

BUSINESS in SURREY

FROM the SURREY BOARD of TRADE

Events

September 10 **Environment Awards**

September 16 Leadership Surrey Series: Literacy & Business Dialogue

September 17 Surrey Innovation Awards

September 22

Leadership Surrey Series: Health Care and Business Dialogue #3 – Seniors

September 22 Sarah McLachlan Event

September 23 B2B at Envision Financial (Brickyard Station Branch)

September 24 Federal Election All Candidates

September 30 Surrey Leadership Series: Surrey's Transportation Future

October 1 Manufacturing Industry Reception

October 6 **Business & the Arts Reception**

October 7 Leadership Surrey Series: Today's Economy

October 8 Surrey Police Officer of the Year Awards

October 20 Business Lunch: Port Metro Vancouver President & CEO, Robin Silvester

October 23 Small Business Month Lunch with Minister Coralee Oakes

October 27 Leadership Surrey Series: Health Care and Business Dialogue #4 -Community Wellness

November 2 International: USA Consul General Roundtable

November 5 17th Annual Surrey Business **Excellence Awards**

November 13 Leadership Surrey Series: Creative Economy Dialogue

November 17 B2B at Semiahmoo House Society

November 20 Leadership Surrey Series: Creative **Economy Dialogue**

Leadership Surrey Series: Natural Resources Dialogue

December 2 Seasonal Sizzle Networking Reception and Trade Show

For Business Receptions and Workshops, go to:

www.businessinsurrey.com

Surrey's Manufacturing **Industry Continues to Thrive**

SBOT Celebrates Manufacturing Month in October



SBOT's CEO Anita Huberman pays close attention as Dan Reader of Murray Latta explains why recognition for manufacturers in Surrey is important for the local economy.

Surrey has 47% of Metro Vancouver's available industrial land and is home to a diverse and growing manufacturing sector. Manufacturing Month recognizes the value of our manufacturing industries and celebrates their achievements and contributions to Surrey's economic resilience. SBOT, in partnership with the Canadian Manufacturers and Exporters (CME) and FIOSA-MIOSA Safety Alliance of BC, will host a reception on October 1 to launch Manufacturing Month. Go to page 3



WHAT'S INSIDE

SBOT Announces Trade Mission to Fiji

Fiji's Prime Minister lunches with **SBOT** members

The Honorable Josaia V. Bainimarama, Prime Minister of Fiji, spoke to over 130 Surrey Board of Trade members and business leaders in August. Fiji is working hard, he said, to foster



strong international trade with Canadian businesses including incentives and tax holidays. Also announced at the lunch is that the Surrey Board of Trade will have a trade mission to Fiji later in November.

Continued on page 7

Manufacturing a green economy

Surrey has a great diversity of nonresource manufacturers who are working for a



better, greener tomorrow. Special to Business in Surrey is the story of one company's quest to provide alternate energy sources for BC and employment for Surrey's citizens. Read how Endurance Wind Power utilizes the best of local infrastructure to grow their facility.

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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 108-15175 101st Avenue 604.877.7303

Surrey City Centre community branch 10293 King George Boulevard 604.877.7323 Cedar Hills community branch 12820 96th Avenue 604.877.7443

Morgan Creek community branch H120 – 15795 Croydon Drive 604.915.3703





AT ISSUE

Continued from page 1

A Diverse Manufacturing Sector Helps Underpin BC's Resilient Economy



Ken Peacock

66Surrey is home to many of BC's largest manufacturers... nearly 24,000 Surrey residents work in the manufacturing sector.

In British Columbia, manufacturing is a substantial part of the provincial economy. The processing of resources is highly visible so manufacturing in BC is sometimes perceived as being dominated by resources. But the reality is non-resource manufacturing, measured in terms of both output (GDP) and employment, is actually larger than resource-based manufacturing.

In 2014, real GDP in the non-resource manufacturing sector amounted to \$8.9 billion (4.4% of BC's total GDP), and for

resource-based manufacturing the comparable figure was \$5.7 billion (2.8% of GDP). The simple delineation is made to help highlight the fact that BC's manufacturing sector is diversified. Comparisons of this sort are not especially meaningful because they depend on what industry segments are lumped together. Resource-based manufacturing captures a handful of industries (wood products, pulp and paper, petroleum and coal product manufacturing, and primary metal manufacturing), whereas the nonresource grouping contains 14 different industries.

The export story is arguably the biggest economic benefit of manufacturing. In 2014, BC's non-resource manufacturing exports amounted to approximately \$9 billion, equal to one-quarter of all international merchandise exports. Since 2000, BC's non-resource manufacturing export shipments have climbed by 30%, whereas the value of all other exports is basically unchanged from the early 2000s. Although non-resource manufacturing was hit by the 2008-09 recession, the data suggests that the sector is not subject to the same gyrations as most resource-based industries.

As of 2014, approximately 117,000 British Columbians were employed in non-resource manufacturing. This count is down from the pre-recession figure of 133,000, but in terms of employment stability, non-resource manufacturing has been more resilient than resource-based manufacturing. Employment in both parts of the manufacturing sector

(resource and non-resource) is growing again and quite strongly in some segments.

The diversity of the sector is further underscored by the fact there are 6,200 non-resource manufacturing business establishments in the province. Nearly 4,900 of these are firms with fewer than 20 employees. Compared to most other industries, however, nonresource manufacturing is tilted more towards what can be described as mid-sized companies. Within the sector there are 1.211 establishments with between 20 and 199 employees, representing 20% of all non-resource manufacturing operations in BC. In comparison, across all industries in the province barely 10% of businesses have between 20 and 199 employees. This higher concentration of mid- to larger firms reflects the fact that local manufacturers can take advantage of economies of scale by selling products into larger markets within Canada and abroad. It also speaks to the fact that manufacturing businesses are generally more capital-intensive than businesses in other industries.

Capital intensity and export orientation tend to make companies more productive, which in turn is reflected in higher wages. The average weekly wage in the aggregate BC manufacturing sector is \$1,003, well above the all-industry average of \$882. Resource-based manufacturing industries, such as pulp and paper, are known for providing generous compensation, and in 2014, they reported some of the highest average weekly wages among all industries.

However, many parts of non-resource manufacturing are also on the higher end of the pay scale. One example is computer and electronic parts manufacturing (average weekly wage: \$1,330); another is machinery and equipment manufacturing (\$1,144).

Surrey is home to many of BC's largest manufacturers. As with BC more generally, Surrey has a highly diversified manufacturing sector. It includes companies making products in traditional and emerging industries, from custom cutting lumber to manufacturing wind turbines for the clean energy sector. A high concentration of companies is in furniture, computer/electrical, machinery and food production industries. The City of Surrey reports that the nearly 24,000 Surrey residents work in the manufacturing sector, which suggests Surrey has a proportionally large number of the province's manufacturing base.

Considering Surrey contains 47% of Metro Vancouver's available industrial land supply and also offers a strategic location with well-developed transportation networks to local, US and Asia Pacific markets, it is not surprising to find a high concentration of manufacturing in Surrey. Looking ahead, given the well-established base and an additional boost from the weaker Canadian dollar, the sector will continue to grow at a healthy clip and contribute to greater economic diversity and resiliency.

Ken Peacock is Chief Economist and Vice President of BC Business Council.

Launch of Manufacturing Month in Surrey



Industry tours are opportunities to learn more about manufacturers that keep Surrey's economy thriving.

Manufacturing Industry Networking Reception

The Surrey Board of Trade will co-host the Opening Ceremony and Networking Reception for Manufacturing Month with the Canadian Manufacturers and Exporters (CME) and FIOSA-MIOSA Safety Alliance of BC.

Date: Thursday, October 1
Time: 6:00 – 8:00 p.m.
Location: Eaglequest Golf Course,

Cost: Free

Register with info@businessinsurrey.com

7778 152 Street

Manufacturing Industry Tours

Friday, October 9, 2015
Tour different manufacturing businesses throughout October, through Surrey, Delta, Langley, and Richmond. For more information, contact our Canadian Manufacturer's and Exporters Association Partner Representative, Glenda.Beaulieu@cme-mec.ca.

SBOT's Manufacturing Industry Team

The Surrey Board of Trade's Manufacturing Industry Team, formed last year, meets monthly to discuss challenges and opportunities to manufacturing in Surrey. A group of results-oriented individuals continue to put in time and effort to gain measurable results in the following areas:

- Workplace development
- Advocacy
- Skills shortage
- 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

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BUSINESS in SURREY

FROM THE SBOT CHAIR

September & October 2015

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Building Culture Key to Success



Shelley Besse

Workplace development is an area of particular passion for me as a business leader and one of the key components of a workplace is the culture that flows through it.

Company culture means different things to different people. I look at it as the standards that guide employees in how they interact with each other, their customers and their organization. You may not be aware of it, but regardless of size, industry or business type, your company has its own distinct culture.

As a business leader, your employees notice who you are and what you care about. They will look to you as an example and model their behavior based on your lead, especially in a small organization. You have to be aware of

the culture you want to build and live it every day, whether articulating it outright or simply showing it through your actions.

At First West Credit Union, building and reinforcing culture is something we're doing constantly. We have a diverse organization with four distinct brands, a wide-range of jobs and skills, and several generations all working together. To help our employees connect with our culture and who we are as an organization, we created what we call our 6 Big Ideals. These are the core beliefs that underpin everything we do.

"Succeed together" and "value all" are two of our Big Ideals that draw our diversity together and help us build our culture. One of the ways I live out our Big Ideals and create a culture of openness and transparency is by hosting 'coffee sessions' with small groups of staff from hundreds of branch employees across all lines of business in my division. The sessions are informal and are used to exchange ideas, share successes and listen to suggestions. It's critical that everyone speak candidly in these sessions and I make a point to personally follow up with an email or phone call to thank staff for their ideas and let them know that their opinions

matter. Not only do the sessions provide an opportunity for employees at all levels to feel connected to senior management and reinforce our ideals, the feedback I get from the front lines of our business is invaluable to developing our future strategy.

We often hear the expression "corporate culture," but defining and reinforcing your culture isn't just for large corporations. An attractive company culture is a strong selling point for recruiting and retaining high-performing employees and can help small businesses compete with larger organizations for the best talent.

Our 6 Big Ideals define the culture at First West Credit Union and putting your culture into words is an important exercise for any-size organization. Incorporating feedback from your employees will clarify expectations and ensure that everyone is on the same page. Most importantly, the process will help you decide if the culture you have now is the culture you aspire to have. Identifying gaps and laying out a roadmap now is key—culture gets engrained very quickly but changing it can take years.

Shelley Besse is President of Envision Financial, a division of First West Credit Union.

FROM THE CEO



Anita Huberman

On June 17, 2015, it was my 9th Annual General meeting as CEO of the Surrey Board of Trade and our 51st Annual General Meeting and Chair's Dinner. We were able to showcase our accomplishments, our profile, and our Board Directors, existing and new.

The Surrey Board of Trade continues to be 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.

At the mandatory Annual General meeting, 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 and how we couldn't do it without the support and expertise of our members on the various teams that we have.

For the Surrey Board of Trade, as a not-for-profit organization, financial support is derived solely from membership fees, sponsorship and service contracts. I run this organization as a business—we can't go into a loss and we need to watch our expenses and save a bit for future unknown expenses or capital investments.

The Surrey Board of Trade speaks for the business community at public hearings and to the media. It is a recognized voice of business. We've received extensive media coverage from local and national media.

The Surrey Board of Trade's comprehensive Strategic Plan and Business 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, advocacy initiatives that puts Surrey at the forefront of discussion.

As we look into the future of the Surrey Board of Trade and our region and ask the question, "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

Surrey achieving new standards of economic vitality and livability

- Developing the range of quality economic, cultural and educational opportunities to move Surrey forward
- Engaging the business community in maintaining a laser-like focus on strategies that will 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.

Our Business Plan Goals for the year include

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

My goal, always, is to ensure that the Surrey Board of Trade is the center 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 that you see through your emails aligns with the growth of this organization, through a certain theme that is promoted—such as Environment, International, Tourism/Culture, Transportation, and more. It is all to do with driving the economy of your business and your City.

I continue my National Film Board appointment by our Federal Minister of Heritage, which has given the SBOT and Surrey greater national recognition. The Federal Minister of Defence and Multiculturalism has also given me a 3-year appointment as Honorary Captain of the Royal Canadian Navy. 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.

Anita Patil Huberman has steered the Surrey Board of Trade as CEO for the past 9 years.



Consistent Downward Revisions in our Economy



Robert Levy

"All things remaining equal, BC is still better positioned than our neighbors to the east."

The outlook for the Canadian economy in 2015 has been one of consistent downward revisions to economic growth forecasts. Despite the dollar being lower by over 20 per cent year to date, and thus making our goods and services more attractively priced in international markets, it is the lack of global demand for resources that's causing a serious impediment to overall growth in the near term. The critical question for the Canadian economy, and businesses to make investment, hiring and capital spending decisions, is whether this slowdown will be transitory or longer lived.

This economic slowdown is advancing a discussion of recession in Canada for the first time since 2008 and 2009. And while the economic indicators and data points have been particularly sour in recent months, the consensus continues to be that it doesn't quite feel like a recession in the country just yet. One overwhelming piece of evidence towards this is that employment, which typically declines during recession, has actually increased by over 12 thousand positions a month through the first half of this year. So while the r-word for recession may be somewhat overblown, the miserable start to 2015 still has uncertainty lingering.

One particular risk weighing on the global economy at the moment is one that we sit relatively closer to in British Columbia, and that is financial and

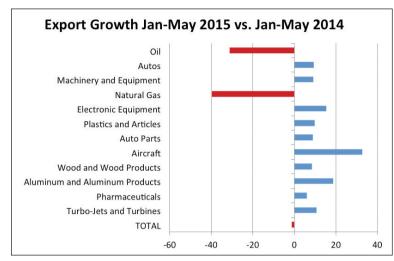
economic risks in China. Equity markets in China, which had a phenomenal run up beginning in October of last year, have seen severe corrections in 2015. The fear of financial market contagion spreading to neighboring Asian economies is paired with the unknown risk of any economic impact to the Chinese economy. Arguably it is limited as the degree of equity financing and China's stock markets much smaller market value relative to their GDP when comparing to other developing nations in Asia; however, the waning demand out of China for the world's resources, but it has impacted commodity rich countries like Australia and Canada a lot harder than initially anticipated.

The positives for the Canadian economy as we begin the second half of this year are the same factors if we went back 12 months. Simply put, they are a broadly strengthening USA consumer along with a more competitively priced (weaker) Canadian dollar. Thus, the weak dollar will act as a natural boon for our price sensitive exporters that benefit from increasing demand south of the border. The problem policy makers at the Bank of Canada are discovering though, is the absence of a "V" or even "U" shaped recovery in commodity prices, while other sectors of the economy have a lot of slack to pick up. Thus the negative talk from Canadian bank economists and the July interest rate cut from our central bank.

Are there bright spots for Canada in the year ahead? Absolutely, and as has been discussed over the last 12-18 months, British Columbia has a number of exciting opportunities from technology to tourism to select resource projects. Unfortunately, the overall performance of the Canadian economy is subject to the averages and is convoluted by the extremes triggered by commodity price sell-offs. Most notable are the off the chart declines in capital spending from sector specific firms or record jumps in Alberta employment insurance enrollees. Without a doubt we are not adverse to the same risks that weigh on the rest of the global economy, but for a status quo recovery, all things remaining equal, BC is still better positioned than our neighbors to the east.

Robert Levy is the Managing Director of Border Gold and a financial commentator on CKNW Radio. rlevy@bordergold.com

Export Revolution: When Zero is Actually Pretty Good



Economic weakness abounds! The country is in recession and exports are "stalled" according to the Bank of Canada. But if you dig into the numbers, something bigger is happening.

The first five months of export data show a huge 31% decline in oil, with natural gas falling 40%, a devastating hit to Canadian exports. The big question is whether the positive effects of a weaker dollar and a stronger U.S. economy can make enough of a difference. Skeptics remain doubtful about whether our exporters have enough capacity for a big increase in production: there are no state-of-the-art Canadian factories waiting for the lights to be turned on.

One of the most optimistic forecasts for 2015 came from our friends at Export Development Canada (EDC). Their forecast for 2015 export growth was... zero. A big goose egg.

Actually, this was a cheery forecast because they were essentially saying that Canada's non-energy exports, such as manufactured goods, technology, services and agriculture, would be strong enough to offset the huge, gaping hole from the decline in energy sales.

So far, it looks like EDC is right. Canada's export manufacturers have ramped up production and are in overdrive. The strongest contributor to growth is the automotive sector, rising 9% this year thanks to a resurgent U.S. economy. American auto sales hit 17.4 million vehicles, record levels not seen in 15 years, as our members in the auto sector

struggle to keep up with demand.

And it's not just autos; exports of machinery and equipment are up 9%, electronic equipment up 15%, aircraft up a staggering 33%. Services will gain 5% this year thanks to a new rising star: tourism. So, does this make up for the huge decline in energy?

Not quite. So far in 2015, exports are down 1.3%. But if we see greater strength in the second half, as we expect from a U.S. economy that is firing on all cylinders, then Canada's exports might even get to modest growth.

This means we are in the midst of a very strange recession. Ontario, Québec, B.C. and Manitoba are all set to grow at a healthy 2% range, with solid export growth across-the-board. Only Alberta and Newfoundland will see GDP contracting this year by around 1% and exports tumbling by 15% or more. Canada overall will see GDP rise by just 1% in 2015.

The big challenge is that growth will get harder from here. With a soft domestic economy, we're increasingly dependent on exports. Thanks to weak commodity prices, further export gains can only come from rising productivity, world-leading technology and innovation. We need a comprehensive plan to improve competitiveness so that Canadian companies can win.

Hendrik Brakel is the Senior Director, Economic, Financial & Tax Policy for the Canadian Chamber of Commerce.

Surrey Businesses and the Economy

The Surrey Board of Trade will present a panel of economic experts and local leaders to have a robust dialogue on the Canadian economy and how Surrey businesses can plan for the r-word and be resilient in an uncertain future.

Join Jock Finlayson of the Business Council of BC, Robert Levy, popular economic commentator on CKNW, Jeff Scott of Fraser Surrey Docks, and other speakers for a dialogue on Surrey's economy and answer your questions.

This event is in conjunction with Manufacturing Month activities but as the economy impacts all businesses and all industry sectors in Surrey, you are invited to participate and strategize with the experts.

Date: Wednesday, October 7Time: 11:30 a.m. to 1:30 p.m.Location: Eaglequest Golf Course, 7778 152 Street, Surrey

ost: Members: \$45.00 plus tax; Non-members: \$65.00 plus tax

Register now at info@businessinsurrey.com.

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The Return of Global Crisis: What it Means for Canada's Economy

Dark storms are gathering over the global economy. Greece is once again at the precipice, insolvent and in need of another €85 billion to stave off collapse and recapitalize its shattered banks. At the same time, China's stock market is in a 1929-style meltdown. Either one of these events would be a big shock to the global economy, but to have both at the same time is an economic earthquake.

Poor Stephen Harper. He would dearly love to be talking about how Canada had the strongest growth in the G-7, which it did up until 2012, and to tout his government's sound management. But the economy isn't cooperating and, worse, it's being hammered by international forces that are beyond our control.

Let's start with Greece, a country that is insolvent with 26% unemployment, collapsing banks and a debt-to-GDP ratio of 180%. This is now its third bailout as it already received some €240 billion in support. The problem is the bailouts came with tough conditions: brutal spending cuts and tax

increases that pushed the Greek economy from a recession into a downward spiral. The country's GDP has contracted by 27% since the start of

"This is earth-shaking because it makes the status quo much less acceptable."

the crisis, more than the U.S. during the Great Depression.

That's why many believe Greece would be better off if it exited the euro. The government could print drachmas, the former Greek currency, to spend on public works. This currency would plummet in value making Greece competitive in exports and a dream for tourists. But the country would default on its debts, and the financial system would collapse.

The point is either Europe spends limitless sums backing insolvent banks

and a bankrupt government in exchange for half-hearted austerity that probably won't work. Or Greece exits the euro. Both scenarios are bad news for European growth prospects.

The other economic superpower is China, where shares have plummeted more than 30% since June. A staggering US\$340 billion has been lent out by brokers for stock purchases, and the downturn is forcing shareholders to sell in order to cover losses. Share prices would be down even further except the government halted trading in 1,300 companies and directed state-owned financial institutions to buy shares. This is likely to have ripple effects, hurting confidence and further slowing China's economy.

What does it all mean for Canada? The outlook for commodities depends very much on global demand.
Collectively, the European Union is the world's largest economy. The world's largest consumer of commodities is China. Both are showing signs of weakness, which is why commodities are in retreat and oil prices have

dropped back to \$52 a barrel.

Canada's GDP has fallen four months in a row and its exports will decline again in the second quarter. On September 1, Statistics Canada will release the latest quarterly GDP number, which is likely to be negative, meaning Canada will officially be in a recession.

For the federal political parties, this is earth-shaking because it makes the status quo much less acceptable. More importantly, leaders will have to explain what they will do about Canada's weak economy. Stimulus spending is helpful but short-lived. A much better option would be to make the Canadian economy more competitive so that business can win more sales and create more jobs. The Canadian Chamber of Commerce has a plan to turn Canada into an export and innovation powerhouse. Go to www.chambers.ca/advocacy/ federal-election/ to find out more.

Hendrik Brakel is the Senior Director for Economic, Financial & Tax Policy, Canadian Chamber of Commerce



SBOT 2015 Federal Election Platform

A Surrey and Canada that Wins

The Surrey Board of Trade is carefully monitoring the various platforms and promises put forth by the federal parties.

As Surrey grows to become the largest city in British Columbia in a few years, our importance for economic development in the Lower Mainland rises significantly. We focus on what would help our own businesses and industries survive and thrive, to be resilient in the face of global economic downturns, to contribute to and support a livable community. What will help our members compete in domestic and global markets?

As with the Canadian Chamber of Commerce, who released their election priorities (see link below), we agree that

- access to a powerful workforce,
- access to capital,
- access to technology and innovation, and
- access to markets

are critical to the competitiveness of the Canadian economy. In addition to the priorities above, we add our two drivers for Surrey's economic success: Infrastructure, and Workforce Development.

Infrastructure improvements in transportation and transit are long overdue south of the Fraser. With a patchwork of overlapping jurisdictions for buses, bridges, and highways, what currently exists impedes industrial growth and economic opportunities for our members.



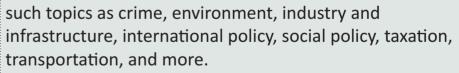
Workforce development, especially education, is also subject to a patchwork of funding and support with Federal disbursements for new immigrant language training, for example, running headlong into provincial changes in program supports, creating confusion and missed opportunities. Essential skills as well as trades training, apprenticeship placements, and coordinated funding, are necessary to ensure replacement workers are ready at a time when retirements could exceed hiring ratios.

At our All-Candidates Debate on September 24, organized in partnership with the FVREB, we will be asking the candidates of the four federal parties what they believe is necessary for our economic health and we will be listening carefully. Register now at info@businessinsurrey.com to ensure your place at this important event.

http://www.chamber.ca/membership/ election-2015/150526_A_Canada_ that_Wins.pdf

Surrey's Federal Candidates to Debate Business Concerns

The Surrey Board of Trade, in partnership with the Fraser Valley Real Estate Board, will hold an All Candidates Debate on September 24. Business and community leaders are invited to hear what candidates for Surrey's five ridings have to say about



Date: Thursday, September 24

Time: 5:30 p.m. Registration; 6:00 p.m. Debate **Location:** Eaglequest Golf Course, 7778 152 Street,

Surrey

Cost: Free

Register now at info@businessinsurrey.com.

If you have yet to register to vote on October 19th, or want to know where to vote, go to www.elections.ca. Remember to bring two pieces of ID with your voter card to the polls.



Surrey Board of Trade Announces Trade Mission to Fiji



L-R Dave Clarke, Balraj Mann, Jasbir Mann, Prime Minister Bainimarama, Anita Huberman, Indra Bhan, Greg Thomas, Steve Stew

The Surrey Board of Trade hosted Rear Admiral (Retired) The Honorable Josaia V. Bainimarama, from Fiji on Friday, August 7, 2015. It was his first visit to Canada since being elected as Prime Minister in September 24, 2014.

Over 130 guests enjoyed lunch including the Honorable

Faiyaz Siddiq Koya, Fiji Minister of Industry, Trade, and Tourism, the Honorable Inia Batikoto Seruirat, Minister of Agriculture, Rural, Maritime Development and National Disaster Management, and Bradley Truman, Chair of Investment Fiji and Fiji Tourism.

"We are also proud to

announce the Surrey Board of Trade is embarking on a trade mission to Fiji in November 2015, with more details to be announced shortly," said Anita Huberman, CEO, Surrey Board of Trade.

The presentations from both the Prime Minister of Fiji and that of his guests expounded on the investment opportunities available in Fiji.

Fiji is an island group located in the South Pacific Ocean, about two-thirds of the way from Hawaii to New Zealand. By flight it is about four hours from Sydney or Auckland, and about ten hours from Los Angeles. Trade between North America and Fiji has been picking up recently with Fiji now exporting close to US\$184 million worth of goods into the United States and around US\$5 million into Canada. Fiji is actively seeking foreign investment in agricultural and livestock production, dairy, agro-processing, renewable energy, IT and communication, manufacturing, infrastructure and various other areas. To attract foreign investment into Fiji, the Fijian government is offering foreign investors a range of investment incentives, including 5-20 years of tax holidays for eligible investments in certain industries.

To make it more attractive for foreign investment, Investment

Fiji has reduced red tape by creating a one-stop online investment registration platform with approvals or responses given within five days.

"Surrey stands at a critical juncture where good decisions, through foreign and domestic investment, will create economic opportunities for a generation and beyond. The trade mission harnesses the ability to bring in international businesses as well as local and national investment opportunities for Surrey. And I think that in Surrey, Fijian businesses and Canadian businesses can focus on the strength and innovation within every entrepreneur to take an idea and use it as the foundation for building a business, locally and globally," said Dr. Greg Thomas, 1st Vice-Chair and Chair of the Surrey Board of Trade's International Trade Team.

For more information on the Trade Mission or how you can join, contact Luke@businessinsurrey.com.

UKRAINE: CUFTA Generates Benefits for Canadian Businesses

The Canada-Ukraine Free Trade Agreement (CUFTA) announced by Prime Minister Stephen Harper and Ukrainian Prime Minister Arseniy Yatsenyuk on July 14, 2015, represents an important milestone in the Canada–Ukraine bilateral relationship. In addition to generating significant commercial benefits for Canadian businesses, the CUFTA will also support the economic reform and development efforts of the Government of Ukraine, strengthen the Canada-Ukraine partnership for peace and prosperity, and help pave the way for long-term security, stability, and broad-based economic development in Ukraine.

Once agreed, Ukraine will immediately eliminate tariffs on 86 per cent of Canada's current exports including industrial products, fish, and the elimination of a vast majority of Ukraine's agricultural tariffs. Key products benefiting from either immediate or eventual duty-free access include beef, canola oil, processed foods, animal feed, frozen fish, caviar, certain iron and steel products, articles of plastics, and cosmetics. Tariffs will also be eliminated on fresh and chilled pork, and frozen pork will benefit from a large duty-free tariff rate quota.

Ask A Customs Broker

Is it a good time to begin selling my products to the U.S. marketplace?

Yes! The U.S. economy is steadily increasing in momentum. Recent U.S. housing start statistics indicate a preliminary recovery from the sub-prime mortgage crisis. With a relatively strong U.S. dollar, American consumers benefit from Canadian prices. There has not been a better time to expand your consumer base in the U.S. in years.

Cross-border trade can be challenging without the right information. It's important to understand your roles and responsibilities with U.S. Customs and Border Protection and Participating Government Agencies.

Before you begin selling to the U.S. speak to a knowledgeable and experienced customs broker about regulations, required documentation trade agreement eligibility and terms of sale. Also discuss rules of origin, product classification and valuation. All of this may sound intimidating, but don't let this dissuade you from growth. The time is now!

SBOT is happy to introduce "Ask A Customs Broker" as a regular column for members from Pacific Customs Brokers. Submit your import and export questions to askus@pcb.ca. or luke@businessinsurrey.com



International Trade Documentation Services at SBOT

The Surrey Board of Trade offers various trade documentation services as part of our International Trade Centre.

One crucial document in the portfolio is the Certificate of Origin (CO). Certificate of Origin is a document that validates goods in a particular shipment that have been exclusively attained, manufactured, mass-produced or handled in a specific country of origin, hence the name Certificate of Origin.

COs are often requested by customs administrations, importers, freight forwarders and banks to ensure that good business practices are carried out; these parties look to the Surrey Board of Trade as a trusted ally in deterring fraud and other negligence.

The issuance of a CO is an important function for the Surrey Board of Trade as many regions, such as the Middle East and Asia, view the Surrey Board of Trade Seal as a credible organization, and as such require that we authenticate documents with our stamp or seal.

To learn more about our Certificate of Origin program or any other trade documentation service contact Luke Arathoon at the Surrey Board of Trade, luke@businessinsurrey.com, or visit www.businessinsurrey.com

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Commodity Wildcard: What's Happening in China?

When someone asks where commodity prices are headed, they're really asking: what's the outlook for China?

Last year, China consumed more coal than the rest of the world combined and imported 70% of the world's seaborne iron ore. In 2012, China accounted for half of the global growth in oil demand. It's a commodity behemoth and the recent slow-down in the Chinese economy is a big reason for weakness in prices for this sector. Should we be worried?

China's economic growth is definitely slowing, but the real concern is that official estimates of China's GDP growth are overestimated. Economists are scratching their heads and coming up with widely varying estimates:

China's Official Govt. Statistics Bureau 7.0% Citibank 6.0%

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SPORTSNET

Capital Economics 4.9%
Conference Board China Centre 4.0%
Lombard Street Research 3.8%

Why all this guessing? China's growth numbers are always suspiciously consistent and always within 0.2% of the government forecast. Moreover, skeptical analysts see hard data, such as industrial production, energy consumption and construction, which are much weaker than GDP, and are using it to create their own estimates of what is going on. But it's not just the data that is worrying.

The big question is China's real estate. Property prices in 70 Chinese cities have fallen for more than a year, and 60 million empty apartments await buyers.

The Chinese government is well aware of the risk and has taken action. The Central Bank has lowered

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Office: #214- 12830 80th Ave

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surreynightmarket@gmail.com

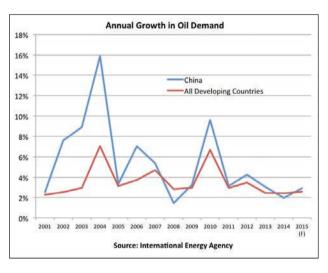
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interest rates three times and it has twice reduced the amount of reserves that banks must hold, while easing mortgage rules. Still, new construction starts have fallen 16% in the first five months of 2015, a significant hit to the economy.

The challenge is that China is trying to shift the focus of its economy away from exports towards domestic growth, all while gently deflating a housing bubble. China has lots of resources, \$4 trillion of reserves and its tight control of the banking sector gives it policy levers that other governments could only dream of. The Chinese government can intervene to stimulate demand, but China's economy will grow a slower pace.

What does it all mean for commodity prices? The following graph shows China's demand growth for oil, which has been massively volatile, oscillating from 16% growth to 2%. And that was during times of smooth sailing. We believe commodity prices should improve in 2015, but producers should brace themselves for more volatility as the world's biggest consumer of natural resources has a bumpy road ahead.

Hendrik Brakel is the Senior Director, Economic, Financial & Tax Policy at the Canadian Chamber of Commerce.



What would imports and exports be without ports?

Join SBOT members for lunch with Port Metro Vancouver's President & CEO, Robin Silvester.

Date: October 20

Time: 11:30 a.m. – 1:30 p.m.

Location: Eaglequest Golf Course

Cost: Members: \$40 plus tax;

Non-members: \$60 plus

tax

Register now at info@businessinsurrey.com





What Now for South of the Fraser Transit and Transportation?

Re-visioning Transit in Surrey after Voters Said NO

The Surrey Board of Trade was disappointed with a 61.68% resounding NO to the question, "Do you support a new 0.5% Metro Vancouver Congestion Improvement Tax, to be dedicated to the Mayors' Council transportation and transit plan?"

"Transportation, in addition to education, is KEY in driving a strong economy," said Anita Huberman, CEO of Surrey Board of Trade. The tax, if passed, would have paid for more buses, road upgrades, light rail lines in Surrey, enhanced transit exchanges, and increased services for SkyTrain, West Coast Express and SeaBus routes.

In the aftermath high-level changes have occurred at TransLink and, with the appointment of Peter Fassbender as Minister responsible for TransLink to provide direction and oversight, more changes are anticipated. What does this all mean for Surrey, members of the Surrey Board of Trade and South of the Fraser transportation?

On September 30, the Surrey Board of Trade will host a Leadership Surrey Dialogue on Surrey's and Transportation Future with a focus on next steps for Surrey to improve its transit system, either within TransLink

or as a municipally run operation.

Mayor Linda Hepner has been clear that the Light Rail System will be built; it is simply a question of funding mechanisms.

Surrey business cannot wait for a lengthy review of TransLink and regional transportation and the Surrey Board of Trade will support leadership in moving key projects forward.

Join Surrey Mayor Linda Hepner, former Premier Mike Harcourt, SFU-CITY Program Director Gordon Price, and SBOT Transportation Advocacy Team Chair Bill Wehnert to look at immediate, mid-term and long-term transportation needs of Surrey and the South of Fraser region.

Date: Wednesday, September 30
 Time: 11:30 a.m. - 1:30 p.m.
 Location: Eaglequest Golf Course
 Cost: Members: \$50.00 plus tax; Member Tables of 8:

\$400.00 plus tax, Non-members: \$65.00 plus tax

pius tax

Register with info@businessinsurrey.

For more information on the Surrey Board of Trade's Transportation Team please contact Craig@businessinsurrey.com.

Truck Parking

The Surrey Board of Trade members involved in the transportation and trucking industries as well as business and community members identify truck parking as a significant issue, and has been for several years. Transportation is a priority for the Surrey Board of Trade and we share the concerns that insufficient parking for large rigs can lead to unsafe or crowded situations where the impact becomes a source of major concern.

One of the solutions is to develop a purpose built facility that will alleviate the concerns of the community while providing a safe space for truckers and their vehicles. Recently, the Surrey Board of Trade has offered support for the GG Metro Holdings LTD proposal for a truck parking facility at 192nd Street and 16th Avenue in South Surrey. The proposal was submitted to the City of Surrey this past July and is anticipated to be in front of Council in the fall.

The facility as proposed will offer truck drivers and trucking companies

Certainty for truck drivers of a convenient, accessible location,

- The opportunity to reduce challenges/conflicts of finding on street parking and the issues around unregulated truck parking lots,
- Protection from criminal activity, and
- Onsite repair service.

The site in question is in the South Campbell Heights Special Study Area is undergoing a Local Area Plan assessment including environmental studies, market assessments for industrial use, and a servicing study. GG Metro Holdings LTD Proposal has engaged Surrey and the Province of BC to ensure mitigation of any environmental impact on site.

The Surrey Board of Trade believes this facility will enhance environmental and public safety in Surrey by concentrating large truck traffic near the facility and reducing their travel on secondary and residential streets. We will update members further as this process unfolds in the fall.

For more information, please contact Craig@businessinsurrey.com.

Compass Cards, Pattullo Bridge, and Tolling

Translink is moving ahead with \$100 million upgrades to the nearly 80 year old Pattullo Bridge, which will create traffic disruptions and diversions for about 18 months starting 2016. According to Translink, two lanes will remain open (one each direction) during the day, and the bridge will be closed overnight and on weekends. No heavy trucks will be allowed and the sidewalks will be closed. The upgrades will address needed seismic resiliency improvements and extensive fixes to the bridge deck. However, the longterm plan is to replace the Pattullo in the future with a six lane, potentially tolled, bridge that will be safer with wider lanes, a centre barrier and better cycling and pedestrian paths. With the NO vote and the current flux in TransLink, plans for replacement have no set start date.

However, the answer to whether the tolls for the Port Mann Bridge would be reduced during the Pattullo upgrades, is no. The Surrey Board of Trade, along with Surrey Mayor Linda Hepner and New Westminster Mayor Jonathan Cote, have called for tolls to be reduced in fairness to the trucking industry and resident commuters who will be profoundly impacted by the diversions. TReO, which operates the Port Mann Bridge, have no plans to reduce tolls and have, instead, increased rates as of August 15th. TReO is a subsidiary of TI Corp, a public crown corporation that built, operates, and maintains the Port

Mann Bridge. Tolls pay for the project debt and ongoing maintenance. As they are not connected to Translink, there is no easy way to harmonize tolls with disruptions at this time. The Surrey Board of Trade requests that a way be found to mitigate the impact of disruptions on our travelling members.

Members who use transit, will, as of October, be using the long awaited Compass Card. One of the delays in implementation was the requirement to "tap-out" when exiting a bus, which was nearly impossible on busy commuter routes. The solution, as announced this past August, is to simply de-zone all bus routes and have a blanket "tap-in" only fare of the current one-zone fare. The one-zone only does not apply to Skytrain, Canada Line, Seabus or other rapid transit operations. These require a tap-in / tap-out and will charge the various zone rates.

The most often asked question is regarding the transition from bus to rapid transit. If transferring to rapid lines within a 90 minute window, the Compass Card system will roll the fare into the overall trip fare. In fact, transferring from one bus route to another, if done within 90 minutes, will not cost a commuter more than the one trip fare.

For more information on TransLink projects and fare rates, or how to get your Compass Card, go to http://www.translink.ca/.

Cross-Border Shopping and the Declining Loonie

Jock Finlayson of Business Council of BC reported that the Loonie's descent in the spring and summer months have contributed to a decline in Canadians stocking up on goods south of the border. Cross-border shopping is, as Finlayson states, an activity where consumers act as their own importers who save on the lower value American goods when the dollar is close to parity. But when a 20% or higher cost is added on, it is not surprising that the numbers of "individual importers" has declined substantively.

The one consumer good that still draws BC shoppers for quick day trips south is gasoline, however, there is demonstrable decline in gas trips over the past few months as well.

Unsurprising, there is an increase in local gas sales as residents do the math and realize the savings are not sufficient for the time and fuel expended to dip below the 49th parallel for a fill-up.

The good news of a dollar in decline is for those outlets near the border that often see their customer base drift south for bargains. The leakage has definitely slowed as the primary reason for crossing the border diminishes.

Retailers in Surrey are ideally located to benefit—now is a good time to ramp up a Buy Local campaign.

Did you know?

- In July 2015, the average daily number of trucks (greater than 6 meters) crossing the Port Mann Bridge is 11,100. This is the same average as July 2014.
- The total number of vehicles crossing Port Mann for the month of July is 3.24 million, which exceeds all previous months back to January 2014 except for August 2014 with 3.25 million crossings.
- For more facts on the Port Mann Bridge, go to http://www.pmh1project.com/ about-the-project/about-ti-corp/Pages/Traffic.aspx

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Surrey Innovation Awards Dinner

The Surrey Innovation Awards celebrates, educates, and connects innovators across all industries of Surrey businesses.

Date: September 17

Time: 6:00 – 8:30 p.m. **Location:** Sheraton Vancouver Guildford Hotel

Tickets: \$50 plus tax

Register now at info@businessinsurrey.com

○ F

PERSONALITIES AND EVENTS



Anita with MC Mark Madryga, SBOT's Golf Tourney



SBOT's Family Friendly Workplace Award



Anita with Vera Le Franc at Vancity's Good Business Forum



Steve, Phil, Dana, and Trevor having fun on the back 9 at the Annual Golf Tourney



Full house at SBOT's AGM in June



AGM Keynote lan Anderson of Kinder Morgan Canada



Mayor Linda Hepner speaks at the AGM



The swearing in of New Board Directors



Anita and Indra with Grace McCarthy



Anita with MLA John Horgan and SBOT's Gerard Bremault



New Chair Shelley Besse shares a laugh with outgoing chair Gerard Bremault



Gerard Bremault at the Surrey Children's Festival



Anita Huberman with Wally Oppal



Indra networking with a BC Lion for SBOT's Event



KPU President Alan Davis speaking at SBOT's B2B



Anita with Republic of Turkey's Murat Ozdemir, Greg Thomas, and Tatiana Domilovskaya, Regional Director of CERBA-Vancouver



Some of June's new SBOT's members



Some of July's new SBOT's members



B2B at Four Points Sheraton

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PERSONALITIES AND EVENTS

Continued from page 11



Surrey Night Market's Grand Opening



Full house at the Mental Health in the Workplace dialogue



Surrey's Top 25 Under 25 Award Winners



Indra and Deanna selling Opportunity Draw tickets at the Golf Tourney



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The Winds of Trade Blow Strong in Surrey



Amir Alagheband

At Endurance Wind Power, we see value in things that others might take for granted.

Harnessing the power of the wind, for instance, has enabled Endurance turbines worldwide to generate more than half a gigawatt of clean energy—that's enough to power almost every lightbulb in Surrey!

Endurance traces its origins to a group of entrepreneurs who identified a growing market for distributed wind that others overlooked.

Compared to utility-scale wind farms, our turbines are ideal for distributed wind power, where energy is consumed close to where it is produced. Farms, hospitals and schools around the world use our turbines to cut costs and reduce their environmental

footprint

Additionally, Endurance has capitalized on our proximity to critical trade infrastructure. Our Campbell Heights facility is situated along a trade corridor critical to the company's supply chain, and access to a robust maritime trade network is essential for our operations and growth. However, this feature of the local business landscape also goes unrecognized all too often. While most of our turbines are manufactured right here in Surrey, many of the component parts come from abroad meaning Endurance, like other domestic manufacturers, relies on Port Metro Vancouver to import essential materials.

People may not realize that Canada's largest port is right in our backyard. That Port Metro Vancouver supports nearly one in every five dollars of traded goods that flow in and out of our country, providing a vital link for local businesses to the global economy.

Because BC has been blessed with an abundance of hydro power, wind power is actually less economical here than in other locations. For that reason, almost all of Endurance's growth has come

from outside Canada. We depend on the port to ship our turbines to foreign markets, including the US and EU, as well as the UK, where we have been able to capture 75 per cent of the distributed wind market.

Lastly, our company has also benefited from the backing of the City of Surrey and local business proponents, like the Surrey Board of Trade, whose efforts can also go unnoticed. Surrey's innovative Clean Energy Hub, and the Surrey Board of Trade's ongoing advocacy on behalf of the local business community, are indicative of this municipality's broader commitment to fostering a green economy that produces jobs and supports local manufacturing.

According to the City of Surrey, the B.C. clean tech space generates approximately \$750 million in revenues and employs more than 3,000 people, including our 80 employees in Surrey. Endurance's operations also span the manufacturing industry. Our Surrey facility has an annual capacity of 400 turbines, and is a focal point for value-added manufacturing. With a highly standardized



Wind turbine under construction at Endurance Wind Power facility in Surrey, BC.

assembly process, we have been able to increase efficiency without sacrificing product quality: each turbine must pass 700 inspection points, and is subject to rigorous testing under simulated high wind conditions.

As Endurance prepares to build its 1200th wind turbine this year, it presents an occasion for us to celebrate all those unsung forces that have contributed to our ongoing success.

That includes local partners, such as our host city and the

Surrey Board of Trade, as well as essential infrastructure like Port Metro Vancouver, all of which are critical to the supply chain operations of countless businesses across the region, and enable us to continue delivering sustainable energy solutions to customers worldwide.

Amir Alagheband is the Senior Vice President, Global Operations at Endurance Wind Power.



Terminating employment: Think statutory periods are enough? Think again!

Business people are often faced with challenges that may require the termination of an employment relationship. Whether it is with or without cause, this must be done in accordance with the **Employment Standards Act** (the "ESA"). Without cause, the employer is obligated to give notice, or compensation in lieu of that time as severance. Unfortunately, many business people mistakenly believe that meeting the notice period prescribed by the ESA is always sufficient. This is not the case. Statutory requirements

The ESA sets out statutory minimums with respect to how much written notice or compensation is required. Three months of consecutive

work means an employee is entitled to at least one week of notice; after 12 consecutive months of employment, the minimum notice period is two weeks or compensation of two weeks wages; after three years of consecutive employment, an employee is entitled to three weeks notice or wages, as well as an additional week for each further year of employment up to a maximum period of eight weeks.

Is the statutory period enough?

While the ESA simply prescribes the minimum requirements for notice or severance, the Common Law (or judge made law), obligates employers to give their employees reasonable notice of termination, which can be

greater than the statutory periods. The Supreme Court of has outlined the four main factors relevant to determining what constitutes reasonable notice. They include: the level of leadership and responsibility the employee's position entails; length of service; age of the employee; and availability of similar employment.

Based on these factors, severance claims can result in as high as two years severance or notice. For example, in Johnson v Marine Roofing Repair & Maintenance Service (2003) Ltd, the BC Supreme Court found that the plaintiff was entitled to 24 months' notice. In that case, the plaintiff held a mid-managerial

position and had worked for the defendant for 24 years. He was 65 years old at the time his employment was terminated, and was only able to find work at another roofing company doing similar duties at a significantly reduced salary. This resulted in the Common Law requiring a notice period 16 months longer than the longest period prescribed in the ESA.

Understanding your liability

Determining the notice period or severance owed to a terminated employee can be a complex matter that will differ depending on the circumstances of each case. Before even reaching the point of termination, a properly drafted employment

agreement can help to reduce an employer's liability. If you are hiring or thinking of terminating an employee either with or without cause, know that the ESA requirements may not be enough and consider your own situation. If in any doubt, contact a lawyer to protect your interests.

Cindy Zheng, is an Associate Lawyer for McQuarrie Hunter LLP, Barristers & Solicitors. McQuarrie Hunter is a regular contributor to Business in Surrey Newspaper.



SMALL BUSINESS

October is Small Business Month in Surrey and Canada

October Is Small Business Month in Canada! The Surrey Board of Trade is offering workshops, events, and services to help your business. Through your emails please stay tuned on how the Surrey Board of Trade is helping your business and Surrey's economy. The month long event is intended to celebrate and recognize the contribution of small businesses to Surrey's economy.

You might be surprised to learn that small businesses make up roughly 96% of all Canadian businesses, have created 78% of all private jobs and

sustain about 30% of our GDP. Industry Canada defines small business as having less than 99 employees.

The Surrey Board of Trade encourages small business owners and entrepreneurs to take the time to develop your business ideas or to find new and exciting ways to improve and grow your business.

With the support of our partners, events and activities will be held right across the province, promoting the many organizations and groups that offer valuable support and resources to help foster the growth of small business.

Did you know?

According to the latest statistical report on Key Small Business Statistics from Industry Canada (August 2013, www.ic.gc.ca/sbstatistics):

- There were just over 1.08 million small businesses in Canada as of 2012
- Ninety-eight (98) per cent of businesses in Canada have 1 to 99 employees
- Small Businesses employed over 7.7 million individuals or 69.7 per cent of total private labour force in 2012.
- Small businesses created a little over 100,000 jobs, on average between 2002 and 2012, accounting for almost 78 per cent of all private jobs created.
- In 2009, small businesses accounted for 31 per cent of total research and development expenditures, spending \$4.8 billion.
- In 2011, only 10.4 per cent of small and medium-sized businesses exported.
 However, they were responsible for \$150 billion, or about 41.0 per cent, of Canada's total value of exports.

Surrey Board of Trade Joins the Shop The Neighbourhood Program

Join the Movement on November 28th!



The Shop The Neighbourhood Program is a free national program from Yellow Pages designed to support local businesses and remind communities that local shopping can have a far-reaching effect. On Saturday November 28, 2015, Canadians nationwide will be encouraged to make local purchases and take advantage of exclusive event day deals offered by businesses in their neighbourhood. The Surrey Board of Trade has joined the movement—as we've been so strong in our advocacy efforts and media profile on cross-border shopping.

2014 marked the first time Shop The Neighbourhood came to BC and the

reception was remarkable. Here are some fast facts about the 2014 results:

September & October 2015

- 98% of participating Canadian shoppers who were surveyed said they enjoyed Shop The Neighbourhood
- 2. 750,000 Canadians made a local purchase
- 3. 200 Business Associations registered to be a part of the movement last vear
- 4. Over \$82 million went to Canada's local economies
- 5. \$17.5 million was spent by BC and Albertan shoppers in local businesses during Shop The Neighbourhood (with an average purchase of \$119).

The program is free for merchants to participate in. Registration is now open at www.shoptheneighbourhood.com. The Surrey Board of Trade invites you to join the movement!





SBOT Participates in First Mayor's Business Advisory Network Meeting

The first meeting of the Mayor's Business Advisory Network took place on June 17, 2015 with Mayor Linda Hepner in attendance. The main purpose of this Business Advisory Network is to serve as a conduit between the City and the greater business community by providing a forum to:

- Share information and discuss matters important to the business community,
- Advise the City on issues of importance to the business community,
- Provide mutual support and guidance, and
- Identify and advance joint events and initiatives.

Surrey is home to a growing base of more than 15,000 businesses representing a full range of sectors, products and services and driven by talented and diverse leadership. Supporting this thriving business base is an equally dynamic network of business-focused organizations including Business Improvement Associations, Chambers of Commerce, a Board of Trade, Business Associations and a Tourism Association.

As per the terms of reference, the Membership of the Mayor's Business Advisory Network includes:

- a. Three (3) members of City Council, who will be appointed by the Mayor,
- b. The Chair, appointed by the Mayor (Cllr Vera Le Franc was appointed to be the first Chair)
- c. Eight (8) members appointed by the

Mayor, each for a term of 2 years, representing the business organizations listed below:

- Surrey Board of Trade Anita Huberman representing
- Cloverdale Chamber of Commerce
- South Surrey/White Rock 3. **Chamber of Commerce**
- Downtown Surrey BIA
- 5. Cloverdale BIA
- 6. Newton BIA
- South Asian Business Association
- **Tourism Surrey**
- d. Invited sector specific industry leader(s) as guests when the agenda includes a sector specific topic, and
- e. The Manager of Economic Development.

Delegations for the first meeting were:

- 1. Superintendent Manny Mann giving an update on gang shootings in Surrey/Delta,
- 2. Chief Len Garis and Deputy Chief Daniel Barnscher who introduced the Emergency Preparedness Toolkit for Surrey Businesses, and
- 3. Donna Jones who provided an overview of the city's Economic Development Division.

The Surrey Board of Trade will update you on future meetings in future issues of this newspaper. If there is anything that you would like Mayor and Council to know to improve business processes at the City or anything else, please email anita@businessinsurrey.com

In a Disaster, Have You Prepared Your **Business to Recover?**

Surrey Businesses Need to be Focused on Having a Plan for **Emergencies**

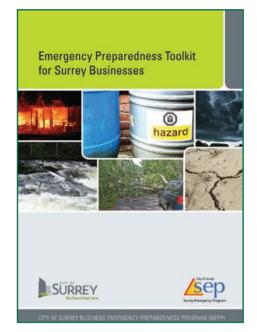
In 2012, the Surrey Board of Trade invited stakeholders from Christchurch. New Zealand, to participate in a **Business and Emergency Planning** Leadership Surrey Dialogue. What we learned is that businesses are not prepared for an emergency and different levels of government need to work together to include business in post-emergency plans, whether it is an earthquake, flood, etc.

In that same year, the Surrey Board of Trade took a policy to the federal government to better prepare for and protect Canada's economy from major disasters. The Surrey Board of Trade asked that:

- The Government of Canada review the results of the New Zealand experience, in a timely manner, to include all businesses in the protocols of supporting the affected economy:
- The Government of Canada establish a working relationship with Chambers of Commerce and Boards of Trade across Canada (through the Canadian Chamber of Commerce) to include them in the development and communications of these plans

This will be one of our federal election issues in our federal election debate on September 24.

This past Summer, the City of Surrey's **Business Emergency Preparedness** Program (BEPP) released a guide to help Surrey businesses consider the types of risks they face and develop a plan to address them.



Information, tools and suggestions are provided to help businesses and organizations to begin developing an emergency plan.

Download the Emergency **Preparedness Toolkit for Surrey Businesses from** http://www.surrey.ca/files/Emergency_Toolkit_for_Businesses-Mar_11_2015.pdf.

The Surrey Board of Trade's Environment and Infrastructure Team will be supporting this program and enhancing it through our advocacy efforts.

For more information or to join the Environment Team, contact Anne@businessinsurrey.com.

Surrey RCMP Q2 Statistics

The good news: homicides and property crime are down from last year, -33% and -9% respectively. There is a reduction of these headliner crimes from the 2015 first quarter of -14% for homicides and -7% for property crime. At six homicides to the end of June, Surrey is tied with the City of Vancouver.

The bad news: violent crimes overall have increased, up 34% from this time last year with a good portion of these the low-level gang shootings earlier this year. Lesser offenses, such as causing a disturbance or drug possession, have also increased. Assuming a reasonable equivalency with statistical categories, Surrey's crime rate is very similar to Vancouver's.

Why compare with Vancouver?

Both are big cities and Surrey's population will top Vancouver's in a handful of years. Surrey, unfortunately, gets the worst rap in media for being a dangerous place, yet it is no more or less dangerous than a city of near equivalent-size nearby. Citizens still need to be careful, wherever they live. And businesses will need to protect their property, no matter what street it's located on. Comparisons put sensationalist headlines into perspective, and as any good business person knows, the true story is in the numbers.

To learn more about SBOT Crime and Justice Advocacy Team, contact Craig@businessinsurrey.com

Reduce Your Business Expenses as a Surrey Board of Trade Member

As your business advantage, the Surrey Board of Trade is always looking for ways to help you reduce your business expenses and increase your competitive edge in this market. Not too long ago we introduced a new partnership with First Data Canada, the global leader in electronic commerce and payment processing. Now, as a member of the Surrey Board of Trade, you can enjoy preferred rates on any merchant processing services that can meet any of your needs. First Data has a full suite of services available to you, from mobile merchant services, to eCommerce, mCommerce, or even gift cards. Let First Data become your partner in business.

To learn more about the First Data program please visit www.chambermerchantservices.ca or connect with Honey Martin at honey.martin@firstdata.com, 604-505-2430.



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BUSINESS AND HEALTH

Business and Health Dialogue Series Update | The SBOT Calls for a Federal Pharmacy

Over 80 business and community members attended the second of the Leadership Surrey Dialogue, Business and Health Care Series on Mental Health in the Workplace. Four speakers presented information and strategies for recognizing mental health challenges and supporting workers through what may be more than having a bad day. In fact, mental illness costs the Canadian economy over \$51

billion – yes, billions – per year in lost productivity. The speakers outlined a variety of strategies and programs that would go a long way to diminish the costs in dollars and mental illness. Questions from the floor indicated a strong desire for more knowledge about practical guides and programs. As a result, the Social Policy Team will be planning another Mental Health in the Workplace event in the new year.

Join SBOT members, business leaders and community representatives at our next Leadership Surrey Dialogue:
Business and Health Care series #3 – Seniors' Health.

Seniors are a vibrant growing demographic in Surrey. They are healthier than their own parents and living active lives. However, that doesn't mean that there aren't economic impacts as health concerns increase with the years. Is "aging in place" working? What support programs are available to care for an independent senior? How do we



MC Doug Tennant with Anthony Neptune, Michael Anhorn, Merv Gilbert, and Stephen Smith

respectfully care for our elders so they live in dignity while providing assurance to working offspring that their parents are safe? A panel of experts will be ready to answer your questions of how to plan for your own retirement years while caring for your parents.

Date: Tuesday, September 22
Time: 7:30 a.m. Registration &
Breakfast, 8:00 a.m. Panel
presentations

Location: Guildford Golf Course, 7979 152 Street (note this is a change from previous dialogues)

Cost: Free, registration is strongly recommended

Register with info@businessinsurrey.com

For information on how to be a sponsor for the Business & Health Care Dialogues, or to find out more about the Social Policy Team, contact Anne@businessinsurrey.com

The SBOT Calls for a Federal Pharmacy Program to Alleviate Business Costs

Delivery of drug coverage varies greatly throughout Canada and is unnecessarily costing the country, insurance companies, unions, businesses, and patients billions of dollars annually. Further, many businesses, especially small and medium sized enterprises who comprise the backbone of Canada's economy, simply cannot afford to provide insurance plans for their employees as they cannot cover their portion of the financial arrangement. The inconsistency and costs of employees accessing appropriate drug therapy coverage directly impacts businesses' bottom-line.

Worse, over 10% of Canadians cannot afford prescriptions and 1 in 4 are paying for prescriptions. Health care costs rise when individuals cannot treat illnesses effectively. But are drugs that much more expensive here? Yes. Costs of specific brand and/or generic drugs vary greatly through Canada and are substantially more expensive than comparative nations, e.g., hypertension drug amlodipine sold by the same company to Canada and New Zealand: Canadians pay \$88, New Zealanders pay \$7.

Recently, a report from UBC's Steve Morgan and his colleagues developed a model of cost impacts of a universal system compared with current and projected costs of drug use. In particular, they sought to determine the affordability of implementing universal coverage from a strictly economic basis. What they found is eye-opening. Even in their worst-case scenario, a universal system of drug purchasing and administration would save the Canadian economy over \$4 billion per year. Best was over \$12 billion, with the researchers determining that the most likely case, all things considered, would be just over \$7 billion.

After reviewing the research and doing a comparative study of available literature, the Surrey Board of Trade directors endorsed the Social Policy Team recommendation to put a resolution forward to the annual Canadian Chamber of Commerce conference in October. The resolution requests that the Federal government implement the development of a national drug program. The CCC's Economic Policy Committee has since endorsed the resolution. If passed in October, the CCC, as representative of most business associations across Canada, will call upon the Federal government to consider developing a better way of administrating pharmaceuticals for the benefit of businesses and individuals. The SBOT calls that good economic sense.

For more information, contact Anne@businessinsurrey.com.

Workplace Ergonomic Tips – Be your own ErgoBoss!

It is important to understand that regardless of how good your working posture is, working in the same position for prolonged periods can cause unnecessary discomfort and fatigue and may result in an injury. However, many of us are required to put in long hours at the office to get our work done. That is why it is important to maintain proper ergonomic positioning whenever possible.

The most important part in creating this ergonomic environment is you. The first step is trying to adjust your current workspace to fit you. The key lies in a simple trick always remember bring your work to you. Your work doesn't care where it is positioned in your workspace but your body definitely does. Try these quick and easy ergonomic tips to start your journey towards becoming your own ErgoBoss!

- Chair: Always start with your chair.
 Position yourself comfortably,
 adjusting all the features available on
 your chair. Then adjust all of your
 workstation components and work
 materials towards you in this
 supported position.
 - Seat height

- o Your feet should be supported either by being placed flat on floor or on a foot rest
- o Keep your knees at approximately 90 degrees with your thighs parallel to the floor
- Seat pan depth
 - o Bring your buttocks to the back of the chair
 - o Your hips and thighs should be supported throughout the thigh length with a 2 to 4 finger width between edge of the seat and back of your knees
- Backrest height
 - Adjust the lumbar support so that it is fitting the natural curve of your lower back
- Arm rest height and position
 - o Arm rests should support your forearms with your shoulders relaxed and elbows at approximately 90-100 degrees
- 2. Keyboard/Mouse Placement:
 - Keyboards and mice that are positioned too high, too low, too

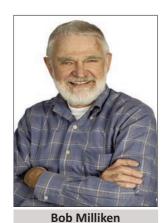
- close or too far away can lead to awkward wrist, arm and shoulder postures, such as reaching, leaning forward, etc.
- Keep your elbows at approximately 90 degrees, with your forearms supported by the armrests and in a relaxed position when using the keyboard or mouse.
- A wrist rest should only be used when taking a rest from typing.
- 3. Monitor placement:
 - Maintain a neutral head posture as much as possible.
 - If using one monitor, place it directly in front of you approximately an arm's length away.
 - If using dual monitors, they may need to be placed slightly farther back, as long as the font size is comfortable to read.
 - Dual monitors should be positioned where the far right and left ends of the monitors are angled towards you and the center is farther back, making a "V" pattern.

- The user should be looking into the top third of text.
- Place the monitor perpendicular to any windows to avoid glare.
- 4. Telephones
 - If telephone-based activity is common, use a headset.
 - Avoid pinching the telephone between the ear and shoulder.
- TelephonesPlace all frequently used materials within reach to avoid excessive reaching.
- Use a document holder if you frequently refer to paper documents.
- Stretch and remember to take breaks and move. Research suggests a 5 minutes break every hour can significantly reduce symptoms.

By following these basic tips, your work environment will be much more comfortable and your body will thank you. This will definitely support your desire to be comfortable and productive at work. Laura Bunn MScOT, ATP, works with the Neil Squire Society. Neil Squire uses technology, knowledge, and passion to empower Canadians with disabilities. www.neilsquire.ca.



7 Simple Steps You Can Take To Keep Your Business Safe From Hackers



"Malware is commonly distributed through malicious advertisements."

Maintaining the security of computer networks is a never-ending job and is sort of like keeping a lid on an active volcano. In my role as a network administrator, I am constantly amazed at the ways and means that hackers use to get into our systems.

Cyber criminals have found an easy way to get inside your computer system. By disguising their "stuff" in legitimate "stuff" they are able to quietly infect your system before you can stop them. These same hackers will tell you that "their product is safe, is not a virus, is not spyware, is not malware, will not harm your system, and that you have nothing to be worried about."

Well, I've heard it all before. In my experience, nothing could be further from the truth.

Imagine walking into your office one morning to discover your computer network was breached by a hacker who managed to get access through some malicious Adware (advertisement) you unknowingly downloaded to your system. This breach could expose not only your Company's data, but also your client's data. Your operations could be halted or severely limited for days, possibly weeks. Your data could be corrupt to the point of being useless.

Clients lost. Your company could be blacklisted. Potential lawsuits and exorbitant emergency IT fees to get everything restored to working order fast could be the order of the day. It is estimated that Crypto-Ransomware has cost us over \$1.8m. How much did you contribute?

Adware infections are ad-supported; users may see additional banner, search, pop-up, pop-under, and in-text link advertisements. They cross web Internet browser plugins, and distributed through various monetization platforms during installation. This malware is commonly distributed through malicious advertisements spread through advertising networks on legitimate websites. They generate web traffic, collect sales leads for other dubious sites, and will display advertisements and sponsored links within your web browser. These include the very nasty Conduit, Mega Browse, Visual Bee and Ask, to name but a few.

For those of you that are already suffering from an adware infestation, two programs that work wonders are Malwarebytes and SuperAntiSpyware. Here are 7 Simple Steps You Can Take To Protect Your Business

- Get educated. Find out the risks and educate your staff.
- Do a threat assessment. Examine your firewall, anti-virus protection and anything connected to your network. What data is sensitive or subject to data-breach laws?
- Create a cyber-security action plan.
 Your plan should include both education and a "fire drill."
- Monitor consistently. Security is never a one-time activity.
 Monitoring 24/7 is critical.
- Continuous prevention. Maintain your security profile daily.
- Re-assess regularly. New threats emerge all the time and are always changing. You can only win by staying ahead!
- Watch what you install. Always review what you have agreed to install before you say "Ok". Again, never, never, never install software that you don't trust.

Bob Milliken is TheITguy@CascadiaSystemsGroup.com and specializes in helping businesses with their IT needs and not "making it easy for the bad guys."

Do you know about the supplier swindle?

The supplier swindle is costing businesses significant amounts of money. To find out more, go to the Canadian Anti-Fraud Centre website, which gives the latest information on scams, frauds, phishing, and swindles. The site also provides detailed instructions on how to report incidents. Protect yourself, your family members (especially seniors and teens) and your business by checking out http://www.antifraudcentre-centreantifraude.ca/index-eng.htm today.

Digital Privacy Act Now Law — What You Need to Know

On June 29th, 2015 the Government of Canada passed legislation amending the Personal Information Protection and Electronic Documents Act (PIPEDA). The Digital Privacy Act is now law except for sections that require regulatory measures. These amendments to PIPEDA will impact every organization (businesses and not-for profits) that collects or stores personal information of employees or clients

Key changes under the Digital Privacy Act include

- Organizations are required to inform consumers when their personal information has been lost or stolen, ensuring that consumers can act to protect themselves when they shop online. Companies that cover up a data breach, or that deliberately fail to notify affected individuals and the Privacy Commissioner, could face fines of up to \$100,000.
- Companies need to use clear, simple language when communicating to ensure that vulnerable Canadians, particularly children, fully understand the potential consequences of providing their personal information online.
- Common sense changes are being made that recognize the need for

businesses to use personal information to conduct normal everyday activities. Barriers are also being removed to enable the sharing of information when it is in the public interest, such as to detect financial abuse or to communicate with the parents of an injured child.

 The Privacy Commissioner of Canada has improved powers to enforce compliance, making the Office of the Privacy Commissioner more flexible and effective in protecting the rights of Canadians in the changing digital world.

The measures related to breach notification will not come into force until regulations have been adopted, which will take several months.

For more information, please consult:

- The news release from the Government of Canada, http://news.gc.ca/web/article-en.do?nid=988939
- The legislative summary of the law, http://www.parl.gc.ca/Content/ LOP/LegislativeSummaries/41/2/ s4-e.pdf
- The full text of the Digital Privacy Act, http://www.parl.gc.ca/House Publications/Publication.aspx?Lan guage=E&Mode=1&DocId=6670555

BUSINESS AND EDUCATION SBOT Helps Students Identify Career Opportunities KPU Career Crawl – Bus Tour

At the Surrey Board of Trade, it is our responsibility to showcase and support Surrey business industries and their economic impact, as well as the bright young minds that will one day be leading these organizations. We are proud to partner with Kwantlen Polytechnic University (KPU) on a KPU Career Crawl Bus Tour to display the many options students have when it comes to their career choice

Business Stops to be announced soon.

Surrey's youth will be those individuals we will one day depend on to steer us in the right direction, and it is imperative for them to know that there are always employers in the community who will deeply value their skills and assets.

KPU students will tour 4–5 different businesses in Surrey to look at possible career options.

Date: Thursday, October 15,

2015

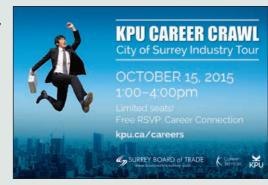
Location: KPU (12666 72

Avenue, Surrey, BC)

Time: 1:00 – 4:00 p.m.

Bus Tour: Free

Attendance: 100-150 students **Register:** www.kpu.ca/careers



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INNOVATION

Daring to Innovate Reaps Rewards



Joy Johnson

66 Engaging in the innovation arena requires us to step outside of our comfort zone... In her book Daring Greatly, University of Houston professor Bréne Brown claims that vulnerability is the birthplace of creativity and innovation—that to be innovators, we need the courage to voice a new idea, take a risk, and act on it. And as leaders, we need to create a culture where this vulnerability is welcomed and encouraged.

After taking the helm as the Vice-President, Research at Simon Fraser University (SFU) last September, one of my first tasks was to leverage our research strengths to mobilize knowledge and maximize impact. I quickly realized how well-positioned SFU is to emerge as BC's innovation leader and how SFU's Surrey Campus will play a leading role in this.

Enter SFU Innovates: Think. Engage. Change., a university-wide strategy and action plan to inspire, develop, and support impact-driven innovation and entrepreneurship. Through SFU Innovates, we will push new and existing research partnerships forward to facilitate open innovation—creating opportunities for people to collaboratively engage in and address the pressing issues of our time.

Engaging in the innovation arena requires us to step outside of our comfort zone, embrace uncertainty, and conquer the fear of failure. Our partnership with the City of Surrey means that we're helping to tackle some of the City's most intricate problems from mental health to aging and crime through social innovation—a key pillar of SFU Innovates. Balancing risk and reward is imperative when researching and introducing new solutions into a rapidly changing environment.

Consider the advanced research into traumatic brain injuries led by SFU's Dr. Ryan D'Arcy along with Innovation Boulevard's Neurotech Lab. By redirecting patients from congested hospitals into collaborative labs that use university technology, we can monitor patient recovery without taxing an already stressed healthcare system. Indeed, we're stacking the innovation arena with supportive people ready to share resources and expertise, and build partnerships that drive forward important social and economic benefits for British Columbia and beyond.

As Canada's engaged university, SFU has always embraced bold initiatives that support the needs of our growing communities. Our participation in the development of the Surrey City Centre and Innovation Boulevard speaks volumes about our close relationships with the City, the Surrey Board of Trade, Fraser Health, and the local business community. We support talent development and growth for BC industries

through programs such as Mechatronic Systems Engineering and Interactive Arts and Technology. We engage with industry in real-world research and through student internships at companies like Safe Software and Fortis BC. And, we're inspiring young entrepreneurs through Venture Connection, Canada's first university-wide student incubator delivered in partnership with Coast Capital Savings, and VentureLabs, an SFU-led post-secondary consortium named BC's top accelerator for job creation and investment.

From improving the efficiency and cost-effectiveness of fuel cell technology to creating a new app for the self-detection of skin cancer to using virtual reality to treat chronic pain, SFU researchers are contributing to Surrey's—and BC's—emergence as an innovation leader.

Everyone stands to gain from this sharing of talent, technology, and transformative ideas.

Joy Johnson is the Vice-President of Research at SFU and has published more than 170 papers in peer-reviewed journals. Dr. Johnson's work has been recognized with numerous awards including the UBC Killam Research Prize. In 2010, she was recognized as one of British Columbia's 100 Women of Influence. She received the Queen Elizabeth II Diamond Jubilee Medal in 2012.

My Lean Lessons Learned in Manufacturing and How They Can Work For Any Business



Eamonn Percy

Good business principles never go out of style. They may fade every now and again, but usually innovation adds a new perspective and they come back stronger than ever. For instance, the concept of Lean Thinking or Lean Manufacturing was recently popularized within the technology community by Eric Ries, in his 2011 book, The Lean Startup. However, it may come as a surprise to many entrepreneurs and business owners, that the principles of Lean Thinking were developed many years ago and have been successfully adopted by some of the leading global industries, particularly manufacturing, logistics and healthcare, and proven to create significant value. In other words, there is no need to reinvent the wheel, just take what has been proven to work and apply it to your own business.

What did my experience with Lean teach me that is most is relevant to your business today?

- 1. Lean is a Proven Strategy: Lean is proven. It has produced significant improvement for thousands of companies. It is not necessary to reinvent the wheel, only adapt a proven and existing system, which is readily available, easy to understand, and then apply it to your own business.
- 2. Lean is Focused on the Customer: The foundational principle of Lean is to focus all value added activities on your customer, and to remove or mitigate, all

- non-value activities. This customerfocused approach is critical to a high growth technology company, and all other activities should be aligned with the customer including financing, product development, and administration.
- 3. Lean Is A Culture not a Tactic:
 Companies that have successfully implemented Lean thinking fully embed it into the culture, so it is pervasive at all levels of the company and across all activities. Like innovation or entrepreneurship, Lean is something a company is, not something a company does.
- 4. Lean Makes You Money: By focusing on the customer and stripping away nonvalue added activities, your precious capital is precisely deployed and significantly leveraged. This improves sales, gross margins, and cash flow, which will mitigate the need for external financing.

What did I learn about Lean that you can apply to your business today? Here are the most important lessons that you can apply to your own business.

- If you are in start-up or growth mode, outsource as much activity as possible (particularly non-value added, defined as no direct value to the customer), and become experts at the customer focused value added activities.
- Make continuous improvement a habit

- within your company by applying the PDCA Cycle (Plan-Do-Check-Act) regularly.
- Implement customer focused Key Performance Indicators (no more than 3–6), review them regularly and take immediate action to improve. Focus on what creates value fast!
- Rigorously review all activities and spending, and then either eliminate or significantly reduce activities and spending not directly aligned with creating value for the customer.
- If you are the CEO, spend 50% of your time in the business (and mostly with future prospects and current customers) and 50% of your time on the business (implementing improvements based on a system such as Lean).

Any business, whether product or service, can benefit significantly by building these principles into its operating philosophy from the beginning, so it can scale well and preserve precious resources. It won't happen overnight, but if you focus on building a culture around Lean Thinking Principles, your employees and customers will be happy, while your business grows!

Eamonn Percy is the Founder of The Percy Group Capital + Business Advisors, a business performance improvement firm which helps leaders overcome obstacles to sales, margin and cash flow growth. He is a regular speaker and columnist on the topics of leadership, innovation and entrepreneurship. percygroup.ca.

There is no need to reinvent the wheel, just take what has been proven to work and apply it to your own business.

BUSINESS ADVICE

September & October 2015

Increase Profits by Picking "Low Hanging Fruit"



Tony Malyk

66You will be surprised on how much money you can save just by asking for discounts. 33

Business seems good. You're getting orders for your product but the stress level skyrockets when you have to make payroll or pay suppliers on time. The natural reaction is to get more business. More business should solve all profit & cash flow problems, right?

While it is natural to assume that increasing sales is the answer to all that ails business the real "low hanging fruit" is often sitting right in front of us. I usually suggest to my clients that they ensure that they are maximizing gross profits with their existing business before spending time and resources on finding new clients.

Here are 5 examples of "low hanging fruit" to help improve gross profits and cash flow:

- 1. Pricing
- Benchmark against your competition. You may be charging too little and leaving profits on the table
- Increase prices regularly. Customers expect inflation. They will better accept small price increases on a regular basis than a large increase every few years.
- Monitor/control discounting by the sales team. Have firm controls in place. Giving discounts should be very painful for sales people.
- 2. Review processes to minimize labour waste
- Scheduling/Planning. Plan your labour needs in advance to be sure workers are

- not sitting idle.
- Eliminate unnecessary steps. Review your production process to eliminate steps that are costing you money. Dig deep. You will be amazed how much labour costs are bleeding your company.
- Develop KPIs to monitor productivity. Decide on the measuring tools you need and keep a close eye on labour costs. Ratios measuring labour to sales are an easy and effective KPI.
- 3. Review production process to minimize waste
- Do you throw out unused product? Be sure you build a waste/spoilage factor into your product cost.
- Develop KPIs to monitor waste factors. Measure and monitor waste levels on a regular basis. Investigate when something seems "off."
- 4. Itemize & cost every component of the product
- Break down your production processes into every step needed to product your product. Be sure that all of your labour is accounted for in your costs including incidental tasks such as assembling cartons.
- Ensure all incidental supplies used to produce your product/service are factored into your costs.
- Be sure all costs related to packaging are

- included in your costs. This includes labels, etc.
- 5. Ask For Lower Pricing From Suppliers
- This is often over looked by many businesses. You will be surprised on how much money you can save just by asking for discounts.

Manufacturers can improve their gross profits by 30% to 50% just by picking the low hanging fruit in their business. Every business has low hanging fruit; the key is know how to pick it and taking action.

Tony Malyk is a Certified Professional Business Coach specializing in increasing profits and business value of manufacturing, trades and technology companies. www.empoweredbusiness.ca



A YOUNG SURREY ENTREPRENEUR'S "BLOG"

Startup Secret Sauce



66The road to success will have some bumps along the way. 33

When I cook, I rarely follow a recipe. I use what I have in the fridge and hope for the best. Sometimes it works out, and sometimes I take one bite and run for the nearest Domino's Pizza. When it comes to startups, much like my cooking techniques, I experiment with the resources I have until I find a unique solution to a problem. One key thing I have learned over the past eight months is having a strong team is a core ingredient to a successful startup. It is the tomato paste to bolognese sauce. It is what holds all the ingredients of a good business together. A great idea will never succeed without the right team to execute it. This week, two team members quit and I am trying to navigate forward and re-build. I

have been asking myself all week, "what could I have done differently," and I've realized that there is no one at fault. It is a matter of differing passions and personalities. My takeaway is this: the road to success will have some bumps along the way and I need to surround myself with people who share my passion and will stick around when times are tough.

Lauren Watkins is the co-founder of Excellara, a web platform that matches semi-retired professionals in accounting, human resources, and law with part-time job opportunities. Lauren is a recent SFU Surrey Business graduate and is now part of an entrepreneurial accelerator program called The Next 36.

NOT A MEMBER?

Check out www.businessinsurrey.com/benefit-partners/ and find out how you can benefit by joining the Surrey Board of Trade today! Save on group insurance, office supplies, and more! Contact Indra@businessinsurrey.com for more information.



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Hidden Pasts, Digital Futures: A Festival of Immersive Arts

SFU Woodward's Cultural Programs, in collaboration with the Vancouver International Film Festival and the National Film Board of Canada, and in conjunction with SFU's 50th Anniversary, presents world premiere of Hidden Pasts, Digital Futures: A Festival of Immersive Arts. The festival will feature a broad-cross section of interactive exhibits, which are the collective creations of Jeffrey Shaw, Sarah Kenderdine, Robert Lepage, the NFB Digital Studio, and Stan Douglas, and offered as three guided site-specific tours.

Two Hidden Pasts, Digital Futures: Pure Land+ and Place-Hampi+ tours will feature leading immersive 3D technologies from Jeffrey Shaw and Sarah Kenderdine from the City University of Hong Kong, including the ground-breaking ReActor and AVIE systems. The exhibit will transport visitors to UNESCO World Heritage Sites including Vijayanagara (Hampi), South India and Inside the Mogao Grottoes at Dunhuang, China.

Also featured will be *Circa 1948*, a ground-breaking interactive projection-mapped installation co-

created by the NFB Digital Studio and acclaimed artist Stan Douglas, known for his examination of the legacy of modernism and the nature of historical and social narratives. Previously only seen at New York's Tribeca Film Festival, Circa 1948 makes a Vancouver homecoming in the Woodward's Atrium underneath Douglas' photographic work, Abbott & Cordova, 7 August 1971.

For more information of the Hidden Pasts, Digital Futures: A Festival of Immersive Arts free tours, held between September 19 and October 18, go to sfuwoodwards.ca.

NOTE: Anita Huberman, Surrey Board of Trade CEO, is also a Trustee of Canada's National Film Board, appointed by the Minister of Canadian Heritage & Languages. Anita is also

- On the SFU Dean's Advisory Board for the Faculty of Communication, Art & Technology
- Appointed to SFU's India Advisory Council
- On the SFU President's Advisory Council



2016 WBSC XV Women's World Softball Championship

The City of Surrey is preparing to welcome the world's most elite softball players from across the globe for the 2016 WBSC XV Women's World Softball Championship. From July 15th to 24th, Surrey will be hosting one of the most exciting events in women's sports. This international championship will provide endless opportunities for players, teams and spectators to experience a world-class sporting event.

This world championship will be the largest women's softball event in the history of the sport, with more than 30 countries coming to Canada to compete with the hopes of being named World Champion. Past World Champions such as New Zealand, Australia and the United States will be returning, as will last year's champion, Japan. And of course the host country, Canada, will also be going for the gold.

"We are committed to creating a World Championship experience for everyone involved," says Greg Timm, Chairman of the Canadian Open Fastpitch Society. "Surrey 2016 will be a celebration both on and off the field—bringing together the community and surrounding businesses for this

historic event."

The 2016 Women's World Softball Championship in Surrey will feature a unique opportunity for nations, teams and players to play at the highest level of international competition and win gold for their country.

The skill, finesse and excellence displayed on the field will only be matched by the energy and multicultural community in Surrey. Known as the Cultural Capital of Canada, Surrey is one of Canada's most ethnically diverse communities and continues to be one of the fastest growing cities in the country.

This event is an exceptional opportunity for your business or organization to partner with the 2016 WBSC XV Women's World Softball Championship.

For more information on sponsoring the event, please contact the Surrey 2016 Host Organizing Committee, info@surrey2016.com, 604-536-9287, http://www.surrey2016.com



How to Turbocharge Tourism

Uh-oh! Canada's economy shrank by 0.6% in the first quarter. Consumers stopped spending, business investment is in retreat and inventories are piling up. Wouldn't it be great if we could get foreigners to come spend money here in Canada? That's why tourism is one of the top priorities of the Canadian Chamber of Commerce. We need it now more than ever.

The Governor of the Bank of Canada warned that Canada's first quarter would be "atrocious" and he was right. Consumers have put their credit cards away and spending barely grew, at just 0.1%. More importantly, the hit from falling oil was severe as business investment fell by 2.5% and support activities for the extraction sector plummeted by 30%.

With a weak domestic economy, Canadian business increasingly needs to look for opportunities in international markets. Thank goodness Canada's second largest export industry is tourism because it is gaining strength! It also benefits restaurants, retailers and so many more companies that don't export.

Tourism is a huge industry, larger than agriculture or the auto sector. It supports 170,000 small- and medium-sized businesses across the country, contributes over \$88 billion to the Canadian economy and generates over 627,000 jobs.

It is also one of the rare bright lights in the Canadian economy. In the first quarter of 2015, overnight arrivals to Canada hit 2.32 million, a 6.8% increase compared to the same period last year. Visits from the USA were up 6% and China (+23.9%) and Mexico (+37.8%) were particularly strong. With a growth rate more than double what we saw last year, is it time to celebrate?

The performance is good, but it comes after years of stagnation and decline. A decade ago, Canada was among the top five international tourist destinations, and now it is in 16th place. The Canadian Tourism Commission, responsible for marketing Canada as a tourist destination, has

watched its budget steadily decline from \$105.9 million in 2009 to just \$58 million in 2014. A few years ago, the CTC stopped marketing in the U.S. to focus on other markets. In May, the Prime Minister announced an additional \$10 million per year to market in the U.S.

The problem is that \$10 million is a drop in the bucket. The government spends around \$90 million per year to market its own programs in Canada. Proctor and Gamble spends \$275 million annually to market Crest toothpaste in the U.S. Canada is way better than any toothpaste, and if only more people knew about its rich cultural attractions, the potential is enormous.

Marketing works. Last year, tourism revenues from countries where Canada is actively marketing itself grew by 13.7%, nearly triple the growth from countries where it doesn't market. An Australian report showed that each \$1 of additional marketing was returning \$16 of revenues from tourists, an

extraordinary ROI.

The U.S. tourism industry is currently booming. April had the highest occupancy ever (66.8%) and the highest room demand (99.4 million) ever. U.S. hotels are struggling to keep up with demand. With our cheap loonie and our soft economy, this is a great time to let the Americans know that we're open for business. That's why the Canadian Chamber is calling for a much larger investment, of around \$120 million annually, to market Canada internationally. Learn more on our campaign to Stand Up for Tourism! http://www.chamber.ca/media/blog/15 0601-the-canadian-chamber-of-commerce-launches-stand-up-for-tourism/

Hendrik Brakel is the Senior Director, Economic Financial & Tax Policy for the Canadian Chamber of Commerce.

For information on SBOT's Tourism, Arts, and Culture Team or to join, contact either Anne@businessinsurrey.com or Craig@businessinsurrey.com.

WHAT'S HAPPENING

Announcements, Awards, and Events from Surrey Board of Trade Members

ANNOUNCEMENTS



Kay Gandham (fourth from left) and team open the doors of Envision Financial's newest branch to the community of Cloverdale.

Envision
Financial
announces the
opening of their
4th Surrey branch
in Cloverdale in
August in the
Brickyard
Station, 17433 56
Ave. The new
state-of-the-art
branch will be

full-service including financial planning and investment.

The Great Canadian Gaming Corporation announced the launch of Elements Casino that will replace the existing Fraser Downs Racetrack and Casino. Set to open this winter, the casino will feature more entertainment experiences, upgraded dining and more. www.elementscasino.com



New Surrey Board of Trade Chair **Shelley Besse** and her team from First West Credit Union's **Envision Financial division** took part in the Gutsy Walk on June 7 and raised \$10,865 to help find a cure for Crohn's disease and ulcerative colitis.

Central City Shopping Centre, with Simon Fraser University, Surrey School District and the Downtown Surrey Business Improvement Association celebrated the grand opening of Play Central. The new playground area with colourful play structures provides children with an area to enjoy and make new friends.



Surrey's RCMP Newton District
Office welcomed Sergeant Parmvir
(Parm) Prihar as the new District
Commander in May. Sergeant Prihar
has 21 years of policing experience
with an extensive background in both
patrol and serious crime.

Simon Fraser University announces that Dr. Nimal Rajapakse, Dean of Applied Sciences, has left to take the position of Vice-President, Research and International at Carleton University. **Dr. Uwe Glässer** will be Dean *pro tem* until August 2016.

Rotary Hearing Foundation directors Blair Trenholme and Don Waters, presented a cheque for \$35,000 to staff at BC Family Hearing Resource Society (BCFHRS), in support of new Telehealth and online learning



Blair Trenholme, Val Matthews, Dr. Noreen Simmons, Cathy Cruickshank, and Don Waters

programs for pre-school aged deaf and hard of hearing children.

Sabai Thai celebrated its 10th anniversary this year with a formal business event in June. Guests were treated to complimentary Thai cuisine and soft music to foster a congenial networking opportunity.

NightShift Street Ministries announced their SistersThriftBoutique.com thrift store has moved to 14888 104 Ave. They thank



the MINGA project group (Investors Group, GVHBA members, Benchmark Homes, Centra Windows) for the renovations and support for the move.

Trisch Lorren announced that InlineArts.com is celebrating their first year of business in Surrey. **InlineArts.com** is also a new member of the Surrey Board of Trade and is offering a special discount to members. 604-290-2790.

Rohail Khan, CEO of Skills International, a global talent management firm, has accepted an invitation to join the Conference Board of Canada's Leadership Roundtable on Immigration. Roundtable members provide policy guidance to the Canadian Government on the effectiveness of the new Express Entry immigration program.



L to R: Mohamed Kayed, Dr. Adrian Lee (Reconstruction Surgeon, Breast Health Clinic), Allan Wong, Shenaz Singh, and Mike Giffen, District Manager, BC Operations, from Shoppers Drug Mart.

The Surrey Hospital and Outpatient Centre
Foundation was able to purchase a new SPY imaging
system for the Breast Health Clinic at the Jim Pattison
Outpatient Care and Surrey Centre. The Foundation
thanks all the donors including Shoppers Drug Mart.

Kwantlen Polytechnic University and **Trans Mountain Expansion Project** have entered into a Memorandum of Understand for \$300,000 in contributions spanning 20 years. Starting 2016, the funds will be used for

annual awards given to students studying Environment Protection Technology and Trades.

Greg Noga is Canadian Western Bank Group's new Senior AVP Business and Personal Products & Services. Greg brings 20 years of financial services and management experience to the position.



MNP LLP is moving! As of September 8, they will be at Suite 301 – 15303 31 Avenue, Surrey, BC, V3Z 6X2.

AWARDS

My Shanti's Vikram Vij and Meeru Dhalwala were the recipients of SFU's honorary degrees in June. Vikram was also named by RBC as one of



their 2015 Top 25 Canadian Immigrants award winners.

Vancity has recognized the City of Surrey as the top destination in Metro Vancouver for starting a new small business. Contributing factors include a thriving market, reliable transportation, cost of doing business, supply chains, cost of living, personal support, and a culture of entrepreneurialism.

The Surrey Gymnastic Society announces that John

Carroll was named Official of the Year at Sport BC's 49th Athlete of the Year Awards Banquet. John was further recognized with a 2015 Surrey Community Leader Award in the Coach category.



Surrey's Maria Nieves Santos-Greaves, President of Surrey Hearing Care Inc. with three stores opened since 2009, has been chosen by RBC to be a recipient of one of their 2015 Top 25 Canadian Immigrants awards.





The readers of the Now Newspaper voted All Critters Animal Hospital Best Veterinarian for 2014. Staff are proud to be recognized for the work they do with their patients and owners.

The Health Employers Association of BC awarded **CMHA's Bounce Back** program an award of merit for innovation in the health sector. Bounce Back is a telephone based coaching program using cognitive behavioral therapy (CBT) to help program participants to overcome mild to moderate depression and anxiety.

4 Pillars announces that Hardip and Navaiz Chaudhry, owners of the Surrey and Vancouver franchise, have been awarded the Better



Business Bureau 2015 People Pick Award. The award recognizes long hours and an adherence to the BBB's values of customer service.



EVENTS, continued from page 21

September 9 – JOIN SFU FOR AN EVENING TO REMEMBER

Indulge with us in an elegant evening under the stars. Celebrate SFU's 50th Anniversary in style with an

entertaining evening hosted by Christopher Gaze, artistic director of Bard on the Beach.Our iconic Courtyard will be transformed to engage all your senses with lights, music, live entertainment, and an interactive food festival featuring more than 30 top chefs from Metro Vancouver.

The evening's festivities will be capped of with a bang by a dazzling fireworks display. Don't miss this unique and engaging celebration!

Date: September 9, 2015 Time: 6pm – 9pm

TICKETS* \$50 per person (includes food and one drink

ticket)

\$35 for students with valid student ID

(food only)

Buy tickets at http://ow.ly/PTWQw

September 3 – Semiahmoo House Society and Investors Group 9th Annual Charity Golf
Tournament at Morgan Creek Golf Course, Proceedings of the Course of the C

Tournament at Morgan Creek Golf Course. Proceeds support the society's recreation and leisure services — adapted services for youth and adults with disabilities. www.semi-house-society.com/events.html, 604-536-1242.

September 12 – The Centre for Child Development's 3rd Annual Golf Tournament will take place at



Swaneset Golf and Country Club with a 8:00 a.m. shot gun start. Registration is \$150 per player and includes power cart and lunch. For more information please visit www.cdfbc.ca/events.htm.

September 15 – Surrey and White Rock residents interested in tutoring adults with reading, writing, or math are invited to attend **READ Surrey White Rock's** information session for adult literacy tutoring, 6:30 – 8:30 p.m. www.readsurreywhiterock.com

September 16 – **Beta Collective** has relocated their co-working space to #3-10318 Whalley Blvd in Surrey. To celebrate, they will have a **Grand Opening** on Wednesday, Sept. 16. www.betacollective.ca

September 17 – **Splash 2015**, Arts Umbrella's signature fine art auction and gala, is now in its 33rd year. The event features a fine art auction of curated works for the support of accessible children's arts education.

www.artsumbrella.com/splash #splash2015

September 17 – WorkBC Employment Services Centre's 2nd Annual **Surrey WorkBC Hiring Fair** at Kwantlen Polytechnic University's Surrey Conference Centre; 10:00 a.m. – 4:00 p.m.

September 20 – Last night for the **Surrey Night Market.** The multicultural market is open 6:00 – 11 p.m. Friday, Saturday and Sundays until Sept 20th. www.surreynightmarket.com

September 22 – **DIVERSEcity Community Resources Society** cordially invites community members, past Board members, and previous staff to the Grand Opening of its Community Campus 4:30 – 7:00 p.m. at 13455 76 Avenue, Surrey. Please RSVP at 604-547-1201 or Idouglas@dcrs.ca by September 8th.





EVENTS, continued from page 22

September 24 – The 8th annual Mega Job Fair and BC Small Business Expo, presented by Progressive Intercultural Community Society (PICS) at the Aria Convention Centre, 12350 Pattullo Place, Surrey, 10:00 a.m. – 4:00 p.m. 604-596-7722, or sunil.rawat@pics.bc.ca.

September 26 – Alexandra Neighbourhood House 2nd Annual Oktoberfest Fundraiser, 2:00 – 7 p.m., at 29116 McBride Ave., Crescent Beach. Live Music, Food, Beer, 50/50 Draw, Yodelling Contest and Best Costume Contest. For tickets, \$30 each, call 604-535-0015. Must be 19+. All proceeds go to our Community Lunch and Children's Programs.

October 1 – Second Annual Hiring People with Disabilities – Innovative Labour Solutions Awards, 5:30-8:30 p.m., Eaglequest Golf Course. Learn about inclusive hiring practices and celebrate inclusive business leaders. To attend, go to http://awards.surreyrotary.ca. Nominate a business/employer from Surrey/Delta/White Rock at http://www.communitylivingbc.ca/innovativelabour-solutionsnominationform/

October 1 – Victory Memorial Park presents "The Art of Living," an evening of cocktails, hors d'oeuvres, live music, and art in support of the White Rock South Surrey Hospice Society. For tickets, 604-536-6522 or Nicole.cameron@dignitymemorial.com.

October 6 – **Surrey Cares'** Youth Vital Signs report will be released at the Surrey Arts Centre, 9:00 a.m. Youth were asked to grade the Surrey community based on

indicators such as health, transportation, education, belonging, crime, and more. Everyone is welcome. Contact info@surreycares.org.

Join leaders from government, industry, business and First Nations as they converge on the Vancouver Convention Centre for the 2015 International LNG in BC Conference, October 14-16, 2015. Building on last year's sell-out success, the three-day event will include networking opportunities, keynote speakers, and panel discussions around this year's



Conference theme: Clean Energy. Reliable Partner. In addition, over 300 businesses from the energy sector will be participating in the Trade Show Exhibition. The event will also host the **GameChanger Youth Expo** where students will have the opportunity to attend an education fair and youth forum and participate in exciting skills challenges.

Visit www.lngconference.ca/ to register or learn more about sponsorship and exhibiting in the Trade Show.

October 20 – Boys and Girls Clubs of South Coast BC hosts the Club House Gala! All proceeds go to ensure every single amazing kid gets a shot at the life they were born to live. You have to be there to find out more: www.bgcbc.ca



October 21 – **Douglas College** celebrates 20 years of Self-Employment Services with Entrepreneur of the

Year Awards at the Hard Rock Casino Vancouver theatre. Event tickets for the energetic networking event: www.douglascollege.ca/sep

MEMBER ANNOUNCEMENTS:

To post your news here, contact anne@businessinsurrey.com. Talk to Anne about opportunities to enhance your news or to include your workshops in future issues of Business in Surrey.

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

Charter Bus Lines of BC 604-940-1707

JOB POSTINGS

Post your job openings at www.businessinsurrey.com



The Long Form Census Revisited

In 2011, census takers used a voluntary system, the National Household Survey, to gather data that, once compiled, would give lawmakers, businesses, non-profits, health authorities and education ministries, among many others, needed information from which to develop appropriately targeted policies and programs for best effect. Unfortunately, it is nearly incomparable to the previously used Long Form Census.

In Surrey, the Global non-response rate (GNR), that is, the number of people who did not respond, was just over 1 in 4 (26.5%), which was marginally greater than BC's or Canada's that tied at 26.1%. Simply put, we do not have good data on over a quarter of Surrey's growing population. In order for the data to be meaningful, complex mathematics had to be performed so that what information was gathered could be considered an accurate snapshot. But, as mentioned, this renders it less than comparable to the previous data sets that had a typical 94% response rate.

In November 2014, the Surrey Board of Trade requested that the Mandatory Long-Form Census be returned for the following reasons:

 Long-form data are used by businesses, provinces and municipalities, economists, urban and community researchers, policy analysts, sociologists and other scholars in the humanities and social sciences (including geographers and historians). They all rely on the mandatory long-form census for solidly representative and accurate data.

- 2. The loss of comparable, longitudinal, long-form data seriously impairs our ability to monitor change in the social indicators that inform policies and programs related to immigrants, visible minorities, the poor, ethnic groups, Aboriginal peoples, persons with disabilities, or women (e.g., the value of unpaid work in the home).
- 3. Municipalities (including large cities such as Surrey) and even provinces can't gather such high quality, comprehensive, and reliable, or truly representative data themselves. Not only would their costs be prohibitive but, unlike the federal government, they can't make their surveys mandatory.
- 4. When we are still climbing out of a recession and relying heavily on immigration for population and labour force growth, we can't afford to jeopardize our ability to gather high quality, accurately representative data on a range of social and economic indicators that measure adaptation by immigrant groups
- The federal government's decision to cancel the mandatory long-form census (2b) and to replace it with the voluntary National Household Survey,

effectively undermines their commitment to research excellence and innovation.

Several of our teams, made up of business owners and manufacturers, educators, HR specialists, non-profit services, and more, are actively working towards developing a labour market study of what Surrey needs now and into the future. We are doing this in answer to our members' desire to know so they can plan their operations in order to weather the ebbs and flows of economic forces. To do this, we will draw heavily from Statistics Canada's tables to tabulate trends and determine need projections. We will be comparing various data sets developed from different census, sets developed for different purposes, and with varying geographic boundaries. Our members need a solid view of what's available and what will be required, but if the sets are not compatible, this makes our work that much more difficult. And, not coincidentally, that much more expensive; not only for us but for any organization, or level of government to analyze and compare data sets in order to glean any useful information for planning purposes.

The punchline: it cost the federal government an extra \$22 million to switch to a lesser accurate census. When does it ever make good business sense to pay more for less?



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