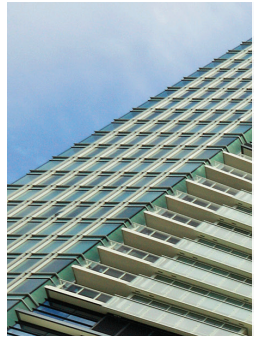




EXPERTS TALK TRANSIT, ROADS AND BRIDGES

Transportation Summit brings together Mayors, Minister and new TransLink CEO

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SOUNDING BOARD



THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | JUNE 2016 | VOLUME 56 / ISSUE 6 | BOARDOFTRADE.COM

Board launches interactive Scorecard website

DIGITAL | Dig through the data and see how our region compares to 19 others across the globe

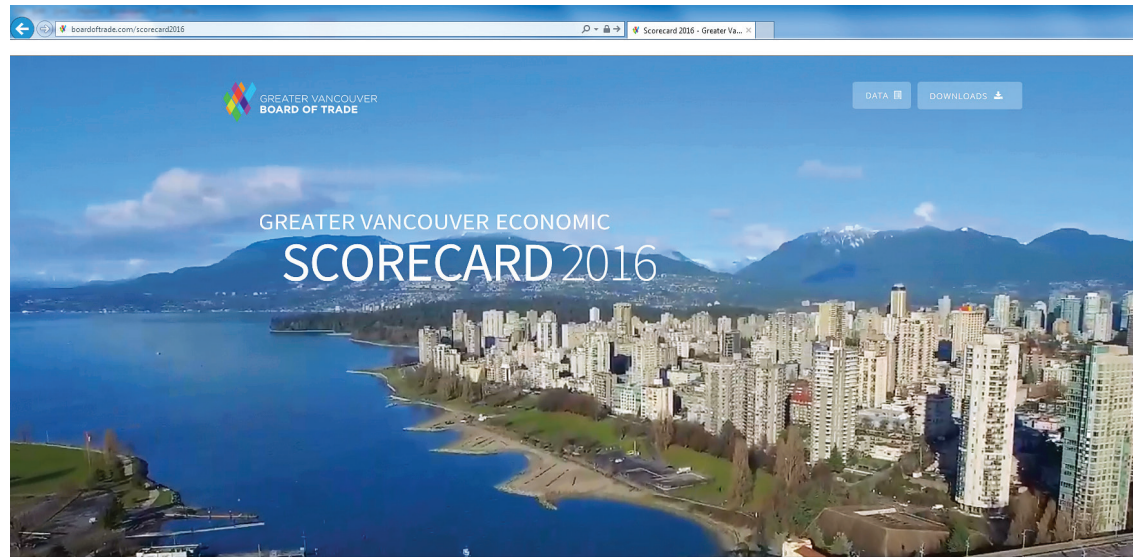
BY GREG HOEKSTRA

After two years of meticulous research and data collection, the results are in.

The Greater Vancouver Economic Scorecard 2016 was unveiled May 18 at a technical media briefing and press conference, followed by an official launch celebration with the Conference Board of Canada.

All told, the 128-page report is the most comprehensive overview of our region ever compiled. It compares Greater Vancouver to 19 other regions around the world — from Seattle to Sydney to Shanghai — on key economic and social indicators.

Overall, our region placed 9th in the Economy category of the report and 7th in the Social category. Despite its relatively high social ranking, two factors hurt Greater Vancouver's livability: inadequate public transit and road



infrastructure, and poor housing affordability.

Other challenges include land scarcity for enabling trade, low productivity levels, high marginal tax rates on capital for businesses, challenges attracting head offices,

and a low proportion of 25 to 34-year-olds.

"Greater Vancouver's economy has been among Canada's best-performing metro economies since 2010 and the region is a diverse and attractive place to live,"

said Iain Black, President and CEO of the Greater Vancouver Board of Trade. "But the Scorecard results suggest Greater Vancouver still faces significant challenges that, if left unaddressed, could impact our future economic vitality."

Take an aerial view of our economy

Findings from the report are now available to the public at boardoftrade.com/scorecard2016. There, you'll be able to review the data and rankings through more than 30 interactive tables.

The website also includes an infographic, a copy of the full report, a summary report magazine, backgrounders, news releases, and a slideshow presentation by Dr. Daniel Muzyka, President and CEO of the Conference Board of Canada.

In addition, the website identifies seven important challenges for our region that have emerged from the report and outlines future policy priorities for the Greater Vancouver Board of Trade resulting from the Scorecard. **SB**

To review Scorecard 2016 and explore the data, visit boardoftrade.com/scorecard2016.



A fond farewell

In his final Chair's Message, Tim Manning reflects on a truly remarkable year at the Board of Trade

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Sixth annual Aboriginal Opportunities Forum returns this month

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Meet the new Chair

A Q&A with Robin Silvester, who begins his term as Chair at this month's Annual General Meeting

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Province announces increases to B.C.'s minimum wage

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NEB grants approval to Trans Mountain expansion project

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AGM | Board of Trade wraps up a remarkable year June 27

Celebrate a year of significant milestones at our 129th Annual General Meeting

BY GREG HOEKSTRA

It has been another extraordinary year at the Board of Trade, most notably with the launch of our Scorecard, the unveiling of our new website, and the adoption of a new name that better reflects our rich history of regional advocacy work.

On June 27, join our Directors, Members, staff, and community partners at our 129th Annual General Meeting, where we'll reflect on an exceptional 12 months, celebrate our successes, and set new goals for the year ahead.

This year's AGM will be held at the historic Rosewood Hotel Georgia. The event kicks off with a Members-only business portion,

for the purposes of electing a new slate of directors and approving the audited financial statements from 2015-16. Following the business portion, there will be a networking reception open to Members and non-members alike. During the reception there will be a special announcement regarding another exciting new initiative of the Greater Vancouver Board of Trade.

Outgoing Chair Tim Manning, Regional Vice-President of Commercial Financial Services for RBC Royal Bank, and Incoming



Chair Robin Silvester, President and CEO of the Vancouver Fraser Port Authority, will both be on-hand to discuss policy initiatives and issues of regional importance

with our Members. **SB**

Register for our 129th Annual General Meeting at boardoftrade.com/AGM2016.

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

FRIDAY, JUNE 17, 2016

Aboriginal Opportunities Forum 2016 Presented by CN
Acknowledging our Past, Building our Future

7:15 a.m. – 12:30 p.m.

Sheraton Wall Centre Vancouver
— Grand Ballroom
1088 Burrard Street

OPENING REMARKS

The Honourable John Rustad
Minister of Aboriginal Relations and Reconciliation, Province of British Columbia

SESSION 1

What Truth & Reconciliation Means for Business

SESSION 2

Successful Partnerships: Looking through an economic development lens

SESSION 3

The Business Case for Education

CLOSING REMARKS

Regional Chief Shane Gottfriedson

B.C. Assembly of First Nations

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Supporting Sponsor: Vancity

Community Sponsor:

SFU Beedie School of Business,
NextUse Recycling, FortisBC,
Trans Mountain Expansion Project
- Kinder Morgan Canada

MONDAY, JUNE 27, 2016

129th Annual General Meeting and Reception

Business Portion:
2:30 – 4 p.m.

Reception:
3:30 – 6 p.m.

Rosewood Hotel Georgia
— Spanish Ballroom and
Promenade Foyer
801 West Georgia Street

Tim Manning

2015-16 Chair,
Greater Vancouver Board of Trade,
Regional Vice-President,
Commercial Financial Services,
RBC Royal Bank

Robin Silvester

Incoming Chair,
Greater Vancouver Board of Trade,
President and Chief Executive
Officer, Vancouver Fraser Port
Authority

Sponsors: TELUS, CN,
Vancouver Airport Authority,
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BCIT School of Business



Wednesday, June 29, 2016

The Future of the Taxi Industry

How Vancouver's taxi providers are adapting to new transportation trends and technologies

11:30 a.m. – 2 p.m.

Fairmont Waterfront Hotel
— Waterfront Ballroom
900 Canada Place

Peter A. Gall Q.C.

Partner, Gall Legge Grant & Munroe

Presenting Sponsor:

Vancouver Taxi Association

TUESDAY, JULY 12, 2016

Greater Vancouver Board of Trade's Golf Classic

11:30 a.m. – 1:00 p.m.
Registration

1:30 p.m. Shotgun Start

7:00 – 9:00 p.m. Dinner,
Auction and Awards

Northview Golf & Country Club
The Ridge Course

6857 168th Street, Surrey

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ECONOMY | Sixth annual Aboriginal Opportunities Forum returns this month



Shane Gottfriedson, Regional Chief of the B.C. Assembly of First Nations, speaks June 17 at the Greater Vancouver Board of Trade's Aboriginal Opportunities Forum, presented by CN. | THOMPSON RIVERS UNIVERSITY

The Greater Vancouver Board of Trade's sixth annual Aboriginal Opportunities Forum will take place June 17. Presented by CN, this year's forum will emphasize and explore the critical relationship between aboriginal issues and economic development in B.C.

To help facilitate conversation and improve Aboriginal relationships with the business community, the theme of this year's forum is acknowledging our past, examining our present, and setting the path for a collaborative future.

The event will begin with opening remarks from the Honourable John Rustad, B.C.'s Minister of Aboriginal Relations and Reconciliation.

Following Minister Rustad's remarks, the forum will dive into session one, entitled "What Truth and Reconciliation Means for Business." With the work of the Truth and Reconciliation Commission now published, it falls to the people of Canada to take action on those recommendations. This panel will explore

the private sector impacts of the report, while expanding on the role of industry in reconciliation.

Session two of the forum will focus on "Successful Partnerships: Looking through an economic development lens." This panel will explore the lessons learned from successful partnerships across the country between business and Aboriginal peoples.

The third session of this year's forum will focus on "The Business Case for Education." Canada's Aboriginal population is the fastest, youngest and strongest growing demographic. With more than half the Aboriginal population under 27, it is both socially and economically important to find ways to provide economic opportunity for Aboriginal youth without compromising identity.

Shane Gottfriedson, Regional Chief of the B.C. Assembly of First Nations, will wrap up the day's events with closing remarks. **SB**

For more information, or to purchase tickets, visit boardoftrade.com/aboriginal2016.

Is there a speaker you'd like to hear from or topic you'd like explored?

Make a suggestion at boardoftrade.com/suggest

Register now at boardoftrade.com/events

TRANSPORTATION | Experts talk transit, roads and bridges

Dialogue at Summit reaffirms Board of Trade's key regional infrastructure priorities

BY IQBAL AHMED

The Greater Vancouver Board of Trade brought together stakeholders from across the region on April 29 for our 2016 Transportation Summit. This event emphasized the importance of building, expanding and maintaining transportation networks, and discussing their importance to our region, province, and country. It sought to build greater dialogue on issues relevant to the movement of both goods and people through Canada's Pacific Gateway.

As identified in the recently released Greater Vancouver Economic Scorecard 2016, transit and transportation are important drivers of our economy and need greater attention if we are to increase our competitiveness and sustain economic growth. This summit allowed us to bring together stakeholders from across the region, to reaffirm our priorities and illustrate their national importance.

The summit kicked off with a panel featuring new TransLink

CEO Kevin Desmond alongside City of Vancouver Mayor Gregor Robertson and City of Surrey Mayor Linda Hepner. The discussion, which was moderated by Globe and Mail journalist Frances Bula, looked at the current state of transit in our region, and how we can move forward after the failed plebiscite.

The discussion showcased the importance of coordinating our regional priorities, especially as we prepare for an estimated one million people to move to the region in the coming years and compete for limited federal and provincial funding. As mentioned in the Scorecard, transit touches on important other issues in our region such as commute times, housing affordability, and our quality of life.

Following the first session, B.C.'s Minister of Transportation Todd Stone also addressed attendees highlighting the need to invest in both transit infrastructure and roads. Minister Stone discussed how the two are inextricably linked and reducing congestion in our region requires a balanced and coordinated approach.

The third and final session was a panel of representatives of the goods movement industry, representing rail, infrastructure, logistics and marine sectors discussing what the Greater Vancouver Economic Scorecard highlights as Greater Vancouver's largest traded industry cluster — transportation. The panel discussed the recently released Canada Transportation Act review and the opportunities it could have for their industries.

The summit's dialogue reaffirmed the regional infrastructure priorities outlined by the Board of Trade in its 2015-16 pre-budget submissions. These include the George Massey Tunnel replacement, Pattullo Bridge replacement, increased rail capacity in Metro Vancouver, LRT in Surrey to Langley, and the Millennium Line extension along the Broadway-UBC corridor.

Only through a balanced and regional approach to tackling these issues can we continue to strive towards greater competitiveness. **SB**

Iqbal Ahmed is Manager of Public Policy Development at the Greater Vancouver Board of Trade. He recently joined the organization from the Calgary Chamber of Commerce.



Top: Mayor Gregor Robertson, Mayor Linda Hepner and new TransLink CEO Kevin Desmond discuss regional transit planning. Above: Iain Black sits down for a Q&A with Todd Stone, B.C.'s Minister of Transportation.



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SOUNDING BOARD

PUBLISHER: Business in Vancouver Media Group
 EDITOR: Greg Hoekstra, 604-640-5450
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As the official publication of the Greater Vancouver Board of Trade, *Sounding Board* 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 11 times per year by Business in Vancouver Media Group in partnership with the Greater 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 GREATER VANCOUVER BOARD OF TRADE

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

OUR MISSION STATEMENT

The Greater 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.

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President and CEO	Iain Black Greater Vancouver Board of Trade

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LEADERSHIP | Back to the future

In his final message to Members,
 Tim Manning reflects on his year as Chair

BY TIM MANNING

It's hard to express what an immense honour it has been to serve as Chair of this historic organization for the past 12 months.

So, as I prepare to conclude my term at our 129th Annual General Meeting on June 27, I'd like to take one last opportunity to highlight some of our shared successes, which I will cherish for years to come as proof of what can be accomplished when driven, connected, community-minded individuals harness their energy as a team.

Making history together

One year ago, I stood in front of our Members at the Fairmont Hotel Vancouver and identified three specific goals for my term: diversity, youth, and the launch of a Greater Vancouver Economic Scorecard. I'm so pleased to say that – with the support of our dedicated board of directors, diligent staff, and devoted volunteers – we managed to check off all three of these boxes in 2016!

In terms of increasing **diversity**, our organization made national headlines when we announced our first-ever gender-balanced board. In doing so, we became the first major business organization in North America to achieve a balanced board – and we also did it nearly half a year before Prime Minister Justin Trudeau announced the country's first gender-balanced cabinet.

In terms of my second goal, we enabled **youth** to succeed through our Leaders of Tomorrow (LOT) mentorship program and Company of Young Professionals (CYP). Both of these programs have been growing exponentially over the past couple of years, thanks to the hard work of Austin Nairn, along with our CYP Chair Christopher Lythgo and LOT Chair Natasha Jung.

By harnessing the energy and ideas of these young individuals and spreading it across all levels of our organization, the Greater Vancouver Board of Trade has become one of the most dynamic, progressive chambers of commerce in the country – and one of the only chambers to fully embrace youth in all aspects of its operations.

Finally, in terms of my third



goal, I am so exceptionally proud that we were able to officially unveil our **Greater Vancouver Economic Scorecard** last month after two years of groundwork by our board of directors, our Scorecard Committee, researchers at the Conference Board of Canada, and the Board of Trade's Public Policy team, led by Rob MacKay-Dunn.

The scope and scale of our Scorecard is unprecedented. Not only does it lay a foundation for our future advocacy efforts, but it will also be talked about by community leaders, elected officials, and academics in British Columbia for years to come.

Establishing a new identity

I'd also be remiss if I didn't acknowledge that we adopted a new name during my term as Chair, which in itself is a huge milestone.

After 129 years as the Vancouver Board of Trade, our Members voted overwhelmingly to embrace the name **Greater Vancouver Board of Trade**, which they felt better reflects the public policy work that we've been doing across the region, as well as the 50 per cent of our Members whose businesses are outside Vancouver city limits.

By changing our name, we made our first bold statement about the need to think regionally. Two months later, we backed up that statement by releasing our Scorecard – the most comprehensive analysis of our region ever compiled.

Of course, along with our new name came a new visual identity – including a new logo, new signage and events materials, and

completely redesigned website. I'm aware that this was an enormous undertaking spearheaded by our communications and marketing team during an already busy year, and they hit the project out of the park.

With a little help from my friends

I'm so proud of everything we've accomplished during my year as Chair, and as my final act, I want to reiterate that the key to all of this success was **teamwork**.

A Chair is only as strong as his board of directors, and I was fortunate to be flanked by more than 30 exceptional business leaders at the board table. In addition, I had the pleasure of working alongside the Board of Trade's President and CEO, Iain Black, and the exceptional team Iain has assembled at Canada Place to drive the Board's events, professional development programs, and public policy committees.

Finally, I'd like to thank Janet Austin, our Immediate Past Chair, for her commitment and dedication and whose guidance was invaluable when I assumed the role last summer, and my Senior Vice Chair, Robin Silvester, who will be sworn in as our 2016-17 Chair at our AGM on June 27. Congratulations Robin, and I look forward to supporting you as you take on the lead role of this great organization. **SB**

Tim Manning is 2015-16 Chair of the Greater Vancouver Board of Trade. He also serves as Regional Vice President, Commercial Financial Services, for RBC Royal Bank.

LEADERSHIP | 'Being a good listener is more important than being a good talker'

Meet Robin Silvester, who will become Chair of the Greater Vancouver Board of Trade later this month at our 129th AGM



Robin Silvester, President and CEO of the Vancouver Fraser Port Authority, begins his term as Chair of the Greater Vancouver Board of Trade on June 27.

Describe what you do in 10 words or less.

I lead the organisation that manages Canada's largest port.

Where is your hometown and how did it shape you as an individual?

Lancaster, North West UK. I grew up in rural England and gained a passion for the outdoors and the natural environment. I also spent a year of my childhood in Malaysia which I guess planted the seeds of a lifelong fascination with travel and other cultures.

What was your first job?

Teaching swimming in my teens. I could earn as much in two hours as my school friends did working all day in a box store!

What is the most important lesson you learned from your parents?

Being a good listener is more important than being a good talker, to treat other people as you would want to be treated

yourself, and the value of a good education.

Why did you join the Greater Vancouver Board of Trade?

To be part of an organisation with a long history of being a strong advocacy voice for business and the economy, as an essential component of a sustainable community.

What makes our region unique from others around the world?

Having a vibrant and diverse city surrounded by such a beautiful natural environment and within hiking distance of wilderness is truly unique.

How will Greater Vancouver be different 10 years from now?

There will at last be a holistic, regional, and sustainable approach to land use planning. (OK, I am an optimist—but the alternative where this is not achieved is depressing for the future of our region and communities).

What is your creative outlet?

Photography.

What is something most people don't know about you?

I'm a scuba-diving instructor.

If you retired tomorrow, how would you keep busy?

Travel, scuba diving, hiking, cycling, catching up on sorting out the best part of a lifetime's photographs, it feels like I'd have no trouble filling the time!

Where is your favourite vacation spot?

Somewhere interesting that I haven't been to before.

What is your guilty pleasure?

Red wine.


What inspires you?

Working with people who have a passion for what they do and for making a difference in a positive way. I'm fortunate to

be surrounded by them at the port authority.

What is the secret to happiness? Don't take yourself too seriously, and smell the roses along the way. *SB*

The Greater Vancouver Board of Trade is fortunate to have 36 of our region's top executives and business leaders on its board of directors. For more information on these exceptional individuals, visit boardoftrade.com/directors.



129th Annual General Meeting and Reception


AGM 129

Monday, June 27, 2016 | 2:30 – 6:00 p.m. | Rosewood Hotel Georgia

Join Directors, Members and Community Partners of the Greater Vancouver Board of Trade on Monday June 27, as we celebrate our organization's rich history and look forward to new goals and milestones in 2016-17.

Don't miss this reception to gain visibility for your organization, while networking with some of B.C.'s business top executives in a variety of industries.

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ADVOCACY | Scorecard priorities reflected at BC Chamber AGM

Board of Trade earns support for seven policy resolutions from provincial counterparts

BY AARON ROBINSON

The Greater Vancouver Board of Trade's seven policy resolutions were adopted at the BC Chamber of Commerce AGM in Kelowna in late May. The seven resolutions put forward by the Board of Trade address pressing issues identified by the recently released Greater Vancouver Economic Scorecard, including housing, infrastructure, and improved regional coordination.

"The BC Chamber brings together more than 60 chambers of commerce and boards of trade from across the province to discuss and debate the issues that are most important to our respective memberships," said Iain Black, President and CEO of The Greater Vancouver Board of Trade.

"We were very pleased to receive strong support for the issues that we identified as vital to our Members, and were proud to collaborate and

support several other chambers from our region, including the North Vancouver Chamber of Commerce, the Richmond Chamber of Commerce, and the Greater Langley Chamber of Commerce."

Resolutions adopted by the AGM process become a part of the BC Chamber's advocacy agenda to the provincial and federal governments.

The Board of Trade's resolution on housing supply is directly informed by our Scorecard results. The resolution aims to support increased density and diversity in the housing supply through the elimination of administrative barriers and red tape.

Another resolution that was adopted with near-unanimous support was entitled "Reviewing Regional District Accountability." This resolution aims to clarify the role of regional districts and increase efficiency and effectiveness through a review of their scope, accountability and governance.

Resolutions sponsored or



Iain Black, President and CEO of the Greater Vancouver Board of Trade, speaking at the BC Chamber AGM in Kelowna on May 31.

co-sponsored by the Greater Vancouver Board of Trade included:

1. Addressing the Housing Crunch Through Increasing

Supply.

2. Reviewing Regional District Accountability.

3. Protecting our Critical

Infrastructure (Asset Management) (Co-sponsored with the Greater Nanaimo and Greater Victoria Chambers of Commerce).

4. Protection of Trade-Enabling Industrial Lands for Future Prosperity (Co-sponsored with the North Vancouver Chamber of Commerce).

5. The Need for an Innovative Approach to Transportation for an Increasingly Urban Province (Co-sponsored with the Greater Langley and Richmond Chambers of Commerce).

6. Credit Card Merchant Fees (Co-sponsored with the Greater Langley Chamber of Commerce).

7. Enhancing Canada's Air Travel Competitiveness (Co-sponsored with the Richmond, Whistler, and Prince George Chambers of Commerce). **SB**

Aaron Robinson is Senior Policy Advisor for the Greater Vancouver Board of Trade and Public Policy Advisor for the Tri-Cities Chamber of Commerce.

To read the seven policy resolutions, download our BC Chamber Policy Handbook at boardoftrade.com/bcchamber2016.



Aboriginal Opportunities Forum 2016

Presented by:



Friday, June 17, 2016 | 7:15 a.m. | Sheraton Wall Centre Vancouver - Grand Ballroom | 1088 Burrard Street, Vancouver

Acknowledging our Past, Building our Future

The Greater Vancouver Board of Trade's sixth annual Aboriginal Opportunities Forum emphasizes and explores the critical relationship between aboriginal issues and economic development in B.C.

To help facilitate conversation and improve aboriginal relationships with the business community, the 2016 Aboriginal Opportunities Forum will focus on acknowledging our past, examining our present, and setting the path for a collaborative future. Speakers include some of the top experts on the subject from government, aboriginal and business backgrounds.

Panel Sessions

OPENING REMARKS

The Honourable John Rustad
Minister of Aboriginal Relations and Reconciliation, Province of British Columbia

CLOSING REMARKS

Regional Chief Shane Gottfriedson
B.C. Assembly of First Nations

SESSION 1:

What Truth & Reconciliation Means for Business

SESSION 2:

Successful Partnerships: Looking through an economic development lens

SESSION 3:

The Business Case for Education

Title Sponsor:



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LABOUR | Province announces minimum wage increases

BY IAIN BLACK

The provincial government has announced its plans to increase B.C.'s minimum wage in two stages over the next year and a half, bringing the minimum wage rate to \$11.25 by next September.

In order to mitigate the impact on the small business community, the government has also reaffirmed its commitment to reduce the small business tax rate by 40 per cent by 2017-18.

Minimum wage is a complex and sensitive issue for workers and employers alike, one that is watched very carefully by the 98 per cent of B.C.'s businesses who are small businesses — including many of you, our Members.

Small business continues to provide six of ten jobs in B.C., and unexpected and/or sharp increases to the minimum wage can have a very real impact on their ability to do so.

That said, our strong economic growth over the past three years, combined with the announced

small business tax relief and training, youth employment programs, and a lower-than-average percentage of our working population who actually make minimum wage, leaves us in a position to cautiously view the announced increases as "reasonable."

A profitable small business will get tax relief that will/could cover off the impact for up to six or seven staff impacted by the first anticipated rise in the minimum wage.

Certainty and predictability are crucial for our business community when it comes to government

imposed wage pressures. That's why, in 2015, the Greater Vancouver Board of Trade was conditionally supportive of having the minimum wage tied to CPI. However, last month's announcement is in addition to that. If this trend were to continue, it would defeat the purpose of tying the minimum wage to CPI in the first place.

Minimum wage is a multifaceted topic and an instrument of policy that impacts, and is impacted by, several factors. It cannot achieve its goals (e.g., raising the standard of living of low wage earners,

preventing worker abuse or exploitation) without other similarly motivated cost-lowering policies in place, including easy and regular access to public transit.

We will be on guard against more substantial, unexpected, increased to minimum wage, as they have the greatest impact on very small family-owned businesses, whose only choice is typically to cut back on part-time, lower-wage-earning workers. **SB**

Iain Black serves as President and CEO of the Greater Vancouver Board of Trade.

RESOURCES | NEB approves Trans Mountain project

BY ROB MACKAY-DUNN

On May 19, the National Energy Board (NEB) announced its long-awaited recommendation regarding Kinder Morgan's Trans Mountain Expansion Project. The Greater Vancouver Board of Trade welcomed the NEB's conditional approval of the proposed \$5.4-billion pipeline expansion between Strathcona County, AB and Burnaby, B.C., and now we are urging the federal government to respect the science-based regulatory process of the NEB and approve the project based on the expert opinion of Canada's independent regulator.

In principal, we support both the technical and environmental rigour of the process and believe the 157 conditions put forth by the NEB offer a comprehensive — yet realistic — standard of pipeline safety. Meeting these standards will protect the environmental, economic and community interests of all British Columbians.

In 2014, our organization applied and was granted intervenor status in the NEB regulatory process. As intervenors, we brought forward our perspective regarding the importance to B.C. and Canada of energy infrastructure development, on the condition that we do so responsibly and to the highest international standards of marine and land safety. We are confident that our comments and concerns have been satisfied in the NEB's decision.

The responsible development of market access for Canadian crude oil is of national importance. With our production exceeding demand in its primary markets in the U.S., and no midstream infrastructure in place to access new markets, Western Canadian Select is forced to trade below already depressed world crude prices.

This has turned Canada into a supplier held captive by our only

customer (the U.S.), which the Canadian Chamber of Commerce estimates costs the economy \$50 million a day. By ensuring Canadian oil has access to tidewater, the Trans Mountain Expansion Project will extend Canada's reach into new markets, generate thousands of high-paying jobs, and create billions of dollars in government revenue.

For B.C., employment and revenue benefits include 66,000 person-years of work and \$2.1 billion of fiscal impacts during construction and operations. Construction companies in the Greater Vancouver region will be one of the largest beneficiaries.

The application states that the region will receive \$1.15 billion in construction spending, supporting 1,200 full-time jobs during peak construction, and generating \$158.7 million in spending by workers during the construction phase.

This matter is now to be further reviewed by a three-person review panel with additional input from Canadians. Ultimately, the final approval can only come from the federal cabinet, and it is our hope that the legitimate, rigorous NEB regulatory process is properly reflected in their deliberation, to provide certainty for both community and industry stakeholders.

A failure to do so has the potential to further damage our natural resources sector, and send negative investment signals to other major projects in need of scarce capital.

We are optimistic about the process moving forward and believe the environmental and economic merits of the Trans Mountain Expansion Project have made a sound argument for its ultimate approval. **SB**

Rob MacKay-Dunn is Director of Public Policy and Communications for the Greater Vancouver Board of Trade. He can be reached at policy@boardoftrade.com.

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IN FOCUS | Photos from recent events and activities at the Board of Trade



Canada's Minister of Finance Bill Morneau gave a sold-out address at the Greater Vancouver Board of Trade on April 27, underscoring how the newly tabled federal budget will impact businesses and families in British Columbia. | PABLO SU



Karina Briño, President and CEO of the Mining Association of British Columbia, gave her annual Board of Trade address on May 10, as part of Mining Week 2016. | PABLO SU



VIA Rail President and CEO Yves Desjardins-Siciliano discusses the future of passenger rail in B.C. and Canada on May 17. | PABLO SU



On May 26, the Greater Vancouver Board of Trade held a special event on the benefits of employing people with disabilities. Pictured above is a panel discussion with participants Charmaine Crooks, Randy Lewis, Tamara Vrooman, Sergio Cocchia, Katy Harandi, and Rick Hansen. | PABLO SU



The Greater Vancouver Board of Trade hosted the third annual Metro Vancouver Dream Employer Awards on April 28, in collaboration with Insights West and Miles Employment Group. | PABLO SU



Daniel Muzyka, President and CEO of the Conference Board of Canada, shares results from the Greater Vancouver Economic Scorecard with media on May 18. Read the report at boardoftrade.com/scorecard2016.

Did you know the Greater Vancouver Board of Trade hosts nearly 150 speaker events, seminars, webinars, and networking receptions each year?

More photos at [facebook.com/boardoftrade](https://www.facebook.com/boardoftrade)

SCIENCE | Celebrating 60 years of ocean conservation

Vancouver Aquarium marks a milestone anniversary this month with special events

Sixty years ago, Vancouver Aquarium Marine Science Centre opened its doors to the community. The local aquarium was an instant hit, welcoming 10,000 visitors in its first weekend alone.

This June, Vancouver Aquarium will celebrate six decades of ocean conservation, vital research, curriculum-based education and public engagement, and share stories of its many milestones along the way.

For instance, in 1960, Vancouver Aquarium established Canada's only Marine Mammal Rescue Centre, which now rescues, rehabilitates and releases about 100 marine mammals a year. The reach of the Aquarium's conservation efforts now extends coast to coast. In 1994, the Great Canadian Shoreline Cleanup was started by a handful of employees actively keeping garbage out of the local waters of Stanley Park. The program has grown into the largest conservation-based cleanup program in the nation with more than 59,000 Canadians participating annually.

The national Ocean Wise sustainable seafood program has grown to include more than 650 partners since launching in 2005 and is making ocean-friendly seafood top-of-mind for leading chefs,



markets and suppliers who now offer more sustainable options to eco-conscious consumers.

In honour of its 60th anniversary, Vancouver Aquarium will be hosting celebrations on June 18-19. Community members are encouraged to join the festivities to recognize how their local marine science centre has grown into a national conservation organization, making a real difference to protecting our world's oceans.

Dive into the Aquarium's rich history through special family programs and displays and stop by the Aquarium's Waterfall Café for a special Ocean Wise salmon BBQ. **SB**



Learn more about the Vancouver Aquarium's anniversary at vanaqua.org.

AVIATION | Air Canada announces non-stop service to Delhi

In time for Diwali festivities – hop on the only non-stop flight to India from YVR

Air Canada has announced a seasonal, three-times weekly flight between Indira Gandhi International Airport (DEL) and Vancouver International Airport (YVR) starting in October, marking an important milestone in YVR's future growth.

"Air Canada's upcoming service between Delhi and YVR is a great achievement and a shining example of how the Dreamliner aircraft is opening up possibilities for new destinations from Vancouver," said Craig Richmond, President and CEO of the Vancouver Airport Authority. "This highly-requested route between YVR and Delhi will be welcomed by our community and will further establish YVR as a world-class connecting hub between Asia and the Americas."

Air Canada will use a 787-9 Dreamliner aircraft on this route, featuring 30 International business class pod suites, 21 premium economy and 247 economy seats with upgraded in-flight entertainment. The flights are timed to optimize Air Canada's Western Canada and U.S. network through YVR.

"Our members have been requesting direct service to this market for a long time. Organizations doing business between India and Canada will greatly



benefit from this new service," said Iain Black, President and CEO of the Greater Vancouver Board of Trade. "A new direct route between Vancouver and Delhi opens up exciting possibilities for travel and trade between Vancouver and one of the world's most dynamic economies."

New services such as this are made possible thanks to YVR's new five-year rates and charges program, ConnectYVR. The program provides a highly competitive rate structure and includes rates lower than any other major airport in Canada and competing U.S. airports.

The new service will add 94 jobs, \$5.4 million in GDP, \$1.9 million in taxes, and \$3.4 million in wages to the B.C. economy. In addition, the service will provide B.C. businesses with access to key markets including universities, new export customers, suppliers and investors. **SB**



Greater Vancouver Board of Trade's Golf Classic

Limited playing spots available!



Tuesday, July 12, 2016 | 1:30 p.m. Shotgun Start | Northview Golf & Country Club, The Ridge Course | 6857 168th Street, Surrey

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YOUTH | Millennials illuminate Vancouver with 'BIG' ideas

Winners named in video contest, followed by a conversation with community leaders

BY HAYLEY WOODIN

After the Company of Young Professionals' annual Leadership Forum and inaugural BIG Idea video contest event, one thing was undeniably clear: Greater Vancouver's next big thing is its young professionals, their skillsets, and their fresh perspectives.

Since January, the signature program's Peer Leadership Forum groups have been talking to regional leaders, local organizations and young professionals to both identify some of the biggest challenges facing the region's millennials, and to prepare their "BIG Ideas" for how to address them.

Nine teams produced nine videos that impressed both in style and in quality of content. On May 18, the top three teams were recognized at the sold-out Leadership Forum, which capped off a momentous day of events, announcements and achievements for the Greater Vancouver Board of Trade.

The winning team was Team 5 which, with a stunning video,

asked how to keep young talent in Vancouver in an age where talent is fluid. Government incentives for hiring new graduates and millennials, a student loan deferral plan, and increased partnerships between industry and post-secondary institutions were among their winning ideas.

The people's choice winner, as voted by viewers, was Team 8, who surveyed over 100 millennials to find out what young professionals in Vancouver need in order to stay in the city. Encouraging employers to offer young employees greater flexibility, such as options for self-funded leave and earned days off, were part of their big pitch, and it resonated.

A special honourable mention went to Team 3, who argued that including young professionals on governance and policy committees, increasing density, and implementing a strong vacancy tax would help retain young talent in the Greater Vancouver region.

Aptly titled Illuminate Vancouver, the event also featured a distinguished panel of speakers who shed light on the greatest challenges facing young professionals.

They also drew on their extensive expertise and first-hand experience to offer insight into what CYP members can do today to get ahead tomorrow.

Moderated by Farhan Mohamed, Editor-in-chief of Vancity Buzz, the panel featured Janet Austin, CEO of YWCA Metro Vancouver, Michael Geller, President of The Geller Group, Meredith Powell, Co-founder of The Next Big Thing, and Manu Varma, VP of Human Resources for Traction on Demand.

As with past CYP Leadership Forum events, 20 of the program's most dedicated members graduated with their Engaged Leadership Certificate. The program recognizes those who meet specific criteria in the areas of leadership, networking, volunteerism and innovation. **SB**

Hayley Woodin is a freelance journalist and media specialist at Kwantlen Polytechnic University. She sits on the CYP advisory committee, and chairs the program's events committee.



Like and join CYP on Facebook and LinkedIn for details about CYP's upcoming summer social event. To watch the final BIG Idea videos, visit boardoftrade.com/bigidea.



A panel of community leaders take part in a May 18 discussion on how Greater Vancouver can attract and retain more young professionals.



Board of Trade President and CEO Iain Black joins CYP Members who have completed the program's Engaged Leadership Certificate.



Thank you sponsors!

For your generous contributions throughout May



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DIVERSITY | Women as a strategic advantage

WLC Chair Fiona Douglas-Crampton looks back on the program's 2015-16 year

BY FIONA DOUGLAS-CRAMPTON

The first business objective we identified for this year at the Women's Leadership Circle (WLC) was to highlight that women are a strategic advantage for businesses. I think this objective had resonance for all of us around the committee table, not only because we recognize the research supporting it, but also because we also know that not everyone gets it yet.

We still have frustrating discussions in some male-dominated fields in which even the idea of "comply or explain" regulations are seen as a "burden" to those hiring. Yet most of us know that women—and diversity in general—can differentiate a business and allow it to innovate at a rate that will outpace competitors.

There were signs of this evolution to women being recognized as a strategic advantage throughout the WLC's events and activities this year.

Once again, the Greater Vancouver Board of Trade took a lead role in the B.C. Economic Forum,

presented in October 2015 in partnership with the WEB Alliance and the Women's Enterprise Centre.

The WLC capitalized on the opportunity to further the conversation on one of the key topics at the B.C. Economic Forum, and as a result, our "Becoming Conscious about Unconscious Bias" event became the largest WLC event of the year. (Take the Harvard Implicit Bias test at projectimplicit.com—you may be surprised to discover unconscious biases you didn't know you had!)

Another outcome of the 2015 B.C. Economic Forum was the report *Women as a Catalyst for Economic Growth*. Following the report's release, we encouraged our Members to take active steps to increase gender diversity in leadership at their organizations by taking our Leadership Challenge. (Learn more at boardoftrade.com/leadershipchallenge).

This year we also celebrated the second annual Wendy McDonald Awards, with 65 nominations and a sold-out event to recognize the winners. I encourage you to read



Fiona Douglas-Crampton, Chair, Women's Leadership Circle

Most of us know that women – and diversity in general – can differentiate a business and allow it to innovate at a rate that will outpace competitors.

about these award recipients at boardoftrade.com/wlc, as they represent the future and the very best in our community.

We also actively invited men to the table much more this year. We did this by engaging more men in our quarterly Morning Leader discussions, and by partnering with the Board of Trade's other Signature Programs, such as the Small Business Council. This is clearly the way to go—all of us working together to move forward diversity in leadership.

Most recently, we have been

evolving and re-energizing our WLC tables at the Board of Trade's speaker events. Back in 2007 when the WLC was born, one of the main purposes of the WLC was to make female members feel more comfortable when attending speaker events. At that time, a WLC table was a place to meet other women, and a landing place for those who didn't yet know a lot of people.

Times have changed since then. Yes, the WLC's tables are still a great place to meet incredible women in the business community, but women now represent more than 40 per cent of the Board's membership and 45 per cent of new members! Clearly women are comfortable here, so the WLC tables have evolved into a place for discussion, feedback and ideas on how to improve the WLC program moving forward. I would encourage you to join us at an upcoming event and take part in the conversation!

It has been an active and inspiring year here at the WLC, and I feel very lucky to have been part of it. **SB**

Fiona Douglas-Crampton is Chair of the Women's Leadership Circle. She also serves as President and CEO of the Dalai Lama Center for Peace & Education.



Welcome to some of our newest members

Companies

Aaron Schroeder
Brightspot Climate Inc.

David Seccombe
CEQAL Inc.
ceqal.com

Allison MacDonald
Compendia Business Information Services

Carol Simpson
Focus Professional Services Inc.

Kyle Green
Green Mortgage Ltd.

Mina Fung
Love It Art

Kevin Barlow
Metro Vancouver Aboriginal Executive Council

Joel Steinberg
Navigate Surgical Technologies Inc.
inliant.com

Elias Imsis
Qelexa Business Solutions Inc.
qelexa.com

Jun Ramos
Ramos & Fortier Ltd.

Tammy Norman
Satin Laser Spa Inc.
satinlaserspa.com

Shafiq Jamal
Weber Shandwick Vancouver

Derek Dix
We Are Colder

Paul Batchelor
Pacific Newspaper Group
sunprovince.com

Daljit Thind
Thind Properties Ltd.
thind.ca

Dennis Frewin
Freedom 55 Financial
freedom55financial.com

Individuals

Megan Gelmon
Rene Estevez

Stephanie Janot

Maribel Reyes

Sharron Burnett

Louise Harley

Paul Crosby

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MODULE II: February 6 - 8, 2017

MODULE III: March 10 - 12, 2017
MODULE IV: June 2 - 4, 2017

APPLICATION DEADLINE: JULY 30, 2016

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