Sheraton Vancouver Guildford Hotel. www.businessinsurrey.com

Writing Strategies for People Who Say They Can't Write

- 1. Lose the "I'm just not a writer" syndrome.
- 2. Don't wait for perfect words.
- 3. Talk to yourself out loud.
- 4. Move words, sentences, paragraphs around the page like pieces of a puzzle.
- 5. Crystallize your point into a few words.
- 6. Rid yourself of the Internet.

- 7. Don't get stuck by letting yourself think that you have to start at the beginning.
- 8. Set deadlines for yourself.

Shahnaz Rahimtula NOTARY PUBLIC

Fast, friendly, professional services 19 years experience Get the personal attention you deserve!

ALSO AVAILABLE - EVENING & SATURDAY HOURS BY APPOINTMENT FOR YOUR CONVENIENCE



604.591.7171

7288 (72A Ave behind Save on foods) 137th Street Surrey



New International Trade Service at Surrey Board of Trade: Letters of Credit



If you are exporting and using letters of credit, you may know that while this type of payment is more secure, there are still headaches in making sure the documents are done right so you can be paid. At the Surrey Board of Trade, we understand these hurdles, so we've partnered with Trade Technologies (www.tradetechnologies) to make this process less painful and more profitable for you. Trade Technologies specializes in creating the documents for letters of credit. They approach documentation from a technological perspective and have

developed software that will track expiry dates, quickly and accurately create documentation, which includes digital signatures, stamps and seals, and can often deliver the electronic documents directly to your bank.

There's a couple of ways you can work with them. They can act as your back office and do the document preparation for you from start to finish (outsourcing) or you can license their software so your staff can use their tools to create the documentation platform. In either situation the software makes the document preparation process efficient and less painful while cutting down on discrepancies. Throughout the entire process, you

will have full visibility into your transactions on the Trade Technologies' software platform and will be able to use the information to create reports and track transactions. You can continue to oversee and manage your business while they help you do the heavy lifting.

The Surrey Board of Trade is expanding its international trade services to provide more support to businesses expanding in global markets. To find out more about the Surrey Board of Trade and Trade Technologies letter of credit service, please call Winney Chow, Sales Director – Americas, Trade Technologies at 604-354-5303. She is right here in Surrey!

Surrey Board of Trade Signs Partnership for Resource Trade

The Surrey Board of Trade thinks broadly about the economy. Natural resource development is the engine of Canada's prosperity in ways that are underappreciated. Canada's oil and gas, electricity, mining, and forest products represent almost one-fifth of Canada's GDP, half of our exports and 1.8 million direct and indirect jobs across the country. The agriculture and agri-food industry adds another \$100 billion annually to Canada's gross domestic product, more than the national GDP of two-thirds of the world's countries.

Natural resources drive demand for products and services in many other sectors of the Canadian economy. Transport, finance, manufacturing, engineering and professional services: all these sectors have a significant stake in the success of Canada's resource trade.

Yet, it doesn't matter how responsibly, efficiently or cheaply you produce any type of good if you can't get it to market. Canada simply doesn't have the infrastructure needed to take advantage of global shifts in demand for natural resources. This is the key message of the Partnership for Resource Trade; a new initiative that the Surrey Board of Trade has signed on with, along with several national Chambers and Boards of Trade, and businesses. The Partnership's goal is to help create a favourable environment for new pipeline, rail, port and other infrastructure needed for resource trade.

If we're to seize and preserve Canada's advantage in the context of an extremely competitive global market, we need to:

- 1. Collectively bridge the gaps between political, social, and public policy perspectives.
- 2. Reinforce pride in Canada's natural resource and trading-based economy.
- 3. Define and communicate the resource value chain, transportation infrastructure and economic implications and opportunities across the country.
- 4. Build on a foundation of responsible environmental and social performance.

In the weeks to come, the Surrey Board of Trade will be asking you, the business leaders of our cities, to support this initiative. We will be asking you to add your voice to the Partnership for Resource Trade. http://powerofcanada.ca/

Canada's International Trade Minister Tells Surrey Businesses To Be a Part of the Global Economy

Canada's International Trade Minister Ed Fast highlighted the work done by the federal government to diversify Canada's trade outreach around the world. Minister Ed Fast spoke about the activities the government has undertaken to achieve Canada's success in international markets and efforts that are ongoing to build Canada's business brand in the global marketplace. He also updated the attendees on the status on the Free Trade Agreement with Canada's major trading partners including Korea, India, Japan and the EU. Speaking about India, Minister Fast indicated that they look forward to working with the new government in India and hoping that the pro-business approach of the new Prime Minister of India will benefit the trade and businesses between the two nations, and ultimately a free trade agreement. Currently China is Canada's second largest trade partner, and now Canada is hoping the trade with India will increase significantly. At present, there are only 1,200 Canadian companies doing

business with India. Minister Fast noted that he hopes this will grow as India is poised to become the most populous country of world. The areas where Canada and India can partner are energy, security, infrastructure, education, and food storage. What this means for BC, and for Surrey, is that exports will continue to climb. The Surrey Board of Trade's philosophy is that if we are serious about economic growth, we must embrace and find opportunities to leverage international connections for both small and large businesses. The strength and innovation within every entrepreneur to take an idea and use it as the foundation for building a business, and sell their product or service locally and globally is what the Surrey Board of Trade supports.

Surrey businesses are part of the global economic equation. Countries cannot live in



Ed Fast, International Trade Minister

isolation. They have to mutually share their prosperity, technical know-how and undertake trade in order to sell their products. The world economy is inter-dependent. Economic progress of a nation depends upon its ties with other countries.

As the Surrey Board of Trade builds its International Trade Centre, we believe as part of our strategic plan that there is an economic advantage to International Trade, which includes:

- 1. Monetary gains to the respective country indulging in trade
- 2. More variety of goods available for consumers
- 3. Better quality of goods
- 4. Competition both at the international level as well as local level
- 5. Closer ties between nations
- 6. More exchange of technical know-how
- 7. Local producers will try to improve the quality of their products
- 8. Increase in employment locally Today, many types of services are also sold across national borders, including travel, transportation, financial services, computer and information services and a wide range of scientific, professional, and technical services. Global trade in services is approaching \$5 trillion per year, equivalent to a bit less than one quarter of international trade in goods.

P.No.08 BUSINESS in SURREY September & October 2014

SURREY SIGN BYLAW FOR BUSINESS

Better Signage Means Better Business



Bruce Hayne

When the City of Surrey enacted its revised sign bylaw in 2013, it did so with the goal of establishing a more professional appearance in Surrey's growing business districts. The idea is that by reducing sign clutter, businesses will benefit from an easy-to-navigate, inviting environment, which will in turn

attract both new and existing customers and new businesses to the area. The revised bylaw also makes it easier for businesses to apply for comprehensive signage packages and makes the language clearer for anyone to follow.

"Less is more when it comes to signage," says Surrey Councillor Bruce Hayne who chairs the City's Innovation & Investment Committee. He has been a key proponent of the revised bylaw. "The goal is for businesses to understand that cleaning up exterior signage is a win-win proposition. Professional, appealing storefronts naturally attract more business, both in the form of customers and new business investment. It also levels the playing field for all

businesses and helps to ensure there is no escalation of signage wars.

With the 'why' established, the City is now tackling how to educate and inspire business owners to adhere to the new guidelines. With this in mind, the City has launched a multi-pronged approach to target specific business sectors, most notably gas stations, convenience stores, furniture stores, car dealerships, small retailers and home-based businesses. The City is working directly with local sign shops to ensure that sign shop staff clearly understand the bylaw and are able to act as a resource for businesses when designing storefront signs. A video has been created and is available on the City's website. A brochure series will be available online and in print for various business sectors starting in September.

"Simple, clear signage actually makes it easier for customers to find you," Hayne continues. "Too many signs can be very overwhelming for the customer." When designing signs for your business, there are a few key things to keep in mind:

- Sign permits from the City are required for most signs and you need a sign permit prior to installation. Avoid costly mistakes by getting your permit prior to design.
- The City regulates the number, size, type and design of permitted signs for each business.
- Information and design tips for signage is available at www.surrey.ca/signs.

The campaign is currently in its education stage, meaning that Bylaw Officers and Economic Development staff are visiting businesses and working with organizations such as the Surrey Board of Trade to alert them to the requirements and provide guidance on how to meet bylaw requirements. Enforcement in the form of fines will be levied beginning in 2015.

For more information visit www.surrey.ca/signs.

Continued from page 1

Surrey Supports and Grows Manufacturing Industry

Focus on Manufacturing Month in October

support for SME's, the Surrey Board of Trade can tap into 10,000 leading companies nationwide through various initiatives in this partnership," said Anita Huberman, CEO, Surrey Board of Trade.

"Surrey is home to hundreds of the province's manufacturing firms. Having a local partner, like the Surrey Board of Trade, will help broaden the reach of our training programs which we plan to deliver in Surrey," said Marcus Ewert-Johns, CME's Vice-President in BC. "This partnership will also strengthen the flow of business intelligence for CME's national and provincial policy advocacy initiatives as we tackle the competitiveness challenges small and medium sized businesses face."

"As trade associations, we have complementary goals and value propositions that, when combined, bring substantial benefit to companies," stated Kevin Davis, Director of Membership and Strategic Partnerships for CME British Columbia. "We look forward to growing the manufacturing base in Surrey and number of companies exporting from Surrey."

The organizations are also collaborating to promote a broader awareness of the significant contribution manufacturing makes to the provincial economy. The partners will be coordinating a number of events and an industry tour in October, which is Manufacturing Month across Canada.

In British Columbia, manufacturing is the fourth largest contributor to provincial GDP, the third largest employer, more than 55% of BC exports, and 3 per cent of the business tax revenue paid to government.





New Board Of Trade/Chamber Report Identifies \$50 Billion Risk To Lower Fraser River

Immediate Government Action Required to Head off Economic, Environmental and Social Catastrophe

On July 15, Lower Mainland and Fraser Valley Boards of Trade and Chambers of Commerce released a new research study which concludes that \$50 billion in economic development along the Lower Fraser River is at risk, unless all levels of government act now to address the serious issues facing the river. Without an integrated management strategy and adequate funding. "The Lower Fraser River is heading for potential economic, environmental and social disaster unless senior levels of government start dealing with issues now," said the report's principal author, Dave Park. "With over 300,000 people in the flood plain – and another one million expected to live in the region by 2040 – the risks are too great to

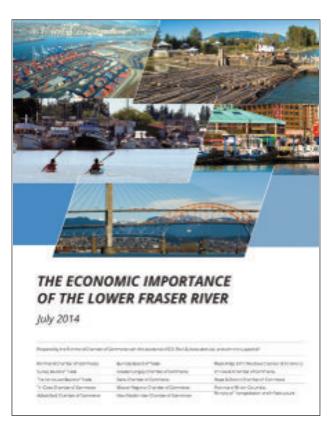
The report was commissioned by the Richmond Chamber of Commerce in early 2013 with the Surrey Board of Trade, in partnership with 12 others Chambers and Boards, and the Provincial Government. Among the risks it identifies are:

- inadequate flood protection infrastructure, which right now might not contain high tides in El Nino years
- lack of action on annual sediment removal from spring freshets
- by the end of this century sea levels at the mouth of

the river could potentially rise more than one metre due to climate change overtopping the diking system. Based on these and other serious risks to the economic benefits of the Fraser River, every Board of Trade and Chamber of Commerce in the Lower Mainland – from the mouth of the river around Richmond, to the entrance of the Fraser Canyon at Hope, are calling on senior levels of government to act now to commit funding to head off potential disaster.

The current costs just for diking upgrades for the tidal areas of the river and for adjacent coastal reaches required by 2100 are in range of \$9 billion. Damage from a major dike failure could be in the tens of billions of dollars, with very serious effects to the economy of this region, British Columbia and all of Canada, due to the impact on the transportation of goods and services.

The first step is to bring together the relevant stakeholders into a group. They should then be empowered to develop a collaborative strategy that will include the long term funding needed to deal with the significant risks to the Lower Fraser River, the region, and the entire national economy. An electronic version of the full report can be accessed on the Surrey Board of Trade website at



www.businessinsurrey.com.

Next Steps in Fraser River Government Advocacy

Awareness, Attention, and Action

On July 15, 13 Chambers of Commerce and Boards of Trade in the Lower Mainland released a report titled, 'The Economic Importance of the Lower Fraser River' highlighting the economic significance of the Fraser River, and threats to future growth.

The Lower Fraser River is a vitally important resource for not just the Lower Mainland and British Columbia but Canada as a whole. Port activity on the Lower Fraser rivals Canadian traffic on the St. Lawrence Seaway. Port Metro Vancouver as a whole is the largest port in Canada and the largest port by export tonnage in all of North America. But in addition to port activity, the Fraser River supports a myriad of other activities vital to the region and beyond:

- •Soil in the Fraser Valley supports some of the most fertile agriculture in Canada and annually generates more than 62% of the province's gross farm receipts (\$1.6 billion)
- 9 of 10 Federal Small Craft Harbours (SCH) in the region are located on the Fraser River including Steveston, which hosts the largest SCH in Canada

• The Fraser River and its tributaries offer all 5 species of Pacific Salmon on seven of the most productive rivers in the province

The next step in the process of bringing greater awareness, attention and action to the major risks facing the sustainability and prosperity of the Lower Fraser River will be an **economic lunch hosted on** October 16th at the Sheraton Vancouver Guildford Hotel in Surrey. This event will explore the findings of the research report and how to best act on them. Speakers will also identify opportunities for economic development and opportunities for our business communities.

Ultimately, the sustainability of the Fraser River and adjacent region must be addressed in a manner, which finds a balance between environmental, social and economic factors. This event is intended to begin a holistic dialogue which will put in motion a call for all levels of government and First Nations to take a lead role in bringing together the relevant Fraser River stakeholders and then empower this group to develop a collaborative regional strategy, addressing short and long term requirements for the

sustainability of the entire Lower Fraser River and adjacent lands.

As a key stakeholder in the future development, we invite all businesses and government officials of the Lower Fraser River region to attend on October 16th from 11:30 am 2:00 pm at the Sheraton Vancouver Guildford Hotel (15269 104 Avenue, Surrey, BC). Free Admission.

This event is being organized by The Surrey Board of Trade and The New Westminster Chamber of Commerce on behalf of the: Abbotsford Chamber of Commerce, Burnaby Board of Trade, Chilliwack Chamber of Commerce, Delta Chamber of Commerce, Hope Chamber of Commerce, Langley Chamber of Commerce, Richmond Chamber of Commerce, Maple Ridge Chamber of Commerce, Mission Chamber of Commerce, Tri-Cities Chamber of Commerce, Vancouver Board of Trade.

For more information, please contact Anita Huberman, CEO, Surrey Board of Trade at anita@businessinsurrey.com.

Port Metro Vancouver Approves Coal Expansion Project at Fraser Surrey Docks

The Port says there has been a significant amount of out over the last two years to ensure the project is work and comprehensive studies have been carried

safe and concerns raised were addressed.

Construction on the expansion is set to begin in the Fall of 2015.

P.No.10 BUSINESS in SURREY September & October 2014

Specializing In Cummins | Duramax | Powerstroke | Sprinter



BC's Light Duty Fleet Repair & Maintenance Facility with over 15 years experience!



BC Diesel specializes in today's complex diesel emission systems, ask us about your DPF options.

Keep your diesel truck fleet on the road with these BC Diesel deals.

LOCAL PICK UP/DELIVERY • OPEN 7AM

NOW OPEN SATURDAYS

www.bcdiesel.ca FOR THIS MONTH'S SPECIALS SEE OUR ONLINE STORE

Unit #114 14620 - 64th Ave Surrey • 604.593.5377 • 1-877-339-7601





Cut-off Procedures and Controls

At your fiscal year end, cut-off procedures and controls become especially important to ensure the corporate taxes paid are correct. In addition, the matching principle allows for a more objective analysis of profits; by recognizing costs in the same period as the revenue they relate to, the company can compare profit year on year accurately. You should ensure you have cut-off procedures and controls in place to cover the following areas:

1. Cash

All cheques written should be recorded in your accounting system the date they are written. Controls should be in place to ensure that cheque stubs are filled out and dated so that all cheques written can be recorded before the cheque clears. All deposits received should be recorded in your accounting system the date they are received. Controls should be in place to ensure that all deposits received are scanned or copied before depositing so that they can be recorded in your system at the date received, not the date cleared. This means you will likely have outstanding deposits and cheques each month and will need to prepare a bank reconciliation monthly.

2. Revenues and Receivables

The company should have a written revenue recognition policy so that all staff know when revenue is to be recognized. Is revenue recognized when the product is shipped or when it is delivered? The revenue and receivable should be recorded in the accounting system according to this revenue recognition policy. Controls should be in place to ensure that this occurs and the

sales cut-off is performed correctly. The Accounts Receivable ledger should be kept open a couple of weeks after the year-end to ensure all sales are recorded. Any deposits received for work that has not been performed before the year end should not be recorded as revenue but should be reflected as unearned revenue or deposits in your accounting system.

3. Expenses and Pavables

If a sale is recorded in the period, the expenses related to that sale should be recorded in the same period. The wages for producing the item, cost of sales, and selling expenses should all be expensed in the period the revenue is recorded. If your revenue recognition policy is to recognize the sale when it has been delivered, then the cost of delivery should also be recorded in the same period. The company books will need to be kept open for a few weeks after the year-end to ensure that all of these items are recorded in the correct period. Supplier invoices will need to be carefully reviewed for the next four to six weeks to ensure that all expenses are recorded in the period they relate to.

4. Prepaids

If a payment has been made for an expense in which all or a portion of the expense relates to the next fiscal period, this portion of the payment should be recorded as an asset called prepaids in the current year, and then expensed in the next fiscal year when the period the payment relates to has passed.

Provided by Gilmour Knotts, Chartered Accountants. For more information see www.gilmour.ca

5 Remarkable Things Happy Entrepreneurs Do

Here are five remarkable things happy entrepreneurs take the time to do:

- 1. Give money. Starting up a company isn't just about making money. It is also about being able to give back. Donating money can help entrepreneurs focus on what's important. Ironically, giving money, rather than keeping it, is the one way to make that money live foreverbecause it actually helped someone, and that is eternal.
- 2. Treat everyone with respect. Being a business owner can lead to an inflated ego. After all, the head of any company makes dozens of decisions daily that impact the future of the organization, and often many people. Happy entrepreneurs treat employees and customers with the utmost respect.
- **3. Don't sweat the small stuff.** There are so many fires to put out as an

entrepreneur, and it is easy to become overwhelmed. Don't get panicked about every little (or big) crisis that comes up.

- 4. Try to utilize the company platform to help the community. Entrepreneurs want their work- and their companies- to be meaningful to others. Whether it's donating resources or coming up with an internship program to help people launch their careers, the company's actions should somehow benefit the community.
- 5. Display gratitude. It's easy to get snowed under, overwhelmed and let stress take the wheel. Each day of life is the greatest gift, and remembering to be grateful for that can keep us grounded and happy through our challenges as entrepreneurs.

SOURCE: Entrepreneur Magazine



P.No.12 BUSINESS in SURREY September & October 2014



Industry Training Authority Meeting Labour Market Demand

In early August, the Industry Training Authority (ITA) competed the first 90 days of a Transition Plan in direct response to the recently launched *B.C.'s Skills for Jobs Blueprint* as well as recommendations made in *The Industry Training Authority and Trades Training in BC: Recalibrating for High Performance* (McDonald Report). In the first 90 days, ITA has delivered on over 20 actions and will continue to deliver on government's expectations as it transforms into a high-performance, customer-focused organization that is timely, responsive, and labour market demand-driven. ITA's Transition Plan includes four key areas:

1. Transform Industry Relations

ITA has introduced a broader industry engagement strategy to ensure alignment of BC's training system with industry demand.

2 Launch LNG Action Plan

ITA is working in consultation with industry on an Action Plan for Liquefied Natural Gas (LNG) trades training that aligns with regional and sectoral demands. The LNG Action Plan was released in August 2014.

3. Re-Align Training Investment

ITA is working with government to develop and establish a transparent process for making training investment decisions aligned with labour market

demand targets.

4. Enhance ITA Capability

Functions carried out by the Industry Training Organizations (ITOs) will be transferred into ITA by October 31, 2014 (with minimal impact on industry). ITA will have 15 Apprenticeship Advisors, including five Aboriginal focused advisors, by December 31, 2014. View their last fiscal Annual Report: www.itabc.ca/corporate-reports/annual-reports The Surrey Board of Trade is looking to work collaboratively with ITA and industry (including labour), training providers and government to ensure the province has the right skills, in the right place, at the right time based on labour market demand.

Market Strength Carries Into Summer For Fraser Valley Real Estate

Continued demand for single-family homes and townhomes resulted in the busiest July in five years for the Fraser Valley Real Estate Board. The Board's Multiple Listing Service® (MLS®) processed 1,615 sales in July, an increase of 11 per cent compared to the 1,456 sales in July last year and 1.4% above the 10-year average for the month. Ray Werger, President of the Board, says, "July's steady activity is a continuation of what we've been seeing all year. Our market has fully recovered from last year's slump and has returned to what we typically see in the Fraser Valley, which is a steady, consistent market". In July, the Board received 2,724 new listings, a decrease of two per cent compared to July 2013, taking the number of active listings in the Fraser Valley to 9,636, a decrease of 8% compared to the volume available in July 2013. Werger says,

"Although our sales were slightly above average for the month, the volume of new listings added to the MLS® was 7% lower than what's typical for July, so for certain property types and price ranges we're actually seeing a shortage of listings creating a seller's market for particular homes. When demand starts to exceed supply it puts upward pressure on prices and in areas such as White Rock/South Surrey, North Delta and Langley we've seen an increase in benchmark prices of single family detached homes ranging from 3% to 6.6% per cent over the last year. It's a different story for condos. In most of our market, there's excellent selection and prices lower than they were one year ago offering tremendous opportunities for buyers."

In July, the benchmark price, as determined by the MLS® Home Price Index (MLS® HPI), of a 'typical' single family

detached home was \$568,300, an increase of three per cent compared to July 2013 when it was \$551,000. The HPI benchmark price of Fraser Valley townhouses increased by 0.2 per cent; going from \$297,800 in July 2013 to \$298,500 in July 2014. The benchmark price of apartments was \$194,700 last month, a decrease of 3.6 per cent compared to \$202,000 in July of last year. The Fraser Valley Real Estate Board is an association of 2,774 real estate professionals who live and work in the BC communities of North Delta, Surrey, White Rock, Langley, Abbotsford, and Mission.

The Surrey Board of Trade looks forward to partnering with the Fraser Valley Real Estate Board on the upcoming Municipal Election Candidate Dialogues on October 29 and November 4. Go to www.businessinsurrey.com for more information.





Register before September 30th and receive a free CEFA Uniform (value of up to \$250).

3 locations to serve you in the Surrey market

Guildford #100 – 10172 152A St (604) 589.2332 guildford@cefa.ca Fleetwood 16050 Fraser Hwy (604) 593.2650 fleetwood@cefa.ca South Surrey/Panorama #100-5446 152nd St (778) 241.7917 southsurrey@cefa.ca

Book a private tour of one of our schools today! www.cefa.ca





Surrey's Business Lawyers

- Buying & Selling a Business
- · Banking & Commercial Finance
- Corporate Law
- Land Development
- Collections & Insolvency
- Business Litigation
- Trademark Agents
- Employment Law
- Wills & Estates

Gateway Tower & Panorama Place (604) 581-4677

HDAS.com

HAMILTON DUNCAN ARMSTRONG + STEWART LAW CORPORATION

EXPERIENCE + EXCELLENCE + TRUST + SERVICE



BUSINESS ADVICE CENTRE

10 Disaster Planning Essentials For Small Business

In a study of companies that experience a major data loss without having a solid disaster recovery plan in place, ONLY 6% survive. Another alarming statistic is that 93% of businesses who have lost their data for 10 days or more called it quits within one year and 50% closed their doors immediately. And the situation is getting worse as more and more companies store – and rely on – digital information and systems to serve customers and keep their doors open.

Whether your business is in Surrey or elsewhere and is connected to the Internet with human beings accessing digital information, it is highly vulnerable to hackers, viruses, data corruption, data loss, system failures and downtime. A disaster can happen at any time on any day; and thinking, "That could never happen to me," is an open invitation for Murphy (Murphy's Law) to visit you and wreak havoc on your business.

55% Hardware Failure22% Human Error18% Software Failure5% Natural Disaster

A recent industry report highlighted the four most common reasons for system downtime. The findings reveal that, while "natural disasters tend to take centre stage when considering the causes of downtime, hardware and software failures and human error are statistically more common." In fact,

hardware failures alone comprise more than one-half of disasters for small to mid-sized businesses. Given that it can take up to 30 hours or more for recovery, businesses are at risk of losing customers, their reputation and hundreds of thousands of dollars in revenue.

Clearly, the cost of disasters is enormous and spreads far beyond simple downtime. Stolen client data can be very costly in reputational capital and can easily turn into lawsuits and government fines. Extended downtime can cause you to lose customers and miss important deadlines, and make a mess of productivity. And with more and more private data being captured and stored by companies, the long-term losses and legal challenges can have significant short AND long-term impact. That's why it's no longer "nice" to have a disaster recovery and business continuity plan for your business — it's an outright necessity. Here are 8 simple things you can do to minimize the impact or even prevent business crippling disasters

- Backup everything you will need if your office burns down.
- Have a written backup disaster recovery and business continuity plan.

- Automate your backups to eliminate the "human" element.
- Consider cloud computing and off-site file storage.
- Know exactly where your data is being stored.
- Prepare network documentation (simply a blueprint of your network).
- Maintain your system to keep it patched, secure and up-to-date.
- •Test, Test! If you can't restore your data, you don't have a backup.

To learn more about protecting your business and your valuable data, connect with Bob Milliken at MasterOfDisaster@CascadiaSystemsGoup.com.



A1SPORTS.CA

604-597-8356

**TROPHY & AWARDS
**CUSTOM GIFTS
**SCREEN PRINTING
**EMBROIDERY
**EMBROIDERY
**ENGRAVING SERVICES
**SECURITY, CORPORATE, WORK
**SCHOOL UNIFORMS

UNIT 111 12888-80 AVE YORK CENTER SURREY, BC

P.No.14 BUSINESS in SURREY September & October 2014



NEW SURREY BOARD OF TRADE PARTNERSHIPS

Hiring People with Disabilities - Innovative Labour Solutions Awards

The City of Surrey, the Rotary Club of Surrey, Milieu Employment Services, Community Living BC, and the Surrey Board of Trade are recognizing employers and businesses in Surrey, Delta and White Rock that have gone above and beyond to create a welcoming workplace where everyone feels valued and respected, promotes inclusive hiring and provides meaningful employment opportunities for adults with developmental disabilities. Five awards will be given at a recognition event on Wednesday, October 15, 2014 at Eaglequest Golf Course (7778 152 Street).

NOMINATION DEADLINE: SEPTEMBER 30, 2014 Nominate a business that practices inclusive employment! Award criteria includes:

- 1. Practice and believe in inclusive employment (hiring individuals with developmental disabilities) and implement best practices to create an inclusive workplace
- 2. Implement innovative solutions that lead employment
- 3. Drive change within the workplace to create a culture of inclusiveness
- 4. Acknowledge increased productivities and revenues

- 5. Modify training and support within the workforce
- 6. Follow Provincial employment standards

There will be 5 categories for the awards:

- 1. Independent business owner
- 2. Small Business 10 employees or less
- 3. Franchise owner
- 4. Large Corporation
- 5. Non-profit

http://www.businessinsurrey.com/disabilities-employer-awards/



COMMERCIAL BUILDING AWARDS



The Business **Examiner Fraser** Valley Newspaper and the Surrey Board of Trade are pleased to announce they will stage the Fourth Annual Fraser Valley Commercial Building Awards. This event will honour the best in commercial and industrial construction in the

region, sponsored by the Fraser Valley Real Estate Board Commercial Division, Business Examiner Fraser Valley, and coordinated by Invest Northwest Publishing Ltd. (INWP) and the Surrey Board of Trade.

This year, nominations will be taken for projects located in Surrey, Burnaby, Coquitlam, New

Westminster, North Delta, Langley, Pitt Meadows, Maple Ridge, Mission, Abbotsford and Chilliwack, as well as the areas in between.

"Commercial construction often involves advanced architectural designs, environmentally sensitive materials and energy-efficient systems, and yet it rarely gets recognized for its efforts," MacDonald adds. "These awards take a moment every year to acknowledge the creative and forward-thinking work done by the various professionals in the design and building trades, and the owners who make the projects possible."

The nomination deadline was August 29, and for eligibility, projects had to be completed between January 1, 2013 and August 31, 2014.

The 12 award categories are:

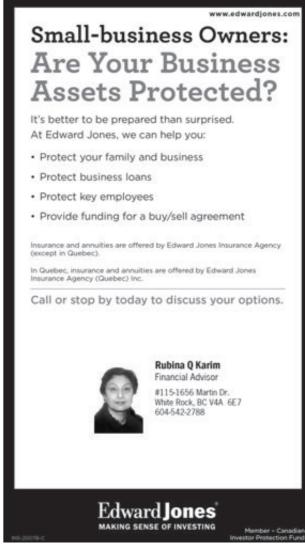
- 1. Mixed-use (commercial/residential)
- 2. Community facilities including church/schools/government facilities
- 3. Retail/Shopping centres
- 4. Office

- 5. Community recreational
- 6. Senior's housing
- 7. Industrial
- 8. Multi-family housing
- 9. Hospitality (hotels/motels/resorts)
- 10. Commercial renovation/restoration
- 11. Recreational/resort
- 12. Green

The Fourth Annual Fraser Valley

Commercial Building Awards will take place at the Sheraton Vancouver Guildford Hotel (15269-104 Ave) in Surrey on Thursday, September 25, 2014. Tickets are \$105 plus tax. Purchase tickets at www.businessvi.ca







Surrey's perception to reality study - how can we move things forward?

VitalSigns[®]





Surrey's rapid growth and location make it rich with business opportunities. Or is that just a myth? Imagine if we could compare statistics with perception. Surrey's forthcoming Vital Signs report will touch on this topic in addition to many other issues. In partnership with the Surrey Board of Trade, Vital Signs is an undertaking of SurreyCares, the Surrey Foundation, one of 191 Community Foundations across Canada. While Victoria, Calgary and Toronto routinely take part in the national initiative, this is the first time that this study has ever been done in Surrey. Consider it an indicator of Surrey's increasing importance, not only in the Metro Vancouver region, but also in Canada. "As Surrey grows, we need to stop and think. Vital Signs will help us do that," explains Jeff Hector, Chair of SurreyCares. "It is kind of like a community report card. It is uncovering where we are today so that we can create the community and city that we want to become."

The report will focus on 11 quality of life areas in Surrey: economy, education, safety, transportation, housing, environment, health, poverty, arts & culture, youth & immigrants, and belonging. Surrey Board of Trade members and Surrey residents graded each area through an on-line survey earlier this summer. The results of the public opinion survey will be analyzed along with statistical data to provide a snapshot of life

SurreyCares will use the Vital Signs report to increase our understanding of what works well and where improvements may be needed. The Surrey Board of Trade will further analyze the results to feed into their government advocacy strategies. Surrey non-profit agencies, community volunteers, donors, and various levels of government can also use this information to better target their resources. The research is being conducted by a master's student through a partnership with SFU's School of Public Policy under the SurreyCares Non-Profit Leader Award. Surrey's Vital Signs report will be released at a launch planned for October 7th with the Surrey Board of Trade.

COLOR. VALUE

LOGOS

COLOR

Purple

MADE FOR RETAIN SMALL MEDICAL

Orange

~ Black -

Brown-

What Does Your Logo **Colour Say About Your Business?**

Close your eyes and picture McDonald's famous golden arches. Now, imagine if they had been grey. Would the burger chain be the international success it is today? The colour of some logos is more powerful than the logos themselves. Think the red of Coca-Cola or the pink of Barbie or the rainbow colours of Google.

Colour can become a key part of any brand. Whether your logo is red and intense, vellow and joyful or black and mysterious, its colours are announcing something to the customer. As you create the perfect logo, be sure to pay attention to the colour messages you're sending.

Check out the graphic here to figure out

exactly what your logo's colours are telling potential customers.

Source Kate Taylor - Entrepreneur Magazine

WOMEN'S ENTERPRISE CENTRE

Major Event Supplier Database Open for 2015 FIFA Women's World Cup

In 2015, Canada plays host to FIFA Women's World Cup – the largest women's sporting event in the world. Tournament games will take place in six cities across the country: Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, and Moncton. A 'Major Events Supplier Database' showcases and promotes diversity businesses as contractors for 2015 Women's World Cup related business. The database serves as a portal where buyers can easily search and access women-owned, minority-owned, aboriginal-owned, and LGBT-owned businesses that fit their purchasing needs created by the Women's Enterprise

Centre. Buyers for this event include incoming soccer federations, corporate sponsors, broadcasters and accredited media, and sport tourism groups. Catering and hospitality, design and fabrication, staffing and training, planning and management services, event delivery, security, and marketing and media will be in particular demand. Buyers are expected to begin accessing the database in September 2014, so now is the perfect

Get your business in the game by registering today at www.supplierdiversitycanada.ca.

At Source West Media Group We Don't Get Up In The Morning And Think About Our Computer Network



That's What Our IT Support Team Does For Us!

Call them and discover how great local IT services and computer support can be!

www.CascadiaSystemsGroup.com/ITBuyersGuide



P.No.16 BUSINESS in SURREY September & October 2014

receive over \$606,014 to

establish a Surrey Local

Immigration Partnership.

Deliverables from 2014-

2016 will include:

• establishing a LIP

• conducting research

and consultations

Council



Surrey's Local Immigration Partnership Council Appoints Co-Chairs

Surrey's newly formed Local Immigration Partnership"(LIP) Council has appointed Surrey Councillor Judy Villeneuve and Surrey Board of Trade CEO Anita Huberman as its co-chairs for the 2014-2016 term. The LIP Council has been tasked by Citizenship and Immigration Canada



Anita Huberman

(CIC) to develop a strategy to strengthen the role of local communities in integrating newcomers.

"We want to ensure immigrants and refugees who choose to settle in Surrey lead successful and productive lives. It is vital that all residents feel included and have opportunities to contribute and succeed, " said City of Surrey Mayor Dianne Watts. "Building on the City's Welcoming Communities Project, the City is proud to provide leadership for this collaborative initiative with over 25 stakeholders and to partner with Citizenship and Immigration Canada."

The City of Surrey signed a Contribution Agreement with CIC in March 2014 and will



Judy Villeneuve

• developing a Surrey Immigrant and Refugee Settlement Strategy and Action Plan

"We are proud to collaborate with over 25 community stakeholders including the School District, Health Authority and our universities in the Local Immigration Partnership Project," said Councillor Judy Villeneuve, who also chairs the City's Social Policy Advisory Committee.

"Together we will support the development of a coordinated and comprehensive approach to newcomer integration tailored to fit the unique needs of Surrey and further our goals as an inclusive and welcoming city."

"Newcomers to Surrey often bring with them a wealth of knowledge, education, and skills, and it is to the city's benefit to tap into these resources," said Anita Huberman, CEO of the Surrey Board of Trade. "The Local Immigration Partnership will examine not only how to make newcomers feel more welcome in our community, but how we can help prospective employers attract and retain these skilled employees into our workforce."

Citizenship and Immigration Canada's Local Immigration Partnership program supports community-based planning around the needs of newcomers. For more information about the Surrey LIP visit www.surrey.ca/lip.

Employer Fact Sheet on Temporary Foreign Worker Program Changes

In June 2014, the Department of Employment and Social Development Canada announced significant reforms to the Temporary Foreign Worker Program (TFWP). The Surrey Board of Trade's partner, the Immigrant Employment Council of BC, has composed a fact sheet outlining some of the key changes to the program that could affect employers' ability to access TFWs. Read more at www.iecbc.ca/about-us/in-the-news/news/ temporary-foreign-workers-program-changes-0.





TRANSPORTATION

Surrey Board of Trade meets with Canada's Transport Minister

The Surrey Board of Trade was part of an invitation-only roundtable with Canada's Transport Minister Lisa Raitt in July. Joining the Surrey Board of Trade's CEO, Anita Huberman was City of Surrey Councillor Judy Villeneuve. Together they made sure that Surrey and its transportation needs were on the table. Included in the discussion were topics such as Surrey's Light Rail Transit Plan, Build Canada Fund, Fraser River, and investments in making Canadian airports and flights more competitive.

Two Bridges. One Bill.

Starting September 1, 2014, combined billing for the Port Mann and Golden Ears Bridges will be available, making it easy for customers to review and pay tolls for both bridges online through their TReO account.

Light Rail Transit Is Good for Business



Light Rail Transit (LRT) is a high-quality and flexible form of rapid transit used across the world. Surrey envisions building an LRT network to join communities south of the Fraser. Over the next 30 years, we will welcome 300,000 new residents and 150,000 new jobs. An LRT network connecting City Centre with town centres throughout Surrey and with Langley, will support sustainable growth and a strong economy. LRT will also help shape Surrey into the region's next great metropolitan centre. The Light Rail Links Community Coalition formed as a result of the growing movement of like-minded individuals and groups advocating for Light Rail Transit south of the Fraser. The coalition is made up of community supporters that represent a variety of interests, which includes the Surrey Board of Trade.

Three LRT routes are being proposed by the City of Surrey:

1. City Centre to Guildford, along 104 Avenue, with a connection to Highway 1.

2. City Centre to Highway 10 in Newton with the opportunity for future extension to the south.

3. City Centre to Langley, passing through Fleetwood and Clayton along the Fraser Highway.

Why LRT?

- 1. LRT will connect communities south of the Fraser.
- 2. LRT will create pedestrian-friendly neighbourhoods with new developments and businesses.
- 3. LRT has easily accessible cars that can carry high volumes of passengers.
- 4. LRT is a cost effective solution that will link most communities.

LRT is the right solution because:

1. LRT is more costeffective than SkyTrain.
We will be able to build
27km of LRT to connect
communities with transit
for the same cost as one
SkyTrain line from City
Centre to Langley Centre.
2. SkyTrain from Surrey
City Centre to Langley is
only 5 minutes faster than
LRT. Travel time for LRT
may decrease as more
detailed technical work is
completed.

3. It will promote economic development

and create compact, vibrant and transit-friendly communities.

- 4. LRT is at street level, which is more accessible for passengers with wheelchairs, strollers and shopping carts and won't break up street areas with concrete columns.
- 5. LRT stations are closer together than SkyTrain and trains can carry more passengers than B-Lines and Bus Rapid Transit (BRT).

JOIN US BY SIGNING OUR PETITION:

http://www.lightraillinks.com



13655 104th Avenue, Surrey, BC, V3T 1W3



Greek & Italian Cuisine

Dine In - Take Out

Catering for Any Number of People

Buffet Lunch Every Wed., 11AM - 2:30PM

Special!

Greek Dinner for 10 Only \$99.95



- > 10 Chicken Souvlaki
- > Rice
- > Roasted Potatoes
- ➤ Greek Salad, Pita & Tzatziki
- ➤ Double Your Skewers for \$50

Call us for corporate lunches.

Open 7 days a week! Daily lunch & dinner specials!

604.588.6880 / www.bozzinis.ca

BUSINESS THOUGHT:

The Surrey Board of Trade needs you to engage in our advocacy teams to help grow Surrey and support Surrey businesses. Join one of our advocacy teams as a volunteer. For more information go to:

www.businessinsurrey.com/teams/

P.No.18 BUSINESS in SURREY September & October 2014



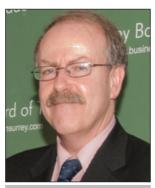
Too Little Investment Puts Our Economic Prosperity at Risk

Economists have long worried about Canada's sluggish productivity growth and a seemingly ever-widening gap with the United States on this important indicator of economic well-being. It is widely recognized that the problem stems in large part from relatively low levels of investment in Canada, particularly in certain categories of assets that are strongly associated with productivity improvements in modern economies machinery, plant, equipment and software. A decline in investment in physical infrastructure as a share of gross domestic product over the past few decades is another aspect of Canada's broader capital spending shortfall. In addition, Canada also underperforms the United States when it comes to investing in less tangible forms of capital, such as skills training and business research and development.

A new paper from the C.D. Howe Institute provides an updated picture of both the Canada-U.S. investment gap and the trends in capital spending across the provinces. The figures show British Columbia lagging the Canadian average and badly trailing the United States in the amount of investment per worker. It should be noted that the C.D. Howe Institute study ignores investment in the housing stock. Not surprisingly, this channels a lot of our overall capital spending to the housing sector, but unfortunately this kind of investment doesn't help to build a more productive workforce or a more competitive economy.

Over the period of 2008-12, the value of investment per worker in Canada averaged less than three-quarters of the U.S. level, with the figure projected to decline to 71% in 2014. British Columbia fares even worse, averaging just 66% of the U.S. benchmark for investment per worker over 2008-12 and set to slip below 60% of the U.S. level in 2014. Of interest, B.C.'s absolute investment performance improved following the

adoption of the HST in 2010; but as many economists predicted, the investment climate deteriorated once the HST was replaced by the



Jock Finlayson

provincial sales tax, which imposes more than \$1.5 billion in additional costs on companies producing goods and services in B.C.

A continuing pattern of relatively low levels of investment in machinery, new plant and equipment, and advanced process technologies compared to the U.S. and some other advanced countries means that Canada, including B.C., will find it difficult to boost productivity and real wages over time. As the C.D. Howe Institute authors observe, "Business investment is critical to economic growth. Capital spending produces the new tools that workers use on the job, the structures they work in, and the engineering infrastructure that makes them more productive."

The decline in investment per worker in British Columbia in the past few years is a troubling development, one that signals an erosion of the province's overall competitive position in a North American context. Policymakers need to step up efforts to pinpoint and address the factors that may be holding back capital spending. They should start by frankly acknowledging the problem, and then look for ways to make B.C. a more attractive place to deploy capital and to produce the exportable goods and services that small jurisdictions ultimately have to rely on to drive long-term growth in real incomes.

Jock Finlayson is the Executive Vice-President and Chief Policy Officer, Business Council of BC. jock.finlayson@bcbc.com

Thinking Global

Amidst the backdrop of a Canadian economy that is failing to produce full-time jobs, it's important to focus on the positive outcomes in our widespread economy. One in particular is the perspective for growth in British Columbia that has been generated from advancement in new export markets. When any level of government, whether it is local, provincial, or federal, adapts policy with this in mind, it stands to benefit the very businesses that create employment opportunities and fuel the engine for economic growth. This seems to be the message delivered by the Mayor and City Council, along with the Surrey Board of Trade.

The necessity of being adaptable to change is becoming increasingly important. This is because of the rapid growth and the role technology is playing in business. For businesses that can't find the means to advance their productivity, especially when facing an uphill battle of a stronger Canadian dollar, their fate is often doomed. No question there have been many contributing factors, but the auto industry in Ontario is one example. They, and other industries in Central Canada, have lacked the ability to become more productive and cost conscious as other like manufacturers have in other parts of the world. Canada is and always will be a small open economy that participates in an international market. Thus, we must be competitive as we steadily rely on our neighbours to the south, and increasingly the rest of the world to play an active role in our markets. The most recent jobs report from Statistics Canada though delivered a very important message about the status and performance of the Canadian economy vis-à-vis the labour market. It's struggling. Over the three-month period spanning from May through July, the Canadian economy failed to add a net full-time position. This year, the labour market comes pretty close to just breaking even in terms of net addition of

full-time jobs. It's difficult to depict this as a welcoming or encouraging environment for young workers. But the important take away



Rob Levy

from this should not be how to recoup lost jobs in industries that have already fallen to the wayside. The fact that auto investment in Mexico received as much in a week than Canada did in four years is evidence enough that our focus should go elsewhere. Policy, as has been encouraged at the municipal and provincial level, should continue to focus on spawning business relationships with emerging markets, particularly the ones that have recently made or are finalizing free trade agreements with Ottawa.

An astounding statistic from the BC Ministry of Finance is that exports to Asia a decade ago accounted for approximately 20 per cent of our total exports. Last year that number was closer to 40 per cent. There is absolutely no question that the United States will continue to dominate the Canadian market in the near term, and will continue to be a major buyer of our goods and services in the years ahead. The potential for growth, however, will be found outside of North America. As Canadians we should continue to encourage the advancement of free trade agreements at the federal level, and look to municipal leaders and take Surrey's lead in order to bridge opportunities for businesses, particularly from the proactive vision of the Surrey Board of Trade.

Rob Levy is the Managing Director of Border Gold and a Financial Commentator on CKNW Radio. rlevy@bordergold.com

BUSINESS THOUGHT:

By being a Surrey Board of Trade member you can save money by having access to member benefits that include group insurance, merchant rates, payroll, human resource assistance, international trade, and more! Find out how by calling Indra or David at 604-581-7130.



Creating a Culture of Innovation

"An investment in knowledge pays the best interest." - Benjamin Franklin

You want your company to thrive because it innovates, not innovate to survive. Major changes in the global economy, technology, and demographics are significantly disrupting many industry sectors, putting a squeeze on profit margins of companies in status quo mode while rewarding the innovators with new opportunities and stronger market positions.

By building a culture of innovation into the DNA of both your leadership and company, you become more competitively positioned and create greater long-term shareholder value. Business leadership must be persistent, aggressive and focused in transforming the company, so innovation becomes the way you are, not something you do.

The 6 keys to building a culture of innovation are:

Make innovation a strategic priority. Ensure you develop and implement a strategic plan to grow your organization, and make innovation a key priority within that plan. Review and update the strategic plan regularly (no less than annually), ensure the organization is aligned with the achievement of the plan, and consistently measure your progress against its goals.

Communicate why innovation is a priority.

Communicate to all levels of your organization, so employees are aware of your plans, understand their roles are committed to taking action and can define success. Provide regular and meaningful updates on progress. Be clear and transparent. Create a common language in order to achieve greater organizational cohesion.

Implement a system that enables innovation. For a business initiative to become successful, it will need a system to nurture, support, and measure it. For instance, you could select a system like Lean, which started in manufacturing and now is being adopted in Health Care and Technology, as the backbone of driving transformative thinking. Or, give people time to innovate (i.e. Google gives its employees 20% of their time to innovate).

Lead by example. Take the time to focus on becoming a better business leader, so you can model the behaviour you expect of others, particularly during difficult or critical periods. Nothing will make the cultural change more successful than this one act. Be persistent, be authentic and be open minded to opportunity.

Hire, train, and build innovative talent. Make the recruitment and retention of key staff that support your innovation strategy a key priority. Help your current staff to develop new skills and find the right way to contribute in a more innovative environment, while hiring new staff that can fill the gaps and have the skills and abilities to drive innovation. Be consistently focused on market problems and

customer needs.

Fail faster. Encourage more risk-taking and make failing for taking measured risks both acceptable and an opportunity. Find ways to decrease the failure cycle time, which will drive new opportunities from the failures, and move the company ahead



Eamonn Percy

faster. Don't innovate for the sake of it. Rather use innovation as a core strategy to build a dominating market position, enabling your company to adapt and transform, creating long-term shareholder value well into the future.

About the Writer: Eamonn Percy is an experienced business leader, with a track record of success in creating shareholder value by helping companies achieve superior performance in global markets. He has held a variety of senior leadership roles with companies in the clean technology, energy, engineering, and manufacturing sectors, including Powertech Labs / BC Hydro, Ballard Power Systems, Pirelli Cable & Systems, and Ford Motor Company. The Surrey Board of Trade gives credit to Business in Vancouver Newspaper for also publishing this article. Follow Eamonn on Twitter @EamonnPercy.

Surrey Board of Trade, BC Innovation Council and Mitacs Partner to Present Commercialization Funding for Businesses

There is a wide range of government and government-funded programs available that are supporting innovative companies across the province. Programs include:

- 1. Western Economic Diversification Canada's Western Innovation (WINN) Initiative. WINN's first intake resulted in support for 27 projects in Western Canada, with 12 B.C. companies receiving over \$8 million in funding commitments.
- 2. Public Works and Government Services Canada's Build in Canada Innovation Program (BCIP). The most recent BCIP call for proposals resulted in 72 pre-qualified innovations, with nine innovations from B.C. companies. 3. Mitacs' full suite of programs. which
- 3. Mitacs' full suite of programs, which placed over 400 grad students and post-doc fellows in internships with B.C. companies over the last three years.

Businesses are invited to learn more about commercialization funding, and how these programs can help your business move its next great idea from the workbench to the marketplace. There will be more sessions after this topic.

Attend to learn more about:

- The timeline for each program's next call for proposals
- Information on who is eligible to apply
- The application and evaluation processes
- What makes a strong proposal

Date: Tuesday, September 16, 2014 Time: 9:00 a.m. – 12:00 p.m. Location: Holiday Inn Express and Suites, 15808 104 Avenue, Surrey, BC Admission: Free

ESSENTIAL SKILLS DAY

The fifth annual Essential Skills Day will take place on Friday, September 26, 2014 to raise awareness about the importance of workplace literacy and essential skills training. The nine essential skills are the foundation for all other skills and enable people to evolve with their jobs and adapt to workplace change. The Government of Canada has identified nine essential skills needed for the workplace. These skills are used in every job to varying degrees and at different levels of complexity. They provide the foundation for learning all other skills

and enable people to evolve with their jobs and adapt to workplace change. The nine essential skills are:

- Reading
- Document Use
- Numeracy
- Writing
- Oral Communication
- Working With Others
- Thinking
- Computer Use
- Continuous Learning

Get Involved:

http://abclifeliteracy.ca/essential-skills-day.

SURREY BOARD OF TRADE – ADDING VALUE TO BUSINESS

Workplace Education helps provide a foundation for lifelong learning as people and businesses grow together. Participate in the Surrey Board of Trade's Business Workshops in our Conference Room or by webinar. www.businessinsurrey.com/business-workshops

The Surrey Board of Trade is making our business workshops convenient for employers and staff by offering cost-effective learning solutions.

P.No.20 BUSINESS in SURREY September & October 2014

ARTS/CULTURE AND CREATIVE INDUSTRY

11th Annual Business and the Arts Reception

Date: October 7, 2014 Time: 6:00 PM-8:00 PM **Location:** Surrey Arts Centre, 13750 88 Avenue, Surrey

Admission: Free

- Meet Surrey City Council.
- Enjoy a fast-paced evening of networking, refreshments and prizes.
- •Honour Surrev's new Civic Treasure Award Winners. Winners are showcased that have contributed to Surrey's cultural industry.
- •See a preview of 6 Guitars- Winner of the Vancouver Fringe Festival Critics' Choice Award!



 Make New Business Contacts! Over 400 business and arts attendees. Register online at www.businessinsurrey.com/sidebar-events or call Jo-Ann Huber at the Surrey Board of Trade at 604-581-7130.

ARTS COMPANY FOCUS

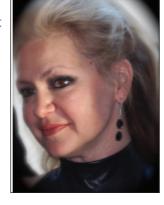
Professional Dance Company Breaking New Ground

The XBa DanceCo. in South Surrey is a professional dance troupe known as The Diskordanse Company. In addition, XBa has created a multi-faceted facility serving as a video and film sound stage, dance venue, public performance space and theatre. The creator, Nela Helwas, is a professional dancer, choreographer, film and video producer and director, and has been operating a dance school in the area since 1999.

"We're accredited by UNESCO's International Dance Council," she said. "Now, Diskordanse is established as a professional company and my next purpose in life. I've seen generations of kids growing up through our school and I want somewhere for them to go further. I was educated in the arts, received a Fine Arts (BFA) degree in Classical Piano Performance in Quebec. I also did the majority of my dance studies there." For Nela it was always going to be an arts life.

"I found my way to make a living as a dancer and as a choreographer in film and television. I edited some music videos for MuchMusic and MTV, and I did all sorts of jobs in the film industry to pay the bills." She started her dance school without a fixed studio, but impressed her students and families and built her clientele by great word of

mouth as she couldn't afford to advertise. After a year she rented her first studio space, and then a year and a half after that,



broke even. "Starting a small business is terrifying, you throw everything into it," she remembers. "My credit cards were maxed-out, double mortgage, you name it. But I persevered, and eventually went from a tiny little studio on King George, to the current location, which we expanded from the inside." The Diskordanse Company has been a life-long pursuit. It's been hard to make it happen but the company has six paid performers: five dancers and one actress. In season one the dancers were paid for about half a year. The new season started in August and Nela continues to build a solid foundation of works within Diskordanse.

www.diskordanse.ca

BUSINESS THOUGHT:

"Every artist was first an amateur." - Ralph Waldo Emerson

Canadian Heritage Minister Contributes Funds To Surrey's Cultural Industry



Anita Huberman, Kent Gallie, Anna Gravelle



The Honourable Shelly Glover, Minister of Canadian Heritage and Official Languages, announced support for British Columbia's arts and culture sector. The Government of Canada is contributing almost \$2 million to enrich arts and culture in BC. Over \$1.9 million will go towards 16 major culture projects, including theatre upgrades, cultural

festivals and publishing Canadian content. Out of the 16 projects, five of them are directly related to Surrey, including a technology internship project at a publishing house and funding for two locally produced periodicals.

The Surrey Board of Trade's CEO, Anita Huberman was asked by the Ministry of Canadian Heritage and Official Languages to brief the Minister on Surrey's demographics and cultural landscape. "Thanks to our investment, these recipient organizations will be more able to provide rich cultural experiences to British Columbia's residents and visitors. We are reaffirming our government's commitment to supporting arts, culture and heritage across Canada," Glover said.

Surrey also won the bid to host the Creative Cities Summit in 2016.

DON'T FORGET

The Surrey Board of Trade has a partnership with the Federal Government -Office of Small and Medium Enterprises. Appointments can be made at the Surrey Board of Trade so that we can

help you find the right funding solution and federal government procurement opportunities for your business.



Announcements, Awards and Events from Surrey Board of Trade Members

ANNOUNCEMENTS:

Abbotsford International Airport is pleased to welcome Canada Champion Aviation Group (CCAG) to their list of airport partners. CCAG's future expansion plans include a new hanger, office space, a training center, flight simulators and newer aircraft. www.ccag-air.com



Envision Financial raised over \$17,000 for Crohn's and Colitis Canada through its fundraising efforts for the Gutsy Walk. www.envisionfinancial.ca

Nita Khabra is the new Branch Manager for Envision Financial-Fleetwood branch at 15355 Fraser Highway. www.envisionfinancial.ca

OfficeMax Grand & Toy, an affiliate of global office products provider Office Depot, and TerraCycle Canada announced the launch of the nation's first K-Cup Packs retailer recycling pilot program. K-Cup Packs, the single-serve coffee pods manufactured by Keurig have not been recyclable. To remedy this, OfficeMax Grand & Toy partnered with TerraCycle to offer a K-Cup Pack recycling system to their customers.

Jeff Norris, CAO/CEO Kwantlen Polytechnic University leaves this position to become the CEO of the Royal Columbian Hospital Foundation.

Joanna Alexander joins the Pacific Quorum Properties Team as Director of Business Development.

Gilmour Knotts Chartered Accountants celebrates 20 years in business.

SFU Beedie School of Business welcomes Blaize Horner Reich as their new Dean.

5 Star Catering celebrates 20 years in business.

Lantrax North America Logistics celebrates 10 years in business.

Pacific Customs Brokers celebrates 60 years in business.

Breakwater Marine Ltd. is undergoing major renovations to its Surrey facility, including the addition of a unique drive-through service centre. The renovations represent an investment of over \$100,000 by the boating dealership.

Jason Lesage is now Co-Chair, Communications, Mayor's Health Tech Working Group, City of Surrey.

Opening in 2016, **Kwantlen Polytechnic University** (KPU) will open a new centre for excellence in professional development, business and innovation at **3 Civic Plaza** in Surrey City Centre. This new campus will be called KPU Civic Plaza.

The BC Team of Futurpreneur Canada is now based at:

Suite 580 – 425 Carrall Street Vancouver, www.futurpreneur.ca

Beta Collective in Downtown Surrey, a new co-operative working space created by a trio of Simon Fraser University alumni provides small business owners with workspaces that provide a professional environment and collegial atmosphere at a reduced cost. The goal is to help young businesses grow out of basements or coffee shops and experience real-world surroundings—with the added benefits of networking and potentially striking collaborations.

Under the **Progressive Intercultural Services Society's** (PICS) Settlement program, mentorship services is a unique activity where a serious effort to match skilled newcomers (mentees) with established professionals (mentors) on a common interest are established. Newcomers will learn about their new home, meet new friends and feel more settled and connected in their community. Mentors will share their knowledge of Canada and give professional advice. To be a mentor, please contact Eva Touzard at PICS at 604-596-7722.

AWARDS:

Jeff Richards of J.E. Richards Consulting has been named Fraser Valley Executive Association Executive of the Year. Fraser Valley Executive Association is composed of leading business owners in Surrey, Langley and Delta. www.fraservalleyexecs.com

Double V Construction Ltd. has won a 2014 Tilt-Up



Achievement Award from the Tilt-Up Concrete Association for the Croydon Business Centre in South Surrey. www.doublevconstruction.com

Anita Huberman, CEO, Surrey Board of Trade was



recently presented with the Queen's Diamond Jubilee Medal at the International Trade Minister's Lunch in Surrey.

MEMBER EVENTS & FUNDRAISERS:

Doing Business in the USA Seminar- Sheraton Guildford Hotel, November 20, 8:30am to 4:30pm. Designed to help you understand the US market and plan your approach www.ucantrade.com

Neil Squire Society hosts the 1st Annual Job Fair for Persons With Disabilities. Get a display booth. October 23, 12:30 – 3:30, Firefighters Banquet & Conference Centre 604.637.3577 sarab@neilsquire.ca

Help reverse the oral health crisis in our community. The Pacific Oral Health Society campaign includes: loyalty rewards program for your customers, and multimedia messaging and video advertising for your business. Contribute to

the Pacific Oral Health Society today! http://www.pohs.ca

BC Small Business Expo 2014 organized by PICS Society takes place on September 20th at Surrey City Hall, 13450 – 104 Ave. www.pics.bc.ca

The 7th Annual **SFU Diwali Gala** will be held on Oct. 21 at the Crown Palace Banquet Hall in Surrey. The event raises funds to support student mobility awards, which allow SFU students to gain valuable experience by working and volunteering in cities and villages throughout India.

www.sfu.ca/ceremonies/events/2014/public-events/diwali.html

TO POST YOUR ANNOUNCEMENT HERE, PLEASE CONTACT ANITA HUBERMAN AT anita@businessinsurrey.com

ONGOING SURREY BOARD OF TRADE PARTNERS: Sheraton Vancouver Guildford Hotel 604-582-9288

Charter Bus Lines of BC 604-940-1707



TOURISM INDUSTRY

Canadian Tourism Industry Slipping

Through a combination of high transportation costs and steadily reduced marketing efforts, Canada has slipped from seventh place among the world's tourism destinations to 18th place in just a decade. A huge industry, critical in every region, including Surrey, is struggling with its competitiveness and needs public policies that are forward looking and supportive. RECOMMENDATIONS

Canada's marketing efforts must be substantially increased. Canada's marketing budget should be

substantially increased to compete with rivals such as Australia, Ireland and Mexico. Even doubled or tripled, the Canadian marketing budget would represent only a small part of the revenues lost by the federal government as foreign visits declined throughout the last 13 years. Canada has a serious cost competitiveness problem that must be better understood and addressed aggressively. We call on Ottawa to conduct a wide-ranging examination of the travel sector with special attention to the very high public costs borne by aviation customers.

To ensure Canada capitalizes on the strong growth from countries like Brazil, China, India and Mexico, the government must ease access headaches. Visitor visas and the complicated application process are significant barriers to the tourism sector. The government should reinvest some of the \$400 million it collects annually from visa administration fees and reinvest a portion in Canada's visa processing capacity.

Canada needs to implement the strategies of the federal government's tourism strategy, Welcoming the World, and ensure the environment is positive for investment in critical tourism attractions. We recommend that government departments and crown corporations should undergo a review of roles and responsibilities to ensure that there is no unnecessary competition between government and private sector enterprises.

For more information go to www.businessinsurrey.com

BC's Tourism Industry: Positioned for Growth

- The tourism industry is a significant economic engine for the province, accounting for \$7.1 billion in GDP in 2012. Tourism represents a bigger slice of overall economic activity in BC than in most other provinces.
- According to a recent Statistics Canada study, tourism supports up to 12% of all jobs in British Columbia.
- Tourism is also one of the principal sources of export earnings for BC, making it an important driver of prosperity.
- Between 2002 and 2009, the tourism industry experienced a steady decrease in international visitor volumes and expenditures, with especially sharp declines in visitors from the US and Japan. Since 2009,

tourism activity has strengthened, punctuated by growth in excess of 4% last year. A similar pace of expansion is projected for 2014.

- The US remains BC's leading international tourism market. But the number of Chinese visitors has increased rapidly, and China has become our second largest international tourism market.
- With ongoing economic and income growth in China, an improving US economy, and a weaker Canadian dollar, we expect tourism in BC will enjoy something of a revival over the next few years.

Source BC Business Council

BUSINESS THOUGHT:

Did you know that by joining the Surrey Board of Trade you access a minimum of two free networking events a month? Build your business by becoming a member. 604-581-7130



MESSAGE TO SURREY BUSINESSES

On June 18, 2014, it was my 8th Annual General Meeting as CEO of the Surrey Board of Trade. The Surrey Board of Trade is a vibrant, growing organization providing a forum for debate on critical issues. We are an innovative public policy solution provider and a destination for networking with other members of Surrey's regional business community. In fact though I've been with the organization now for over 21 years, starting from the bottom and working my way to the top – I've stayed this long because we are lead by a dedicated team of board directors, volunteers and staff.

In the mandatory forum called an Annual General Meeting, that took place on June 18th, I highlighted my role in managing the Surrey Board of Trade's operational performance, how we have brought in new ideas for the benefit and value to our members, how we have elevated our profile, Surrey's profile and how we couldn't do it without the support and expertise of our members. For the Surrey Board of Trade, as a not-for-profit organization, financial support is derived solely from membership fees, sponsorships and service contracts. The Surrey Board of Trade speaks for the business community at public hearings and to the media. It is a recognized voice of business. Again, we've received extensive coverage from local and national media.

The Surrey Board of Trade's comprehensive Strategic Plan is owned by both the Board and Staff, in partnership together. We continue to push the boundaries and innovate the organization through projects, community involvement and advocacy initiatives that put Surrey at the forefront of discussion.

As we look into the future of the Surrey Board of Trade and our region and ask ourselves, "what it could be", there are important issues, questions and opportunities to be considered for the Surrey Board of Trade in new economic times. We are not the organization that we were ten years ago, nor could

we have stayed that way to be relevant. Certainly it isn't easy to please everyone.

In our comprehensive strategic plan we reflect on the following:

- 1. Can Surrey achieve new standards of economic vitality and livability that are equal to or beyond that enjoyed by other successful areas?
- 2. Can we develop the range of quality economic, cultural and educational opportunities needed to move our region forward and become one of the nation's most livable?
- 3. Can we engage the business community in maintaining a laser-like focus on strategies that will indeed create a higher standard of livability for Surrey?

Our marketplace is constantly changing – paradigms are shifting – and economic conditions are dynamic with new demands- which create new expectations for proactive and responsive leadership by the Surrey Board of Trade.

Your Surrey Board of Trade offers existing and new value-added services, programming and leadership, which accelerates the demand for new and expanding resources. This is leadership.

Our Business Plan Goals for the year included meeting the goals of:

- 1. Business Attraction (Creative Economy)
- 2. Business Research (Economic Scorecard)
- 3. Business Training- Business Centre International
- 4. Policy Development and Advocacy
- 5. Workplace Development (skills shortage) and Youth Entrepreneurship

There have been many results in this fiscal year. My goal, always, is to ensure that the Surrey Board of Trade is the centre of business support. The events that we have align with these initiatives and that of the Advocacy Teams. We don't just have a speaker event for the sake of having a speaker. Every program aligns with a certain theme that is

promoted, such as Environment, International, Innovation, Transportation and more. It is all to do with driving the economy of your business and for Surrey.

We support as many community initiatives that we can – we saw our Youth Team providing



CEO Surrey Board of Trade Anita Huberman

proceeds to Surrey Libraries. At our Business Awards you saw the announcement of the support of the Ronald McDonald Family Room Capital Campaign. Others are: Surrey Children's Festival, Surrey Food Bank, Surrey Writers' Conference, and more.

I continue my National Film Board appointment by our Federal Minister of Heritage which has given the SBOT and Surrey greater national recognition. Through the strong membership and staff that we have – the Surrey Board of Trade is able to meet its mandate to support you. Expect to see some additional staff at the Surrey Board of Trade as we continue to grow.

I thank our vendors and sponsors that support the Surrey Board of Trade. They are role models and without their support we could not operate the Surrey Board of Trade.

Let's continue to power up entrepreneurial success in Surrey. Let's continue to risk, care, dream, expect and expand our networks, locally, nationally, and internationally.

If you are not a member, I invite you to join the Surrey Board of Trade. The business organization that works for business and for Surrey.

Anita Huberman CEO, Surrey Board of Trade anita@businessinsurrey.com

MEMBER BENEFIT FEATURE

For members only: Group Retirement Solution

As a business owner you understand the importance of attracting and retaining valuable employees. Knowing your employees are your key competitive advantage, a group retirement savings plan helps businesses like yours be competitive and take care of your employees' future financial needs.

KEY BENEFITS TO BUSINESS OWNERS:

- 1. No RRSP program administration fees.
- 2. No cost to you unless you choose to make

contributions for your employees.

- 3. Easy online application process.
- 4. A fund platform carefully selected for retirement savings, managed by expert fund managers and monitored by Manulife's comprehensive i-Watch program.

KEY BENEFITS TO YOUR EMPLOYEES:

- 1. Award winning enrolment, education material and industry leading statements.
- 2. Secure website featuring education and support tools

- 3. Direct payroll deduction immediate tax relief.
- 4. Low investment management fees.

For more information speak to Brad Funk at Schmidt & Funk Financial Services – the Surrey Board of Trade's Group Insurance Partner – (604) 514-3347.

BUSINESS THOUGHT:

Selling a product is about more than the product itself; it's about creating a customer experience that taps into people's emotions, ultimately making them feel good.

P.No.24 BUSINESS in SURREY September & October 2014

www.pohs.ca



PACIFIC RAL HEALTH CENTRE



Dedicated to providing access to Oral Health Care in Fraser Valley of British Columbia.

- Contal Health
- Education
- Research

OUR PURPOSE

To provide affordable and accessible oral health care to financially challenged individuals.

To support the advancement of the dental profession with continuing dental education for oral health care professionals.

To facilitate and provide funding for oral health, dental education and clinical research.

POHC calls upon small community to participate in reshaping the oral health care in our city and province. Support UBC dentistry program at POHC to serve our City of Surrey.



PACIFIC

ORAL HEALTH

SOCIETY

Is very pleased to appointed

is very pleased to announce the opening of its NEW FACILITY IN SURREY.





Suit 300 -15850 24 Avenue Entrance from Croydon Dr, (Next to Walmart) Surrey BC V3S 0G1 Email: Info@pohs.ca

> For frequently asked questions, please check our website www.pohs.ca