

Events

April 15

Crime Breakfast -
Cloverdale

April 24

Business and Education
Dialogue with 3 BC
Ministers

April 25

Business and Canada Post
Dialogue

May 2

Surrey Tour of Industry

May 8

International Trade
Awards Reception

May 14

Surrey Mayor's State of the
City Lunch

May 21

Innovation Awards Dinner

May 28

B2B at Semiahmoo House
Society

June 5

Fun in the Sun Networking
Golf Tournament

June 12

Surrey's Top 25 Under 25
Awards Reception

June 18

50th SBOT President's
Dinner / AGM



Surrey Board of Trade supports the Semiahmoo Proposed Mixed-Use Development

The Surrey Board of Trade supports the proposed residential tower development planned for 152 Street at 19 Avenue - which will help create a cultural hub in South Surrey. This is a private multi-purpose project proposed by co-developers SCDC and 152 St Holdings and designed by ZGF Cotter Architects.

"The Surrey Board of Trade is very pleased to see the integration of a 350 seat performing-arts centre and an artist run contemporary arts cafe/gallery, as well as two condominium towers and office and retail space. We hope that this development is approved by the City of Surrey", said Anita Huberman, CEO, Surrey Board of Trade.

The **performing-arts component**, fronting on 19 Avenue, is a proscenium theatre, studio theatre and rehearsal hall and dressing rooms, as well as offices and support spaces, totaling 22,000 sq. ft. The **contemporary arts centre** component would include a cafe on 152 Street connected to gallery and exhibit spaces totaling 6,900 sq. ft. A **marquee plaza** at the corner of 19 Avenue and 152 Street would provide access to the main lobby of the theatre, and lead to pedestrian mews along 152 with cafe seating and outdoor space for the arts centre. The current design includes up to 350 residential units, divided between a 26-storey tower and a 19-storey tower. The Surrey Board of Trade's comprehensive Strategic Plan encompasses creating an action plan on how to accelerate our creative economy in Surrey - what are creative industries - and why is it necessary for economic development.

If a strong community creates a strong economy then there's no time like the present to begin talking about strategic investments and initiatives in Surrey that will strengthen our creative industries - such as theatre, film, digital animation, the development of gallery's both public and private, the inclusion of public art in civic and private developments and more. The proposed Semiahmoo Mixed-Use Development will make Surrey economically stronger.



For the opponents to this project, some things to keep in mind are:

1. What do you think Surrey needs in order to encourage the development of cultural industries?
2. Where do we have gaps or challenges?
3. What are the opportunities to accelerate the development of a vibrant arts and culture industry in Surrey?
4. Traffic issues will be mitigated with new developments that are tasked to widen roads or create road improvements.

Sometimes what you see as cities grow is that artists populate an area of town, bringing it to life with their creativity and artistic projects. The area becomes attractive to others as galleries, cafés, and other businesses start to move in, attracted by the burgeoning creative scene. This creates jobs. People want to live there. Artists and cultural spaces are powerful agents of change in the community. It makes Surrey a destination not only for local residents but also for the region and province. We heard about this at the Surrey Board of Trade and City of Surrey Creative Economy Dialogue session when Howard Jang from the Arts Club spoke about the impact of the Stanley Theatre on the South Granville community. When cultural activity moves into a neighbourhood it brings the potential for job growth, event space, beautification, and more.

www.businessinsurrey.com



**ON
THE
INSIDE**

Anti-Spam Laws:
Effective July 1
Page 04

Domestic Abuse
Position Paper
Page 08

Profile: KPU School
of Business
Page 14

BioRegional Food
Design System
Page 19

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➔ TRANSPORTATION

Rail Overpass on 152nd Open Late May - Early June



The City of Surrey's Manager of Transportation advised the Surrey Board of Trade that the Roberts Bank Rail Corridor Overpass should be ready, depending on weather, between now and opening day, scheduled for the end of July.

"The opening of the overpass at 196 Street and 54 Ave is also weather dependent," said Jamie Boan. "We need suitable weather for top lift paving

and pavement markings and we anticipate that this will be late May – early June."

The 192 Street overpass has been delayed due to issues with BC Hydro. Two of the eight overpasses which comprise the Roberts Bank Corridor project, are located in Surrey. Four are located in Langley and the remaining two are located in Delta.

➔ BUSINESS SUPPORT

The Surrey Business Mentorship Network

The Surrey Board of Trade is always looking for ways to create a workplace culture where everyone can reach their full potential. The Surrey Board of Trade in concert with their bold strategic plan is pleased to announce the creation of the Surrey Business Mentorship Network, a resource group that promotes the professional development and advancement of women through activities, workshops and networking events.

The Surrey Business Mentorship Network:

1. Will Work with the Surrey School District to raise awareness of the importance of educating young women about career opportunities in science, technology, engineering and math. And also for all young people in the early grades. Today, only 20 per cent of university and college students enrolled in these fields of study are women – a statistic that has remained unchanged for more than 25 years.

2. Will Create a Business Mentoring Program pilot that matches senior leaders and executives with employees who are recognized as having a lot of potential. This helps to keep these up and comers on the cutting edge of their profession and for their business.

3. Will Host roundtables for women professionals and businesses in general on a variety of topics ranging from branding to human resources to product development.

The *Surrey Business Mentorship Network* will have many other partnerships, resources, and events as well as a web portal full of information at businessinsurrey.com.

The Surrey Board of Trade is now looking for: Sponsorship Support, Mentors and Participation on the SBOT Education Team to further develop this network.

➔ CITY NEWS

Notice to Businesses: Surrey makes changes to its sign bylaw

Amendments to the Surrey Sign By-Law No. 13656 were approved by Surrey City Council late last year and the city is now looking to create an educational campaign to businesses before it starts handing out tickets. The changes are intended to reduce

red tape and to enhance the city's streetscapes. What will be looked at is flags, banners, bouncing gorillas, multiple signs in windows, sandwich boards and more. Watch for more information from the City of Surrey at www.surrey.ca

➔ CRIME

Surrey Board of Trade Launches A Best Practice Code to Protect Electronic Information

The Code, available in detail on the Surrey Board of Trade's website www.businessinsurrey.com includes the following areas:



1. Be familiar with PIPA and PIPEDA the BC and Federal privacy acts and bylaw. You must appoint a designated "Privacy Officer" and have procedures under those acts concerning the collection, use, storage, disclosure and disposal of information.

2. Standard Mail and Electronic Communications

Create policies for handling regular mail as well as email, company and personal.

3. The "OPEN OFFICE" Area needs a clean desk policy

Ensure files and documents are not left on desks, nor sensitive information on computer screens. Police this regularly.

4. Lock Down Electronic Equipment

5. Security Monitors in Wrong Places

Ensure that critical monitors are visible ONLY to authorized staff, not the public.

6. Use legitimate Shredding services to dispose of all documents.

7. Disposing of Electronic Devices: Equipment being returned after a lease, sold or otherwise disposed of must have memory purged or drives removed.

8. "BYOD" – Bringing or using staff owned devices is hazardous. Lost or stolen data may compromise

the company's systems, intellectual property and security.

9. The company should provide the required equipment including encrypted USB storage devices.

10. Don't allow personal cell phones or personal storage devices to be plugged into the company computer for any reason.

11. Before Using The Cloud find out:

- Is the server or backups located in Canada or the US? Be aware of the US Patriot Act .
- Who owns the server and who then owns my data?
- Who has access to my data within this service?
- What risks are there within this system?

12. Transporting Electronic Data requires procedures concerning the transfer, shipment, or personal transport of company data.

13. Educate all employees not to leave POS equipment where it's accessible to anyone other than staff.

14. Develop Policy on the use of Social Media at work. Guard against photos with your staff wearing their name tags or bar-coded security entry badges.



From the
Surrey Board of
Trade

BUSINESS *in* Surrey

April & May 2014

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FROM THE PRESIDENT'S DESK:

Anti-Spam Legislation: new way of doing business

On July 1, 2014, **CASL**: Canada's Anti Spam Legislation, comes into effect. You will no longer be able to communicate, by Commercial Electronic Message (CEM) with anyone who has not given you "prior" permission to do so. The same opt-in consents and standards are required and apply to the installation of a computer program on a computer, smart phone or other computing device but I'll leave that up to you to explore. I'll focus on CEMs, emails for commercial purposes

CASL applies to everyone including incorporated and incorporated businesses, non-profits, individuals, colleges and universities, trade associations, hospitals, and more.

There are two exemptions: Registered Charities and (no surprise) Political Parties seeking donations!

A CEM is any communication which entices someone to buy something – period and after June 30, you can't send a message asking someone to give you permission to send them a CEM.

CASL covers email, SMS Texts, instant messages & social network messages. Most business to customer messages are commercial and many business to business messages are also commercial.

There are no exemptions – if it has any commercial content, it's a CEM. **BUT - there are exemptions.** You will not need consent to: send a quotation upon request, complete a transaction, or provide warranty, recall or safety information.

BUT YOU MUST still include the prescribed information (coming up) and an "Unsubscribe" mechanism.

There are two kinds of consent (which you must have received prior to electronic contact):

1. Express: meaning someone actively gave you permission to send them a CEM

- a sign up on a website, response to a contest or coupon offer, sign up at point of sale, sign up over the phone. But you cannot pre-select permission indicators on communications - the box must be filled in by the respondent, and you must keep records of these permissions.

2. Implied: meaning it would be reasonable to conclude you have someone's permission based

on prior relationships. This includes a family or personal relationship where direct two-way communication or shared interests can be demonstrated over a period of time.

Consent will not be required for messages sent: within an organization; between organizations that have a relationship; to satisfy a complaint; to respond to an inquiry; or to satisfy a legal obligation. If someone gives you a business card, it's likely that consent is implied.

Prescribed Information: What you must include:

- Identify who sent the message
- Identify who the message was sent on behalf of
- Provide contact information on both the above, including snail mail address, email address, web address or phone number.

An Unsubscribe mechanism must be included in every message and if a receiver unsubscribes, you must ensure that no further messaging occurs within 10 days.

Burden of Proof - that you have permission - is on you. Keep thorough records.

Penalties: No fooling - \$1 million for individuals and \$10 million for organizations, may be imposed by the CRTC or delegate, and are intended to encourage compliance, however, violations are not a criminal offense, can be appealed to a federal court, and are not liable if due diligence can be demonstrated.

This law is in effect July 1, 2014, January 2015 for computer programs, and there will be a legislative review in 2017.

Get prepared now, get the consent messages on your communications in advance. Train your staff, secure your permissions to contact in advance, and start keeping records – now.

One more thing... CASL is not limited to Canada. It applies to all electronic messages where the computer used to send or access the message is located in Canada.

This is intended to be a brief overview of the CASL requirements, a heads up. I strongly urge you go to the federal government website for more detailed information
<http://fightspam.gc.ca/eic/site/030.nsf/eng/home>



Bijoy Samuel
50th President
Surrey Board of Trade

➔ FROM THE CEO:

Surrey Board of Trade – Advice and Action



Anita Huberman
CEO, Surrey Board of Trade

Our Strategic Plan give us the Action to:

Engage local universities – Kwantlen Polytechnic University and SFU for business research to obtain market intelligence

Attract businesses to the city, regionally, nationally and internationally

Support businesses to innovate - create new processes, new systems, bridge access to venture capital to expand and continue to exist in the future.

Offer Business Training to support business and new entrepreneurs

Expand our Business and International Trade Centre

Support Business with skill shortage issues and immigrant labour integration

What I've Learned to Collaborate and Persuade Others to Action is:

1. Be Purposeful

Truly persuasive people understand their power and use it sparingly and knowingly. They understand that most conversations do not require trying to get someone to do or accept something.

2. Listen

Articulate you position in a convincing way, but also listen actively when in persuasion mode.

3. Create a Connection

Be likeable and look for common ground to help establish shared objectives.

4. Acknowledge Credibility

When you are persuading people, reinforce facts.

5. Offer Satisfaction

Find the easiest path to yes. Often that is simply to give them what they want in a timely fashion.

6. Know When to Shut Up

You don't win with an unending verbal barrage. Wearing people down is not an effective strategy.

7. Know When to Back Away

Urgency and immediacy are often the enemies of real persuasion. Make your case, and walk away.

The Work of the Surrey Board of Trade

Through support of our members, sponsors we are able to as our mandate defines, work on making the Surrey Board of Trade a recognized voice of business.

In addition to what you will read in the April/May edition of 'Business in Surrey', the Surrey Board of Trade has been working on the following for the benefit of Surrey, our businesses, and our economic region.

Advocacy:

Travelling in April to Ottawa

Upcoming Policy Positions: Health Care, Skills Shortage, Pattullo Bridge, Light Rail

Programs:

Crime Reduction – Bar-Liquor

License Establishment Program

Skills Shortage - Labour Market Program

Student - Industry Integration

Program - Met with Jordan Tinney, new Surrey School District Superintendent

International Centre - Letters of Credit Service
Federal Government Business - Office of Small and Medium Enterprise at the Surrey Board of Trade

Media:

Interviewed by local, regional, national media outlets on advocacy positions and SBOT Programs.

Technology:

SBOT App is being designed. Watch for details.

New Face to the SBOT:

Welcome to our Honorary Director, Kevin Falcon. We look forward to working with him.

National Film Board:

And thank you to Surrey Libraries for implementing the NFB Film Club at the Semiahmoo Library. As many of you know I am an appointed member of Canada's National Film Board by the Federal Minister of Heritage. Please check out their films for you and your family at:

<http://www.surreylibraries.ca/programs-services-/5417.aspx>

And for Members of the Surrey Board of Trade, I hope you can attend our 50th President's Dinner and Annual General Meeting on Wednesday, June 18, 2014 from 5:30pm to 8:30pm at Eaglequest Golf Course.

For more details, contact me at anita@businessinsurrey.com

➔ FINANCE AND TAXATION

Surrey Board of Trade says major funding issues remain unresolved with the 2014 BC Budget

Areas Where Clarification Is Needed

Tax Policy: The PST is an extremely burdensome tax for business. What measures are being taken to reduce the administrative burden of the PST?

Education: K-12 education funding is frozen. Where does that leave Surrey's seriously underfunded school district (BC's only growing school district)?

Advanced education funding is reducing at \$50 million per year. When can we expect the imbalance-correcting investments for Kwantlen Polytech-

nic University and Simon Fraser University-Surrey appropriate to the area's population and demand for post-secondary education?

Health Care: The BC Budget commits more money for health care. Why is the per person funding in the south Fraser only \$1500 when in Vancouver Coastal it is \$3,000 per person?

Crime & Justice: Nothing in the budget for the justice system, which will be negatively impacted by this increase in policing. Where is the capital funding for the Community Court in Surrey?

Labour Policy: Job growth is flat. We need an action plan now to ensure that everyone is employable in emerging industries such as LNG.

Transportation: The Surrey Board of Trade continues to wait impatiently for the unresolved issues over the structure and funding of TransLink.

International Trade: There is no mention of investments on international trade or future investments on building collaborative partnerships or program funding.

For the full position, go to www.businessinsurrey.com

➔ ENVIRONMENT

New Recycling Legislation a Burden For Business

A new industry group called Multi-Materials B.C. (MMBC) representing major producers such as grocery stores and manufacturers is set to take over responsibility for recycling all printed paper products and packaging in May.



The provincial program aims to shift the financial burden for recycling from municipalities and taxpayers onto the companies who actually produce waste, the theory being that business will cut down on waste to cut costs.

It has been indicated in recent media reports that A coalition of business groups have banded together to fight pending changes to recycling regulations, saying the regime – to take effect in May – will result in hidden costs for

consumers, push recycling contractors out of business and add costs to businesses. They say this new regulation will do little to help our environment.

Businesses that sell packaged goods or supply printed paper to BC residents are classed as stewards under the BC Recycling Regulation, making them legally and financially responsible for the costs of recycling the packaging and printed paper supplied to residents in BC.

Local governments, companies and organizations that collect residential packaging and printed paper or prepare it for shipment to end-markets are service providers and can contract with MMBC to provide services.

Find out if your business is impacted and what your responsibilities are at multimaterialbc.ca

➔ MEMBER BENEFITS

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➔ BUSINESS SUPPORT - NEW BUSINESS CENTRE SERVICE

Sell your product or service to the Federal Government

Through a specialized service only available at the Surrey Board of Trade, a Federal Government representative from the Office of Small and Medium Enterprises (OSME) will provide you with a workshop and by appointment receive complimentary consultation, at no charge. We are committed to giving small and medium enterprises (SME) access to compete for government business.

1. Understand how the government buys goods and services

2. Understand how to use: Buyandsell.gc.ca, which provides access to federal procurement information and open data including bid opportunities (tenders), standing offers and supply arrangements, and contract history

3. Learn about the Build in Canada Innovation Program (BCIP) which helps kick-start businesses and get their innovative products and services from the lab to the marketplace.

In 2013/14 the federal government awarded over

\$16 million in contracts in Surrey.

Book your workshop and appointment time today! Call Jo-Ann at 604-581-7130 or at info@businessinsurrey.com

Spaces are limited and will be booked quickly.

DATES AT THE SURREY BOARD OF TRADE
APRIL 23 – MAY 27 – JUNE 19 – SEPTEMBER 17 – OCTOBER 21 – NOVEMBER 18

Seminar from 9:00am-11:30am and then available by appointment for one-on-one meetings from 11:30am – 2:00pm.

➔ YOUTH ENTREPRENEURSHIP

Surrey Student Business Startups Celebrated

Four Simon Fraser University student startups are celebrating as winners of the third annual Coast Capital Savings Venture Prize competition. The competition recognizes excellence in business development among clients of SFU's early-stage business incubator program, Venture Connection®.

Based at SFU Surrey campus, Venture Connection® has provided mentoring, training and business support services to over 3,100 student and alumni entrepreneurs, and helped launch more than 120 new businesses since 2008. The program is offered in partnership with Coast Capital Savings, who is a major program sponsor and a member of the Surrey Board of Trade.

First place (\$3000) went to **MetaOptima**, a Surrey-based health technology company founded by Maryam Sadeghi. They are developing MoleScope, a tiny microscope and app that is connected to a smartphone, allowing people to keep an eye on potentially cancerous moles. Sadeghi also leads Surrey's new Digital Health Hub.

The runner up prize (\$1000) was awarded to **Enhanced Scientific**, also based in Surrey. The company produces high-tech laboratory and medical devices, including UV-visible spectrophotometers used for research and quality control in pharmaceuticals and cosmetics.

This year introduced the **Venture Idea Prize**, awarded to a very early-stage business showing "great promise and plan". Unlike the later stage Venture Prize, the new award focuses less on actual business results and more on vision and the execution plan for launching the business. First place (\$1000) went to **Str8 A Tutors**, an online and in-person tutoring service for high-school students wanting to go to university.

Runner up for this award was **Transcription Ninjas**, a transcription service for academic researchers.

"Coast Capital is excited to be collaborating with SFU on the Coast Capital Savings Venture Prize Competition," said Pehlaj Malhotra, Chief Risk Officer, Coast Capital Savings and one of this year's panel judges. "Coast Capital is committed to helping build a richer future for youth in our communities,



■Left to Right - (TOP ROW): Pehlaj Malhotra (Coast Capital Savings, 2014 Venture Prize Judge), Kathy McGarrigle (Coast Capital Savings), Julianne Hills (Coast Capital Savings) FRONT ROW: Candy Ho (Transcription Ninjas), Ehsan Daneshi (Enhanced Scientific), Maryam Sadeghi (MoleScope), Majid Shokoufi (Enhanced Scientific), Fez Moussavi (Str8 A Tutors)

and this initiative is a fantastic platform from which these young entrepreneurs can launch those rich futures."

"All of the competitors showed phenomenal ingenuity, creativity and dedication in bringing their ideas to life. They all deserve congratulations for their impressive effort."

➔ INDUSTRY

Food Carts For Surrey?

The food cart industry explosion is part of a creative, entrepreneurial dynamism.

Food carts can have significant community benefits to neighborhood livability by fostering social interactions, walkability, and by providing interim uses for vacant parcels. Additionally, carts provide good employment opportunities for immigrants and low-income individuals to begin their own businesses, although there are significant barriers to continued stability and success. Contributing to the cultivation of our creative economy, the sights, sounds, and colors of the many food carts — plus the mix of scents wafting from them — will add to Surrey's vibrancy not to mention getting some good tasting and affordable meals from a wide variety of cuisines.

There are a number of concerns including health and safety of food: Location of food carts – competition to local fixed location restaurants. The city could designate public spaces around the city for mobile vending.

Cities such as Denver, Portland and Cincinnati have recognized the need for a targeted approach that brings food trucks to parts of the city outside of the core business district. Denver has considered several issues that might impact or encourage economic development, including whether food truck clustering combats food deserts, where restaurant options are constrained and the ability of food trucks to activate underutilized space (like surface parking lots). Cincinnati has seven mobile food truck zones in strategic places around the city.

Food trucks do provide more eyes on the street for public safety and complement the surrounding brick-and-mortar businesses.

What do you think about Food Carts in Surrey?

Approve or Disapprove.

Please email your response and any comments to anita@businessinsurrey.com

CRIME & SOCIAL POLICY

Surrey Board of Trade releases Business & Domestic Abuse Position Paper

Domestic Abuse is typically viewed as a problem that occurs within the confines of a person's home. However, abusers seek control and when a victim leaves their home, they are still not safe. Domestic abuse can enter the workplace when an abuser attempts to harass, stalk, threaten, or injure a victim while at work.

THE IMPLICATIONS FOR BUSINESS: HIGHER COSTS, LOWER PRODUCTIVITY

Domestic abuse plays a significant role within a workplace. Domestic abuse can:

- Reduce employee productivity and motivation
- Loss of focus, which can also lead to increased risk of injury
- Lead to absenteeism
- Replacement, recruitment, and training costs if victims are injured or dismissed for poor performance
- Higher company health expenses
- Decreased worker morale
- Strained co-worker relations
- Potential harm to employees, co-workers, and/or clients when a violent abuser enters the workplace
- Liability costs if a member of the public or another employee in the workplace is harmed

THE LEGAL OBLIGATIONS FOR BUSINESS:

Domestic violence that occurs outside of the workplace and beyond an employee's assigned work duties is not workplace violence and the employer has no legal obligation to address it. However, if domestic violence spills into the workplace, the employer

may have certain legal duties. For example, if a worker's partner makes a threat of violence that puts the workplace at risk or comes to harm the employee at work, the employer must take steps to address the risk to employees. Four steps to meeting Employers' legal obligations:

1. If the employer learns of a threat — assess the risk

According to the Worksafe BC Regulation, employers must conduct a risk assessment if there is interaction between employees and persons other than co-workers that might lead to threats or assaults. If the employer learns about domestic violence that puts your employees at risk, he or she must assess the risk and decide how best to protect your workers. A sample risk assessment tool as well as links to other resources and professionals that can help you to conduct a risk assessment can be found at www.worksafebc.com/domesticviolence

2. Eliminate or minimize the risk

If the threat of violence is imminent, the employer should contact the police immediately.

3. Instruct workers

Inform staff of a hazard as soon as it is identified. If the employer learns of a risk from an individual, the employer must inform any staff who may encounter the individual in the course of their employment about the person's identity, the nature and extent of the risk, as well as the necessary controls. There is no duty to inform all workers.

4. Responding to an incident

If a violent incident occurs in the workplace review the employers' obligations under sections 172 to 177 of the Workers Compensation Act and s3.4 of the Regulation to report and/or investigate the incident and take the appropriate action. If a worker is in-

jured in a violent workplace incident, advise her/him to consult with a physician.

Employers who are found negligent in following the Occupational Health and Safety Regulations, the Child, Family and Community Services Act, and/or the Criminal Code of Canada can be subject to penalties, fines and/or imprisonment. All of which can be avoided with good company policies and practices.

POLICY RECOMMENDATIONS:

The Surrey Board of Trade recommends that the provincial and federal governments implement the following policy and educational recommendations:

1. PREVENTION

Create and implement training, education, supports, and partnerships, especially with the tools provided by WorkSafeBC

2. SERVICES

- Develop and implement an engagement strategy in collaboration with community partners to identify key issues, specific actions, strategies, timelines and desired outcomes

- Develop resource materials to support the legal community and public in preparing for the transition to the Family Law Act

3. ACCOUNTABILITY AND JUSTICE

- Determine next steps regarding domestic violence courts upon review of the BC Justice Reform Initiative report.
- Develop legal education materials for the public with the Public Legal Education Institute and the Legal Services Society on the Family Law Act.

For the full position paper, go to www.businessinsurrey.com

Top Scams: New media, same old cons

March was Fraud Prevention Month, and in Canada the Better Business Bureau Campaign is celebrating 10 years of educating consumers to Recognize it! Report it! Stop it!

Please note these scams:

TOP ADVERTISING SCAM:

Astroturfing - This is a term for posting fake online reviews on websites such as Google or Yelp. It is a form of false advertising.

TOP ONLINE SCAM: Enterprise Fee Scheme

- The most famous version is the "Nigerian Letter." It's an unsolicited request for modest financial assistance in exchange for a great deal of money.

TOP FINANCIAL SCAM: Affinity Fraud

- The fraudsters' business is lying to people to gain

their trust and steal their money.

TOP SALES SCAM: Curbers - Curbers do not disclose the vehicle's history to the buyer, often hiding a lien, accident damage or rolled back odometers. Sometimes, the car turns out to be stolen.

TOP MAIL SCAM: Lottery Scams - Lottery scams that come through the mail may seem like a thing of the past but Consumer Protection BC continues to get calls about this.

TOP TELEMARKETING SCAM: The Unknown Caller

- You may receive a call that your computer security has been compromised and that they can help you, or that your grandchild is in jail and in need of money.

TOP YOUTH SCAM: The Insta-scam

- Through a mobile app like Instagram, a scammer can post pictures of prize giveaways that look to be linked to big brands and retailers, but in reality may redirect you to online quizzes or other websites trying to get your credit card information.

TOP BUSINESS SCAM: Pretender Scam

- A business receives an invoice which appears to be from an "authorized" service provider for things like online advertising, webhosting, website domain registration or trademark copywriting services. In all cases, the service is misrepresented.

Report Scams to the RCMP at 604-599-0502 to the Better Business Bureau or call Canada's Anti-Fraud Centre Toll Free at: 1-888-495-8501.

For more information go to www.bbb.org/mbc/get-consumer-help/top-ten-scams

➔ BUSINESS PROFILE - PLASTIC FABRICATION INDUSTRY

Method Innovation Partners Takes on the Future

In 1981, Larrie Novak co-founded a small plastic fabrication shop under the name CSL Plastics. Over the years, CSL grew successfully by not only adding new manufacturing technologies and processes but also incorporating product design with engineering and manufacturing.

After 30 years of business it was slowly but surely felt that CSL Plastics needed a new name and brand to better represent the vast array of services are now being provided to its customers.

“CSL Plastics just didn’t tell the story any more” said Athena Green (Sales & Marketing Manager), who along with Carl Philibert (Vice President) spoke about the changes in the look and feel of CSL that is now METHOD Innovation Partners Inc. and their modern approach to their 18+ design, engineering and manufacturing services. In addition to all the custom projects and products that METHOD handles, there are three distinctive sub-divisions; Backwater Boats, Harvester and EXO™ Building System.

Backwater Boat division manufactures a durable, compact and portable plastic boat that seats two people (plasticboats.com). Through the Harvester division (harvestergrows.com), METHOD designs and manufactures hydroponic trays, reservoirs, and many other related products to serve its agricultural customers. Their divi-



sion EXO™ Building System, described as exciting and innovative is ideal for commercial, residential and industrial builds. These structures avoid many of the shortfalls of traditional wood-based type buildings including mold, termites, rot and energy loss. Recently EXO™ has erected a three-classroom building which offers a healthier, brighter and more spacious learning environment at Holy Cross High School in Surrey. Philibert says this type of modular building is the way to go “because we control the quality of the building and assembly on site, the build is faster.” He said these are a perfect replacement to temporary portables being used as a permanent solution. EXO™ buildings are structurally certified for 50+ years, far longer than standard portables and include some of the top architectural materials on the market.

“What differentiated METHOD from other design and or manufacturing

companies,” said Green, “was that we can take a sketch on a napkin from a small-time inventor and put a prototype in their hands.” Philibert stated, “It’s neat to see a number of successful companies developing their products starting from a concept on a piece of paper. They’ve come through our door, given us an idea and now they’re running with it. All their manufacturing is done with us, concept to realization – it’s the ultimate in vertical integration”.

“We deal with 40 plus industries,” said Philibert, “and the focus can change very quickly. CSL Plastics, now METHOD, started with Point of Purchase displays, which we still manufacture today. From medical equipment covers to movie and TV set walls, METHOD has the ability to take on any project from any industry. With a strong talented team, METHOD is always up for any challenge. For example, we produced sev-

Photo credit:Athena Green

eral transparent furniture pieces for the movie, Tron II, and many other props for well known productions filmed right here in our province. “

“One of the innovative things we’re looking for is replacing metal or fiberglass with plastic. Complex three-dimensional components like fenders for the automotive and trucking industries, and other body parts require expensive dies usually. However to create the same thing out of plastic may be even more durable, won’t corrode and should be much less expensive to manufacture.”

METHOD implements a well-planned multi directional approach to product design, engineering and manufacturing, and with a strong history and are looking forward seeing their next milestones.

For more information please check out <http://www.methodinnovates.com>

➔ ECONOMY

A CRISIS: Economic Losses With Truck Driver Strike

The Port is a significant part of driving our economy

At press time, the strike of 250 unionized truck drivers and withdrawal of services by the 1200 non-union drivers continues at Port Metro Vancouver, while the Provincial Government is preparing back-to-work legislation. The legislation, with a 90 day cooling off period is expected to be introduced as early as Monday, March 24. The impact of the truckers strike at Canada’s busiest port is estimated at \$100 million worth of goods every day.

Forestry and grain exports from Canada’s Pacific coast have slowed to a trickle because of the strike, and a shortage of rail cars at Canadian Pacific and

Canadian National Railways. Lumber and pulp cargo have been stuck in warehouses in BC after truck drivers, who transport the products in containers to and from Port Metro Vancouver, walked off the job, reported The Wall Street Journal. CN has told forestry producers it would stop shipping cargo from mills until the warehouse backlogs are cleared. The rail-and-port traffic jam is hurting both rail exports to the US and overseas container traffic.

British Columbia exported US\$9.1 billion of forestry products in 2013, nearly half of which goes to the US by rail.

The Vancouver Port said the work stoppage could affect about \$798 million in cargo shipments each week.

Forestry and grain products make up roughly two-thirds of all goods shipped from Vancouver’s port, according to Port Metro Vancouver statistics. Last year, the port exported nearly 4.5 million metric tonnes of lumber, 2.5 million metric tonnes of specialty crops and 2.4 million metric tonnes of woodpulp.

Forestry producers said they fear delayed deliveries could lead customers in China, Japan and other countries to look elsewhere for wood products.

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→ INDUSTRY

Behind the Maps – Trans Mountain working to optimize the route



Trans Mountain wants to hear from stakeholders and answer questions that arise as the company continues the process to optimize a study corridor for its proposed pipeline expansion.

In order to minimize impacts to people and the environment, Trans Mountain is proceeding with ongoing technical and environmental assessments and stakeholder feedback through this process.

Pipeline routing can be challenging in extensively urbanized areas such as

tential commenters and intervenor's to participate in their review of the Application. Along with the Surrey Board of Trade, more than 15 Chambers of Commerce including the British Columbia, Alberta and Canadian Chambers have applied to participate. An Intervenor does not mean opposition to this project. It means that they have applied to comment on the project.

Trans Mountain believes Chambers and Boards of Trade can provide

“ Trans Mountain wants to hear from stakeholders - transmountain.com ”

the Surrey, however a final right-of-way will be determined only after regulatory approval and during the detailed design phase.

As the National Energy Board (NEB) proceeds with its regulatory process to review the proposed Trans Mountain Expansion Project (TMEP), the Trans Mountain team is moving towards defining the centerline and right-of-way for the pipeline.

The NEB will soon set out the next steps in its regulatory review process. At present the NEB is selecting po-

valuable feedback to the NEB regarding local commercial impacts of the proposed project, as well as underscoring the importance of local procurement. TMEP has established a procurement registry at www.transmountain.com/procurement for those businesses interested in learning about potential opportunities.

For more information on the proposed Trans Mountain Expansion Project visit our website: www.transmountain.com, email us at info@transmountain.com or call us on 1.866.514.6700.



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INTERNATIONAL

Surrey's Border with the USA – Good News or Bad?

There are 120 border crossings according to Bellingham's Border Policy Research Institute with 13 between BC and Washington. Two of the busiest are between Surrey and Whatcom County. This presents unique challenges and opportunities for Surrey, with the most car, truck and train traffic to and from BC.

Surrey's business community has a unique opportunity to benefit from the world's largest market, in exports, investment and tourism.

Many small Surrey businesses set up both physical and virtual business addresses and warehouses within a few kilometres of home, which gives them "domestic" access to 300 million

The Blaine Post Office has over 4,000 PO Boxes, most of which are held by Canadians.

American consumers.

The major challenge with Surrey's proximity to the border seems to be "cross-border shopping". As a prob-

lem, this generally occurs on about a ten-year cycle, which unfortunately catches many newer Canadian retailers and property developers unaware. The primary driver seems to be the exchange rate, but the recent drop in the Canadian dollar may mean fewer crossings in the near term. Many pundits feel that a longer term range of \$.85 to \$.90 would be a good balance, and is also likely in the foreseeable future.

The Surrey Board of Trade has continuously provided leadership in promoting trade and investment with the U.S., while at the same time educating and advocating on behalf of retailers that suddenly find themselves losing business to cheaper U.S. goods and services.

Unfortunately, when the cycle is unfavorable, some inevitable pain will occur. However, over the years, immediate and persistent education and advocacy with provincial and federal governments has always resulted in improvements, which help mitigate damage in the next cycle. This has included improvements in many tariff



■ Members of the Border Policy Research Institute survey crew interview cross-border travelers.

Photo courtesy of the Whatcom council of Governments.

rates, and a lessening of "country pricing". In addition, many BC retailers/entrepreneurs have discovered that their high quality imported products can also be sold south of the border, often at a much higher margin.

Close proximity to the U.S. benefits the BC Lower Mainland, and Surrey in particular. When the inevitable ex-

change rate cycle occurs, it's important for all players to keep an eye on the long-term relationship and not attempt to apply a short-term bandage.

Jim Pettinger is president of International Market Access, Inc. (www.UCanTrade.com) and Chair of the upcoming June 12th Cross-Border Expo (www.CrossBorder-Expo.com).

LABOUR MARKET

Canada's Labour Market Sputtered in 2013 – Growth Only in Part Time Work

Canada in 2013:

- Employment growth: 0.6%, the slowest pace recorded since 2009.
- 95% of the net jobs created were in part-time positions.
- More than 86,000 net new positions were created in one industry.
- Almost 70% of the net new jobs were concentrated in one province.
- Employment gains were concentrated among men and women aged 55 and over.
- 99,000 net new positions were created or 8,250 per month on average. Compare this with an overall job gain of 307,900 in 2012 or 25,658 per month.
- Unemployment rate stood at 7.2% in December 2013, up from 7.1 per cent a year ago. The private sector created 120,500 net new jobs
- Public sector payrolls shrank by 25,600, while 4,100 more Canadians became self-employed.
- Almost 2.7 million Canadians were self-employed at the end of 2013, representing 15 per cent of employed Canadians.
- Almost 95% of the net new jobs started last year were in part-time positions, raising concerns about the quality of jobs being created.

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➔ **GIVING BACK** - *Nominate Someone* - ray@businessinsurrey.com

Ronald McDonald Family Room

Opening June 2014 – need to raise \$240,000

This month, Surrey Board of Trade CEO Anita Huberman and other community leaders toured the site of the new Ronald McDonald Family Room at Surrey Memorial Hospital, made possible by generous support from the Surrey Board of Trade and its members. It will open in June 2014 to serve families from Surrey and the Fraser Valley.

A Ronald McDonald

Family Room is a special place of respite, relaxation and privacy for families with hospitalized children. When a child is critically ill, parents are reluctant to leave the hospital. Yet, they may desperately need a break from the ongoing stress of beeping monitors and busy intensive care units. They may have other children to care for or simply need a hot meal and a shower while remaining close to their sick child.

Located outside of the Neonatal ICU in the Hospital's new Critical Care Tower, the Family Room will keep families together during times of medical crisis. Amenities include four bedrooms with showers,



■ From left, Steve Stew, Matcon Contracting, David O'Sullivan, PW Trenchless, Karen Gauvreau, SD Pharmaceuticals, Robbin McManne, McDonald's, Aubrey Kelly, SCDC, Bawa Singh Kehal, Bestway Mortgage, John Kearns, Sheraton Vancouver Guildford, Dave Hayer, Conservative Nomination Candidate, Lois Carefoot, Volunteer, MS Dhaliwal, President, Bestway Mortgage, Anita Huberman, Surrey Board of Trade, Richard Pass, Ronald McDonald House CEO, Bill Rempel, Blackwood Partners, Joe Hargitt, Ronald McDonald House.

kitchen and laundry facilities, TV and internet access, a play area and a comfortable lounge. The Capital Campaign for the Surrey Family Room is now in the final push. Thanks to your support, the campaign has raised \$480,000 so far! Ronald McDonald House BC needs your help to raise another \$240,000 by the time the Family Room opens this June. You can contribute by visiting www.rmnhbc.ca. A sneak peek at the Family Room and a series of information sessions are planned for the coming weeks. If you would like more information, please contact Joe Hargitt at joe@rmnhbc.ca or 604-736-2957.

Montana's Cookhouse Supports Work Experience Program

Michelle Faye, General Manager of Montana's Cookhouse in South Surrey was looking for an opportunity to help, when she became aware of the Culinary Arts Co-op Program operated by Semiahmoo Secondary School. She contacted Terry



Michelle Faye

Lescisin, a teacher and Career Facilitator who worked with her to bring a student on board for a three-week job experience. "The program gives the student a taste of the real work world. They learn about developing a work ethic while carrying out work assignments in the restaurant," said Faye. "It was a great experience. The student received practical work experience that will help build his resume. In the end, we actually hired him part-time. Even so, he had to go through the whole process of submitting an application and the job interview."

Faye said that the program had a small impact on operations as staff time was required to interact with the student, however she felt the program was a very positive experience and it can make a tremendous difference in the life and career of the student.

For information on the Culinary Arts Co-op Program, contact Terry Lescisin at 604.536.2131.



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➔ EDUCATION IN SURREY

Kwantlen Polytechnic University's School of Business - South Fraser's Business Success

Dean Wayne Tebb, was born in Fort Qu'Appelle, Saskatchewan, graduated in Commerce from the University of Saskatchewan then later an MBA from the University of Western Ontario. He worked in International Trade, overseas development, in private companies and non-profit organizations across four continents. He taught at Algonquin College and York University in Ontario, was a National Program Director for Frontier College in Adult Education, and prison education in basic adult literacy. He worked with First Nations, was involved in the Queen Charlotte Economic Development Initiative, which led to the creation of Gwaii Haanas National Park. He came to Kwantlen Polytechnic University (KPU) in 1999, teaching Entrepreneurial Marketing and Business Strategy.

He told Editor, Ray Hudson, that the School of Business had its first degree graduates in 2000 and today there are four different degree programs, over nine thousand students per year, over 1,200 courses a year, with 150 faculty members. In 2004, he became Associate Dean of Business. Since then it has more than doubled in size.

RH: What are some of the major changes you are seeing?

Recognition: The first few years we frequently had to intervene when our undergrad students sought Masters programs with other universities - because no one knew us. We are now at the point where that almost never happens anymore. Instead, our students are winning international case competitions against some of the top universities of Asia, Europe and the US, and people are paying attention as KPU becomes a stronger brand.

Flexibility: Thirty years ago, if you took fewer than five courses at a time, you weren't considered a full time student. Now, "full time" is three courses, because over 70% of our student body is working, half working about 20 hours a week, and the other half significantly more. These things are really changing the character of the university. As a result we run a lot of the courses afternoons and evenings, and on Saturdays so people can work and still do their courses.

Student demographics: I think the biggest change is in the gender ratio. The economic reality is that most families need two incomes (even in cultures where it wasn't seen as a priority). And women are more successful because they are more cautious and they tend not to inflate their expenses and ambitions faster than their revenues. They let the revenues build and expand as they go.

I also think women gravitate more quickly to collaboration and build that into the network of support more and move forward.

RH: How do you ensure that your courses are keeping up with what's going on in the marketplace?

The most of our faculty comes from industry, most were over forty, and had a pretty good track record in business, right up to presidents of companies. A great many maintain an involvement with their industry as consultants which keeps them current and in the game. As well, the curriculum is designed to require students to be in and out of companies all the time, which also keeps the faculty members plugged in as well.



Wayne Tebb

We knew when we created the first degree here, nobody was going to accept the quality of what we do - if we said it.

So we engaged Princeton Testing Service, which does the GRE's for Graduate School admission, and the SATs in the US, do what are called major field tests. From the start, every BBA student in their final term writes the major field

test. We have been consistently in the top 10%. Whether you're running a business school or a company, if you want to succeed, you have to have your eye on quality all the time. You have to continually evaluate the value you are giving your customers: can I do it more and can I have it cost them less? It's a mindset, a culture, it's a way of viewing your responsibility to the world you serve, it's what we teach, and it pays dividends!

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www.kpu.ca/business

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➔ SPEAKER SPOTLIGHT



■ Douglas Porter Chief Economist and Managing Director for BMO Capital Markets with 2014 Economic Forecast.



■ Chief Superintendent Bill Fordy, policing crime in Surrey.



■ Marcella Szell, Chair of TransLink, keynote for Women in Business Awards.



■ Business and Immigrant Forum panel from left, Dan Reader, Murray Latta Progressive Machine, Charan Sethi, Tien Sher Group, Dr. Nigel Murray, Fraser Health Authority, Kevin Evans, moderator.



■ Fraud Awareness Workshop speaker Rosanne Walters-Terhart of BDO.



■ Gord Schoberg Senior Manager for Community & Aboriginal Relations Fortis BC on their pipeline upgrades.



■ Naomi Yamamoto, Minister of State for Tourism & Small Business at Women in Business Awards.



■ Northern Gateway Pipeline Project Leader Janet Holder speaks with Chris Galis.

➔ ECONOMY

Time to Grow Bigger Enterprises!

Canada ranks as one of the best places in the world to start a new business, according to an annual survey done by the World Bank. But the country does less well when it comes to creating an economic and policy environment that encourages enterprises to grow.

In thinking about how to build a healthy business climate, government policy-makers in both Ottawa and Victoria would be wise to pay close attention to the disproportionate economic contributions made by the sub-group of fast-growing small and medium-sized enterprises (SMEs)—sometimes called “gazelles.” A 2010 study by the Kauffman Foundation estimates that the top-performing 5% of American businesses—measured by their rates of employment growth—are responsible for two-thirds of net employment gains. The top-performing 1% account for a remarkable 40% US job creation. The picture is broadly similar in Canada.

Rapidly-growing SMEs exist in many industries, not just high-technology, including business services, construction, and manufacturing. But the key point is that growth is far from being the norm in the business world. The vast majority of all newly established firms that sur-

vive (almost half disappear within five years) remain small; only a modest number ever grow to reach medium size; and fewer still graduate to the large enterprise category.

As of 2012, only 6,900 companies in the province employed at least 50 people, and most of these were medium-

British Columbia is home to roughly 393,000 businesses. 98% of these are small

BC government definition of small business: fewer than 50 employees (more than half have fewer than five)

217,000 of these businesses consist of self-employed individuals with no paid staff

sized (50 to 499 employees). Only a few hundred firms operating in BC employ 500 or more workers. To build a highly productive economy, the most pressing challenges in this province are not to promote start-ups and engineer more micro-businesses—these are areas

where BC already performs well. Instead, it is to build more large-scale enterprises and to step up support for growth-oriented medium-sized companies with strong roots in BC.

Why should we want more of our businesses to get bigger? There are several reasons.

- 1. Larger companies generally pay their employees better.** In Canada, average weekly earnings in firms with 500 or more employees are 22% higher than in those with 20 to 49 workers.
- 2. As firms grow in size they tend to generate more “value-added” per employee or per dollar of capital invested.** This is because larger firms commonly have better educated workers and managers, invest more in equipment and technology, do more training and skills upgrading, and have longer production runs (allowing fixed costs to be spread over additional output).
- 3. Cross-national research confirms that as businesses expand, the likelihood that they will export increases.** Getting more local companies engaged with outside markets is a principal means by which small jurisdictions like

BC can become richer over time.

4. The presence of major corporate head offices is especially positive for regional economies.

A substantial head office sector increases the demand for locally-provided professional and business services (accounting, law, executive search, engineering, architecture and design, etc.). It also enhances the business community's capacity to contribute to and invest in local institutions and philanthropic activities (universities, hospitals, the arts, etc.). If more BC-based companies grew over time to achieve significant size, both BC and Metro Vancouver would benefit in many ways. Policymakers should be thinking long and hard about how we can develop more larger-scale enterprises in BC.

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



➔ FINANCE & TAXATION

Surrey Board of Trade gives 2014 Federal Budget a Cautious Thumbs Up

The Surrey Board of Trade was pleased to see the Canadian government's commitment to achieve a balanced budget by 2015/2016, as well as to focus on infrastructure, research/innovation programs and efforts to assist those seeking apprenticeships in particular in addition to US-Canada price gaps.

“Although the bulk of the Building Canada funding is committed to Toronto's subway, the Detroit Windsor and Champlain Bridge replacements, and infrastructure in National Parks, we would like to see a commitment to Western provinces. Specifically we are hoping that some of these infrastructure funds will be allocated to build Surrey's Light Rail”, said Anita Huberman CEO.

Highlights of the Surrey Board of Trade response included details on:

- 1. U.S.-Canada price gap reduction**
- 2. Research and Innovation:** The Federal government will be providing \$1.5 billion over the next decade for the **Canada First**

Research Excellence Fund for post-secondary research.

3. Workforce Development:

- a) The **Canada Job Grant** will be launched in 2014 with a federal contribution up to \$10,000 per person.
- b) The creation of a **Canada Apprenticeship Loan** program provides interest-free loans to help with the cost of training
- c) An investment in programs to help Aboriginal peoples, the disabled, young people and older workers get the training and tools
- d) Measures to better match young workers with the skills needs of business are also a step in the right direction. Surrey's manufacturing sector, much like the rest of the province has been in dire need of a strategized approach to matching industry needs with curriculum development.

4. Disaster Management: \$200 million to establish a National Disaster Mitigation Program.

For the detailed response, go to www.businessinsurrey.com

➔ BUSINESS BOOKS

Books and business, finding the time to read some of the great books on business out there is always a challenge but definitely worth the effort.

Reading even small bits can inspire and move us to change how we have always done things. I can say after 40 plus years in my business reading for new ideas has been a positive. Sharing thoughts with staff creates a dialogue for new ways of taking on this ever more challenging world we live in.

Two books jumped off the shelf this month. Dragons Den star Kevin O'Leary's book **Cold Hard Truth about Family Kids and Money** is now in paperback. Love him or hate him, this book has valuable advice on families dealing with money issues. Kevin gives tips to ensure your kids grow up to be money savvy. He even gives advice on getting your 20

something motivated and out of the basement. The book is done in an interesting question and answer format and is surprisingly down to earth. I am giving a copy to both of my kids. They

have moved out and are working hard but think many of the topics in this book could make their path a bit easier.

Financial Photographs is authored by local Certified Financial Planner, Kevin Gebert. He offers an up to date informative approach to openly discussing money matters. Starting the difficult conversation is

the first step, Mr. Gebert walks us through in an interesting question and answer style.

Both of these books are perfect for the busy business person, fast interesting bits we can all use to make life easier.

Cathy Jesson, President of Black Bond Books, www.blackbondbooks.com



➔ ECONOMY

Dealing With Policy Leadership, LNG Industry, Labour Issues

I had the pleasure of moderating a panel discussion at the Surrey Regional Economic Summit, which covered the current state of the economy and the opportunities to residents and businesses in not only Surrey, but British Columbia as well. It was an

Some of the greatest discussions stemmed from the idea that BC and Canada lag other regions on the basis of having a forward-looking economic vision. The simplicity of having and developing a vision promotes the idea of stability in the economy



▪ Rob Levy left interviews Michael Goldberg, Sauder School, Ken Peacock, BC Business Council, Andy Ramino, Urban Futures, and Shauna Sylvester, SFU Public Square.

interesting forward looking talk given the economy still exhibits signs of weakness from a financial crisis that shocked the globe almost six years ago. **The discussion surrounded three themes:**

1. The importance of an economic vision for policy makers at a municipal, provincial, and federal level
2. The development of the LNG industry in BC and concerns over diversifying our economy
3. Issues associated with an aging population and a labour skills shortage

both in the near and long term. It seems quite obvious though that one of the greatest impediments to making longer term decisions is they might be associated with some sort of political risk.

A challenge for policy makers is determining what's in our long-term best interest even though it might not always be palatable to a sometimes near-sighted electorate. A recent example of this might look back to the last provincial election. In hindsight, it was ultimately decided on a platform

that had a clear position on the natural gas industry and investing in its development, versus one that did not. This might be seen as a first step towards developing this kind of economic plan; however, the idea is to take it many steps further and continue to expand on it.

Liquefied natural gas is just one industry of particular importance to the BC economy in the years ahead. The issue for policy wonks that try to quantify the impact of the industry on the province is quite simply that there is a shortage of good data. Accounting and law firms and many other types of professionals benefit from the energy and minerals that are often found in the more remote areas of BC. That seems to be what is disconnected in a lot of these debates on natural resource development. There still seems to be a divide between what goes on in the Lower Mainland and what occurs outside of it. The presumption (and reality) is that resources play a significantly larger role in the prosperity BC than we frankly care to realize.

Being an economy that is unilaterally focused on developing one sector can be great when that good or service is in high demand, but the issue becomes one of under-diversification. Looking back in Canadian history, immediately the collapse of the Atlantic Cod Fishery comes to mind. The devastation that occurred in the province of Newfoundland was catastrophic. This is not to suggest this is the fate of BC, but that's the risk associated

with being a resource based economy, and one that will not naturally provide solutions when that resource is still in demand. It does, however, stress the im-

importance of growing trade partnerships, and BC's export growth to Asia. Investing in our human capital is one area in which this region requires improvement. It's astounding to hear that approximately one third of Surrey's population is under the age of 19. That is very promising for a province that faces issues with an aging population and an unskilled labour force, but these are the issues that require attention today.

Reforming education to meet the demands of our job markets is what will help to develop and accommodate the long-term potential of this province. The other factors to our success will be how we proceed in developing and creating a business friendly environment for industry and investors. The outlook will continue to be very optimistic, but there are clearly issues that can't be left unaddressed.

Rob Levy, Managing Director of Border Gold and Financial Commentator on CKNW



Rob Levy

➔ HEALTH: Second Canada-India Heart Health Initiative

The Surrey Board of Trade is again supporting the 2nd Canada-India Cardiovascular Health Conference and Banquet, presented by Fraser Health, SFU and the Canada-India Network Society and

supported by the Surrey Board of Trade. The banquet, as part of a larger 3-day conference, is taking place on Friday, June 20, 2014 at the Royal King Banquet Centre (8158 128 St, Surrey, BC). Forums (various locations in Surrey) are taking place from June 20-22 and the Gala event. For the full conference agenda, please go to: <http://www.thecins.org/cini2014/>



Purpose of conference: The burden of heart disease, stroke, diabetes and other vascular diseases, collectively known as cardiovascular disease (CVD) is reaching epidemic proportions all around the world but more so on the population of

Indian sub-continent both at home and the parts of the world they migrated to and settled in. Millions of people from South Asia are suffering from CVD causing health care burden, social distress and the individual's own strain both physically, financially and emotionally. Therefore it is time to act.

Call to Action: This as an outcome driven conference to lay a strong foundation for collaboration and networking of people from Canada and India to realize the recommendations of this conference. The Surrey Board of Trade welcomes every one to participate in this long journey to create a heart healthy society here in Canada, in India and all around the world.

➔ INNOVATION

Hunky Haulers – Re-invention Pays Off

If you were to look for an entrepreneur who's been there and done that, Anthony Jones would definitely fit the bill. He's built a big successful business, and watched it collapse. Then with a positive spin on the circumstance reinvented himself, created an even bigger, egalitarian business idea, then walked into Dragon's Den, CBC's wildly successful business/entrepreneurial show, and come out with a deal with two of the Dragons as partners. He's on his way – again.

Jones is a Red Seal glazier who, at 19 and with \$600, turned a successful sub-contracting business into a successful construction company with \$20 million in labour contracts and \$300 million in contracts to fulfill, when the economic collapse of 2008 forced him to liquidate his business in order to meet his payroll. By January 2009, he'd laid off over 200 union employees and had to start all over again. Returning to Canada, his home became his half-ton truck. He slept in the back seat, showered and shaved at the YMCA, and shopped carefully to ensure he had enough money for fuel to drive to work and to stay warm at night. It was at this point that he came up with the idea of a company that would pay the bills, but also be a contributor to the community – to give back.

"I wanted a business that was recession-proof, but one that allowed me to become part of the community fabric. I saw a door hanger advertisement from a local junk removal company, and thought it would be a fantastic business model where you can employ a lot of people and give back at the same time. I also knew that large corporations, like some of our competitors, had such a strong brand and presence that I'd have to create something equally, if not more, memorable. I wanted to move anything a customer wanted from junk, to possessions, deliveries and so on, and out of that process the name Hunky Haulers came to be, with a later name addition of Clutter Cleanup Crew."

"I look at it as an opportunity to be in business and give back, so I aligned with Easter Seals, which receives 15% of all proceeds [in merchandise sales].

Marco Pasqua, the company's Vice-President, Director of Corporate Giving and PR, who is himself in a wheelchair explained the philosophy. "It's so exciting that he sees a business now, from his experience, that's not so much about the pay cheque you get, but what you can do with it to enrich your own community."

Anthony and Marco met at a Business Leadership Awards function (put on by SEEDS, "Self-Employment and Entrepreneur Development Society" in Surrey) last August where Marco won "Entrepreneur of the Year" for giving back to marginalized groups while growing a business. They discovered their common passion for non-profits and giving back. They continued to meet and exchange ideas

"Want to franchise it - go global with it."

"I walked into Dragon's Den, CBC's wildly successful business/entrepreneurial show, and come out with a deal with two of the Dragons as partners."

about the business, and ultimately Anthony invited him aboard the company to look after the charity/non-profit side, and subsequently made him a partner.

"There are three pillars for our charity, says Marco. "We want to give back to children, education and building a healthy, active lifestyle. We can do this by working with Easter Seals, Big Brothers, the Salvation Army, Journey Home, and the "Ugly Sweater Society." There's something to be said about the community and trust said Jones. "I'd like to see that come back. If an employee sees someone struggling, perhaps with a flat tire or whatever, they should stop and offer assistance with no expectation of gain. I don't think that if you call a customer and say that you'll be a little delayed because you pulled over to help someone with a flat tire, that they'll be upset. I want to wow people with the pay it forward ap-



■ Anthony Jones, President, and Marco Pasqua Vice President, Director of Corporate Giving & PR

proach."

Currently they employ eight people, who are also trained in Jones' ethic. "I want them to live it too." They're doing something right; as well as recently winning the WE Vancouver 2014 "Best of the City" award, placing Top 3 in Junk Removal, Hunky Haulers has been inundated with calls from people wanting to acquire franchises. "After the appearance of Dragon's Den," said Jones, "we had 25 requests for franchises just on the East coast alone, in the one day."

"Want to franchise it - go global with it. "According to Jones," We have a number of people in the cue that want to buy franchises and master franchises. But what matters to us is that the person running the business will get their hands dirty, that they'll get out there and do it. Our 36-month goal is to have franchises sold Canada-wide. I hear that with many franchises, there's almost a revolving door with owners. I don't want that. We won't sell franchises. We will award them to people who will represent our values and work with the charities we are working with."

Marco Pasqua is an ideas machine with enormous energy, and Anthony Jones still drives one of the trucks himself. He says being a founder is fantastic but being in front of the customer is where it's at.

For more information see hunkyhaulers.com

➔ INNOVATION AWARDS

May 21, 2014 - Surrey Innovation Awards Dinner

4:00 PM - 8:30 PM

Sheraton Vancouver Guildford Hotel (15269 104 Avenue, Surrey, BC)

Register at www.businessinsurrey.com

Featuring keynote speaker: Ferio Pugliese, President, WestJet Encore

Media Sponsor

BCBUSINESS

Event Sponsors



Presented in partnership with:



Co-Presenting Sponsor



➔ AGRICULTURE

Surrey Board of Trade supports Kwantlen Polytechnic University's Southwest BC Bio Regional Food Design System

The Surrey Board of Trade, from an economic development perspective, has formally given its support to researchers at Kwantlen Polytechnic University's Institute for Sustainable Food Systems (ISFS) on the Southwest BC (SWBC) Bio-Regional Food System Design and Plan.

This design and plan will offer a vision and roadmap of prioritized steps that can be taken by farmers, entrepreneurs, consumers, governments, and Indigenous communities to create a Bio-Regional Food System that reflects aspirations for increased food security and self-reliance, and economic development.

"A third of Surrey's land base is agricultural so it makes sense that we should strategically review our agricultural lands and ensure their long-term productivity. This project advances our 2010 Position Paper on Local-Scale Agri-Food Systems for Sustainable Cities. British Columbians are increasingly interested in what we eat, and our demand and support for locally produced food continues to grow. We must try new things, develop new products and markets, and participate in opportunities presented by the emerging low-carbon economy. We must all realize how important innovation can be - how it can change a farm, a community and a province", said Anita Huberman, CEO Surrey Board of Trade

Project Highlights

1. Three-year, \$1.5 million project bringing together

food system stakeholders and 22 researchers from five universities across multiple disciplines.

2. Endorsed and supported by the Agricultural Land Commission and a growing list of major municipalities and other organizations.

3. Focused on the potential of a low-input, sustainable food system on under-farmed land in the region to complement the existing agri-food system.

4. Systems thinking approach focused on the whole food system from production, through distribution marketing and consumption.

5. Inclusive of Indigenous priorities, perspectives, and paradigms. A fourteen - member Indigenous advisory board is reviewing the project and exploring ways that our project can support and enhance the bio-cultural heritage that exists within the Coast Salish and Urban Aboriginal communities.

6. Relevant, applied and community-based research that will provide useful information and tools to farmers and food system businesses, policy makers, planners and others.

The Surrey Board of Trade supports the Southwest BC Bio Regional Food Design System because it will: **Strengthen the regional economy by:**

• Identifying ways to retain more of the "local food



dollar" and position the agri-food sector to contribute directly to the regional economy

Support agriculture and food provisioning by:

• Connecting agriculture with key elements of the food system (processing, distribution, sales)

Promote environmental stewardship and health by:

• Proposing strategies to contribute to regional greenhouse gas emissions reductions

Foster food security and public health by:

• Proposing strategies to make healthy, fresh, foods more available

Strengthen communities and build social capital by:

• Identifying points of intersection and opportunities for integration of an Indigenous land and food systems perspectives and priorities

For more go to <http://www.businessinsurrey.com> or contact Sofia Fortin, Stakeholder Engagement - sofia.fortin@kpu.ca or Kent Mullinix, Director, kent.mullinix@kpu.ca

➔ INNOVATION

Canada Slipped From Top Ten Innovation Rankings

A multi-cultural team and a team that communicates effectively can look at a challenge and effectively solve it. Having a number of different viewpoints is key to understanding how innovation evolves within a group or organization.

Canada has slipped out of the world's top ten most innovative economies, according to the latest **Global Innovation Index (GII)**. Being, arguably one of the world's most multi-cultural societies, this doesn't add up. We need to use one of our greatest strengths, our diverse multi-cultural workforce to gain our ranking back.

In a **Forbes Insights** report, "Fostering Innovation through a Diverse Workforce," 85% of survey respondents agreed a diverse and inclusive workforce brings the different perspectives a company needs to drive innovation. In Surrey we have the

luxury of a very diverse population, so how can we tap in to this?

We have previously highlighted ways to communicate across-cultures, as Innovative ideas, products and culture transformations, have little chance to succeed if poor communication exists. Now that your team is effectively communicating across-cultures and has a better understanding of each other, how can you use this ability to foster innovation and creativity?

First we need to overcome the barriers to innovation. The things that might be holding us back. In his book **Cats the Nine lives of Innovation Dr. Stephen Lundin** the author of the multi-million best seller **FISH!** Introduces us to four challenges for innovation to thrive.

These are:

1. Doubts, fears and distractions that give us no peace of mind

2. Reliance on normal ways of thinking about things such as routines and paradigms

3. Fear of failure, which eliminates learning and innovation

4. Leadership that eliminates toxic and encourages natural energy Lundin says, "Each of us must confront our own examples from these four challenges. From that standpoint being aware of them is a good first step. If you vigorously jump directly into working on following the nine lives of innovation, it probably wouldn't hurt not knowing what the challenges are, because you would be working on becoming more innovative."

When the team has removed the barriers to innovation, and is communicating effectively innovation has the opportunity to thrive in a multi-cultural work place.

Dr. Lundin will share his thoughts on innovation in an interview with Lexxon Training

who are co-sponsors of the Surrey Board of Trade's Surrey Innovation Awards dinner on May 21, 2014 at the Sheraton Hotel in Surrey.

Andrew Woods, MBA is a professional speaker, trainer and author of BOOM! engaging and inspiring employees across cultures. He has provided leadership, management development, cross-cultural communication, innovation and creativity workshops for over 35,000 delegates in 18 countries. He is a Learning and Development Consultant at Lexxon Training in Surrey.
<http://lexxon.ca/>



Andrew Woods

➔ ACROSS THE BOARD

Announcements & Congratulations

Kevin Falcon is appointed as a **Surrey Board of Trade Honorary Director** for 2014-2015. Mr. Falcon will assist with special projects and provide advice on advocacy initiatives and position papers.



99 Nursery & Florist will celebrate 50 years of business this May. **Lin Hui (Park)** and **Winnie Hui** started off growing flowers for wholesale firms in Vancouver. The retail business is now run by **Tony and Bob Hui** and employs 28 staff. **More info:** <http://www.99nurseryflorist.com>.

BCLC's Board of Directors appointed **Jim Lightbody** as Acting President and Chief Executive Officer. Lightbody has served as Vice President of Lottery Gaming and, most recently, as the Vice President of Casino and Community Gaming. **More info:** <http://www.bclc.com>.

The Burns Bog Conservation Society and the **Burns Bog Conservation Foundation** are holding their 1st Annual "Building for the Future" Fundraising Golf Tournament on Saturday June 21, 2014, 11am-9pm at **Eaglequest Coyote Creek**, 7778 152nd St, Surrey. Registration includes golf and dinner. **More info:** <http://www.burnsbog.org/golf-tournament>.

The **City of Surrey** has received a 2014 Sustainable Communities Award for its 'Rethink Waste' Collection Program from the **Federation of Canadian Municipalities**. The Program launched in 2012 includes curbside organics collection and an entire fleet of compressed natural gas waste collection trucks. **More info:** <http://www.surrey.ca>; <http://www.fcm.ca>.

Submissions are open in the **City of Surrey's 2014 PARKit Design Challenge**, a competition for the design and installation of a summertime pop-up park in Surrey City Centre. Entries are due May 16, with the winner announced on May 26. The site is expected to be installed by July 7, and

will remain open through the summer. **More info:** <http://www.surrey.ca/parkit>.

The **City of Surrey's** Party-for-the-Planet line-up has been announced. The fourth annual festival will be held on April 26, along with the official opening of the City's new City Hall and City Plaza. Performers include JUNO Award winner **Said The Whale**, Canadian singer **Andrew**, and **Dear Rouge**. It will also feature stars from Treehouse TV, **Bobs & Lolo**, and cartoon superstar **Dora the Explorer** will be on hand for photos. **More info** www.surrey.ca:party-fortheplanet.

The annual **Cross Border Expo** will be held in Ferndale WA at the **Silver Reef Casino Spa** on Thursday June 12. Along with three seminars: Doing Business in the USA; Doing Business in Canada; and Cross Border (USA) Real Estate Investment, there will be a tradeshow from 2 pm to 7 pm and networking opportunities. **More info:** <http://www.CrossBorderExplo.com>

Fraser Surrey Docks personnel donated \$15,000 to the **Surrey Food Bank**. **Feezah Jaffer** and **Tim Baille** of the Food Bank accepted the cheque, which was presented by **Jeff Scott**,



President & CEO of FSD, **Shaun Felton** of the ILWU Local 514, **Eugene Gerard**, ILWU Local 502, **Barb Martin**, ILWU Local 517, **Melissa Tocherie**, Executive Assistant to Jeff Scott and **Lindsay Thorley**, Staff member FSD. **More info:** <http://www.fsd.bc.ca>

The Fraser Valley Real Estate Board (FVREB) donated \$16,000 to local food banks to help food banks keep up with the growing demand from families across the Fraser Valley. **More info:** <http://www.fvreb.bc.ca>.

The Fraser Valley Real Estate Board (FVREB) elected its new Board of Directors for 2014/15. REALTOR® **Ray Werger** will replace outgoing President **Ron Todson**. Werger has been active in real estate since 1992,



and is a representative of **Royal LePage West R.E.S. (Surrey)**. He has volunteered with the Board for 18 years and has served as a director since 2007. **More**

info: <http://www.fvreb.bc.ca/board-directors.php>.

KPU's Chief Advancement Officer, Jeff Norris, was recognized as one of Business In Vancouver's 'Forty Under 40', an award that highlights the achievements of B.C.'s young entrepreneurs, executives and professionals. Jeff was acknowledged at an annual awards dinner in Vancouver for his professional success, community service, leadership abilities and involvement in professional associations. Jeff also serves as executive director of Kwantlen Polytechnic University's Foundation and Alumni Association. **www.kpu.ca**

New SBoT member, **India Book-world** has opened BC's first South



Asian Bookstore in Surrey at: 117-B, 12888-80th Ave (York Center) Surrey, BC, V3W 3A8. **More info:**

<http://www.indiabookworld.ca>.

Liquid Capital Pacific Corp. has just been named a 'Top Money Source for 2014' by **Business in Vancouver**. The Corporation was launched in Surrey in 2004 by **Dan Effa** to help business owners solve their cash flow challenges, **More info:** <http://www.financingsuccess.ca>.



Steve Stew has joined **Matcon Canada & MESL Group of Companies** as Vice President of Business Development. Steve has many years of practical

experience in the civil construction industry and a broad range of skills in cost management, project management, logistics and estimating. **More info:** <mailto:steves@matcon-canada.com>.

Dan Lock is promoted to Senior Manager at **MNP's** Port Moody office. **More info:** 604.949.2105 or <mailto:dan.lock@mnp.ca>.

Rivers Bend Winery has changed ownership and will be renovating their tasting room. **More info:** <http://www.riversbendwinery.com>.

Anita Huberman, CEO of the **Surrey Board of Trade** was appointed to the Dean's Advisory Board for the Faculty of Communication, Art and Technology – **SFU**. The advisory board operates on all three campuses. Huberman is an SFU alumna, and a supporter and friend of the Faculty and SFU. **More info:** www.sfu.ca

SurreyCares is calling for grant applications by April 28, 2014. Their annual grants program helps with initiatives and services that directly affect the vitality of the community. **Applications and info on eligibility:** www.surreycares.org/2014-grant-information

Chris Thornley and the staff at **Thornley Creative** will celebrate the firm's 25th Anniversary April 2014. **More info:** www.thornleycreative.com.



New Members:

Accent Business Coaches Inc.
Aegis Industrial Finishing Ltd.
Alma Consulting Group
Aviayn Print + Media
Backen Media
Bryant Whelan
Canadian Maid Services Inc
CH2M HILL
CINTAS
CN
Comtech
Copy Plus
Delta Glass
Destination One Consulting Inc.
Direct Connect Telecommunications
EAL Millwright Services Inc.
Emergo Group
EXO Building System
Genesis Security Group

Golder Associates Ltd.
GR Business Solutions Inc
Hansa Air Cargo Inc.
HD Supply Canada Inc.
Hilight Labs
HWH Living
India Bookworld
JDRF - Juvenile Diabetes Research
Foundation
Kelly Bains of Farm Credit Canada
Kooner Projects Ltd.
KYC Financial Services Ltd.
M2 Landscape Architecture & Arbori-
culture Ltd

MLA Surrey-Panorama
Mold Wise Building Inspections
MS Society of Canada (BC & Yukon
Division)
Nibbana Building Maintenance
Nina Sky of Homelife Benchmark
Corp. (Cloverdale)
Nirwan Law Corporation
Novex Delivery Solutions
OpenRoad Infiniti - Langley
P.P.R. Infotech
Pacific EHS (Total Safety Company)
People First
Plum Garden Noodle House

Primerica
Relamping Services Canada Limited
SME Strategy Management
Consulting
Stenberg College
Student Member - Paul Rusan
Sun-Yu Trading
Sunny's Studio 4
Team Industrial Ltd
The Intueri Group
Thyme To Indulge Catering Ltd.
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bia 604.940.1707

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

➡ AWARDS

2014 Surrey Women in Business Winners Announced



■ **Not-for-Profit Leader Category:** Neelam Sahota - DIVERSEcity Community Resources Society, **Corporate/Leadership Category:** Kathy McGarrigle - Coast Capital Savings **Entrepreneur Category:** Tracy Bell - La Belle Fleur Floral Boutique Ltd. **Professional Category:** Mary Jane Wilson - Wilson Rasmussen LLP

The Surrey Board of Trade hosted the 5th Annual Surrey Women in Business Awards Luncheon. The sold-out event recognized the hard

work of Surrey’s businesswomen and their contributions to Surrey. Excitement and inspiration was contagious throughout the room as winners were

announced in four categories:
Not-for-Profit Leader Category:
Neelam Sahota - DIVERSEcity Community Resources Society
Corporate/Leadership Category:
Kathy McGarrigle, Coast Capital Savings
Entrepreneur Category: Tracy Bell - La Belle Fleur Floral Boutique Ltd.
Professional Category: Mary Jane Wilson - Wilson Rasmussen LLP
Master of Ceremonies Steve Darling of Global BC led the program and kept guests laughing. Keynote Speaker Marcella Szel, Chair of TransLink and former Chair of the Canadian Chamber of Commerce shared her success story with the audience. The Honorable Naomi Yamamoto, Minister of State for Tourism and Small Business spoke about the Premier's Women's Economic Council.

Nominations were submitted in four categories and judged on the nominee’s work in Surrey, business acumen, leadership, balanced lifestyle and community involvement and service.
“The event showcased some of the best and brightest women of Surrey’s business community that have earned the right to be celebrated and receive well-deserved recognition. The purpose of the Surrey Board of Trade’s event was to inspire, motivate and educate attendees - both men and women”, said Anita Huberman, CEO, Surrey Board of Trade.

For the full winner backgrounds, please go to
www.businessinsurrey.com
For more information regarding the Surrey Women in Business Awards program or to be a sponsor for the 2015 event, please contact Anita Huberman at 604-634-0342 or
anita@businessinsurrey.com

➡ MOTIVATION

Winning Keys: Hard Won Insights From a Tri-Sector CEO

Gerard’s keys for turning up our passion for winning from more than 20 years of experience as a “tri-sector” business leader, government executive and “winning” charitable sector CEO:

1. Recognize the limited time offer: start with the end in mind. your life is a limited time offer that no one knows the duration of.
2. Have the courage to value your most precious coin: your life is the most precious, irreplaceable coin you have to spend. acknowledge the particular gifts of strengths and talents you have to contribute.
3. What will you spend your life's coin on: what is

- the optimal contribution of your special gifts that will make the world better for your having existed?
4. Who will you spend it on: as you attempt to answer what, the question of "for who?" becomes paramount. will you live a life on balance of "acquisition" or "contribution"? for... self/me or others/we?
 5. Know why you want to win: know what and who to spend your life's coin on to derive a passionate life mission to persevere through adversity, to fuel the passion to win.
 6. How to win: be ready to seize opportunities to

win at what is most important for whom we wish to contribute to. How you win can create virtuous circles of winning for many parties or multiply into ancillary “win-wins” or losses. Are you winning by...creating "win-win" or "win-lose" outcomes? "crushing your opponent" or "advancing your mission"? Pursuing optimalism or perfectionism? Being right or being effective? Gracious in victory, supporting others to win so we all win or...well, you get the picture!



Gerard Bremault

INTERNATIONAL NEWS



CANADA

Canada announced concrete measures to double grain shipments to preserve the integrity of Canada's transportation system and their reputation as a global supplier.



INDIA

Indian Oil Corp. Joins Progress Energy, PNW LNG Project in BC. Calgary-based Progress Energy Canada Ltd., Pacific NorthWest LNG Ltd. (PNW), a proposed natural gas liquification and export facility, and Malaysian energy company Petronas have all signed transaction agreements whereby Indian Oil Corporation Ltd. of India will acquire a 10 percent interest in Progress Energy's LNG-designated natural gas reserves in northeast BC



INDONESIA

The level of confidence of Indonesian investors is the third-highest in the world, behind only India and Thailand, thanks to a positive economic outlook and a belief that investments will outperform savings.



KOREA

Canada-Korea Free Trade Agreement (CKFTA) is projected to create thousands of jobs for Canadians by boosting Canada's economy by \$1.7 billion and increase Canadian exports to South Korea by 32 percent.



BELGIUM

With the CETA (free trade agreement between the EU and Canada) recently agreed, the Brussels Capital Region becomes the ideal entry point for Canadian businesses wishing to enter into the European Unified Market.



USA

Canada is the U.S.'s largest customer, purchasing \$233 billion worth of goods in 2012. More than 8 million U.S. jobs depend on trade and investment with Canada. Canada and the U.S. are the world's largest trading partners with \$710 bil-

lion in goods and services, in 2012. The U.S. is the most important destination for Canadian direct investment abroad, totaling \$289 billion in 2012.



BRAZIL

Brazil Exports to Canada: CAD 3.330 billion (2013)

Main Commodities: Aluminium Oxide | Petroleum Oils | Sugar | Nuclear Reactors | Orange Juice | Gold | Coffee | Insulin and Antibiotics | Iron & Steel
Brazil Imports from Canada: CAD 2.293 billion (2013)
Main Commodities: Potassium Chloride | Nuclear Reactors & Turbojets | Bituminous Coal | Newsprint | Wheat & Meslin | Aircraft & Parts



CHINA

Canada is putting a big emphasis on boosting trade ties with China.

Ottawa has signed a foreign-investment deal with China. Chinese-Canadian businesses will be among the winners of increased trade with China.



COSTA RICA and LATIN AMERICA

Canada has identified Latin America

and the Caribbean as a GCS priority market and has developed a comprehensive Market Plan that identifies the following sectors: Building Products and Construction; Electric Power Equipment and Services; Environmental Industries; Information and Communication Technology (ICT); Oil and Gas Equipment and Services; Mining and Minerals



UK

The UK is Canada's second largest investment destination after the US, and this deal is expected to increase UK exports to Canada by 29% or £2.3 billion and Canadian exports to the UK by 15%.



FRANCE

France is Canada's eighth largest trading partner and the fourth in Europe. In 2012, Canada-France merchandise trading shrank by 5% to 8.1 billion Canadian dollars. Exports

were amounting to 3.1 billion and imports to 5 billion.



INDONESIA

Indonesia has significant potential for Canadian companies in a wide-range of sectors where Canadian companies have been exploring opportunities in Indonesia for a number of years. Major Canadian corporate players invested in the country include Talisman Energy, Manulife Financial, Sun Life Financial, and Vale Inca and Niko Resources.



MALAYSIA

Key Industries: Aerospace, Agriculture, Oil and Gas, Pharmaceuticals, Power, Telecom.
Merchandise Imports from Canada: 783.56 Million CAD-Canadian direct investment 712 Million CAD - Main imports: Machinery & Equipment, Transportation Equipment, Metals, Food, Beverages & Tobacco.



RUSSIA

Canada's Global Commerce Strategy identifies Russia as a priority market. In 2012, bilateral merchandise trade between Canada and Russia increased 10 percent.



VIETNAM

Canada and Vietnam are currently negotiating a Foreign Investment Promotion and Protection Agreement (FIPA), which, once concluded, will enhance predictability and transparency for firms investing in Vietnam.



AUSTRALIA

Canada's total exports to Australia in 2013 were valued over CAD \$1.49 billion. The main Canadian exports to Australia in 2013 included: machinery, aircraft & parts, electrical machinery, meat (i.e., pork), medical instruments; and sulphur.



ISRAEL

On January 21, 2014, Prime Minister Stephen Harper and Benjamin Netanyahu, Prime Minister of the State of Israel, announced the launch of negotiations to expand and mod-

ernize the CIFTA Agreement. Israel is a wealthy country with a technologically advanced market economy.



MEXICO

Canada and Mexico signed a number of agreements in February 2014 to boost trade and economic growth between the two countries, including a deal to expand air travel despite an ongoing dispute over Canada's visa policy for Mexican travellers.



JAMAICA

Canada's merchandise exports to Jamaica in 2011 totaled \$112.1 million and were mostly meats, electrical and other machinery, fish, pharmaceutical products, cereals, paper and paper board and plastics.



UNITED ARAB EMIRATES

It is estimated that approximately 27,000 Canadians reside and work in the UAE. The United Arab Emirates airlines Etihad and Emirates offer direct flights between Canada and the UAE.



NEW ZEALAND

In 2011, bilateral merchandise trade between the two countries totaled \$932 million. Meat (primarily lamb and beef), and beverages (primarily wine) are Canada's top merchandise imports from New Zealand, which amounted to \$550 million.



FIJI

Agriculture contributes around 28% to total employment in the formal sector and indirectly employs more. Film making incentives are available to non-resident film companies only.



PAKISTAN

The greatest opportunities for Canadian companies: Agriculture, Food and Beverages | Forest Products | Information and Communications Technologies | Mining.

➔ HUMAN RESOURCES

5 Key Points In Attracting and Retaining Employees

Many manufacturing or tech business owners indicate that a shortage of qualified and skilled labour was the one major factor holding back business growth.

With a limited supply of “quality” skilled people, the ability for companies in the manufacturing, technology and trades businesses to attract high quality talent goes far beyond paying the highest wages in the industry? If you have people joining your company just because you pay a \$1.00/hr more they will leave just as quickly to earn \$1.00/hr more elsewhere.

To see a tangible improvement of lifestyle after paying taxes and other deductions someone would need a wage increase of 20%. So if your talent is leaving for a wage increase of less than 20% it's not about the money. You need to honestly assess your company in light of the following areas and be innovative in coming up with programs and ini-

tatives that will make your company “the place to work” in your industry.

1. BENEFIT PROGRAMS: Are your employees boasting about your plan to others?

2. WORKING CONDITIONS: Do your employees feel good about their work environment? The pride employers take in their facilities will dictate the pride employees have in themselves and their work.

3. MISSION, VISION & VALUES: Are they clearly defined? Most people want to be a part of something they believe in. If your hiring decisions are based on the employee sharing your mission and values you are much more likely to attract and retain the “right employees”.

4. COMPANY CULTURE: Are all people treated with respect and appreciation? Be sure your

management team is conducting themselves in the manner that is consistent with your expectations and creating a winning and positive environment.

5. PERKS. The little things can add up. A very comfortable employee lounge perhaps with a pool table or social events can go a long way to making your company the “place to work”.

Professional hockey teams are a great example of this. With salary caps most players will make similar money no matter where they play so to attract the best talent many teams now offer gourmet in-flight meals, state of the art exercise equipment and luxury surroundings. You don't need to offer gourmet meals but consider what you can do to develop an emotional attachment to your company.

*Tony Mahyk, Certified Professional Business Coach,
tony@empoweredbusiness.ca*

➔ TAX BYTES

Tax Bytes by Gilmour Knotts, Chartered Accountants

Recently there have been some changes in the Scientific Research & Experimental Development (SR&ED) tax credit.

The 2012 budget included some changes to the SR&ED program that will reduce the refund of a SR&ED claim. These changes are being implemented over two years.

January 1, 2013 changes:

- Eligible contract expenditures was reduced from 100% to 80% of cost - \$100,000 contract expenses results in ITC of \$33,200, reduced from \$41,500 in 2012

- Proxy overhead was reduced from 65% to 60% of eligible salaries and wages-\$100,000 salaries and wages results in ITC of \$66,400, reduced from \$68,475 in 2012.

January 1, 2014 changes:

- Capital expenditures are no longer eligible
- Proxy overhead reduced to 55% of eligible salaries and wages-\$100,000 salaries and wages results in ITC of \$64,325
- ITC Basic Rate 15% (from 20%) - if your company's taxable income is over the Qualified Small Business Limit, your refund is reduced by 5%

- ITC Enhanced Rate 20% (from 15%)

In addition, the forms used to file the SR&ED claim (the T661 and the S60) have changed substantially so that any third party involved in the preparation of the claim must be disclosed, the billing arrangement and any contingency fees are to be disclosed, and the discussion questions to explain the SR&ED projects have changed significantly.

Canada Revenue Agency has published policies on the SR&ED at:

<http://www.cra-arc.gc.ca/txcrdt/sred-rsde/>



REMINDER

6TH SURREY INTERNATIONAL TRADE AWARDS RECEPTION

MAY 8, 2014

Sheraton Vancouver Guildford Hotel
(15269-104 Avenue, Surrey)

5:30-8:30pm

Attendance is free, but reservations are necessary

Surrey Board of Trade-604-581-7130 or
info@businessinsurrey.com

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