

FIRST NATIONS | Moving beyond engagement

Seventh annual Aboriginal Opportunities Forum returns this June

The Greater Vancouver Board of Trade's annual Aboriginal Opportunities Forum will return for a seventh consecutive year on June 16, emphasizing and exploring the critical role that Indigenous peoples play in economic development in B.C.

This year's forum, presented by CN, will centre around closing the gaps in Aboriginal achievement and providing tangible takeaways for business leaders to implement Call to Action 92.

When National Chief Perry Bellegarde addressed the Board of Trade in 2016, he described the challenge of Indigenous Peoples "walking in two worlds." Through the dialogue generated by this forum, the Board of Trade aims to create a space where Aboriginal communities and businesses can share this burden and meet in the middle.

The Board of Trade is excited to announce that the Honourable Jody Wilson-Raybould, Canada's first Indigenous Minister of Justice, will kick off this year's forum with a keynote address.



Hon. Jody Wilson-Raybould

Following her speech, the program will delve into three different panel discussions with industry experts.

The first session, focused on "The Uncomfortable Conversation," will tackle issues of social injustice, the rights of Indigenous peoples, and reconciliation, with a goal of leaving no voices or questions unheard. Panelists so far include Merle Alexander, Leader of Gowling WLG's Aboriginal Law Group, Louise Mandell of Mandell Pinder LLP,

and Tera Fraser of the Raven Institute.

Session two will focus on closing the gaps that exist in Indigenous education, knowledge, and capacity. This panel will explore the business case for making human capital investments in Indigenous communities, both on and off reserve, and what is currently being done to close these gaps. Speakers so far include Doug McArthur of SFU's School of Public Policy and Ginger Gosnell-Myers, an Aboriginal City Planner with the City of Vancouver.

The final session will tackle Section 92 of the Truth and Reconciliation Commission's report, and specifically, how the corporate sector can help change how interactions with Indigenous peoples take place. Speakers confirmed so far include Aaron Bruce of Ratcliff and Company LLP, Laurie Sterritt of BC Hydro, and Carol-Anne Hilton of Transformation International. **SB**



Register at boardoftrade.com/aboriginal2017.

EDUCATION | Building B.C.'s innovation economy

SFU President gives annual update May 30

The high-tech sector is the now the most dynamic part of B.C.'s economy, employing more people than all traditional resource sectors combined. Yet recent studies show that, despite this strength, the sector is losing ground to international competitors.

On May 30, SFU President Andrew Petter will discuss the factors constraining B.C.'s innovative capacity and performance and the actions needed to establish the province as a global innovation leader, as part of his annual address to the Greater Vancouver Board of Trade.

While these actions will require commitments from governments and the private sector, Petter will argue that universities also must reconsider their policies and revise their practices to maximize their contributions to building an innovation economy.

Prior to joining SFU in 2010, Petter was a Professor in the Faculty of Law at the University of Victoria, where he served as Dean from 2001 to 2008. He previously taught at Osgoode Hall Law School and practiced law with the



Andrew Petter

Saskatchewan Ministry of Justice.

From 1991 to 2001, Petter served as a B.C. MLA and held numerous cabinet portfolios, including Advanced Education, Aboriginal Affairs and Attorney General. Since joining SFU, he has overseen the development and implementation of a strategic vision that seeks to distinguish SFU as Canada's "community engaged research university." **SB**



Tickets on sale now at boardoftrade.com/petter2017.

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

Is there a speaker you'd like to hear from or topic you'd like explored? Make a suggestion at boardoftrade.com/suggest

TUESDAY, APRIL 18, 2017

Housing Forum 2017: The Missing Middle

8:30 a.m. – 12:45 p.m.

Hyatt Regency Vancouver Hotel
— Regency Ballroom
655 Burrard Street, Vancouver

Keynote Speakers

Eric Carlson

President, Anthem Properties

Panel Sessions

Session 1

Human Capital and "The Missing Middle"

Session 2

Creating More Supply: Density and Affordability

Session 3

YIMBY: The Way Forward

Forum Sponsors: City of Vancouver, TELUS

Community Sponsors: Vancity, Anthem Properties, Concert Properties Ltd., Real Estate Board of Greater Vancouver

TUESDAY, APRIL 18, 2017

Company of Young Professionals

Leadership Series: Achieving Sustainable Growth with Earls Restaurant

5:30 – 7:30 p.m.

Earls Yaletown Loft
1095 Mainland Street, Vancouver

Mic Minhas CPA

CFO, Fuller Family

Event Sponsor: Chartered Professional Accountants British Columbia

Platinum Program Partner: BCIT School of Business

WEDNESDAY, APRIL 19, 2017

Thrive Series: How to build great customer experiences

7 – 9 a.m.

TBA

Joel Marc

Principal Consultant, Atmos Consulting

Platinum Program Sponsor: Scotiabank

Gold Program Sponsor: British Columbia Securities Commission

THURSDAY, APRIL 20, 2017

CEO Series

Air Canada: Courage to compete in the 21st century

11:30 a.m. – 2 p.m.

Vancouver Marriott Pinnacle Downtown Hotel
— Pinnacle Ballrooms
1128 West Hastings Street, Vancouver

Calin Rovinescu

President and CEO, Air Canada

Presenting Sponsor: YVR International Airport

Community Sponsor: Langara School of Management

THURSDAY, APRIL 20, 2017

Members' Reception with Pacific Yacht Charters

5 – 7 p.m.

Pacific Yacht Charters
The Marina
1601 Bayshore Drive, Vancouver

*Please note: This is a dockside event

MONDAY, APRIL 24, 2017

President Trump: The First 100 Days

11:30 a.m. – 2 p.m.

Fairmont Waterfront Hotel
— Waterfront Ballroom
900 Canada Place, Vancouver

Speakers

Hon. John R. Baird P.C.

Senior Advisor with Bennett Jones
Former Canadian Foreign Minister

Tom Clark

Veteran Journalist, Chair, Public Affairs and Communications, Global Public Affairs

Chris Sands

Senior Research Professor and Director, Center for Canadian Studies, Johns Hopkins University

Moderator

Anne Giardini, O.C., Q.C.

Chancellor, Simon Fraser University

In partnership with: Bennett Jones, Global Public Affairs

Pillar Partners



TRANSPORTATION | A step forward for mobility in B.C.

Province announces plans to modernize B.C.'s taxi industry and introduce ridesharing

BY IAIN BLACK

Last month, the provincial government announced its plans to modernize B.C.'s taxi industry and allow ridesharing services to operate in our province by December 2017.

This decision was "hailed" as very positive news by the business community here in the Lower Mainland, who see the announcement as a meaningful step forward for the future of mobility in our region.

In fact, in a new survey, 86 per cent of Greater Vancouver Board of Trade Members said they support the Province's announcement to introduce a framework for ridesharing and modernize our taxi industry — something that is desperately needed.

On a warm and sunny day last May, more than 13,000 tourists arrived in Downtown Vancouver by cruise ship. With luggage and kids in tow, hundreds of those passengers formed a lineup that stretched more than 600 feet outside Canada Place.

Many passengers waited as long

as 90 minutes for a taxi to pick them up and take them to their hotel or destination. One visitor from Wisconsin told a reporter that he had never experienced such a long wait for a taxi before. In any city. And that's an impression of our region that should concern all of us.

We see this same phenomenon on nights when there is a Canucks game, or a concert at BC Place, or its raining cats and dogs outside. And you can forget about trying to wave down a cab on Halloween, New Year's Eve or during the festive holiday season.

For years, our region has had a shortage of for-hire vehicles on the roads. The pressure on our system is going to increase exponentially over the next 20 years, as another one million people move to our region. Our population is growing rapidly. In order to keep people moving efficiently, we need a strong network of public transit options, complemented by new transportation options.

It is our belief that the provincial government has taken its time and consulted thoroughly with all stakeholders to develop a

balanced, workable solution. We were very pleased to see that the province's plan incorporates all four of the key recommendations we made in our 2016 policy paper on innovative transportation options. This is about offering the public more choices.

Ridesharing is a disruptive technology, there is no question. But it's not going away. Services like Lyft and Uber are proliferating around the world, including more than 40 jurisdictions in Canada alone. Greater Vancouver is now the largest metropolitan area in North America without ridesharing, in part because our governments have tried to be as fair as possible to the taxi industry and develop a made-in-B.C. solution.

In many other cities, ridesharing was introduced quickly and abruptly, with little regard for the taxi industry. Here in B.C., after five years of public debate, the government has announced its intentions and has provided the taxi industry with a further opportunity to adapt and innovate.

The government has also pledged \$1 million for the taxi industry to develop a new common



Board of Trade President and CEO Iain Black discusses taxi modernization and ridesharing with CBC Vancouver on March 7, 2017.

app and dispatch platform and \$3.5 million for crash-avoidance technology in vehicles. This is in addition to the promise of a new, flexible and cost effective insurance framework, and the commitment that taxis will retain the exclusive rights to be hired by phone, at taxi stands, or flagged down at the curb.

The Greater Vancouver Board of Trade is supportive of this direction because we believe it strikes the right balance. We feel that the benefits of ridesharing technology, combined with a modernized taxi framework, will help meet the mobility needs of users today — and tomorrow.

We are now renewing our call for all parties running in the provincial election to commit to incorporating the modernization of the taxi industry and the introduction of ridesharing into their 2017 election platforms. So far, both the Green Party and BC Liberals have pledged their support for ridesharing, but the BC NDP's position remains unclear and does not set specific goalposts or timelines for implementation.

We've been idling for too long. It's time for B.C. to switch gears and move forward. **SB**

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

GATEWAY | A robust year for Port of Vancouver

2016 saw strong demand for Canadian agriculture, including record volumes of grain exports

The Vancouver Fraser Port Authority recently released its 2016 year-end statistics for trade through the Port of Vancouver. Overall volume decreased slightly to 136 million tonnes of cargo, down 1.8 per cent from 2015. Sectors experiencing declines were offset by others that hit new records, including the bulk grain sector. "One of our biggest strengths has been, and continues to be, the port's ability to accommodate the most diversified range of cargo of any port in North America," said Robin Silvester, President and CEO of the Vancouver Fraser Port Authority.

"Since 2013, the Port of Vancouver has experienced its fourth consecutive year of traffic volumes over 135-million-tonnes, despite global economic downturns. Thanks to the confidence that port users and terminal operators have shown in the Vancouver gateway, combined with our focus on infrastructure development and sustainability, the Port of Vancouver is well-positioned for continued growth."



This is the Port of Vancouver's third consecutive year of record volumes in bulk grain and its fifth year of an upward trend. Bulk grain export volumes through the port increased 1.3 per cent from 2015, to reach a total of 21.8 million metric tonnes in 2016.

Containerized exports increased by 3.3 per cent due to growth in woodpulp, grain and food and agri-product shipments. This increase was offset by a 2.4 per cent decline in loaded import containers, partly due to the return of some traffic to U.S. west coast ports after their 2015

labour dispute, leading to a flat result in overall laden container volumes for 2016.

The weak Canadian dollar and a slowdown in industry investment and development activity in western Canada was reflected in the 17.2 per cent decline in metal and project cargo imports in 2016.

A 22 per cent drop in breakbulk lumber and wood pulp also contributed to a decline in overall import and export breakbulk volumes. **SB**

See the full year-end stats at portvancouver.com.

GATEWAY | Airport breaks record with historic win

YVR voted best airport in North America for an eight consecutive year



Vancouver International Airport (YVR) was named the Best Airport in North America for the eighth consecutive year by the Skytrax World Airport Awards last month.

Recognized as the global benchmark of airport excellence, the awards were voted on by 13.8 million passengers worldwide. YVR is the first and only airport to receive this top accolade for eight consecutive years.

"This impressive accomplishment is shared with the 23,000 people who work and volunteer at YVR as well as our amazing community, passengers and partners," said Craig Richmond, President and CEO of the Vancouver Airport Authority. "This is particularly meaningful this year

as we saw 22.3 million passengers come through our terminal — two million additional passengers from the year before."

The award showcases the strength of the Canadian airport system, which enables innovation and the pursuit of excellence in overall airport operations.

All revenues generated at YVR are reinvested back into operations, maintenance and future projects. Vancouver Airport Authority, YVR's managing organization, is committed to creating an airport that B.C. can be proud of: a premier global gateway, local economic generator and community contributor. **SB**

For more on the awards visit worldairportawards.com.



PUBLISHER: Business in Vancouver Media Group
EDITOR: Greg Hoekstra, 604-640-5450
AD SALES: Marie Pearsall, 604-608-5158

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.

BOARD OF DIRECTORS 2016-17

EXECUTIVE COMMITTEE

Chair	Robin Silvester President and Chief Executive Officer Vancouver Fraser Port Authority
Senior Vice-Chair	Anne Giardini, QC Chancellor Simon Fraser University
Vice-Chair	Evi Mustel Principal Mustel Group
Vice-Chair	Kari Yuers President and CEO Kryton International Inc.
Secretary-Treasurer	Elise Rees Retired EY Partner and Corporate Director
Finance and Audit Committee Chair	George Cadman, Q.C. Shareholder and Council Boughton Law Corporation
Policy Council Chair	Lori Mathison Managing Partner Dentons
Immediate Past Chair	Tim Manning, IC.D.D. Corporate Director
Member at large	Sue Belisle President and Publisher Business in Vancouver Media Group
Member at large	Mary Anne Davidson Corporate Director
President and CEO	Iain Black, IC.D.D. Greater Vancouver Board of Trade

BOARD OF DIRECTORS

Alice Chen	Export Ventures Group and PwC
Lara Dauphinee	Fiore Group
Robin Dhir	Twin Brook Developments Ltd.
Jan Grude	Pacific Blue Cross
Robin Hemmingsen	LaSalle College
Peter Higgins	Purdy's Chocolatier
Mark Hoag	MNP LLP
David Hoff	Ledcor
Terry Hui	Concord Pacific Developments Inc.
Denise Karkkainen	Bravura Business Solutions Inc.
Moray Keith	Dueck Auto Group
Christopher Lythgo	Business Development Bank of Canada
Michael McCarthy	TELUS
Sarah McCullough	Spectra Energy
Jessica McDonald	BC Hydro
Sacha McLean	McLean Group
Patricia Mohr	Scotiabank
Gordon Nelson	Rogers Communications Group
Meredith Powell	The Next Big Thing
Haroon Rashid	Paradigm Ltd.
Craig Richmond	Vancouver Airport Authority
Dr. Mark Schonfeld	Langbury Holdings
Lorne Segal, O.B.C.	Kingswood Properties Ltd.
Kirsten Sutton	SAP Labs Canada
Vivian Zalkow	Taymor Industries Ltd.

PUBLICATIONS MAIL AGREEMENT No. 40011551

Greater Vancouver Board of Trade, World Trade Centre
 Suite 400, 999 Canada Place
 Vancouver, B.C. V6C 3E1
 contactus@boardoftrade.com

@boardoftrade

@boardoftrade

@theboardoftrade

2017 PROVINCIAL ELECTION DASHBOARD

ADVOCACY | On the campaign trail

Board of Trade launches online Election Dashboard to help Members track the parties' policies

BY IAIN BLACK

On the same day that this issue of *Sounding Board* is released, the writ will drop in Victoria, marking the official start of the 2017 provincial election campaign.

Over the next 28 days, B.C.'s leading parties will release their platforms and outline the policies they would introduce, should they win the election on May 9.

In an effort to provide objective, non-partisan analysis for our Members, we launched our 2017 Provincial Election Dashboard last month — a comprehensive, online resource that tracks and monitors the positions of each party.

In particular, we will be analysing the policies of each party as they relate to five key areas: Transit and Transportation, Human Capital, Business Competitiveness, Gateway Resources and Fiscal Responsibility. These areas were highlighted in our Provincial Election Platform — which we shared with the parties earlier this year — and were identified by you, our Members, in our Provincial Election Membership Survey in Fall 2016.

Each Tuesday between today and the election, our Members will also receive a weekly email with highlights from the campaign trail and a deeper dive into one of the five priority focus areas mentioned above.

This is the first year that we have taken this approach, but we hope it will be of use to our Members as you consider which party to support in the upcoming election.

If you have any feedback on our election engagement strategy or suggestions for our public policy team, please don't hesitate to email them to policy@boardoftrade.com.

We are always looking for new ways to engage with you, our Members.

Federal Budget Highlights

Last month, our Government Budget and Finance Committee also released its 2017 Federal Budget Report Card, following the tabling of the new budget on March 22.

Overall, the committee assigned the budget a "B" grade, based on the four criteria it had laid out in a letter to Federal Finance Minister Bill Morneau.

The committee was particularly pleased that Budget 2017 pledged \$20.1 billion for public transit projects over 11 years, specifically identifying the Millennium Line extension along the Broadway-UBC corridor as a key project.

We joined the Mayors' Council in applauding the federal government for committing \$2.2 billion towards the major projects in the Mayors' 10-Year Transit Vision, given that these investments are crucial to addressing congestion in our region. In fact, we have been underscoring the importance of the Broadway subway extension, as well as LRT in Surrey and Langley, for several years.

Canada's Pacific Gateway

Our committee also applauded the notable references to the Pacific Gateway and, specifically, the introduction of a National Trade Corridors Fund to "address urgent capacity constraints and freight bottlenecks at major ports of entry."

Addressing these bottlenecks was a something we specifically requested of government in our pre-budget submission to Minister Morneau. Overall, the budget earned a "B+" grade in the Gateway Vision category.

Attracting Human Capital

Budget 2017 also earned a "B+" grade in the Human Capital category of the report card, given the federal government's focus on addressing housing affordability, child care, and post-secondary skills training programs.

In the *Greater Vancouver Economic Scorecard 2016*, the attraction, development, and retention of human capital was identified as a top priority for our region, so we were pleased to see the government taking action on these files. In particular, our region's housing affordability is a key issue for the Board of Trade, and a new \$5-billion National Housing Fund intended to help jump start new rental supply in the region is a welcome announcement.

Access to affordable child care was also a key announcement in the budget, with \$7 billion being allocated to create more high-quality, affordable child care spaces nationwide. A \$220-million investment in Mitacs to create more co-op spaces for post-secondary students will also help ensure we are able to meet our labour market demands.

Tax Competitiveness

In the Tax Competitiveness category, the budget earned a "B" grade, given that there were no major changes announced that would undermine our country's tax competitiveness. However, the committee did note that our organization will remain vigilant on possible changes to the capital gains tax, the taxation of stock options, and additional personal and business tax increases.

Fiscal Prudence

Finally, in the Fiscal Prudence category of our report card, Federal Budget 2017 received a "C" grade. This was largely a result of the federal government not developing and communicating a strategy to return Canada to a balanced budget within a reasonable period.

To read our full 2017 Federal Budget Report Card and analysis, or our letter to Canada's Minister of Finance Bill Morneau, visit boardoftrade.com/news.

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

LEADERSHIP | 'Get involved and help make a difference'

Board of Trade Governor Tim Manning on commitment, community involvement, and his 41-year career with RBC



Tim Manning

Describe what you do in 10 words or less.

I love helping others and making the world a better place.

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

I was born in Montreal and grew up in Montreal West, a small suburb where everybody knew everyone. It was a very close-knit community and even the police called us by name, not that I was a frequent visitor to the local police station! As a kid, I experienced a strong sense of community involvement.

What was your first job?

My older brother started a snow shoveling business in high school, when winter was really winter. I helped him and eventually took over ownership of the company in grade 10. I had seven houses under contract to have the walkway and driveway cleared by 6 a.m. and 6 p.m. all for \$25. It meant for some very early morning starts and it was always expected that I shovel the family driveway for free. I learned about commitment and reputation.

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

To be an active contributor to the community. My parents were always involved in community activities and helping others from boy scouts, girl guides, hockey, baseball, soccer, Church activities, and the local recreation association to name just a few. My mom and dad worked very hard and taught me the importance of hard work.

How do you think our region will be different 10 years from now?

I am an optimistic person and believe we have a great opportunity and an obligation to help this region achieve its full potential. We are so fortunate to live in this region, in British Columbia, and Canada. With the right government policies — provincial and municipal — business investments, and collaboration we can create long-term sustainability for everyone to live and prosper.

Why did you join the Greater Vancouver Board of Trade?

In my previous role at RBC we were encouraged to be active in

the community and I wanted to be more involved in the business community and get to know business leaders. When I first joined the Greater Vancouver Board of Trade I really didn't fully appreciate the history of this great organization and its impact on the community. It has been a very rewarding experience and I would encourage others to get involved and help make a difference.

What were you like in high school?

A jack of all trades and master of none. To be truthful, high school studies never really energized me. I was really engaged in all types of school activities and have great memories and lifetime friends to this day.

What is your favourite vacation spot?

Any place where I can be outdoors enjoying nature. Shirley and I have always enjoyed outdoor holidays and have had the good fortune of exploring a good part of Canada. We have also travelled throughout the U.S. and parts of Europe hiking, but have always marvelled at how beautiful our country is and want to take full

advantage of it. We have more to discover together.

What is your favourite restaurant in Greater Vancouver?

There are so many great restaurants to choose from and I do like to eat out and experience good food and good company. If I had to choose I would highly recommend Giardino's or Joe Fortes. You can't go wrong and they both have a long history in Vancouver.

If you retired tomorrow, how would you keep busy?

I actually retired from RBC last June after 41 great years. One of my former colleagues told me to drop the word retired and use

"graduated." So, I graduated and now I am working on two crown/corporate boards and helping a few not-for-profit enterprises. Ideally, I would love to work on three boards so I can continue to learn and contribute. The rest of my time is for exploring life with Shirley and enjoying family.

What is one "life hack" that you think everyone should know?

The importance of a positive attitude.

What is the secret to happiness?

My spouse Shirley. We have been together for 45 years and she is my lighthouse always pointing me in the right direction and keeping me out of trouble. She has always been my biggest cheerleader and critic, encouraging me and bringing balance to our lives. **SB**

Tim Manning is Retired Regional Vice President, RBC Royal Bank. He served as Chair of the Greater Vancouver Board of Trade in 2015-16 and was invested into the organization's Council of Governors on April 3.

 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.

Housing Forum 2017: The Missing Middle

Tuesday, April 18, 2017
8:30 a.m. – 1:30 p.m.

KEYNOTE SPEAKER
Eric Carlson,
President, Anthem Properties

SESSION 1
Human Capital and
"The Missing Middle"

SESSION 2
Creating More Supply:
Density and Affordability

SESSION 3
YIMBY: The Way Forward

Forum Sponsors:



Community Sponsors:



LEADERSHIP | A global decline in trust**Edelman shares results from annual worldwide survey at Board of Trade**

BY BRIDGITTE ANDERSON

Trust is a cornerstone of business but the public's trust in Canadian institutions is eroding and leaders must take immediate steps to reverse the trend.

The 2017 Edelman Trust Barometer, unveiled to the Greater Vancouver Board of Trade on March 7, shows that 55 per cent of Canadians have lost faith in the system, lacking trust in business, government, media and NGOs.

Some 80 per cent of Canadians surveyed say the "elites" who run institutions are out of touch with average people. Edelman's data is from its survey of 33,000 respondents in 28 countries.

The startling results confirm there is a growing spread between the Canadian informed public (educated, higher income earners) and the mass population. The 15-point gap is almost double what it was last year, and it's the most pronounced gap we've ever seen.

Trust in all traditional spokespeople — from academic experts

to financial industry analysts to CEOs — is down. In fact, CEO credibility is at an all-time low and we are twice as likely to trust a person like ourselves as we are a board director, government official or CEO.

Business leaders need to take this data to heart and ask themselves what can be done.

The Trust Barometer shows that fear is driving this shift and leaders need new ways of communicating. Social media has become a powerful tool. Peer-to-peer influence is more important than ever and bias is real: 55 per cent told us they don't listen to people or organizations they disagree with and they are a little over three times more likely to ignore information that supports a position they don't believe in. In fact, 49 per cent said they rarely change their position on social issues. This is alarming. And it is why we are seeing an increasing polarization of views in society at large.

For the Women's Leadership Circle, these findings make our Four Pillars — Conversations, Connections, Recognition and



Bridgitte Anderson (far right) moderates a panel discussion on the Edelman Trust Barometer on March 7. Panellists included (from L-R) Edelman Canada CEO Lisa Kimmel, TransLink CEO Kevin Desmond, Global BC News Director Jill Krop, and SFU President Andrew Petter. | MATT BORCK

Advocacy — even more relevant. There is a tremendous opportunity for champions of diversity, both women and men, to address this trust gap. We need to be open to different perspectives and find ways to effect positive societal change. We need to advocate for diversity in leadership, and recognize that the people, not an established authority, are shaping influence.

These findings also suggest an enormous opportunity for business. The survey suggests that they must act transparently and with integrity, engaging with the public through corporate social responsibility programs, and leading change in such areas as environmental sustainability and human rights. Businesses must engage in public dialogue by empowering others, beyond

their CEOs, to speak on their behalf, advocate for the company and champion the brand.

The 2017 Edelman Trust Barometer results should be a wake-up call to all of us, and signal an opportunity to step up and make positive change. **SB**

Bridgitte Anderson is General Manager of Edelman Vancouver and Vice Chair of the Women's Leadership Circle.



CEO Series

Air Canada: Courage to compete in the 21st century

Thursday, April 20, 2017 | 11:30 a.m. – 2 p.m.



Calin Rovinescu

President and CEO, Air Canada

Join us to hear Calin Rovinescu, one of Canada's foremost and respected business leaders, discuss what any company can do if people use their imagination to set ambitious goals, have the discipline to stick with sound plans, and are willing to take measured risks to succeed in an increasingly interconnected, global marketplace.

Presenting Sponsor:



Community Sponsor:



boardoftrade.com



President Trump: The First 100 Days

Monday, April 24, 2017 | 11:30 a.m. – 2 p.m.



Moderated by:
Anne Giardini, o.c., a.c.

Join us as we take a deep dive into the first 100 days of the new U.S. presidency, and discuss what the next 4, or more, years could mean for Canada-U.S. relations, key B.C. industries, and your business. Speakers include the Honourable **John R. Baird**, P.C., Senior Advisor at Bennett Jones and former Canadian Foreign Affairs Minister; **Tom Clark**, veteran journalist and Chair of the Communications and Public Affairs at Global Public Affairs; and **Chris Sands**, Senior Research Professor and Director Center for Canadian Studies at John Hopkins University.

In partnership with:



boardoftrade.com

ENTREPRENEURSHIP | 'Rocket fuel for your business'

Small Business Council launches new program to pair local companies with students

BY MARLA BROCK

The Greater Vancouver Board of Trade is excited to announce the launch of a new, free program aimed at helping local small businesses generate fresh ideas and develop a strategy to propel their businesses forward.

The Practical Education Program (PEP) will be led by the Board of Trade's Small Business Council, in partnership with participating post-secondary institutions from across Greater Vancouver.

Businesses that are chosen to participate in the program will be matched with a group of business students who will be laser-focused on critical issues defined by you, the business owner.

Your company's project will become a component of their school curriculum, and at the conclusion of the program, the students will deliver a tangible work product or solution that your business can implement. Best of all, there is no cost for your business to participate.

Get the big picture or solve a discrete problem

As a small business owner, you may grapple with identifying and calibrating long-term growth strategies. Or, perhaps you have a project that needs to be launched and is "collecting dust."

PEP students can help you address the big picture (for example, a strategic plan) or work with you on the discrete drivers of your success (for example, a social media strategy, product manufacturing plan, or international distribution assessment).

What's more, because the students work outside your business, they have the ability to wade deep into your operations while remaining detached enough to deliver the hard advice you need to move forward. This is all conducted within an academic framework, under the supervision of a professor. In short, it's a tremendous opportunity for your business.

Why should you participate?

By joining the program, your company will gain direct access



Could your business benefit from fresh, new ideas? Let our Small Business Council pair you up with some of our region's top business students. Learn more at boardoftrade.com/pep.

to some of our the best and brightest business students in the Lower Mainland. They will bring with them fresh and innovative approaches to help you succeed, and with no cost

to your business, there is really no downside.

The Greater Vancouver Board of Trade has recently completed a trial run of the program and feedback from participating

businesses was overwhelmingly positive.

"PEP students worked with me to develop a number of questions specific to some marketing initiatives we are working on. This allowed us to capture some important client feedback to move forward," said Christian Johannsen, Owner of Foot Solutions. "All in all, the initiative didn't require much of my time, probably an hour at the most to generate the appropriate content for the questionnaire and research project. All other work was performed by the students."

The path forward

Only you know the next steps forward for your business and the components that are driving your success. So, don't just imagine the impact of bringing in a team of bright, broad-thinking students. Take the initiative to power ahead and contact us today. **SB**

To apply for the Practical Education Program, visit boardoftrade.com/pep.

Marla Brock is Founder and CEO of Kid-Cover and Vice Chair of the Small Business Council.



Welcome to some of our newest members

Companies

British Columbia Unclaimed Property Society
unclaimedpropertybc.ca

C4 Building Maintenance Ltd.
c4maintenance.com

Carmel Furniture Designs
carmeldesigns.net

Clear Seas Centre for Responsible Marine Shipping
clearseas.org

CloudRaker
cloudraker.com

Concerto Marketing Group Inc.
concertomarketing.com

Corban Technology Solutions Inc.
corbantechology.com

Creo Developments Ltd.
creodevelopments.ca

Flyover Canada
flyovercanada.com

Fr. Meyer's Sohn Canada Inc.
fms-logistics.com

HRx Technology Inc.
hrx.tech

Javelin
javelin-tech.com

Kahzoom Online Marketing Inc.
/Sole Focus Coaching
thesolefocus.com

Looking Glass Foundation for Eating Disorders
lookingglassbc.com

Maritime Services Ltd.
maritimeservices.ca

Microsoft Canada Inc.
microsoft.ca

Microsoft Canada Retail Stores
microsoftstore.ca

Mott Macdonald
mottmac.com

Museum of Vancouver
museumofvancouver.ca

Navigator
navltd.com

Northern Immigrant Business of BC Inc.
mmigrantbusinessbc.ca

Pacific Links Championship
pacificlinkschampionship.com

Priceless Hospitality Group Ltd.
phatsportslounge.ca

Rtown
rtown.ca

Squamish Terminals
sqterminals.com

Individuals

Chris Hardwick
Nora Kleinewillinghoefer

Gurpreet Sandhawalia

Loic Savioz

Jonathan Silveira

Vicki Foley

Raymond Lau

Dax Go

Joe Lappan

Brian Williams

Tiago Zamponi

Najib Raie

Rachel Ling

Zaheeda Merchant

Carly Thomas

Joel Marc

Mark Deeg

Gerard Daniel

Guangpu Zhang

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



The Greater Vancouver Board of Trade hosted its 30th Annual Governors' Banquet and Rix Awards on April 3, 2017, at the Vancouver Convention Centre West. Attendance topped 900 for the black-tie gala, which is also the organization's largest fundraiser of the year. Pictured above, the organization's 2015-16 Chair, Tim Manning (holding certificate) is invested into the Board of Trade's Council of Governors. To learn more, visit boardoftrade.com/governors. | MATT BORCK



Whistler Blackcomb CEO Dave Brownlie accepts the 2017 Rix Award for Engaged Corporate Citizenship at the 2017 Governors' Banquet. | MATT BORCK



Philanthropists Yoshiko Karasawa and Michael Audain (holding certificate) are presented with the 2017 Rix Award for Engaged Community Citizenship. | MATT BORCK



UBC President Santa Ono sits down for a Q&A discussion with GVBOT CEO Iain Black on March 28, following Ono's first annual Board of Trade address. | MATT BORCK



On March 13, the Greater Vancouver Board of Trade hosted two stars of the hit CBC show *Dragons' Den* to help kick off the #BCTECH Summit. Pictured above, GVBOT Director and co-founder of The Next Big Thing, Meredith Powell (left), moderates a fireside chat with celebrity entrepreneurs Manjit Minhas and Bruce Croxon. | MATT BORCK



Lawrence Schembri, Deputy Governor of the Bank of Canada, gives an economic update to B.C. business leaders on March 21 at the Greater Vancouver Board of Trade. | VISION EVENT PHOTOGRAPHY

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)