



SOUNDING BOARD



THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | AUGUST 2019 | VOLUME 59 / ISSUE 7 | BOARDOFTRADE.COM

Board of Trade releases report on housing affordability

ADVOCACY | New study explores how the federal government can help create more housing options in our region

The Greater Vancouver Board of Trade released a new report this month exploring how the federal government can help improve housing affordability and availability in our region. The report, entitled *More Homes, More Choices*, makes several recommendations to the Expert Panel on the Future of Housing Supply and Affordability, which was announced earlier this year by the provincial and federal governments.

“The lack of available and affordable housing is a persistent challenge facing the Greater Vancouver region. It affects the quality of life of residents and impacts many local businesses, who are finding it increasingly difficult to attract and retain skilled workers due to the high costs of housing,” said Evi Mustel, Vice-Chair of the Greater Vancouver Board of Trade. “In recent years, much of the public debate on housing affordability in the Lower Mainland has focused on the actions of local and provincial governments.



While the federal government’s National Housing Strategy makes meaningful strides, the Board of Trade believes the federal government can unlock more housing — especially rental housing — by using a broader set of tools within their toolkit.”

Four of the Board of Trade’s key recommendations include:

- ◆ Coordinate current federal housing and transit investments and consider additional incentives or requirements to encourage more housing near rapid transit.

- ◆ Make changes to the Income Tax Act to support new rental construction.
- ◆ Explore creative ways to encourage new rental units within existing zoning, such as a tax credit for building new rental units or laneway homes.

- ◆ Double down on efforts to unlock federal lands and the proceeds from federal developments to support regional housing investments.

The report also explores how housing insecurity is shaping our region and highlights some of the rationale for policies supporting home ownership and rental housing.

In the Greater Vancouver Economic Scorecard 2018, our region earned a “C” grade for housing affordability, ranking 12th out of 15 similar jurisdictions around the world. Businesses are reporting that housing is a key challenge in attracting and retaining workers.

The Greater Vancouver Board of Trade believes that if our region cannot provide secure and attainable housing options for residents and prospective residents, the future of our economy and social cohesion will be at risk. **SB**

To read the full report, visit boardoftrade.com/morehomes.



Social strategy

Facebook’s Brian Sencich will give a Small Business Council workshop on how to drive sales through social media

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Increasing diversity

Chair Lori Mathison on the 2019 We For She Conference and other upcoming GVBOT events on diversity

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Expansion plans

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Port receives over \$100M from the National Trade Corridors Fund

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CPHR BC’s President on how the HR industry is changing with the times

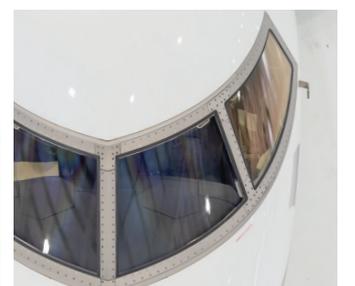
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2 EVENTS AND SPEAKERS

ADVOCACY | GVBOT launches federal election event

2019 VoteLocal survey results will be unveiled on Sept. 16 to the business community and election candidates

In just over two months, Canadians will go to the polls to elect the 43rd Canadian Parliament.

In the lead up to the Oct. 21 federal election, the Greater Vancouver Board of Trade is once again partnering with Mustel Group and Fleishman-Hillard HighRoad to conduct a survey on the opinions of the business community, general public, and candidates in the federal election.

The survey is a continuation of the VoteLocal initiative, which the three groups launched last fall, during the 2018 local elections across British Columbia.

The survey identifies what residents and the business community believe are the top “ballot box issues” heading into the federal election.

Results from this year’s survey will be released at a special breakfast event on Monday, Sept. 16, and will be presented by Evi Mustel, Principal of Mustel Group, and Anna Lilly, Senior Vice President and Partner at Fleishman-Hillard HighRoad.



Following the unveiling of the survey results, candidates from the four major federal parties will have an opportunity to respond and share their parties’ positions on the important economic and business issues facing Canada. We are also very excited to announce that political journalist Richard Zussman from Global BC will join us to lead the on-stage conversation.

Each of the parties will also have representatives at the event, providing a unique

opportunity for candidates from across our region to interact directly with business owners and Members of the Greater Vancouver Board of Trade.

For more information on this event or our federal election engagement strategy, email our Public Policy team at policy@boardoftrade.com. **SB**

Space for this event is limited. Register and reserve your spot at boardoftrade.com/canadavotes.

MARKETING | Tap into the power of Facebook

Small Business Council to host workshop on digital marketing and social media

The Small Business Council is excited to announce a workshop on Sept. 17 featuring guest speaker Brian Sencich from Facebook.

In this interactive seminar, attendees will learn how to utilize Facebook and Instagram as part of their digital marketing efforts. In particular, the event will focus on how to “find, target, engage and nurture” customers online.

Small business owners are invited to attend and learn the importance of social and mobile channels to capture an audience and kick-start the path to purchase. Sencich will share best practices for Facebook and Instagram, including how to identify the right business objective and how to measure the success of an online campaign.

Hosted in partnership with Postmedia Solutions, this event will also cover the power of partnerships to maximize the impact and investment.

Sencich has been working in online advertising for more than 10 years and is currently a Client Partner for Facebook and Instagram, where he strives to



Brian Sencich

ensure businesses of all sizes find the most efficient ways to spend their marketing budget through partnership and optimal solutions. Prior to joining the team at Facebook, Sencich held positions at both Auto Trader and Kijiji.

Facebook currently has 24 million monthly active users in Canada. Don’t miss this rare opportunity to learn how to take advantage of this powerful social media service and grow your customer base. **SB**

Register for this event today at boardoftrade.com/events.

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

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

THURSDAY, AUGUST 22, 2019

Cultivating a Travel Destination of Choice

7:30 – 9:30 a.m.

Pinnacle Hotel Harbourfront
1133 W Hastings Street

Paul Mochrie
Deputy City Manager
City of Vancouver

Chris Peters
Executive Director
Tourism Burnaby

Ty Speer
President and CEO
Tourism Vancouver

Marsha Walden
President and CEO
Destination British Columbia

Community Sponsors: Vancouver International Airport, Air Canada

Presented in partnership with: World Trade Centre

TUESDAY, SEPTEMBER 10, 2019

Leaders of Tomorrow

2018-19 LOT Graduation and New Student Welcome

5:00 – 7:30 p.m.

Coast Coal Harbour
1180 Hastings Street

Kevin Desmond
Chief Executive Officer
TransLink

Signature Sponsor: BCIT Business

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Tuesday, September 17, 2019

Small Business Council

Find, target, engage and nurture customers using Facebook

7:00 – 9:00 a.m.

Fairmont Hotel Vancouver
900 W Georgia Street

Brian Sencich
Client Partner
Facebook and Instagram

Jeff Knisley
Vice President
Sales Western Canada Postmedia Network

In partnership with: Facebook

Presenting Sponsor: Postmedia Solutions

Supporting Sponsors: British Columbia Securities Commission, MNP

CONNECTING FOR CHANGE

WeForShe Conference 2019

Tuesday, October 1, 2019
Vancouver Convention Centre - WEST

Thursday, October 10, 2019

Women’s Health Care Forum Presented by Pacific Blue Cross

7:30 a.m. – 12:00 p.m.

Fairmont Waterfront Vancouver
900 Canada Place

Serena Ryder
Multiple Award-Winning Singer Songwriter and Mental Health Advocate

Title Sponsor: Pacific Blue Cross

Supporting Sponsor: Telus Health

Pillar Partners:



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ECONOMY | YVR marks major construction milestone

International terminal expansion set to open in 2020

Vancouver International Airport celebrated a major milestone earlier this summer with a steel topping ceremony for the expansion of the airport's International Terminal Building, known as Pier D.

The event marked the completion of the structural phase of the building, which remains on schedule to open in 2020. This project is part of YVR's multi-billion-dollar expansion program, which includes 75 projects over 20 years.

"YVR's mandate is to serve our region, connecting people and products to destinations all around the world. We are able to deliver on this thanks to our unique operating model and by being a connecting hub, which encourages passengers from other parts of the world to travel through our airport," said Vancouver Airport Authority President and CEO Craig Richmond. "Connecting passengers create enough demand to support air services that would not otherwise be possible. This directly results in significant benefits — not only more destinations, airlines and choices for passengers but



YVR CEO Craig Richmond speaks at a steel topping ceremony on June 4.

jobs and business activity for the local, provincial and national economy."

Once complete, the expanded terminal will include an additional eight wide body gates, which will enable the airport to support large aircraft including the A380 which has a wingspan of 260 feet. This expansion will help YVR meet growing passenger demand, having welcomed a record 25.9 million passengers in 2018.

YVR's operations — together with tourism and cargo — contribute more than \$16 billion in total economic output, \$8.4 billion in GDP and \$1.4 billion

in government revenue across B.C. Each new flight through YVR creates hundreds of jobs and contributes millions of dollars in economic benefit to the province.

YVR's multi-year expansion plans are made possible due to YVR's unique operating structure. YVR receives no government funding and all profits generated are reinvested back into the airport for the benefit of its customers, partners and communities. **SB**

To learn more about YVR's key projects that will enhance the airport experience, visit yvr.ca/construction.

TRADE | Vancouver to benefit from \$100M in federal funding

National Trade Corridors Fund will support trade-enabling infrastructure

The Vancouver Fraser Port Authority received over \$100 million from the federal government's National Trade Corridors Fund last month to support infrastructure projects that will facilitate goods movement to and from the Port of Vancouver.

"As a Canada Port Authority, our job is to make sure the port is ready to handle Canada's growth in trade, but we are also undertaking a number of projects beyond the port to improve the flow of goods and seek to alleviate the impacts of growing trade on local communities," said Robin Silvester, President and CEO at the Vancouver Fraser Port Authority. "With this federal funding, we are able to take on five new projects that will enable us to continue this critical work."

The five funded projects include three infrastructure projects in Richmond and Surrey to reduce interactions between the community and road and rail activities by building overpasses and making other improvements

in operations. Additional funding will support two studies on how to move goods more efficiently throughout the Lower Mainland.

"We are pleased to have continued recognition from Minister Garneau and the federal government of the important role this region plays in the country's economy," continued Silvester. "We also want to thank the many stakeholders with whom we have collaborated to bring these projects to this stage."

The funded projects were identified in the Greater Vancouver Gateway 2030 Strategy, a strategic plan developed by the Gateway Transportation Collaboration Forum. The forum is an ongoing collaborative effort to ensure the gateway is ready to manage growing trade, and its membership includes Transport Canada, the B.C. Ministry of Transportation, the Vancouver Fraser Port Authority, TransLink, the Greater Vancouver Board of Trade, and the Greater Vancouver Gateway Council. **SB**



Women's Health Care Forum Presented by Pacific Blue Cross

Thursday, October 10, 2019 | 7:30 a.m. – 12:00 p.m.
Fairmont Waterfront Vancouver, 900 Canada Place



Serena Ryder

Multiple Award-Winning Singer Songwriter,
and Mental Health Advocate

Whether it is you, your employees or their families, you need to understand how important it is to invest in the health of women through the workplace.

Learn about the importance of women's health to increase employee engagement, improve hiring and retention, decrease absenteeism, and lower health care costs.

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Supporting Sponsor:



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boardoftrade.com/healthcare2019



Cultivating a Travel Destination of Choice

Thursday, August 22, 2019 | 7:30 – 9:30 a.m.
Pinnacle Hotel Harbourfront, 1133 W Hastings Street

Join us for a presentation on the future of the tourism industry, how it is changing, along with strategies and initiatives for Greater Vancouver that are a result of the thoughtful engagement of numerous stakeholders.

Speakers



Paul Mochrie
Deputy City Manager
City of Vancouver



Chris Peters
Executive Director
Tourism Burnaby



Ty Speer
President and CEO
Tourism Vancouver



Marsha Walden
President and CEO
Destination British Columbia

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ABOUT THE PUBLICATION

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ABOUT THE BOARD OF TRADE

The Greater Vancouver Board of Trade is Western Canada's most active and influential business association. We accelerate business success through our advocacy and public policy initiatives, our four Signature Programs for professional development, and our 100+ events each year, which educate and connect our region's business community. We engage with decision-makers to develop our region as a vibrant hub for commerce, trade, travel, and free enterprise. And we've been doing it with tangible results, for more than 130 years.

MISSION STATEMENT

OUR PURPOSE is to support sustainable prosperity throughout the Greater Vancouver region.
OUR VISION is to be an active, innovative, trusted, credible business organization, known for influencing decision-makers, and educating, connecting with, and engaging our communities.
OUR MISSION is to provide leadership, information and connections, and public policy support that help ensure the Greater Vancouver region is competitive and the preferred Pacific Gateway for trade, commerce, and travel.
WE ARE informed, respectful, principled, collaborative, and professional.

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LEADERSHIP | We must all be champions for diversity

Chair Lori Mathison on the 2019 We For She Conference and other Board of Trade events this fall

BY LORI MATHISON

One of the many reasons why I'm so proud to be a Member of the Greater Vancouver Board of Trade is this organization's long-standing commitment to diversity and inclusion.

For years, the Greater Vancouver Board of Trade has led the charge nationally as one of Canada's most vocal chambers of commerce advocating for increased diversity in the business community and leadership positions.

The reason for this drive is simple — it's because it is the right thing to do. It's the right thing to do from a moral standpoint, to ensure that every Canadian has equal opportunities, and it's the right thing to do from a business standpoint, because it enables organizations to have diversity of thought, to make better decisions, and ultimately, to be more closely connected to their stakeholders.

More than a decade ago, the Board of Trade had the foresight to create the Women's Leadership Circle — an inclusive program with the stated mission of increasing diversity in B.C.'s business community. The program began in 2007 and has since grown into one of the largest women's business groups in the country, regularly hosting events on topics such as unconscious bias, inclusive hiring strategies, and board governance.

Next month, we are excited to announce that the Women's Leadership Circle will help kick-start National Gender Equality Week in Canada on Sept. 23 with a special event and panel



Lori Mathison

discussion on the vital role that men can play as agents for change. This event will explore some of the stigmas and barriers that can sometimes prevent men from becoming advocates for gender diversity and will also highlight initiatives by organizations such as Coast Capital Savings, KPMG, and Stantec.

Just one week later, on Oct. 1, we will host our sixth annual We for She Conference which brings together influencers, business and community leaders, and hundreds of high-school students from across British Columbia for a full day of programming aimed at creating a more equal future.

I have personally been very excited to see this conference grow and evolve over the years. What started as a few hundred people in a hotel ballroom has now grown to 1,500 people at the Vancouver Convention Centre. What's more, the event has expanded far beyond talking about just gender equality, and now talks much more broadly about the need for diversity, including speakers who are transgender activists, mental health advocates, and people

who understand the importance of being champions for diversity.

We have also just confirmed our annual Health Care Forum will return on Oct. 10, this year with a laser-beam focus on women's health and addressing the gender gap that still exists in Canada's health-care system. Our partners at Pacific Blue Cross are very eager to explore this topic and discuss how B.C. businesses can not only help close the health-care gap, but also embrace gender fluidity and create a corporate culture that extends far beyond gender to other forms of diversity.

I believe it is crucial for business organization such as ours to continue moving the dial and push these conversations into the mainstream. Studies have shown that greater diversity in the workplace leads to a marked increase in innovation. In 2018, a McKinsey study looked at more than 1,000 companies in 12 countries and found that firms in the top quartile for gender diversity are 21 per cent more likely to see higher-than-average profits than companies in the bottom quartile. Further, companies in the top quartile for ethnic diversity are 33 per cent more likely to be above average in profitability.

For years, the Greater Vancouver Board of Trade has helped lead the charge and be a vocal advocate for diversity. That's one tradition I am proud to see continue during my year as Chair of this storied institution. **SB**

Lori Mathison is 2018-19 Chair of the Greater Vancouver Board of Trade. She also serves as President and CEO of the Chartered Professionals Accountants of British Columbia.

Monday, September 16 | 7:30 – 9:30 a.m.

Canada Votes 2019

boardoftrade.com/CanadaVotes

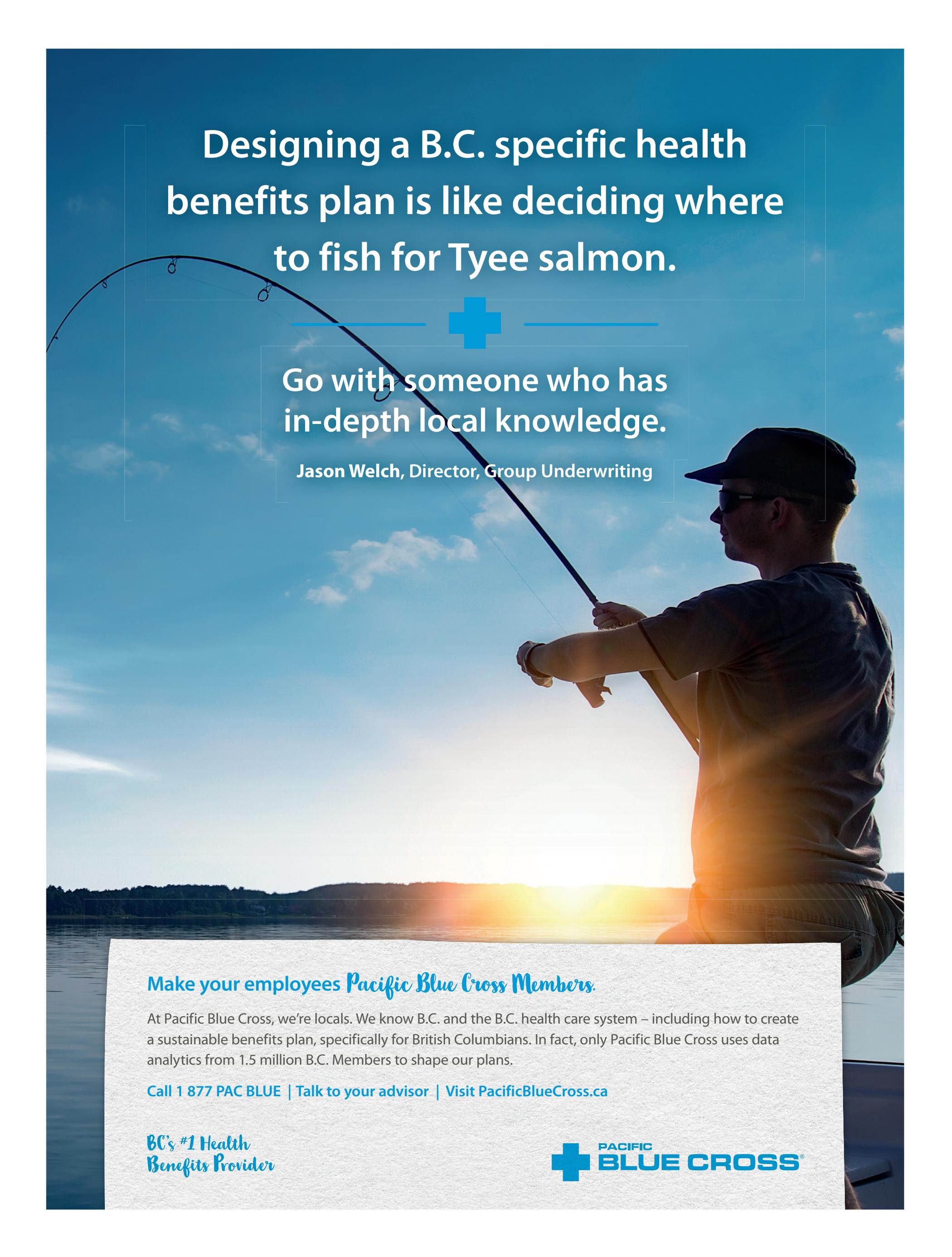
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A man in a dark cap and sunglasses is fishing on a boat. The sun is low on the horizon, creating a warm, golden glow over the water. The background shows a calm lake and distant hills under a clear blue sky.

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



Vancouver Canucks owner Francesco Aquilini (left) and NHL Commissioner Gary Bettman (centre) took part in a special ‘NHL Hotstove’ discussion at the Board of Trade of June 21, moderated by Sportsnet broadcaster Dan Murphy (right). The event helped kick off the 2019 NHL Entry Draft, which took place in Vancouver on June 21 and 22. In their wide-ranging discussion, Bettman and Aquilini talked about the future of the league, innovations in the sport, and celebration plans for the Canucks’ upcoming 50th season. | MATT BORCK



CN President and CEO Jean-Jacques Ruest speaks to Board of Trade Members about his company’s 100th anniversary on June 27. | MATT BORCK



Iain Black was in the hot seat on June 19, as the organization hosted a farewell roast at the Vancouver Art Gallery. Black has now assumed his new role as CEO of Maximizer CRM. | MATT BORCK



The Honourable Shane Simpson, B.C.’s Minister of Social Development and Poverty Reduction, takes part in a Q&A with GVBOT Vice-Chair Mary Anne Davidson at Inclusive Business Forum 2019 on July 5. | MATT BORCK



The Greater Vancouver Board of Trade held its ninth annual Indigenous Opportunities Forum on June 14. One of the standout highlights of this year’s forum was when Crystal Smith, Chief Councillor of the Haisla Nation, sat down for a fireside chat with Stephen Quinn, host of CBC’s The Early Edition. | MATT BORCK



During Inclusive Business Forum 2019, representatives from the Rick Hansen Foundation, SAP Labs Canada, HSBC Bank Canada, and Microsoft shared insights into how their companies created a diversity and inclusivity strategy. | MATT BORCK

Did you know the Greater Vancouver Board of Trade hosts more than 100 speaker events, seminars, and networking receptions each year?

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

EMPLOYMENT | HR stars aligned with changing times

CPHR BC President Anthony Ariganello on the organization's annual awards

BY ANTHONY ARIGANELLO

Between the Internet of Everything and the ongoing automation of much else, a lot has changed about the way we work in the world we live

From evolving and emerging roles, to remote and flexible workplaces, to the employee quest for both meaning and remuneration, business as usual has changed — and arguably for the better. After all, never before has the emphasis on people as the most important asset been such a tangible reality for employers across the board.

What this has called upon is the emergence and recognition of the HR profession as a key business partner in ever-changing times. This in turn has resulted in our own mandate — “to keep people first in the minds of decision-makers” — being taken to heart in increasingly expansive executive circles. On the flip side, HR professionals have grown well beyond the antiquated archetypes of HR's administrative origins to emerge as people-first mindset mentors and business leaders.

Moreover, with the Chartered Professional in Human Resources (CPHR) designation now held by over 27,000 HR professionals and applauded for both its standards and emphasis on the evolved, strategic aspects of the profession, HR is finding a fanbase with employees and employers alike.

As the association that has been driving both recognition and transformation of the HR profession since its inception, nowhere do we see the progress embodied as greatly as in those who bring its highest principles and potential to life. We celebrate them annually and the backstories of all our Rising Stars and HR Professionals of the Year never fail to drive home just how far the people-first mindset has come — and how much further it can take a business.

Consider the impact of our latest Rising Star, Miranda Birkbeck, HR service centre advisor with First West Credit Union in Kelowna. Having already served as an HR technology intern during her studies — as well as competing twice in the HRC West case study competition and volunteering as a student administrator with the



Sheri Hamilton (centre) is presented with CPHR BC & Yukon's Award of Excellence - HR Professional of the Year by Susan Ryan (left) and Anthony Ariganello (right).



CPHR Candidate Miranda Birkbeck (centre) is presented the 2019 Rising Star Award by Susan Ryan and Anthony Ariganello during the recent HR Conference + Tradeshow 2019.

regional CPHR BC & Yukon advisory council — Birkbeck proved an asset since before day one. She also went on to create First West's first harmonized employee referral program, teamed with IT to implement their new application tracking system and transformed the HR service centre experience with myriad technical touches focused on ease of use.

From a brass-tacks perspective, Birkbeck's efforts have shown exponential return, including a time savings of 618 hours annually in HR administration, but her impact on the organization is even larger. A Rising Star in her own right, she also champions the success of others and has been working to enhance First West's awards and scholarship programs, driving

individual development and retention alike.

This is the strategic face of HR in a new era of business.

As similarly embodied by our 2019 HR Professional of the Year, Sherri Hamilton, CPHR, that HR ethos has been at work for some time. As associate VP of HR for the Salmon Arm Savings and Credit Union (SASCU) and a key member of the executive management team for the past seven years, it is interesting to note, again, just how far outside the 'traditional' HR circle Hamilton's expertise has extended.

From transitioning SASCU's member-facing sales staff from specialists to generalists, to transforming traditional switchboard roles into more widely-versed contact centre agents, to co-leading a project to update the member experience by digitizing the credit union's processes and, most notably, adding electronic signatures: Hamilton's expertise is as wide reaching as the body of HR professionals who applauded her efforts at our recent annual conference.

Admittedly, this may not be the HR you know — yet.

It is, however, the HR we all deserve, and business needs most. **SB**

Anthony Ariganello is the President and CEO of CPHR BC & Yukon.

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WORLD TRADE CENTRE VANCOUVER

Friday, September 20, 2019 | 7:30 a.m. - 3:00p.m.
Fairmont Waterfront Hotel, 900 Canada Place Way

World Trade Centre Vancouver is pleased to present International e-Commerce Essentials, a workshop that helps businesses discover, learn, and create an integrated online strategy to drive global sales.

Featured Speaker



Matthew Sicoly
Client Solutions Manager
Facebook

Facilitator



Shane Gibson
Author, Speaker,
Sales Thought Leader

Project Funded By:



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WTCvancouver.ca/ice/events



Gender Equality Week: Engaging Men as Change Agents

Monday, September 23, 2019 | 7:00 – 9:00 a.m.
Fairmont Hotel Vancouver, 900 W Georgia Street

Join us to kickstart National Gender Equality Week with a panel discussion. Experts will share insights on how to engage men as change agents and how organizations can move the needle on gender equality.



Tracey Arnish
Chief Member
Experience Officer,
Coast Capital Savings



Walter Pela
Regional Managing Partner
Greater Vancouver Area
KPMG



Emree Siaroff
Chief Human Resources Officer
Senior Vice President
Stantec



Moderator
Elizabeth Watson
QC
Founder and Leader
WATSON

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boardoftrade.com/changeagents2019

CONNECTING FOR CHANGE

WeForShe CONFERENCE 2019

Tuesday, October 1, 2019 | Vancouver Convention Centre - West

WeForShe.ca

Limited Time Offer: Early-bird pricing ends August 31!

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