

Events

November 17 Semiahmoo House Society B2B

November 18

Workshop: Doing Business in the USA

November 20

Business and Education Dialogue

December 1

Business and Natural Resources Dialogue

December 2

Seasonal Sizzle Reception and Trade Show

December 3

Transportation Lunch with Peter Fassbender

January 20 **New Year's Business Reception**

February 4 2016 Economic Forecast

February 16 **PMV CEO Lunch**

February 24

BC Family Hearing Resource Society B2B

March 2

Agriculture Industry Reception

March 8

Women in Business Awards

April 14

Bill Fordy Surrey RCMP Lunch

Clarity Eye Centre B2B

May 6

Surrey Industry Tour

May 12

International Trade Awards Reception

Surrey's Top 25 Under 25 Awards

June 2

SBOT Golf Tournament

June 15

SBOT AGM

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"BE BOLD"

Says Former Premier Mike Harcourt to SBOT members



L-R: Bill Wehnert, Anita Huberman, Gordon Price, Mike Harcourt, and Mayor Linda Hepner

Visioning Surrey's transportation needs was the focus at the Leadership Surrey Dialogue: Surrey's Transportation Future. A full room of over 150 business leaders heard Mayor Linda Hepner, former premier Mike Harcourt, SFU Director of The City Program and former Vancouver city councillor Gordon Price, discuss big, bold ideas of how to get things done for the benefit of Surrey's economy. Mayor Linda Hepner and sponsors presented Surrey Board of Trade's Innovation Awards at the lunch. Go to page 3

What the Election Results **Mean for SBOT Members**



"The Surrey Board of Trade congratulates our new Prime Minister Justin Trudeau on his majority government. We were pleased to host Justin Trudeau at our 2015 Surrey Women in Business Awards this past spring, and we look forward to working with our new government," said Anita Huberman CEO of the Surrey Board of Trade.

Continued on page 23

A Local Lumber Company with Global Aspirations



As an integral component of the Asia-Pacific Gateway, Port Metro Vancouver links the local business community with expanding opportunities abroad. Sundher Group, for instance, will be shipping 60 per cent of its products this year via the port to foreign markets, including Japan, China and India.

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Continued from page 1

Surrey's Transportation Future

Bill Wehnert, VP at Fraser Surrey Docks, facilitated a lively debate on how to plan for Surrey's future transportation needs. Ten year planning cycles, all panelists agreed, is too short a time frame to fully plan out the kind of transit systems and transportation corridors that will work for Surrey's residents 50 years to a 100 years from now. Business leaders filled the room and were presented with bold visions of how to plan forward and what's needed to get it done

Mayor Linda Hepner began by reiterating the City of Surrey's commitment to developing light rail corridors with transit systems feeding into those stations that will be located strategically to maximize development opportunities. Congestion caused by bridge and tunnel rush hour headaches impact how Surrey residents can travel through their own city. Light rail allows for movement of people from population centres to city centre and connect with education institutes and transportation hubs. However, while funding may be found through agreements with provincial and federal governments along with other strategies to build the light rail, the real challenge will be the ongoing operational funding which will need to be provided by a larger annual budget than the city's.

Gordon Price, former Vancouver city councillor and current Director of The City Program at Simon Fraser University, pointed out that operational budgets for light rail or any transit system need to be sustainable and stable. The problem currently is that there is no comprehensive funding formula that will support the kind of expansion the Lower Mainland requires in order to move people effectively now and into the foreseeable future. In fact, said Mr. Price, how can any meaningful planning be done on the scale that's needed if there isn't a funding formula to support the growth. Without mincing words, Mr. Price said emphatically: No more referendums. "If we believe in regional planning, if we believe in our vision for the future, that referendum has to be off the table," he said. He explained that the recently failed referendum has effectively chilled planning for the next 5 years, as it would be politically challenging for another referendum to be held. In fact, he continued, there can be no planning for the foreseeable future under current legislation. See

Last to speak was former premier, Mike Harcourt, who, like Mr. Price, took the panel's topic of visioning Surrey's transportation future seriously. "Be bold," he said. Let's consider a true plan, not just for the benefit of Surrey's rapidly growing population, but one that benefits the whole region through a coordinated and considered needs analysis of what will be required 100 years from now. Mr. Harcourt stated that we built our current system for yesterday's needs.

Harcourt, too, agreed with Mr. Price that the need for referendums will effectively shut down planning as increasing property tax would not provide sufficient revenue to be sustainable over the long term and would be punitive on those struggling to get into the housing market now. Further, Mr. Harcourt tackled the complicated regionalization of interests that also prevent comprehensive long-term planning. When asked what other regions have done, those that have several jurisdictions trying to establish priorities, he responded by saying, "not to be provocative, but I would take those 22-23 municipalities and electoral regions that we have and hive them down to six - for a start." He further stated that representatives to the regional district be elected, not appointed, as was done in 1974. Harcourt finished by strongly advising the governance structure for TransLink to change to be more accountable.

In related news, Surrey Board of

Trade's CEO Anita Huberman was honoured to be appointed as the chair of Surrey's Light Rail Links Coalition. Like-minded individuals and groups who advocate for Light Rail Transit (LRT) formed the coalition. The Surrey Board of Trade's policy is to support LRT and transportation is one of the key strategies that the Board has adopted as critical to keeping Surrey's economy moving and growing. For more information on the coalition, go to http://www.lightraillinks.com

The need to put any new funding strategy to the voters is written in Bill 23 - South Coast British Columbia **Transportation Authority Funding** Referenda Act, Section 34.1(3): "The mayors' council on regional transportation must demonstrate to the minister's satisfaction that a majority of the electors in the transportation service region supports the proposal referred to in subsection (2)." Currently, funding for TransLink includes property tax, fuel tax, parking tax and a power levy, along with transit fares and bridge tolls. (http://www.bclaws.ca/civix/document/id/complete/statreg/98030_01).

2015 Surrey Innovation Award Winners Announced at Transportation Lunch

"It is fitting that the Surrey Innovation Awards are being presented at the Surrey's Transportation Future Lunch because our transportation problems require innovative solutions, and each of today's winners exemplifies innovation, that is new ways of doing business. It is Surrey's innovative companies that will meet the challenges of the new economy, expanding opportunity in the great city that is Surrey, improving lives locally and globally by transforming ideas and technology into commercial reality," said Anita Huberman, CEO, Surrey Board of Trade.

The Winners are:

1. Young Innovator Category

Recognizes the entrepreneurial spirit of an individual less than 30 years of age who has demonstrated innovative thinking through the research and/or development of a technology-related product or service

WINNER: George Cheng, Empower Operations Corporation

With more than 20 years of university research Empower Operations Corporation is built on world-leading, simulation-based design optimization techniques. Empower provides a flagship product, OASIS (Optimization Assisted System Integration Software) that offers efficient design exploration and optimization, engineer-centered interactive design environment and advanced visualization capabilities. Empower also offers optimization procedures that can be integrated with existing engineering simulation software.

2. Excellence in Innovation Awards
Recognizes a company that has developed
a new or improved technology, service,
process or product by using creative
methods and innovative thinking that has
the potential to transform an industry
sector or quality of life.

WINNER: Vantek Innovations

Since 2014, Vantek Innovations has eveloped the technology to create a safer environment for Emergency Response ehicles. Vantek Innovations' algorithm is to shut off the car stereo system and provide an audio message instructing the driver to pull over, even before they are aware of an Emergency Response Vehicle (ERV) approaching. The software lowers collision/fatality rates, and decreases response times by providing the ERV a

safe and clear path to the accident/crime scene.

3. Organization Innovation Award Recognizes an organization that has developed a new or improved technology, service, process or product by using creative methods and innovative thinking that has the potential to transform quality of life

WINNER: Pacific Community Resources Society

Pacific Community Resources Society (PCRS) Green Courier program was established to substitute the use of commercial couriers for regular inter-office mail between PCRS sites. The PCRS Green Courier program provides respectful employment to persons presently and formerly part of the Ministry of House and Social Development funded Community Assistance Programs. The PCRS Green Courier program saved the agency 17-25% of the pre-existing courier budget in their first year of operation. Along with this, their greatest benefits have been addressing poverty, reducing the agency's carbon footprint and providing employment to those coping with a variety of challenges.

Presenting Sponsor: Simon Fraser University-Surrey; Supporting Sponsor: Century Group



Transportation panelists and Innovation Award winners

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"SURREY

BUSINESS FROM THE SBOT CHAIR

The Time for Developing Leaders is Now

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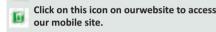




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Shelley Besse

Surrey is a vibrant, diverse city that is home to a significant number of younger Canadians. In fact, 27% of residents are under 19 years of age, making Surrey much younger than the national average. While this demographic is enviable and makes the city well-positioned for future growth, it also means that Surrey business leaders have some leadership development work ahead.

In my last message I wrote about creating a company culture that would attract and retain young talent. However, that's only part of the story. You also need to grow those people into confident, inspiring leaders to capitalize on future opportunities for

Some people say you're either born a leader or you're not. After dropping out of college after just one year with no job and no experience, leadership did not seem to be in my future. I took a role with a local credit union and soon realized I was good at banking, great with people, and was also inspired by the community support the organization provided. I was passionate about what I was doing and I was committed to moving up the ladder, but quickly realized I needed more skills, more experience and yes, more education.

Despite my early misgivings at college, I am a firm believer in lifelong learning and I did go back to school to earn my MBA. While classroom learning has been a strong complement to my leadership development, experiential learning and mentorship have had the greatest impact.

This is good news for smaller organizations that don't have the resources for more formal training and have to rely on seat-of-the-pants leadership development. I'm constantly thinking about the experience my employees are getting and whenever I am working and collaborating with my staff, I'm always seeking to create more opportunities for them. As president, I need to see results, but my process for achieving results relies on nurturing and developing others.

A big part of cultivating others and creating opportunities can come from horizontal movement. While employees naturally

shoot for vertical advancement, this can limit opportunities as they become increasingly specialized or skilled in one area. In my career I made many lateral moves that really set me up to have the breadth of experience needed for senior positions. In 2008, I was appointed vice-president of enterprise risk management and I was really out of my comfort zone in terms of the experience and knowledge I needed. I scrambled to get up to speed and worked hard to connect with experienced people both inside and outside my organization to provide advice and mentorship. It was hard and made me question my ability more than once, but looking back, taking on an unfamiliar role was one of the key contributors to being able to take over the reigns as president just a few short years later.

As a leader, it is incumbent on you to create future leaders for your organization. It's not just about grooming someone to take over when you're gone; practicing good leadership development will drive huge benefits to all levels of your organization. Creating opportunities, mentoring, inspiring and instilling an ownership-mindset should be part of every employee interaction and engrained in your daily

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

FROM THE CEO

Surrey Board of Trade Pro-Active and Visible Leaders on Federal Policies



Anita Huberman

Five Surrey Board of Trade Delegates, including myself, my two Government Advocacy Managers, and our volunteers: Shelley Besse, Chair, and Dr. Greg Thomas, 1st Vice-Chair, attended and participated actively in federal policy debates at the Canadian Chamber of Commerce Convention in Ottawa in October.

Every year, member chambers of commerce and boards of trade, along with the Canadian Chamber of Commerce policy committees, are invited to submit resolutions of a national scope to our policy process. This process culminates in a democratic vote on the floor of our

annual general meeting.

Following approval at the Canadian Chamber of Commerce Convention, the Surrey Board of Trade, along with our members, can move forward in our advocacy efforts based on the resolutions contained within our national chamber's Policy Resolutions Book. The goal is not to write legislation but rather for government to hear the needs of the business community and specific policy recommendations.

What you need to know:

1. Crime: As an overall topic, crime is not seen as a national business issue by the Canadian Chamber of Commerce, I tried to have our two policies, on prolific offenders and sexual offenders, debated on the floor but was defeated. We will try again next year. However, I was able to present the topic of crime as a national business issue. Further, I received extensive media coverage by Global TV. We proposed that solutions to crime are not only about more RCMP on the ground—they are doing everything that they can—but rather supports to prevent crime along with support services are needed in collaboration between all levels of government. Business has a role to play as well.

- 2. Accelerating Domestic Styrofoam Reuse and Remanufacture: Adopted. New ways of decontaminating, recycling, and re-using Styrofoam are needed via government incentives. Specifically we want the federal government to:
 - Actively promote the diversion of waste Expanded Polystyrene (EPS) from landfills.
 - Stimulate research into and the development of high value made-in-Canada products from recycled EPS.
 - Support research and development of cost-effective mechanisms to decontaminate EPS for the purpose of recycling and re-use.
- 3. Road Travel Rebate Incentive Program to Increase Tourism Revenue: Adopted. This policy was developed in partnership with the Abbotsford Chamber of Commerce and other chambers, to launch a 3-year pilot project for a Road

Travel Rebate Incentive Program that would make international visitors eligible for a rebate of 5% GST on goods purchased in Canada.

- 4. Energy Productivity: Adopted. Surrey Board of Trade co-sponsored the Natural Resource and Environmental Policy committee's recommendation to research and adopt best available science to measure and record energy productivity
- 5. Economic Benefits of Universal **Pharmacare for Business:** Not adopted. Economic research has demonstrated that a coordinated, national pharmacare program will reduce significantly the cost of pharmaceuticals by up to \$8 billion or more per year. We will monitor what the new federal government intends to do and may submit a revised version for next year's conference.

There are more federal government polices that the Surrey Board of Trade focuses on through our advocacy teams. If you have an interest in offering your expertise, please contact me: anita@businessinsurrey.com



The Changing Face of Canadian (Global) Banking



Robert Levy

""Business as usual' is perhaps becoming an antiquated term."

Amidst the downturn in the Canadian economy and the ongoing headlines in the financial press on the impact of the energy sectors decline on corporate Canada and the Canadian labour market, there is one particular story developing that impacts each and every Canadian business and business owner and that is the changing landscape of Canadian financial institutions and daily banking activities. 'Business as usual' is perhaps becoming an antiquated term as one paramount challenge for small business is keeping up with changes in technology. Relating the changes to finance entails, but is certainly not limited to processing and receiving payments in order to keep operations both timely and cost efficient.

It's very interesting as the stories in the financial press are often framed from a more market dictated approach of job or spending cuts. Recent examples are National Bank of Canada cutting 400 jobs (or 2.3 per cent of its workforce) and taking a \$64-million restructuring charge as TD announced taking a \$337-million dollar charge in their second quarter, mostly related to cost-cutting. Also in the mix is CIBC looking to trim \$600-million by 2018.

The degree at which the job cuts continue for Canadian banks is yet to be determined; however, it is the shift and the cost of adapting to tech heavy investments that is moving them forward. As National Banks CEO discussed, this "IT transformation" doesn't allow banks enough time to simply retrain employees, unfortunately they are cutting some jobs and rehiring people with specific skillsets.

It's no secret the six main Canadian banks stronghold over Canadian business environment provides them with a unique advantage from a competition standpoint. And this is not criticism of the Canadian banking model, which in 2008 proved superior to many Western Nations including the US. But a quickly developing and advantageous factor for consumers, particularly at the business and commercial level are disruptive technologies, like Bitcoin or Apple Pay, which may not be an end solution, but are nonetheless forcing innovation. And as different solutions for advancing finance avail themselves, banks risk losing control.

Ultimately, the question is what does this mean for businesses, and the answer at this point seems twofold. First, the traditional relationship or correspondence that is associated with banking such as service at their branches is taking a back seat. As so much of traditional banking is now down online or via mobile a clear trend is that fewer resources are going into serving customers face to face. This seems only likely to continue.

Second, the question arises of how long the big 6 banks control over Canadian commerce can remain in place? Hopefully, for the foreseeable future, as businesses and retail customers benefit from the regulations that govern Canadian institutions to ensure stability in our financial system. It is important though, that the drastically changing demand of businesses will force the banking industry to offer the most technologically advanced solutions and continue to force innovation for the ultimate benefit of the end consumer. And with that businesses, like the banks, will continue to face the pressure to adapt.

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

Election 2015: The Battle for the Canadian Economy, a Review

The extraordinarily long federal election period allowed for a number of issues to be discussed around the office water cooler, not least about the leaders' personalities, hair styles or body language or whether women's cultural attire is a threat to national safety.

However, this election period has also been wracked throughout by a series of economic shocks that have sent political strategists scrambling. Who would have believed that economics could be so exciting?

The Prime Minister dropped the election writ on August 2, confident that his economic management credentials were untouchable. Just three weeks later, Statistics Canada announced that the country had fallen into recession in the first half of 2015. The parties all scrambled to confront Issue #1.

What to do about an economy in "crisis"? Is it really a recession if it's just the energy sector and a few provinces that are suffering? And what if our problems are entirely caused by external forces?

The slow-down in China and the technological advancements of America's oil industry are obviously not the fault of Stephen Harper. But if Canada's domestic economy is softer than a poached egg, perhaps the government should do something.

This brought us to Issue #2 on August 26 when Mr. Trudeau promised to run deficits. He said that traditional economic orthodoxy can only take us so far. Free markets may succeed when taxes fall and governments get out of the way, but it's not enough. Rising income inequality and a hypercompetitive globalized economy require government to intervene and invest to create opportunities.

The third "surprise" came on September 14, when the government announced a \$1.9-billion budgetary surplus and opened up Issue #3. A little extra cash on the

bottom line is great news, but a surplus just means that taxes are higher than spending. This pulls money out of the economy, which may be unwise in the midst of a recession. So is it better to save for a rainy day or invest in infrastructure to build the economy?

Then with two weeks to E-Day, just when you thought it couldn't get any more exciting, Canada and 11 countries of the Pacific Rim signed the Trans-Pacific Partnership, the most momentous trade agreement in the past 20 years. Issue #4 was huge!

Not since the Canada-U.S. free trade agreement in the 1980s has there been such a political explosion over trade policy. The NDP promised to "rip up" the "secret" agreement. The conservatives are delighted by the controversy, saying that being part of the world's largest free trade area will create great jobs and prosperity. The Liberals are stuck in the middle ground pledging support for trade but promising to look closely at the agreement.

It has been amazing that throughout this campaign Canadians have been asked to ponder all the hard questions of economics: GDP growth and the benefits of trade, austerity vs. stimulus, and the fundamental role of government.

These are hard questions, but the debates have given us a clear idea of what the parties stand for and what they will do. More importantly, we know what the newly elected Liberal majority has said they will do. It bears monitoring to ensure that their platform promises translate into actionable legislation for the benefit of Canada's economy. Businesses will be watching.

Article has been modified to reflect post election results. Hendrik Brakel is the Senior Director, Economic, Financial & Tax Policy, hbrakel@chamber.ca.

Business Leaders Lunch: Hon. Peter Fassbender

The Honourable Peter Fassbender, Minister of Community, Sport and Cultural Development and Minister Responsible for TransLink will discuss the development of Transit and Transportation in Surrey, the Metro Vancouver region and BC at December's Leadership Surrey Lunch.

Bring your questions and suggestions to this lively lunch dialogue and find out how you can benefit by supporting transportation development in Surrey.

Date: Thursday, December 3

Time: 11:30 a.m. registration; 12:00 p.m. program **Location:** Eaglequest Golf Course, 7778 152 Street, Surrey

General Admission: \$60 each or \$360 for a table of 6, plus GST **SBOT Members:** \$40 each or \$240 for a table of 6, plus GST

Register online or with info@businessinsurrey.com

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Surrey Board of Trade Speaks at BC Finance Committee in Surrey

The Surrey Board of Trade presented to the BC Government's Select Standing Committee on Finance and Government Services to provide input on next year's provincial budget.

"By 2041 Surrey's population will grow by 50%, from 500,000 to 750,000, and we will add 150,000 new jobs. The rapid and sustained growth of Surrey and the south of the Fraser region is unique in BC, and it brings a number of challenges," said Anita Huberman, CEO, Surrey Board of Trade.

Priority topics in the SBOT's presentation included Education, Essential Skills, Human Capital Investments, Health Care, Transportation (Light Rail Transit), Social Service Infrastructure and Arts-Culture Investments.

Investment in Education is necessary to develop an agile workforce that will be competitive against global market forces. Huberman asked the committee to "Imagine a preschool classroom in Surrey, where 4-year-olds are getting ready for story-time. Then, cross the globe to an office in Bangalore, capital of India's burgeoning high-tech industry, where engineers are designing a gas turbine system." Global competition from India and elsewhere, advancing

technologies and changing demographics are convincing more and more employers, business associations like the Surrey Board of Trade and corporate philanthropists to invest in classrooms and advocate for improvements in performance – starting with our youngest learners. The return on that effort, as we see it – in what is normally called early childhood development, is to develop the workforce that we need to maintain an edge on innovation. The Surrey Board of Trade urges the provincial government to continue their investments in early childhood education.

Continuing with educational priorities, Essential Skills – those soft or job-ready skills necessary for success in the workplace – is a priority for SBOT business members. The cost of training ill-prepared workers is high when, with investments in the educational curriculum increased, the overall benefit to BC's economy would be substantial. Business is advocating for both education standards and accountability for results to improve the competitiveness of the workforce and for individuals to achieve financial success.

With a rapidly growing population in

Surrey, it makes little financial sense to send students on to post-secondary education elsewhere due to lack of spaces locally. Investment in Surrey's human capital is necessary and the Surrey Board of Trade recommended a need to focus on key "leverage points" where politically feasible investments of money and political capital can yield large changes in educational quality as well as access to education in Surrey.

The Surrey Board of Trade asked the provincial government to engage in a study on the health care infrastructure needs in Surrey as it relates to population needs. Healthy workers are productive and ensuring their access to needed care in a timely manner is necessary for economic success of Surrey's businesses and industries.

Critical to Surrey's economy is a comprehensive transportation plan that includes fair road pricing policy for the Lower Mainland and allows for the equitable funding of transportation infrastructure and transit services. The Surrey Board of Trade urged the Province to ensure that light rail is the preferred option for Surrey, not the substantially more expensive Skytrain. The Surrey Board of Trade asked the Province to make funding for Surrey's

LRT project a top priority in the budget.

Additional budgetary concerns were also part of the Surrey Board of Trade's presentation due to their impact on businesses. Social housing and social services in Surrey are currently insufficient for Surrey's needs. Resources need to be allocated to support the good work of Surrey's not-for-profit service providers who are stretched thin to address Surrey's homelessness, low income (at 15.5%, 2011 NHS), newcomers and refugees, and more. Those experiencing social challenges such as homelessness and drug addictions directly impact businesses that also bear the costs of related crime. The Surrey Board of Trade suggests that this is an area in which the Ministry can be leaders through a community consultation process on how best to resource our services.

Finally, the Surrey Board of Trade asked the BC Government to invest in arts and culture. Surrey and the Surrey Board of Trade are committed to supporting and growing a creative economy. The Surrey Board of Trade commits to continuing our work in advocating for, and working toward, a positive fiscal outcome for Surrey.

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"Being fluent in English and Punjabi, I want the business owner to clearly understand what they are getting in benefits, especially in our South Asian community where they might have been reluctant to look at benefits before."

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Join us at the Surrey Board of Trade's 2016 New Year's Reception!

Even better, you can be an exhibitor at this unique networking event. Connect with Heather@businessinsurrey.com or Brianne@businessinsurrey.com to find out how you can start the year right by showcasing your business to fellow members.

Date: Wednesday, January 20, 2016

Time: 5:00 -8:00 p.m.

Location: SBOT Offices, 101, 14439 104th Ave, Surrey **Admission:** Free, register with info@businessinsurrey.com

or online.

Bring a non-member guest and be entered in the special prize draw!





Canada's Participation in the Trans-Pacific Partnership is Good for BC



66Overall, Canada's participation in the TPP is positive for BC.

Canada was at the table when negotiations recently concluded for the Trans-Pacific Partnership (TPP) agreement, the largest, most ambitious free trade initiative in history. This is good news for our province. The TPP is a comprehensive trade deal that will help expand and secure access to much of the markets of key Asia-Pacific nations. Although growth in emerging markets has slowed of late, Asia is still projected to comprise two-thirds of the world's middle class by 2030-35, and will grow to account for upwards of one-half of world GDP within three decades. There will be early benefits from participating in the TPP, but most of the upside will emerge over the medium term.

The TPP currently has 12 participating countries: Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the United States and Vietnam. Over time the expectation is that other countries, perhaps including China and South Korea, will also join. Last year, BC exported nearly \$23 billion to the other 11 TPP member countries, which accounted for more than 60% of our total merchandise exports.

One reason the TPP is good for BC is it will enhance and deepen these existing trading relationships. Once in force, the agreement will eliminate tariffs on almost all of BC's key exports and provide secure access to growing economies in the Asia-Pacific. BC will have an advantage over non-TPP countries (notably Europe and Russia) by having duty free access for most of our major merchandise exports, including: wood and other forest products; aluminum, iron and steel products; seafood; agricultural products, and chemicals and plastics. Although global trade has been liberalized and barriers have been steadily lowered over the past few decades, BC's exports still face sizable tariffs in some TPP markets, ranging from 5% to as much as 40% in a few countries. Japan, BC's third largest export market, levies tariffs of 6% on some lumber products, 5% on many seafood items and 15% on ice wine. Malaysia has stiff tariffs of 40% on some plywood and panel products. Vietnam also has many punitive tariffs in place.

Importantly for BC, which has a well-established base of tradable service exports, the TPP covers not just goods but also most non-public services through a "negative list" approach. This means that all services are covered by the agreement, with the exception of a few sectors listed by particular countries. The negative list approach ensures that as services evolve to become a larger fraction of world commerce over time, they will be automatically covered by the agreement within the TPP trading bloc.

A second reason the TPP is good for BC is it should result in lower prices for BC consumers. Canada too applies tariffs to some imported products from TPP countries. Under the agreement, Canada will phase out a 6.1% tariff on passenger vehicle imports from TPP partners over five years. The deal also makes some small-scale inroads into the dairy and poultry supply management systems. TPP countries will have duty-free access to 3.25% of Canada's dairy market and 2.1% of the chicken market. Over time this will help reduce prices for consumers.

A third, and perhaps most compelling, reason to welcome Canada's participation in the TPP is because it ensures we are "inside the tent" rather than on the "outside looking in." With the US and Japan part of the TPP it was critical that Canada also be at the table. As a participant, Canada was also in a position to negotiate more favourable arrangements for economically sensitive industries. When other countries join the TPP they will have to accept the existing framework hammered out by the original 12 signatories.

When thinking about the near-term implications of the TPP, it is important to keep in mind that Canada already has a comprehensive trade agreement (NAFTA) with the US and Mexico as well as a bilateral free trade agreement with Chile. So the majority of BC's exports to the "TPP market" are already shipped with few or no tariffs and face a limited array of non-tariff barriers. For BC, the most significant benefit comes from improved access to the Japanese market and to the markets of fast growing Asian economies, and to a lesser extent Australia and New Zealand. But even in these instances many of the tariffs are phased out over a five or ten year period, limiting the immediate lift from the Agreement. This is the nature of complex, multi-party trade agreements. Overall, Canada's participation in the TPP is positive for BC - over time, it will strengthen and enhance trading relationships and contribute to provincial economic growth.

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

SBOT Signs MOU with CERBA

The Canada
Eurasia Russia
Business Association (CERBA)
Vancouver Chapter and the Surrey
Board of Trade
have signed a
Memorandum of
Understanding,



Tatiana Domilovskaya, CERBA, with SBOT's CEO, Anita Huberman

that was under discussion between the two organizations for the last few months.

The SBOT is focused on tightening international trade links through their International Trade Centre. The signed MOU is aimed to attract more members to both organizations and satisfy the companies' needs by identifying partners in CERBA focused countries, providing international market updates, facilitating export and import deals, and organizing joint inward and outward business missions and events.

Need International Services? Contact Us!

The Surrey Board of Trade certifies international trade documents on-site at our offices and now for a flat rate we will travel to your offices as well. The fast, accurate and convenient service offered by our staff helps ensure your business is ready for the international market.

The Surrey Board of Trade has added brand new International Services:

- Certificate of Export (vehicles and auto parts)
- Certificate of Free Sale
- Letter of Introduction
- Certified representation agreement
- Government Certificates (Letters)
- Fumigation Certificates (Letters)
- Certificate of Composition Analysis
- Letter of Authenticity

For information, contact Luke Arathoon at the Surrey Board of Trade: luke@businessinsurrey.com / 604-634-0391.

Ask a Customs Broker

What is ACI eManifest and what do carriers need to do?

Highway carriers are required to electronically transmit cargo and conveyance data to Canada Border Service Agency (CBSA) for each commercial shipment transported into Canada from the U.S. Submissions must be received and validated by the CBSA as early as 30 days in advance but no later than one hour before arrival at the First Port of Arrival (FPOA).

Step 1: Know the Requirements

Visit CBSA's website for detailed information on ACI eManifest. Additionally, Pacific Customs Brokers offers ACI eManifest Seminars and Webinars in which we answer questions and offer practical help.

Step 2: Register with CBSA

Carriers who have not yet registered with CBSA are advised to do so immediately. Border Pro for Carriers by Pacific Customs Brokers can take the hassle of getting registered off of your plate.

Step 3: Choose an eManifest Submission Option

Carriers have a variety of submission options including (a) CBSA's ACI eManifest portal (b) utilizing a third-party service provider such as Border Pro for Carriers. For more information regarding eManifests, go to http://www.pcb.ca/borderpro-emanifest.cfm.

'Ask A Customs Broker' is a reoccurring column contributed by Pacific Customs Brokers. Submit your import and export questions to askus@pcb.ca or luke@businessinsurrey.com.

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BUSINESS EXCELLENCE AWARDS

Surrey Board of Trade Announces 2015 Surrey Business Award Winners

On Thursday, November 5, 2015, the Surrey Board of Trade recognized six of Surrey's best businesses at the 17th Annual Surrey Business Excellence Awards, with 400 people in attendance. SBOT thanks our Presenting Sponsors Kwantlen Polytechnic University and TD Bank, VIP Sponsor BDG and Supporting Sponsor, City of Surrey, and media sponsor: The Leader Newspaper. Master of Ceremonies, Kirk LaPointe, guided guests through the evening.

"The Surrey Board of Trade focused on the strength and innovation within every entrepreneur to take an idea and use it as the foundation for building a business. They are inspirational – from the very small business to the large business to the not for profit service organization," said Anita Huberman, CEO, Surrey Board of Trade. The judging team's evaluation assessed the following competencies: Organizational profile, Leadership, Strategy Development and Planning, Customer focus and market knowledge, Employee Learning and People Focus, Process Management, Supplier/Partner Focus, Community Involvement, Overall business performance.

The event took the form of an "Academy Awards" style dinner, and was held at the Sheraton Vancouver Guildford Hotel. Congratulations to the winners of the 2015 Surrey Board of Trade Surrey Business Excellence Awards!



1 - 10 Employees Winner: South Point Pet Hospital

Sponsored by Copytek Print Centres

South Point Pet Hospital has been serving the South Surrey and White Rock areas since 2004. Their mission is to provide exceptional, quality veterinary care to your pets in a compassionate, comfortable and caring environment. They strive to provide strong support and education to pet owners.

11 - 40 employees Winner: Viva Care Inc.

Sponsored by Port Metro Vancouver

Since 2008, Viva Care Inc. has been a multi-disciplinary and holistic healthcare clinic. Viva Care is an innovative healthcare provider providing access to many health services offered in 10 clinic loca-



tions. Their growing network of family physicians, specialists, pharmacists, optometrists, rehabilitative team and other health care providers are bound by the common purpose of helping communities on their path to better health.



41+ employees Winner: Canuel CaterersSponsored by Fraser Downs (soon to be Elements Casino)

Two brothers established Canuel Caterers in 1991 with the drive and determination to create a company that could compete in Canada with large, multi-national food service providers. Supported by a strong management, sales and operational team, they continue to attract new clients and retain their existing client base. This family owned and operated business prides themselves on practicing ethical practices with suppliers, clients and staff.



New Business of the Year Winner: Crown Building Supplies Sponsored by Century Group

Crown Building Supplies is a newly established business with a combined 40 years of experience in the industry. One of the largest suppliers in BC, they are a one-stop shop to find quality wall and ceiling materials at competitive prices. Customer service is their key priority, along with creating successful partnerships throughout the building process.



Not-for-Profit Winner: John Volken Academy Society

Sponsored by Desjardins Financial Security Independent Network

The John Volken Academy provides long-term, residential addiction recovery treatment and life-skills training to young men and women ages 19-34. While in the program, students advance their education, adopt healthy lifestyles, and receive extensive career training in PricePro, their not-for-profit grocery store. It is a unique recovery program, as the methods of recovery are about building capacity and helping these young men and women become self-supporting, contributing members of society.



Business Person of the Year Winner: Andrew Westlund

Sponsored by the Law firm of Hamilton Duncan

Andrew Westlund has been in business for over 25 years in the wireless space.

In this changing world, he has diversified his businesses to span a number of industries. He is the President of the Westlund Group of Companies, which includes Apex Wireless, SKY Helicopters, SKY Hangar, Agency Media, FLUID Day Spa, Mode Photography, Level4 Technologies, and The Link Professional Services. Fascinated by the human element of business, he believes that engagement is the most powerful factor in the success of any business. He shares his insights, passions, and philosophies with his group of companies, while still remembering those in need through his charitable efforts.



The event also saw the 2nd Annual Corporate Social Responsibility Recognition Award presented to Mansonville Plastics (B.C.) Ltd. & Group of Companies. This award was created to recognize a business working to improve the lives of their employees and to enhance the civic environment in which they operate, through participation in community programs, partnerships with community organizations, volunteering, educational or environmental initiatives, and for creating a positive environment for employees.

2016 Economic Forecast Business Lunch

Join a panel of experts who will consider past trends and what we can expect for local, provincial, federal and international economies—and what that may mean for your business planning.

- Robert Levy, Managing Director, Border Gold Corp., and Financial Commentator for CKNW
- **Jeff Scott**, President & CEO, Fraser Surrey Docks
- Greg Hoing, Director of Projects and Business Development,
 Canadian Manufacturers and Exporters Association
- Eamonn Percy, Founder of Percy Group Capital & Business Advisors

Date: Thursday February 4, 2016

Time: 11:30 a.m. Registration & Lunch; 12:00 p.m.

Program

Location: Eaglequest Golf Course, 7778 152 Street, Surrey

General Admission: \$65 +GST, \$390 +GST for table of 6 **SBOT Member:** \$50 +GST, \$300 +GST for table of 6 **Register** online or with info@businessinsurrey.com

ENVIRONMENT & NATURAL RESOURCES

2015 Environment and Business Award Winners

On September 10th, the Surrey Board of Trade presented three winners at the 9th Environment and Business Awards. The awards were presented to Surrey Board of Trade members or Surrey-based businesses that have demonstrated exceptional dedication to environmental leadership and/or issues. The award recipients are guided by a sense of respect for the environment and demonstrate this initiative consistently.

This year's winners are:

Small Business - TBF Environmental Technology Inc.



TBF Environmental's sole business focus is the development and marketing of environmentally friendly solvents to displace toxic and polluting

solvents in common use worldwide. The company's green solvents work in many industrial applications and meet all volatile organic compound (VOC) regulations, exceeding the performance of solvents developed by the large multinational chemical companies.

Medium Business – Executive Mat Service & Janitorial Supply



Executive Mat Service & Janitorial Supply is the only laundry in Canada to offer ISO 14001 certified (a worldwide environment management system) industrial towel cleaning service. Their first initiative was a closed loop system where the volatiles are extracted from the towels with heat. The vapour is then cooled, turning it back into a liquid, which is

then used as the fuel source in the boiler. In their quest to recycle, reuse and become energy self sufficient, the company has taken the next step and have installed a gasification chamber, allowing them to turn discarded materials into thermal energy that heats the water used in the washing process.

Large Business - Emterra Environmental

Within the waste management sector, Emterra Environmental stands unique amongst the crowd because the core business is in recycling. Some



examples of Emterra's environmental innovation and success are: inventing the "blue bag" recycling system; ownership of four large scale single stream recycling plants; state of the art facilities and recycling technology; and recycling of unique waste streams, such as scrap tires and liquid waste.

Business and Climate Change

The 9th Annual Environment and Business Awards, sponsored by Levelton Consultants, took place in a full room at Eaglequest on September 10th. Surrey's business leaders received some sage advice from Climate Change panel members: City of Surrey's Councillor Mike Starchuk; Jas Johal, Director of Communications for LNG Alliance; Nancy Oleweiler, Director of SFU School of Public Policy; and Merran Smith, Executive Director of Clean Energy Canada.

The panelist's provided informative and at times somewhat different perspectives with respect to their various disciplines. Councillor Starchuk provided an overview of the excellent progress that the City of Surrey has made in both developing and implementing the policies within the Sustainability Charter and announced the imminent launching of Sustainability

Jas Johal stressed the potential economic benefits of developing a BC's natural gas sector emphasizing that electricity generation using natural gas produced less than half the GHGs that are produced by current black coal generating plants. He noted that the BC government would be the recipient of significant royalty revenues and plant construction and infrastructure upgrades would result in many construction jobs and a lesser number of permanent positions.

Nancy Oliweiler concentrated her remarks to on how the South Fraser was particularly vulnerable to the impacts of climate change that the business sector is connected to climate change in at least two important ways. The first being the significant risks and challenges to operations and the second being the economic opportunities presented as policies are developed to reduce the CO2 footprint and to adapt

to the changing climate. She emphasized that many impacts are now irreversible in the medium term and will increasingly challenge those failing to adapt and prepare for the changing climate. Climate hazards risks particular to the region include increased frequency of storms, storm surges, landslides and floods and of these flooding is seen as the most widespread and serious threat. Actions are required if we are not to risk our vibrant economy and maintain our overall prosperity.

Merran Smith closed the panelist presentations by pointing out the many opportunities available to dynamic businesses that choose to create solutions that address the climate change disruption and the foster greater efficiencies.

There was much celebrate in the work done by environmental awards recipients and also much to reflect on from the excellent presentations from our panelists.

Peter Holt of PraxisPoint Consulting is a member of the Surrey Board of Trade's Environment Advocacy Team. Climate change, zero waste, circular economic strategies, green tech and other subjects are discussed at the monthly meetings to ensure businesses are ready for the future. To find out more or to join, contact anne@businessinsurrey.com.



L-R Merran Smith, Clean Energy Canada; Nancy Olewiler, SFU School of Public Policy; Jas Johal, LNG Alliance; Councillor Mike Starchuk, City of Surrey; and Greg Thomas, Vice-Chair SBOT

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POLICE OFFICER OF YEAR AWARDS

The annual Surrey Police Officer of the Year Awards, hosted by the Surrey Board of Trade, was held October 8th at the Sheraton Vancouver Guildford. A sold out crowd recognized the tremendous work of business and the Surrey RCMP Detachment. The winners are:

Police Officer of the Year, by peers: Sergeant Michael Sanchez Police Officer of the Year, by community: Inspector Ghalib Bhayani Arnold Silzer Community Policing: Constable Ryan Camping, Constable Carl Garlinski

Police and Business Partnership: Surrey Crime Prevention Society Police Municipal Employee of the Year: Marnie Neal



Police Volunteer of the Year: Roger Reid Auxiliary Constable of the Year: Aux. Constable Ken Merrells Police Team Award: Crime Reduction Unit – South Team

Keynote Speaker for this year's ceremony was Heidi Cave, Speaker and Author of Fancy Feet: Turning My Tragedy Into Hope.

The Surrey Board of Trade recognizes and thanks the following sponsors: Commissionaires, BCLC, Indo-Canadian Times International, Guildford Town Centre, Fraser Valley Real Estate Board, ICBC, McQuarrie Hunter LLP, Surrey CC Properties, and The Now Newspaper.











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PERSONALITIES AND EVENTS



SBOT, in partnership with Fraser Valley Real Estate Board, hosted a Federal all-candidates debate for Surrey's 5 ridings on September 24th



Nearly 300 crowded into Eaglequest to hear what Federal candidates had to say on issues that matter to SBOT business members



Anita Huberman with Sarah McLachlan and Mayor Linda Hepner at the sold out reception to welcome the Sarah McLachlan School of Music to Surrey



Lorne Mayencourt, Anita Huberman and Wally Oppal at the Darpan Awards Ceremony



Anita Huberman with Kay Gandham and Shelley Besse at the Envision B2B



Anita Huberman addressing delegates at the Canadian Chamber of Commerce annual conference



Anne Peterson, Greg Thomas, Craig Amundsen and Shelley Besse using voting "clickers" at the Canadian Chamber of Commerce annual conference



Shelley Besse with the new Canadian Chamber of Commerce Chair, David Patterson of GM, along with Anita Huberman and Greg Thomas



CEO Anita Huberman presenting SBOT priorities to the BC Standing Finance Committee



Honourary Navy Captain Anita Huberman with Navy Rear Admiral Gilles Couturier



Talented young performers with Sarah McLachlan at reception to launch the Sarah McLachlan School of Music in Surrey

PERSONALITIES AND EVENTS

Continued from page 11



SBOT Chair Shelley Besse with Sarah McLachlan and Vice-chair Greg Thomas



Lorne Mayencourt with Anita Huberman and Joe Segal



Anita Huberman speaks at the launch o Surrey Libraries' Literacy Report



Anita Huberman with Cliff Stewart, Vice President of Infrastructure for Port Metro Vancouver and Jeff Scott, President of Surrey Fraser Docks on tour of Fraser River with SBOT members



Anita Huberman presenting the Surrey Board of Trade's Surrey International Writers Award to Sean Cranbury



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November & December 2015



Global Trends Key to Growth for BC Forest Industry



Tom Sundher

Like our world-class lumber, the BC forest industry is resilient. Whether it's commodity cycles or insect infestations, our industry is accustomed to facing challenges and bouncing back.

Consider that, in 2013, just several years after the global financial crisis decimated the U.S. housing market and the pine beetle epidemic downsized the sector, our industry still supported about one out of every 16 jobs in BC and generated \$15.7 billion in revenue, or roughly 2.5 per cent of provincial GDP.

Sundher Group, one of more than 1,500 secondary forest product manufacturers operating in BC, had \$25 million in sales last year and cut 90,000, cubic meters of logs – up 10 per cent in volume from the year before.

However, our industry is currently facing another set of challenges: uncertainty around the Canada-U.S. Softwood Lumber Agreement, which formally expired in October 2015; lack of investment in our infrastructure, in particular saw and pulp

mills; as well as securing additional timber supply for local sawmills.

While the BC economy was built on lumber, and the forest industry is deeply woven into the social fabric of communities across the province, issues facing the sector today are increasingly global – but so, too, are the solutions.

Access to foreign markets with significant growth potential will be essential to diversifying our industry's client base, stimulating new investment, and securing additional timber supply for the local sawmills.

Pivotal to this opportunity is our region's robust trade network, which enables us to keep costs down and capitalize on BC's proximity to strategic markets in the Asia Pacific region. That includes Port Metro Vancouver, Canada's largest port, which exported more than 23 million metric tonnes of forest products last year and is critical to the operations of numerous forest industry companies.

As an integral component of the Asia-Pacific Gateway, Port Metro Vancouver links the local business community with expanding opportunities abroad. Sundher Group, for instance, will be shipping 60 per cent of its products this year via the port to foreign markets, including Japan, China and India.

India, which has traditionally utilized hardwood species of lumber such as teak, is an example of a market with high-growth potential for Sundher Group and the broader industry.

Working alongside Forestry Innovation Investment (FII), we have cultivated ties



Port Metro Vancouver provides the BC forest industry with critical access to foreign markets

with the India market by working to lift restrictions on BC wood species, as well as educating end users in India on the specifications and usages of Canadian lumber. This approach has enabled us to expand our business in the India market 10 fold between 2012 and 2015.

So as forces beyond our control again challenge our industry, we need to identify new opportunities.

That means educating foreign buyers about the benefits of BC lumber, and collaborating with industry partners, such as FII, to jointly develop new markets. It

also means leveraging the strength of critical trade infrastructure, anchored by Port Metro Vancouver, in diversifying lumber export markets.

While global trends can close doors, they also open windows. Our industry is resilient and innovative, which is why I'm confident we will use this shift in the landscape to our advantage, emerging in a stronger position than before.

Tom Sundher is the President, Sundher Group of Companies, writing special to Business in Surrey Newspaper.



Since 2013, the Worker's

Bully Free Zone: Setting Your Business' Policy

Compensation Board of British Columbia introduced new policies on bullying in the workplace, which became effective as of November 1st 2013. The gist of the new policy was to strengthen and improve the standard workplace policies dealing with harassment and bullying. Bullying and harassment can take many forms and will be perceived differently by every affected individual. For this reason, WorkSafe BC has included a variety of guidelines and explanations to help employees and employers alike get a

Most importantly, employers need to be aware that implementing a standard form policy is key to fostering a collegial and respectful work environment. These policies can, and should include descriptions of the employer respective

better grasp of what bullying looks like

and how to deal with an issue once

procedures for submitting a complaint, and how the complaint gets processed. If the employer has access to a specialized Human Resources department or individual, they will be the best suited person to handle these types of issues and ensure the company is adhering to its legal duties and obligations.

An example of a very useful paragraph to include in a bullying and harassment policy is one where the types of behavior constituting bullying and or harassment are described expressly. For instance, a company policy handbook may include definitions where bullying is described as "may include, yelling, verbal aggression, hazing, spreading malicious rumors or the like, etc..." Policies that outline examples of behaviour resonate better with employees who, if accused of being a bully, are able to look to the policy in an effort to understand why their conduct is amounting to harassment of their

colleague.

More, policies are only an outline of the "rules" without any substantive enforcement. The employer is tasked with enforcing their policies and ensuring that all employees abide by the policy and procedure for adjudicating issues arising there from.

Seeking legal counsel on these issues makes it easier to understand the full scope of responsibility imposed on employers in addition to what "rights" employees hold for compensation.

Did you know that Worker's Compensation now recognizes mental illness resulting from harassment or bullying in the workplace to be sufficient injury and grounds for a 100% compensation rate? Of course there are some rules governing this type of 100% rate compensation, however the only truly difficult challenge for a person claiming this kind of injury is to be

diagnosed by a qualified expert pursuant to statutory and administrative materials.

The content of the employer's duties are broad and varied requiring some considerable research and training in how to deal with these types of claims. Ensure that you are aware of your responsibilities as employer and what your workplace rights are as an employee. If in doubt, get legal advice to be sure.

Dan Moseley and Nawel Benrabah, are McQuarrie Hunter LLP lawyers. McQuarrie Hunter is a regular contributor to Business in Surrey Newspaper.



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PERSONALITIES & EVENTS

Continued from page 12



Anita Huberman with Luc Luwel, CEO, Antwerp Chamber of Commerce and Industry. SBOT is creating global connections for local businesses.



KidsPlay recognizes Anita Huberman and SBOT for supporting their programs for at-risk youth



SBOT hosted the launch of Manufacturers Month in partnership with the Canadian Manufacturers and Exporters (CME)



Cori Lynn Germiquet, CEO of New Westminster Chamber, with Minister of Small Business Coralee Oakes, Anita Huberman, and Doug Tennant



SFU President Andrew Petter addresses Surrey's business leaders on SFU's new Innovation Strategy



US Consul General Lynn Platte with SBOT CEO Anita Huberman at the October's roundtable



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NOVATION

Surrey Manufacturers Are "This Close" To Greatness



Tony Malyk

The window of opportunity for manufacturers in Surrey has never been more pronounced. Most leading economists agree that the Canadian Dollar is expected to remain at its relatively low level for at least the short to midterm providing immense opportunity to be competitive in international markets.

The downward trend of the oil & mining sectors is taking pressure off the skilled labour shortage in BC as skilled labour starts to return to the Lower Mainland and Surrey's ample supply of industrial land allows for both local and new manufacturers to expand creating new employment and driving Surrey's economy. All of this combined with Surrey's close proximity to the USA border positions Surrey as the perfect location for manufacturers to take advantage of growing USA economy.

Despite the enormous opportunities available to manufacturers in Surrey, many struggle to be profitable or offer any significant value to a potential purchaser. Many owners pay themselves a reasonable salary but there are no profits to reward them for the risk and investment they have made. The good news is the road to profitability is relatively simple if the following steps are taken:

- Owner's Mindset Must Change. Most manufacturing companies were started by a technician or trades person who was very good at their craft. As employees are hired the success of the company becomes less reliant on the owner's technical knowledge. Their ability to hire, train and motivate employees is the absolute key to their success. Invest in leadership and management training.
- 2. Develop a Strategic Plan & **Business Plan.** Companies who understand their unique attributes, leverage their strengths and shore up their weaknesses tend to be much more focused. There is noth-

ing more powerful than a team of people who know what they need to accomplish on a daily basis and focus on the items that move the company toward reaching its goals.

3. Develop Business Systems & Measure Performance. Many business owners look at their financial statements and are frustrated by the lack of profits. They don't understand what is causing the disappointing results. The key is to implement Key Productivity Indicators (KPIs) into all parts of your business. These are the non financial factors that tell the story behind your financial statements. The type of KPIs to implement depends on your industry and your own preference on the type of information you need to make decisions and take corrective action. Some examples include: percent of labour cost to sales, output per hour or yield from raw materials.

Based on my experience and observations of manufacturers in Surrey the companies who place a high priority and invest in the above three areas tend to be much more profitable and valuable businesses compared to those that don't. We all know that manufacturers in Surrey produce great high quality products. The next step is to build high quality and valuable businesses.

Tony Malyk is a Certified Professional Business Coach and Business Value Builder specializing in improving profitability and increasing business value in the manufacturing, trades and technology sectors. www.empoweredbusiness.ca



BLOG FROM A YOUNG ENTREPRENEUR

Doubt May be the #1 Killer of Startups



Lauren Watkins

One thing I've learned over the past few months is the importance of reflection. Reflection on the things you learned, what you did wrong, and what you will do differently going forward. It isn't always easy, and it's one of those things that we tend to sweep under the rug for later – but later never comes. This week, I have spent a lot of time reflecting on those very questions now that the Next 36 program has ended and I am figuring out next steps

I will share with you one of my many

key learnings, which is to dream big and have confidence that you are the person to bring your product to market. Too many of us fall into the trap of "if it was such a great idea, someone would have done it already," but if everyone thought that, there would be no AirBnb, Uber, or Tesla. The founders of these companies are not necessarily smarter than the rest of us, but they truly believed in their product and their ability to make it happen, despite the challenges.

Doubt may be the #1 killer of startups, so to stand a chance, you have to believe in yourself and your product, without a doubt.

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 has just graduated from an entrepreneurial accelerator program called The Next 36.

Showcase Your Business!

The Surrey Board of Trade invites you to participate in two annual trade show events

Trade shows create an interactive atmosphere for you to meet potential clients, profile your business and brand, generate sales leads, improve the effectiveness of marketing campaigns, introduce new products and/or services, and conduct market research.

Wednesday, December 2, 2015, 5:00 – 8:00 p.m. Seasonal Sizzle **Business Reception**

Wednesday, January 20, 2016, 5:00 – 8:00 p.m. New Year's Business Reception

Contact Brianne@businessinsurrey.com, 604-634-0347, to find out more and book your space today!

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How to Adapt to a Changing World



Eamonn Percy

In May of 2015, I wrote an in-depth article for the *Globe and Mail* – Report on Business describing how the onslaught of technology is driving disruptive innovation, and permanently changing our lives, and the lives of those around us I outlined the staggering changes to business, careers and wealth underway and how they are compounded by the additional forces of globalization, demographics and economics. Finally, I pointed out that the rate of change is accelerating, and the implications for businesses are uncertain, unless action is taken now to prepare.

As an example, the explosive growth of information, though not necessarily knowledge, is breathtaking. For instance, every 24 hours there are approximately 4 million smartphones sold, 8 billion hits on YouTube, 700 million tweets, 130 million Instagram uploads, and over 200 million sent emails. There are now more iPhones sold every day than babies born, and the world has more than 3 billion internet users accessing 1.2 billion websites.

I am very optimistic that as a society we will weather this transition stronger, with a better and brighter future. However, this world of change is creating both opportunity and risk, for business and the individual. It is not only creating and destroying fortunes, but making a new society of winners and losers depending on the ability to navigate through the transition.

Humankind will successfully emerge from this transition, as we always have, and the winners will not be the strongest or even the smartest, but those businesses and individuals most willing and able to adapt.

For your business to adapt in this new environment, I recommend it embrace the following four strategies:

Build a Strong Core Competency – As the world changes around you continue to focus your business around a significant core competency that will enable you to operate from a strong base. Systematic shock, competitive pressures and technological change may temporarily hinder your progress, but a strong core competency will protect your business and make it more resilient. Examples of a

strong core competency can be: intellectual property position, novel business models, and low-cost distribution, and scalable business systems.

Use Resources Effectively – Adaptability is enhanced with the effective use of resources, in order to maximize the benefit with the minimal investment or cost. This marginal advantage compounds over time. In a changing environment, winners and losers are often determined at the margin, and incremental gains over a long period of time will often enable a company to secure resources for the new environment before the existing resources are fully depleted.

Be Opportunity Oriented – Opportunity rarely knocks at the front door, but prefers to stealthily enter the backdoor. Many business leaders, blinded by their own dogma, scoff at new trends and fail to recognize an emerging trend until it is too late. This status quo thinking has become fatal. Build systems into your business to stay attuned to emerging trends by spending a significant amount of time with customers, hire employees with fresh perspectives, examine your own business for weakness as if you were the competition, and personally mix in a variety of social circles. Don't focus on the past, rather focus on your intentions on the future.

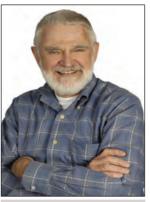
Think In Projects – Adaptability comes from fast learning, which comes from fast failing. This plan, do, fail, learn and improve cycle is critical for growth. Repeat as necessary. One of the best ways to fail fast is to get an idea out into a market quickly and cheaply. Small, contained and agile projects are a good way to do this, since the risk for the employees and company is lowered, while the feedback cycle time is shortened. Provide your employees with good project management skills and encourage fast failing in your culture. Still expect everything to be done at the highest level, but treat the failures as a chance to learn and improve.

In our lifetime, we will see unimaginable progress that will usher in a golden age of a socially-connected global economy, creating new opportunities on a vast scale. However, as in any disruption, there are those that will be displaced, the short-term losers, versus the long-term winners. Become a long-term winner and learn how to adapt your business to our new world.

Eamonn Percy is the Founder of The Percy Group Capital + Business Advisors, a business performance improvement firm which helps determined leaders permanently solve problems, accelerate performance and achieve results. He is a regular speaker and columnist on the topics of leadership, innovation and business. percygroup.ca.

TECHNOLOGY

Has Your Smartphone Become A Target For Hackers?



Bob Milliken

"Never leave your device anywhere you wouldn't leave your wallet"?

In early 2014, Internet usage on mobile devices exceeded PC usage in North America. Clearly, whatever your day-to-day focus is, the mobile device has increasingly become the preferred tool for your work and communication, and as a consequence, Smartphone hacking prevention has become a

Are your voicemail messages so interesting that someone would invade your privacy to listen in? Probably not, but we increasingly store sensitive data on our mobile devices. The opportunity to exploit privacy weaknesses has become more and more tempting to opportunistic hackers who can wreak havoc with your stored information. They can delete your data or install malicious software that gathers bank account logins and confidential business emails.

If you're planning on heading out of town – or simply to the coffee shop to work – here are four simple measures you can take to protect yourself against phone hacking, most of which involve common sense.

 Protect your devices from thieves. All mobile devices should be passcode-protected and loaded with apps that will help you track and find them in case they get lost or stolen: for iPads and iPhones, you can use the free Find My iPhone; Android users can try Lookout Mobile Security. Also, never leave your device anywhere you wouldn't leave your wallet.

- 2. Take caution when connecting to free public Wi-Fi. Hackers with routers and readily available software set up rogue hot spots for spying and serving you fake websites. They are often named something generic such as "Coffee Shop" or "Linksys" to fool you into thinking that you're connecting to the coffee shop's Wi-Fi when you're actually accessing the web through their portal. If you are going to use public Wi-Fi, simply use it for general web surfing, not shopping, banking or accessing critical data.
- 3. Carry your own connection. If you're going to access your bank account, go shopping online or need to access critical data when traveling, invest in your own personal Mi-Fi connection (Mobile Hotspot). We recommend either the TELUS NetGear Aircard® AC763S 4G LTE or the Rogers LTE Rocket™ - AirCard® 763S. Once connected, it acts just the way your home router does. The Hotspot will be a device under your data plan, butby having a mobile hotspot powering the web for mobile devices you save yourself on a contract.
- 4. Know your IMEI Number. Every phone has a unique identification number (IMEI). Find out what yours is by dialling *#06# (star, hash, zero, six, hash) then write it down. Knowing this will help your service provider block your phone from being used if it is stolen. Remember, if the thought of hacking has you tossing and turning at night, you can just turn the phone off, remove the battery and hide it under your pillow.

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

ESSENTIAL SKILLS

Surrey Board of Trade Takes Action on Essential Skills



Surrey Libraries Chair Linda Stromberg, SBOT CEO Anita Huberman, and Chief Librarian Melanie Houldon

In September, the Surrey Board of Trade participated in the launch of the Surrey Libraries report on Literacy.

Literacy is still a new concept for our workplaces. That is why for the first time the Surrey Board of Trade hosted a Leadership Surrey Business Dialogue on Business, Literacy and Essential Skills. There are 3 types of literacy that can be experienced at the Surrey Library:

1. Prose Literacy

The knowledge and skills needed to understand and use information from texts including editorials, news stories, poems and fiction

2. Document Literacy

The knowledge and skills required to locate and use information contained in various formats, including job applications, payroll forms, transportation schedules, maps, tables and graphics

3. Quantitative Literacy

The knowledge and skills required to apply arithmetic operations, either alone or sequentially, to numbers embedded in printed materials, such as balancing a cheque book, figuring out a tip, completing an order form or determining the amount of interest on a loan from an advertisement

All of these skills are needed in the workplace. Enhancing literacy levels in the workplace improves bottom-line performance for Canada's employers and gives employers a better chance for success in their careers.

The Economic Benefits of Improving Literacy Skills in the Workplace study (Conference Board of Canada) raises the awareness that there are clear economic benefits for both employers and employees in improving workplace literacy. Employees with higher literacy skills earn more income, are less likely to be unemployed, have greater

opportunities for job mobility, are more likely to find full-time work, and are more likely to receive further training.

At the same time, the growing complexity of jobs in Canadian workplaces heightens the demands being placed on Canadian workers. For many, the literacy skills that earlier enabled them to do their jobs effectively are no longer sufficient for them to perform adequately today. Workers need to continuously acquire new skills and qualifications to succeed in modern workplaces.

There are many benefits to employers to focus on literacy and essential skills, which include:

- 1. Increased ability to handle training on the job
- 2. Better team performance
- 3. Improved labour-management relations
- 4. Increased quality
- 5. Improved results in job-specific training/ quicker training results
- 6. Reduced time per task
- 7. Increased output of products and services
- 8. Reduced error rate
- 9. Better health and safety record
- 10. Reduced wastage
- 11. Increased retention of employees
- 12. Increased profitability
- 13. Increased customer retention
- 14. Reduced absenteeism
- 15. Success in transferring employees

From the Surrey Board of Trade's Leadership Surrey Dialogue on this topic to drive projects in workplaces plus drive the Surrey Board of Trade's Government Advocacy agenda, we will take action on the following:

 The Surrey Library Report report provided concrete evidence that literacy matters. Yet, though a random survey, we know that the importance of literacy skills for both employers and employees, has not yet reached many Canadian workplaces. Many employers do not yet recognize that a decision to invest in literacy and essential skills will have a positive overall impact on their organization and their bottom line. The Surrey Board of Trade is currently mobilizing their Human Resources and Social Policy Team to implement a workplace project in this area.

The Surrey Board of Trade is committed to develop public policies that support literacy skills development. One of the Surrey Board of Trade's Strategic Plan goals is workplace development. We certainly see the development of literacy and essential skills as part of workplace development.

Governments do provide support and encouragement for literacy skills develop-

ment. For example, the federal government's National Literacy Secretariat funds research into effective practices and supports pilot projects and other initiatives to enhance skills.

However, governments might help to build broad support for workplace literacy by implementing labour market policies aimed at improving the ability of workers to acquire and enhance literacy skills.

Ultimately, investment in literacy skills development will benefit us all. The time and resources committed are sure to yield a significant return to individuals who take part in training programs. Businesses that engage in literacy skills development will become more competitive and hence increase their profitability. Governments that support these initiatives will be helping to build a stronger, more competitive city, province and nation. Stay tuned in the next issue of the Business in Surrey Newspaper on further developments.



Panellists from L-R include Surrey's Deputy Chief Librarian Surinder Bhogal, SBOT CEO Anita Huberman, Vancity's Manager of Small Business Sangita Sood, DECODA's Director of Programs & Services Leona Gadsby, and Facilitator Anne Peterson.

Leadership Surrey Series Why Invest in Surrey's Education?

If we determine that education truly is an investment that benefits the economy, what should our priorities be? What return on investment are we currently receiving in Surrey?

Surrey is recognized as the fastest growing city on the west coast and will be the largest city within a decade. Much of the growth is reflected in a younger population than nearby cities and the potential of development of businesses, manufacturers and industry. A thriving city needs a thriving economy, and that takes investment in a variety of inputs, including an educated workforce.

Business, manufacturing and academic leaders join together to discuss why investing in Surrey is necessary, and to consider potential solutions.

Join moderator SFU Provost Jonathan Driver for breakfast and participate in a dialogue with speakers:

- Dr. Jane Fee, Vice-Provost, Students, KPU
- Ben Hume, President, Sheppards Building Materials
- Dan Reader, President, Murray Latta Progressive Machine
- Richard Sakaki, Vice President, Human Resources, Mainroad Group

Date: Friday, November 20

Time: 7:30 a.m. registration and breakfast; 8:00 a.m. program **Location:** Eaglequest Golf Course, 7778 152 Street, Surrey

Admission: Free, registration required at info@businessinsurrey.com Sponsored by Kwantlen Polytechnic University and Simon Fraser University.

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How Essential Skills Training Improves the Bottom Line

Evidence suggests employers are reluctant to make the investment to train new recruits or even existing staff.

Much has been written about Canadian employers' frustrations in finding appropriately skilled employees for their workforce. Employers across various industries are also experiencing workplace challenges due to Essential Skills deficits in their work teams; challenges such as communication gaps, increased error rates, workplace conflict, wastage, increased workplace accidents and higher employee turnover.

Workers today need strong foundational skills in numeracy, reading, document use, digital literacy, oral communication, working with others, thinking and problem solving skills in order to be successful at work. A February 2015 Conference Board of Canada news release (05/02/2015 - BC Economy Losing Billions Due to Skills Shortages) states that BC employers are concerned about deficits in Essential Skills in the workforce, especially critical thinking and problem-solving (73%), oral communication (38%), literacy (36%), and working with others (33%). Critically, BC employers note that they are not simply looking for people to fill specific jobs, but employees with the Essential Skills, attitudes and behaviours needed to learn and adapt to changing circumstances, innovate and help pursue new opportunities.

At the same time, despite strong evidence proving huge returns on training investments, studies show spending on training has been in steady decline for the past two decades. Evidence suggests employers are reluctant to make the investment to train new recruits or even existing staff. This is especially true for small to medium sized businesses that do not have the resources, time or in-house expertise to provide the training nor look for external opportunities.

One study, looking at Canada's hotel industry, found a 25% average return on investment for training programs, with some participating companies reporting returns as high as 300%. The research, conducted by Social Research and Demonstration Corp. (SRDC) found several unexpected benefits as well. "What's surprising," says David Gyarmati, research director at SRDC, "is that even adequately skilled people saw performance gains they wouldn't have otherwise had."

We know that assisting individuals to ensure they have basic foundational skills will improve their ability to contribute successfully in the workplace, adapt to new and challenging environments, as well as advance in their careers. Employers can benefit from advice on the best ways to assess, train and support their workers to increase these Essential Skills.

"It is estimated at least five million adult Canadians will require skills upgrading if Canadian businesses



are to keep up with, and get ahead of, our global competitors." Facing such challenges, Canada's gaps in developing its human capacity not only contribute to our current productivity decline but, ominously, do not bode well for the future."

- Bailey, Allan (2007) Connecting the Dots... Linking Training Investment to Business Outcomes and the Economy Canadian Council on Learning.

Jennifer Kuenzig is the Community & Contract Services Programmer with the Training Group at Douglas College and a member of the Surrey Board of Trade's Human Resources Team.

Dangerous Patterns in Business and How to Avoid it

It isn't uncommon for owners of growing small businesses to get so busy doing the work that they don't have time to plan how they want to work. As a result they can fall into dangerous patterns. Ultimately, these can cost companies a significant amount of money by reduced their reputation and in lost productivity.

How do you know if you have these bad habits? You may catch yourself saying:

- 1. They're doing the job I pay them to do. Why give them recognition?
- 2. I wrote a memo about a new change and sent it to everyone at the company. So why aren't they doing it?
- 3. My employees know the tasks they're supposed to do. Why would it matter if they have insight into the other departments or bigger plans and goals of my company?

The short answer to each of these questions is Employee Engagement. What is Employee Engagement? To paraphrase Kevin Kruse in his 2012 article in Forbes Magazine, it is NOT employee happiness or satisfaction. Instead, engagement is an emotional commitment to an organization and its goals. When employees are engaged, they use discretionary effort (i.e., they give more of themselves), and they do the right thing even when no one is looking. As a result, customer service and customer satisfaction can rise appreciably.

Did you know that research done by global research experts, Gallup found that 84 percent of employees in Canada are either not engaged or are actively disengaged? This excerpt from Gallup will help you recognize where your employees may be on the engagement scale.

- Engaged employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.
- Not engaged employees are essentially "checked out." They're sleepwalking through their workday, putting time—but not energy or passion—into their work.
- Actively disengaged employees aren't just unhappy at work; they're busy acting out their unhappiness.
 Every day, these workers undermine what their engaged co-workers accomplish.

"Eighty-four percent of employees in Canada are either not engaged or are actively disengaged."

Building engagement at your workplace isn't difficult, but it is a conscious choice that requires action. Three practices to build engagement include:

Clarity: With a clear direction, you are more likely to find and hire the right people. Employees can contribute more of their skills and expertise when they are clear on the goals and vision of the company. Feedback gives them clarity on whether or not they're doing a good job; what they should do more of, and what needs to change.

Consistency: When the leader's actions align with the values and goals of the company, trust is fostered. When employees are treated consistently they will find the company to be more fair and therefore, trustworthy. Trust builds engagement. When you consistently include employees in the business (like getting opinions about change or giving them a voice when it comes to improving things), they tend to care more about your business.

Communication: It's good to let people know what is going on. If you don't, they'll make up stories about what they think may be going on, and that can just get ugly. When you have an effective plan for communication (inside and outside your company), you create more 'ambassadors' for your organization and improve the overall reputation. That helps attract good customers, and good employees. It's just good for business.

Planning to have engaged employees isn't just for companies with hundreds of employees. It boils down to this: Do you want to have better returns on your investment and improve your company and its reputation? If so, take some time to consider how engaged your people are and how it can be improved. Your business will be stronger, and you'll create a better place for people to work.

Adrienne White is an expert in strategic communication and the people side of change, working with companies from 8 - 80,000 employees. If you want to discuss how to increase engagement in your company, contact Adrienne White at The Stratfour Group: Stratfour.com



"The Health Authorities can't do it all"



Speakers from L-R are: Leah Donaldson and Amalia Szilagyi from McQuarrie HunterLLP; Teena Love, General Manager of Amenida Seniors Community; Keith McBain, Executive Director of Community Services, FHA; and keynote speaker BC Seniors Advocate Isobel Mackenzie.

Nearly everyone has a story either within their family or a work colleague who has had to leave work due to a health emergency of their parent or elder relative. BC Seniors Advocate Isobel Mackenzie was keynote at the third Leadership Surrey Dialogues: Business and Health Care, which focused on the impact that caring for elder relatives has on productivity. Just a week previous to the September dialogue, Ms Mackenzie had released a new report, Caregivers in Distress: More Respite Needed.

Using the latest figures available, unpaid caregiving for seniors is estimated to be at \$4.1 billion per year in BC. Further, 6.1 million Canadian workers are unpaid caregivers leading to a \$1.3 billion loss in workplace productivity nationally. A surprising finding in the Seniors Advocate's research, is that only 7% of seniors who qualify for Adult Daycare Programs (ADP) attend these respite programs. Yet, some of the programs have waitlists. The disconnect is problematic as there is insufficient evidence to suggest why families and caregivers are not able to get the respite they need through existing programs.

Health programs and services are available, according to Keith McBain, the trick is to know about them, access them, coordinate them, and implement transition strategies for the senior as their health needs become more pressing. This, too, impacts productivity as it takes time and not a few phone calls and meetings to ensure smooth delivery of services, especially to seniors who are still residing at home. If seniors are residing in an independent or assisted living environment, the family members are still involved in setting up programs and health services in conjunction with management to ensure coverage.

Often overlooked is the importance of putting legal documents in order well in advance of potential health crises. From power of attorney to living wills, it is important to ensure the wishes of the senior relative are well known and supported by the family and by law. Trouble begins if documentation is lost, wishes are misinterpreted, and financial obligations are not met or mishandled. Legal advice is often the best way for a family to plan with their parent or elder relative—and it is never too late or too soon to begin these discussions.

Speaking at the fourth and final Business and Health Care dialogue that focused on workplace and community health and wellness, Fraser Health Authority CEO Michael Marchbank identified health as a "state of complete physical, mental and social well-being, not merely the absence of disease or infirmity." Acute care, which is the prevue of FHA, accounts for only one part of health care needs. Our environment and our personal choices matter greatly too, as does our work environment. Over



Speakers from L-R are City of Surrey Councillor Mary Martin, CEO and President of Fraser Health Authority Michael Marchbank, President and Founder of Live Well Medical & Exercise Clinic Sara Hodson, SFU Adjunct Professor Paola Ardiles, and moderator Gerard Breamault.

62% adults identify work as the leading cause of stress. Stress, unmanaged or managed poorly, leads to a variety of health problems further impacting productivity.

Paola Ardiles followed this theme with her presentation on Bridge for Health initiatives. After much research, Ardiles and colleagues determined six business practices, which, if implemented with the appropriate supports, can alleviate stress and other negative health impacts. Direct health services play only a small part of the framework. Participating in community activities was one of the indicators, which segued to Councillor Martin's presentation. Councillor Martin highlighted the many recreational facilities and health programs that the City of Surrey offers.

Sara Hodson, founder of Live Well Medical & Exercise

Clinic, pointed out that the Fraser Health Authority, in fact all health authorities can't do it all. We look to acute care facilities to solve chronic and long-term illness when their priority is acute care. However, there is a gap in services between what people need to live healthier lives and what is currently available. That gap, said Hodson, is an entrepreneur's opportunity. She saw a need years ago while working in cardiac rehabilitation for FHA as relatives of patients asked for similar programs for their own health needs. The Live Well Clinic was born to develop and provide health care programs for individuals requiring assistance.

The four dialogues were developed to provide SBOT members the opportunity to discuss the priorities identified by the Social Policy Team as challenges within our health care system that impact our members' productivity. Information gathered will be added to a report that will be presented to the SBOT directors early in 2016. In addition to the dialogues, Kwantlen Polytechnic 4th year nursing students are assisting with research including a survey and interviews with members.

For further information on the health care dialogues or the Social Policy Team, contact anne@businessinsurrey.com.

September's Dialogue on Seniors was sponsored by Dennis Kifflak of RE/MAX Little Oak Realty, BC Association of Community Response Networks, and Surrey

Urban Mission.



October's Dialogue on Wellness was sponsored by BC Association of Community Response Networks, and Surrey Urban Mission.



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ARTS AND CULTURE

National Film Board Of Canada Brings Film Technology to Surrey

Audiences in Surrey will be able to literally step into British Columbia's historical past through the National Film Board of Canada (NFB) interactive virtual reality experience Circa 1948, which makes a stop there starting October 27 as part of an exhibit celebrating the 50th anniversary of Simon Fraser University. Circa 1948 was co-created by the NFB's award-winning Digital Studio in Vancouver and acclaimed artist Stan Douglas. During its world premiere in New York, in the Tribeca Film Festival's Storyscapes program, Time magazine hailed the project as a "clue as to a possible future for storytelling" and proclaimed "Canada builds a virtual time

"By directly investing in today's technology, the NFB continues its groundbreaking work in digital storytelling in a way that allows creators to capitalize on important R&D in today's billion-dollar gaming and technology industries," said Loc Dao, Executive Producer of the NFB's Vancouver Digital Studio. "The creative lessons learned are ones that are easily shared with other industries in Canada. At

the NFB we have been contributing these findings with other artists and experts around the world in several conferences."

Circa 1948 is a life-sized user experience that physically immerses audiences in the city's post-war past—in the former Hotel Vancouver on the West Side, squatted by homeless war veterans, or in the muddy streets of Hogan's Alley in the working-class East Side, populated by racial minorities, gamblers, prostitutes and corrupt police officers.

The installation will be at SFU's Surrey campus, 13450 102nd Avenue (attached to the Central City Shopping Centre), from October 27 to November 13, and is open to the public on weekdays only. Admission is free and on a first-come, first-served basis. For more event information, including opening hours, please visit 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.



Circa 1948 Produced by Selwyn Jacob Scene from Hogan's Alley in Vancouver, Circa 1948 iPad app.

Photo taken from the production © 2014 National Film Board of Canada.

BUY LOCAL WEEK

Why Buy Local?

The fourth annual BC Buy Local week occurs from November 30 - December 6, 2015. BC Buy Local Week is an annual celebration of local business, promoting the contributions they make to our economy and our communities.

Why buy local? Your dollar goes further when you support businesses and products that are owned, made and grown in your community. Local businesses not only build resilience and foster innovation, they also create good jobs, support local charities and contribute significantly to our tax base. Every dollar spent with a B.C. business has 2.6 times the economic impact of those spent with non-local competitors because local businesses re-circulate the dollars they earn many times locally by using other local businesses as suppliers for marketing, financial, legal

and other services. We call this the multiplier effect.

By purchasing B.C. made and grown products, and buying from locally owned businesses, we all benefit from the multiplier effect. Small shifts in consumer spending towards local businesses have huge economic impacts. A 1% shift in consumer spending towards local businesses can result in 3100 jobs and \$94 million in additional wages to the B.C. economy. This is a boon at a time when the market share for B.C. retailers is the third lowest in Canada.

Celebrate the local businesses and products in your community - look for the pink dot and post it online with the tag #BCBuyLocal. Sign-up to find other great B.C. businesses at bcbuylocal.com.

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.

LEADERSHIP SURREY SERIES

Building a Creative Economy

Through a series of events, the Surrey Board of Trade has made a commitment to foster, enhance, and expand the development of the rich human, cultural, and natural resources of the community, resulting in a more competitive economy in what is one of Canada's most livable communities. At the heart of this vision is a simple question: What can arts and culture do for the economy, and what can business do for arts and culture?

The Honourable Peter Fassbender, Minister of Community, Sport and Cultural Development, and Catherine Murray, SFU, will explore the potential of a thriving creative economy in Surrey and the opportunities for businesses to engage and enhance their brand through partnering with arts, culture, and tourism events.

Friday November 13 Date: 7:30 a.m. registration &

breakfast; 8:00 a.m. program **Location:** Sheraton Vancouver Guildford

Hotel, 15269 104 Ave, Surrey)

Free, registration required with info@businessinsurrey.com

Sponsored by Sheraton Vancouver Guildford Hotel.

Did you know?

Estimates indicate that the direct economic impact of culture industries was \$53.4 billion in Canada in 2010, or 3.4% of Canada's Gross Domestic Product (GDP). In 2010, there were 707,000 jobs directly related to culture industries, or 4.1% of total employment. (The jobs figures include full-time and part-time jobs, while part-year employment is included on a pro-rated basis.)

Nationally, the GDP (also known as value added or direct economic impact) of culture industries is much larger than the value added of utilities (\$35 billion), accommodation and food services (\$32 billion), and agriculture, forestry, fishing, and hunting (\$23 billion). On the other hand, the value added of culture industries is less than that of transportation and warehousing (\$63 billion), construction (\$113 billion), and mining, quarrying, and oil and gas extraction (\$115 billion).

Arts Research Monitor, www.HillStrategies.com

WHAT'S HAPPENING

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

ANNOUNCEMENTS



MNP LLP and KNV have come together under one roof in their newly built building MNP Place, located in South Surrey at 15303 31st Avenue. Back in February 2015 MNP merged with KNV. Their team of 165+ team members proudly serve this fast growing business community.



Semiahmoo Resort, Golf, and Spa and Danny Lidder are proud to become new members of the Surrey Board of Trade. Please contact Danny for Special discount to members 604-363-7187.

Semiahmoo Resort, Golf, and Spa announces the hiring of Bruno Feldeisen as Executive Chef. Bruno has won numerous awards and was a competing chef on Chopped Canada, Sweet Genius and Donut Showdown on the Food Network Channel.



Gilmour Knotts announces their new name: **Gilmour Group Chartered Professional Accountants,** the result of a merger of 3 accounting professions. Joining the team is student Raj Mehan, working towards his CPA, partner Harvey Knotts has left for other opportunities, and Dawn Loeffler is on maternity leave.



Thinkspace Architecture Planning Interior Design announces that Leonard Rodrigues, Architect AIBC, AAA, FRAIC, MCIP, RPP has become a partner in the firm. To learn more about Thinkspace, please visit www.thinkspace.ca.

Jodi Sturge has been selected as Deputy Executive Director of Lookout Emergency Aid Society. For the past 10 months, Jodi has lead the Human Resources Department and initiated organizational change. Prior to joining the Lookout Society, Jodi was the Director of Homelessness Initiatives with the Elizabeth Fry Society of Greater Vancouver.

Margaret Page, of Etiquette Page Enterprises and Beyond the Page Coaching and Training Ltd, was recently elected to the Toastmasters International Board of Directors. She assumed the two-year term during the organization's 84th annual International Convention, held last month in Las Vegas, Nevada.

Richard Dendy is the new Chief Financial Officer and Chief Revenue Officer for **A & A Customs Brokers**. Richard brings 30 years of financial, customer service



and revenue-generation experience to a leading provider of Freight, Brokerage and Distribution. AACB is located at Pacific Highway in Surrey.

Surrey RCMP Roll Up Their Sleeves for Life



In an annual national blood drive called Sirens for Life, first responders in the community are encouraged to roll up their sleeves and have a friendly competition to see which agency can give the most. During September and October, agencies like RCMP E-Division, RCMP – Surrey Detachment, Surrey Firefighters L 1271, and members of the BCEHS in the Surrey/Delta catchment have been helping fill empty appointments at the Surrey blood donor clinic, conveniently located across from Guildford Town Centre at 15285 101 Avenue.

Members of the public are encouraged to join them in saving lives by giving blood. Any one who would like to donate can book an appointment at blood.ca, on the GiveBlood app or by calling 1-888-2DONATE (236-6283). The attached photo is from a member of the police service who donates regularly.

Building on three decades of advising businesses of all sizes in various ways, Dan Effa has opened **Effa Consulting** to focus on strategic management advisory services. Dan can be reached at 604-591-9225 or deffa@effaconsulting.com (www.effaconsulting.com).

Hino Central announces that they have extended their service hours to Midnight Monday to Friday. Their new hours of operation will be Monday to Friday 7:30 AM to Midnight and Saturday 8:00 AM to 4:30 PM.

R.F. Binnie & Associates congratulates Project



Manager, Ron Wiebe, on his retirement. Ron joined Binnie after 30 years with City of Surrey Engineering.
During his 8 years with Binnie, Ron continued his work improving roads such as Fraser Highway and King George Boulevard.

ΔΙΛΙΔΕΙΟ

Rod Wainwright (CEO) and Bryan Wainwright (Operations Manager) of Lantrax North American Logistics attended the CEO Summit in Toronto where they were recognized as one of Canada's Fastest Growing Companies on the 2015 PROFIT 500 list.

Surrey-based Lantrax North American Logistics made the 2015 PROFIT 500 list with a ranking 257. They earned their position on this prestigious list by achieving a five-year revenue growth of 231%.

The City of Surrey was recognized by the Union of B.C. Municipalities in September, winning the Community Connections Best Practices award for their MySurrey and Surrey Request Apps; and the award for Excellence in Action Best Practices for their work replacing street light copper wire with less desirable wire.



Burns Bog Conservation Society announced that founder and advocate **Eliza Olson** received an honorary degree from KPU on October 9, 2015. Dr. Alan Davis, president and vice-chancellor of KPU, stated Olson represents the very best in sustained and dedicated service to the region.

NewGen Technologies has achieved recognition on both the PROFIT 500 annual ranking of Canada's Fastest-Growing Companies and Business In Vancouver's top 100 Fastest Growing Companies.

Kasa Supply Ltd., has achieved a ranking of 120 on the 2015 PROFIT 500 ranking of Canada's Fastest-Growing Companies, with a 5 year growth of 572%.

Complete Accounting Solutions announces it's the winner of the 2016 Consumer Choice Award in the category of Accountants – Small-Medium Business – South Mainland for the Greater Vancouver Area. They are Professional Business Accountants (PBA) with an A+BBB rating.

Beverley Brooke Bly, Director of Development at Burns Bog Conservation Society, was honoured with a leadership award, the best in excellence, from the Self Employment Entrepreneur Development Society (SEEDS), on October 15 at Surrey City Hall.

Brenda Steele earned the silver pendant for top sales of the year for Mary Kay Cosmetics.



WHAT'S HAPPENING

AWARDS, continued from page 21

Surrey's **Columbia Plastics**, a privately-held custom injection molding company, was named CME-BC 2015 Manufacturer of the Year. The ceremony took place October 28th at the BC Manufacturing Hall of Fame Closing Ceremony & Tradeshow, which wrapped up Manufacturing Month. www.cme-mec.ca

www.surrey.ca/community/17781.aspx.

November 8 – **Surrey Hospice Society's** 'Dove Release Memorial' Event "A Beautiful Way To Honor Your Loved One," 9:30 a.m. at Bear Creek Park Pavilion, 88th Avenue, Surrey. Please call to register 604 584 7006 by Oct 30th.

community services starts at 8:00 p.m. at 15128 27B Ave, Surrey. www.whiterockrotary.org.

November 21 – The **Lower Mainland Down Syndrome Society** will be hosting their annual Pub Night Fundraiser. Tickets are \$20 each or 2 for \$35. For further details or to purchase tickets contact their office at info@lmdss.com

December 1 - Surrey Hospice Society's 'Coping Through The Holidays' Event Come make a lantern and exchange practical ideas to help cope with grief during the emotional holiday season, 6:30 - 8:30 p.m. in the Surrey Arts Centre Program Room 13750, 88th Ave, Surrey. Please call to register 604 584 7006 by Nov 23rd.



February 12 – Sal Ferreras will bring together some of Surrey's most outstanding world music and jazz artists for Drumheat—a spectacular evening filled with driving rhythm and evocative tunes at the Surrey Arts Centre in support of **Arts Umbrella Surrey**. https://tickets.surrey.ca

MEMBER ANNOUNCEMENTS

To post your news here, contact anne@businessinsurrey.com
Ask Anne about how to enhance your news, include your workshops, or take advantage of content marketing opportunities to over 15,000 Business in Surrey readers.

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

SBOT Business to Business Reception

Join SBOT members for a Business to Business Networking Reception at Semiahmoo House Society. Semiahmoo House is a not-for-profit organization providing services to people with disabilities and their families in Surrey and White Rock.

 Date:
 November 17, 2015

 Time:
 5:00 – 7:00 p.m.

 Address:
 15306 24th Avenue, Surrey

Admission: Free

EVENTS

Ellie King's PUSS IN BOOTS TICKETS MAKE GREAT GIFTS!



This sparkling version of the classic French fairy tale comes complete with eye-dazzling costumes, fanciful sets, toe-tapping music and amazing special effects – Fun for the whole family!

Come see our community mentorship participants strut their stuff as they take the stage for this captivating event full of magic, music and merriment.

SURREY ARTS CENTRE - 604-501-5566

Dates: Dec 18 – 27 **Times:** 3 pm & 7 pm

Details www.rctheatreco.com

(Family packs and groups telephone purchase only)

November 1-7 – National Down Syndrome Awareness Week. The **Lower Mainland Down Syndrome Society** is celebrating this week with stories of individuals with Down syndrome and their accomplishments. Please send your stories and pictures to info@lmdss.com. For more details: www.lmdss.com.

November 3 – Youth were asked to grade Surrey's community based on indicators such as health, transportation, education, belonging, crime, and more. **SurreyCares Community Foundation's** "Youth Vital Signs" report will be released at the Surrey Arts Centre, 9:00 am, Tuesday, November 3, 2015. Everyone is welcome. Contact info@surreycares.org.

November 3 – **SFU's 8th Annual Diwali Event** will be held on Nov. 3 at the Aria Banquet Hall at 12350 Patullo Place in Surrey. The event is a celebration and fundraiser for students to support students working and volunteering in India. Details: www.sfu.ca/ceremonies/events.html

November 7 – **THRIVE! Surrey in 2030** is a residents' lab on the city's future. Residents are encouraged to register as their discussions will help to inform the community charter.

November 16-22 – Is Global Entrepreneurship Week (GEW). **Futurpreneur Canada** are the Canadian hosts and will be highlighting entrepreneurial and business focused events throughout November. List yours with www.futurpreneur.ca.

November 19: Want to hear some good news for a change? Come hear how **SurreyCares Community Foundation** grants have helped to make your community a better place for everyone to live, work and play! Everyone welcome at the Surrey Arts Centre, 4:00 pm, Thursday, November 19, 2015. Contact info@surreycares.org.

November 19 – **DIVERSEcity** presents an Arts Exhibition & Fundraiser featuring art from emerging local immigrant and refugee artists. Proceeds from the event support resettlement support for recently arrived local refugees in BC. More information at 604.547.1219 or csidhu@dcrs.ca



November 20 – The Rotary Club of White Rock presents an evening with Elvis (Steve Elliott). The charity fundraiser for

CLAST THOUGHTS

SBOT and the Federal Election Results

The following article from the Canadian Chamber of Commerce covers most of the Surrey Board of Trade priorities and concerns that we have while welcoming a new government to Ottawa. However, there are a few areas that we will be monitoring closely as the new Federal government settles in and gets down to work.

- 1. We have long advocated for the return of the long-form census. Without clear, unequivocal data, how can good public policy be developed with any confidence that it will effect change? It may be too soon to be developed for the 2016 census, but we are hopeful.
- 2. The Liberal commitment to support Surrey's Light Rail development is also hopeful. Although new investments in infrastructure are 4.76% of overall new investment (\$1.675B out of \$35.157B. Liberal "Real Change: A new plan for a strong middle class" p.82), we will be watching to ensure that some of that funding lands in Surrey. Light rail forms only part of the overall transportation needs of Surrey, South Fraser and the whole Metro region. Investment will be required to support the development of assets that support major infrastructure projects along with

- ongoing operational costs to alleviate congestion pressures on our traveling workers.
- We have very little information on what the Trans Pacific Partnership trade encompasses. Although the initial highlights sound very promising, we anticipate the publication of further details for examination in the not too distant future. One of our advocacy teams indicated that it would be good if labeling and standards are consistent; another team highlighted that intellectual property rights may be at risk. We strongly support trade and will advocate for the best foreign business opportunities for our members, which means paying very close attention to the details.
- 4. Connecting the environment with a strong economy is a welcomed step in the right direction. As a member of the National Zero Waste Council with a very active Environment Advocacy Team, we are strongly supportive of opportunities that exist for entrepreneurs in a green economy.
- Social and affordable housing, a different way of addressing family and childcare needs, among a number of optimistic promises for the middle



Shelley Besse, Anne Peterson and Anita Huberman in Ottawa on October 19, the day before the Federal Election, at the monument celebrating October 19, 1929 — the day women were declared persons under the law in Canada.

class all sound good. Whether they are acted upon or implemented in a manner that is positively impactful remains to be seen. We will also monitor how these proposed programs assist Surrey Board of Trade members and the Surrey community at large.

We congratulate the election of local MPs and thank those who were not successful for their service to their community. The Surrey Board of Trade's Board and staff look forward to working with our new representatives and the ministers as we work together to ensure a strong economy for the future.

The Red Wave: What it Means for Canadian Business

Canadians have spoken decisively and given the Liberals a majority that no one thought possible. (Why do we even read polls anymore? Maybe we'd be better off scanning the stars.)

Here's why the pollsters got it wrong. The number of people who voted Liberal shot up a staggering 149%, from 2.8 million in 2011 to 6.9 million this past Election Day. Meanwhile, the Conservative vote didn't budge. from 5.7 million voters last time to 5.6 million, as the base stayed loyal. Where did all these votes come from? Strategic voting played a small part in Mr. Trudeau's triumph, as the Liberal surge pulled just under a million votes from the NDP. But mostly, the Libs benefited from a massive increase in people coming to the polls as 69% of Canadians voted, up from 58%, an additional three million newbies. Mr. Trudeau changed the landscape and will enjoy a reasonable oneymoon owing to the size of his victory. But what does it all mean for Canadian

Infrastructure will also get a big boost. The Liberals have promised to set aside a portion of their \$60 billion plan for roads, ports and gateways and they have committed to improving Canada-U.S. border crossings and cargo inspection. Studies show that every \$1 of infrastructure spending adds \$1.70 to final GDP. Thus, the added spending could boost Canadian economic growth by almost 1%.

More good news is the renewed focus on

trade. The Liberals have told us they'll continue to pursue free trade agreements. We expect them to implement Canada's deal with the Europe Union as well as the recently concluded Trans-Pacific Partnership. Trade negotiations with India are currently stalled, but we hope they will also be a priority.

The area the Canadian Chamber is watching with concern is payroll taxes. Firstly, the Liberal government will seek to expand the Canada Pension Plan, a position we support, but it may be politically tempting to push costs onto employers. CPP contributions act as a tax that makes it more expensive to hire staff, which can depress employment. The other major payroll tax, employment insurance, has been pulling in far more money than it was paying out for many years and so it was set to decline from 1.88% to 1.47% in 2017. The Liberals have promised to tax an extra \$500 million of revenues from keeping the EI rate at 1.65% in order to pay for additional training. The Canadian Chamber has for a long time been vehemently opposed to using EI premiums for purposes other than funding the insurance it provides.

As the largest business association in Canada, we see a lot of positives in the new government's platform and we share in the country's enthusiasm. With new ministers, new staff and a new leadership style from the top, there is an unprecedented opportunity to work with the government and have our voices heard.



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