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Justin Trudeau

April 11, 2014

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# SOUNDING BOARD

THE OFFICIAL NEWSPAPER OF THE VANCOUVER BOARD OF TRADE AND ITS MEMBERS

"No country can truly thrive by denying the contributions of half its people." Hillary Rodham Clinton, page 3

APRIL 2014 • VOLUME 54 • NUMBER 4

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# HISTORY

The Vancouver Board of Trade's Women's Leadership Circle hosted a keynote address by Hillary Rodham Clinton, Former U.S. Secretary of State and Former U.S. Senator from New York, on March 5, 2014. The event drew more than 2,700 people to Vancouver's Queen Elizabeth Theatre to hear Secretary Clinton's thoughts on women in leadership — making it the largest event in The Vancouver Board of Trade's 127-year history. Read the article on page 3. **Photo by Sara Borck Photography**



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# Mining Association CEO gives annual address

Board of Trade partners with BC Mining Week for May 14 event

The Vancouver Board of Trade is pleased to partner with BC Mining Week, to present an address by **Karina Briño**, President and CEO of the **Mining Association of British Columbia**, to our city's business community on May 14.

As part of BC Mining Week 2014, Briño will speak to delegates from the **Canadian Institute of Mining, Metallurgy and Petroleum** along with Vancouver's business leaders, about the important role of the mining

industry on the economy and B.C. communities.

From Tumbler Ridge to downtown Vancouver, British Columbians across the province benefit from mining operations through increased employment opportunities and increased revenue for governments — which helps fund crucial services such as education and health care. From investments in social programs and infrastructure to the role of mining in today's technology

driven economy, mining contributes every day to the lives of all British Columbians.

BC Mining Week is proud to partner this year with The Vancouver Board of Trade and the **Canadian Institute of Mining, Metallurgy and Petroleum** to also host this event as the CIM 2014 Convention's closing lunch.

As declared by the Legislature of British Columbia, May 11-17, 2014 is BC Mining Week. As one of B.C.'s largest and oldest

industries, BC Mining Week is an opportunity to recognize and celebrate the importance of the modern mining industry to British Columbians. Activities are planned for Vancouver and communities around the province.

For more information on BC Mining Week, including a full list of events around the province, visit [miningweek.ca](http://miningweek.ca). To register for Briño's address to The Vancouver Board of Trade, visit [boardoftrade.com/events](http://boardoftrade.com/events).



Karina Briño, President and CEO of the Mining Association of British Columbia

## EVENTS CALENDAR UPDATE

See our full events calendar at [boardoftrade.com/events](http://boardoftrade.com/events)

FRIDAY, APRIL 11, 2014

### Justin Trudeau, Leader of the Liberal Party of Canada

11:30 a.m. – 2 p.m.

Justin Trudeau, Leader, Liberal Party of Canada, Member of Parliament (Papineau)  
Vancouver Convention Centre  
1055 Canada Place

Presenting Sponsor:  
*The McLean Group*  
Media Partner:  
*Business in Vancouver*

WEDNESDAY, APRIL 16, 2014

### Networking Breakfast Series: Orientation and Roundtable

7 – 9 a.m.

Renaissance Vancouver  
Harbourside Hotel  
1133 West Hastings Street

WEDNESDAY, APRIL 23, 2014

### Realizing the Impossible — An Entrepreneur's Private Success Story

11:15 a.m. – 2 p.m.

Anthony von Mandl, OBC, Proprietor, Mission Hill Family Estate

The Fairmont Hotel Vancouver  
900 Georgia Street West

Presenting Sponsor:  
*Michael Cuccione Foundation*

THURSDAY, APRIL 24, 2014

### The Vancouver Board of Trade Governors' Banquet and Rix Center Awards 2014

6 – 10 p.m.

COUNCIL OF GOVERNORS INDUCTEE  
**Ken Martin**, President and Chief Executive Officer, Pacific Blue Cross (retired)

RIX AWARD FOR ENGAGED COMMUNITY CITIZENSHIP  
**David McLean, O.B.C., LL.D., FICD**, Chairman of The McLean Group

RIX AWARD FOR ENGAGED CORPORATE CITIZENSHIP  
**Port Metro Vancouver**

Vancouver Convention Centre  
1055 Canada Place, West Building

Rix Center Awards Sponsor:  
*The Jim Pattison Group;*  
Presenting Sponsor: *Concord Pacific Developments;*

Platinum Sponsors: *Global Container Terminals Canada, The McLean Group, CN;*

Reception Sponsor: *Suncor;*  
Gold Sponsors: *Canadian Pacific, The Kingswood Group of Companies;*

Silver Sponsors: *RBC Royal Bank, Glentel, West Coast Reduction Ltd., Seaspan, McMillan LLP, Pacific Blue Cross, YVR Vancouver International Airport;*

Leaders of Tomorrow Sponsor: *Port Metro Vancouver;*  
Company of Young Professionals: *Euro Asia;*  
Women's Leadership Circle Sponsor: *Shell Canada*

TUESDAY, MAY 13, 2014

### Let's Talk Exports 2014

11:45 a.m. – 2 p.m.

**Peter Hall**, Vice-President and Chief Economist, Export Development Canada

Pan Pacific Vancouver  
999 Canada Place

Presenting Sponsor:  
*Export Development Canada*

TUESDAY, MAY 13, 2014

### Company of Young Professionals Leadership Forum

5 – 7:30 p.m.

Fairmont Pacific Rim Hotel  
1038 Canada Place

WEDNESDAY, MAY 14, 2014

### Mining 4 Everyone

11:30 a.m. – 2 p.m.

**Karina Briño**, President and Chief Executive Officer, Mining Association of British Columbia  
BC Mining Week

Vancouver Convention Centre  
1055 Canada Place

Presenting Sponsor: *PwC*

## TWEET SHEET

What Twitter users are saying about the @BoardofTrade



**LifeSciences BC** @lifesciences\_bc · Mar 21  
Great speaking with you at the #VBOT luncheon. We look forward to working with you in fostering partnerships with industry.



**Diane Finegood** @DTFinegood · Mar 21  
Great to hear @MinRonaAmbrose talking about the need for partnerships between governments, health care, private sector, academia #vbot



**Narges Nirumvala** @NargesNirumvala · Mar 19  
Just updated my FB cover to a @BoardofTrade event pic. Check it out!!! #vbot cc: @iainblack\_vbot facebook.com/ExecutiveSpeak



**Ros Guggi** @Ros\_cd · Mar 15  
Join #wlcircle Apr.4 for "Women in politics: Reshaping the landscape. Ticket details: [ow.ly/uBK25](http://ow.ly/uBK25). Join the discussion.#vbot



**Iain Black** @iainblack\_vbot · Mar 13  
#VBOT urges BOTH BC & Cdn gov'ts to exercise their legit. authority, within their respective jurisdictions, to end @PortMetroVan strike



**Karina Eva** @KaRiNa\_Eva · Mar 11  
That was an awesome "Shallows seas" 4D experience at the vancouveraqua boardoftrade #VBOT #cypprogram... [instagram.com/p/lbV9f\\_t6h4/](https://www.instagram.com/p/lbV9f_t6h4/)



**SFU Beedie BBA** @SFUBeedieBBA · Mar 11  
Read about Beedie Ambassadors' experience meeting @HillaryClinton at @BoardofTrade: [ow.ly/utzKL](http://ow.ly/utzKL) #womenleadership #VBOT



**Christine Gwillim** @MissGwillim · Mar 7  
Last nights members reception hosted by Tourism Kelowna!! Amazing wine, amazing food. Always a good time! #vbot [pic.twitter.com/G7C27E4CWz](http://pic.twitter.com/G7C27E4CWz)



**Tri-Cities Chamber** @TriCitiesCoC · Mar 6  
We were lucky enough to attend @HillaryClinton's #VBOT talk last night. More on the blog [tricitesschamber.com/pages/Blog](http://tricitesschamber.com/pages/Blog) | [pic.twitter.com/5SsJRvj2cU](http://pic.twitter.com/5SsJRvj2cU)



**Sandy Garossino** @Garossino · Mar 6  
Vancouver Board of Trade emerging as a powerful force for women's advancement in business and the workplace. #VBOT #WLCircle @BoardofTrade



**Juggy Sihota-Chahil** @juggysihota · Mar 6  
Achieving equality for women is the great unfinished business of the 21st century @hillaryclinton #vbot #wlcircle [metronews.ca/news/vancouver...](http://metronews.ca/news/vancouver...)



**David Crawford** @dcrawford\_VBOT · Mar 6  
You could have heard a pin drop during the question and answer session between Mrs. Clinton and Frank McKenna #VBOT [pic.twitter.com/ezTYm1AJj0](http://pic.twitter.com/ezTYm1AJj0)



**Lien Yeung** @LienY · Mar 5  
Before she ran in pres election, @HillaryClinton doubted herself. Young athlete whispered to her "dare to compete Mrs Clinton" #vbot #cbc



**Ian Bailey** @ianabailey · Mar 5  
.@HillaryClinton wrapping up with tribute to work of #VBOT Women's Leadership Circle that organized event.



**emily jackson** @theemilyjackson · Mar 5  
#HillaryClinton advice to young women: grow skin like a rhino, and accept criticism seriously but not personally #vbot



**Jen St. Denis** @JenStDen · Mar 5  
Clinton: increasing women's participation in wrkforce a way to increase countries' GDP #vbot #hillary



**Gary Mason** @garymasonglobe · Mar 5  
Bill Clinton aways knew how to wow a crowd with his oratory. #hillaryclinton doing the same at her #vbot address which has focused on women



**CBC Vancouver** @CBCVancouver · Mar 5  
Hillary Clinton draws record crowd for #Vancouver talk #vbot [ow.ly/uh4km](http://ow.ly/uh4km)

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# Raising the bar

Hillary Rodham Clinton draws record crowd of 2,700+ to The Vancouver Board of Trade

BY GREG HOEKSTRA

“So...*this* is what history looks like.”

Those were the words of **Iain Black**, President and CEO of **The Vancouver Board of Trade**, as he stood before more than 2,700 people on March 5, and kicked off to the largest event in the organization’s 127-year history.

The record-setting crowd gathered at the Queen Elizabeth Theatre to hear from one of the world’s most sought-after speakers, **Hillary Rodham Clinton**, former U.S. Secretary of State and former Senator from New York. The event took place just days before International Women’s Day, and was presented by The Vancouver Board of Trade’s Women’s Leadership Circle (WLC).

“I’m looking forward to answering your questions and having a discussion about our changing world and the challenges our countries face,” began Clinton, following introductions by The Vancouver Board of Trade’s

2013-14 Chair **Elio Luongo**, and WLC Chair **Jill Schnarr**. “But first I want to say a few words about the important work of the Women’s Leadership Circle, because I have been so impressed to learn about all the ways in which this organization is connecting and empowering women across Vancouver.”

Clinton said that through her work as First Lady, Senator, and Secretary of State, she’s had the chance to travel to 112 countries and meet women from all walks of life — and has learned that women have more in common than separates them.

“We share the same aspirations for a good jobs, healthy families, and strong communities. We share the drive to be entrepreneurs and builders, to be agents of change, drivers of progress, and makers of peace,” said Clinton.

Although there has been positive progress in recent years, Clinton said too many women still face glass ceilings that hold back their ambitions and aspirations.

She noted that women in



Hillary Rodham Clinton, Former U.S. Secretary of State and Former Senator from New York, takes part in a Q&A with Frank McKenna, Deputy Chair of TD Bank Group, following her sold-out speech to The Vancouver Board of Trade. **Photo by Sara Borck Photography**

Canada and the U.S. still earn 16 per cent less than men for the same work. What’s more, she said over 100 countries still have laws that prevent women from opening a bank account, from signing a contract, or from pursuing certain career paths.

“These ceilings don’t just keep down women and girls, they hold back entire economies and societies. Because no country can truly thrive by denying the contributions of half its people.”

She noted that her family’s organization, the **Clinton Foundation**, has launched a new initiative

called “No Ceilings: The Full Participation Project” that aims to bring a new generation into the fight.

“Organizations like the Women’s Leadership Circle are part of the progress we want to see — creating more opportunities for women in business, and offering the mentors and support networks we all need to succeed,” she said.

Clinton advised women in the audience to take criticism seriously, but not personally. She urged women to be confident in their own abilities, and be willing to take risks, even if it means failing.

“Women have to dare to compete,” she concluded.

Following her keynote, Clinton sat down for a question-and-answer session with **Frank McKenna**, Deputy Chair of **TD Bank Group**, former Premier of New Brunswick, and former Canadian Ambassador to the U.S., which touched on the ongoing situation between Russia and Ukraine, the Keystone XL pipeline, and yes — even the hockey rivalry between Canada and the U.S.

For a full photo gallery of the event, visit [www.facebook.com/vancouverboardoftrade](http://www.facebook.com/vancouverboardoftrade).

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# SOUNDING BOARD

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As the official publication of The Vancouver Board of Trade, the *Sounding Board* newspaper provides analysis and discussion of regional and national issues facing the business community, along with input from member companies, allowing them to raise their profile in the business community.

*Sounding Board* is published 12 times per year by Business in Vancouver Media Group in partnership with The Vancouver Board of Trade.

*Sounding Board* is read by leading business executives and their employees. The paper has a primary circulation of 12,500 and a conservatively estimated total readership of 37,500.

## ABOUT THE VANCOUVER BOARD OF TRADE

The Vancouver Board of Trade is Vancouver's chamber of commerce. Since 1887, The Board of Trade has been an active proponent of business in Vancouver. The World Trade Centre Vancouver is the international division of The Vancouver Board of Trade and is affiliated with more than 300 WTCs worldwide.

## OUR MISSION STATEMENT

The Vancouver Board of Trade works in the enlightened interest of its members to promote, enhance and facilitate the development of the region as a Pacific centre for trade, commerce and travel.

## OUR BASIC PRINCIPLES

The Board of Trade believes that the market system is the only system that works effectively in the allocation of scarce economic resources for efficient and stable economic growth and job creation. The Board of Trade recognizes the imperfections of the market system and supports the need for publicly provided services such as social services, health services and public education. The Board supports the philosophy of less government involvement in the business sector and believes that governments should not do what can be done in whole or in part by the private sector.

## PUBLICATIONS MAIL AGREEMENT No. 40011551

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# Basking in the afterglow

BY ELIO LUONGO

In the afterglow of our historic event with **Hillary Rodham Clinton**, I would like to take this opportunity to reflect on **The Vancouver Board of Trade's** proud tradition of women leadership on our board of directors.

After all, we have been blessed with the time, energy and talents of some of Canada's female business pioneers through the years.

Notable among them was our dear friend **Wendy McDonald**, who we lost just last year at the grand age of 90. Over her 50-plus-year career, the former president of **BC Bearing Engineers Ltd.** broke down barriers for female business leaders across Canada and, indeed, around the world. She built a hugely successful business empire, and in doing so, she garnered more than a dozen prestigious awards and accolades — including the RBC Canadian Woman Entrepreneur Award, a Lifetime Achievement Award at the Influential Women in Business Awards, and the Order of Canada. Wendy also left an indelible mark on The Vancouver Board of Trade, particularly in advancing policy issues — a key reason we exist.

After being named the organization's first female chair in 1990, McDonald launched a federal "debt clock" that not only drew attention to Canada's rapidly growing debt, but also became a symbol of The Vancouver Board of Trade, itself. She also led a mission to Ottawa and Washington, D.C., with then-Vancouver-mayor **Gordon Campbell**, to lobby for fast border lanes for business. This led to the first incarnation of what is now known as the NEXUS system.

McDonald paved the way for other extraordinary female B.C. business leaders to serve as our Chair, including **Carole Taylor, Jill Bodkin, Sue Paish** (who as Board Chair presided over the creation of our Women's Leadership Circle) and another Wendy... this one **Wendy Lisogar-Cocchia**, who in 2012 launched The Vancouver Board of Trade into its second 125 years, hiring our new President and CEO **Iain Black** and setting us on a course of reinvention, reinvigoration and financial sustainability.

These women are part of a 127-year tradition of leadership, a tradition of leading change and a tradition of your Vancouver Board of Trade making a difference in

not only our economy, but also the very fabric of B.C. itself. This manifested itself on March 5, when our Women's Leadership Circle played a presenting role in our event with Secretary Clinton — the largest gathering in our history.

The Vancouver Board of Trade's leadership role in issues of diversity and inclusion continues to evolve, and it continues to grow. I am pleased to announce that inspired by our event on March 5, we are committing to a new, annual tradition, whereby we will present yet another extraordinary woman from around the world who we can celebrate and draw inspiration from.

That event will take place in March 2015 — also in the week leading up to International Women's Day — and will be presided over by my friend and the 2014-15 Chair of The Vancouver Board of Trade, **Janet Austin**, CEO of **YWCA Metro Vancouver**. I sincerely hope you will join us for that event, as we continue along this journey of inclusion and excellence.

*Elio Luongo is Canadian Managing Partner, Tax, for KPMG and 2013-14 Chair of The Vancouver Board of Trade.*

# A fire of ambition and excellence

BY IAIN BLACK

As you've probably seen on the cover of this month's *Sounding Board*, **The Vancouver Board of Trade** is celebrating a pretty significant milestone.

On March 5, 2,765 of our closest friends joined us for a sold-out, record-setting event with **Hillary Rodham Clinton**. In the weeks that have followed, the feedback has been simply phenomenal.

Yes, we have hosted business icons and political figures in the past — including presidents, prime ministers, and even princes — but never before have we hosted such a massive audience, which I think speaks to both the broad appeal of Secretary Clinton, and to the growing buzz surrounding your Vancouver Board of Trade.

For those of you new to our story, we have started a very exciting — and very compelling — chapter. In fact, if you are just joining us, you're encountering a very different Vancouver Board of Trade than existed a mere two years ago. We are in somewhat of a renaissance, organizationally, with a renewed focus, energy, drive, and

direction carefully crafted in a plan that was launched in January 2012.

Simply put, we have followed your lead. You made it clear that you want us to continue facilitating networking opportunities... and we're pretty good at that! But you also firmly directed us to use your Membership fees and sponsorship dollars to provide lifelong professional development through our four unique programs, and to meaningfully impact public policy development at all three levels of government. The early results are in, and you apparently like what you are seeing!

In the last 12 months you have filled rooms to capacity as we hosted the new Governor of the Bank of Canada, the Premiers of both Alberta and B.C., and the first public speech in B.C. by Prime Minister **Stephen Harper** in more than four years.

As a direct result of all this success, we are growing again. We established a target to add 650 new Members to our ranks in 2013-14, and I am pleased to say that with a quarter yet to go in our year, we are now on-track to add more than 1,000 new members!

This includes members of our Leaders of Tomorrow program — our mentorship program for final-year business students — which has grown over 50 per cent in the last two years — and our Company of Young Professionals program, which has doubled our number of members under the age of 35.

One-hundred and twenty-eight years ago, it was a fire — the Great Vancouver Fire of 1886 — that led to the creation of The Vancouver Board of Trade, and 127 years later, a very different fire keeps it going.

It is fire of ambition that drives our young business leaders to develop their skills and networks. It is the fire of excellence that drives our existing leadership — whether its big businesses or small ones — to create, to compete, and to succeed. And finally, it is the fire of passion for our province and country and our belief that business drives prosperity... and through that prosperity, we will all maintain the standard of living that we are so very blessed to enjoy in British Columbia.

*Iain Black is President and CEO of The Vancouver Board of Trade.*

# Canada-Korea Free Trade Agreement a boon for B.C.

BY GREG HOEKSTRA

The Vancouver Board of Trade welcomed Prime Minister **Stephen Harper's** announcement on March 11 that Canada and South Korea have reached a historic free trade agreement — a move that will strengthen ties with a key trading partner for many businesses across Metro Vancouver and B.C.

The Canada-Korea Free Trade Agreement will eliminate tariffs and reduce non-tariff measures that currently hinder market access for Canadian exporters and investors in Korea. In addition, Canadian consumers will soon see a greater variety of Korean goods in the marketplace, at lower prices.

"This is a significant milestone for our country — and our province — given that it's the first free trade agreement of its kind between Canada and an Asian market," said **Elio Luongo**, 2013-14 Chair of The Vancouver Board of Trade, and Canadian Managing Partner, Tax, for **KPMG**.

"This agreement will increase Canadian trade with one of the largest economies in Asia, which is phenomenal news for the business community in British Columbia. As Canada's Pacific Gateway, we are well positioned to capitalize on increased economic activity with Korea and to leverage new trade relationships."

The federal government says the new agreement will remove duties on 98.2 per cent of tariff lines, which will benefit nearly every industry, including B.C.'s LNG sector, mining, forestry, fish and seafood, agriculture and agri-foods, wine and spirits, industrial goods, and more.

"South Korea is already Port Metro Vancouver's third-largest foreign trading partner in terms of total tonnage, with a 14-per-cent market share. In addition, we export \$41 million of cargo per year through Vancouver International Airport — or approximately 2,700 tonnes," said **Iain Black**, President and CEO of The Vancouver Board of Trade.

"Canadian companies are now on a level playing field with their competitors around the world. With this new agreement, we can expect to see even more demand for B.C.'s products and services in Korea — whether its mining and forestry products leaving our ports, or semi-conductors, electrical equipment, and food products leaving our airports," added Black.

"Today's agreement also sets the stage for future negotiations surrounding the Trans-Pacific Partnership, which could revolutionize trade and investment in the Asia-Pacific Region."

For more on the Canada-Korea Free Trade Agreement, visit [international.gc.ca](http://international.gc.ca).

# Trudeau event sells out

Nearly 800 registered for Liberal Party leader's first VBOT address

BY GREG HOEKSTRA

The verdict is in: Vancouver's business community is eager to hear what **Justin Trudeau**, Leader of the **Liberal Party of Canada**, has to say about our national economy.

Trudeau's upcoming address to **The Vancouver Board of Trade** sold out weeks in advance, with nearly 800 expected to fill the Vancouver Convention Centre on April 11.

The event will mark Trudeau's first official address to The Vancouver Board of Trade, which has hosted a number of high-profile political leaders in recent months, including Canadian Prime Minister **Stephen Harper** in January and Former U.S. Secretary of State **Hillary Rodham Clinton** in March.

The speech will take place nearly one year to the day that Trudeau assumed leadership of his party. Following his keynote, Trudeau will sit down for a moderated Q&A session with **Tamara Vrooman**, President and CEO of **Vancity** and Director of The Vancouver Board of Trade.

"We're very pleased that Mr. Trudeau has chosen The Vancouver Board of Trade as the venue to speak to the employers and

job creators of B.C.," said **Elio Luongo**, Canadian Managing Partner, Tax, for **KPMG** and the 2013-14 Chair of The Vancouver Board of Trade. "We hope to gain insights into his economic priorities, social beliefs, and his vision for business in Western Canada."

Trudeau was first elected MP for Papineau in 2008, and previously held the role of Liberal Party Critic for Youth, Post-Secondary Education, Amateur Sports, Multiculturalism, Citizenship and Immigration.

"Our organization prides itself on bringing thought-provoking speakers to Vancouver. It's one of the many things we do on behalf of our members," said **Iain Black**, President and CEO of The Vancouver Board of Trade.

"We hope this event leads to a candid conversation with one of Canada's top political leaders about the economic realities of our time," added Black.

"This event will help keep Metro Vancouver's business community informed and politically engaged, which is central to our mandate."

The event is now completely sold-out. To join the waiting list for tickets, please email [reservations@boardoftrade.com](mailto:reservations@boardoftrade.com).



Justin Trudeau, Leader, Liberal Party of Canada



10<sup>th</sup> annual

## October 8-9, 2014 Northeast British Columbia COMMUNITY COAL & ENERGY FORUM

**Featuring:** a showcase of businesses and presentations on current industry trends. Related topics include: decisions in the regulatory environment, community impacts, coal markets, industry opportunities and alternative energy projects.

**Who Should Attend?** All members of the public that are interested in learning more about the coal mining industry.

**Registration:**  
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## A rush of economic activity

BY PETER G. HALL

Are you afraid of white water? Then maybe this economic cycle is not for you.

Growth is building in the global economy. Not obvious? Well, neither is the increase in the water levels in a large lake after a significant rainfall. But the rush of the river at the end of the lake tells it all. That's where the potential of all that stored-up water gets unleashed.

Same goes for the economy. Years of low activity levels initially helped to use up the huge excesses left over at the end of the last cycle. That's now overdone, and suppressed activity is now giving rise to significant and growing pent-up demand. It's most obvious in the U.S. economy, but not exclusively there. It's the best evidence that the growth that has begun is going to build and spread. Are we ready for it?

It's not entirely clear that anyone is. Years of gloomy growth have created a lot of business reticence. On-again, off-again growth has stymied investment and hiring — creating a “you-first” climate that has few takers. It suggests that there is considerable pent-up investment, and with the amount of parked corporate cash currently in the system there is a worry that it could all try to hit the market at once. The B.C. forestry sector may well be a case in point.

What's driving this? Consumers, starting with Americans that have put off purchases for years, but now have to shell out for ap-

pliances, automobiles, and other goods and services.

Housing, which in many cases isn't being created fast enough to meet basic demographic demand across a number of key markets.

Growth could soon hit the world economy like a rush of white water, and those prepared to deal with a fast-paced, narrow stream peppered with the occasional daunting obstacle are best-placed to thrive over the next two years. Prepare the boat, grip the paddle, and get ready for a great ride.

Housing activity is rising sharply in the U.S., but builders are complaining about supply shortages. Underinvestment in sawmills — justified by the crisis and post-crisis U.S. housing flop — together with expansion into other markets and transportation constraints, is crimping the amount of available supply of wood products.

If this sector is suggestive of an economy-wide trend — and there is reason to believe it is — then a rush of business activity could be imminent.

*Peter G. Hall is Vice-President and Chief Economist for Export Development Canada, a Crown corporation that supports and develops export trade by helping Canadian companies respond to international business opportunities. Hall is scheduled to give his annual address to The Vancouver Board of Trade on Thursday, May 13. Visit [www.boardoftrade.com/events](http://www.boardoftrade.com/events) to register.*

## FortisBC digs into safety

BY IAN TURNBULL

Springtime marks the unofficial start of construction season across British Columbia. It's also traditionally the time of year when FortisBC experiences a spike in the number of calls to repair damage to our underground natural gas pipes.

Ninety-nine per cent of damage to FortisBC's natural gas system is caused by third parties such as construction crews, contractors and homeowners. Even the smallest damage could require thousands of dollars of repair work and force FortisBC crews to shut down service to other customers in the area. Worse yet, if you're the one who caused the damage, you could be on the hook for the entire cost of the repairs.

Avoiding this and staying safe when working around underground utilities starts with a call to BC One Call — a free service that provides up-to-date information on the location of underground pipes and wires. The next step is following safe digging practices such as avoiding the use of mechanized equipment when working near underground utilities.

Since safety is a priority at FortisBC, we're committed to increasing public awareness about “Call Before You Dig.” Because of this we've seen a measureable drop in the number of incidents. In fact, last year our crews responded to the least amount of third-party damage to our

natural gas system compared to previous years.

While this decrease is positive, we'd like to see that number keep going down every year, which is why we hold several community initiatives across B.C. each spring.

Our contractor breakfasts are popular and give us an opportunity to speak directly with people working around underground utilities. Additionally, we'll be setting up information booths at select lumber and gardening stores across B.C.

To find out more on our safe digging outreach visit [fortisbc.com/events](http://fortisbc.com/events). And if you're planning to do any construction or digging remember to follow these steps:

1) Call BC One Call toll-free at 1-800-474-6886 (or \*6886 from any cell phone) at least three business days before you start excavation. BC One Call will contact its members with underground facilities in the excavation area and will then provide the caller with the requested information at no cost.

2) Have all location information on site and refer to it during the excavation.

3) Use the information to locate and mark lines and maintain the markings until digging is underway.

4) Hand dig first, to locate and carefully expose natural gas pipelines, underground electrical wires and other utilities before using mechanical equipment.

*Ian Turnbull is damage prevention and emergency services manager with FortisBC.*



## Governors' Banquet and Rix Center Awards 2014

Thursday, April 24, 2014 | Vancouver Convention Centre — West

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# VBOT applauds efforts to resolve trucking disruption

BY GREG HOEKSTRA

While it will take some time to return to full operations, members of **The Vancouver Board of Trade** are breathing a sigh of relief now that the 28-day trucking disruption at **Port Metro Vancouver** has come to an end.

On the evening of March 26, Premier **Christy Clark** announced that the province, federal government, and the port had reached an agreement with members of the **United Truckers Association** and **Unifor**, following extensive discussions between all parties. The next morning, the port resumed full operations to clear the cargo backlog as quickly as possible.

"We're relieved that container trucker operations are resuming at the port. This is welcome news for B.C.'s economy. Thousands of businesses across the Lower Mainland have been struggling for the past 28 days," said **Iain Black**, President and CEO of The Vancouver Board of Trade.

"Over the past month, we've heard directly from our members about the devastating impacts this disruption had on their small, medium and large businesses," Black added. "This agreement is a

good first step in the short-term, but it's just that — a first step. We need to ensure there is long-term labour peace in Vancouver's Gateway supply chain, because disruptions like this one can have immediate and indelible impacts on our trade reputation internationally."

Throughout the month of March, **The Vancouver Board of Trade** spoke out against the trucking work disruption, through a social media campaign, email blasts to its members, and media interviews with Global BC, CTV, CBC, CNKW, News 1130, *Business in Vancouver*, and more.

The Board of Trade repeatedly urged truckers to return to negotiations with their employers and work alongside the port to find a solution to their concerns—rather than driving away business and jeopardizing our local economy.

"It's estimated that up to \$885 million in trucking cargo is already being disrupted each week," said Black at the beginning of the disruption. "This is setting off alarm bells for our members. If that cargo doesn't leave through Port Metro Vancouver, our fear is that it will start leaving through competing ports in Seattle, Los Angeles, or San



Iain Black, President and CEO of The Vancouver Board of Trade, is interviewed by Global BC's Ted Chernecki regarding the port trucking dispute, including how it affected many of the VBOT's small business members. Photo by Greg Hoekstra

Francisco."

Throughout the disruption, the Board of Trade received calls and emails from members affected by the strike. One such business was **Kryton International Inc.**, a Vancouver-based international manufacturer, which does 80 per cent of its concrete waterproofing business through exports.

"This disruption is having a direct effect on the lives of the people who work for our company, as well as our many vendors and partners," wrote Kryton's **Sarah Rippen** in an email.

Rippen added that for export-

ers, the disruption was jeopardizing local companies' relationships with their overseas customers.

"That is the bottom line. This gives a distinct advantage to our U.S. competitors, and is not helping to improve B.C.'s export," wrote Rippen.

**Rita Bellano**, President of **Bellano Tile Company**, sent a similar email, expressing concerns over how the strike was affecting imports—including the products her company imports from Italy.

"We have been importing containers since 1976 so we are very aware of the situation past and

present," wrote Bellano. "The last truckers' strike cost us dearly... some of the products in our container are time sensitive and if do not arrive on time it will start a sequence of consequences that will be very costly and affect a lot of people who are waiting for the goods."

Now that the work disruption is over, The Vancouver Board of Trade remains hopeful that B.C. can return to business as usual. However, there is still plenty of work to be done to ensure history doesn't repeat itself.

"This is news worth celebrating, but we can't forget that this is a conceptual agreement, with a lot of complicated implementation yet to be done," said **Elio Luongo**, Managing Partner, Tax, at KPMG and 2013-14 Chair of The Vancouver Board of Trade.

"We're hopeful that the new 14-point Job Action Plan—agreed to by all parties, with the involvement of federal mediator Vince Ready—will lead to a successful implementation and long-term stability our members, who rely on efficient goods movement through our port 365 days a year," added Luongo.

For more information on the 14-point job action plan, visit [www.portmetrovancover.com](http://www.portmetrovancover.com).



## Hillary Rodham Clinton

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March 5, 2014

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# Insights add up at LOT accounting speaker series

BY CHELSEA KEENAN

Members of **The Vancouver Board of Trade's** Leaders of Tomorrow mentorship program had an opportunity to hear from several Vancouver accounting professionals on March 4, including **David Negus** (CA), Vice President and Corporate Controller at **lululemon athletica**, **Parveen Tatla** (CGA), Senior Accountant for **Best Buy Canada**, and **Arif Ahmed** (CMA), General Manager of **Choices Markets** and **Canadian Choice Wholesalers**.

All three speakers shared insights from their diverse career paths and gave advice on building a network, overcoming challenges, and succeeding in the accounting industry.

Negus spoke about his experience at lululemon athletica and the unique culture it fosters; focusing on goal setting and creating a powerful brand vision. He emphasized how these practices should be integrated into one's professional life. Individuals should create measurable and specific goals focusing on a time spans of one, five, and 10 years, he said.

Negus drew an emphasis away from credentials, and said he feels that when entering a career, a solid work ethic and integrity will have the greatest impact on success. In addition, Negus mentioned the idea of luck, and how it's often a combination of preparation and timing — it is crucial how you prepare for the timing, he said, as you never know when opportuni-

ties will become present.

Tatla, having spent 10 years with Best Buy, has a significant amount of knowledge about career paths and challenges. Her career has taken her through seven different areas within the company with various levels of responsibilities. She spoke of the importance of implementing a five-year plan in place that details career goals, including specific target dates.

For those interested in pursuing accounting positions, Tatla emphasized the importance of holding a CPA designation in order to have a distinguished advantage in the industry. Having spent a great deal of time in a big corporation, Tatla described the fast pace expansion strategy of a large organization and how it provides ample opportunities to learn and expand on many new skill sets.

In becoming a professional accountant, Tatla said she learned that one must be patient, confident, prepared to have a game plan and have a willingness to learn. She emphasized the importance of time management, and said developing this ability will result in being able to be completely present and engaged in the work that at hand.

She added that becoming involved in a mentorship program can help with professional development, building relationships, and networking.

Ahmed described his path toward becoming an accountant and said every day



Nearly 200 students and young professionals attended The Vancouver Board of Trade's Leaders of Tomorrow accounting speaker series on March 4, sponsored by CPA BC. Students had an opportunity to learn about the industry from an outstanding group of panellists, including David Negus, Vice President and Corporate Controller at lululemon athletica, Parveen Tatla, Senior Accountant for Best Buy Canada, and Arif Ahmed, General Manager of Choices Markets and Canadian Choice Wholesalers. **Photo by Vision Event Photography**

he finds passion in his career. He stressed the notion of making the best attempt to do everything right the first time, doing the best job possible even through failure, and that a strong personal work ethic will herald success.

Ahmed advocated for humility, to remain challenged, and to "pay it forward" throughout one's career. He concluded by leaving the audience with three impactful remarks — expand your horizons, try something different, and continue to have

a thirst for knowledge.

The Vancouver Board of Trade would like to thank David Negus, Parveen Tatla and Arif Ahmed for sharing their insights of the accounting profession and industry, as well as event sponsor the **Chartered Professional Accountants of British Columbia**.

*Chelsea Keenan is a member of The Vancouver Board of Trade's Leaders of Tomorrow mentorship program. For more info, visit [www.boardoftrade.com/LOT](http://www.boardoftrade.com/LOT).*

## Metro Vancouver housing scrutinized under SFU microscope

In cities like Vancouver, sustainability plans and policies are colliding with housing affordability, according to **Simon Fraser University** Urban Studies associate professor **Meg Holden**.

She is leading a first-in-B.C. study investigating the challenges Metro Vancouver faces in preparing for an estimated one million new residents by 2041.

"The more sustainable a city, the more expensive and exclusive its housing," says Holden, an expert on prospects and policies for sustainable cities. "This study will help us understand how to make cities more sustainable for all residents, rich and poor."

The **Greater Vancouver Home Builders Association** (GVHBA) launched the study, *Getting to Groundbreaking (G2G)*, seven months ago. In laying the groundwork for G2G's execution, Holden has discovered clues about what may be contributing to Metro Vancouver's soaring housing prices and increasing housing exclusivity.

"For one, residential development application processes are extremely complex and vary widely between municipalities," says Holden. "Vancouver stands out across Canada for this complexity."

She says no one knows the housing-

cost impact of fees, charges and time spent on processing development applications, design, and other land use regulations. "Nor do we know who winds up paying those costs and their impact on the prices that homebuyers face. This project will help answer these questions."

G2G's building blocks are annual surveys and reports about the region's efforts to meet 2041 housing needs. Experts from the GVHBA, the **Urban Development Institute**, the **B.C. Non-Profit Housing Association**, **Metro Vancouver**, **Ryerson University** and local governments are advising Holden on constructing these building blocks.

She is engaging the research assistance of SFU Urban Studies students to evaluate how Metro Vancouver's 22 municipalities and one treaty First Nation will accommodate one million new residents by 2041.

They are gathering feedback from municipal employees, homebuilders, developers and non-profit housing consultants on how plans, regulations, fees and processes can hinder or help efforts to meet targets for housing affordability, availability and livability.

*For more information, visit [www.sfu.ca](http://www.sfu.ca).*

## UBC studies herd mentality in corporate leaders

A new **University of British Columbia** study reveals that corporate leaders are victims of herd mentality when adopting new innovations, sometimes with deadly consequences.

The paper, by Sauder School of Business Associate Professor **Marc-David L. Seidel** and INSEAD Professor **Henrich R. Greve**, shows leaders tend to pursue innovations, even as complex as airplanes, based on early adoption by competitors not close scrutiny of the technical merits.

"Business leaders tend to panic when new innovations are about to hit the market. They scramble to buy an apparent early leader," says Seidel. "Sometimes this results in inferior products, but as we show in our study, in the airline industry there was loss of life."

Among a series of innovations, the authors focused on two almost identical aircraft produced in the 1970s — the McDonnell Douglas DC-10 and Lockheed L-1011. Dubbed "The Twins," their manufacturers were locked in bitter rivalry.

Component delays slowed the L-1011's entry into the market by a year. Lack of sales characterized it as a failed innovation with only 250 sold compared to 486

DC-10s.

But the DC-10 suffered design flaws that proved deadly, killing over 600 people in a number of crashes. In 1979, it was temporarily grounded by the Federal Aviation Administration but this did not stop its advance.

In the paper, Seidel and Greve warn that history may repeat itself as Boeing's 787 Dreamliner and its rival, the Airbus A350, head to market.

Early groundings and production delays of the Dreamliner resulted in airlines snapping up more of the rival Airbus, before it had even completed flight testing or carried passengers.

"We can't say that the purchases of the Airbus will result in the same tragic events as the DC-10," says Seidel. "We likely won't know if mistakes were made for some time, but I can say the lesson of history should be well attended to."

The study, *The Thin Red Line between Success and Failure: Path Dependence in the Diffusion of Innovative Production Technologies*, was published recently in the *Strategic Management Journal*.

*For more information, visit [www.sauder.ubc.ca](http://www.sauder.ubc.ca).*





## Around the Board

Photo highlights from recent events and activities

**Clockwise from top left:** 1) Executives from Edelman shared results from their firm's global survey, the *2014 Edelman Trust Barometer*, at The Vancouver Board of Trade on Feb. 26. Following the presentation, local business leaders participated in a panel discussion on trust and credibility. Pictured above are panellists and head table guests. *Photo by Adam Gilmer* 2) The Honourable Rona Ambrose, Canada's Minister of Health, speaks to The Vancouver Board of Trade March 21 on the need for innovation in our health-care system. *Photo by Pablo Su* 3) The Queen Elizabeth Theatre fills up with more than 2,700 guests, just prior to The Vancouver Board of Trade's sold-out event with Hillary Rodham Clinton. *Sara Borck* 4) A panel of experts discusses 'Creating community and public partnerships in integration of health care' at The Vancouver Board of Trade's 2014 Health Care Forum on Feb. 28. *Sara Borck*

*Photography* 5) A second expert panel discusses 'Digital health and technological savings' at Health Care Forum 2014. *Sara Borck* 6) From left to right: Barbara Grantham, President and CEO, VGH/UBC Hospital Foundation; David Ostrow, President and CEO, Vancouver Coastal Health; Diane Finegood, President and CEO, Michael Smith Foundation for Health Research; Kip Woodward, Chair, Vancouver Coastal Health; Geraldine Vance, CEO, BC Pharmacy Association; David Crawford, Vice President, The Vancouver Board of Trade; the Honourable Rona Ambrose, Canada's Minister of Health; Craig Hemer, Partner, Boyden Global Executive Search and Director, The Vancouver Board of Trade. *Photo by Pablo Su* 7) The Honourable Denis Lebel, Canada's Minister of Infrastructure, speaks to media following his March 17 address to The Vancouver Board of Trade. *Photo by Tyson Jerry*



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OR AT THE SUN RUN FAIR FROM APRIL 24 TO 26.**

THE VANCOUVER SUN

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# Does the 9-to-5 work day still exist?

BY BARRY D. COOK

The traditional 9-to-5 work schedule is becoming a thing of the past. The reality of dual-income families has resulted in employees having to cope with increased demands on their personal time. The business world has also changed with advances in technology, increased global competition and the challenges of having four distinct generations in the workforce at the same time.

One way employers have responded to the changing workplace has been to offer flexible work arrangements. During February 2014, **Western Compensation & Benefits Consultants (WCBC)** conducted an online survey of Canadian employers on the prevalence, design, and management of flexible work programs.

While the reasons for offering workplace flexibility vary from employer to employer, over half view it as a way to provide and encourage a better balance between work and home. Flexible programs were also introduced for a variety of other reasons, including to attract and retain employees, increase employees' job satisfaction, give the employer a competitive edge

and to better meet customer needs.

The majority (88 per cent) of Canadian employers offer some form of workplace flexibility. Flexible work options are most common in not-for-profits (94 per cent), but both private sector (87 per cent) and public sector (83 per cent) employers also offer alternatives to the traditional 9-to-5.

Providing workplace flexibility isn't new. Just under three-quarters (71 per cent) of employers have been offering flexible work options for more than five years. This is particularly true of organizations with 500 or more employees. Perhaps in an effort to compete with larger employers, 33 per cent of smaller organizations have begun offering workplace flexibility since 2009.

The degree of formality of the various flexible work programs ranges from employers which have formal, written policies consistently applied, to employers with no policies. In just under half of the organizations (49 per cent) the programs are informal and decided on a case-by-case basis, while 16 per cent have some written policies but the policies are not consistently applied and the remaining 35 per cent have formal written policies which are consistently applied.

For the most part, private sector companies are much more likely to have informal policies while public sector employers are the opposite.

Interest by employees to be able to choose where and when they work varies by age group. Millennials (under 34 years old) may wish to pursue outside interests or travel, while Gen X individuals (34 to 49) may be juggling child care. On the other hand, Baby Boomers (50 to 68) and Traditionalists (over 68 years old) may be confronted with elder care issues.

In 70 per cent of organizations, less than half of the employees who have flexible work options take advantage of the opportunity. The typical reason for such low utilization is that the options available don't meet the employees' needs.

For the most part, private, public and not-for-profit employers of all sizes are offering employees flexible work options, provided the options are compatible with the job requirements. Over three-quarters (77 per cent) of employers report that their workplace culture supports flexible work options and virtually all of the remaining employers (21 per cent) indicate that support exists but varies a bit by department. Although the

options actually provided are often granted on a case-by-case basis, Canadian employers are supporting employees in balancing their work and personal lives.

The majority of employers feel that providing employees with flexible work options has assisted in attracting and retaining employees, positively affected employee morale and contributed to reducing employee turnover.

On the other hand, while offering work options have had little or no measurable effect on increasing company revenues or productivity,



Barry D. Cook, Partner, Western Compensation & Benefits Consultants

or reducing costs or absenteeism, employers have experienced very few negative effects.

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## Realizing the Impossible — An Entrepreneur's Private Success Story

Wednesday, April 23, 2014 | The Fairmont Hotel Vancouver  
11:15 a.m. – 2 p.m.



### Anthony von Mandl, OBC

Proprietor, Mission Hill Family Estate

Entrepreneur Anthony von Mandl will discuss his life's journey that led to an impossible dream of creating a landmark winery in the Okanagan Valley which has been heralded as the "Versailles of the Valley" by The New York Times and honoured by Travel + Leisure Magazine as "1 of the Top 5 Wineries in the World."

You'll want to arrive early to enjoy wine sampling from 11:15 a.m. – 12 p.m.

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## CALL FOR NOMINATIONS

The Vancouver Board of Trade  
127<sup>th</sup> Annual General Meeting  
Friday, June 20, 2014

In accordance with Bylaw 9.5 – Nominating Committee – A Nominating Committee, chaired by Immediate Past Chair, Ken Martin, has been established to receive nominations for directors for the 2014/2015 year of The Vancouver Board of Trade.

In accordance with Bylaw 9.6 – Nominations – Nominations for directors may be made in writing by any member of The Vancouver Board of Trade, provided that the name of the nominee and the written consent of the nominee are received no later than Monday, May 19, 2014 by the Secretary-Treasurer at the offices of The Vancouver Board of Trade, Suite 400 – 999 Canada Place, Vancouver, B.C. V6C 3E1.

For further information regarding nominations and any other matters pertaining to the Annual General Meeting, please contact Stephanie Hurlburt, Assistant Board Secretary, The Vancouver Board of Trade at:

Tel: 604-640-5456 Fax: 604-640-5485  
E-mail: [shurlburt@boardoftrade.com](mailto:shurlburt@boardoftrade.com)

## You have 8 seconds...

Think of your marketing like it's going to be on TV

BY ANTHONY TAYLOR

Would you invest more time into your marketing if you were promised a higher ROI? Advertising on television is very expensive. It takes lots of people to make TV ads, and in 30 seconds, they're over. People who make ads on TV spend a lot of time understanding their customer, their needs, and what channels they will be watching, in order to make the most of their investment.

Now think of your own business. Whether you're networking with someone at an event, a prospect is reading your printed materials, or they are finding you on your website or social media, you have a short amount of time — about *eight seconds* — to capture their interest so they keep paying attention.

Follow this exercise to increase the likelihood that your prospects will maintain their interest long enough to decide if they want your product, no matter what the scenario.

First, list all the products and services you sell. If you're like most businesses, you have a few different products, so list all of them. Second, think of who is the end customer is (and be as specific as possible). Chances are you'll have multiple customers for similar products. Make sure that you include all sub-categories of clients.

Another way to think of this is: Who owns the problem that your product or service solves? One client might buy product A for one reason, whereas someone else might buy for a different reason. Knowing these reasons (through research) is also very important, but that's for another post.

Third and finally, think of where you can reach these customers. What "channels" are they watching? What channels should you be marketing through?

Are they 30-40 years old and read the printed newspaper in the morning? Are they under-30 and the best way to reach and engage with them is social media? Are they C-suite executives and the best way to reach them is on the golf course?

The more targeted your message, the more successful your marketing will be. Think of the difference in effectiveness between having a one-on-one conversation, compared to yelling in a room. If you've got your messaging down to the point where it sounds like you're talking to that person, you've got a winner.

What would you do if there was a TV ad that wasn't "speaking" to you? You'd probably change the channel, right?

*Anthony Taylor is chair of The Vancouver Board of Trade's Small Business Council, events committee and Principal at SME Strategy Management consulting.*

## Avoid an 'Oops!' moment

Why all startups should embrace financial planning

BY TRUSHA DESAI

Strategies are not always logical and do not always follow the same path. They are often intuitive and are dovetailed to the entrepreneur and the small business. Therefore, strategic planning must necessarily follow the long-term and short-term rule: what fills the boxes will vary.

A business that attempts to grow without a strategy will be like a garden with weeds. The entrepreneur may be too close to his or her business to get a landscape vision of the future bumps in the highway. A consultant who has experience in business coaching, planning and finance is often the ally that an entrepreneur needs.

With more young professionals opting for entrepreneurship rather than searching for employment that maybe short-term, it is vital to remember that when one starts off with a pile of start-up cash — from whatever source — it is not a never-ending pile.

A budget and cash flow management

and projection should be prepared and maintained on a regular basis, so that the "Oops!" moment does not overwhelm the entrepreneur with no safeguards, no backup, and no angel.

It is said that the best time to obtain a line of credit from your financial institution (whether it's personal or business) is when you *don't* need it. You will then only tap into it when strictly required.

Maxing out credit cards is not the way to run a business.

Re-mortgaging one's home and using the proceeds to buy a convertible is also not the way to build a successful startup.

Perhaps this is not the advice that an entrepreneur would like to read. However, it is better to be careful and prepared, rather than end up in foreclosure or bankruptcy.

*Trusha Desai is founder and owner of Trusha Desai Innovation Management and a member of The Vancouver Board of Trade's Small Business Council. For more information on the program, visit [www.boardoftrade.com/SBC](http://www.boardoftrade.com/SBC).*



Trusha Desai



The Vancouver Board of Trade

## Mining 4 Everyone

Wednesday, May 14, 2014 | Vancouver Convention Centre, West  
11:30 a.m. – 2 p.m.



### Karina Briño

President and Chief Executive Officer,  
Mining Association of B.C.

Join us on Wednesday May 14, as the Mining Association of British Columbia's President and CEO, Karina Briño, delivers her address. As part of BC Mining Week 2014, Briño will speak to CIM delegates and Vancouver's business leaders about the important role of the mining industry on the economy and B.C. communities.

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## Let's Talk Exports 2014

Tuesday, May 13, 2014 | Pan Pacific Vancouver  
11:45 a.m. – 2 p.m.



### Peter Hall

Vice-President and Chief Economist,  
Export Development Canada

Let's Talk Exports is your best opportunity to get the latest information on the global economy and the impact it will have on Canadian businesses like yours. Join Peter Hall, Vice-President and Chief Economist at Export Development Canada, for this worthwhile and insightful presentation that will show Canadian companies of all sizes what to expect in the year ahead.

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The Vancouver Board of Trade



# TED 2014 Conference inspires CYP spin-off

BY SHAN SHAN FU

Last month, Vancouver played host to TED 2014, a high-profile annual conference where notable speakers share stories and learnings about technology, entertainment and design. For a steep \$7,500, attendees were able to rub shoulders with big names, such as **Bill Gates**, **Sting** and astronaut **Chris Hadfield**.

In honour of the first TED conference in our city, **The Vancouver Board of Trade's** Company of Young Professionals program hosted its own spin-off at the **Vancouver Aquarium**, which it called "CYPx." By the end of the evening, one thing was certain — we don't need to travel the world to hear thought-provoking speakers, because there are remarkable people right here in our own organization.

In their 18-minute presentations, **Donovan Tildesley**, **Bene-**

**dict Marsh**, and **Dr. Grace Lee** talked about stepping out of your comfort zone, living your dream, and using limited resources to your advantage.

Tildesley's parents were told by the doctors when he was an infant that he would never be able to see. Flash-forward 29 years, and Tildesley is now a world-class Paralympic medallist, insurance broker and inspirational speaker.

Despite the early obstacle, Tildesley found a passion for sports, particularly skiing and swimming. Standing at the peak of a snowy mountain and waiting to propel into the unknown terrain would be outside of anyone's comfort zone, but imagine if you also couldn't rely on your sight. Through his sheer determination, Tildesley made the Paralympic team at the young age of 16, where he won a bronze medal in the Sydney 2000 Paralympics. Tildesley speech to CYP members was both funny and



Donovan Tildesley, Paralympic athlete and inspirational speaker, presents at CYPx on March 11. Inset, Dr. Grace Lee talks about neuroscience. **Photos by Noravera Visuals**

inspirational.

Second to speak was Lee, director of clinical neuroscience initiative at the Department of Medicine at the **University of British Columbia**. Lee said her passion is to help improve care for patients with traumatic brain injuries. She presented on the trends of minimally conscious states of the human brain — detailing the

intrinsic differences between the levels of vegetative versus levels of awareness. From humble beginnings, Lee exemplifies how anyone can live their dream if they are dedicated and passionate.

People often say that constraints limit creativity. Composer and songwriter Benedict Marsh disagrees, and emphasizes how constraints are actually required

for creative thoughts to flow. Early in his career, Marsh was faced with the challenge of producing an album with no budget. Instead of giving up on his dreams, Marsh innovated. He used an iPhone app to create a full-length song featuring a 15-piece band. Since then, Marsh has performed and recorded with artists such as **Mad-child**, **Sophia Danai**, and **Soatoo**.

Following the presentations, CYP members experienced a sneak peak of the Aquarium's 4-D theatre which was truly a roller-coaster ride for the senses.

In some ways, the Aquarium's 4-D theatre exemplified the lessons from our esteemed speakers, including the need to creatively maximize resources and embrace innovation.

*Shan Shan Fu is a member of The Vancouver Board of Trade's CYP program for people under 35. For more on the program, visit [boardoftrade.com/CYP](http://boardoftrade.com/CYP).*

The Vancouver Board of Trade

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*Leadership loves company*



## When it comes to public opinion, promoting women pays off

BY CARLA SHORE

Every organization wants to have the public think well of them. Your company likely invests in advertising and marketing, social media campaigns, and public relations strategies to influence reputation and public opinion, but have you considered how your company's policies about providing leadership opportunities for women and supporting your community can shape the story you tell about your organization?

Whether you're trying to get people to buy your product or frequent your storefront, whether you want to gain support for your issues or keep a favourable opinion about your developments, you want to be seen as "the good guy." You want the buzz about your organization to be positive, and the people you most want to spread the word are your employees. Remember, much of that buzz



Carla Shore, Principal,  
C-Shore Communications Inc.

starts with your own staff.

The 2014 *Edelman Trust Barometer*, which measured the public's trust in institutions and credible sources around the world, found that trust goes up when a company exhibits positive behaviours, such as respecting employee rights and supporting good causes. Importantly, it also showed that the voices most trusted to weigh in

on a company's integrity, engagement, and quality of products and services are those of its employees.

Since your employees are your greatest spokespeople, it's important that they believe in your mission and are engaged with your organization's brand. So what do they care about? Research shows that "millennials" in particular want to work for companies that have strong corporate social responsibility policies and gender-inclusive policies. They want to know that everyone is treated well, and want to see their companies being involved in their communities, doing good to make the places they live and work better.

Corporate social responsibility is about more than just giving to charity. It's about engaging employees, participating in the fabric of your community, and tying your company to the good things that flow to and from the people you help. And it seems that when

women are in leadership roles, it happens more often.

A study by the **Harvard Business School** and **Catalyst** found that companies with more women leaders had higher levels and a higher quality of corporate social responsibility in their operations. The study also found companies with gender-inclusive leadership policies contributed, on average, more to their communities.

According to research by the **Minerva Foundation for BC Women**, while women make up 50.4 per cent of the B.C. population, just 20 per cent of businesses are run by them. If your company has more women leaders, or policies to give women more opportunities for leadership development, you'll be on the road to developing employees who believe in your brand and become strong ambassadors for your company.

In this era of Twitter and camera phones, opinions are

shared quickly and virally. That can be a good thing, when your employees and customers spread good news about your organization. But the flip side is also true: bad news spreads quickly as well.

When your organization demonstrates leadership in things that matter to your employees, such as being a good corporate citizen and creating policies for gender-inclusiveness, you'll have a key to unlocking employee engagement. And when your staff shares your organization's mission, they will tell the story about your brand that you most want told.

That's the kind of trust and goodwill that all the ads in the world just can't buy.

*Carla Shore is a communications strategist, writer, and public relations expert. She is Principal of C-Shore Communications Inc. and a member of the WLC Advisory Council. For more on the program, visit [boardoftrade.com/WLC](http://boardoftrade.com/WLC).*

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# Board launches 'Women of Promise' program

10 outstanding women recognized by the Women's Leadership Circle and TELUS

BY ALEXANDRA FINCH

The Vancouver Board of Trade's Women's Leadership Circle (WLC) launched its inaugural Women of Promise Recognition Program last month, presented by TELUS. The new program celebrates women leaders who are making positive impacts in business and in their communities.

A total of 10 women were recognized having been nominated by members of The Vancouver Board of Trade for their distinction in leadership, community involvement, and the ascension of women in business. The 10 recipients who represent great diversity in professional industry and career stages were announced and celebrated at a WLC reception on March 5.

All recipients were then given complimentary tickets to attend The Vancouver Board of Trade's milestone event with Keynote Speaker **Hillary Rodham Clinton**, Former U.S. Secretary of State and Former U.S. Senator from New York, courtesy of TELUS.

**Jill Schnarr**, Chair of the Women's Leadership Circle and Vice President of Community Affairs at TELUS formally recognized all recipients at the reception. Schnarr herself is an example of the great impact women in leadership positions can have in their communities.

At TELUS, Schnarr is the national chair of their internal women's network, *Connections*, which serves as a framework for promoting women's growth, recognition, engagement and well-being within the TELUS community.

The women chosen for the Women of Promise Recognition Program have demonstrated their passion to defying gender boundaries in business and have the utmost passion for women's and community issues.

The nominees represent many roles, be it entrepreneur, student, board member, business leader, mother or mentor.

The Vancouver Board of

Trade's 2014 Women of Promise are:

#### Qudsia Ahmed

Ahmed is the Manager of Business Systems at **Industrial Alliance Insurance & Financial Services**. She is a board member for **Young Women in Business**, an organization focused on supporting the professional and personal development of young women throughout all career stages. In addition, she is a dedicated volunteer with the **Heart and Stroke Foundation of Canada**.

#### Stacy Berisavac

Berisavac is a Team Leader of Health Promotion at the **Canadian Cancer Society**. She is also a resolute volunteer to the organization, along with her 7-year-old daughter. Berisavac has a steadfast commitment to the organization and sharing values of community service through the generations.

#### Renee Chau

Chau is an IT Project manager at **TELUS**. She is committed to building diversity in the technology field through her work as chair of the student leadership team for **Canadian Women in Technology (CanWIT)**. Chau is a dedicated volunteer and mentor.

#### Ravneet Dhaliwal

Dhaliwal is a student at SFU Beedie School of Business and a campus ambassador for **KPMG**. She is co-founder of **Math4me**, a social enterprise focused on educating and motivating elementary and high school students across the lower mainland. She is also co-founder and Vice President of **Y-TASC (Youth Taking a Stand for Change)**, a youth engagement organization dedicated to raising economic and social awareness.

#### Karina Eva

Eva is the owner and manager of **Amando Natural Stone**. She volunteers on the communication committee for **Canadian Construction Women**, an orga-



On March 5, 10 individuals were recognized as part of The Vancouver Board of Trade's new Women of Promise program, presented by TELUS. Pictured above, from left to right, are members of the Women's Leadership Circle Advisory Council and recipients, including Jill Schnarr, Lisa Martin, Stacy Berisavac, Karina Eva, Jen Schaeffers, Kelly Lee, Carolyn Sami, Brittany Gardener, Ravneet Dhaliwal, Qudsia Ahmed, Renee Chau, and Madelaine Simpkin. Read more about the recipients below. Photo by Marc Andrew

nization that supports women in construction. In the traditionally male-dominated field of construction, that is actively recruiting women, Eva builds and maintains connections among women to help them reach leadership roles and career success.

#### Brittany Gardener

Gardener is a Marketing Manager for **Push Online Marketing**. She is also the Creative Director and Founder of **Apothebaby**, a natural and ethical and environmentally focused baby care company. With a strong educational focus, she is currently sitting on the board of directors for the **Abbotsford Community School** and is pioneering an independent school in B.C. specializing in aerospace technology, intentional community design and social entrepreneurship.

#### Kelly Lee

Lee is a Junior Business Analyst at the **SFU Enterprise Systems Management Office**. She is a participant of The Vancouver Board of Trade's Leaders of Tomorrow mentorship program, where she is involved with program development,

including the Women's Leadership Circle. Lee is an active volunteer with the **Canadian Cancer Society** and the **Lookout Emergency Aid Society**.

#### Carolyn Sami

Sami is a Project Leader at the **Industry Training Authority**. She is a founder of **Love in Action**, an organization dedicated to providing those in Vancouver's Downtown Eastside has access to sustenance and basic supplies. She has inspired a great number of individuals companies to take part in this wonderful venture.

#### Jen Schaeffers

Schaeffers is the Executive Director of the **CKNW Orphans Fund**, an organization dedicated to enhancing the lives of children with mental, physical and social challenges in B.C. She is the founder of **Women Leaders in Non-Profit, Networkingin-Van.com** and **Steveston Moms Network** and currently volunteers for the Women's Leadership Circle and **Minerva Foundation**. With an impressive list of past and present volunteer contributions, Schaeffers is truly a community leader.

#### Madelaine Simpkin

**Simpkin** is a Gender Sexual and Women's Studies student at **Simon Fraser University**. She holds a leadership role with **SFU SOS (Students Offering Support)**, an organization dedicated to assisting peer students with exam prep, raising donations to fund international volunteer outreach programs. She has supported **Global Agents for Change**, an organization that supports emerging leaders. Simpkin is a visionary who values educational and leadership opportunities for all.

The Vancouver Board of Trade's Women's Leadership Circle and TELUS are proud to present this year's Women of Promise. We look forward to seeing their future contributions to their professions, communities, and the elevation of women.

The WLC is one of the largest women's business networking groups in Canada. Based on the pillars of connections, conversations, recognition and advocacy, the WLC is an inclusive business community which embraces diversity and elevates women. Visit [boardoftrade.com/WLC](http://boardoftrade.com/WLC) for more information.

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