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Sounding Board

THE OFFICIAL NEWSPAPER OF THE VANCOUVER BOARD OF TRADE

MARCH 2011 • VOLUME 51 • NUMBER 2

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Quote of the month

“High school students need to know why mathematics is worth learning and how it connects to interesting careers.”

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PHOTO SUPPLIED

Through the Eye of the Raven is a 7,200 sq. ft. mural painted on the side of the Orwell Hotel at 458 East Hastings St. In the summer of 2010, five First Nations artists worked 33 days to complete the project, it then inspired the artists and the Vancouver Native Housing Society, which owns the building, to form Urban Aboriginal, a gallery and brand for aboriginal artists to showcase their work.

Setting space for Urban Aboriginal art

By DANIEL PI

Native housing organizers on the Downtown Eastside hope a gallery opening in November 2011 will be the catalyst for a new brand of authentic aboriginal artwork called **Urban Aboriginal**.

When the **Vancouver Native Housing Society's** (VNHS) latest social housing project opens next year at 31 West Pender, the single-residential occupancy (SRO) building will also include a 1,800 to 2,200 square foot gallery and production

facility to showcase aboriginal artwork, and a longhouse for ceremonial purposes.

“It’s the first longhouse to be built in Vancouver in centuries,” said **Joseph MacLean**, a consultant for VNHS.

The Vancouver Healing Lodge, built on the site of the former Pender Hotel, will provide housing for aboriginal artists “living on the red road” and in sobriety, MacLean said. Additional rooms will be set aside as a medical stay facility for aboriginals travelling from remote

communities for treatment in Vancouver.

The longhouse on the building’s roof will be used for ceremonial and traditional healing purposes for residents and visiting aboriginals.

MacLean said by supporting aboriginal artists living in the Downtown Eastside, the society is helping empower artists and giving them the opportunity to build community. That attitude has already proven successful after the society unveiled a 7,200 sq. ft. mural, called *Through the Eye of the Raven*, at the

Orwell Hotel at 458 East Hastings St. in summer 2010.

Five artists worked more than 33 days to create the mural, arguably the largest in the city. The work features art styles from several different aboriginal communities.

“They wanted the sense of the different nations, they want a sense of the protests that they feel haven’t been heard,” MacLean said. “On the flip side, there is such an incredibly

URBAN ABORIGINAL
CONTINUED ON PAGE 4

Vancouver International AUTO SHOW

March 29 – April 3, 2011
at the new Vancouver Convention Centre

See Auto Show insert, pages 11 – 18



Craig Kielburger addresses The Vancouver Board of Trade in 2009 when he and brother Marc were awarded the inaugural Rix Center Award for Engaged Citizenship from The Board. In April 2011, Kielburger will be inducted as a "founding fellow" of The Vancouver Board of Trade's Rix Center for Corporate Citizenship & Engaged Leadership.

PHOTO: D. ROELS

Laying the foundations in Haiti

Join **The Vancouver Board of Trade** in welcoming **Craig Kielburger** back to Vancouver.

The co-founder of **Free The Children** is returning to the city to be inaugurated as a "founding fellow" of **The Vancouver Board of Trade's Rix Centre for Corporate Citizenship & Engaged Leadership**.

Kielburger will be joined on the stage by The Right Honourable **Michaëlle Jean**, former-Governor General and **UNESCO** special envoy for Haiti, as they look back at the humanitarian work being done in Haiti since the earthquake which hit their country in January 2010.

Both Kielburger and Jean have an intimate knowledge of the country and the efforts to rebuild after the quake. They will present the stories of success and discuss the challenges that Haiti still faces 15 months later.

LAYING FOUNDATIONS IN HAITI takes place April 15, and is presented alongside Free The Children's Western Canada office.

The event is sponsored by **LifeLabs**.

The day also marks just over a year since Craig Kielburger signed the *Spirit of Vancouver*® 2010 Free The Children

Partnership with The Board of Trade to help raise funds for Haiti.

Since the agreement, The Vancouver Board of Trade has supported the long-term and sustainable humanitarian relief efforts of Free The Children through local campaigns including raising awareness in schools and throughout the community. As part of the initiative, The Board of Trade sold symbolic bricks to raise funds for a school in Haiti during a sold-out Board speaker program featuring former U.S. president **Bill Clinton** in May 2010. More funds were raised during The Board of Trade's June Annual General Meeting.

The Spirit of Vancouver arm of The Board of Trade has donated partial proceeds from the sale of its silk neckties and scarves designed by master artist-in-resident **Bill Helin** to Free The Children.

The fellowship award follows the 2009 inaugural Rix Center Award for Engaged Citizenship that both Craig and brother Marc Kielburger received from The Board of Trade.

For more information about LAYING FOUNDATIONS IN HAITI, visit The Board's website at www.boardoftrade.com — Events.

At the podium



PHOTO BY D. PI

"When it comes to change, it's really important not to over analyze some things and to keep things simple where you can. It will get complicated on its own." **Marie Samson, Change Management Lead, Transmission & Distribution, BC Hydro. Jan. 27, 2011**



PHOTO BY D. ROELS

"There is no place on earth that has the opportunities opening up for it like we do in B.C... all we have to do is be smart and remember, whatever you dream you can do, begin it. Boldness has genius and power in it. This is a magic place." **Premier Gordon Campbell. Feb. 4, 2011**

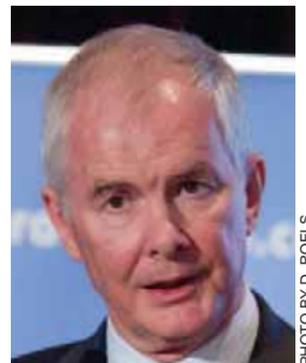


PHOTO BY D. ROELS

"We shared with the world the Canada we love and cherish. This was a human story of people who hold hands and do great things together." **John Furlong, OC, OBC, CEO, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). Feb. 11, 2011**



PHOTO BY D. ROELS

"We are a soccer continent today," **Don Garber, commissioner for the MLS and CEO of Soccer United Marketing**, on rising popularity of professional soccer. **Feb. 14, 2011**

Feature Event



Gregg Saretsky, president and CEO, WestJet Airlines

A WestJet success story

It began with two **Boeing 737 200s**, flying to five cities in Western Canada.

Fast forward 15 years and today **WestJet** operates a fleet of 91 fuel-efficient **Boeing 737 Next Generation** aircraft flying to 71 destinations in 13 countries.

Since 1996, WestJet has been competing fiercely in the airline industry is now one of the most profitable airlines in the world.

Join **The Vancouver Board of Trade** and learn how WestJet has come this far with company president and CEO **Gregg Saretsky**.

Whether it's WestJet's approach to technology, operations, its guests and, most importantly, its people, Saretsky will speak on how taking a different track can produce outstanding results.

Saretsky will also shed light on what WestJet has in store for Vancouver.

15 YEARS OF DOING THINGS DIFFERENTLY: A WestJet success story takes place on March 24 at the **Renaissance Vancouver Harbour-side Hotel**, 1133 Hastings Street West. Registration begins 11:45 a.m. The program runs from 12:15-2 p.m.

Tickets are \$79 for members and guests, and \$110 for future-members. Reserve a table of eight for \$752 for members or \$1144 for future-members.

This event is sponsored by the **Vancouver Airport Authority**.

For more information, or to register for this event, go to www.boardoftrade.com.

NEXT ISSUE

Coming up in the April 2011 issue of Sounding Board look for special features covering topics on:

- Continuing Education
- BC Port/Coastal Waters
- Spring Getaways
- Golf
- Insurance

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URBAN ABORIGINAL CONTINUED FROM PAGE 4



PHOTO BY D. PI

Joseph MacLean stands in the Orwell Hotel art gallery which features work by aboriginal artists living in the Downtown Eastside.

strong artistic community on the east side, this is saying, 'Hey, we're here.'

"It's becoming a landmark pretty quickly," MacLean added, explaining the artists are talking with their counterparts in Chinatown about collaborating on future public art projects in the neighbourhood.

The mural also inspired the artists to form a gallery at the Orwell Hotel. It sprung up when the society held its open house for the mural, MacLean said.

"It was a staging area on the opening day of the mural and we thought why don't we hang a bunch of art up? And a gallery was born," MacLean said.

Now, MacLean said the VNHS is helping develop a new brand for artists to showcase their work under at the Orwell Hotel and soon at the new Healing Lodge. The idea is to ensure authentic artwork is sold at fair trade prices with proceeds going to the artists.

In essence, MacLean hopes the Urban Aboriginal mark will become the standard signifying authentic artwork by aboriginal artists, sold by aboriginals.

The Vancouver Native Housing Society is a non-profit organization which owns or operates 15 buildings in Vancouver for affordable and safe housing for aboriginals and at-risk youth, women, families and seniors.

Remember the Games with Kuniisii - Music & Mythology

By Kit Watson

Steinway & Sons, Tom Lee Music Canada and the British Columbia Lions Society for Children with Disabilities is remembering the 2010 Winter Games by putting its one-of-a-kind art project, *Kuniisii - Music & Mythology*, on display at Tom Lee's downtown Vancouver store.

Last year, to celebrate the Games, music and aboriginal culture, the three groups joined forces to create two Steinway concert grand pianos decorated by First Nations artists. The Kuniisii was decorated by Haida artist Jay Simeon.

Kuniisii is valued at more than \$500,000 and partial proceeds of its sale will benefit the BC Lions Society. This summer the white Coast Salish Art Case Piano, *The Way of Our Ancestors*, sold to a private collector.

Among Kuniisii's unique history since its creation and official Haida blessing ceremony are noted public performances on the piano by Vancouver Symphony Orchestra's musical director maestro Bramwell Tovey, local composer Jared Miller, and international piano superstar Lang Lang, who signed the piano after his performance with the VSO at the Vancouver Orpheum.

Kuniisii's artist Jay Simeon notes that, "To the Haida people, music and mythology are intrinsically connected... there is no way to separate music from our stories, and no better way to capture it than through the visual form



SUBMITTED PHOTO

World famous pianist Lang Lang performs with Douglas College pianist Trevor Hoffman on the Steinway concert grand piano decorated by Haida artist Jay Simeon. The piano was part of a pair of commemorative pianos with First Nations designs commissioned in celebration of the 2010 Winter Games.

of the creatures involved in these epic battles."

A masterpiece of musical art, this Model "D" has spiritual creatures from Haida myth hand-painted in ground argillite acrylic. Supernatural beings – watchmen standing guard, Raven sharing his knowledge, Mouse Woman guarding and teaching the young – are brought to life with the rare stone which is found only on B.C.'s Queen Charlotte Islands.

Kuniisii - Myth & Mythology is on display at Tom Lee Music's downtown Vancouver location at 929 Granville Street.

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Board of Trade grades provincial budget with an A- Report Card for spending control and tax competitiveness

The Vancouver Board of Trade, representing 5,500 members, has assigned an A- grade to the provincial budget, 2011/2012, based on unprecedented control over expenditures and tax competitiveness.

"As Finance Minister **Colin Hansen** has stated, this budget is one which maintains previously projected expenditures with some shifting between various ministries. It uses conservative revenue estimates while keeping total cost increases at reasonable levels," said **Bernie Magnan**, chief economist, The Vancouver Board of Trade, who attended the budget lockup in Victoria and then communicated with members of The Board's **Government Budget and Finance Committee** to assign a rating.

The Board rated the 2011/2012 budget on the following four criteria, and whether the budget met The Board's recommendations submitted previously to Finance Minister Colin Hansen. The resulting Report Card was issued at a media conference with spokespeople **Chris Carty** and **Elise Rees**, co-chairs of The Board's Government Budget and Finance Committee, and **Grayden Hayward**, acting managing director, The Vancouver Board of Trade:

Spending (A+)

The Board of Trade previously recommended:

- Limit spending increases to combined rates of population growth and inflation (3.5 per cent);

- Implement health-care reforms to improve productivity and limit need for significant increases in future health care spending.

The committee concluded health care spending increases remain a challenge, while overall spending increases having remained within reasonable bounds – a very difficult feat to accomplish. The government is to be commended for its fiscal prudence and encouraged to continue the search for ways to keep health care spending at a reasonable level.

Tax Competitiveness (A-)

The Board previously recommended several measures to increase tax competitiveness, namely:

- Raise to \$150,000 the dollar threshold at which the 14.7 per cent personal tax rate applies;

- Reduce the 14.7 per cent tax rate for high income earners;

- Restructure the Property Transfer Tax regime making it more competitive with other provinces;

- Mitigate adverse impacts of the HST.

The committee concluded that although The Board recognizes the government's continued resolution to lower business taxes, especially for small business, it is somewhat disappointed the government did not address the issue of changing the level at which the Property Transfer Tax increases to 2 per cent.

"This is very high compared to the rest of the country," said co-chair Chris Carty.

Also, the government has yet to tackle the level at which the highest personal income tax rate kicks in to make the province more



Chris Carty and Elise Rees, co-chairs of The Vancouver Board of Trade's Government Budget and Finance Committee, address the media during a press conference on the provincial budget. The committee presented its Budget Report Card, grading the provincial budget on several factors including Spending, Tax Competitiveness, Debt Management and Economic Vision.

internationally competitive.

Debt Management (B+)

The Board previously recommended:

- Apply unanticipated revenue increases towards reducing taxpayer-supported debt;
- Develop strategy for returning to a surplus budget in an expeditious manner.

The Board recognizes the difficulty of debt management in times of economic recession. This year, the combination of the economic recovery (leading to higher than expected revenues) and reasonable control on spending increases will help keep the taxpayer-supported debt to GDP ratio below 18 per cent – a major factor in keeping the province's Triple A credit rating. Although the forecast is for the province to achieve a balanced budget by the 2013/14 fiscal year, the increased deficit projected for the intervening years causes some concern. The mitigating factor is the conservative economic growth estimates and significant contingency factors included in the budget, which, if unneeded, could lead to a balanced budget sooner.

Economic Vision (B+)

The Board previously recommended:

- Increasing real GDP and disposable income per capita;
- Continue investment in education and productivity improvement;
- Growing private sector investment.

The Board concluded that due to the nature of this year's budget, and the present leadership race, the proposed economic vision relies more on conservative assumptions and significant contingency funds than having a focus. Investment in education has flattened and the issue of improved productivity needs to be addressed in a more robust manner.

"This is more of a status quo budget than one with economic vision," concluded Carty.

"This is a treading water budget," concluded Magnan.

In 2009, The Board suspended its letter grading criteria and the Report Card for both the provincial and federal budgets in recognition of government having to invest in

much needed infrastructure and economic stimulus spending when dealing with the challenge of tough economic times. The Board today reinstated its provincial budget

Report Card following the economic turnaround experienced in the last year and the projected end of stimulus spending.

The Vancouver Board of Trade 2011/2012 Provincial Budget Report Card	
	Grade
Spending Control	A +
Tax Competitiveness	A -
Debt Management	B +
Economic Vision	B +
Overall Grade	A -

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The Sounding Board is the official publication of The Vancouver Board of Trade and is the major communication vehicle with members. The publication is sent automatically to all 5,800 Board members. Additional copies are sent to downtown Vancouver. ISSN: 0381-5471. The views expressed by contributing writers are their own and do not necessarily reflect the policies or positions of The Vancouver Board of Trade. The Vancouver Board of Trade reserves the right to edit all submissions for content, length, style, format and legality.

The Vancouver Board of Trade is Vancouver's chamber of commerce. Since 1887, The Board 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 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 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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Jason McLean, Chairman
 The Vancouver Board of Trade

PHOTO BY D. ROELS

The Vancouver Board of Trade's *Strategic Plan 2011 – 2014* might not sound like great reading but let me assure you it is. Why? Because we at The Board intend to prosper and succeed in this global economy and we intend to do it as an organization that is financially viable, focused, and fully engaged with the issues of our times and the needs of our membership. How we accomplish that makes for good reading and while policy discussions may not ignite a fire in every heart, for those of us who are self-ascribed policy wonks, they are at least, warming.

There is, however, considerably more to the strategic plan than a review of The Board's mandate to influence and advocate policy on behalf of its members. The Board's value proposition to membership depends on a balanced platform of services in four areas, not one. But if there is a single word that anchors those four areas it is "access."

Membership in The Board of



Stephen M.R. Covey

Trust makes the world go 'round! Take away trust, and everything grinds to a halt. The financial crisis, at its roots, constitutes a loss of trust and confidence. The credit markets collapse when almost everyone is afraid to loan money because nobody knows who will be able to pay it back. Credit is trust, and trust is credit.

Mirroring this decline of trust in the marketplace, it seems almost everywhere else we turn, we find trust is decreasing. This is particularly true in our companies. While the consequences of low trust in the marketplace have become disastrously clear, we're left to wonder whether the consequences of low trust in organizations are similarly painful.

Regardless, at the end of the day, many managers believe trust is merely a soft, nice-to-have "social virtue."

chairman's message

Board rolls out strategic plan

Trade "provides access to Western Canada's leading business networking organization." It provides "access to world-class speakers." It provides "access to policy advocacy" which enables and empowers members to grow their business and influence the development and well-being of their communities. It provides "access to resources" that help members educate themselves and their staff, and increase the credibility and visibility of their organization.

It is The Board's responsibility to deliver effective and meaningful access in all of these areas to current members, prospective members and new members who, let us remember, are pivotal to The Board's rich history and longevity. New members are a source of new expectations and new ideas and, of course, new revenue. They are by no means the only stakeholders but they are a clear component in our over-arching strategic goal of increasing revenues and ensuring long-term financial viability by fiscal 2014 year.

Among the strategic goals outlined in the plan then, is to better define and deliver The Vancouver Board of Trade experience to new members. In tangible terms, we will be more closely monitoring the first-year membership experience to ensure that new members benefit fully from The Board's vast network of resources and services. This will include expanding our

Ambassadors' Club and introducing events specifically tailored for new members.

The plan also sets specific strategic goals and priorities for change in other areas, each one of which is backed by an action plan. This is a fresh approach to The Board's 21st century evolution and we owe much to **Wendy Lisogar-Cocchia** and **Elio Luongo**, who co-chaired the task force responsible for creating this remarkable document together with our strategic consultant, **Glenn Wong**, and the usual small army of volunteer directors and staff at work behind the scenes.

In closing, I would like you to know that at the February meeting, when the plan was officially approved and adopted by your board of directors, several of whom participated in the task force, I was struck yet again by the level of engagement, interest, and commitment reflected by everyone who took part in the discussion. It reinforced my belief that strategic plans are not about a final document being delivered; the best ones are simply an iterative and enduring process that forces us to consider why we are here and why this organization continues to matter. That said, I am confident that this process and this plan will ensure that your membership continues to provide exceptional value to you – our members.

I encourage all of you to review the summary of the plan which can be found on our website.

guest column

The economics of trust

There are, however, an increasing number of learning leaders who have become convinced that this so-called "soft" trust factor is, in reality, a "hard-edged economic driver." Consider a 2002 study surveying 12,750 workers across all industries that showed that high-trust organizations had a total return to shareholders — stock price plus dividends — that was 286 per cent higher than low-trust organizations.

What are the economics of trust that make this remarkable return possible? Trust always affects two measurable outcomes: speed and cost. When trust goes down, speed goes down and cost goes up. This creates a low trust tax. My experience is that significant distrust doubles the cost of doing business and triples the time it takes to get things done. Thankfully, the inverse is also true.

As learning leaders understand the hard, measurable economics of trust, it's like putting on a new pair of glasses. If you have a low-trust organization, you're paying a tax. While these taxes may not show up on income statements, they're still there, disguised as other problems. When we know what to look for, we see low trust taxes everywhere, including redundancy, bureaucracy, office politics, employee disengage-

ment, employee turnover, churn of other stakeholders, and fraud. But it's not impossible to stem the flow.

Just as the taxes created by low trust are significant, the dividends of high trust are performance multipliers, elevating and improving every dimension of the organization, including accelerated growth, enhanced innovation, improved collaboration, stronger partnering, better execution, and heightened loyalty.

When you add up all the dividends of high trust and consider the fact that high trust decreases and/or eliminates all the taxes, is there any doubt that there is a significant, direct, and indisputable connection between high trust, high speed, low cost, and increased value?

Bottom line: Nothing is as fast as the speed of trust. Nothing is as profitable as the economics of trust. It's truly the one thing that changes everything.

Stephen M. R. Covey leads the *Global Speed of Trust Practice* and is author of the *New York Times* and *Wall Street Journal* bestseller, "The Speed of Trust: The One Thing That Changes Everything." He will hold an interactive half-day event at The Vancouver Board of Trade on April 19, 2011. Register at www.boardoftrade.com — Events.

Business coalition improves parking safety downtown

By COLIN BROWN

Improve the reality and perception of safety and security in Vancouver parking facilities.

This is the mandate of Vancouver's *Safer Parking Initiative*, and in the wake of the 3rd anniversary of "Safer Parking Day" in Vancouver there is much reason to celebrate.

Growing from five Vancouver parking facilities boasting the Safer Parking Award to 35 accredited facilities in just three years, these parking facilities reduce your chance of experiencing crime by nearly 75 per cent.

The program launched Feb. 8, 2008 and was developed in response to some alarming property crime statistics in previous years.

The **Vancouver Police Department** (VPD) was reporting that 1,300 cars were being broken-into every month.

The **Vancouver Board of Trade** had reported that thefts of vehicles, thefts from vehicles and vandalism of vehicles in the **City of Vancouver** cost the business community an estimated \$62 million in 2005.

As a Vancouver-based employer and insurer, **Canadian Direct Insurance** (CDI) recognized this opportunity to improve safety in the city. CDI and the VPD teamed up with property management companies, parking lot owners and operators, and community

organizations to launch the Safer Parking Initiative.

The program designates an award to those parking facilities that have been vetted by the VPD and meet a set of criteria that help to deter criminal activity and anti-social behaviour, and prevents crime and reduces the fear of crime in the facility.

SAFER PARKING INITIATIVE

Awarded parking lots receive a visual identifier – the Safer Parking logo – that helps consumers choose safer parking lots.

The Safer Parking Initiative has produced outstanding results for many lots by decreasing rates of auto crime and, in turn, increasing revenues by encouraging new and repeat customers who park for longer periods of time.

To find a list of Vancouver's Safer Parking facilities, visit www.saferparkingvancouver.com. Colin Brown is the CEO of Canadian Direct Insurance Inc. For more info, visit www.canadiandirect.com.



SUBMITTED PHOTO

Simon Fraser University's crime-fighting husband-and-wife team Paul and Patricia Brantingham head up the university's Institute of Canadian Urban Research Studies. The two recently had their RCMP-funded research chairs in computational criminology and crime analysis renewed.

Criminal minds

By STUART COLCLEUGH

Simon Fraser University's crime-fighting husband-and-wife team, **Patricia** and **Paul Brantingham**, got a resounding vote of confidence recently from B.C.'s law enforcement community with the renewal of their two RCMP-funded research chairs in computational criminology and crime analysis.

The Brantinghams, who founded SFU's Institute of Canadian Urban Research Studies (ICURS) in the early 1990s, are both criminologists and pioneers in analyzing crime patterns and making recommendations to governments on how to design neighbourhoods that are less attractive to criminals. They also research innovative ways of dealing with crime and the fear of crime.

The renewal of their chairs – the first ever supported by the RCMP – will provide \$4 million over five years to fund their work and that of numerous visiting faculty, post-doctoral scholars and research assistants at ICURS.

The interdisciplinary centre brings together people from a wide range of disciplines to study city issues. Its focus is urban crime and how factors such as city design, layout of road networks, rapid transit stations and shopping mall hours affect the location, frequency and severity of crime.

"One of the strengths of SFU is its cross-faculty, thematic approach," says ICURS director Patricia Brantingham. "Criminology in particular has faculty from many areas."

ICURS also partners with 14 universities internationally, from Perth, Australia to London, U.K.

The institute hosted a symposium at SFU's Vancouver campus in February to celebrate the continued funding and agreements formalizing secure data-exchange efforts between the university, the RCMP's **E Division** (B.C.) and the **Ministry of Public Safety and Solicitor General**.

Among the guests was the Brantingham's son **Jeffrey Brantingham**, an expert in East Asian paleo-archaeology at the **University of California**, Los Angeles but also leader of the U.S. National Science Foundation-funded University of California Mathematical and Simulation Modeling of Crime program.

The younger Brantingham, who gave the symposium's keynote speech on the role of university research in predictive policing, says he picked up his parent's penchant for computational criminology "by osmosis."

Stuart Colcleugh is an assistant director of public affairs and media relations at SFU and co-editor of Simon Fraser University News. For more on SFU's Institute for Canadian Urban Research Studies, visit www.sfu.ca/icurs/index.

SONITROL VERIFIED SECURITY IS PROTECTION AGAINST A DANGEROUS WORLD

There is no security system on the market today that deters criminals better than Sonitrol. Period.

The hard reality is that criminals today are not deterred by conventional alarms. They know how to beat them and are keenly aware that police respond slowly (if at all) to conventional alarms because 95% of the time they are false. This doesn't do much to protect a business or executive residence.



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- Monitoring staff verify the crime and immediately alert police
- Live audio and video is fed directly to the appropriate police agency resulting in fast and accurate police response

THE RESULTS:

- Police respond faster to Sonitrol versus conventional alarms because the crime is verified
- Criminal capture rate goes up
- False alarms won't bog down the police or your business
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Check out actual audio and video recordings of police captures at www.sonitrol-canada.com



If you have something worth protecting and are concerned about break-ins, armed robberies or home invasions, contact Sonitrol and speak with a security expert today at info@sonitrolbc.com or 1.866.766.4876



'Scotiabankers' help build brighter future

By MICHELLE COBB

For more than 175 years, Scotiabankers have had a history of giving back to our communities in order to create better places to live and work.

As a prominent financial institution on a global level, our international reach has provided a unique opportunity to help people around the world, and right in our own backyard.

Scotiabank's global philanthropic vision brings together the passion of our employees, the insight of our partners and the spirit of our communities – all part of the Scotiabank's *Bright Future Community Program*.

Local Scotiabank employees play a direct role in determining the focus of our charitable giving in local communities throughout British Columbia.

"Support for charitable causes is driven by our employees," said **David Poole**, Scotiabank's senior vice president, BC & Yukon Region. "Every year we survey our employees in B.C. and ask them where they would like to see corporate funds directed."

Through the *Team Scotia Employee Community Program*, Scotiabankers in B.C. are able to generate additional matched

funding for charities they are passionate about through their volunteer and fundraising efforts.

One such organization is **Big Brothers of Greater Vancouver**. Scotiabankers look forward to, and enthusiastically participate in, the Scotiabank Bowl for Big Brothers Classic every year.

Scotiabankers have been involved with the event since its inception, and not only do they come out in droves and take over bowling ally's across the Lower Mainland, they've also earned the title of top fundraising corporation for twelve consecutive years.

"Once we get involved with an organization, we're in it for the long term and whole heartedly," added Poole. "You'll find Scotiabankers have the most volunteers at events and go the extra mile to raise money. Much of Scotiabank's success comes because the approach to community involvement is volunteer-based. Rather than direction coming down from senior management, employees are encouraged to support those causes that are important to them or to which they have a personal connection."

Many of the organizations Scotiabank supports today started with one employee with a passion to make a difference. To-



SUBMITTED PHOTO

MP Hedy Fry joins Team Scotia, who are easily identified by their red Team Scotia t-shirts, in support of the Scotiabank AIDS Walk for Life.

gether we can build a bright future for everyone.

Michelle Cobb is the manager, Community Engagement, Sponsorships and Special Projects, BC & Yukon Region, for

Scotiabank. For more information, go to scotiabank.com. To learn more about the Scotiabank Bowl for Big Brothers Classic, visit www.bigbrothersvancouver.com/bowl-for-big-brothers.

Remembering the Games with John Furlong



PHOTOS: D. ROELS

VANOC CEO John Furlong (clockwise top) addressed a sold-out Vancouver Board of Trade event on the one-year anniversary of the 2010 Winter Games. Furlong received standing ovations while sharing his thoughts of the trials, tribulations and successes of the Games. Besides delivering a record gold medal count, Furlong said the Games gave the country a sense of pride and identity it has never felt before. The event also marked the official launch of his new book, *Patriot Hearts: Inside An Olympics That Changed A Country*. Kicking off the event was the Vancouver Canucks' anthem singer Mark Donnelly, who sang a rousing O Canada for the 600 in attendance. Flanked by Board of Trade chair Jason McLean (left) and acting managing director Grayden Hayward, Furlong, at the end of his speech, was presented with a limited edition Spirit of Vancouver "Canada" scarf and it was announced that a special Olympic commemorative display would make its home in the Pacific Coliseum in his honour. Thank you to the event sponsors including Gold Sponsors Bell and RBC; Silver Sponsors BCLC, ICBC, Teck Resources Ltd. and Vancouver Airport Authority; and Bronze Sponsors Lift Philanthropy Partners, Royal Canadian Mint and SNC-Lavalin.



Happy Birthday Vancouver!



On April 6, 2011 the City of Vancouver marks 125 years since its incorporation.

To mark the milestone, the city is inviting residents and visitors to join in a celebration at Jack Poole Plaza, the site of the Olympic Cauldron, near Thurlow and Cordova streets.

Birthday Live will feature live music and entertainment, innovative visual art, children's activities and more.

Vancouver Mayor **Gregor Robertson** and other dignitaries will also be on hand to light the cauldron on this momentous day.

If you can't make the April 6 celebration, mark your calendars for Summer Live taking place July 8-10 in Stanley Park.

Both events are free to the public.

For more information, visit www.celebratevancouver125.ca.

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Whitecaps bring major league spirit

By ALAN DOUGLAS

With Vancouver Whitecaps FC embarking on their inaugural season in Major League Soccer (MLS), excitement for the sport around Vancouver is at a level not seen for decades.

This city's love affair with Whitecaps FC began during the glory years of the old North American Soccer League back in 1978 and 1979. The aim now is to rekindle that level of passion. This is why all efforts at the club's Gastown office are focused on the big home opener on Saturday, March 19, at Empire Field, against ready-made Canadian rivals Toronto FC.

Taking the step up to MLS means a lot of new players have been added to the squad, so it's important for the team to come together as a cohesive unit as quickly as possible. Nothing brings a team together like a road trip, so head coach Teitur Thordarson and his staff took training camp to the warmer climes of Casa Grande, Arizona. It's an ideal location with a first-rate soccer training complex at Grande Sports World, basically out in the middle of nowhere. That means

no distractions, and plenty of quality time for players and staff to train, eat, and hang out together.

As Thordarson explained, "One of the main reasons for coming here is we have an opportunity to learn about each other and be together."

Many other MLS teams train in Arizona, which meant an opportunity to get in plenty of preseason friendlies against quality opposition. Hopefully, all the preparation and training will pay off, with a successful start to Vancouver's 2011 MLS campaign.

Traditional rivals Toronto FC and Seattle Sounders FC have both already set a very high standard for what MLS expansion teams can accomplish, with sold-out stadiums and a tremendous amount of buzz in both cities. As a proud Spirit of Vancouver® partner, Vancouver Whitecaps FC look forward to bringing that same level of excitement to the Lower Mainland, showing the MLS competition just what Vancouver's spirit is all about.

Alan Douglas is the club correspondent for Vancouver Whitecaps FC. For more information about Vancouver Whitecaps FC, go to www.whitecapsfc.com.



PHOTO: B. FRID

Alain Rochat recently signed a contract to join Vancouver Whitecaps FC who kick off their inaugural season in Major League Soccer on March 19 with a match against Toronto FC.

Honouring Gordon Campbell helps Raise-a-Reader



PHOTO: D. ROELS

The Vancouver Board of Trade and the Business Council of British Columbia paid tribute to Premier Gordon Campbell at a lunch attended by more than 1,000 people who gave him three standing ovations. The event included the relighting of the Olympic Torch outside the Vancouver Convention Centre, a \$20,000 contribution to The Vancouver Sun's Raise-a-Reader campaign and video tributes from the likes of President Bill Clinton. Due to his love of reading, Campbell was genuinely touched by the donation to Raise-a-Reader on his behalf. The premier acknowledged his family and the sacrifices they have made during his 27 years of public life. He concluded by saying, "There is no place on earth that has the opportunities opening up for it like we do in B.C... all we have to do is be smart. And remember, whatever you dream you can do, begin it. Boldness has genius and power in it. This is a magic place." Thank you to the event sponsors: Canaccord Financial, CIBC, Teck Resources Ltd., and TELUS.



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Lunch & Program: 12:15 – 2 p.m.

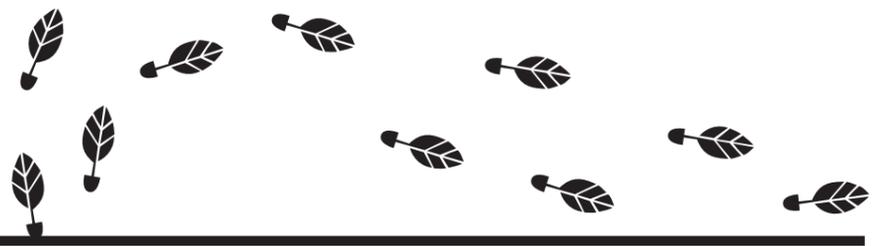
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Vancouver's debrand protects corporate brands and the environment

By AMELIA UFFORD

The **City of Vancouver's** recently released its draft *Greenest City 2020 Action Plan* which shows promising depth that extends well beyond the widely discussed bike lanes. The city's plans highlight ambitious goals such as a lighter overall footprint, a thriving green economy, support for local food, clean water and a quest towards zero-waste.

Along with the release of the draft plans, the city is encouraging citizens and Vancouver businesses to review the goals and provide thoughtful feedback. **debrand**, a local environmental services business, is supportive of the city's position towards zero-waste as many of the diversion tactics match their own.

Since its inception in 2009, debrand has pioneered a niche in the waste management industry after recognizing the opportunity to help companies reduce corporate waste. While many services exist to provide recycling opportunities for paper, cardboard and plastic items, there is a huge gap in the system for the re-allocation of more complex pieces. These pieces include anything from branded event signage to tradeshow displays to retail fixtures. debrand provides a solution that includes the "debranding" of the item, referring to the physical removal of identifying marks. This process allows an item or material to be reused or recycled without any threat to the brand. The goal is to encourage companies to see the long-term value of the material once the brand mark has been removed.

Recent debrand clients include **Canucks Sports and**



A debrand worker removes the identifying markings from a "Vancouver House" display after the 2010 Winter Games. A Vancouver-based environmental services company, debrand helps remove identifying marks from company pieces so they can be recycled without harm to the brand.

SUBMITTED PHOTO

Entertainment and the **PNE** who both engaged debrand to responsibly dispose of old uniforms. The uniforms were collected and all logos or marks were removed at the debrand facility. The textile fabric is then processed through a fiber reclamation program turning the fabric into a reusable shoddy fiber.

Other project examples include the responsible allocation of retail fixtures and event signage. When **Thrifty's Inc**

decided to close two of its B.C. **Bluenotes** stores, debrand was hired to ensure the secure and responsible disposal of store assets. The newly rebranded **Vancouver Whitecaps FC** utilized debrand's services to dispose of outdated event equipment.

On a larger scale, when Vancouver faced a massive influx of worldwide marketers, debrand worked with a number of 2010 Winter Games sponsors including **RBC, BCLC, Visa Canada** and **Coca-Cola**. debrand ensured leftover pavilion materials such as kiosk stations, collateral pieces and custom banners were debranded and then donated, resold or recycled locally.

debrand recognizes the inherent risk associated with branded items ending up in the landfill or in the wrong hands. The debrand process provides a secure and safe solution to protect the brand while also protecting our environment.

In line with the City of Vancouver's Greenest City goals, debrand will continue to encourage businesses to take action and help Vancouver get a head start towards zero waste. To learn more about the Greenest City 2020 Action Plan, visit www.talkgreen.ca.

Amelia Ufford is director of Business Services for debrand. For more information about the company, go to www.debrand.ca.

BC Hydro Power Smart Tips

As the days get longer, make the most of the best light source: daylight. It's free, sustainable and can give a sense of energy and well-being. By making the most of the light that is available, you are likely to achieve some energy savings and create a more comfortable and healthy living space.

Affordability

The cost to maximize daylight will depend on the measures you decide to take. Rearranging furniture can be free and painting walls with lighter more reflective paint can be relatively inexpensive.

Cost savings

Daylight is a valuable resource available for free every day. Maximizing your ability to use it will help you keep lights off during the day, saving you money by the minute.

Health & comfort

The role of interior daylight in increasing people's productivity and satisfaction has been demonstrated in numerous studies.

For more tips on maximizing natural light in your home, please visit www.bchydro.com/guides_tips

Making sustainability a profession

By RODERICK DM STEWART

The 2010 Winter Games were inspiring to all Canadians and for many reasons. For me, I was extremely proud of the leadership displayed by the organizing committee especially as they tackled the tough challenge of making the Games the most sustainable of all.

The inspiration led me in a direction that was uncharted territory for me – the formation of the **Canadian Professional Sustainability Institute**, based in Vancouver, B.C. and incorporated in 2010.

The Canadian Professional Sustainability Institute has grown to become a nationally recognized organization with a vision of making Canada the most sustainable country in the world. It grants the Certified Sustainability Professional (CSP) designation to members who demonstrate the competency and understanding in the field through a practical credential examination process.

Sustainability practitioners within Canada now have an opportunity to obtain a professional designation from an institute that is innovative and progressive.

Ultimately, we want to ensure the Olympic experience as it pertains to sustainability continues to thrive in British Columbia and across Canada. The institute is focused on developing a common understanding of sustainability by forming a Canadian community of interest in the field of sustainability, establishing sustainability as a profession within Canada, and providing valuable networking opportunities to its members and sustainability practitioners across Canada. Through the use of social media tools as the primary communication and networking method, we help our members stay at the forefront of their profession and provide long-term value to the organizations they represent.

Roderick DM Stewart is executive director of the Canadian Professional Sustainability Institute. For more information, visit www.canadiansustainability.com.



Vancouver Convention Centre March 29 – April 3

Vancouver International Auto Show 2011

VANCOUVERINTERNATIONALAUTOSHOW.COM



Blair Qualey, president and CEO
New Car Dealers Association of BC

On behalf of B.C.'s New Car Dealers, it is my pleasure to invite you and your family to join us for the industry's premier event, the **2011 Vancouver International Auto Show**, March 29 to April 3.

This year is unique – the Auto Show is being held in the new **Vancouver Convention Centre** while our usual home at **BC Place** gets a spectacular new roof and other upgrades. This new location will be even more convenient for car buffs to drop by the show over their lunch hour.

Again at this year's auto show, the world's top vehicle manufacturers will offer an unprecedented and diverse lineup of new vehicles, with over 20 brands of the safest, most reliable, most fuel-efficient ever made. The industry is employing the latest technologies to produce

a new generation of efficient small cars, clean diesels, near-zero emission hybrids, and plug-in electrics that all offer a new era of fuel economy. Technology continues to revolutionize the auto sector and the latest developments will be available for everyone to see at the auto show.

This year will see the return of the highly popular **SuperCars** that will feature an all-star showcase of the world's greatest luxury vehicles from around the Lower Mainland. This year's collection will represent the fastest, sleekest, and most expensive.

Classic Alley will showcase some of the legendary classic cars of generations past from hot rods to muscle cars to British imports. These

CONTINUED ON PAGE 14

Show Hours:

Tuesday to Friday: Noon-10 p.m.
Saturday: 10 a.m.-10p.m.
Sunday: 10 a.m.-6 p.m.

Admission:

General Admission: \$15
Seniors/Students: \$10
Multi-Day Pass: \$25
(good for any two days)
Children 7-12: \$4
(accompanied by an adult)
Children 6 and under: Free
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Family Pass: \$30
(two adults and two child 12 & under)

*rates subject to change without notice

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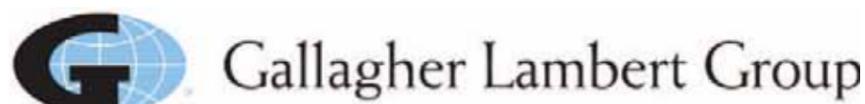
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Rebound by Chrysler, Ford and GM great news for Canada



Mark A. Nantais, president, Canadian Vehicle Manufacturers' Association.

The news covering Canada's automotive industry over the past couple of years has rarely been positive. Slumping sales, declining production, trade deficits and company restructuring seem to have been what the headlines shouted.

But through all those headlines, a substantial transformation over the past year has been missed.

Consumer demand for new vehicles rose 6.6 per cent in Canada and 11 per cent in the United States in 2010. This alone was great news for the industry,

its dealers, and tens of thousands of workers across the country. However, for **Canadian Vehicle Manufacturers' Association** (CVMA) members, their collective sales rose by over 12 per cent – doubling the overall growth in Canada.

In January 2011, this sales momentum continued as they collectively accounted for 51 per cent of total Canadian vehicle sales – the tenth straight month of capturing market share away from import brands.

The better news behind this story is what this means for the broader Canadian economy.

Chrysler, Ford and General Motors' production rose to keep pace with consumer demand for their products in Canada and the United States. Collectively CVMA member production rose by more than 425,000 units in 2010 from the previous year – an increase of 47.5 per cent – pushing total Canadian production over 2 million units once again.

With Chrysler, Ford and General Motors purchasing about 80 per cent of the parts produced in Canada, their growth drives the

“While the positive news has been encouraging, we must build on our successes and continue to improve our competitiveness in order to win new product mandates as manufacturers bring forward the next generation of advanced technology and environmentally friendly vehicles.”

indirect automotive manufacturing economic activity. Growth in assembly leads directly to increases in the use of a variety of services, such as transportation, as well as the purchases of oil and gas, chemicals, metal products, and a variety of raw materials, such as aluminum.

Chrysler, Ford and General Motors are not content with their current status and they continue to reinvent their companies and the products they offer to Cana-

dians and manufacture domestically.

Each company is bringing to the market a mix of vehicles designed to meet the needs of Canadian consumers today ranging from highly fuel efficient and technologically advanced cars and trucks, to hybrids, extended range and the next generation of electric vehicles.

And they are building many of these new vehicles right here in Canada – of the 30 light-duty vehicles built in Canada, 22 models are built by CVMA members with 15 of these being all new 2011 models.

While the positive news has been encouraging, we must build on our successes and continue to improve our competitiveness in order to win new product mandates as manufacturers bring forward the next generation of advanced technology and environmentally friendly vehicles.

Part of this strategy must be continuing to work collaborative-

ly with all of our stakeholders, including government, to improve overall competitiveness through strategic investments, along with other important factors such as building and maintaining a smart and efficient regulatory environment, developing and forging supportive international trade policy and maintaining cost effective labour contracts.

Mark A. Nantais is president of the Canadian Vehicle Manufacturers' Association. For more information on the association, go to www.cvma.ca.

The Canadian Vehicle Manufacturers' Association is the industry association that has represented Canada's leading manufacturers of light and heavy duty motor vehicles for more than 80 years.

Its membership includes Chrysler Canada Inc., Ford Motor Company of Canada, Limited; General Motors of Canada Limited; and Navistar Canada, Inc.

Collectively its members directly employ 35,000 Canadians, plus indirectly an addition 100,000, operate seven vehicle assembly plants, five major components plants, and have over 1,000 dealerships in their nationwide networks.

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2011 Vancouver International Auto Show

British Columbia's New Car Dealers ARE FANS OF SPECIAL OLYMPICS

New Car Dealers in communities across BC have teamed up with Special Olympics BC for more than 26 years to enhance the lives of individuals with intellectual disabilities, and in doing so, strengthen the very fabric of those communities.



Recently, the New Car Dealers of BC helped raise \$185,000 through their annual auction, which included five new vehicles and more than 200 other items. The funds will help provide sport experiences for individuals with intellectual disabilities. The combination of experiences and opportunities gained through winter and summer sports will help build self-esteem, physical fitness, dignity and awareness for individuals who may otherwise feel alone and isolated in the community.



Across the province, New Car Dealers and their staff get involved by volunteering, donating, raising funds and creating awareness. This support creates opportunities that impact on a daily basis the lives of these deserving individuals and their families.



Special Olympics is humanity's greatest classroom, where lessons of ability, acceptance and inclusion are taught on the fields of competition by our greatest teachers – the athletes.

If you are a fan of courage, if you admire determination, and can't help but share in the joy of victory, then you are already a fan of Special Olympics. Why not join the New Car Dealers of BC and make it official?



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Auto Show



CONTINUED FROM PAGE 11

are the dream machines that are idolized on posters and in the minds of car fanatics everywhere.

The Vancouver International Auto Show is Canada's third largest Auto Show, and one of Western North America's premier automotive exhibition events. The Show is in its 91st year of annual presentation by the **New Car Dealers Association of BC** (www.newcardealers.ca), and is British Columbia's new model showcase for the Canadian automotive industry.

To kick off the show we will hold our annual Charity Preview Gala on March 28. Tickets to this year's gala are selling quickly and I would encourage you to order yours before we're sold out. This gala evening is a charity fundraiser for the **BC New Car Dealers Association** and **Special Olympics BC**.

Also, don't forget to purchase your tickets for the **Dream Car Lottery**. It's your chance to win this year's grand prize, the exquisite **Mercedes-Benz 550 SL** convertible, valued at more than \$145,000! Tickets are \$20 each or four for \$50 and can be purchased online on the Auto Show website www.vancouver-internationalautoshow.com up to midnight on March 28 and then on-site at the show during posted show hours.

Lottery proceeds go to support the foundation's work with educational and community activities as well as sports and charity groups. Part of the 2011 proceeds help support the purchase of a special support vehicle for Special Olympics BC.

I look forward to welcoming you and your family to the pride of B.C.'s New Car Dealers, the Vancouver International Auto Show.

Visit www.newcardealers.ca for more information.

About the New Car Dealers Association of BC

The New Car Dealers Association of BC, originally British Columbia Automobile Dealers Association, was formed in 1995 to unite all B.C. new car dealers that had previously been members of Motor Dealers Association of B.C. and the Automobile Dealers Association of Greater Vancouver. The purpose of the organization is to represent franchise new car and truck dealers in matters of common interest – to create an industry voice that represents each dealer's concerns relative to public, media, government and industry matters.



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Vorsprung durch Technik

The road ahead for 2011



David C. Adams, president, Association of International Automobile Manufacturers of Canada.

By DAVID C. ADAMS

While the offices of the **Association of International Automobile Manufacturers of Canada** (AIAMC) are located in Toronto, as a national industry association, we get involved in public policy issues that impact the sixteen member companies of the association, regardless of whether those issues are federal or provincial.

The B.C. government's climate change agenda has provided us with numerous opportunities to

work with the **New Car Dealers Association of B.C.** over the past few years and that partnership has allowed us to develop a constructive dialogue with the government on a number of environmental files.

I believe that dialogue contributed to the decision made by your government to adopt the national passenger automobile and light truck greenhouse gas emission regulations introduced by the federal government last October.

That regulation will, for the first time, regulate greenhouse gas emissions from cars and trucks beginning this year.

It is anticipated that for the 2016 model year, greenhouse gas emissions will be about 25 per cent lower than the vehicles sold in the 2008 model year.

The reductions are significant, as was the decision to adopt the national standard (which is also harmonized with the United States regulation) instead of pursuing a unique provincial regulation.

This decision will allow all British Columbians to continue to enjoy the choice of a broad spectrum of vehicles available in the marketplace, as well as the benefits of the technology that

is being built into the vehicles to meet these aggressive greenhouse gas standards, at the lowest possible cost.

When you go to the **Vancouver International Auto Show**, really take in the vehicles and the technology on display.

In many cases the technology will not be evident, so you will have to read the vehicle's label or the brochure to really appreciate the significant technological advances that are going on under the hood of the car, from different types of transmissions and engines to light hybrids, to diesels and full hybrids, not to mention electric vehicles.

The projection for 2011 is that it will be a better sales year for the industry.

Looking back, in 2010, sales in B.C. were up 2.7 per cent, which was a little less than half of the national growth in sales of 6.6 per cent from 2009 to 2010.

Trends in vehicle purchases in B.C. also followed national trends.

Light trucks represented 56 per cent of all new sales in B.C. in 2010 up from 52 per cent in 2009. Nationally trucks represented 54 per cent of all sales compared to 49 per cent in 2009.

What about bestselling ve-

hicles? The "top ten" best selling vehicles in B.C. and in Canada for 2010 are:

1. Ford F-Series Pick Up (B.C.); Ford F-Series Pick Up (Canada)
2. Dodge Ram Pick Up; Honda Civic
3. Honda Civic; Dodge Caravan
4. Mazda 3; Dodge Ram Pick Up
5. GMC Sierra Pick Up; Mazda 3
6. Ford Escape; GMC Sierra Pick Up
7. Chevrolet Silverado Pick Up; Ford Escape
8. Honda CRV; Chevrolet Silverado Pick Up
9. Ford Ranger Pick Up; Toyota Corolla
10. Dodge Caravan; Hyundai Elantra

So, there are some similarities in the lists and some differences.

Of note, despite the new greenhouse gas regulations there are only two passenger cars on the province's "top ten" list and only four on the national list.

Does that mean that British Columbians and Canadians aren't concerned about fuel consumption and the environment?

No, I think what it probably means is that we're a pragmatic and practical nation of people.

If you can only afford one vehicle and you can get a pick-up truck with four doors, all the creature comforts of a mid-size sedan, four wheel drive and some storage space for the same price as mid-size sedan (given the significant incentives of the past few months) – why wouldn't you go with the practical, pragmatic option?

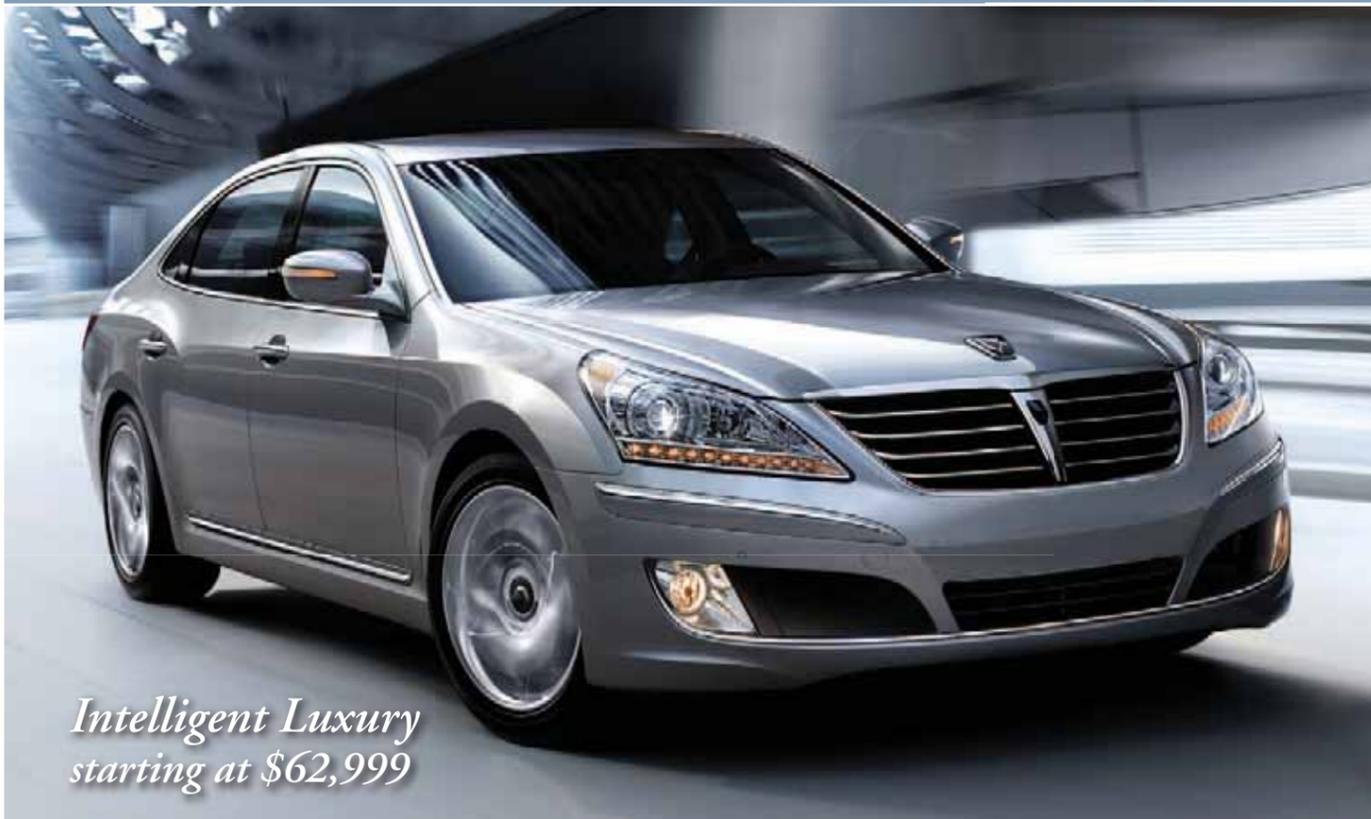
For 2011, Carlos Gomes of the **Scotiabank Group** predicts that sales will climb to 157,000 up close to 2 per cent from 2010's sales of 154,000 last year.

So it should be another good year for the industry in B.C.

David C. Adams is the president of the Association of International Automobile Manufacturers of Canada (AIAMC). The AIAMC is the national trade association representing sixteen automobile manufacturers and distributors including BMW, Honda, Hyundai, Jaguar Land Rover, Kia, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, SAAB, Subaru, Suzuki, Toyota, Volkswagen, and Volvo. The AIAMC members had 60 per cent market share in British Columbia in 2010.

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Changing lives together: Special Olympics BC and the New Car Dealers

Last July, 54-year-old **Margaret Reiber** made her first trip away from home. It was her first time travelling on an airplane, and the best part was that she got to share that experience with some of her best friends. She was on her way to the **Special Olympics Canada Summer Games** in London, Ontario as part of the B.C. team.

Margaret is just one of the thousands of people with intellectual disabilities whose lives have been changed over the past 26 years thanks to the support of the **New Car Dealers Association of B.C.**

Since 1984, when British Columbia's New Car Dealers became a major supporter of **Special Olympics BC (SOBC)**, automobile dealers all around the province have helped to raise more than \$3.4 million to help individuals with intellectual disabilities to experience joy, empowerment and acceptance through Special Olympics sports experiences.

"All too often people with intellectual disabilities have become the forgotten members of our communities. The support of the New Car Dealers Association has helped bridge that gap in every region of the province, and in the process they have directly impacted the lives of our families and athletes in profound way," says **Michael Campbell**, chair of the Special Olympics BC board of directors. "Their efforts and energy make possible a wide variety of programs, from teaching two to six year olds basic motor skills to directly impacting the health of our adult athletes through our healthy living program. This year alone



(L-R) *Blair Qualey, president and CEO, New Car Dealers Association of B.C.; Marnie Carter, chair, New Car Dealers Foundation; Special Olympics BC athlete Derek Lith; John Chesman, general manager, MCL Motor Cars and Special Olympics BC athlete Bridget Colvin have built new relationships through the New Car Dealers Association and Foundation's support of Special Olympics BC.*

their support will make a difference to 3,800 athletes and 2,600 volunteers in 55 regions of the province."

Examples of the generosity of the automobile dealers province-wide range from their support of the annual *New Car Dealers Foundation of BC/Special Olympics Auction*, which is one of SOBC's largest single-event fundraisers, to the thoughtful contributions of individual dealers around B.C. who support SOBC events and programs in their respective areas with funds, volunteers and

vehicles. They have felt the joy of forging connections with enthusiastic and appreciative SOBC athletes, and they have reached out to help athletes and programs around the province time and again.

Special Olympics BC is deeply grateful that whenever opportunities arise, the New Car Dealers Association thinks of SOBC as a key partner. Their commitment to the courageous, dedicated SOBC athletes has led them to offer opportunities such as being involved in the VIP Charity Preview Night,

and helping to increase Special Olympics BC's profile through their magazine.

Thanks to the support of sponsors like the New Car Dealers, Special Olympics BC provides unique opportunities for thousands of individuals with intellectual disabilities to develop skills that matter for their entire lives.

Many Special Olympics BC athletes experience the joy of having friends and peer groups for the first time. They feel the fulfillment that comes from setting and accomplishing goals, and they dramatically improve their health through their training.

With the help of sponsors like the New Car Dealers, we are also working hard to open more opportunities for children with intellectual disabilities to develop essential skills through our new youth programs. Young participants have learned to jump for the first time, and have developed vital skills such as walking up stairs or holding a pencil.

The relationship between British Columbia's New Car Dealers and Special Olympics BC has blossomed in keeping with the legacy of **Howard Carter**, the upstanding member of the automobile business community whose dedication to Special Olympics BC inspired the creation of an endowment fund for SOBC and the *Howard Carter Award* given annually to exceptional coaches. We salute his legacy as we salute the enduring generosity of the New Car Dealers Association of B.C.

For more information about the Special Olympics BC, go to www.specialolympics.bc.ca.



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From our city financial district to the historic Sea to Sky highway, we have the right luxury vehicle for you.

B.C.'s Sonora Resort voted #1 Luxury Resort in Canada by TripAdvisor

By AMBER STOWE

TripAdvisor has just announced its top destinations in the world and British Columbia's Sonora Resort has been voted number one for luxury in Canada. The Relais & Chateaux resort scored 100 per cent in TripAdvisor's traveller ratings.

"Sonora Resort is delighted to be recognized by TripAdvisor as a 2011 Travelers' Choice award-winning destination," said Wynne Powell, Sonora Resort president and CEO. "We believe Sonora's Canadian hospitality approach, exemplary customer service and our commitment to the Relais & Chateaux standards of excellence have been instrumental in Sonora achieving this honour from our customers."

"Our staff and management are delighted that our customers have given this absolute vote of confidence to Sonora Resort as one of the top luxury properties in Canada."

Sonora Resort is a Relais & Chateaux property and unique in the world because of its breathtaking location in the Discovery Islands and its customer-centred approach to hospitality. Guests have the opportunity to see an abundance of wildlife in their natural habitat surrounding Sonora Island, including grizzly bears and killer whales – while enjoying luxurious amenities, comfort and gourmet cuisine.

"Our staff and management are delighted that our customers have given this absolute vote of confidence to Sonora Resort as one of the top luxury properties in Canada," said Powell. "We take the TripAdvisor reviews seriously and comments such as 'once in a lifetime experience' and 'spectacular' are extremely rewarding for our customer-driven staff to see."

"We congratulate Sonora Resort on this significant honour," said Margaret MacDiarmid, Minister of Tourism, Trade and Investment. "It is a testament to the high-quality tourism experiences that British Columbia has to offer visitors from around the world."

The resort is open from May until October each year, and guests travel to Sonora Resort by boat or air (approximately 50 minutes by private helicopter from Vancouver). Resort highlights include a tennis court, conservatory, and the Island Currents Spa with five treatment rooms including a couple's massage room, outdoor hot and cold mineral pools, and fitness facility.

Amber Stowe is the marketing coordinator for Sonora Resort. For more information, visit www.sonoraresort.com.

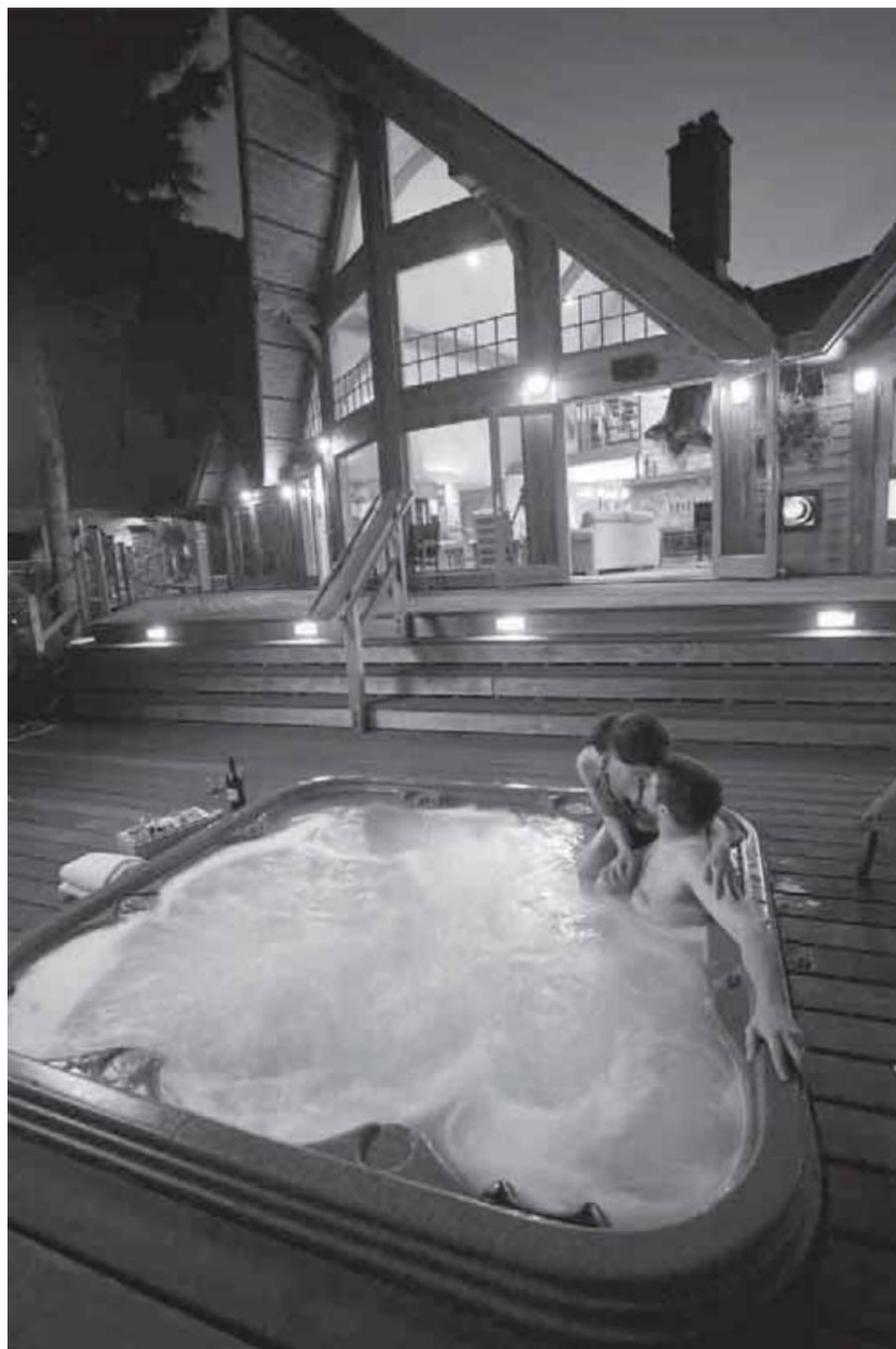


PHOTO: B. JERRITT

Situated in the Discovery Islands, Sonora Resort was recently voted number one for luxury in Canada by TripAdvisor. The resort, only 50 minutes from Vancouver by private helicopter, boasts stunning wildlife viewing and exemplary customer service.

U.S. tax cuts defer potentially large tax consequences

By JANICE WELLS

On Dec. 17, 2010 U.S. President Barack Obama signed into law a multi-billion dollar tax cut package, the *Tax Relief, Unemployment Insurance, Reauthorization and Job Creation Act* of 2010.

This bill has significant income tax consequences for U.S. citizens and green card holders resident in Canada as well as Canadians owning U.S. real estate property.

One such consequence is that the new law extends the Bush-era individual and capital gains/dividend tax cuts for two years.

These tax cuts were implemented in 2001 and would have expired at the end of 2010 if government action was not taken.

Without this action there would be an increase to individual income tax rates with the top tax rate going to 39.6 per cent from the current 35 per cent.

As well, the maximum rate on long term capital gains would have gone from 15 per cent to 20 per cent and the maximum tax rate on certain dividends would have risen from 15 per cent to as high as 39.6 per cent for regular income.

Without this extension, the increase in taxes could have resulted in a U.S. tax li-

ability on Canadian income where U.S. tax rates were higher than Canadian tax rates on the same income.

The bill also provides for a reduction in the top federal estate tax rate to 35 per cent on the value of an estate with a \$5 million exemption until 2012.

For U.S. citizens resident in Canada and Canadians owning U.S. situs property such as U.S. vacation property and shares of U.S. corporations, this significantly reduces exposure to U.S. estate taxes for the next two years. However, after 2012, the estate tax rate and exemption level is uncertain.

The new law provides taxpayers with some relief and certainty for the next two years.

However, these provisions are temporary and permanent tax rates and exemption levels will not be known until after the 2012 presidential election year.

Prudent tax planning is recommended to take advantage of these tax cuts and to avoid exposure to increased taxes after this period.

Janice Wells, CA is the director of US Individual and Expatriate Tax Services at DMCL Chartered Accountants in Vancouver. For more information, visit DMCL's website at www.dmcl.ca.

Smoking is bad for business

By PAMELA MCCOLL

Nicotine is responsible for the early demise of more people than any single disease, famine and the combined war casualties in the history of the world. *The Economist* has reported that an estimated one billion people will be killed by smoking tobacco in this century. Smoking claims the lives of four million people per year and the number is expected to rise to 10 million by 2030.

In Canada tobacco use remains the leading preventable cause of death and the biggest factor weighing down on controllable health-care costs.

The corporate cost per employee who smokes is \$4,000 per annum based on a \$15 wage, with 6.5 added sick days, 35-50 per cent insurance premiums and 21 lost days in productivity. The International Society of Employee Benefit Specialists ranks smoking cessation first among workplace health programs for return on investment.

In the U.S., some companies have implemented a ban on the hiring of smokers. Intolerance of smokers is gaining momentum and we see smokers marginalized more and more. Smoking is seen as anti-social and bad for business.

Men and women are currently smoking in equal numbers in Canada at 20.2 per cent

for both genders. However, young women ages 20-24 have a higher rate of smoking at 30.3 per cent versus males at 27.8 per cent.

This is alarming as it reflects a significant change in the demographic of smokers. Research is also suggesting that females are more prone to lung cancer and at a younger age than men. Also, more women die of lung cancer than breast cancer, ovarian and uterine cancer combined. Smoking poses additional risks during the child-bearing years.

Youth are also at risk since 80 per cent of smokers are hooked before their 18th birthday with the average starting age being 13. *The Harvard Medical Review* states it takes as little as two cigarettes to build the physical nicotine addiction blocks in the brain.

Teenagers may believe they won't get hooked and are just experimenting. But nicotine is the most addictive of all drugs and ends up costing the smoker in excess of \$200,000. Couple that amount with the effect a smoker can have on their workplace, and that is a huge loss to everyone involved.

Pamela McColl is a smoking cessation coach and the West Coast representative of the Allen Carr EasyWay to Stop Smoking Program. For more information on seminars, on-site presentations, books and other products, visit theeasywaytostopsmoking.com.



PHOTOS: D. PI

(Top left) New Vancouver Board of Trade members Leah Costello and brother Tim Costello of Curious Mind Productions were the grand prize winners of the new members draw in January 2011. They won two EVA Airlines Business Tickets to Asia. (Top right) Vancouver Board of Trade Membership Marketing director Debbie Downs congratulates Steve Johnson-Stott of JASMITH Business Solutions and Pat Wong (bottom right) of Easylink Communications as consolation prize winners. Johnson-Stott won a \$200 Keg gift certificate and Wong won an Absolute Spa gift pack. For the months of February and March any new members will be entered to win a one-year complimentary membership to The Vancouver Board of Trade, six complimentary event tickets and a ¼-page colour advertising in Sounding Board.



A legacy of the 2010 Winter Games

Using Games legacy knowledge to lift other good causes

BY BRUCE DEWAR

What do Olympic and Paralympic legacies look like one year later?

That is a question **2010 Legacies Now's** board of directors asked its team in 2008. So, with 18 months to go before the 2010 Winters Games opened, the not-for-profit organization started planning for 2011.

2010 Legacies Now was established as an integral component of Vancouver's bid for the 2010 Winter Games with a commitment to develop social legacies in B.C. Over the past 10 years, it supported more than 12,500 sport, healthy living, literacy and other programs, reaching over two million people. Since the completion of the 2010 Winter Games, 2010 Legacies Now transferred ownership of many of its programs to partner organizations who are continuing the legacies.

It was this passion for driving social change that led 2010 Legacies Now to adapt its business model to remain relevant and be a continuing legacy of the Games. The new venture, built on its Games experience, applies the concepts of venture capital finance and business management to philanthropic investments. In preparing for this more specialized approach, 2010 Legacies Now made the strategic decision to rename itself to embrace its emerging role as a venture philanthropy organization. The new brand, **LIFT Philanthropy Partners**, was launched on Feb. 11 to coincide with the 2010 Winter Games one-year anniversary.

LIFT will invest in not-for-profit organizations to improve their impact, accountability and effectiveness to drive social change. LIFT will select not-for-profit organizations with demonstrated records of success and provide them with business planning, management support, and reporting and measurement strategies to take their impact to the next level. LIFT also engages its strategic networks of business, research, financial and other experts to establish collaborations to address the specific needs of its not-for-profit partners and ensure their success.

LIFT will focus its work to the areas of sport and healthy living, and literacy and lifelong learning to give Canadians the skills and resources they need to better contribute to their communities. LIFT acts as a catalyst between socially-focused organizations and its investors, combining knowledge, resources and networks to collaborate on social impact measured in lives touched, communities reached and improved quality of life.

Bruce Dewar is chief executive officer of LIFT Philanthropy Partners. For more information, visit liftpartners.ca.

Armoured guards deliver priceless packages for underprivileged kids

Churchill Armoured Car Service Inc. has partnered with the **Kids Up Front Foundation (Vancouver)** to deliver concert, theatre and sports tickets for kids across the Lower Mainland who otherwise would not have the opportunity to attend these exciting events.

The partnership came together after a recent survey by Kids Up Front found that partnering agencies would request an average of 58 per cent more tickets if they knew they would be delivered without charge to their office. The foundation works with more than 100 agencies to provide access to arts, culture, sports and recreation by distributing unused tickets.

According to **Cindy Graves**, executive director for Kids Up Front, "Getting the tickets delivered to the partner agencies has often been a barrier for agencies wanting to participate more fully in Kids Up Front's programs. As a result, they don't request tickets to events the kids could really benefit from."

Churchill Armoured Car Service was made aware of the survey and decided on the spot to help.

Joe Melonari, president of Churchill Armoured Car Service, said, "It was clear that many agencies were prevented from taking more tickets because they either did not have a courier budget or the human resources required to accommodate picking up tickets at Kids Up Front's downtown office. We knew we could get the tickets to the agencies."

The first pick up was scheduled for Jan. 25, 2011. Kids Up Front's partner agencies are thrilled with the new ticket delivery service.

Major **Ken Ritson**, executive director of the **Salvation Army**, said, "Having Churchill deliver the ticket donations to our door enables us to get more tickets into the hands of more kids who really benefit from the amazing opportunities provided by Kids Up Front."

Churchill Armoured Car Service, established in 1994, is the largest independently owned armoured car company in Canada. They currently operate a fleet of eighteen armoured vehicles



Churchill Armoured Car Service guards Ravitesh and Dale deliver event tickets across the Lower Mainland for Kids Up Front Foundation (Vancouver). The armoured car company and foundation recently joined forces to get more tickets to children who would normally not be able to attend concert, theatre or sports events.

throughout British Columbia and Calgary.

Kids Up Front Foundation (Vancouver) has been providing priceless experiences for kids across the Lower Mainland since 2004. To date, they have provided more than 184,000 opportunities for kids to experience entertainment, educational and recreation events and activities they may not be able to attend otherwise.

For more information on the Kids Up Front Foundation (Vancouver), visit www.kidsupfrontvancouver.com. For information on Churchill Armoured Car Service, go to www.churchillarmouredcar.com.

Exploring the Northwest Passage

By CHRISTINE BOECKER

"Good morning everyone, it is a balmy 13 degrees in the bright sunshine – not an iceberg in sight!"

With that as our morning wake-up call, we got up excited for what the day would bring onboard the *Akademic Ioffe*, cruising around the Canadian Arctic and Greenland.

With zodiac cruises among swimming polar bears, seals and bird colonies; tundra hikes to remote Inuit villages; and visits to Jacobshavn icefjords, the frozen north is a memorable adventure.

Widely travelled, South African-born **Christine Boecker**, C.T.C. (Certified Travel Counselor) of **TravelBoecker**, takes pride in the fact that she has experienced most of the tours she promotes. Boecker has more than 30 years travel experience exploring the African Continent, Europe, Asia and the Americas. Boecker recently returned from an expedition cruise around the Canadian Arctic and

Greenland.

She recalls the trip:

"We began in Resolute Bay, Nunavut on the 75th parallel and ended 11 days and 1,600 nautical miles later in Kangerlussuaq, Greenland on the Arctic Circle.

Our first of many 'wet landings' was on Beechey Island. We hiked to the graves marking the winter camp of the ill-fated 1845 Franklin expedition. Due to the dry and cold climate there is no erosion and the wooden structures and tin cross are still intact.

Heading east, we visited Dundas Harbour – a lonely RCMP outpost – where we found the skeleton of a beluga whale. Every time we disembarked our ship - the *Akademic Ioffe* - we were preceded by some armed crewmembers to protect us from hungry polar bears.

Dodging icebergs, we cruised along the ancient glacier in Croker Bay, crossed Lancaster Sound – the 'wildlife highway' – and hiked to an Inukshuk in the solitude of Navy Board Inlet on the north coast of



PHOTO: C. BOECKER.

Baffin Island.

At Cape Graham Moore we boarded zodiacs and got up close to the towering cliffs of Bylot Island, teeming with nesting birds including thick-billed murres, northern fulmars, black-legged kittiwakes and black guillemots. We also had two inquisitive polar bears swimming beside us for a while.

It was a grandiose and unforgettable

At each stop during Christine Boecker's Arctic cruise, armed crewmembers preceded the passengers in case of wandering polar bears.

experience and I returned with a thousand pictures and many stories to tell."

Christine Boecker plans small-ship cruises, safaris, family vacations and adventure getaways. For more information, see www.travelboecker.com.

BCIT database makes math real for students

By CYNTHIA VAN GINKEL

A skilled workforce is critical to our economy. Yet course choices made by high school students often close off career options – possibly those in your industry – before they even know about them.

The **B.C. Ministry of Education** indicates that only about 10 per cent of Grade 12 graduates complete the Principles of Math 12 course – a course required for most post-secondary health, engineering and computer technology diplomas and degree programs. Additionally, our high school demographic is shrinking.

Parents and teachers alike have heard the question, "Why do I need to learn this?" Concept by concept, it is frequently difficult to come up with a convincing answer.

That's why **BCIT's** Mathematics Department is developing an online database for high school students, which demonstrates real world math applications – with topics ranging from potato chips to motorcycle crashes.

Louise Routledge, past program head, explains, "High school students need to know why mathematics is worth learning and how it connects to interesting careers."

Using examples from a wide range of industries, including public and occupational health, forensics, renewable resources, oceanography, architecture, mining and engineering, the database allows students to explore questions as a whole or broken down, and even with hints. Questions help clarify and cement concepts teachers have covered. The online system can grade work and provide instant feedback, and students can try an unlimited number of different problems on each concept.

Mathematics teachers attending a demo this past October stated that this tool "fills a huge gap in math education."

In order to further interest in specific



SUBMITTED PHOTO

A student tests out the new BCIT Building Better Math project which shows high school students the real world applications of the math they learn in school.

careers and industries, questions can link to career information for actual jobs, or areas where we know we face – or will soon face – a skills shortage, as predicted by a myriad of government and industry reports.

Routledge and her team want more students flexing their math muscles on practical problems so that B.C. won't be caught short of skilled workers in the coming decade.

"We really want them to see all the exciting places that math can take them," says Routledge.

Cynthia van Ginkel is part of the BCIT School of Computing and Academic Studies. For more information on how your organization might become involved in the BCIT Building Better Math project, or to investigate development of a database question for your industry, visit www.bcit.ca/bettermath.



Call for Nominations

**The Vancouver Board of Trade
124th Annual General Meeting
Thursday, June 16, 2011**

In accordance with Bylaw 9.5 – Nominating Committee – a Nominating Committee, chaired by Immediate Past Chair, Sue Paish, has been established to receive nominations for officers and directors for the 2011/2012 year of The Vancouver Board of Trade.

In accordance with Bylaw 9.6 – Nominations – nominations for officers and 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 May 2, 2011 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 Sherrill Schlamann, Assistant Board Secretary, The Vancouver Board of Trade at:

**Tel: 604-641-1256 Fax: 604-641-1279
E-mail: sas@boardoftrade.com**

This is a book about happiness



{bookreview}

The Board's Literary Critic
Dr. Owen A. Anderson

The Geography of Bliss by Eric Weiner
(New York: Grand Central Publishing, 2008)

On a scale of one to nine, how happy are you? How happy were you five years ago? And what makes you happy?

Since the time of Aristotle people have asked, "What is the good life?"

Rotterdam houses the World Data Base of Happiness directed by Professor Ruut Veenhoven. Veenhoven devotes his study to

the elements which create a sense of well-being in various countries and compares the rankings around the world.

When I was studying graduate philosophy at the University of Alberta one of my professors, Hermann Tennyson, wrote a paper called "Happiness is for the pigs." Hermann argued that humans should aspire to knowledge or wisdom but not happiness. As a stoic Scandinavian he thought that aspiring for happiness was an American

preoccupation arising out of their constitutional objectives of life, liberty, and the pursuit of happiness.

But more recently, sociologists and psychologists have begun to study the happy and the measuring of happiness on an international basis. Brer Rabbit went on a quest to find his laughing place. This place, said Uncle Remus, would bring happiness. And everybody has a laughing place, whether they know it or not. So where is your laughing place? This is the geography of bliss.

From the Dutch, we see that tolerance and moderation lead to happiness.

From the Swiss, we learn that proximity to nature and appreciation of nature is of great importance.

From Bhutan, our author learns not to have unrealistic expectations and to trust others.

He travels the world in search of those qualities that generate a happy country.

Social scientists estimate that about 70 per cent of our happiness stems from our relationships.

But the happiest countries in the world are Denmark, Iceland and other Scandinavian countries. Here Weiner finds happiness resulting from creativity, imagination, art, music and writing.

Happiness is a choice. Misery is optional.

Eric Weiner logged thousands of miles and visited many countries in his quest. Weiner affirms that there are many paths to happiness and the good life. And remember places can and do change.

His finding is that happiness is not personal, but relational. He gives good advice such as this quote from W.H. Arden, "Dance while you can."

The Geography of Bliss is a delightful book full of insights into our state of well-being and the paths to bliss.

This book will make you happier.



members spotlight: Gavin Dirom

Gavin Dirom is the president and CEO of the Association for Mineral Exploration British Columbia (AME BC), one of the most respected mineral exploration and development advocate organizations in the world. As part of this advocate and leadership role, Dirom helps develop and promote mutually respectful and beneficial partnerships between AME BC members, local communities, First Nations, government agencies,

investors and key stakeholders within the global mineral exploration and mining community. AME BC now has over 4,000 individual and 300 corporate members.

Q. How long have you been a member of The Vancouver Board of Trade?

A. I have been a member of The Board of Trade for one year but the Association for Mineral Exploration B.C.'s relationship with The Board dates back to 1912, the year that Robert R. Hedley formed AME BC's predecessor organization, the Vancouver Chamber of Mines, which later became well known as the BC & Yukon Chamber of Mines.

Q. Do you have a good "connection" or networking story related to The Board of Trade?

A. The Board of Trade generously offered to display our mineral exhibition for us when we were in a financial crunch in 1914. This was the economic downturn that affected us the most in our 99 year history as an association. We have long memories in the mining industry and will always be very grateful to the Board of Trade for their offer.

Q. How did you get in to the mining industry?

A. I became involved in the mining industry at a young age when I joined my father on bush excursions to mineral properties and mine sites in B.C. After high school, I was fortunate to land summer jobs working as a field and geological assistant in the mineral exploration sector.

Q. How as the AME BC been affected most by the recent economic downturn? How has it dealt with it?

A. The volatility of the world-wide economic recession in late 2008 and most of 2009 significantly impacted AME BC and its members. Overall investor confidence was low and access to capital was problematic. Most companies reduced spending, incurred layoffs and in some cases, merged with other companies. By late 2009 and through 2010, the mineral exploration and development sector, buoyed by record commodity prices, began leading the B.C. economic recovery. In 2010, over \$1 billion was spent developing mine projects in B.C. and exploration expenditures were \$322 million, which bodes well for sustained growth for the mining sector in the coming years.

Q. Mining has a vibrant history in B.C., what's your favourite mining story?

A. Mineral exploration, development and mining are intertwined in the rich fabric and vibrant history of B.C. and there are too many favourite characters and stories to list. But the overarching theme is that B.C. is a land of opportunity for the prospector, investor and small junior exploration company to build a major company from world-class geological resources and human resources. This is the world's birthplace for hundreds of successful mineral exploration and development companies. Each of their individual stories are compelling and full of optimism, humour and spirit.

Investing in all children key to our future

By DIANE SUGARS

Research tells us that unless we provide the supports that children with learning disabilities require, the following statistics will continue:

Thirty-five per cent of students identified with learning disabilities drop out of high school. This is twice the rate of non-disabled peers and does not include students who are not identified and drop out.

Volumes of research have shown 30 to 70 per cent of young offenders have experienced learning problems. In the past two decades, the link between learning disabilities and delinquent behaviour has been examined and confirmed in both Canada and the U.S.

A recent Vancouver Board of Trade Kids 'n Crime report also found that, "High school leavers are disproportionately represented among prison populations. For example, in British Columbia, non-graduates represent 34% of the overall population, but they make up 74% of the prison population."

So what can be done?

Currently there are limited supports for children with learning disabilities in our schools and next to no funding for kids with learning disabilities. While a school district with a child with autism will receive a supplement of \$18,300 per year/child, if your child is in Grade 3 and can't read, the only alternative is to find help for him outside the public school system.

This lack of services was one reason a family several years ago filed two human rights complaints, one against the North Vancouver School District and the other against the Ministry of Education. The Moore family alleged the district and ministry discriminated against their child on the basis of lack of provision of educational services for his learning disabilities. They also alleged the district and the ministry systemically discriminated against all children with severe learning disabilities.

The B.C. Human Rights Tribunal ruled in the Moore's favour, but the decision was overturned by the B.C. Supreme Court and recently the B.C. Court of Appeal upheld the lower court's decision in a 2-1 ruling.

While the Moore family moved their child into a private special education school for students with learning disabilities, they continued their fight and they plan to take their case to the Supreme Court of Canada. Their child learned to read and is now a grown man with a promising career, but the Moore's understand that real change takes vision and a commitment for action over the long term. What they do now could have an important impact on the lives of all kids with disabilities in B.C. and Canada.

The Learning Disabilities Association Vancouver (LDAV) believes that investing in our children is vital to long-term change within our community. The association believes that what our children become depends on each one of us. All our futures depend on it.

Diane Sugars is the executive director of the Learning Disabilities Association Vancouver. For more information, visit www.ldav.ca.

"The Learning Disabilities Association Vancouver (LDAV) believes that investing in our children is vital to long-term change within our community... All our futures depend on it."

Fostering innovation one knockoff at a time

By DAVID BRYANT

My first opportunity to visit China was several years ago and, of course, included the obligatory "Chinese factory visit." Upon my first visit to the factory of one of our biggest suppliers, I nearly choked on when I saw the product catalogues of some of our company's biggest and smallest competitors along with samples of their products strewn throughout the factory.

I was baffled how this company in Qingdao, China managed to get the products and literature of companies from cities like Brampton. I guess it goes to show that where there's a will, there's an opportunistic Chinese businessman.

These factories weren't just producing knockoffs of mass-appeal items like iPads and "Kalvin Klain" underwear. They were copying products from small companies where I personally knew the owners. At the time, it seemed almost unfair. I couldn't help but think, "How can these people just steal and profit off of the sweat, tears and ingenuity of us Canadians?"

But these Asian companies weren't stealing – they were playing completely within the rules, copying only products with expired patents or products that had no patents to begin with.

No matter how big or small your company is, if it produces a good product, it's inevitable that some Chinese factory is going to come along and create a decent copy of it. There is one sure safeguard around such predatory business practices though: be innovative. Design a product that is sufficiently new and useful enough to warrant patent protection (China is, after all, part of the World Trade Organization and is making gigantic strides in respecting intellectual property rights).

Chinese factories are great at creating things. But Canadian companies are great at innovating things and innovation beats creation more often than not.

After all, I'm reminded of a famous proverb in China that comes not from Confucius but rather from Albert Einstein, "The secret to creativity is simply knowing how to hide your sources."

David Bryant is owner of N.S. Marine & Leisure Inc. For more information, visit www.anchoring.com.



N.S. Marine & Leisure Inc. owner David Bryant and Hughsun, factor owner of Dongying Fecund Import and Export Co. pose side the new Fuhua International Exhibition Center in Dongying, China. During a recent trip by Bryant to China to visit his suppliers for his boating products company.

SUBMITTED PHOTO

Lighter and more powerful, Corvus Energy's Titan packs more punch compared to standard batteries

By GRANT BROWN

Corvus Energy Ltd. has developed a lithium-ion battery system that can reduce fuel consumption in commercial machinery and drastically reduce carbon emissions around the globe.

At 6.2 kWh of energy in a two cubic foot volume, the Titan has up to 10 times the usable power in the same volume as traditional batteries, and is only one-fourth the weight. It fully functions between -40 to 60 degrees Celsius, and has a life span of 25 years.

Markets in application and development include marine, ports, commercial trucking, grid and remote community support.

The Titan's advantages in weight and volume compared to standard batteries makes it ideal in commercial vessels, submarines, remotely operated vehicles, trucks and as large scale power storage for the renewable energy sector.

"Corvus' technology is safer and more powerful than any other battery and it has an extended maintenance-free lifespan," said Brent Perry, CEO of Corvus Energy. "The Titan packs are monitored and controlled remotely using an integrated BMS (Battery Management System) that is responsible for controlling charge/discharge and the safety system."

The Corvus BMS is groundbreaking in itself: it allows Corvus to assemble the Titan modules into megawatt-sized arrays, one of which could supply power to 600 homes.

Greenlight Innovation, a leading supplier of battery test equipment and services, has substantiated Corvus' extraordinary power capabilities. Also, the Corvus Titan

recently won the National Research Council/IRAP Innovation Award for new product of the year 2011, indicating the level of engineering and quality of the product.

Numerous applications are being engineered far beyond Corvus' marine heritage, including the development of megawatt ca-



SUBMITTED PHOTO

The Corvus Titan 6.2 kWh module will be packaged in an innovative case with the ability to link the modules together into multiple megawatt-sized arrays capable of powering up to 600 homes or providing unprecedented emergency power in disaster situations.

capacity power skids that can be dropped into disaster areas for immediate remote power, hybrid electric power for heavy machinery and port equipment as well as auxiliary backup power for ships and offshore oil and gas platforms. Regardless of the industry, the commitment to quality, reliability and performance will never be compromised.

Grant Brown is the director of Marketing for Corvus Energy Ltd. For more information, go to www.corvus-energy.com.

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JOB FOR CHINESE TALENT

Tracy Huang is a 40 year old Chinese lady. She graduated from Beijing University with a law degree in 1994. In 2001, she obtained master degree in economics from Capital University of Trade and Economics in Beijing. Having been working for Mercedes Benz China Ltd. and other companies as senior manager, she accumulated excellent organization skills and communication skills. She is a people person with strong English skills (both verbal and written). Now Tracy is planning to immigrate to Canada. To qualify for skilled worker immigration, Tracy needs a Canadian employer who is willing to offer her a job. Interested parties can send a request for her resume to vwminc@shaw.ca. For questions please call:

William Liu at Vancouver Wealth Managers Inc.

Tel: 604-3256338 • Fax: 604-3256335.

Leaders with accredited coach training program

By MARYLOU WAKEFIELD

With 18,000 members in 106 countries, the **International Coach Federation** (ICF) is the largest worldwide resource for professional coaches, and for those seeking a coach. The organization advances the coaching profession by setting high professional standards, provides independent certification and builds a network of credentialed coaches.

In 2010, the organization conducted a *Global Consumer Awareness Study* to gauge global awareness of coaching, satisfaction with coaching, the importance of credentials, and other key statistics for the 20 countries surveyed. Among its findings, the report found 84 per cent of respondents who had been in a coaching relationship considered certification/credentials "important" or "very important."

For ten years, **Royal Roads University** has delivered an *Accredited Coach Training Program* (ACTP) certified through ICF – the only graduate level program in Canada and one of three in North America.

"Our program is designed for experienced managers and those at the executive level who want to develop strategic coaching skills," says **Zoe MacLeod**, director of the Centre for Applied Leadership and Management. "With that in mind, we combine online learning with collaborative face-to-face sessions on campus so students can continue to work while they take the program."

The six-month program emphasizes practical application. Students provide pro bono coaching services to executive clients and take part in coaching an executive team of a selected not-for-profit organization. To attain their Certified Executive Coach designation, participants complete a rigorous curriculum as well as a face-to-face coaching session with an external executive before a panel of ICF examiners.

Faculty in the Executive Coaching program each have their Master Certified Coach designation from ICF and proven success in the field for at least a decade.

"Executive coaching is very much an emerging profession right now," says **Scott Richardson**, associate faculty at the university. "We're now seeing clients starting to differentiate services based on accreditation. It's a sign the market is becoming more savvy."

"We're also starting to see interest in executive coaching at a global level," adds MacLeod. "It's a good career move for those interested in coaching, and those looking to work with executives in the global context."

Marylou Wakefield does Marketing Communications and PR with Royal Roads University. For more information, visit www.royalroads.ca.

The right ingredients for coaching success



Tara Cree, principal and national capability lead, Leadership Coaching, Knightsbridge Human Capital Solutions

By TARA CREE

Coaching is the fastest growing approach to talent development in North America, yet many organizations are not getting the full value from their coaching dollars.

Here are four ingredients to generate greater return on investment (ROI):

1. The Right Reason

Often coaching is seen as a last ditch effort to salvage a problem employee. Significant

dollars, time and energy are spent trying to move someone from below average to barely average. Consider, on the other hand, the impact of moving the high potential employee to the next level. Where does it make most sense to spend your coaching dollars?

2. The Right Coach

In an organizational context, this means a coach who has relevant business experience, who has coach-specific training and/or an advanced degree in a relevant discipline (e.g., psychology), and who incorporates the organizational context into the coaching process. With those minimum standards met, it comes down to coach/client fit. For real progress to be made, the client needs to trust their coach.

3. The Right Process

Although many coaching models are effective, two components are key to maximizing ROI: clear contracting to set measurable goals for the coaching; and a triangular relationship between the coach, the leader, and the organization (typically the manager) to ensure the coaching engagement is aligned with the organizational context,

focuses on relevant goals and is supported.

4. The Right Conditions

Without the right organizational conditions, any efforts to develop individual leaders will be unsuccessful. Building leadership capacity requires a focus on leader behaviours, leadership culture and organizational practices. Leader behaviours are targeted through coaching, training and on-the-job learning. For behaviour change to be sustained, these initiatives need to be supported by the leadership culture (norms and values) and the organizational practices (e.g., performance management, succession management, strategy).

The impact of coaching can be significant; ROI estimates range from 500 to 800 per cent. This can only be realized, however, when organizations take a consistent and formalized approach to managing the who, when, why and how of coaching.

Tara Cree, Ph.D., is principal and national capability lead, Leadership Coaching for Knightsbridge Human Capital Solutions. For more information go to www.knightsbridge.ca.

Performance programs: could yours be holding you back?

By CORI MAEDEL

Someone once told me that during his annual review, his manager had assigned his performance a type of wood. He was given the term "dead wood" while a colleague was assigned "hard wood."

Dead wood meant he was at the end of his road with the company. He could stay and continue his work but would never be promoted or receive another pay increase because he was at the top of his pay grade. The person assigned hard wood was told he/she was a solid performer who had the potential to improve to a more specific type of quality wood.

I didn't know what to say.

At some level I had to believe the good intentions of the person who created this program. Whatever the case, it is good to take a moment and consider what makes a solid performance program because there are many that can actually hold companies back rather than propel them forward.

The following are some points that make a good performance program:

- It should not be a dreaded process, but one that moves everyone forward.
- Those in charge should know why they want the program and how to measure its success.
- If a numbered rating system works for you, make



Cori Maedel, CEO, Jouta Performance Group

sure you have thought it through and addressed the pitfalls.

- Make sure your program fits your organization and its culture. Be open to adjusting it to meet the company where it is now, not where you think it should be.

- Ensure the program is linked to something greater, including the overall infrastructure, organizational goals, strategy and company culture.

- Consider objective-based programs – these can truly drive performance.

- The design process must involve both HR and senior management – without senior team buy-in, the program will be in jeopardy.

- A good performance program supports 80 per cent of your achieving workforce and not the 20 per cent who may not be performing as hoped – there are other tools for this.

- Support employees to build on their strengths and manage their weaknesses.

The overall key to successful performance programs that really drive performance is first establishing organizational clarity on all levels and through all HR material. With this as your foundation, your performance programs will soar.

Cori Maedel is CEO of Jouta Performance Group. For more information, visit www.jouta.com.

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Turn customer service into positive customer experiences

By KEVIN JAMES SAUNDERS

Many organizations create a variety of standard operating procedures (SOPs) and phrases hoping to optimize service delivery. However, from our experience, the SOPs can still fall short on service ambiance and believability.

As a mystery shopping and training company we get to evaluate our customers on a daily basis. We discovered that many of the scripts, SOPs and regulations enforced and monitored by business managers do not include a focus on service ambiance or attitude. Many look for the “check in the box” to indicate successful completion, but forget about the philosophy behind the actions.

Take a minute and watch your staff interact with customers. You may find that some of the basic foundations of a customer experience are missing. Coach and encourage your associates to do the right things, but, more important, to do them in the right way. There are some procedures that cannot be documented, but must be followed:

- Talk to your customer in a personal way. If you want someone to be loyal to your business, you have to evoke an emotional connection.
 - Increase your customer interaction times. Every business has to operate within certain time constraints. Make the time to exceed your customers’ expectations: first satisfy, then thrill them.
 - Follow up. In the sales world, we expect our sales people to follow up and thank our customers. Take this practice and incorporate it into any service or product buying experience. Checking in not only shows your gratitude, but will remind them of how awesome you are.
- Train your associates in your brand standards, but also in human connection. You must develop each of those complementing skills, or your business will just blend into the background.

Kevin James Saunders is the CEO of Oculus Hospitality Training. For more information, visit www.oculussolutions.com.



Kevin James Saunders, CEO, Oculus Hospitality Training.

Address tomorrow’s recruitment needs today

By ERIK SCHINDLER

As the economy continues to pick up, so do recruitment needs... and the competition for top new talent.

Get a head start on recruiting your leaders of tomorrow by bringing them on board today. Hire a co-op student from the **Peter B. Gustavson School of Business** at the **University of Victoria**.

Co-operative education, or co-op, is a learning strategy that lets students alternate relevant, paid work experience with their academic studies. Co-op equips students with a combination of classroom knowledge and real-world experience to help them succeed in their chosen fields, and is based upon a co-operative relationship between the student, the employer and the Gustavson School of Business.

A work term can serve as a four or eight-month interview, giving you a window to snap up that bright young star before your competition does. Hiring co-op students in full-time positions after graduation can help decrease your recruitment and training costs and increase employee retention. Co-op also provides you with a year-round supply of enthusiastic student employees who are excited to bring new ideas to your workplace, helping you with new and existing projects or providing relief during peak periods.

And as a co-op employer, we encourage you to be a part of the Gustavson community and exchange ideas and developments.

We value our co-op employers as partners in our students’ education. As an employer, you’ll develop work term goals with the student, help him or her to achieve learning objectives, and evaluate the student’s progress at the middle and end of the work term.

As our partner, the Gustavson co-op team is here to support you every step of the way, from developing a job posting, prescreening applications and arranging interviews, to having one of our co-op coordinators conduct a work site visit with you and the student midway through the work term, giving you a chance to provide feedback on the student’s performance and progress. All services provided to you by Gustavson are completely free of charge.

More than 100 of our BCom and MBA students seek Vancouver-based co-ops each semester. Preempt your pending talent crunch by hiring a Gustavson co-op student today.

Erik Schindler is the Vancouver and Lower Mainland co-op coordinator for the Peter B. Gustavson School of Business, University of Victoria. For more information, visit www.gustavson.uvic.ca.



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VICTORIA BC CANADA

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PHOTO BY WENDY D.

(L-R) Vancouver East Cultural Centre executive director Heather Redfern and Youth Program manager Corbin Murdoch accept a \$10,000 cheque from RBC senior account manager, Media & Entertainment, Leanne Harry in October 2010.

Donations help young artists at The Cultch

The Vancouver East Cultural Centre (The Cultch) recently received some large donations for its Youth Program. **Coast Capital Savings** put forward \$20,000 and, over the last two years, the **RBC Foundation** has made \$10,000 in donations.

The funds will help support the IGNITE! Program – a mentorship opportunity that pairs young artists with a mentor in their chosen media – and other initiatives including the IGNITE! Youth Arts Festival taking place April 25-30, 2011, The Cultch's Youth Panel, \$5 Youth RUSH ticket program and The Cultch Summer Youth Performing Arts Camp.

The Cultch's Youth Program provides a gathering place for young people from East Vancouver and the Lower Mainland. For 37 years, The Cultch has offered programming in theatre, dance and music by local, national and international artists.

For more information on the 2010-11 season, visit



Vancouver East Cultural Centre Youth Panel and Youth Program manager Corbin Murdoch got a major boost recently with a \$20,000 donation from Coast Capital Savings.

The Cultch's website at www.thecultch.com or call box office at 604-251-1363.

PHOTO BY D. JOCKMANS

Spotlight on...

Congratulations to the following companies and organizations who have reached milestone anniversaries with The Vancouver Board of Trade:

Five Years

DS Communications Group Ltd.
 Sun Life Financial (Brad Pashby)
 The Legal Alternative
 Tourism Kamloops
 Vendemia Group Inc.
 BACI - Burnaby Association for Community Inclusion
 Cirque du Soleil
 Maynards Industries Ltd.
 Navigata Communications
 Ditech Renewable Printer Cartridges
 Taiwan Trade Center, Vancouver (TTCV)
 Wenzhou Friendship Society
 Levy Show Service Inc.
 EPTA Properties
 DA Architects + Planners
 Visa Canada
 "The Corporate Yacht at the Westin Bayshore Hotel"
 Best Western Chateau Granville
 Georgian Court Hotel
 Barkerville Gold Mines Ltd.
 From the Beach Marketing
 Mark James Group
 Sorrell Financial

Ten Years

Integrated CRM Solutions
 Pell Business Equipment Ltd.
 ARC'TERYX Equipment Inc.
 City Square Property Holdings Inc.
 Casa Del Caffé
 Pfizer Canada Inc.
 Pique Newsmagazine

Hill & Knowlton

University of Victoria
 Angus One Professional Recruitment Ltd.
 Pearl International Limousine Services Ltd.

Fifteen Years

Geo. Bezdán Sales Ltd.
 Emily Carr University of Art and Design
 Fraser River Pile & Dredge (GP) Inc.
 The Hong Kong-Canada Business Association
 Original Organic Garden Products Corp.
 News 1130

Twenty Five Years

Canadian Bankers Association
 Seamount Technologies Inc.
 DCD Management Ltd.
 Bentall
 Colliers International
 Industrial Alliance Pacific Insurance and Financial Services Inc.
 Kupczynski Studio Gallery Inc.
 Whistler Blackcomb Mountains

Twenty Five Years

A&A Trading Ltd.
 Associated Engineering (B.C.) Ltd.
 Pan Pacific Vancouver
 YWCA Vancouver

APPOINTMENTS

Lawson Lundell LLP is pleased to welcome **William M. Laurin** to its Calgary office. Laurin (formerly with Code Hunter LLP in Calgary) joins the firm's Energy Group as counsel focusing on oil and gas law. Also joining Lawson Lundell is **Euan F. Sinclair** who joins the firm as director of Knowledge Management. **Amy J. Caruthers** (Corporate Commercial) and **Jagdeep S. Shergill** (Corporate Commercial) have also been named partners at the firm.



Laurin

Patrick Roberge Productions Inc. (PRP), producers of Vancouver's Robson Square Olympic Celebrations and the 2010 Paralympic Games Opening and Closing Ceremonies, is expanding its Creative

& Production Team. **Daniel Planko** has been named art director for the Vancouver-based entertainment production firm. Specializing in the concept, design and implementation of art, prop and event installations, Planko has collaborated with PRP on many projects, most recently as art director for the Vancouver 2010 Paralympic Games ceremonies and the 2010 Grey Cup Half Time Show. Also, **Michael Scriven** joins PRP as project and technical manager. An industry veteran, Scriven previously worked with PRP on the Vancouver 2010 Paralympic Games ceremonies and the 100th Anniversary of the Fair at the PNE.

Angus One & Templine is pleased to announce **Lisha Snelgrove** has rejoined the company to serve as branch manager at its new office in Calgary, Alberta. Snelgrove brings more than seven years recruitment and 10 years administration and sales experience to Angus One. She first joined Angus One in 2005, and

most recently worked as an independent sales and marketing consultant in the trade show industry. "Staffing is not only my passion, but when you work alongside an amazing number-one team, it's a pleasure each and every day. I welcome the opportunity to help you with all of your present and future staffing needs," Snelgrove said.

ANNOUNCEMENTS

Vancouver and Richmond **Meals on Wheels** clients got a special addition to their holiday meals this year. This December the **14th unit, Vancouver Sparks and Brownies** donated lovely, hand-made holiday cards to the community program which delivers hot, nutritious meals and social interaction to isolated Vancouver and Richmond residents. Every year, the Sparks and Brownies make the cards for seniors in the community. Parent **Magali Cairati**, a volun-

teer with Meals on Wheels, suggested the group make the cards for the **Health and Home Care Society of BC's** Meals on Wheels program. The Sparks and Brownies devoted their regular weekly meeting to making the festive and environmentally friendly cards for hundreds of clients. For more information about the Meals on Wheels program, go to www.carebc.ca.

Pacific Western Brewery is investing more than \$1 million in renovations and upgrades to its brewery and headquarters in Prince George. The renovations and upgrades will refresh the building's exterior and create a renewed hospitality area. It also includes the purchase and installation of new brewing and packaging equipment. The renovations coincide with the 20th year of ownership of Pacific Western Brewery by current president and CEO, **Kazuko Komatsu**. The brewery is planning a number of events and initiatives to celebrate this ownership milestone, includ-

ing the ongoing reforestation commitment to planting a minimum of 150,000 trees over three years; a water program to be introduced this spring; the grand opening of the renovated brewery; customer appreciation events and a few other surprises brewing for 2011.

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We're not just teaching business, we're teaching students how to start businesses. Entrepreneurship programs at UBC provide mentors, funding and networking to help more bright minds succeed. We bring students from different academic disciplines together to collaborate on ideas from concept and design to marketable product. UBC students have pitched ideas in Silicon Valley. They've secured funding from the Dragon's Den. And they've launched

successful products like Clinicbook, an online system that connects health clinics with patients; Energy Aware's PowerTab, a tool that gives homeowners feedback on energy use; and Katal Innovations' ski and snowboard Landing Pad. We're nurturing the minds that will help lead Canada's economy in the future. And that's just some of the thinking from here.

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Reporter Scott Simpson tracks B.C.'s next big things at www.vancouversun.com/innovation.



STICKY NOTES

Take a closer look inside the workplace with Darah Hansen at www.vancouversun.com/workplace.



CITY OF INDUSTRY

Mine Derrick Penner's blog for what's happening in forestry, fishing, mining and more at www.vancouversun.com/resources.



HOWE STREET FILES

Columnist David Baines' will take you into the heart and heat of the securities world at www.vancouversun.com/baines.



FROM THE DESK OF THE EDITOR

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