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Sounding Board

THE OFFICIAL NEWSPAPER OF THE VANCOUVER BOARD OF TRADE

NOVEMBER/DECEMBER 2011 • VOLUME 51 • NUMBER 8

Inside



Green building 7



Donation drive 15

Events Calendar 2
Key Issues 3
Chair's Message 4
Guest Column 4
Events & Speakers 5
Management News 6
Footprints 7
Spirit of Vancouver 10
World Trade Centre 11
Spirit of Giving 12-17
Member News 8-9, 18-22
Around the Board 23

Quote of the month

16

"Let's imagine a world where loneliness, isolation, bullying, hunger, abuse and poverty do not exist."

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'Our go-forward opportunities are limitless,' says CEO Iain Black

Iain Black speaks at Homelessness Action Week: Investing in What Works, his first official event as president and CEO of The Vancouver Board of Trade.

New Board of Trade president and CEO Iain Black shares his first impressions

Carole Taylor once described the perfect job as one where she could do 50 per cent of it in her sleep, but where she was outside of her traditional comfort zone with the other 50 per cent. To the extent that such a scenario involves the heady blend of confidence and adrenalin, I agree fully with our former chair and finance minister… and thus eagerly embrace the opportunity to lead **The Vancouver Board of Trade**.

Since my arrival, I have been wonderfully overwhelmed with advice, good wishes, new ideas and constructive feedback from business leaders, board volunteers, and members old and new. There's something awfully special about who we are and where we've been, and something undeniably exciting about what we might become, and where we might go.

I was quite curious about my first "official event" in early October. It did not have a finance, tax or executive leadership focus, but rather it was a sold-out breakfast update on homelessness in Vancouver. I was truly humbled (on your behalf) to hear the breakfast keynote speaker, well-known housing advocate **Judy Graves**, repeatedly credited The Vancouver Board of Trade with providing the key breakthrough on this crucial societal topic. By authoring what Judy called "a genuinely prophetic document" in 2005, we formally provided "free enterprise validation" in addressing homelessness and, in Judy's view, shone a brilliant spotlight on the challenge and the moral – not to mention economic – imperative of making meaningful and measurable progress on it.

A day or two later, I sat in on our **Economic Development Committee** and listened to explanations as to how the efforts of The Board have directly resulted in business property taxes shifting away from business by a total of 12 per cent between 1991 and 2007. A further one-per-cent per year shift from 2008 to 2012 will save businesses $43 million as of 2011, which they would otherwise have had to pay.

These impacts are as real as our go-forward opportunities are limitless.

While obviously "early days," I am struck by a few themes that we will pursue over the next several weeks and develop into plans going into 2012, The Vancouver Board of Trade's 125th anniversary year. These include a restructured and refocused policy approach, broader regional representation, strategic program development (especially in areas such as our next generation of business leadership), small business resources, and cross-organization partnerships (especially in industries currently less engaged with The Board).

CONTINUED ON PAGE 3

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Events catch-up

The Vancouver Board of Trade Cable Program Guide

DAILY PROGRAM SCHEDULE (See times below)

CANADA'S HOUSING MARKET Governor Mark Carney, Bank of Canada	Nov. 6, 6:30 p.m. to Nov. 13, 3:30 a.m.
BUBBLE TROUBLE: Leading experts discuss Vancouver's real estate sector David Podmore, CEO, Concert Properties Ltd. Eugen Klein, President-Elect, Real Estate Board of Greater Vancouver Richard Wozny, Principal, Site Economics Ward McAllister, President & CEO, Ledingham McAllister Properties Ltd.	Nov. 13, 6:30 p.m. to Nov. 20, 3:30 a.m.
THE BC JOBS PLAN The Hon. Christy Clark, Premier, Province of British Columbia	Nov. 20, 6:30 p.m. to Nov. 27, 3:30 a.m.
PRIORITY MARKETS: Canada's focus on Asia The Hon. Edward Fast, Minister of International Trade and Minister for the Asia-Pacific	Nov. 27, 6:30 p.m. to Dec. 4, 3:30 a.m.
PORT METRO VANCOUVER ANNUAL ADDRESS Robin Silvester, President and CEO, Port Metro Vancouver	Dec. 4, 6:30 p.m. to Dec. 11, 3:30 a.m.

The Board's 30-minute time slots show one Board of Trade event for a week beginning **Sundays, 6:30 p.m.** (new program); **Mondays, 4 a.m.; Tuesdays, 3 a.m.; Wednesdays, 1 a.m.; Thursdays, 3:30 a.m. & 10:30 p.m.; Fridays, 4:30 a.m. , 7:30 a.m. & 3:30 p.m.;** and **Sundays 3:30 a.m.** on cable channel 4. Airtimes are subject to change.

NEXT ISSUE

Coming up in the February 2012 issue of *Sounding Board* look for special features covering topics on **Meetings & Conventions, Recruitment, Private Health Services,** and **Utilizing Consultants.**

MEMBERS ONLY: Does your company have news to share? Send your submissions (350 words max.) to Greg Hoekstra at *editor@boardoftrade.com*. Please confirm you are a Board of Trade member in your email. For more on upcoming special features, visit *www.boardoftrade.com* and click on Resources, *Sounding Board*.

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*clip clip clip

China crucial to Canada's economy

There was no doubt how crucial China has become to Canada's economy when Canada's Minister of International Trade and Minister for the Asia-Pacific Gateway, **Ed Fast**, reported to **The Vancouver Board of Trade** on his return from a federal trade mission.

"Canada's future depends on your businesses doing business with Japan, India and China," Minister Fast told The Board of Trade following his "highly productive" visit to what is now Canada's second largest trading partner after the U.S.

After visiting six Chinese cities in seven days, Minister Fast said opportunity is ripe for Canada to supply world-class services that will be increasingly in demand, particularly in the areas of aerospace, financial services, clean and ethical energy, advanced manufacturing, education, agri-food and natural resources.

Southeast Asia has become a high priority market for the federal government under its *Global Commerce Strategy*. "It's a market of approximately 600 million consumers, a growing middle class and abundant natural resources," Fast said.

And the Pacific Gateway is becoming ever more important to Canada's Asian exports. The west coast ports are more than two days closer to Asian markets than any other ports in North America, and the Gateway's world-class transportation network is also paying off. The minister reported that between 2006 and 2010, Canada's market share of North American west coast container traffic increased by almost 30 per cent. And in 2009 to 2010, Canadian exports leaving via the Pacific Gateway to China increased by almost 19 per cent, reaching $13.2 billion.

Meanwhile, *Wood Resource Quarterly*, a U.S. industry publication, has forecast that Canadian lumber exports to China are on track to reach a record US$1.2 billion in 2011. Here in B.C. alone, annual exports of wood products to China have also soared in value: sales more than tripled from about $179 million in 2008 to $669 million in 2010. As a result, a number of B.C. sawmills, including operations in Quesnel, Vavenby and Mackenzie, have reopened to help meet the growing demand from China for B.C. wood products.

Fast said plans to further strengthen Canada's trade and investment ties in high-growth Asian markets include:

- Ongoing negotiations with China toward a *Foreign Investment Promotion and Protection Agreement*;
- Continued negotiations toward a comprehensive economic trade agreement with India, a market with 1.2 billion consumers;
- A trade and investment framework with the **Association of Southeast Asian Nations**, Canada's seventh-largest trading partner; and
- An ongoing joint study toward a possible economic partnership agreement with Japan.

"Whether it's in China, Japan or Southeast Asia, Canada's financial security depends on Canadian businesses continuing to expand and succeed within this regional engine of global growth," Fast said.

The lunch event was sponsored by **BC Maritime Employers Association** as presenting sponsor and **Port Metro Vancouver** as supporting sponsor.

For more info, see Building Trade Relations with Asia at *www.international.gc.ca/commerce*.

On Nov. 28, **Pat Bell**, B.C. Minister of Jobs, Tourism and Innovation, Province of British Columbia, will speak to The Board of Trade on his return from a province-led jobs and trade mission to Asia.

Register at www.boardoftrade.com/events.



Ed Fast, federal minister of international trade and minister responsible for the Asia-Pacific Gateway, spoke to The Board of Trade on Oct. 28. Just back from a tour of China, Fast told attendees that partnerships are crucial to making Canada competitive in priority Asian markets. PHOTO: G. HOEKSTRA

CONTINUED FROM PAGE 1

Hearing ideas from you is a crucial part of shaping and evolving our plans: What are we doing really well? What might we do better? What should we stop doing altogether and what should we start doing that we've never tried?

As we start the exciting evolution of our approach and our programs, please don't hesitate to share your thoughts by emailing *feedback@boardoftrade.com*.

My predecessor, **Darcy Rezac**, lead this organization for 24 years and, in doing so, established one of the most respected business and membership brands in North America.

My job is to shepherd those many strengths and advantages, pushing our boundaries of programming, membership and advocacy in a way that will turn heads. In doing so, we will proudly enter our second 125 years reasserting our influence and profile, while illustrating beyond debate the clear value of a Vancouver Board of Trade membership.

Please accept my thanks for your ongoing support, ideas and volunteerism that continue to fuel both The Vancouver Board of Trade, and the resulting impact you have on defining the economy, personality and values of British Columbia itself.



SoundingBoard

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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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chair's message

Licence to lead



Wendy Lisogar-Cocchia, Chair
The Vancouver Board of Trade

In this issue, I continue my series on leadership which is vital to both the workplace and the prosperity of our city and province.

There are interesting parallels right now. Our new president and CEO, **Iain Black**, is firmly at the helm of **The Vancouver Board of Trade**. Under Iain's leadership, the organization will be taken in new directions and to new heights to ensure ongoing relevance to our members and the broader community.

We are also about to see some new leading faces in local government following the municipal elections. The Board will lead the way in arrangements to meet with mayor and council post-election to ensure Vancouver, and specifically downtown, are made more attractive to conducting business with positive, forward thinking initiatives. As we heard from our panel on real estate, moderated by **David Podmore**, chairman and CEO, **Concert Properties Ltd.**, there is no real estate bubble to burst and in fact, Podmore stated the number of people employed in the construction industry is up at 136,000 for 2011, compared to 100,000 in 2009.

Our province is also leading the way forward, navigating difficult economic times by building on the new *BC Jobs Plan* released recently at The Vancouver Board of Trade by **Premier Christy Clark**. To reinforce the Plan, British Columbia's largest ever jobs and trade mission to Asia has just departed to promote our position as the Pacific Gateway to international trade. The purpose of this 300-strong delegation, which includes our own secretary-treasurer, **Jack McGee**, president of the **Justice Institute of BC**, is to attract new foreign investment dollars to our province, along with an influx of international students.

It also aims to strengthen the network of trade offices helping B.C. companies enter Asian markets, first in China in the areas of transportation, international education, mining, forestry, liquefied natural gas, seafood promotion and technology; then in India, where the Premier will cement ties with more government and business leaders to explore further B.C. opportunities in mining investment, life sciences, technology, green energy and forestry.

As Minister **Ed Fast**, Canada's Minister of International Trade and Minister for the Asia-Pacific Gateway told us when he spoke to The Board of Trade last month on his return from a federal trade mission: "Canada's future depends on your businesses doing business in Japan, India and China."

The Pacific Gateway to Asia is British Columbia. Our west coast ports are more than two days closer to Asian markets than any other ports in North America. In 2009-10, Canadian exports to China using Asia-Pacific Gateway infrastructure increased by a staggering 19 per cent, reaching $13.2 billion.

Now that the Pacific Gateway is well and truly open for business, and the foundations have been laid, it is important for us to learn how The Board of Trade can once again lead the way and take our relationship with Asia to the next level. So on November 28, we will have the opportunity to hear the B.C. delegation's progress when The Hon. **Pat Bell**, B.C. Minister of Jobs, Tourism and Innovation reports back upon his return from China, Japan and Hong Kong on *Pacific Ties: Jobs And Economic Growth Through Relationships with Asia*.

Back home, The Board is about to extend our leadership on health to the area of mental health, the third of my key objectives after the economy and international trade.

Did you know that in 2009 to 2010, mental illness cost the Canadian economy $51 billion with 35 per cent of that attributed to short and long-term productivity losses according to the **Mental Health Commission**? Yet close to half of all managers receive absolutely no training on how to manage employees with a mental illness.

Moreover, the Commission estimates between $3 billion and $11 billion could be saved annually if mental injuries due to employer negligence were avoided. Here in B.C., 61 per cent of the total $6 billion cost of problem substance abuse related to mental illness is lost productivity caused by early deaths and disability.

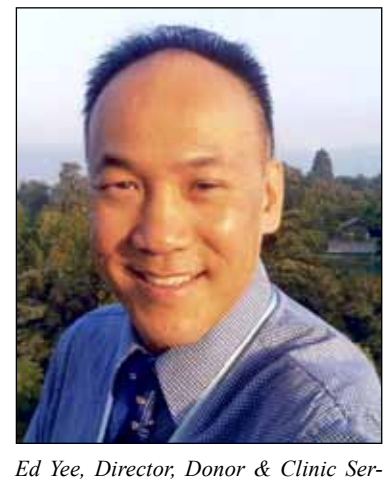
I believe the business community has not only a social but economic obligation to improve outcomes in the area of mental health in the work place. Many with mental health challenges want to be taxpaying contributors to our society, but are not enabled to do so. The social and economic costs of not taking action are significant, and this is exactly the issue being addressed by The Board's **Health, Wellness and Well-Being Task Force**; I look forward to the release of their report in the New Year, along with recommendations which The Board can submit to government.

In the meantime, I am keen to begin the much-needed dialogue to bring about actual change. I encourage all of you to attend The Board's *Let's Talk: Mental Health in the Workplace* on November 16 an interactive, half-day forum of experts discussing issues important to your business: how mental illness impacts the bottom line, how to create a work culture conducive to good mental health, and the resources available to improve workplace mental health.

On a lighter note, I also hope you will join me at our fun *Christmas Lunch and Year-End Wrap-Up* with our always entertaining panel of media icons, including **Global BC** *News Hour* anchor **Chris Gailus** and **The Province**'s editor-in-chief, **Wayne Moriarty**, as they carve up the year's news on November 29. Bring along your staff and clients – it's always a festive, entertaining and informative event!

Until then, I wish you and our board of directors all the best for the upcoming holiday season, and look forward to hitting the ground running in January for another great and productive year at The Vancouver Board of Trade, ready to build on the foundations we have laid and achieve yet more results.

guest column



Ed Yee, Director, Donor & Clinic Services, Canadian Blood Services, B.C. & Yukon

Giving the gift of life

When you donate blood, do you know where your gift goes?

It goes to teenagers like Angelica, a 13-year-old girl diagnosed with leukemia just weeks before starting high school.

To Lilly, a three-year-old diagnosed with a rare kidney disease who needed regular transfusions of a plasma protein product called albumin before receiving a kidney transplant.

To Crystal, a young woman whose left leg and pelvis were shattered after her vehicle collided with another on a B.C. highway, and needed countless transfusions to make it through surgery.

Every time you donate, your blood is directly impacting the life of someone in desperate need – someone like Angelica or Lilly or Crystal.

But patients are not saved by

CONTINUED ON PAGE 5

Erasing the stigma

Half-day forum aims to create dialogue around mental health in the workplace

It's an issue that affects all of us. So, why are we afraid to talk about it?

According to the **Canadian Mental Health Association (CMHA)**, one in five Canadians will personally experience a mental illness each year. Those of us who don't will be indirectly touched by mental illness, as we watch family members, friends, or co-workers cope with disorders such as anxiety, depression, dementia, and schizophrenia.



Dr. David Goldbloom, vice-chair of the Mental Health Commission of Canada, will address The Vancouver Board of Trade Nov. 16.

Yet, despite these statistics, there is still a strong stigma attached to mental illness in our society. In fact, it's estimated that two-thirds of those living with a mental illness don't seek professional help because they're worried a diagnosis would hurt their personal or professional reputation.

"It's a perfect storm of ignorance, shame, stigma, and inadequate resources that prevents people with mental health problems and mental illnesses from getting the help they need," says Dr. **David Goldbloom**, Senior Medical Advisor at the **Centre for Addiction and Mental Health** in Toronto and Vice-Chair of the **Mental Health Commission of Canada**.

"And when it comes to common illnesses like depression, most of the adult Canadians affected are in the workplace," he adds. "The cost to any one individual and his or her family is immeasurable, but the cost to the Canadian workplace and to society can be calculated. It's a staggering amount of lost productivity."

In an effort to help change public opinion and gather information for a future report, **The Vancouver Board of Trade** is hosting an interactive, half-day forum entitled *Let's Talk: Mental Health in the Workplace* on November 16, supported by title sponsor **Bell** as part of the company's national commitment to mental health.

The event, presented in cooperation with The Board's Health, Wellness and Well-Being Task Force and the **BC Human Resources Management Association**, is also sponsored by presenting sponsors **Pacific Blue Cross** and **WorkSafe BC**.

The forum kick off with breakfast and addresses by **Lloyd Craig**, chair of the **Roundtable for Workplace Mental Health**, and Goldbloom. They will discuss mental health in the workplace, from stigma to reality to hope.

A panel discussion including **Bev Gutray**, Chief Executive Officer, **Canadian Mental Health Association, BC Division**, and **Fred Smith**, Regional Director, Group Benefits, **Great-West Life**, will follow. The session will outline some of the challenges faced and highlight resources available to employers.

The forum culminates with a luncheon keynote address by **George Cope**, President and CEO of **BCE** and **Bell Canada**. Last year, the company launched its innovative Bell Let's Talk program to drive the national conversation about mental illness while enhancing care, research and workplace leadership. With a clear strategy to compete in the fast-changing communications sector and a unique commitment to promote Canadian mental health, Bell has emerged nationally and regionally as a company to watch, both in the marketplace and within the community.

Bell Let's Talk spokesperson **Clara Hughes**, a six-time Olympic medalist, will introduce Cope before his lunchtime address. As a community leader and renowned philanthropist, Hughes has seen the impact of mental illness and understands how important it is to get people discussing the issue around both the kitchen table and the boardroom table.

In the last year alone, it's believed that mental illness cost the Canadian economy more than $50 billion. Mental illness is an issue that affects all industries and exists in small businesses as well as large corporations. No one is immune, and if you're not prepared, it could hurt your bottom line.

Given the widespread nature of mental illness, it's crucial that businesses learn to adapt and develop an organizational culture conducive to mental health. Make this half-day forum the first step towards addressing mental health issues in your workplace and learn how to provide the highest level of support to your employees.

Feature event

Leading experts to share insights at 23rd Annual Economic Outlook forum

For more than two decades, Vancouver's business leaders, analysts and financial gurus have flocked to **The Vancouver Board of Trade**'s annual Economic Outlook forum for insights into what the coming year might bring.

And, with rumblings of economic uncertainty and the looming potential of a "double dip" recession, the 23rd Annual Economic Outlook, to be held Jan. 10, promises to be no exception to that rule.

Hundreds of delegates are expected to attend The Board's first major event of 2012, which will feature some of Canada's leading financial experts, including a panel that will forecast perspectives on the provincial economy, the labour market and other key sectors.

In years past, industry leaders such as **Dr. Sherry Cooper** of **BMO Financial Group**, **Don Drummond** of **TD Bank Financial**, and **Warren Jestin** of **Scotiabank**, have delivered keynote addresses.

This year, **Peter Marber**, Chief Business Strategist, Emerging Markets, **HSBC Global Asset Management**, will speak about how B.C. businesses can capitalize on the growth in developing companies.

In addition, **Helmut Pastrick**, Chief Economist for **Central 1 Credit Union**, will share his insights. As the editor of the *Economic Analysis of British Columbia*, Pastrick is a true authority on the provincial economy.

Pastrick is also past president of the **Association of Professional Economists of BC**, a member of the **Canadian Association for Business Economics**, and the **BC Economic Forecast Council**.

For more on the 23rd Annual Economic Outlook forum — including schedule, registration details and updated speaker information — visit www.boardoftrade.com.

At the podium



PHOTO: G. HOEKSTRA

"Businesses need to show as much enthusiasm for the web as do our citizens." **Chris O'Neill, managing director of Google Canada, Oct. 26, 2011**



PHOTO: G. HOEKSTRA

"We're seeing strong activity in the construction sector and, of course, that's a mirror of what's going on in the local real estate industry." **David Podmore, chairman and CEO, Concert Properties Ltd., Oct. 21, 2011**



PHOTO: G. HOEKSTRA

"Managing technology is essential. Without doing so, you will get overrun." **Daniel Sieberg, Host, Tech This Out!, ABC News Now, Oct. 17, 2011**



PHOTO: G. HOEKSTRA

"I had this incredible, powerful leadership body [The Vancouver Board of Trade] saying 'We can do it.'" **Judy Graves, Housing Advocate, City of Vancouver, Oct. 14, 2011**

For more information, visit www.boardoftrade.com

CONTINUED FROM PAGE 4

the donations of just one person; they are saved by the gifts of an entire community of blood donors. Angelica has needed a handful of transfusions throughout her cancer treatments. Crystal received 48 units of blood while in the emergency room. And Lilly received 150 albumin transfusions while waiting for her transplant.

That's why **Canadian Blood Services** is encouraging Canadians to rally together to save lives to experience the true spirit of giving. By encouraging your friends and family members to join you in donating blood, you're ensuring blood is always there for those who need it most.

And this holiday season, we're making it even easier for British Columbians to rally their loved ones to join in the spirit of giving through our second annual Bleed & Feed holiday campaign, which runs Dec. 1-31.

We all know the holidays are a difficult time of year for many deserving organizations. Two in particular need constant filling – the blood bank and the food bank. With blood donor clinics serving as official food drop-off stations across the province, you can do two good deeds with just one hour of your time – donate a non-perishable food item and then donate blood.

Visit us at facebook.com/BCBlood and remember to book your appointment to donate blood online at blood.ca or by calling 1-888-2-DONATE (I-888-236-6283) this holiday season.

Ed Yee is director of donor and clinic services for Canadian Blood Services, B.C. & Yukon.

Why performance appraisals don't actually improve performance

BY RAY WILLIAMS

Second only to firing an employee, managers rate performance appraisals as the task they dislike the most.

Recent neuroscience research has shown that providing negative performance appraisal feedback causes actual physical pain to both the employee and the manager. We need to wake up to the reality that traditional performance appraisals, as practised in most organizations, are fundamentally flawed.

Most employee performance reviews are quarterly or annual processes controlled by managers. In some cases, employees also participate in self-review. In many organizations, compensation, promotion and even dismissals are tied to the results of these reviews.

Robert Sutton, **Stanford University** business professor, says performance evaluations do more harm than good. In fact, 1998 study by **Development Dimensions Incorporated**, found that employers themselves expressed overwhelming dissatisfaction with performance reviews. The 2005 national survey, conducted by consulting firm **People IQ**, found that 87 per cent of employees and mangers felt performance reviews were neither useful nor effective.

Psychologists **Avi Kluger** and **Angelo Denisi** completed a meta-analysis of 607 studies of performance reviews and concluded that at least 30 per cent of the performance reviews ended up in a decline in employee performance. **Tom Coens** and **Mary Jenkins** in their book, *Abolishing Performance Appraisals: Why They Backfire And What To Do Instead*, detail studies that clearly show performance appraisal do not work.

The **Society for Human Resource Management** found that 90 per cent of performance appraisals were both painful and didn't work, and further, produced an extremely low percentage of top performers. **Aubrey Daniels**, a world-renowned management consultant, also argues in his book, *Oops! 13 Management Practices That Waste Time and Money*, that performance appraisals actually are counter-productive.

Some would argue that compensation should be, and is, tied to performance reviews. The evidence is to the contrary. Pay is primarily determined by market forces, with most jobs placed in a pay range before employees are even hired. Raises are determined by bosses as a result either of the marketplace or the budget.

Perhaps the biggest argument against performance reviews is that they fly in the face of what we should want from everyone — a commitment to personal growth. This requires employees turning for assistance to someone who can help, mentor and coach, not judge and criticize.

Performance reviews are the equivalent of looking in the rear-view mirror to see where the employee has been — and sometimes failed. But research shows that for any kind of corrective behavior to occur, feedback needs to be given almost immediately, not at the quarterly or annual review, when it's too late.

Further, the "carrot and stick" approach to motivation, largely discredited by motivational research, is often tied to performance reviews, rather than using what we know about what motivates people to improve performance.

So what's the alternative? Bosses that guide, coach, tutor, mentor, and provide daily continual feedback to employees to help them improve performance and focus on desired outcomes, rather than reviewing past performance.

As **Samuel Culbert** wrote in the *Wall Street Journal*, "it's time to finally put the performance review out of its misery."

Ray Williams is president of Ray Williams Associates and director of The Vancouver Board of Trade. For more info, visit www.raywilliamsassociates.com.

New directory identifies the 'who's who' of business in Vancouver

Newly incorporated **Prime Prospects Inc.** has just published the first business directory of virtually all the movers and shakers in the Metro Vancouver area.

Phone verified data on firms with 50 employees and greater confirms a total of 3,453 big businesses in the Lower Mainland. A total of 9,552 key executives are listed, from CEOs to office managers.

Start at the top with presidents and owners and work your way down to senior and middle management, including human resources and IT contacts.

The survey also found female executives hold 2,814 titles, representing one-third of Vancouver's key decision makers.

Duplicated from her original Vancouver business, **Contacts Influential**, launched in 1976 and sold in 1990, **Isabelle Hutton** has brought back the original business directory, which sorts firms by industry, type of location, company size, and postal code. The directory also includes 1,011 key email addresses.

"Unlike thirty years ago when it was easy to contact and research small business, the last two decades have created a 'no office' location," says Hutton, president of Prime Prospects Inc. "Small business owners now multitask with social media and networking events. Allowing calls to go to voicemail has become the accepted practice of thousands of small business owners. The bottom line is the larger, established firms are easier to do business with, as they have the back up, the staff, and the resources to buy and sell."

Only 361 out of 3,453 calls made by Prime Prospects went to a voice activated system. The Greater Vancouver's friendliest receptionists at these major corporations have also been noted in the database, along with pending titles of important key positions currently looking to hire.

For more info visit www.primeprospects.com, email leads@primeprospects.com, or call 604-255-9999.

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VanDusen Garden visitor centre sets a benchmark for sustainable design and conservation

The **VanDusen Botanical Garden Visitor Centre** — a model of sustainability and set to become one of the city's most iconic buildings — officially opened last month.

The stunning $21.9-million visitor centre features advanced technology, a green roof and a beautiful orchid-inspired design. In addition to transforming the garden's entrance, the 1,765-sq.-m. (19,000-sq.-ft.) facility will accommodate more visitors, and provide increased space for interpretive exhibits and education programs. The new centre will greatly enhance the visitor experience and support VanDusen's work to preserve plant diversity for future generations.

"Our government is proud to invest in this new visitor centre, which will increase tourism here in Vancouver, and support our province's economic development," said the Honourable **James Moore**, Minister of Canadian Heritage and Official Languages. "This project is an excellent example of how Canada's Economic Action Plan is creating jobs, boosting the local economy, and delivering real results to communities across British Columbia."

"The addition of this visitor centre to these truly incredible gardens will allow hundreds of thousands of visitors each year to experience the diversity this 22-hectare natural environment has to offer," said Vancouver-Langara MLA **Moira Stilwell**. "The B.C. government is proud to support the construction of this stunning new Vancouver landmark."

Mayor **Gregor Robertson** said the visitor centre will serve as a showcase for sustainable building, reflecting Vancouver's goal to become the greenest city in the world by 2020.

Vancouver park board chair **Aaron Jasper** echoed those comments, saying the structure is "an amazing fusion of architecture and nature" that will become "a must-see attraction for residents and visitors alike."

The City of Vancouver invested $8.3 million into the project, the **Government of Canada invested** $6.9 million, **VanDusen Botanical Garden Association** invested $4.7 million, and the **Province of British Columbia** invested $2 million.

The design team of architect **Perkins + Will** and landscape architect **Cornelia Hahn Oberlander** developed the master plan for the visitor centre.

"VanDusen's new visitor centre is more than a spectacular building — it is a people place and invaluable community resource that embodies the garden's mission to inspire understanding of the vital importance of plants to all life through the excellence of our botanical collections, programs and practices, said VanDusen Botanical Garden Association president **Brian Clark**.

"This new visitor centre welcomes people of all backgrounds and ages to participate in the wonder and beauty of nature through the many programs, activities and displays that will happen here.

"It's a place to grab a coffee, browse a book or interact with interpretation. It belongs to everyone."



The VanDusen Botanical Garden's new state-of-the-art visitor centre had its grand opening Oct. 22. The $29.1-million facility, featuring a distinctive green pedal-shaped roof, was designed to meet the LEED platinum level of excellence. SUBMITTED PHOTO

EMBERS combines profits with social responsibility

BY PERRY A. STEIN

We have all witnessed the "occupy" protests that first took hold in New York's financial district, then later to spread to cities around the world, including Vancouver.

While some have argued that the demands of activists seem unorganized, there is one common message that seems to come across — that our society is losing its social and environmental conscience.

Is there a viable corporate model that can effectively combine profit generation with social and environmental responsibility, without compromising on either?

Vancouver-based organization **EMBERS** is trying to prove that there is.

EMBERS is a community economic development organization with an established presence in Vancouver's inner city. Over the past 10 years it has grown from humble beginnings in a cramped Chinatown office, offering business coaching and support services to low-income entrepreneurs fresh ideas.

Now located at the Woodward's Building, the organization recently launched **EMBERS Green Renovations**, a sustainable alternative to home renovation and weatherization, hoping to tap into Vancouver's burgeoning green economy.

EMBERS Green Renovations compliments the organization's other social venture **EMBERS Staffing Solutions**, a temporary staffing agency providing employment opportunities for individuals facing barriers in the job market.

The two programs demonstrate the triple bottom line — prioritizing economic, social and environmental outcomes. EMBERS Green Renovations manager **David Pryor** says that both programs rely on labour typically treated as "too risky or hard to employ" by most other organizations.

"Many of our workers are skilled labourers who may be newcomers and struggling to overcome challenges," says Pryor. "EMBERS gives these individuals employment opportunities, helping them re-enter the labour force and begin positive futures."

EMBERS is not a typical charity, nor is it a typical business. For a charity, it is surprisingly enterprising, and for a business, it places an uncommon emphasis on workers' social wellbeing.

Embers Staffing Solutions for example, is expecting to surpass $1 million in revenue in 2012, while providing education support to workers through financial literacy and job counseling. EMBERS Green Renovations expects to follow suit in years to come.

"The green economy offers great potential," says Pryor. "We are working with the City of Vancouver and homeowners' to increase residential energy efficiency by 20 to 30 per cent, creating real green job opportunities."

CEO **Marcia Nozick** adds, "EMBERS is a model that demonstrates that business and charity can enterprise together."

Perry A. Stein is communications coordinator for EMBERS. For more information visit www.embersvancouver.com.

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Economic uncertainty demands alternative sources of business financing for small and medium enterprises

Since the global financial crisis first burst into the headlines in 2008, the landscape for financing business activity and economic growth worldwide has changed considerably.

The crisis has now morphed into serious questions about the stability of some European and American banks and sovereign debt, notably in Greece and other countries.

Thankfully, Canada's banks and governments are in better shape than its international counterparts.

But the contagion of fear permeating the financial crisis, and now the prospect of a double-dip recession, has cast a chill over lending and financing, even in top-tier countries such as Canada. Small and medium enterprises (SMEs) are often the first businesses to face financing trouble.

How does this happen? Fear causes lenders and financiers to hesitate, delay or unexpectedly deny funding. On the other side of the ledger, customers decide to stretch out payments for invoices.

The result is a surprising "cash gap" that can cause even the most solid of companies to suddenly hit the wall financially, and trouble can brew quickly with very little warning.

In these uncertain times, all SMEs must prepare ahead of time to ensure they've lined up prudent financing alternatives to traditional lenders, such as banks and credit unions. Waiting until trouble hits could be too late.

One such alternative lender is new **Vancouver Board of Trade** member **iFund Lending**. The company may be a new member, but its multi-million-dollar lending facility is well established at its south Surrey offices.

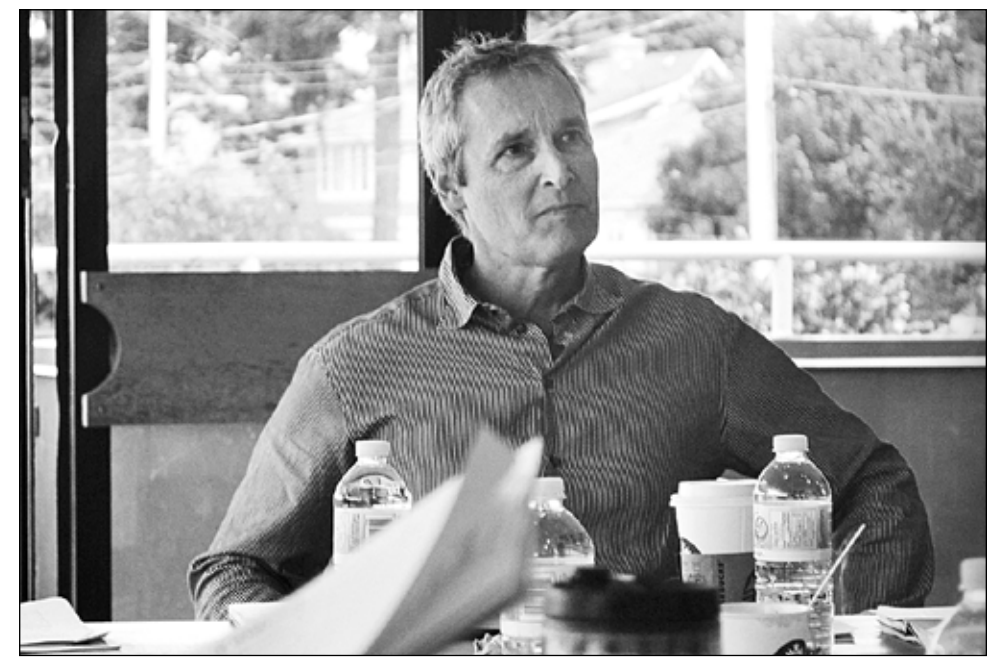
In fact, iFund has been helping Canadian entrepreneurs for years. The company recently announced a $2-million addition to its lending facility for Western Canadian entrepreneurs and companies requiring financing.

"In today's volatile economic and financial climate, and especially since 2008, conventional financing sources are often unable to react quickly or at all to lending opportunities that often lie outside their traditional comfort zone," says **Gordon Bylo**, COO of iFund.

"iFund wants to hear from entrepreneurs from Greater Vancouver and throughout Western Canada who need financing for their companies."

Bylo's suggestion for small businesses and start-ups looking for financing these days is straight up.

"SMEs must be ready to examine all possible ways to obtain funding for their business including business loans, bridge financing, franchise acquisition, purchase-order financing, re-mortgages, SR&ED and receivables," he says. "Do it when times are good because if trouble does hit, it will hit fast.



Gordon Bylo, chief operating officer of iFund Lending, says small and medium-sized businesses need to prepare for uncertain economic times by looking at alternative sources of funding and financing. SUBMITTED PHOTO

"They must also be willing to look at alternative sources of financing," he adds. "iFund is not the only alternative financing source out there, but we do pride ourselves on helping well-established and new businesses throughout Western Canada fund their expansion."

In addition to providing financing, iFund will look to provide business information and connections to other entrepreneurs who have experiences that can help iFund's client companies.

"Our goal as fellow entrepreneurs is to help our clients with funding and other assistance as needed, Bylo says.

"Many just need financing, but if we can help them succeed with some entrepreneurial guidance, we'll do that too."

For more information on iFund lending visit www.ifundlending.ca.

Vancouver 2012 Relocation Guide

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Get the highest return on professional development

BY TARA LANDES

The knowledge economy will soon force return on professional development (ROPD) on to the dashboard of every successful global corporation.

So, how can small and mid-sized businesses compete when budgets are limited and time is scarce? Start with these steps:

BUDGET TIME

Making space for learning is the first step and there is always some time available. Whether it is a one-day seminar attended semi-annually or just twenty-five minutes to read and apply the teaching from an article, ensuring your company is up to date on the breakthrough thinking of the day will ensure survival and promote profitability. Budget some professional development for every employee. The more the role requires work "on" the business instead of "in" the more time that should be allotted.

GO OUTSIDE YOUR EXPERTISE

Companies routinely fall into the trap of focusing their limited professional development time on things they already know. This means the majority of the time is dedicated to reinforcing already held beliefs, with maybe an additional nugget or two of wisdom. In this case, total ROPD is very low. For example, a general contractor that attends a project management seminar will not gain nearly as much ROPD as he or she would at a marketing seminar. Even a yoga class, for the uninitiated, can provide high ROPD when the focus of meditation is applied to the work setting.

USE IT OR LOSE IT

This point is the most critical. If you do not use the information within 48 hours of acquiring it, you will lose it. **Hermann Ebbinghaus** discovered the exponential nature of forgetting in the 1800s. In typical school work application, 90 per cent of what is learned is forgotten after three to six days. This means the time you budget for acquiring the knowledge must be matched by the time you spend applying it immediately. Otherwise, the acquisition time is wasted.

START MEASURING TODAY

What gets measured gets managed, goes the adage. Follow the above steps to maximize your company's Return on Professional Development.

Tara Landes is president of MRSI Benchmarking, a full-service benchmarking and change management firm committed to delivering lasting change in small and mid-sized businesses across the U.S. and Canada. When she is not helping clients, you'll find her on a sailboat in the Gulf Islands, watching her husband and sons fish. For more info visit www.mrsbencmarking.com.

Develop a compensation plan with newly released WCBC reports

The results of the Labour Force Survey released by **Statistics Canada** in October indicates that full-time employment rose by 61,000 in September, 2011.

This increase pushed the national unemployment rate down to 7.1 per cent, the lowest rate since December, 2008. Meanwhile, employment in B.C. rose by 32,000 causing the provincial unemployment rate to decline to 6.7 per cent.

Although unemployment rates are higher than they were three years ago, a national survey just completed by **Western Compensation & Benefits Consultants (WCBC)** reports that many employers are experiencing challenges in attracting, motivating and retaining employees.

More than half (56 per cent) of the employers had difficulty in attracting professional/technical employees and 34 per cent had difficulty in recruiting middle managers and supervisors.

In the past 12 months approximately one-third of the employers lost employees which they hoped to retain. This turnover problem was most pronounced with respect to professional/technical and administrative support positions.

More than 80 per cent of the employers surveyed stated that offering competitive base salaries is their most effective tool in attracting employees, while about two-thirds of the employers believe that offering advancement opportunities, work-life balance and competitive benefits are the next most effective recruitment strategies.

Lack of career opportunities and dissatisfaction with the cash compensation were the two reasons most often cited as the reasons for employee turnover.

The employers stated that their top priorities for managing retention will be ensuring that the organizations' compensation and benefits are competitive, and providing coaching or other development for their managers and supervisors.

> "[Salary] increases in Western Canada will be among the highest, but the differentials between east and west will be less than they were in the previous few years."

Barry Cook, a Partner with WCBC says the typical organization increased its salaries by approximately three per cent over the past year.

In addition to salaries, most of the organizations have a short-term incentive plan, with the most common type of plan being an annual bonus plan. More than 80 per cent of the organizations with incentive plans expect to make payouts to employees for this fiscal year.

Employers expect to increase salaries by about three per cent in 2012, but the magnitude of increases varies by economic sector, type of position, industry and geographic location.

"Increases in Western Canada will be among the highest, but the differentials between east and west will be less than they were in the previous few years," says Cook.

Increases in the public sector will be less than those in the private sector, he adds. Employees in the financial services sector and individuals employed by professional services firms can expect to receive raises that are among the highest in the private sector.

As the economy continues to strengthen, employers face a greater challenge in attracting and retaining competent, engaged employees.

Compensation plans are the most effective attraction and retention tool and "employers should ensure that their plans are appropriately positioned relative to market and are aligned with the organization's business strategy," says Cook.

Editor's Note: WCBC has just released its 2011/2012 suite of compensation reports. Purchase any of these reports and receive up-to-date market data specific to Metro Vancouver and other cities. Savings of 15 per cent have been arranged for Board of Trade members. Information can be found at: www.wcbc.ca/surveys or call Nancy MacLeod at 604-683-9155.

Seaspan nets $8 billion shipbuilding contract

The federal government has chosen **Seaspan**'s Vancouver shipyards as the prime contractor to build the National Shipbuilding Procurement Strategy program's non-combat vessels.

The $8-billion program will not only inject billions into the local economy, but it will create up to 4,000 jobs over the next eight years.

In addition, the government has plans for a further 17 vessels which should fall under the non-combat package.

"We have a long and established track record of working with the Canadian Navy and Coast Guard in building ships on time and on budget," said **Jonathan Whitworth**, Seaspan CEO. "Seaspan is committed to returning BC's shipbuilding industry to its once-thriving roots. This award is a direct result of that commitment."

Whitworth thanked Seaspan's supporters, including the province, local municipalities, local First Nations, shipyard unions and teaming partners from across Canada, for their dedication over the 18-month bidding process.

Although planning will begin immediately, construction on the new vessels will not likely start until late 2012.

Director Profile: Calvin Helin

BY JESSICA WONG

For **Calvin Helin**, author, lawyer, entrepreneur and director of **The Vancouver Board of Trade**, joining The Board was a way for him to help Aboriginal people achieve self-reliance through enterprise.

This year, the **Aboriginal Opportunities Committee (AOC)** was formed, largely due to the efforts of Helin, who was the driving force behind this committee and is currently the chair.



Author, scholar, entrepreneur and Vancouver Board of Trade director Calvin Helin. SUBMITTED PHOTO

"We're looking at exploring issues and advocating policies on behalf of our members that are consistent with the goals of The Board of Trade and their membership," he says, "But we also want to create links to the Aboriginal community and potential business opportunities and basically try and foster a spirit of constructive partnership."

This year, one of the main goals of the AOC will be to raise awareness and understanding of Aboriginal peoples' increasing importance in terms of Canada's future economic development. According to Helin, it is "critical" for Aboriginals to expand their network to mainstream Canadians and non-Aboriginal businesses in order to "create better prosperity for the benefit of the entire nation."

Helin is also the founder of the **Shudokan Karate and Education Society**, which is a not-for-profit club that gives free karate lessons. As a third degree black belt, Helin is a regular instructor and believes that these lessons help the students develop discipline, manners and self-confidence. Originally, the club was meant for Aboriginal children but was eventually opened to anyone who was interested in the program. This club has created many opportunities for the students, the most recent being an athletic and cultural exchange in Germany where the students attended the FIFA Women's World Cup soccer match between Canada and Nigeria. The trip was paid for by the German government, except for the flights, which were fundraised by Helin.

"The students had an experience which, I am absolutely certain, is a once-in-a-lifetime experience for all of them," says Helin, "The Germans were incredible hosts."

With two books already under his black belt, Helin releasing his third book, *The Empowerment Mindset*. A follow-up to his previous book, *The Economic Dependency Trap*, his latest book offers detailed, straightforward information for not only those who are trying to escape economic dependence, but "for anybody who finds that their attempt to succeed at something eludes them."

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Timmy's Christmas Telethon returns to the airways

Perhaps it's a bit early to start telling Christmas stories, but it's not too early to think about all the families that the **British Columbia Lions Society for Children with Disabilities** and **Lions Clubs** help throughout the province.

Whether it's the 900 children with disabilities that attended an Easter Seals Camp this past summer, or the 35,000 guests who call Easter Seals House home, they're all relying on us to be there for them.

'Twas 21 nights before Christmas,
And all through Easter Seals House
Not a guest was stirring,
Not even a mouse
All the families were gathered,
Around the TV watching Shaw
Seeing the donations,
Coming in with an awe

We are excited to announce that after a 12-year "rest" Timmy's Christmas Telethon will once again be broadcast on **Shaw** channels across B.C. on Sunday, Dec. 4, from 4 to 10 p.m. For 23 years the British Columbia Lions Society for Children with Disabilities hosted this successful telethon.

Funds raised through the telethon, which ran for 23 years prior to its hiatus, will support the BC Lions Society's programs, including the three Easter Seals Camps, three Easter Seals Houses and patient care grants.

The newly revamped Timmy's Christmas Telethon will be six hours of televised entertainment, inspiring stories, special celebrity guests and the dedicated work of caring individuals, organizations and corporations. The telethon will proudly showcase some of the many families and the special medical needs required by their children.

Watch the telethon and meet families like Rochelle and her daughter Macey. We first helped Rochelle shortly after she gave birth to Macey who weighed only 3/4 of a pound, or about the size of a soda can.

Now six years later, Rochelle and Macey continue to use Easter Seals House every time she and her daughter have to travel from the North to Vancouver so that Macey can receive the specialized medical care she needs at **BC Children's Hospital**.

You'll also meet the Kaweski family, who will share with you the story of their son, Damien, and daughter, Natasha, who have been regulars at our Easter Seals Camps for more than 9 years. They will share with you what makes Easter Seals Camp a magical place that gives kids the best week of their lives.

We ask you to continue your support of people with disabilities by watching the telecast and encouraging friends and family to watch and donate. Thank you for your support and we hope you'll help keep the phones ringing on Dec. 4 during Timmy's Christmas Telethon.

For more information on the telethon please go to www.timmys.org.



Performer Shari Lewis (right) and her puppet Lamb Chop read a festive story to some children during a past instalment of Timmy's Christmas Telethon. After a 12- year hiatus, the British Columbia Lions Society for Children with Disabilities has announced the popular telethon will return to the airways Dec. 4. SUBMITTED PHOTO

SOV awards honour city's top cop and fire fighter Nov. 18

Join in the celebration as **The Vancouver Board of Trade** honours the winners of the Spirit of Vancouver Awards at a special luncheon on Friday, Nov. 18.

Individuals, companies and community organizations have been nominated in four special categories. In addition, special presentations will be given to the Police Officer of the Year, Sgt. **Rob Faoro**, and Fire Fighter of the Year, Cpt. **Rob Plecas**.

Faoro has a wide breadth of experience since joining the **Vancouver Police Department** (VPD) in 1981, including stints with patrol, strike force, the coordinated law enforcement unit (CLEU) and, most recently, the major crime section (MCS).

In his career, Faoro has worked as lead investigator, file coordinator or team leader in about 40 homicides. He has taken a lead role in the investigation of several high-profile murders, and has distinguished himself by taking a leading role in two enormously successful major projects — EVIAN, the investigation into a corrupt VPD member, and RESCUE, the investigation into a highly organized group of murderous, predatory drug traffickers operating in Vancouver's Downtown East Side.

Faoro has also investigated a number of internal and external police-involved shootings and in-custody deaths, which require significant leadership and investigative skills given the extreme scrutiny these investigations are subject to.

Faoro has been consistently chosen to lead teams that are engaged in high profile, complex investigations. When a high degree of leadership and investigative ability is needed, Faoro's name always surfaces.

Faoro has been personally responsible for successfully concluding some of the most challenging and publicly scrutinized investigations undertaken by the VPD and, as such, that level of commitment, leadership and policing ability has led to Sgt. Faoro being named "Police Officer of the Year."

Vancouver Fire & Rescue Services (VFRS) is proud to announce Captain Rob Plecas as the 2011 recipient of the Fire Fighter of the Year Award.

Plecas, a second generation fire fighter, and his wife of 29 years, Teresa, have two sons aged 24 and 22. During his free time, Plecas enjoys working on a ranch and as a fishing guide.

In the 27 years that he has been with the VFRS, Plecas has served as a fire fighter, a fire boat operator, a member of the high angle and confined space technical rescue team and served on the honour guard.

Some highlights in his career include going to New Orleans with 30 other fire fighters, volunteering to help rebuild homes after Hurricane Katrina, and going to New York post-9/11 to help fellow fire fighters pay respects to the fallen.

Plecas has gone above and beyond to support many members of the department in his role as the lead for the employee assistance program, which is dedicated to helping fellow members with personal and substance abuse issues. He is also an important member of the critical incident stress management team, a program which sets out to assist fire fighters in openly dealing with the many difficult incidents we experience.

Plecas's dedication and mentorship have earned him much respect from his peers and he is well deserving of this award.

For more on the SOV awards ceremony visit www.boardoftrade.com.





Sgt. Rob Faoro, Police Officer of the Year (left) and Cpt. Rob Plecas, Fire Fighter of the Year (right) will be honoured at the annual Spirit of Vancouver Awards luncheon on Nov. 18. SUBMITTED PHOTOS

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NEW AGREEMENT WITH KUWAIT

Canada has entered a new investment agreement with Kuwait, further paving the way for Canadian businesses to compete globally.

Canadian Prime Minister **Stephen Harper** and Kuwait Prime Minister **Sheik Nasser Al-Mohammed Al-Ahmed Al-Jaber Al-Sabah**, witnessed the signing of the Canada-Kuwait Foreign Investment Promotion and Protection Agreement Sept. 26.

Harper said the agreement will encourage trade and investment by providing "predictability and certainty for investors in both countries."

Kuwait offers significant investment potential for Canadian manufacturing and infrastructure companies. In 2010, bilateral trade between Canada and Kuwait reached $129 million, with exports totalling $97 million.

EU TALKS WRAP UP

The European Union and Canada wrapped up their ninth round of historic free trade negotiations late last month.

Talks between the two regions first began two years ago, in Oct. 2009.

"While some issues still need to be resolved, negotiations are now well-advanced," said Minister Fast.

For more info visit www.international.gc.ca.

EYES ON MOROCCO

Federal officials kicked off the first round of free trade negotiations with Morocco in Ottawa this past month. The talks included international trade minster **Ed Fast** and agriculture minister **Gerry Ritz**.

Fast said an agreement with Morocco would help Canada's manufacturing, agriculture, and services industries.

Ritz added that the negotiations are "really important for Canadian farmers since agriculture products, especially wheat and pulses, dominate our current trade with Morocco."

In 2010, Canada-Morocco trade totalled $328.2 million.

With a population of about 32 million, Morocco's economy is expected to grow by almost five per cent this year and next.

Preparing for the next economic recovery

BY PETER G. HALL

It takes teamwork to build an economy. Economic development plans at the local, regional and national level play a key role.

Over the years, much has been written and myriad plans have been implemented by economic developers. Does all the economic transformation we have seen in the past 20 years in any way change the shape of modern economic development?

Historically, development programs have focused on encouraging domestic investment, attracting foreign investment, creating hubs of activity, building export-oriented business capacity, targeting cool new niche industries, trying to increase value-add in traditional industries, diversifying on a number of fronts – the list goes on.

The initiatives are noble, although generally mercantilist in nature, and have yielded good results where intelligently implemented. Is this the appropriate model for the future?

Let's assume this moribund global economy does recover: business activity revives, employment picks up and unemployment starts to drop. Let's assume at the same time that all of our economic development plans across the country simultaneously start bearing fruit. Good for Canada, eh?

Not necessarily.

By 2016, Canada's labour force hits an unusual wall. Because of aging, our population aged 15 to 55 – the bulk of our labour force population – starts to shrink rapidly just four years from now.

We may succeed with setting up business activity, but we may not be able to staff it up.

Certain regions are under more pressure: three of the four Atlantic provinces already have shrinking labour force populations. Suddenly, there seems to be a problem with the model.

Japan has been faced with the same dilemma for 20 years. Would that we could look at their response and learn. Instead, everyone fears going down the same path that for Japan has yielded little more than sideways growth, a moribund consumer and a dangerous escalation of national debt. Given the state of aging in the West, failure to overcome constraints could be devastating.

Is there a solution?

Simply allowing real wages to increase may price us out of the market. We can try to increase immigration, but we face two problems: first, other nations are also vying for skilled immigrants; and second, their home country is probably experiencing much higher growth than we can generate. Increasing population naturally takes too long. Thus far, the facts are not promising.

> "As labour pressures rise, giving some of our business to others can increase our capacity, our global market reach and our overall prosperity."

Clearly, in the next recovery we will have to use our scarce labour more carefully and creatively. As such, programs aimed at increasing the skill levels of existing workers and new graduates are well-placed.

How will this help? What if we changed our approach to business? Facing labour constraints, why not import labour without actually having to move it?

We could fan out the labour-intensive production to other parts of the world that have a surplus of the right kind of labour, while developing and managing the business here. This formula requires foreign investment, and allows us to move our labour up the value chain – increasing Canadian labour productivity at the same time.

The bottom line? The old model of economic development won't work in the next recovery. In this case, "Give, and it shall be given unto you" is a good adage. As labour pressures rise, giving some of our business to others can increase our capacity, our global market reach and our overall prosperity.



Peter G. Hall, vice-president and chief economist, Export Development Canada.

Peter G. Hall is vice-president and chief economist for Export Development Canada (EDC), Canada's export credit agency, offering innovative financing, insurance and risk management solutions to help Canadian exporters and investors expand their international business. For more information visit www.edc.ca.



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CNIB and Zajac Ranch team up to provide camp for all

BY ANDREA FLINTOFF

The **Canadian National Institute for the Blind** (CNIB) held its summer camp in Mission, B.C. for the first time this year, in partnership with **Zajac Ranch for Children** and the **BC Blind Sports and Recreation Association**.

Summer camp provides a chance for children to be independent, meet new friends and hone new skills through a variety of activities. But for those who are blind or partially sighted, traditional summer camps can pose a host of whole new challenges. What CNIB was looking for was a fully accessible camp, inclusive of special needs.

In 2011, CNIB and Zajac Ranch for Children teamed up and welcomed 47 campers from across B.C. and Western Canada. With its 24-hour medical centre and experience of providing camps to children with a variety of needs, Zajac Ranch for Children was an ideal facility for the CNIB summer camp. The campers, aged 8 to 18, enjoyed water sports, horseback riding, arts and crafts, and archery.

"CNIB's partnership with Zajac Ranch for Children was a wonderful experience which gave children who are blind or partially sighted new experiences and exciting adventures," says **Andrea Thomson**, CNIB BC-Yukon Division associate director.

"It was an opportunity for children and youth to meet new friends while actively participating in programs which develop independence and confidence. CNIB looks forward to continuing to partner with Zajac Ranch for Children," adds Thomson.

Since 2004, Zajac Ranch for Children has provided life-changing experiences for thousands of children with a wide variety of serious illnesses and medical conditions.

Set on the shores of Stave Lake, Zajac Ranch for Children welcomes children who are often turned away from other camps because of their physical, developmental and behavioural challenges and offers them opportunities to have fun, make new friends and try new things, in a safe inclusive environment.

"The whole mission and purpose of the ranch is to give children with disabilities and special needs an opportunity to explore their strengths, develop new skills and focus on their abilities rather than their disabilities," says **Mel Zajac**, founder of Zajac Ranch for Children. "The partnership with CNIB is the type of partnership we strive to develop and we got off to a great start in 2011. I was impressed how quickly the children adapted to the surroundings of the ranch and involved themselves in activities," Zajac adds.

In addition to partnering with CNIB, Zajac Ranch for Children works with medical organizations to provide camps for children with medical conditions such as spina bifida, kidney disease, Down syndrome and autism.



CNIB campers Amanda Pang and Haley Olinyk at Zajac Ranch for Children. PHOTO: MARK NICOL/CNIB

Andrea Flintoff is office administrator and accounting assistant for the Mel Jr. And Marty Zajac Foundation. For more information on the foundation's visit www.zajac.com.

For more on the Zajac Ranch for Children, including volunteer opportunities and how you can help send a child to camp, visit www.zajacranch.com.





Broadcasting for a cause

CBC/Radio-Canada raises $445,680 for B.C. food banks

The 24th annual **CBC/Radio-Canada**'s Open House and Food Bank Day raised $445,680 for local food banks across B.C.

With the food bank's buying power of 3:1, that means more than $1.3 million in food assistance for those in need.

CBC/Radio-Canada's Open House and Food Bank Day began on Dec. 3, 2010 at 5:30 am with CBC Radio One's *The Early Edition* kicking things off with special guests including **George Stroumboulopoulos** and Mayor **Gregor Robertson** who played tuba with business mogul **Jim Pattison**.

More than 5,000 people toured the Vancouver Broadcast Centre and interacted with hosts and reporters from CBC and Radio-Canada, toured the state-of-the-art integrated news room, radio studios for English and French productions, and tried their hand at being a news anchor in CBC's Studio 60.

The evening ended on a high note with a free concert by **Barney Bentall** and The Grand Cariboo Opry.

"Once again, the community came out in full force," said **Johnny Michel**, managing director of CBC British Columbia. "Together, we raised much needed funds for some of British Columbia's most needy."

The National's chief correspondent, **Peter Mansbridge**, CBC Radio's **Jian Ghomeshi**, CBC TV's George Stroumboulopoulos and *Dragons' Den*'s **Jim Treliving** joined forces with local personalities such as CBC News Vancouver's **Tony Parsons** and **Gloria Macarenko, Claire Martin, Shane Foxman** and *On The Coast*'s **Stephen Quinn** for a full day of activity and fundraising.

You can be a part of the 2011 Open House and Food Bank Day efforts on Dec. 2, happening at CBC Vancouver at 700 Hamilton Street.

For more information visit www.cbc.ca/bc/features/openhouse-foodbank/.

Let's talk about mental health

Working to lift the stigma around mental illness



Since Sept. 2010, Bell has taken a leading role in the promotion and support of mental health services across Canada. Last year the company awarded $1 million to community organizations through the Bell Let's Talk Community Fund. Above, Darcy Hausselman, Bell's Associate Director of Community Investment & Community Affairs (right), presents a grant to Cameray Child & Family Services staff, including Sarina Kot, President of the Board (left), and Tracey Rusnak, Clinical Coordinator (centre). SUBMITTED PHOTO

In September 2010, **Bell** announced the launch of a multi-year charitable program dedicated to the promotion and support of mental health across Canada.

The unprecedented $50 million initiative supports a wide range of programs that enhance awareness, understanding and treatment of mental illness and promote access to care and research across the country.

Mental illness is one of the most pervasive health issues in the country. One in five Canadians will suffer from a form of mental illness at some point, impacting countless lives and taking a heavy toll on the nation's economy.

Bell and its community partners are committed to advancing the national conversation on mental health to help change attitudes and make a real difference in the lives of Canadians.

Over the last year, Bell has taken a number of steps to fight stigma, increase access to care, promote research and create an overall culture of mental health support across the Canadian business landscape.

Recognizing that so much of the on-the-ground support to address mental health related issues is carried out by grassroots agencies across the country, a key initiative was the launch of the Bell Let's Talk Community Fund.

BELL LET'S TALK COMMUNITY FUND

Bell has awarded $1 million this year to community organizations across the country through the Bell Let's Talk Community Fund.

Each of these organizations, large or small, was chosen for the work that they do to reduce stigma and provide programs and services that address the specific needs of their community.

In B.C., there were nine recipients of Bell Let's Talk Community Fund grants.

- **BC Schizophrenia Society – Penticton Branch**
- **Bipolar Disorder Society of British Columbia**
- **British Columbia Council for Families**
- **Cameray Child and Family Services**
- **Columbian Centre Society**
- **Crisis Line Association of British Columbia**
- **Green Thumb Theatre**
- **McCreary Centre Society**
- **The Kettle Friendship Society**

Applications for 2012 grants will be accepted from February 29 to April 30, 2012.

BELL LET'S TALK DAY

Bell is also leading the conversation about mental health with Bell Let's Talk Day – a national campaign to combat the stigma and raise awareness about mental health each year.

The inaugural Bell Let's Talk Day on February 9, 2011 raised more than $3.3 million for Canadian mental health programs.

The next Bell Let's Talk Day is coming up on February 8, 2012. For every text message and long distance call made by Bell customers that day, Bell will contribute 5¢ to programs dedicated to mental health.

Please visit bell.ca/letstalk for more information about the Bell Let's Talk Community Fund.

BC Housing staff raise more than $130,000

Employees at **BC Housing** are committed to making a positive impact and deepening the organization's reputation as a progressive member of the communities it serves.

Through its *Community Connections* program, employees donated more than $130,000 to support charities in 2010/11 under four categories: early childhood intervention/youth at risk; poverty; mental health and addictions; and the environment.

The new campaign will kick off soon and expectations are high that staff will exceed last year's record-breaking levels.

BC Housing's 600 employees also like to have fun and that was evident at the spring *2011 Battle of the Big Bikes* event, in support of the **Heart and Stroke Foundation**.

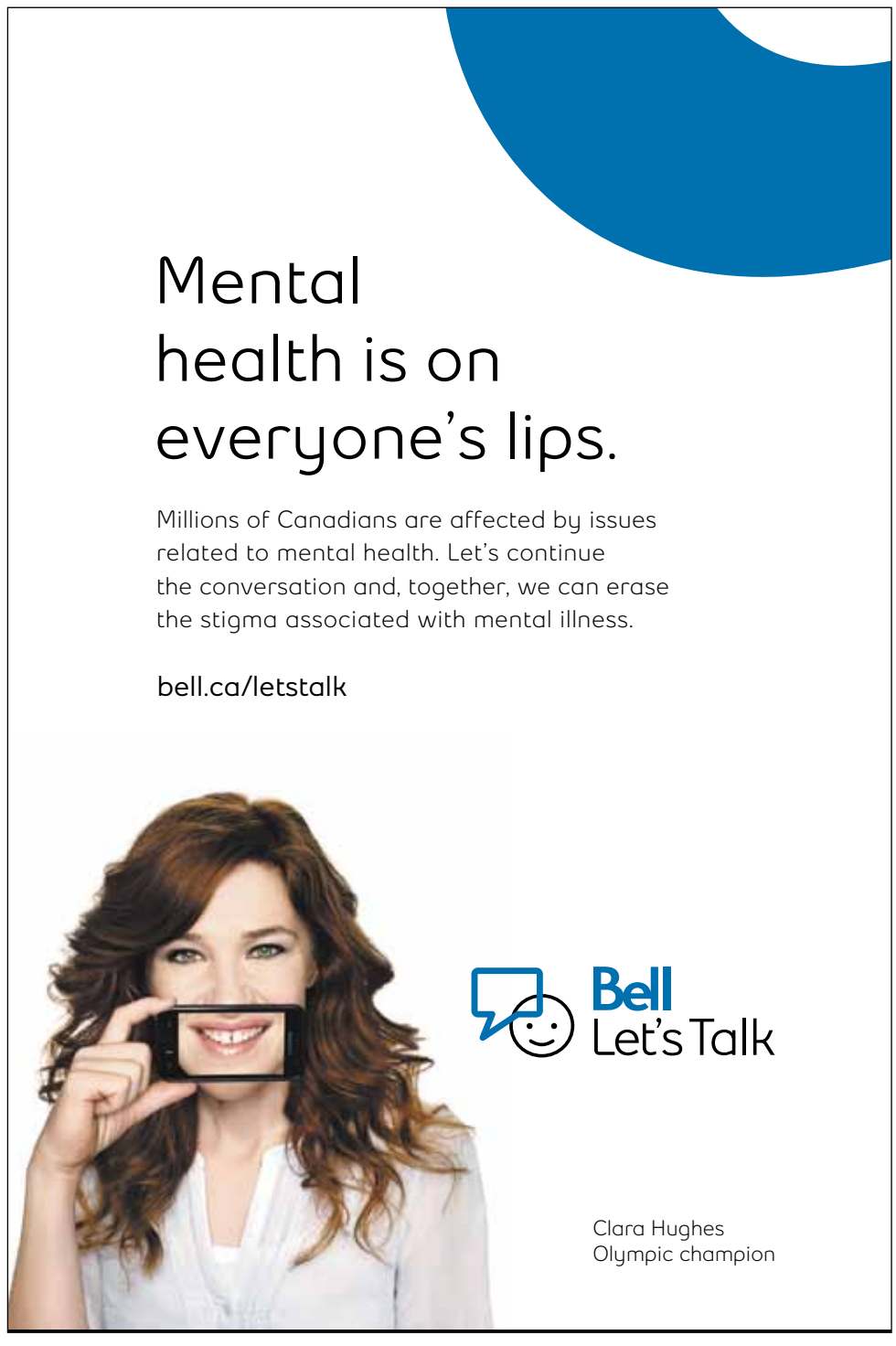
In a friendly competition, two teams comprised of 56 staff from BC Housing's home office, Fraser Region office, and the homeowner protection office, competed to see who could raise the most money and show the most spirit for this great cause.

Together, the teams raised more than $11,000 for the Heart and Stroke Foundation, surpassing their goal by more than $1,000. In the last two years, BC Housing teams have raised more than $26,000 for the charity.

The foundation was also excited with the results, as the BC Housing teams placed first and second again this year out of nine Burnaby-Metrotown teams that participated.

BC Housing is the provincial crown corporation responsible for subsidized housing across the province as well as the homeowner protection office. For more information visit www.bchousing.org.





Things we could all learn from Tim

A visitor to Vancouver's Covenant House Shelter embodies the spirit of gratitude and humility

BY MICHELLE CLAUSIUS

The first day that "Tim" arrived at **Covenant House Vancouver**'s shelter, it was obvious that he was a very special young man.

Special because of his cognitive abilities and special because of his spirit.

Tim had a huge gaping wound on his arm and it needed to be constantly bandaged, but he lacked the ability to see the need for staff support.

Tim would almost bounce into the staff office, much like a puppy, lapping up the love and attention staff would give him while changing his dressing. You could tell he really appreciated the efforts of the staff and would often thank us by saying "God bless you guys."

The rest of the youth knew that Tim was different. They sometimes isolated him and whispered comments about him.

One night we were all seated, ready to eat, when Tim came to the dining area with his tray, looking for a place to sit. No one offered him a seat and I could see the hurt and rejection in his eyes. I quickly asked Tim to join our table and he seemed relieved. What happened next was something I will never forget.

Tim bowed his head, prayed to himself and then began to eat his dinner.

"Tim you pray before you eat?" I asked.

He responded, "Oh yes, I am so grateful to live in Canada and that I have a warm bed and this great dinner."

You could hear a pin drop in the dining room as the other youth overheard his explanation. The energy in the dining room suddenly changed. Youth gathered up dishes after our meal and helped the kitchen staff with piling the dishes.

A group of youth invited our cook to join us for dessert, which she did. It was as if Tim's humility and spirit of gratitude made everyone more accepting of one another.

Michelle Clausius is associate director of development and communications for Covenant House Vancouver. For more information on their programs for homeless youth, or to make a donation online, visit www.covenanthousebc.org. You can also call 604-638-4438 to speak to someone in donations or 604-685-7474 to speak to someone in the crisis shelter.

Embracing life in the face of cancer

BY CARRIE GADSBY

"Big battles need big words and living with cancer demands courage, self-awareness and that secret source of power – a sense of humour."

These are savvy and insightful words coming from **Susan Fiedler**, a cancer survivor and patient of **InspireHealth**.

Fiedler first came to InspireHealth after she was diagnosed with non-Hodgkin's lymphoma and had received radiation treatment that left her feeling "wiped out." That's when she discovered InspireHealth, where she was able to get practical information, support and guidance that helped with her recovery.

What Fiedler learned from InspireHealth had a profound influence on how she chose to live her life going forward. It was a transforming experience.

As a jewelry designer, Fiedler wanted to create something to express what she had been through. Something she could wear instead of a plastic wristband.

Believe it or not, "F Cancer" was the first phrase that came to mind. Fiedler said the strong language worked for her, not because it was shocking or obscene, but because it was honest, sassy – and funny.

"F Cancer" said that cancer hadn't killed the rebellious, daring part of her, and once she started wearing the bracelet she had made, everyone wanted one.

People loved the design combined with the raw emotion of the statement — people "got it" right away.

From this initial bracelet that Fiedler created for herself as a personal emblem of empowerment, the "F Cancer Embrace Life" initiative was born.

Through it, Fiedler turned her experience into a call to action, and found a meaningful way to raise funds and empower others in their fight against cancer.

In appreciation of the positive experience and assistance she had at InspireHealth, Fiedler donates $50 from every bracelet sold directly to the Vancouver-based not-for-profit.

More than $100,000 has been raised since sales began in October 2008. To read more about Fiedler's work, or to purchase a bracelet, visit www.fcancer-embracelife.com.

Carrie Gadsby is communications manager for InspireHealth, a Vancouver-based integrated cancer care centre. Visit www.inspirehealth.ca fore more info.

Building hope one house at a time

Joyful is definitely the word for five families who will celebrate the holidays in their new **Habitat for Humanity Greater Vancouver** homes.

An impossible dream — or so they thought — has come true, giving the children of those families the advantage of a solid foundation within a safe, decent and affordable home.

However, those families are just the tip of the iceberg. Too many more are waiting to have the same celebration.

Through volunteer labour and donations of money and materials, Habitat for Humanity works with families to build the homes they're purchasing.

They have no down payments, interest free mortgages and payments capped at 30 per cent of their income.

They invest 500 hours of labour into building their own (and the other families) homes. Habitat for Humanity Greater Vancouver has built 21 townhouses in Burnaby, B.C. and soon will start construction on another six homes.

A critical revenue source are ReStores, which accept donations of new and used building supplies, and sell them to the public at 50 to 80 per cent off retail prices.

The proceeds from ReStores support 100 per cent of Habitat for Humanity Greater Vancouver's operating costs, allowing all donated funds to help pay construction expenses.

There are many ways to get involved and help Habitat for Humanity build a better future for those in need. Opportunities include:

• Sponsor-A-Build Day. Habitat for Humanity is looking for corporate sponsors, associations and schools to work on a local build site. Sponsorship funds help pay building costs and the teams feel a sense of pride in their accomplishment and community contribution.

• Volunteer opportunities. Individuals are welcome to volunteer in the ReStores and on build sites. Young people will learn skills applicable to the job market and experienced people enjoy sharing their knowledge and working for an important cause.

• Corporate donations. Companies can sponsor a house (levels available), make a donation, or facilitate employee giving and/or fundraising events.

• Personal contributions: Individuals can host fundraising events, activate online fundraising pages, make monetary donations and leave a legacy gift.

For more information on how to volunteer or donate please visit www.habitatgv.ca. Happy Holidays from Habitat for Humanity Greater Vancouver.







When dropping off items at donation bins, always check to see where the profits are going. Some companies pay only a small percentage to charity, keeping the profits for themselves. The Developmental Disabilities Association, however, redirects 100 per cent of its donation bin profits to programs and services for people with developmental disabilities.

Bin there, donate that

BY TANYA CHEUNG

To most, the donation bins around the city are seen as an end to one's spring cleaning, but to the **Developmental Disabilities Association** (DDA), these bins are life lines.

For more than a decade, donation bins have greatly benefitted 1,600 people with developmental disabilities each year by allowing them access to programs and services that are not funded by the government.

As the number of persons requiring services grows at a rate of six per cent per year, every item contributes to the welfare of people with developmental disabilities.

So where do these donations go?

Items collected from DDA donation bins are sold to its strategic partner, **Value Village**. All profits from these bins are spent or held for the benefit of DDA's clients.

As the first charity in Canada to run this enterprise, DDA focuses its efforts to be socially and environmentally friendly by saving seven million pounds of recyclables going into landfills; a team effort that was recognized by the **Recycling Council of British Columbia**'s MOBI award.

It is unfortunate however, that DDA bins are now being overrun by donation bins run by for-profit companies in the guise as registered, not-for-profit charities.

To camouflage their for-profit intentions, companies pay a small percentage of profits to charities to use their name as opposed to DDA, where 100 per cent of profits are redirected back to programs and services to people with developmental disabilities.

Funding for DDA's programs and services is negatively impacted by these other donation bins.

There are currently no rules or regulations established for donation bin placement and advertising. Donors left with their own due diligence to ensure their donations are benefiting the intended recipients.

Tanya Cheung is communications and marketing manager for the Developmental Disabilities Association. For more information visit www.develop.bc.ca.



Participants show their enthusiasm during the 2011 National Walk to Fight Arthritis in Vancouver. The annual event takes place in more than two dozen communities across Canada. Interested in taking part in 2012? Mark your calendars for Sunday, June 10.

Lending a helping hand

BY NANCY ROPER

The Arthritis Society, BC & Yukon Division, celebrated its 63rd year of providing support to the many men, women and children in B.C. living with arthritis.

In the past year alone, the society helped more than 42,000 people in 72 communities throughout B.C. who struggle with this painful and disabling disease.

We presented more than 300 free public forums, workshops and related educational events, and answered many thousands of questions through our toll-free line and website. Visitors to our four regional resource centres also received valuable info about how to manage their symptoms.

On May 15, the National Walk to Fight Arthritis took place in three cities in B.C. – Vancouver, Victoria and Kelowna — along with 22 more cities across the country. The walk raised more than $170,000 in B.C. to support education, research and advocacy.

Thanks to donor support, 33 children attended **Camp Capilano**, an educational retreat for children and teens with juvenile arthritis, free of charge, and we provided funding for researchers at **The Arthritis Research Centre of Canada** in Vancouver.

None of this would be possible without the generous support of our corporate partners — including Scotiabank and the Certified Management Accountants of BC — as well as individuals, foundations, service clubs and the **United Way of the Lower Mainland**. And of course, we can't forget the dedication and hard work of more than 600 volunteers who teach programs and provide support for the thousands of people who come to the society looking for help each year.

Nancy Roper is Executive Director of the Arthritis Society, BC & Yukon Division. For more information visit www.arthritis.ca.

Developmental Disabilities Association

Host a DDA Clothing Donation Bin

BENEFITS to BIN HOST, COMMUNITY, and ENVIRONMENT

Outdoor mental clothing bin
72"H x 52"W x 41.5"D



Bin Host
Increase foot traffic by offering a bin at your location.

Environment
Reduce, reuse, and recycle! Remove reusable goods out of BC landfills.

Community
Raise funds for programs for people with developmental disabilities.

To host a bin, please contact:
Jason Smith
Donation Bin Manager
604.233.5434
jsmith@develop.bc.ca

Reduce • Reuse • Recycle
www.develop.bc.ca

Help create a better future for everyone touched by cancer.



When you remember the BC Cancer Foundation in your will, you'll be supporting world-renowned research in BC that is shaping the future of cancer care.

Please be sure to use our full legal name:

BC Cancer Foundation
Registration Number:
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BC CANCER FOUNDATION
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1.888.906.2873 | bccancerfoundation.com



Choose a gift and change a life

'Tis the season... to stop stressing about gifts for people in your life who have everything.

United Way of the Lower Mainland's gift catalogue – *Imagine* – provides a new way to help build a better community where we live while giving meaningful gifts to those we care about.

Imagine a Lower Mainland where all children have enough food to eat and more than enough support in their lives. A place where seniors are valued, respected and an active part of the community.

A community where kids have positive role models and know who they are—and where they're going. Imagine giving a gift that can change the future for someone in need, right here in your own community. By giving a gift from this catalogue to a friend, family member or colleague, you can help make that world a reality.

Your contributions on the recipients' behalf will be used to help at-risk children get the best start in life and help isolated seniors stay connected to their communities.

The catalogue, available online at www.imaginegifts.ca features unique gifts ranging in price from $6 and up.

When donors purchase a gift from *Inspire*, they will be sent a card, with an image of the gift purchased to be given to a friend, family member or colleague.

The catalogue provides a way to help underprivileged and at-risk children, families and seniors in 23 communities through the Lower Mainland.

All purchases from *Imagine* are treated like any other charitable contribution and are tax deductible. Gifts purchased online, generate an electronic tax receipt as soon as an order is confirmed.

"The holiday season is a time to believe, to dream, to imagine. A perfect present really can change the future. This holiday season, we at United Way are dreaming bigger than ever, and we want people to dream with us," says **Michael McKnight**, United Way of the Lower Mainland President and CEO.

"Let's imagine a world where loneliness, isolation, bullying, hunger, abuse and poverty do not exist."

United Way of the Lower Mainland is the only organization funding approximately 160 social service agencies to deliver more than 500 prevention-based programs throughout the region.

United Way advances social change throughout Metro Vancouver by engaging the community, advocating for change, acting on the root causes of social problems and strengthening non-profits.

For more info visit www.imaginegifts.ca or www.uwlm.ca.



This summer representatives from Safeway Canada visited a BC Easter Seals camp and presented a cheque for more than $500,000.

Safeway supports Easter Seals BC

BY NIRM BLATCHFORD

"It takes a village to raise a child." Ask any parent and they will agree.

Whether that village is made up of aunts, uncles and grandparents, or if it's made up of teachers, coaches and friends, the end result is the same – people who care.

At Easter Seals BC, we have a village of our own, comprised of many people that help us with the care of our children with disabilities. Our village includes individuals, corporations and the community.

This past year, one member of our village stood out, and that member is Safeway Canada.

Like any great family member, Safeway Canada was there for us in more ways than one.

Families provide financial support, and in the month of April, Safeway Canada spent a whole month campaigning in their stores and raised more than $500,000 to send Easter Seals kids to camp.

Another thing that families do is praise their kids. Once again, Safeway Canada stepped and promoted Easter Seals campers in each and every store across North America. They invited Easter Seals kids into their stores to share their stories and introduced them to their customers.

Families also stop by and say "hi." This past summer, Safeway Canada employees took time out of their busy lives and schedules to spend quality time at Easter Seals camps, getting to know the kids that they've had a hand in helping.

And finally, families help you find work and establish your place in the world. Safeway Canada is a leader when it comes to hiring people with disabilities.

Rather than a hand out, Safeway Canada gives a hand up to people with disabilities by providing them with employment, allowthem to live independently and be active members in the community.

It definitely takes a village to raise kids, and here at Easter Seals, we are very fortunate and honoured that our village includes Safeway Canada.

Nirm Blatchford is director of donor development for Easter Seals BC. For more info visit www.eastersealscamps.ca.

Wildlife Rescue ASSOCIATION

The Wildlife Rescue Association of BC provides a helping hand for more than 3,000 animals a year.



Contact us to find out how we can work together for wildlife.

Tel: 604 526 2747
Email: info@wildliferescue.ca

www.wildliferescue.ca

REGISTERED CHARITY #131373490RR0001

The best present? A second chance

BY CRAIG STEWART

What would you do with people who commit crimes? Depending on the severity of the offence, you may want to isolate them and deprive them of things you and I take for granted.

"They've made their choice," you might say. From the person who violates one too many traffic laws, to the monsters that prey on children, the punishment must fit the crime.

This is true as a starting point, but we are also obliged to consider other things. Most prisoners are released, sooner or later, so we must consider what kind of people do we want them to be after they have served their time. Reformed, humbled and ready to make a contribution to their community? If so, then it's in the interests of that community to support them when they decide to make those important positive changes in their life—changes that can be particularly difficult if they have never been made before.

> If you had no place to live, no job, no prospects and little means, would you not get discouraged?

The **John Howard Society of the Lower Mainland** (JHSLM) has been addressing public safety from this perspective for more than 80 years.

By providing housing, life skills, and community-based support to individuals released from prison, the society helps former prisoners reclaim their lives and value their positive contributions to society, which makes everyone safer.

The harshness of a prison term can make people think about their life choices and prompt them to make changes, but it is only once released that they are faced with the real obstacles to achieving a better life.

People caught up in criminal behaviour often have mental health or substance misuse issues, which, if not managed by the time of their release, may propel them back into a lifestyle that includes criminal behaviour.

This can be a never ending cycle—one that costs taxpayers needlessly, and one which does not contribute to public safety.

Imagine other aspects of this: If you had no place to live, no job, no prospects and little means, would you not get discouraged? And if you had developmental disabilities, is prison really where you should be?

The John Howard Society is there for people who have set out to change their life, and for people who will respond to support, treatment, patience, and encouragement to be what they can be.

By assisting us, people like you can help to maintain the peace and security of our beloved Lower Mainland.

Craig Stewart is manager of community development for The John Howard Society of the Lower Mainland of BC. For more information on the society's services, or to make a donation, visit www.jhslmbc.ca or call 604-872-5651.



Organizing committee members Dennis Magrega, Shelley Johnson and Rusty Goepel show off their bling at the Sept. 29 Baubles for Banting Fundraising Gala. PHOTO: LISA NAKAMURA NGUYEN

Baubles and bling for a cure

The first-ever Baubles for Banting Fundraising Gala held at the flagship store of **Birks** downtown on Sept. 29, successfully raised more than $100,000 for the **Canadian Diabetes Association**.

The organizing committee, led by Dr. **Dennis Magrega** of **Medisys Health Corporation**, **Shelley Johnson** of **SLJ Productions Inc.**, and fundraising committee honourary chair person **Rusty Goepel** of **TELUS Corporation**, brought together doctors, researchers, lawyers, business professionals and concerned citizens dedicated to supporting to people living with diabetes and finding a cure.

A stunning 1.64-carat necklace as a draw prize was a much anticipated highlight of the night along with a fashion show from the **Malene Grotrian** fall-winter couture collection, upbeat tunes from **Hot Wax Mobile Music** and delicious appetizers from **C Restaurant** to match the eye candies on auction.

Thrilling auction prizes included a 2011 Grey Cup VIP package, a golf trip to Palm Springs with Rusty Goepel and **Ken Woods**, chairman of the 2011 Golf Open, a seven-night stay at a luxurious villa in the exclusive gated ocean front community of La Punta, Mexico; and a fabulous couple's escape package that included a two-night stay at the **Sparkling Hills Resort** in Vernon, BC.

Honourable **Wally Oppal**, Q.C., and **CityTV**'s **Dawn Chubai** were the evening's masters of ceremony.

"Our heartfelt appreciation and congratulations to all those who made Baubles for Banting a great success. It is through such generous community and corporate support that we can turn the tide on diabetes," said **Connie Abram**, executive director for Western Canada of the Canadian Diabetes Association.

"In the 90th anniversary year of the discovery of insulin, your generosity allows us to continue to lead the fight against diabetes by helping people with diabetes live healthy lives while we work to find a cure."

Food fight pulls in $40,000 for kids

Variety's second annual *Food Fight! The Battle for Brunch* raised more than $40,000 for children in B.C. who have special needs.

The event was held April 2011 at the **Terminal City Club** and once again brought together some of B.C.'s finest chefs in a battle for attendees' taste buds.

More than 200 foodies sampled each delicious offering and cast their ballots to declare one chef the food fight champ.

It was an incredibly close race but **Yew restaurant + bar** at the **Four Seasons Hotel** in Vancouver came out on top, thanks to their delicious serrano ham and manchego cheese croquette and wild berry cheesecake lollipop.

Over the last year, Variety — The Children's Charity distributed close to $600,000 to families and organizations in the Lower Mainland, thanks in part to annual fundraising events such as the food fight.

For more information visit www.variety.bc.ca.



Making an impact across B.C.

For nearly two years, **ImpactBC** has been partners with **City Reach**, a weekly food bank service providing nutritious, fresh, and mainly organic foods to East Vancouver families in need.

ImpactBC staff are passionate about healthy living and providing individuals with the knowledge and skills to manage their own health care. They were drawn to City Reach's model, where food bank services are supplemented with education on how to prepare healthy foods.

Fundraising and volunteer efforts are led by a committee that encourages creative ways to contribute throughout the year. During tax season, ImpactBC's accountant provided volunteer assistance in preparing and filing tax returns by donation.

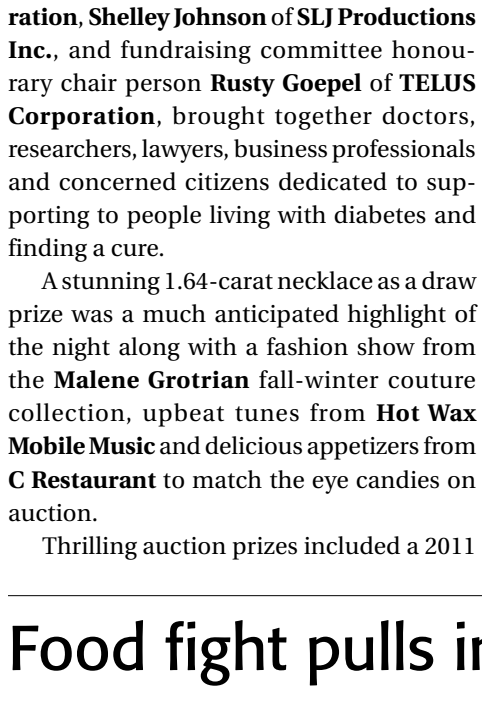
A summer bake sale treated residents of the building to cookies and squares alongside healthy snacks, and a fall raffle-type fundraiser featured donated prizes like deluxe hotel stays and gift cards.

Altogether, $1,275 has been raised and the team is continuously looking for other unique ways to contribute.

"We strive to be a value-driven organization, and social responsibility underlies the work we do – both in health care improvement and our local community," says Joan Hill, executive director at ImpactBC.

"City Reach provides a great service, and we're proud to contribute to their success. It's also been a fun and valuable experience in bringing our employees together for a common cause."

ImpactBC is a non-profit organization working within the health-care system toward quality improvement and positive change. More info at www.impactbc.ca.



November is Diabetes Month.

To learn more about diabetes, volunteer, advocate or donate, please contact:
(604) 732-1331 ext. 250
(800) 665-6526 ext. 250
infobc@diabetes.ca
diabetes.ca

Canadian Diabetes Association

Boys & Girls Clubs of South Coast BC
A good place to be



At Boys and Girls Clubs of South Coast BC,
no one is ever turned away due to an inability to pay.

No one is ever turned away from ...

... our after-school programs,
... our residential wilderness camp, Camp Potlatch,
... our youth and family counselling programs,
... our parent-support and employment programs.

We need your help to keep it that way!

To learn more, please visit: www.bgc-gv.bc.ca
Or please call: 604.879.6554



Vancouver votes

The Vancouver Board of Trade and **Downtown Vancouver Association** partnered on Oct. 25 to present the first major mayoral debate of the upcoming civic election.

Current Mayor **Gregor Robertson** (left) squared off against challenger Coun. **Suzanne Anton** (right) at **SFU**'s **Goldcorp** Centre for the Arts.

The debate was moderated by the *Vancouver Sun*'s **Fazil Mihlar**. Panellists **Iain Black**, president and CEO of The Board of Trade; **Marcella Bernardo**, **CKNW** senior reporter; and **Ken Cameron**, adjunct professor of urban studies at SFU; posed questions to the candidates, ranging from what the candidates "liked about each other," to leadership, transportation, sustainability and bike lanes.

On Nov. 19, don't forget to cast your ballot. For more info on the 2011 election, including a full list of candidate and instructions on how and where to vote, visit *www.vancouver.ca/vote*.

PHOTO: G. HOEKSTRA



Vancouver Community College students Penny Moon (left) and Golnar Khajavi (right) show their Canadian Red Cross rescuer awards, presented to them after they saved a fellow student from choking in the school's cafeteria. SUBMITTED PHOTO

Universal language of saving lives

BY ANDY GREGORY

Call it fate. Call it irony. Call it whatever you like. But from now on, you can certainly call **Vancouver Community College** students **Penny Moon** and **Golnar Khajavi** lifesavers.

Moon and Khajavi, ELSA students at Vancouver Community College, sprung into action in the VCC cafeteria to stop a friend from choking on the very day they had taken the **Canadian Red Cross'**s SmartStart First Aid workshop.

Their efforts were recognized recently with a national Canadian Red Cross Rescuer Award.

"I'm so glad I could save the life of a classmate and dear friend," says Khajavi, a native of Iran.

Moon, who came to Canada from Korea, hopes their actions will inspire more people to help each other.

She says, "My English isn't so good, but this is a human thing, and people are the same everywhere."

The Canadian Red Cross offers multi-lingual injury prevention training to students enrolled in English Language Services for Adults (ELSA) at Vancouver Community College.

> "My English isn't so good, but this is a human thing, and people are the same everywhere."

The goal is to give learners an opportunity to supplement language training with real-life activities and skills that will benefit the community as a whole.

"This partnership between VCC and the Canadian Red Cross helps build citizenship," adds **Dale Hunter**, VCC's dean of language studies.

Andy Gregory works in the marketing and communications department at Vancouver Community College. For more information on the school or its programs visit www.vcc.ca.

The high costs of an unhealthy workplace

BY SHONAGH MACRAE

According to the **Canadian Centre for Occupational Health and Safety**, mental health issues alone cost Canadian employers upwards of $33 billion per year.

Once the costs of other work-health issues are included, such as workplace accidents, the true cost of an unhealthy workplace becomes astronomical.

Understanding that unhealthy workplaces are expensive is the easy part – there are many well-researched statistics to back up this claim.

Understanding why your particular workplace is unhealthy and how to support your employee's using evidence-based strategies is much more challenging.

Deborah Connors, of the **Health Work & Wellness Conference**, recognized this challenge while conversing with her conference attendees.

Connors also recognized that there was no central resource for Canadian employers wanting to improve the health and wellbeing of their employees. And so, the **Health Work & Wellness™ Group** has begun to create this resource.

The group envisioned an online central resource that would help business owners sift through workplace information. It would offer an efficient way to access cutting-edge research and workplace strategies.

In order to bring the initial collection to life, Connors hired **Shonagh MacRae**, a member of **The Vancouver Board of Trade**'s Company of Young Professionals, to research and compile current healthy workplace research and evidence-based strategies.

As a masters student in organizational psychology, MacRae is well-versed in workplace theory and research. She sees the central resource project as an opportunity to apply her learning to help support Canadian employers in creating healthy workplaces.

With research well underway, the Health Work & Wellness central resource is taking shape. It focuses on broad workplace health issue, including leadership, communication and culture, as well as work-life balance and change readiness.

Besides these key research topics, the resource also offers tools and guides to help implement workplace health policies, for example, building the business case in your organization.

Finally, healthy workplaces are showcased in success stories and case studies. The project will give business owners not only understanding and tools, but will also inspire them.

Upon its launch, the central resource will be the first online independent organizational health library in Canada.

For more info visit www.healthworkandwellness.com.

Shonagh MacRae is a research assistant for The Health Work & Wellness Group and a member of The Board's Company of Young Professionals.



Carl de Jong, past-president of the Vancouver Board of Trade's Ambassadors Club, is recognized for his dedicate service by Bill Burns, current club president, and Maria Braungart, director of membership services.

Become an ambassador

Increase the use and potential of your Board of Trade membership

BY WILLIAM BURNS

With more than 100 years as a centre of trade, commerce and travel, **The Vancouver Board of Trade** has contributed greatly to the growth and improvement of business across the Greater Vancouver area.

The Board's focus is to facilitate the interest of its members and promote prosperity and economic opportunity through a greater involvement of social networking in a market system.

And one of the best ways members to get involved and grow their own network is through the **Ambassadors Club**, a membership-driven committee, which elects its own president and executive body.

Board of Trade ambassadors are people who act as intermediates and connectors for first-year members that are unfamiliar with The Board's events and other opportunities for engagement.

As members ourselves, ambassadors are conscientious and understand the needs of other members. We are often very involved and offer some level of service with The Board. All ambassadors have been members for at least one year.

Ambassadors encourage new members by stepping in and becoming engaged. They show new members where to learn more and how to use their membership to its fullest potential.

These services come as duties with calling or emailing introductions, followed by continued contact throughout the first year.

One specific team within the Ambassadors Club focuses specifically on renewal calling. This includes informing members their renewal of membership is near and thanking them for their past and continued support.

Additional duties include meeting members at key functions and events, particularly Members' Orientations, Business after Business™ Tradeshows and Networking Roundtables sessions.

There are many benefits to being a Board of Trade ambassador. Involvement in the program allows gives you a new perspective on how The Board runs, and allows you to provide important feedback.

It gives you a chance to make positive first-time introductions, which in turn lifts your confidence and opens the door to new opportunities.

Through the program you can develop important new relationships. You will be the bridge for new members, as they transition from their first few months of membership.

Doing so can enrich both your personal and professional life. And, in times of economic uncertainty, the importance of social networking has never been more clear.

The Ambassadors Club is presently looking for people who see this level of service and volunteerism as a fitting business practice.

William Burns is a seasoned generative life skills coach who works with people in transition, career enhancement, and professional development. Has been a Board of Trade member for 9 years, is actively engaged with the boards committees, and is currently the president of the Ambassadors Club.

Immigration and investments in the United States

BY DIANE BUTLER

New opportunities for immigration through investment in the United States may be expanding.

The director of the Department of Homeland Security, **Janet Napalitano**, and the director of its agency, U.S. Citizenship and Immigration Services, **Alejandro Mayorkas**, are promoting "a series of new policy, operational, and outreach efforts that will help fuel the nation's economy and stimulate investment by making it easier for high-skill immigrants to start and grow companies and create jobs here in the United States."

Meanwhile, congressman **Zoe Lofgren** introduced the *Immigration Driving Entrepreneurship In America Act (IDEA)*. The efforts to spur foreign investment are gaining interest and some traction.

Currently, the primary investor options that exist are the following:

• E-2 temporary investor visas: Available based on citizenship in countries with bilateral investment treaties with the U.S., including Canada.

• L-1 temporary transfers of executive: Managerial and specialized knowledge personnel to U.S. parent, subsidiary, affiliate or branch offices of foreign entities.

• EB-1 permanent transfer (and green card): For multinational managers and executives from a related company abroad to a U.S. subsidiary or affiliate.

• EB-5 permanent resident status (and green card): For $1 million investment, or $500,000 under some circumstances, with job creation.

Other creative investor options may be available, including the following:

• H-1B temporary status for investors who are employed in professional positions requiring at least a bachelor's degree,

• EB-1 permanent resident status (and green card) for investors with extraordinary ability and at the top of the field of endeavor; and

• EB-2 permanent resident status (and green card) for investors who serve the national interest and create job opportunities.

While the time line for immigration reform is unclear, the sluggish U.S. economy may prompt creative solutions from U.S. lawmakers that present opportunities for foreign investors.

A U.S. immigration stimulus plan that boosts the economy and sparks innovation could have benefit to Canadian enterprises and entrepreneurs seeking access to U.S. markets and resources.

For more information about U.S. immigration options, contact Diane Butler at Lane Powell PC in Seattle at butlerd@lanepowell.com.





Author's vision for the future will stretch minds



{bookreview}

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

It is more important than ever to consider the source when evaluating information coming your way. Many traditional sources of analysis can no longer be trusted as they crumble in the uncertainty and disorientation of our age.

Fortunately, there are some institutes still producing trustworthy research. Canada's own **Fraser Institute**, for example, was ranked number one out of 97 Canadian think tanks in an evaluation done by an independent group at the University of Pennsylvania earlier this year.

The Canadian Century, written by prominent Fraser Institute associates **Brian Lee Crowley**, **Jason Clemens**, and **Niels Veldhuis**, was reviewed in this column last month.

Another trustworthy source is **The Hudson Institute**, which was founded in New York in 1961 by **Herman Kahn**, author of *The Next Four Hundred Years*.

As we move forward, here are some of the big questions we are going to have to face:

Is the world more or less secure than it was fifty years ago? Is violence increasing or decreasing on a global scale? Is war on the increase or is it decreasing?

We have important new information on the state of the globe, as outlined in this next book by **Max Singer**.



History of the Future by Max Singer (Lanham, Maryland: Lexington Books, 2011)

Max Singer, along with Herman Kahn, founded the Hudson Institute to think about the future in unconventional ways. The institute's mission is to promote global security, prosperity and freedom.

I have been attending Hudson Institute seminars since 1970. Much of my thinking about developing alternative scenarios and the importance of international research in policy making comes from my participation with the Hudson Institute.

From this background of research and future thinking, Singer has produced *History of the Future*, a wonderful and broad sweeping view of our positive global future.

The book's basic theme is that we are in the midst of a great transition from traditional (the way things have been since before the 1800s) to modernity. This transition is happening across the globe.

The book's second theme is that the "war system" will no longer be a feature of the future modern word. Singer asserts that there will be no, or very little, war in the future.

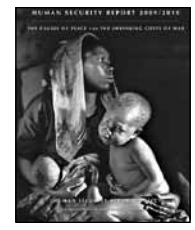
The book's third and final theme is that a prosperous world will be achieved in the next one hundred years. This perspective rejects the view of pessimists who have made a business out of the belief that "the sky is falling."

According to Singer, we will eliminate poverty, tyranny, and war. This transition has been ongoing since 1800, and will take another century to become a reality. Don't be fooled by the blips and bumps along the way.

This book will help people work on real challenges and threats and recognize that today's problems are on the path to becoming part of history. Modernity means freedom, self-government, choice, knowledge, and building cities that provide the foundation for innovation and creativity.

Max Singer's big-picture thinking and long view of history will stretch your mind, as we move from a traditional world to a modern future.

How does this influence us? Imagine the difference in psychology and business outlook depending on our view of the future. We need to get this right if we want to get our business right.



Human Security Report (Oxford University Press, New York, 2011)

Did you know that **Simon Fraser University** is home to the Human Security Report Project?

Andrew Mack is the director of the project. He and his group study the causes of peace and the shrinking costs of war.

The good news is that Mack and his team have found our world is getting less violent. What's more, Mack believes war will likely be phased out as a policy option.

Oxford University Press has just published the most recent report, *Human Security Report*. The central message is one that we all need to hear and be clear about — the system of global security governance that has evolved over the past two decades has the potential to help new generations put an end to war.

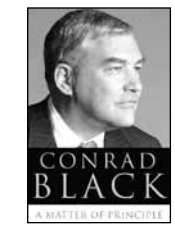
This magnificent report, with graphs and charts, backs up the argument made in *The History of the Future*. International wars have declined. Civil war numbers have declined. This work examines the causes of peace, and the shrinking costs of war, including mortality rates, battle deaths, and collateral damages.

This decrease in violence of all kinds is welcome news and needs to be appreciated by all of us. The progress we have made since WWII in reducing conflicts and violence in all measures is remarkable.

International conflicts are fewer and less deadly. The sharp decline in the number of conflicts being waged around the world has been unheralded, even at the United Nations. And there has not been a single war between the major powers for an unprecedented sixty years, a change of spectacular proportions.

The level of violence in the world is going down. This is a great achievement of our time. Since the Cold War ended, the number of high intensity conflicts around the world has dropped by almost 80 per cent. There is also a decline in costs, a decline in civilian and collateral damage, and a decrease in civil wars.

This is a major contribution to our understanding of the emerging global reality.



A Matter of Principle by Conrad Black (Toronto: McClelland & Stewart, 2011)

You should read this brilliant 575-page memoir by former newspaper magnate **Conrad Black** just to improve your vocabulary.

It will also inform you of the way the flawed justice system and the prison industry functions in the United States of America. Black has done an amazing job in analyzing these institutions.

A Matter of Principle is a demanding and, in some ways, horrifying story of the justice and prison systems. It is both a memoir and a scathing account of a justice system run amok. The courthouse is described as a palace of corruption and hypocrisy.

Black also uses this book to wade into the political issues of our day. His argues that the U.S. "War on Drugs" is a fraud and a failure and should be abandoned, that the prison industry is more threatening than the defence industry, and that sorrow and anguish are being needlessly brought upon the land by the putrefaction of the justice system.

It is a threat to the high purpose and very soul of America, argues Black. This book gives the reader much to ponder.

National British newspaper enters Canadian markets

BY ALEXANDRIA MITCHELL

The *Union Jack*, North America's only national British newspaper, is the latest addition to the print and digital news landscape in Canada.

The paper, which aims to deliver respected British and Commonwealth news, features and entertainment to a broad readership of expats, Anglophiles, Canadians and tourists, will publish its first Canadian edition this month, with a goal of hitting Vancouver and Victoria markets by December 1.

"We've been in print across the United States since 1982 and serve a readership of 300,000 from coast to coast, with an additional 250,000 readers online," says *Union Jack* publisher **Matthew Millar**, a British-Canadian citizen. "That we are expanding into Canada is the culmination of 6 years of work towards this opportunity."

Millar discovered the publication while sailing in California in 2005. It was at that time he laid the foundation for international acquisition and expansion.

"This is an incredible opportunity to capture the largest, most assimilated ethnic market in North America," says Millar. "There is a strong affinity here in Canada towards recognizing our heritage of British culture and maintaining our relationship with the UK. One only has to look at the recent Royal visit to realize how broad of an appeal the British culture is on Canadians of all backgrounds."

In addition to print, Miller says the publication is focused on a long-term strategy to expand its online and social media presence.

"This is a key factor for any print news agency, especially ours given the reach which we have," he says. "Our online readership isn't geographically limited to North America and the future value lies in capturing the online audience and associated advertising revenues."

Miller describes the readership as "loyal," and notes that nearly 71 per cent of *Union Jack* readers patronize the advertisers in the publication.

The *Union Jack* is distributed via direct subscription and in bulk at a variety of targeted pick-up locations, including newsstands, pubs, restaurants, retailers, tourism outfits, hotels, British government offices and business organizations.

For more information on the Union Jack, visit www.ujnews.com or follow on Twitter @ unionjacknews. For distribution, advertising or subscription enquiries contact Matthew Millar at dmmillar@ujnews.com or 604-789-7772.



Matthew Millar, publisher of the Union Jack, North America's only national British newspaper. The paper's first-ever Canadian edition is expected to hit newsstands in Vancouver and Victoria by Dec. 1.

Langara to co-host Vancouver's first Turkish film festival

The **Canadian Turkish Society** and **Langara College Continuing Studies** host the first annual Vancouver Turkish Film Festival on Sunday, Nov. 20.

The festival, which runs from 10:30 a.m. to 6:30 p.m., features a line-up of 12 award-winning films by Turkish filmmakers.

In the last decade, Turkish filmmakers across the world have found new creative direction, making critically acclaimed films.

In addition to the films, the festival will feature a day-long Turkish market with handcrafts, food stands, and a Turkish coffee-making workshop.

For more information or to purchase advance tickets visit www.vancouverturkishfilmfest.com.

Half-million donation keeps ship exhibit afloat

Endowment will help preserve the Vancouver Maritime Museum's crown jewel



The **Vancouver Maritime Museum** is excited and honoured to be the recent recipient of a gift of $500,000 from **John Salisbury** to create a new endowment fund in support of the **RCMP** vessel St. Roch.

As the most significant item in the Vancouver Maritime Museum's collection, and valued at more than $2 million, St. Roch is always in need of conservation and care.

The museum is currently undertaking a survey on the vessel and is preparing a conservation report for future action. The creation of this much needed fund will help the museum ensure that this icon of arctic sovereignty is preserved for future generations.

Part of what makes St. Roch so special is its history. Not only was it the first vessel to sail the Northwest Passage from west to east (1940-42), but it was also the first to complete the passage in one season (1944), and the to circumnavigate North America.

The St. Roch is also special because of the experience she offers. The ship is a unique artefact of arctic endurance, a compelling symbol of human endeavour in a forbidding land, and of ordinary men rendered heroic by unusual and extreme circumstances at the top of the world.

With years of service in the Northwest Territories and the Arctic Ocean, St. Roch provides tangible proof of Canada's sovereign claims to those regions.

The creation of this fund reflects Salisbury's belief that both the history and social fabric of our province is uniquely tied to the water, whether it is the growth and development of B.C.'s economy through one of the busiest ports in North America, or the settlement and service of remote communities through our vast waterways.

Salisbury passed away peacefully on Sept. 23. His generous contributions in his final days to many local and provincial organizations, such as the Maritime Museum, will be appreciated for many years to come.

The Vancouver Maritime Museum's John Salisbury Endowment fund will be open to the public for further donations. Please contact Jana Lyons at 604 257-3096 or email jana@vancouvermaritimemuseum.com.

ABOUT THE SHIP

- St. Roch was built in North Vancouver and served Canada as an RCMP Arctic patrol ship from 1928 to 1950.
- In 1940, St. Roch was ordered to traverse the North West Passage as a wartime demonstration of Canada's northern sovereignty. The long and dangerous voyage took two years to complete.
- In 1944, St. Roch retraced its steps from east to west, making it the first to cross the North West Passage in both directions.
- In 1950, St. Roch travelled from Vancouver to Halifax through the Panama Canal and became the first ship ever to circumnavigate North America.
- After its final voyage in 1958, St. Roch was brought ashore at Vanier Park in Vancouver. It's now the premier exhibit at the Vancouver Maritime Museum.

car2go drives donations for children's hospice

Drive and donate to charity. That's what Vancouver residents are doing when they register for **car2go**.

That's because every $2 annual fee collected by the company goes directly to **Canuck Place Children's Hospice**. And with more than 5,000 members in its first 100 days of business, the year end donation is poised to be a great one.

car2go is an innovative concept that has a pay-as-you-go model, different from many other car sharing programs. The company also has a unique outreach program, in which its members vote on which charity they would like the bi-annual donation to go to.

Robyn Zylstra, community partnerships at Canuck Place Children's Hospice, says the charity relies on donations to cover up to 80 per cent of its operating costs. "With the support of car2go, Canuck Place can continue to provide world-class pediatric palliative care to over 400 children and their families across British Columbia," says Zylstra.

Currently, car2go is offering free registration and 30 minutes in drive time for new **Vancouver Board of Trade** sign ups using promo code BOARD.

For more information visit www.car2go.com or call 778-328-2850.

Connecting.
And Reconnecting.

Introducing the Sauder
Business Club of Vancouver.

The Sauder School of Business congratulates alumni in the Lower Mainland on the successful launch of their new business club.

By alumni for alumni, the Club will create opportunities for graduates to connect with one another, students and the community – leveraging the common bond they share.

We encourage all of our alumni in the Lower Mainland to get involved. Find out more at **www.saudervancouver.ca**
For more information on alumni benefits, services and other clubs in our Global Alumni Network, visit **www.sauder.ubc.ca/alumni**

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Rick Hansen Foundation launches innovative tool

Where's the best place to eat in Vancouver? Or the nearest movie theatre? For most of us, the answer is only a quick web search away.

But for people with disabilities, parents with strollers, and those with mobility aids, the search is more complex. They want to know where they can find accessible places to eat, shop and play.



This year, the **Rick Hansen Foundation** launched its Global Accessibility Map — an easy-to-use online ratings tool that offers the opportunity to submit and obtain reviews on the accessibility of buildings and public services in Vancouver, as well as communities around the world.

Believing that we can all become powerful influencers of change, the Rick Hansen Foundation is inviting Canadians to submit reviews of accessibility in their own communities.

The online tool is available at www.rickhansenglobalaccessibilitymap.com, where visitors are invited to create an account and begin rating venues from a mobility, hearing or sight perspective. Ratings are based on accessibility criteria provided within the tool. At this time, the web-based tool can be accessed by desktop, iPhones, iPads, and devices with Android operating system 2.2 or higher.

The Rick Hansen Global Accessibility Map is the newest innovation of the Rick Hansen Foundation, and aligns with Rick's vision of an accessible and inclusive society where people of all abilities have equal opportunity to participate in, and contribute to, all aspects of their community.

For more information on the work of the Rick Hansen Foundation visit www.rickhansen.com.

Santa's sleigh to follow a new route in 2011

BY GREG HOEKSTRA

Jolly Saint Nick will take a slightly different path through Vancouver this year when he visits the city for the eight annual **Rogers** Santa Claus Parade on Dec. 4.

Parade organizers announced in early November that the parade's route would change for 2011 because the **Vancouver Art Gallery** grounds — which are normally used as a site for family entertainment and food bank donations — will not available this year.

In years past, the parade has travelled east along Georgia St. before turning south onto Howe St. This year, the parade will start at the intersection of West Georgia and Broughton St., travelling east before turning north on Burrard St. The parade will finish at the intersection of Burrard and Cordova.

Entertainment and drop-off locations for food bank donations will be located at **Coast Capital Savings** Christmas Square, on Thurlow St. between Georgia and Melville. Donations can be dropped off anytime between 10:30 a.m. and 1 p.m.

"Our focus is on working with the city to make sure we have a route that can accommodate parade-goers and allow us to raise as much food and funds for the food bank as possible," said parade producer **Robyn Jones-Murrell**.

"We'll be working with the media to let people know about the new route and encouraging families to join us downtown again this year.

"The parade kicks off the holiday season, so we want to get the word out that even though the route is changed the Rogers Santa Claus Parade will be as entertaining as ever."

The festive tradition generally attracts up to 300,000 spectators. It's also one of the city's largest fundraising events for the **Greater Vancouver Food Bank Society**, collecting more than $96,000 and 63,500 pounds of food since 2004.

For more information on the parade, including up-to-date road closure information and a parade route map, visit www.rogerssantaclausparade.com.

Find purpose, find success

By Christina Bianchini

Why is it that no matter what age people are, they are continually searching for their calling?

Through my work helping people, many of them ask, "What is my purpose? What am I here to do?" So why is this so important to people?

In his book, *Living a Life that Matters*, Rabbi **Harold Kushner** shares this revelation from his experiences tending to people in their final days:

"Most people are not afraid of dying; they are afraid of not having lived. What frightens them more is the dread of insignificance, the notion that we will be born and live and one day die and none of it will matter."

I understand this. My calling is like an ache within me, waiting to be fulfilled. It is not for a title at work or a corner office. It is not for a bigger house or a new car. It is my soul's yearning to live a life that matters, a life in which I can share my unique gifts with the world, contribute and leave my mark.

In working with many people who are already achieving great success in their lives, it was in identifying their purpose that they experienced an immediate shift in their level of personal fulfillment. And, in so doing, found a new way to define and measure their success.

Until one is truly connected with their purpose, it is difficult to fathom the kind of life that is possible. It is not uncommon for me to hear people say that even though they are successful, they still feel as if something is missing in their lives, that little "something more" that has somehow eluded them. That something more is personal meaning in life.

So what kind of life do you want to live? How will you leave your mark and contribute your unique identity – the one-of-a-kind, irreplaceable gift that you are to the world? Get connected with your purpose and make 2011 the start of a new level of success in both your personal and professional life.

Christina Bianchini is Vancouver area manager with Excellence Seminars International, supporting individuals and their teams to personal and professional success. Visit www.excellenceseminars.com.

Vancouver Opera aims to warm hearts this winter

Graceful melodies, heart-stirring choruses and a deeply emotional, timeless story combine in **Charles Gounod'**s exquisite version of Shakespeare's tragic R*oméo et Juliette*, on stage for four performances only, from Nov. 26 - Dec. 3 at the **Queen Elizabeth Theatre**.

Famous for its love duets, exuberant party scene and beautiful portrayal of the play's most iconic elements, this **Vancouver Opera** production is a tender, tragic and emotional adaptation of Shakespeare's beloved story.

Making her role debut as Juliette is **Metropolitan Opera** audition-winner **Simone Osborne**. Osborne's soprano has been acclaimed for its "sweet and clear sound, sensitive phrasing and gleaming sustained high notes, by *The New York Times*. This will be her Vancouver Opera début.

Dashing tenor **Gordon Gietz**, last seen on the VO stage in 1996's *Jenufa*, will sing Roméo. Mr. Gietz has been described as "splendid, with a beautiful, sturdy tenor voice touched by the heroic" by the *Edmonton Sun*.

Baritone **Aaron St. Clair Nicholson**, last seen on the VO stage in the world premiere of *Lillian Alling* in 2010, will sing Mercutio. Stéphano will be sung by mezzo-soprano **Julie Boulianne,** who delighted crowds with her portrayal of Cherubino in 2010's *The Marriage of Figaro*. Bass **Peter Volpe** will sing Frère Laurent and baritone **John Avey** will sing Capulet. Bass-baritone **Chad Louwerse** will sing Le Duc and tenor **Antoine Bélanger** will sing Tybalt.

The director is **Allison Grant**, most recently the artistic director at **Theatre Athena** in Waterloo, Ontario. **Jacques Lacombe** will conduct the Vancouver Opera Orchestra and the Vancouver Opera Chorus alongside **Leslie Dala**, associate conductor and chorus director.

Opening night is Nov. 26, with performances Nov. 29, Dec. 1 and Dec. 3. Tickets are available online at www.vancouveropera.ca or by telephone at 604-683-0222.





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To advertise a career opportunity on The Vancouver Board of Trade's website, visit our career opportunity listing page and fill out the online form or email *careers@boardoftrade.com.*

Around The Board

APPOINTMENTS



The **Vancouver Convention Centre** is pleased to announce the appointment of **Craig Lehto** as their new Assistant General Manager (AGM) who will be responsible for overall event operations and service management as well as supplier operations.

Selected from among candidates across North America, Lehto brings with him over 25 years of experience in high performance facility management. This includes the planning and execution of three of North America's largest Olympic Winter Games venues as well as post-games high performance sport and revenue programs.

Most recently, Lehto served as director of sliding sports and venue general manager of the **Whistler Sliding Centre**, the official competition venue for luge, skeleton and bobsleigh at the 2010 Olympic Winter Games.

"We are very pleased to have Craig join our leadership team," said **Ken Cretney,** general manager, Vancouver Convention Centre. "His extensive background and leadership in managing complex facilities while delivering exceptional event experiences are important assets to our organization, as we continue to build our reputation as a global convention destination."

"My family and I fell in love with this beautiful city and province when the Vancouver 2010 Olympics brought us here, and I am very excited to be able to permanently call Vancouver our home," said Lehto. "I'm proud to join this world-class convention centre, working with an incredible team committed to service excellence and environmental sustainability."

The AGM position replaces the role of Vice President, Operations, a position held by **Catherine Wong** who recently retired after 25 years of service.



Philip Barnes has been appointed to the role of regional vice president, Pacific Northwest, and general manager of the **Fairmont Pacific Rim**.

In his three-decade hotel career, Barnes has lived in some of the most sophisticated cities on earth. He has worked for **Shangri-La**, **Four Seasons**, and **Stamford Hotels** in New York, Singapore, New Zealand and Australia, but it was during his seven-year stint in Vancouver that he and his family first felt a sense of belonging and a deep affinity for the community.

It's no surprise then that he's thrilled to be back and excited to take on his new role at the Fairmont Pacific Rim.

"As a hotelier who has transferred with regularity it becomes very challenging to find a place that the entire family call home," says Barnes.

Okabe North America Inc. has announced the appointment of **Robert Pratt**, a hotel industry leader for more than 25 years, as **President of Coast Hotels & Resorts**, responsible for leading the strategic direction, management and growth of the hotel chain's Canadian operations.

Immediately prior to joining Coast Hotels & Resorts, Mr. Pratt was Chief Operating Officer of **Westmont Hospitality Group** in Toronto where he oversaw operations of 160 hotels across Canada operating under 12 franchised brands employing 10,000 people.

"What attracted me to Coast Hotels was the company's dynamic people-focused corporate culture," says Pratt.

A resident of North Vancouver, Robert and his wife of 27 years, Nicky, have two adult children and one teenager.

Robert Pratt is a recreational runner, avid cyclist, skier, snowboarder, and passionate fly fisher. He also has a long history of performing as a singer in musical theatre productions.

Lawson Lundell LLP is pleased to welcome new associate, **Jordan P. Toye**, to the firm's corporate commercial group in Vancouver.

Toye was previously with **Osler Hoskin & Harcourt LLP** in Toronto.

ANNOUNCEMENTS

BC Housing was recognized recently for its commitment to coaching as a leadership strategy, receiving the 2011 International PRISM award at the International Coach Federation's conference.

BC Housing's Leadership Development Program, developed in partnership with **Knightsbridge**, supports a coaching-for-performance culture.

The program was first introduced at the executive level and was soon expanded to include all leaders throughout the organization, increasing BC Housing's pool of skilled leaders.

"This award recognizes our commitment to providing development opportunities for our people," said CEO **Shayne Ramsay**. "Creating a coaching culture has been fundamental in helping us achieve our organizational goals and supporting employees as they carry out our mandate."

BC Housing incorporated coaching into its comprehensive human resources initiative, the People Strategy, introduced in 2007. The strategy aims to develop employees' skills, talent and knowledge; foster the best parts of the organization's culture; help people grow in their roles; reinforce corporate values through rewards and recognition; establish and teach a BC Housing leadership style; and help managers confidently assume their authority and accountability.

BC Housing continues to invest in coaching. Its most recent program, Coach2Coach, has been developed and delivered in-house and is designed to deepen leaders' coaching skills, broaden their leadership perspectives and build a community of practice.

SPOTLIGHT ON...

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

Thirty Years
British Consulate-General Vancouver

Twenty Years
Fulcrum Capital Partners Inc.

Fifteen Years
Federation of Independent School Associations

Ten Years
TSX Venture Exchange Inc.
Firehall Arts Centre
Morrison Hershfield Ltd.
Northstar Trade Finance Inc.
Dan-D Foods Ltd.
Commodore Ballroom
Main River Company

Five Years
Cobra Integrated Systems
Prince of Whales Whale Watching
Working.com & Vancouver Sun Recruitment
The Inn At Laurel Point
Divine Intervention
Global Partners Institute
Langara Fishing Adventures
Real Estate Council of British Columbia
Shepell-fgi
City of Vancouver
Wardrop Engineering
GLENTEL Inc.
Holiday Inn Vancouver Centre
Dominion Macklem Mortgages

Renew early and win

The Board of Trade's early renewal draw winner for September was **Lyall D. Knott**, Q.C., Partner, **Clark Wilson LLP**.

For renewing his membership early, Knott received a $380 gift certificate to **Petley Jones Gallery**.

Renew your membership early and you could qualify to win one of many great prizes.

For more info, contact Maria Braungart, Director Membership Services, at 604-641-1228, 604-640-5472, or by email at mbraungart@boardoftrade.com.



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