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SOUNDING BOARD

THE OFFICIAL NEWSPAPER OF THE VANCOUVER BOARD OF TRADE AND ITS MEMBERS

"We are financially back on our feet, three to five years ahead of plan, and ready to embrace a very exciting future." VBOT Chair Elio Luongo, pg. 6

MAY 2014 • VOLUME 54 • NUMBER 5

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Board hosts black-tie gala

Community leaders celebrated at VBOT's 27th Annual Governors' Banquet and Rix Center Awards

BY CAROLYN PRICE

"To know even one life has breathed easier because you have lived. This is to have succeeded."

As **The Vancouver Board of Trade's** 27th Annual Governors' Banquet and Rix Center Awards drew to a close on April 24, honoree **David McLean** recited this quote by American poet, **Ralph Waldo Emerson**.

The quote helped underscore the purpose of the annual black-tie gala and awards ceremony — which is to recognize some of B.C.'s most successful business leaders, particularly those who have worked to improve the lives of others.

Earlier in the evening, the **Vancouver Police Pipe Band** led an impressive group of head table guests into the ballroom to kick off the ceremony. The highly anticipated event brought together nearly 800 people at the Vancouver Convention Centre. **Jill Krop**, anchor for **Global BC** and **BC1**, served as master of ceremonies for the evening, entertaining the prestigious crowd with her wit and



The Vancouver Board of Trade's Immediate Past Chair, Ken Martin, speaks to 800 guests at the 27th Annual Governors' Banquet and Rix Center Awards on April 24, 2014. Martin was inducted into The Vancouver Board of Trade's prestigious council of governors during the black-tie gala. See page 7 for more photos. **Photo by Sara Borck Photography**

humour.

The event began with some celebratory announcements by The Vancouver Board of Trade's President and CEO, **Iain Black**, and 2013-14 Chair, **Elio Luongo**, who shared news that the organization had grown by more than 1,000 over

the past 12 months — a milestone that very few chambers of commerce in North America can boast.

"A year ago we approved a business plan that targeted securing 650 new members by the end of April 2014 — the most ambitious target in three decades. With new

membership sales tracking to 70 per cent higher than three years ago, I am pleased to confirm that this year we will not only surpass the target of 650, but add more than *one thousand* new members

TURN TO PAGE 6



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Making new waves in ocean research

VBOT hosts a special announcement by the Vancouver Aquarium on May 27

On Tuesday, May 27, **The Vancouver Board of Trade** will host what is being billed as an “unprecedented announcement” regarding the future of ocean research at the **Vancouver Aquarium**.

The announcement will be made by the Aquarium’s President and CEO, **John Nightingale**, during a breakfast event at the Fairmont Waterfront. The event will also include special guests.

For 57 years, the Vancouver Aquarium has led original scientific research to protect the world’s oceans.

The Aquarium has been studying killer whales for more than 30 years, as part of the longest continuous study of killer whales in the world.

As ocean pollution has increasingly grown as a key threat to our oceans, the Aquarium recently launched its new Ocean Pollution Research Program, led

by the only marine mammal toxicologist in Canada.

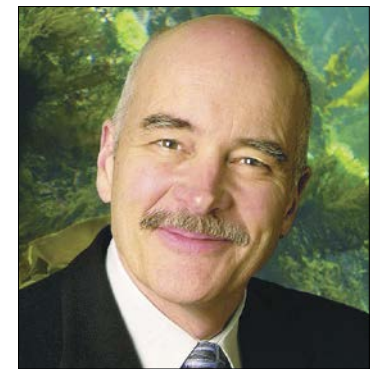
For 35 years, Aquarium researchers have studied and supported the conservation of Howe Sound — a living laboratory that’s home to more than 650 aquatic species, including those not found anywhere else in the world.

Building on these key accomplishments and many more, the Vancouver Aquarium is excited to introduce the next evolution

of its commitment to ocean research during this event with the city’s business community.

On May 27, join Vancouver Aquarium’s President and CEO, Dr. John Nightingale and special guests for an unprecedented announcement and what it will mean for our oceans.

Tickets for this event are now on sale at www.boardoftrade.com/events. For more information on the Vancouver Aquarium, visit www.vanaqua.org.



John Nightingale, President and CEO, Vancouver Aquarium

EVENTS CALENDAR UPDATE

See our full events calendar at boardoftrade.com/events

TUESDAY, MAY 13, 2014

A Conversation with the New U.S. Ambassador to Canada: Bruce Heyman

Presented in Partnership with: American Chamber of Commerce Canada – Pacific Chapter

7:15 – 9:15 a.m.

Bruce A. Heyman, U.S. Ambassador to Canada

Pan Pacific Vancouver
999 Canada Place

Community Sponsor:
The State of Tennessee

TUESDAY, MAY 13, 2014

Let’s Talk Exports 2014

11:45 a.m. – 2 p.m.

Peter Hall, Vice-President and Chief Economist, Export Development Canada

Pan Pacific Vancouver
999 Canada Place

Presenting Sponsor:
Export Development Canada

TUESDAY, MAY 13, 2014

Company of Young Professionals Leadership Forum

5 – 7:30 p.m.

Fairmont Pacific Rim Hotel
1038 Canada Place

WEDNESDAY, MAY 14, 2014

WLC Morning Leader: The Entrepreneurial Mindset

Embedding a Continuous Improvement Culture

8 – 10 a.m.

Lois Nahirney, EVP Corporate Resources, Teekay Corporation

Ravy Mehroke, CEO & Co-founder, Bombay Brow Bar

Krista Schreiber, lululemon athletica, Vice President of Commercialization

Moderator: Darlene Forst, President and Senior Producer, Skydance Entertainment

Vancity Theatre
1181 Seymour Street

Gold Program Sponsor: *TELUS*

WEDNESDAY, MAY 14, 2014

Mining 4 Everyone

11:30 a.m. – 2 p.m.

Karina Briño, President and Chief Executive Officer, Mining Association of British Columbia

BC Mining Week

Vancouver Convention Centre, West
1055 Canada Place

Presenting Sponsor: *PwC Canada*

Supporting Sponsors:
Mining Suppliers of B.C., New Gold Inc., Ausenco

WEDNESDAY, MAY 21, 2014

Networking Breakfast Series: Orientation and Roundtable

7 – 9 a.m.

Renaissance Vancouver
Harbourside Hotel
1133 West Hastings Street

TUESDAY, MAY 27, 2014

New Waves in Research: A Special Announcement by the Vancouver Aquarium

7:15 – 9:15 a.m.

Dr. John Nightingale, President & CEO, Vancouver Aquarium

The Fairmont Waterfront
900 Canada Place Way

TUESDAY, MAY 27, 2014

Small Business Council Meetup: Researching New Markets

5 – 7 p.m.

Renaissance Vancouver
Harbourside Hotel
1133 West Hastings Street

THURSDAY, MAY 29, 2014




Women’s Leadership Circle Networking Reception

5 – 7 p.m.

The Teahouse in Stanley Park
7501 Stanley Park Dr.

TWEET SHEET

What Twitter users are saying about the @BoardofTrade

-  **Karina Eva** @KaRiNa_EvA · May 1
Perfect day for a @BoardofTrade MR at @eatDockside Reconnected w old friends & made new ones #vbot pic.twitter.com/43hNZ2wJnZ
-  **Pangus Kung** @pangusK · May 1
Thanks to @eatDockside and @GI_hotel for hosting Van @BoardofTrade members tonight on your stunning patio. Perfect weather too! #vbot
-  **BoardofTrade** @BoardofTrade · May 1
New @TourismBC CEO Marsha Walden gives her first #VBOT address June 12. Join us for insights on the tourism industry: ow.ly/vRabB
-  **Iain Black** @iainblack_vbot · May 1
Delighted @KitsChamber members voted on Tuesday night in favour of unifying with @BoardofTrade boardoftrade.com/membershipBene...
-  **David Crawford** @dcrawford_VBOT · Apr 30
On May 13 #VBOT welcomes new US Ambassador @BruceAHeyman 2 #Vancouver #CdnPoli #USPOLI boardoftrade.com/events/overvie...
-  **Sarah Summerfelt** @sbear27 · Apr 30
The @BoardofTrade announces it's annual Membership Golf Day at Whistler Golf Club July 4 #networkingonthefairway #VBOT #WlCircle
-  **Austin Nairn** @AustinNairn · Apr 25
Great discussion this morning @boardoftrade #vbot re international trade barriers presented by @cga-canada pic.twitter.com/opitM1yMiL
-  **Mike LoVecchio** @mike_lovecchio · Apr 24
Enough said. @portmetrovan is a deserving recipient of the Rix Center Award for Engaged Corporate Citizenship #VBOT pic.twitter.com/4xLQ9eR53I
-  **Jill Krop** @JillKrop · Apr 24
Last minute preps for #VBOT Governor's Banquet. I'm the fortunate MC who gets to share in the event! pic.twitter.com/wADYkMteHZ
-  **Katherine Bamford** @kbpv · Apr 24
Minister Oliver discussing Canada's success in creating economic conditions for business to flourish. #vbot pic.twitter.com/73Ke5dx1Pu
-  **Iain Black** @iainblack_vbot · Apr 24
"Small business, in particular, is critical to Canada's long term economic success" (fed fin min @joeliver1 @BoardofTrade #vbot #cdnpoli)
-  **Mike Klassen** @MikeKlassen · Apr 23
Epic speech at #vbot — @MissionHillWine owner Anthony von Mandl his 30+ year life as a BC entrepreneur. #bcwine pic.twitter.com/UTYP22XMe8
-  **Lynn Kitchen** @LynnKitchen · Apr 23
"When you hit a roadblock, invent something new. Innovate." Life lesson from an inspirational entrepreneur von Mandl #vbot @BoardofTrade
-  **Vancouver Events Gal** @catherinebarr · Apr 23
Michael Cuccione's parents introducing Anthony von Mandl at #vbot luncheon. Heartfelt. pic.twitter.com/UMfyVj2Fnf
-  **Iain Black** @iainblack_vbot · Apr 22
So proud to help celebrate the career of @MyVancouver's Rick Antonson with 800 people. #class #irreplaceable #vbot pic.twitter.com/9ufk9LyKhj
-  **Austin Nairn** @AustinNairn · Apr 16
Another packed house. Fun, friendly, networky start to the day with 30+ new connections by 9am @boardoftrade #vbot pic.twitter.com/43wdMQvbWK
-  **Become a CPA BC** @goCPAbc · Apr 15
Young #professionals enjoying a chat with our keynote speaker, Diana Chan. #VBOT #CYPprogram #CPABC instagram.com/p/m1KznuN-c/
-  **Lien Yeung** @LienY · Apr 15
@Sfu Pres Andrew Petter talks about labour market need for educated skills & challenge w/access to university #vbot pic.twitter.com/jbC9pD2ZAR
-  **Matt Jacques** @MattJacques · Apr 11
Lucky to have a chance to listen to Justin Trudeau's keynote talk to #VBOT today. #vancouver pic.twitter.com/TdXXMWkg7K
-  **Gloria Macarenko** @CBCGloria · Apr 11
Justin Trudeau gets a standing ovation at the Vancouver Board of Trade #vbot after speech on middle class challenges pic.twitter.com/vhdccz4TPF

What speaker, topic or issue do you want explored? We'll look into it.

E-mail: dcrawford@boardoftrade.com

Register now at boardoftrade.com/events

Join the conversation with hashtag #VBOT



VBOT and Kits Chamber prepare to join forces

The Vancouver Board of Trade will grow by another 550 members following unification agreement

The Vancouver Board of Trade is pleased to announce that the nearly 550 members of the Kitsilano Chamber of Commerce (“KCC”) voted overwhelmingly at their April 29 Annual General Meeting in favour of joining The Vancouver Board of Trade, and the subsequent orderly wind-down of KCC.

Referred to by the KCC board as a “unifying vote,” the decision took place after months of friendly discussions between the two organizations. The Vancouver Board of Trade Board will now work with the KCC’s board of directors to craft a definitive agreement.

“On behalf of our board of directors and all of our membership it is my pleasure to welcome the members of the Kitsilano Chamber of Commerce to The

Vancouver Board of Trade,” said **Elio Luongo**, Canadian Managing Partner, Tax, **KPMG** and 2013-14 Chair of The Vancouver Board of Trade.

“Together, we will build on our long history of collaboration on events and policy, working together to engage all three levels of government on behalf of the Metro Vancouver business community,” Luongo added.

Kitsilano Chamber of Commerce board Chair **Christian Johannsen**, owner of a **Foot Solutions** franchise on West Broadway, was one of the early champions of unification, and said he looks forward to participating on The Vancouver Board of Trade’s Small Business Council.

“The Vancouver Board of Trade is the go-to business as-

sociation in Metro Vancouver, and it stands alone in Canada for its four unique professional development and networking programs, its blended policy development approach, and its robust events lineup,” he said. “In addition, evolving from the Kitsilano Chamber to The Vancouver Board of Trade will immediately deliver a much higher value, and broader mix, of financial benefits to our members than KCC can offer on its own.”

“As the owner of a Westside Vancouver business and Director of The Vancouver Board of Trade I’m delighted to see the Kitsilano Chamber of Commerce membership joining forces with that of The Vancouver Board of Trade,” said **Evi Mustel**, Principal of **The Mustel Group**.

“Both organizations have a strong track record of advocating on the behalf of small and medium-sized businesses, and together we will be even more

affective at representing the Metro Vancouver business community,” Mustel added.

Current members of the Kitsilano Chamber of Commerce interested in learning more about the unification with The Vancouver Board of Trade and the new benefits they are now entitled to can contact **Chris Barry**, The Vancouver Board of Trade’s Director of Membership Services at 604-640-5476 or cbarry@boardoftrade.com.

WWW.CADILLACFAIRVIEW.COM

Port Metro Vancouver recognized for sustainability efforts

Port Metro Vancouver has received recognition for strong sustainability performance by placing fourth in **Corporate Knights’** first Future 40 Responsible Corporate Leaders in Canada ranking. The ranking takes into account 12 indicators to rank top sustainability performers.

“It is fantastic to see recognition of our ongoing focus on sustainability in the way we manage the port,” said **Robin Silvester**, President and CEO at Port Metro Vancouver.

“Balancing growing demand for trade with the need to protect our environment and maintain the quality of life of our neighbours is at the core of all we do.”

“Balancing growing demand for trade with the need to protect our environment and maintain the quality of life of our neighbours is at the core of all we do. It’s a responsibility we take very seriously.”

Port Metro Vancouver’s sustainability work is wide-ranging and award-winning. From shore power and the Northwest Ports Clean Air Strategy, to the Container Truck Licensing System and EcoAction, Port Metro Vancouver is establishing itself as

a leader in port sustainability around the globe.

Port Metro Vancouver was the second port globally (behind Rotterdam) to produce a sustainability report meeting the Global Reporting Initiative’s strict requirements for a B+ Application Level, and is the

first port globally to become a member of the International Integrated Reporting Council, Integrated Reporting Framework Pilot Project. The sustainability report provides an overview of Port Metro Vancouver’s business, including 22 indicators assured by a third party and covering sustainability practices throughout the Gateway.

This work is being increasingly recognized. In addition to the Future 40 ranking, the Port Metro Vancouver EcoAction program was recently endorsed by **Sir Richard Branson’s** Carbon War Room and Aon Hewitt named Port Metro Vancouver to the Canadian Green 30 list.

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SOUNDING BOARD

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As the official publication of The Vancouver Board of Trade, the *Sounding Board* newspaper provides analysis and discussion of regional and national issues facing the business community, along with input from member companies, allowing them to raise their profile in the business community.

Sounding Board is published 12 times per year by Business in Vancouver Media Group in partnership with The Vancouver Board of Trade.

Sounding Board is read by leading business executives and their employees. The paper has a primary circulation of 12,500 and a conservatively estimated total readership of 37,500.

ABOUT THE VANCOUVER BOARD OF TRADE

The Vancouver Board of Trade is Vancouver's chamber of commerce. Since 1887, The Board of Trade 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 of Trade believes that the market system is the only system that works effectively in the allocation of scarce economic resources for efficient and stable economic growth and job creation. The Board of Trade recognizes the imperfections of the market system and supports the need for publicly provided services such as social services, health services and public education. The Board supports the philosophy of less government involvement in the business sector and believes that governments should not do what can be done in whole or in part by the private sector.

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Member at large	Member at large John Nightingale President and Chief Executive Officer Vancouver Aquarium
President and CEO	Iain Black The Vancouver Board of Trade

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Ken Martin, 2012-13 Chair of The Vancouver Board of Trade (left) and Elio Luongo, 2013-14 Chair of The Vancouver Board of Trade (right) at the 27th Annual Governors' Banquet and Rix Center Awards on April 24, 2014. Photo by Matt Borck

The ship is righted, our future bright

BY ELIO LUONGO

The Vancouver Board of Trade has *one thousand* reasons to celebrate this month.

Well, 1,006 reasons, to be exact.

On April 30, as our organization reached the end of our 2013-14 fiscal year, we reached a truly remarkable milestone. Over the past 12 months, we have grown our ranks by 1,006 new members – bucking the trend for most chambers of commerce worldwide, which have been shedding members ever since the dramatic economic downturn in 2008. We know that trend all too well, because we were also a part of it.

Back in January 2012, with a newly minted President and CEO, **Iain Black**, our board of directors set into motion a transformational plan that was focused on three goals. The first: to solve a 10-year decline in membership. The second: to meaningfully re-engage in public policy that affects business in B.C. and prosperity for our families. The third: To restore our very compromised financial state over five years. (As an accountant, I can offer the professional opinion that we were rightfully very concerned with the third one. Our books were in rough shape.)

With the 2013-14 fiscal year now concluded, I can proudly state that we have achieved a small miracle in all three of these areas, which is certainly worth a moment of celebration! We took such a moment on April 24th, when our organization hosted our 27th Annual Governors' Banquet and Rix Center Awards – our annual black-tie gala and fundraiser – at

the Vancouver Convention Centre. (I would encourage you to check out this month's *Sounding Board* cover story for more on that event, or to view the photo spread on page 7 of this month's issue.)

It was at that event that I announced that new membership growth for 2013-14 was tracking 70 per cent higher than three years ago, and that we were on pace not only to surpass our ambitious new Member goal of 650, but that we would exceed more than 1,000!

But we also celebrated successes in the other two areas.

It is clear that The Vancouver Board of Trade has also reclaimed our relevance in the dialogue on public policy at all three levels of government. Our views are once again being actively solicited by media, our Members, and government, on everything from jet fuel pipelines to port labour disputes, from the sustainability of our health-care system to coal exports.

Perhaps most exciting is the fact that I can confirm we have achieved our five year objective of restoring our balance sheet ... in just two years. Let me be clear on this point: as of May 1, our organization is financially firmly back on its feet, three years ahead of plan, and thus are ready to embrace an exciting new future!

As The Vancouver Board of Trade's Chair back in 2012-13, **Ken Martin** had a key role in leading this renaissance, taking the reins of board leadership from **Wendy Lisogar-Cocchia** and, before her, **Jason McLean**, during whose terms the need for wholesale transformation was identified and explored, and a search started for a CEO who could drive it.

Ken is the retired past President and CEO of **Pacific Blue Cross**, and on April 24 we were honoured to induct him into The Vancouver Board of Trade's Council of Governors. (A governor is a lifetime appointment, and the *Council of Governors* is comprised solely of past chairs of The Vancouver Board of Trade.)

During his term as Chair, Ken provided leadership, vision and resolve during one of the most transformational years in our organization's 127-year history. It was undoubtedly a time of profound reinvention, revised priorities and an evolving role for us in British Columbia's business community.

Likely the most visible achievement and lasting legacy of his year as Chair is the creation of the Board of Trade's Policy Council, a body of board directors created to bring focus, structure and transparency to our crucial engagement in public policy. The obvious success that I mentioned earlier (in the policy area) is a direct result of this new approach, and Ken Martin is to be thanked for his vision and leadership.

It was a great honour for us to celebrate Ken's business and volunteer legacy at the Governors' Banquet on April 24, "along with 800 of our closest friends." It was also most fitting that we publicly thanked him on behalf of all our Members (including the 1,006 new ones!) for fulfilling such a leadership role at such a pivotal point in our 127-year history.

It's good to be back.

Elio Luongo is 2013-14 Chair of The Vancouver Board of Trade and Canadian Managing Partner, Tax, for KPMG.

Medication cost control short-lived without better use of pharmacists

BY GERALDINE VANCE

Those of you who attended **The Vancouver Board of Trade's Health Care Forum** in February heard how very difficult it is for governments to manage health care costs while also providing increased access to primary care and improved patient outcomes. It's not a new story, and it's not unique to British Columbia. In fact, the continuous growth in health care expenditures without compromising patient care is a challenge facing policy-makers in jurisdictions around the world. And it's being met with varied degrees of success.

Many governments have addressed it by trying to curtail escalating drug expenditures. While it's true that recent price drops associated with patent expirations for some major prescription medications have reduced commodity costs, potential savings are more than offset by the number of medications being taken, and the growing use of more expensive biologics, a new type of drug treatment.

In other words, it's not the cost of drugs themselves, but the number and types of drugs being prescribed and consumed that's

driving up provincial health budgets.

The **British Columbia Pharmacy Association** believes one way of controlling drug expenditures now and in the future is by making better use of pharmacists' expertise. How this can be done is outlined in our recently-released policy paper, *Facing the Future Together*, which includes six solid recommendations we believe government should adopt to better manage publicly funded drug costs.

We reviewed research from other jurisdictions, and found that countries such as New Zealand and Switzerland are making much better use of pharmacists to manage patient medication regimens. Experience in these countries clearly demonstrates the benefits of integrating pharmacists into the health care team.

Using pharmacists—the medication experts—to help patients take the right medication, at the right time and in the right dose, improves patient outcomes and helps contain costs.

The key is to develop public policies that allow pharmacists to work to the fullest extent of their education and training in close collaboration with stake-



Geraldine Vance, CEO, British Columbia Pharmacy Association

holders across the health care system. The fact is pharmacists' expertise is under-utilized in our health system.

The BC Pharmacy Association does more than say what government needs to do to make this possible: it also commits the Association and its members to a series of actions, ranging from supporting sustainable solutions to working with clinical colleagues to support the development and use of recognized guidelines and protocols that represent the best practices in health care.

Our six recommendations are:

1) That the Government of British Columbia continue to support the expansion of pharmacists' scope of practice to realize the full benefit of pharmacists' education and training.

2) That the Ministry of Health, in partnership with the BC Pharmacy Association, create a joint "Pharmacy Services Committee" with representation from both parties to improve patient care and the professional satisfaction of pharmacists.

3) That the Ministry of Health, in collaboration with other public payers, prepare and publicly release annual consolidated pharmacy expenditures and trends report.

4) That the Ministry of Health support the implementation of the clinical services proposals presented to government by the BC Pharmacy Association in March 2013.

5) That the Ministry of Health,

in collaboration with the BC Pharmacy Association and the Doctors of BC (**British Columbia Medical Association**), establish physician-pharmacist quality circles.

6) That the Government of British Columbia, in collaboration with the BC Pharmacy Association and other relevant stakeholders, update provincial legislation to reflect developments in e-health.

The full report is available at www.bcparmacy.ca/policy.

Until we ensure pharmacists, the medication experts, are fully involved in helping British Columbians to take the right medications, at the right time and in the right way, any benefits of simply controlling the costs of medications will be short-lived at best.

Geraldine Vance is Chief Executive Officer of the British Columbia Pharmacy Association.

The fifth time's a charm

YVR named the best airport in North America – again

Vancouver International Airport (YVR) was named the top airport in North America for the fifth consecutive year by **Skytrax World Airport Awards** in Barcelona, Spain on March 26. This exceptional honour marks only the second time in award history that any airport has earned top ranking five years in a row. YVR also remains one of the world's best airports—and was the only North American airport included in the global top 10.

Known informally in the travel industry as the Passenger Choice Awards, the Skytrax World Airport Awards are the global benchmark of airport excellence. Awards are based on millions of passenger surveys conducted

independently with stringent impartiality.

This year's awards tallied the results of 12.85 million surveys completed by customers of 110 different nationalities at 410 airports worldwide. Surveys measured the travel experience across 39 airport service categories, from arrivals and check-in to security and border clearance processes, as well as shopping, service and dining options.

"To earn a fifth consecutive ranking as the top airport in North America as voted by passengers all over the world is truly a remarkable feat," said **Craig Richmond**, President and CEO, Vancouver Airport Authority. "This award is about more than

just YVR's iconic art and architecture; it encompasses our superior customer care and efficient processes, our shopping and dining options and more. Ultimately, this award is a powerful testament to the commitment of the YVR community – 24,000 strong – to go beyond, every day."

YVR will embark upon a celebration campaign to thank its employees, customers, airlines and business partners. Watch for details about special events, contests and other activities online at yvr.ca or follow the airport on Twitter @yvrairport.

More information on the Skytrax World Airport Awards is available at worldairportawards.com.

VBOT Governor David McLean honoured with Rix Award

CONTINUED FROM PAGE 1

of The Vancouver Board of Trade," said Luongo, to a round of applause.

Luongo also shared insights on some of the organization's policy initiatives over the past year, and formally announced that the organization's financial health has been restored.

"Our approved five-to-seven-year plan of restoring our balance sheet — specifically eliminating our crippling accumulated deficit — has been completed in only two years. Let me be clear: as of next week, we are financially back on our feet, three to five years ahead of plan, and ready to embrace a very exciting future."

Next, Black and Luongo called to stage the evening's guest of honour — 2012-13 Board of Trade Chair **Ken Martin**, for his induction into the Council of Governors — a prestigious group made up of past chairs of The Vancouver Board of Trade.

Martin, the retired past President and CEO of **Pacific Blue Cross**, was commended for overseeing the Board of Trade through a period that was at times challenging, but also aggressively visionary.

"As chair of The Vancouver Board of Trade in 2012-13, Ken provided leadership, vision and resolve during one of the most transformational years in the organization's 127-year history," said Luongo.

"Likely the most visible achievement and lasting legacy of his year as Chair is the creation of The Board of Trade's policy council," Luongo noted. "The obvious success that I mentioned a moment ago, in the policy area, is a direct result of this new approach, and Ken Martin is to be thanked for his vision and leadership."

Following Martin's induction, Black and Luongo moved on to the presentation of the 2014 Rix Center Awards. A special initiative of The Vancouver Board of Trade, the Rix Center was founded in 2008-09 by the late Dr. **Don Rix**.

Each year, the Rix Center presents two prestigious awards at the Governors' Banquet, honouring one individual and one organization that have gone "above and beyond" to improve the greater community.

This year's honourees were **Port Metro Vancouver**, recipient of the Rix Award for Engaged Corporate Citizenship, and David McLean,

Chairman of **The McLean Group**, recipient of the Rix Award for Engaged Community Citizenship.

Port Metro Vancouver was commended by Luongo for its commitment to the highest standards of stewardship towards the long-term wellbeing of customers, employees, owners, business partners, the environment and the broader community.

"Port Metro Vancouver has community investment programs that focus on three areas: Community Enrichment, Education and Training, and Environmental Leadership. One per cent of Port Metro Vancouver's net income is dedicated to initiatives that matter to local communities, and they also co-host an annual Port Community Fundraising Gala that, over the past 14 years, has raised more than \$1.3 million for local charities," said Luongo.

Next, McLean — a past Chair of The Vancouver Board of Trade, past Chair of the **Canadian Chamber of Commerce**, and recently retired Chair of **CN** — was presented with the 2014 Rix Award for Engaged Community Citizenship, in recognition of his support for countless community organizations across Metro Vancouver and B.C.



David McLean, Chairman of The McLean Group, accepts his Rix Award on April 24.

"David has served on many corporate boards, including **Concord Pacific Group Inc.** and **Coastland Wood Industries Inc.** — two firms where he also served as board chair," said Black. "With a lifelong interest in education, David has served on many board and strategic committees of universities in both Canada and the U.S."

"David's environmental, philanthropic and community interests are as diverse as the corporate boards on which he's served, including not only post-secondary institutions, but also commitments to organizations like **Ducks Unlimited Canada**, the **Duke of Edinburgh's Awards**, and the

Vancouver General Hospital and UBC Hospital Foundation," said Luongo.

McLean received a lively tribute by the Board of Trade that included a performance by the **UBC School of Music Brass Ensemble**, paired with a demonstration by the **UBC Thunderbird Men's Basketball Team** — two groups which McLean has a long history of supporting.

It was in his acceptance remarks that McLean cited the aforementioned Emerson quote. The recitation was meant to reflect the values and principles McLean held important throughout his career, but equally served to emphasize the important role the business community can play in improving our city's social fabric.

"To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition. To know even one life has breathed easier because you have lived. This is to have succeeded." — Ralph Waldo Emerson

For more information on The Vancouver Board of Trade's 27th Annual Governors' Banquet and Rix Center Awards, visit boardoftrade.com. Videos from this year's gala are also available at youtube.com/theboardoftrade.



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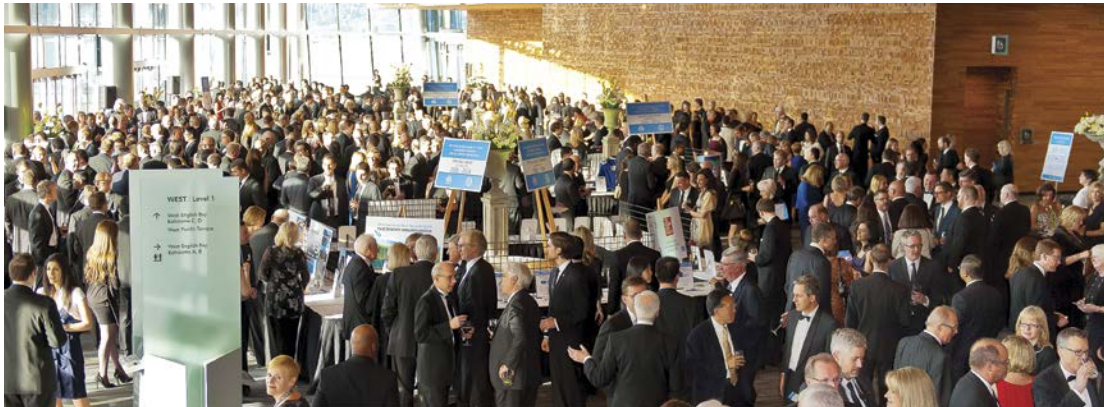
Governors of The Vancouver Board of Trade are joined on stage by current Chair Elio Luongo (second from right) and President and CEO Iain Black (far right).



Musicians from the UBC School of Music Brass Ensemble played a tribute to Rix Award winner David McLean, which was paired with a demonstration by the UBC Thunderbird men's basketball team.

The 27th Annual Governors' Banquet and Rix Center Awards

– Photos by Sara Borck Photography –



Nearly 800 people attended this year's black-tie fundraiser, supporting The Vancouver Board of Trade's programs and policy initiatives.



Guests look over the silent auction tables in the Vancouver Convention Centre foyer.



David McLean (centre), Chairman of The McLean Group, accepts the Rix Award for Engaged Community Citizenship from Chair Elio Luongo (left) and President and CEO Iain Black (right).



Jill Krop, anchor for **Global BC** and **BC1**, served as master of ceremonies for the 27th Annual Governors' Banquet and Rix Center Awards, entertaining the prestigious crowd with her wit and humour.



Duncan Wilson, VP of Corporate Social Responsibility at Port Metro Vancouver (centre), accepts the Rix Award for Engaged Corporate Citizenship on behalf of his employer.

View the full photo gallery at facebook.com/VancouverBoardofTrade



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Around the Board

Photo highlights from recent events and activities

1) Justin Trudeau, Leader of the Liberal Party of Canada, speaks to a throng of Vancouver media following his sold-out keynote address to The Vancouver Board of Trade on April 11. *Photo by Matt Borck* **2)** Federal Minister of Finance Joe Oliver speaks to The Vancouver Board of Trade about 'The next chapter in Canada's economic success' on April 24. *Photo by Pablo Su* **3)** Anthony von Mandl, Proprietor of Mission Hill Family Estate, speaks to The Vancouver Board of Trade on April 23 about his life's journey and his 'impossible dream' of creating a landmark winery in the Okanagan Valley. *Photo by Kim Stalknecht* **4)** Andrew Petter, President and Vice-Chancellor of Simon Fraser University, sits down for a Q&A session with Chair Elio Luongo during an April 15 event on 'Building B.C.'s Knowledge Economy.' *Photo by Pablo Su* **5)** Justin Trudeau at the podium, during his April 11 keynote address. *Photo by Matt Borck* **6)** Head table guests pose with Canada's Minister of Finance, Joe Oliver. From left to right: John DeLucchi, Managing

Partner, B.C. Region, Pricewaterhouse Coopers LLP; Jim Pattison, Chairman and CEO, The Jim Pattison Group; Craig Richmond, President and CEO, Vancouver Airport Authority; Elio Luongo, Canadian Managing Partner Tax, KPMG LLP; and Chair of The Vancouver Board of Trade; Beth Wilson, Toronto Managing Partner, KPMG and Chair of the Toronto Region Board of Trade; The Honourable Joe Oliver; Peter M. Brown, Founder and Honourary Chairman, Canaccord Genuity Corp; and Iain Black, President and CEO of The Vancouver Board of Trade. *Photo by Pablo Su* **7)** From left to right: Gloria Macarenko, host of CBC News Vancouver; Kerry-Lynne Findlay, Canada's Minister of National Revenue; Pat Carney, former Canadian Senator and former Cabinet Minister; Adrian Carr, Vancouver City Councillor and former leader of the B.C. Green Party; and Iain Black, President and CEO of The Vancouver Board of Trade, following an April 4 Women's Leadership Circle panel discussion on women in politics. *Photo by Tyson Jerry*

More photo galleries online at facebook.com/VancouverBoardofTrade

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Experience Vancouver's most unique gala

'Night at the Aquarium' supports conservation, research and education efforts

With the addition of 55,000 square feet of amazing exploration space at **Vancouver Aquarium** this summer, the Aquarium's signature fundraising gala, **Night at the Aquarium**, presented by **PCL Construction Group**, will be an event you won't want to miss.

Taking place on June 19, **Night at the Aquarium** is a celebration of our oceans and raises funds to support the Aquarium's conservation, research and education efforts.

Be among the first to experience the Aquarium's expansive new venue, which will be the stunning backdrop to this year's gala. Vancouver's top philanthropic and corporate leaders will be joined by passionate Ocean Wise chefs, like Executive Chef **Ned Bell** of **YEW Seafood + Bar** and Chef **Rob Clark** of **The Fish Counter**, as they delight guests with personalized culinary experiences.

Guests are invited to bid on unique live and silent auction

items such as an unforgettable fishing and wildlife adventure at **Langara Island Lodge**. You will be whisked away on a charter flight to a luxurious four-night, all-inclusive stay where the best salmon and halibut fishing on a private boat awaits you.

There are also once-in-a-lifetime opportunities such as accompanying the Aquarium's head veterinarian for a day on his weekly rounds to get the clinical low-down on the animals under

his care.

As a non-profit society, the Aquarium's signature gala raises funds for critical programs such as its Marine Mammal Research Program which conducts groundbreaking research on endangered southern resident and threatened Bigg's (transient) killer whales and its Marine Mammal Rescue Centre, which rescues, rehabilitates and releases more than 100 stranded animals a year.

Funds also support national

direct action programs such as its Great Canadian Shoreline Cleanup program which brings together 58,000 Canadians a year to keep shorelines free of litter and its national sustainable seafood program, Ocean Wise™, which helps to protect depleting seafood stocks.

Night at the Aquarium takes place on Thursday, June 19 at 7 p.m. Visit www.nightattheaquarium.org for tickets and help support our oceans.



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Hosting Member Receptions for The Vancouver Board of Trade has been great for growing our business relationships and overall exposure to other Vancouver Board of Trade members. The events create opportunity to showcase your services and build future business alliances.

— Judy Reeves, Owner, *The Edge Cafe and EdgeCeptional Catering*

To find out more about the benefits of hosting a members' reception please contact: Sarah Summerfelt at ssummerfelt@boardoftrade.com.



boardoftrade.com

Cut energy costs with occupancy sensors

BY SARAH SMITH

When it comes to making existing multi-unit residential, institutional and commercial buildings more energy efficient, the prevailing assumption is that reducing consumption requires costly or complex retrofits and upgrades with an often lengthy return on investment.

However, a preliminary study by the **Centre for Energy Advancement through Technological Innovation** demonstrated that installing inexpensive heating ventilation air conditioning – commonly known as HVAC – occupancy sensors could reduce energy bills by approximately 20 to 30 per cent.

HVAC occupancy sensors are widely available and cost as little as \$200 to purchase and install. They work with a building's heating system to ensure that rooms within the building are only heated when occupied, or when temperatures drop below a set point.

The study results estimate that if every multi-unit residential building in B.C. adopted the sensor technology, it would reduce the province's annual natural gas consumption by 1.4 million gigajoules – enough to heat almost 16,000 homes.

If only 10 per cent of those buildings installed HVAC occupancy sensors, they could collectively save enough energy to heat almost 1,600 homes.

FortisBC recently tested these claims with the Burnaby and Delta school districts in an effort to reduce operational expenses so that more money could flow back into the classroom.

During the one-year FortisBC-funded pilot program, we installed HVAC occupancy sensors into classrooms at six schools across the two districts. Eight classrooms (four with occupancy sensors and four without occupancy sensors) were selected to monitor the energy use from April 2012 to March 2013.

Total energy savings was determined by comparing the energy use of the classrooms with occupancy sensors against the classrooms without occupancy sensors.

The results of the pilot were impressive. On average, energy use in the classrooms where occupancy sensors were installed dropped by 32 per cent.

In addition to the 60 sensors provided by FortisBC, the Burnaby school district also invested in a further 75 occupancy sensors. The Burnaby school district itself saved almost \$5,000 (approximately \$37 per classroom) with an anticipated six year return on the total investment.

Based on the results of these two studies, we believe that HVAC occupancy sensors are a cost effective way to reduce energy use for commercial, institutional, multi-unit residential and industrial buildings.

In an effort to encourage commercial and institutional customers to consider this energy saving technology, FortisBC will include HVAC occupancy sensors as a measure eligible for rebates in our commercial custom design program. To learn more, visit fortisbc.com/rebates.

Sarah Smith is Director, Energy Efficiency and Conservation, at FortisBC.

Is 2014 the year of the fiscal dividend?

BY PETER G. HALL

Remember those gloom-and-doom predictions about government finances back in 2011? Pundits were boldly bemoaning a decade or two of hard slogging to turn around swollen debts and deficits.

See the numbers lately? They are melting like ice in an oven. Is the cause some unforeseen anomaly, an unpredictable wind-fall, or did the number-crunchers just get it wrong?

Fiscal finances are fickle. A recession can turn a sizable surplus into an alarming deficit in a heartbeat. In our lifetimes, we are more accustomed to the latter than the former, so the reappearance of red ink has even regular folk fearing we will be swimming in the stuff for some time. It escapes them, as it escaped the 2011 analysts, that the opposite is also true: do the right things, and a deficit can turn into a surplus much faster than even the models predict.

Not convinced? Canadians should know better. Our consolidated debt-to-GDP ratio was heading toward 100 per cent back in the early 1990s, and the



Peter G. Hall, Vice President and Chief Economist, Export Development Canada

ratings agencies became very nervous. Concern booted out an historic political party, gave birth to another, and induced an otherwise inclined political party to embark on the most scathing austerity program we had ever seen. It cascaded from the federal to the provincial level, weighing heavily on growth in a period dubbed the jobless recovery. Doomsayers spoke of a lost decade or more, and yet within a decade, the harsh fiscal measures generated an embarrassment of riches, enabling significant debt-retirement.

Superior fiscal fundamentals drew much post-crisis attention to Canada, but observers missed the austerity lesson: tough medicine gets results, and fast. Without a doubt, economies all over the OECD administered near-lethal doses of cutbacks, often to howls of protest. In the case of Europe, fiscal tightening induced a protracted, six-quarter recession on the heels of the false recovery. Even the U.S., accused of doing little to combat its cavernous fiscal deficit, invoked measures that took almost 2 percentage points away from GDP growth last year. So, has the pain been worth it?

The numbers shout a resounding yes. Most European economies are seeing a significant improvement in their deficit positions. From a budget shortfall that ballooned to eight per cent of GDP in 2009, France is now moving in on the Maastricht target 3 per cent level. The federal deficit in Germany, as much as 2.7 per cent of GDP immediately following the crisis, is now at just 0.5 per cent, and the consolidated balance was in surplus in 2012.

Impressive, but what of the

deeply distressed European economies? The Irish federal deficit was unthinkable double-digit then; last fall, it was under two per cent.

Spain? A deficit at over 10 per cent of GDP is now less than 4 per cent.

“Superior fiscal fundamentals drew much post-crisis attention to Canada, but observers missed the austerity lesson: tough medicine gets results, and fast.”

Get this: Greek red ink was worth 20 per cent of the economy late in 2009; last fall, spending and revenues were balanced. Admittedly, that was a one-quarter wonder, but the improvement is remarkable, sustainable, and closing in on a persistent balance.

This is the stuff of dramatic headlines, but it seems the current appetite for crow is low.

Fiscal hawks were arguably toughest on the U.S. As the top

economy, managing the only real reserve currency, its apparent intransigence had the world on edge. Two back-to-back deficits in 2009-10 then computed at 10 per cent of GDP were seen as unconscionable, but the naysayers were silenced by the 2.5 per cent deficit at the end of last year. Japan, with all its fiscal woes, is neck-and-neck with the U.S. The UK is alone, stuck at an unimproved four per cent since early 2011.

The bottom line? Government finances are generally showing rapid improvement, a payback from the protracted period of penury. It means that in 2014, austerity is all but over. With governments no longer weighing growth down, economic numbers are virtually guaranteed to improve.

Peter G. Hall is Vice-President and Chief Economist for Export Development Canada, a Crown corporation that supports and develops export trade by helping Canadian companies respond to international business opportunities. Hall gives his annual address to The Vancouver Board of Trade on May 13. Visit boardoftrade.com/events to register.



The Vancouver Board of Trade

B.C.'s Place in the Global Economy

Thursday, June 26, 2014 | 11:30 a.m. – 2:30 p.m.



Dominic Barton

Global Managing Director, McKinsey & Company

How does our local identity affect our international competitiveness? Where do we fit in the duality of being local yet global at the same time?

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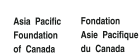
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Friday, June 20, 2014

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2013-14 Chair



Janet Austin

2014-15 Chair

2013–2014 has been an exceptional year at The Vancouver Board of Trade.

Join directors, members and community partners as we celebrate the outstanding year that was 2013–2014 and look forward to new goals and milestones for 2014–2015.

Friday, June 20, 2014

Business Portion: 3 – 4 p.m.

Networking Reception: 4:30 – 6:30 p.m.

Fairmont Pacific Rim — Sapphire Ballroom
1038 Canada Place, Vancouver

boardoftrade.com/events

Social media for professionals

BY MAURICIO ROJAS

It's a fact: In today's business world, social media is an integral part of researching for suppliers, personnel sourcing for human resources departments, and job hunting for professionals.

While there are many social media platforms that can help you build your network, there are two specific platforms that all professionals should use regularly and keep up-to-date: **Google+** and **LinkedIn**.

These platforms can help you build a relevant network and create and exchange information and ideas, which will shape your personal brand as a professional.

Linking with like-minded individuals

LinkedIn is now the most popular professional network in most parts of the world.

People primarily use this network to connect with like-minded individuals from the same profession and explore available opportunities. They also use LinkedIn to identify key people working in their industry, or key employees at a company they want to do business with — as an employee, as a vendor or as a business partner.

People also use LinkedIn as a resume of sorts, to provide details about the people in their professional network, the companies they have worked for, and the capabilities they can bring to the table.

In order to make the most of this social network, be sure to develop your company or personal LinkedIn profile, highlighting your strengths and capabilities.

Once you have a solid profile, build your network. Identify people within your industries of interest and connect with them. Join relevant groups and make your presence felt within these micro-networks.

Enhance your online presence: Google+

Where do we all go when we want to search for information? Google... where else!

No other search engine today comes even close. With that in mind, a strong presence on Google+ is a definite advantage. However, as Google says, Google+ is now more than a social media platform. It has integrated various offerings from the Google stable such as YouTube, Google+ Communities, Hangouts and many more to provide a single window platform that can have a significant impact on search engines.

So, how can you take advantage of Google+? First, start by building a profile page on Google+. While there is no stated preference, there is enough empirical evidence to show that Google does favour content hosted on its products when throwing up search results.

Second, upload content and make it shareable on Google+. The more shares you can manage, the better for your profile — and for your professional brand.

Mauricio Rojas is an internet marketing expert with WSI in Vancouver and a member of The Vancouver Board of Trade's Small Business Council. WSI is the largest internet marketing company in the world with HQ in Canada. He can be reached at mrojas@onlinemarketingwsi.com.

Small Business Council Member Spotlight

Megan Branson, Founder, Olla Urban Flower Project



Megan Branson, Founder of Olla Urban Flower Project. Photo by Juna Photography

BY MICHAEL LOURDES

Olla Urban Flower Project is a socially and environmentally progressive plant and flower shop located at 235 Cambie Street. Founded in 2010 by **Megan Branson**, Olla Urban Flower Project is a socially conscious venture and is dedicated to the importance of building a business that is accountable to the community in which it is located.

The shop is located in a beautiful heritage loft in the heart of Gastown, where they stock a wide array of original designs as well as accommodating custom orders. To gain a better insight into what drives such a unique entrepreneur like Branson, *Sounding Board* sat down with her for an interview.

Q: What is success to you?

Success continues to be a fluid concept that follows the unexpected twists and opportunities of small business ownership. There are small victories daily, like receiving rave reviews from clients, surpassing sales goals, or designing a particularly beautiful arrangement. Larger-scale successes often come when new ideas find the time and resources to take root. Presenting these new ideas to the public is a vulnerable but deeply rewarding practice.

Q: What is one of your accomplishments that you are most proud of?

I am most proud of our progressive hiring policy that offers positive, flexible jobs to folks in the Downtown Eastside that have multiple barriers to employment. We work in partnership with **Raincity Housing and Support Society** to meet people ready to be introduced into the work force. This partnership is crucial to a small business like ours, as we don't have the internal capacity to provide all the necessary HR support.

Q: What do you love about Vancouver?

Vancouver seems like a land of entrepreneurial opportunity. This city has a pretty evolved ecological conscience and understanding of the importance of buying local. This, coupled with shifting employment opportunities, has increased the number of young people looking to

small business ownership as a career option.

Q: What advice do you have for other small business owners?

Build your team. To succeed in small business you must hire people who make your business more creative, more resilient, and more capable than it would be if you could do everything yourself. You'll also need another team for self-care because if you burn out, so does your business.

Q: What charities or causes do you support?

Olla Urban Flower Project supports countless arts organizations and non-profit societies through generous sponsorship. We have also given pro-bono workshops to the **Downtown Eastside Women's Centre**, hosted a local flower market for DTES community members, and advocate for local hiring, local manufacturing, and sustainable production.

Q: What has been your favourite experience with The Vancouver Board of Trade?

I admire the depth and range of programming for their events. These events provide inspiration, information, and opportunities to reach out beyond your own network.

Q: Who is your role model and why?

Oh, I have so many! My role models would be the growing number of social entrepreneurs operating savvy businesses in the Downtown Eastside, such as **Our Community Vintage**, **The Window**, **East Van Roasters**, **Save-On Meats**, **Potluck Catering**, and **Have Café**. This is a group of small businesses that hold social inclusion, community development, and environmental sustainability as central to their operations.

Megan Branson is a member of The Vancouver Board of Trade's Small Business Council, which works to understand the trends, forces and issues impacting small businesses and develop programming and policy to address these issues. For more information, visit boardoftrade.com/SBC. For more on Olla Urban Flower Project, visit ollaflowers.ca.



ABORIGINAL OPPORTUNITIES FORUM 2014

BUILDING SUSTAINABLE ABORIGINAL RELATIONS

Wednesday, June 18, 2014

7:15 a.m. – 2 p.m.



Breakfast Keynote: 7:45 a.m.

Bill Gallagher

Lawyer, Author, *Resource Rulers*

Session 1: 9:15 a.m.

Intercultural Presentation

Session 2: 11:00 a.m.

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Learning the keys to change management

Company of Young Professionals members get a valuable lesson in strategic planning

BY SHAN SHAN FU

Strategic planning and change management is a billion-dollar industry. Management consultants get paid top dollar to help companies develop and implement change.

On April 15, **Diana Chan**, Chartered Professional Accountant and Senior Vice President of Human Resources and Corporate Secretary at **Westminster Savings** presented to members of **The Vancouver Board of Trade's** Company of Young Professionals program. This session provided under-35 members with insights into the key elements of a successful strategic plan, including how emerging leaders can contribute to planning discussions and become a change agent within their organization.

Chan defined strategic plan-

ning as assessing what we do, for whom we do it, and how we excel. Change management was defined as an approach to transitioning individuals, teams, and organizations to a desired future state. She then pulled from experiences at **Ernst & Young**, **Basketball BC**, and **lululemon athletic** to identify key success factors for both.

Chan said a good strategic plan includes rigorous analysis, clarity, adaptability, and the ability to execute. Successful change management requires self awareness, an understanding of your environment, strong social capital, and excellent communication, she added.

Chan said that understanding barriers to change has been a key learning in her career. For example, developing a new compensation model is easy, she said, but telling someone that you



Diana Chan, Senior Vice President of Human Resources and Corporate Secretary at Westminster Savings, speaks to members of The Vancouver Board of Trade's under-35 program, the Company of Young Professionals, on April 15. Photo by Noravera Visuals

plan to change the way they get paid strikes at the root of their emotions.

Another example Chan shared was around organizational culture, which she called the "monkey parable." In this story, monkeys are sprayed with a fire hose each time they try to climb

a ladder to reach for a bunch of bananas. Eventually, the monkeys stop climbing the ladder and prevent one another from doing so. Gradually, each monkey is replaced with a new monkey who, despite never being sprayed by the hose, is taught by other monkeys to not climb the ladder.

Chan said the monkey parable illustrates that change is innately difficult for our animals, including humans. As a result, tact and communication are the keys to becoming a "change champion."

The event was sponsored by the **Canadian Professional Accountant Canada**, a national organization established to support the unification of Canadian accounting professions chartered accountants, certified management accountants, and certified general accountants. To learn more, visit cpacanada.ca.

Shan Shan Fu is an account director at Graphically Speaking and a member of the Company of Young Professionals (CYP), the under-35 program of The Vancouver Board of Trade. Learn more about the program – including how you can get involved – at boardoftrade.com/CYP.

The Vancouver
Board of Trade

Welcome to some of our newest members

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Leadership loves company

Top business apps for young professionals

BY CHRIS PETERSEN

With the increased proliferation of smart phones and the emergence of high-tech apps, the business world has been forever transformed. The biggest advantage is that communication and collaboration are now easier than ever, and are reasonably inexpensive. As an up-and-coming young executive, here are a few apps you should be using daily.

CamCard

You have more important things to do than transpose business card information into your phone contacts. Download this business card scanning app and let your mobile device do all the work for you.

LinkedIn

LinkedIn is like Facebook for professionals, and it's an excellent tool for expanding your network. This social network is also the first stop for companies and recruiters when they're hiring, so if you're on the job hunt, you need to be on LinkedIn.

Evernote

This app is an indispensable personal digital assistant. It stores everything from notes, text and photos to articles and

lists – all synced across your devices and completely searchable. Never forget about meetings or lose track of ideas ever again.

Dropbox

Storing data in the cloud gives you the ability to share documents with your team and access them from any computer or mobile device. Files automatically synchronize when they are updated, so everyone always has the latest version.

WhatsApp

Keep in contact with your business associates anywhere, anytime. WhatsApp gives you worldwide texting and group chats to share messages, pictures, videos and even voice memos. Collaboration has never been easier.

Flipboard

Staying up-to-date with current events leads to better business decisions, and you'll spot threats and opportunities early on. FlipBoard allows you to aggregate your favorite social networks, news outlets, publications and blogs to produce a personalized digital magazine.

Chris Petersen is a BCIT student and member of The Vancouver Board of Trade's Leaders of Tomorrow (LOT) mentorship program. Learn more about the program at boardoftrade.com/LOT.



Chris Petersen

You're on the same team... ...but are you shooting at the same net?

BY ANTHONY TAYLOR

Let's say you're the CEO of a business and I asked you how you measured success. What answer would you give me? Now, imagine if you asked your staff the same question. Would they give you the same answer?

You wouldn't judge the success of your marketing team with the same metrics you use for finance or human resources. The question is, how do you get everyone on your team to measure success in terms of the organization.

Put another way, how do you get everyone aiming for the same goals, so you can get your organization to where it wants to be, faster?

In my experience as a strategic planning facilitator I've found that people are guided by their own interests: the things that bring them success, the things that present challenges for them on a daily basis, and the resources that they need for their functional teams.

Your challenge as a CEO is to line up the vision you have for your company, with the work that your staff are doing on a daily basis.

Here are some tactics you can use, to

get your team on the same page.

Communicate the vision. Ensure everyone in the organization knows where you're headed, and why he or she comes in to work every day.

Set clear priorities. Set five priorities for what you want to see out of your organization over the next quarter, so your people know what the key focus is.

Communicate. Communicate your vision, communicate your priorities, and foster communication within departments. When challenges arise, the faster everyone knows about them, the faster they can be addressed.

Before your next planning meeting, ask yourself, are the goals of my functional teams

inline with the goals of the organization? Is everyone on my team implementing the same strategy? Is everyone on my team aiming at the same net?

Anthony Taylor is chair of the events committee of The Vancouver Board of Trade's Small Business Council, and principal consultant at SME Strategy Management consulting. For more information on the Small Business Council including how you can get involved, visit boardoftrade.com/SBC.



Anthony Taylor

The Vancouver Board of Trade

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Lead and live big: Become the ultimate executive

BY LISA MARTIN

What does it take to thrive at the top levels of business?

When I say “thrive,” I mean something beyond mere success and survival. I’m talking about living up to your biggest potential at work and in life.

Most people who reach executive status make a single strategic error that limits their excellence. They rely on the old, tried-and-true talents that brought them to glory in the first place.

As a top gun you need to do something radical: you need to let go of some of your most prized talents so you can focus on new, executive-level functions.

Does this seem obvious? Simple?

Maybe so. But an extraordinary number of executives cling to old behaviours and work patterns. And they’re usually fully unaware they’re doing it.

Being an executive means having the luxury — and responsibility — to be a long-term, visionary thinker. A strategist. You get to step beyond the everyday nuts and bolts of the business and play in the realm of

ideas and possibility. Because of this, your impact has the potential to extend beyond the reaches of your company, to your community and industry. And, if your ideas are grand enough, your impact can stretch to all corners of the globe.

“Being an executive is about exercising emotional intelligence, letting others shine, and making the biggest contribution you can within your company and beyond.”

Soak that in. With this level of influence you can do great good for those around you, or you can do great harm. Weigh this with every choice you make, and be aware of the legacy you want leave.

Being an executive is about exercising emotional intelligence, letting others shine, and making the biggest contribution you can within your company and beyond.

After 15 years of leadership coaching, I can tell you with certainty that people who get shunted to the bench, demoted or fired from executive jobs are those who are unwilling to embark the major personal change it takes to excel at this level.

Don’t let this be you.

Executives that thrive are conscious of their impact on other people. They are caring about their community and the world, and dedicated to their organization and its people. They are respectful of other people’s skills, talents and autonomy. And finally, they are aware of when to speak and when to listen.

Ask yourself if you’ve truly mastered executive-level skills. Do you know how to dance with time? Create a coaching culture? Think expansively? Plan for greatness?

As a member of the Women’s Leadership Circle Advisory Council, a signature program of **The Vancouver Board of Trade**, I’ll be sharing a series of articles about maximizing your performance as an executive to help further our mandate to elevate women in business. I hope you’ll join us over the course of the next few months.



Lisa Martin

Lisa Martin has made it her mission to help companies keep and cultivate rising leaders. She is the creator of the Lead + Live Better™ programs, a leadership coach, speaker, and bestselling author of Briefcase Moms. Her latest book Lead Advanced: 6 Skills to Be The Ultimate Executive will be available in June.

WLC Member Spotlight

Laurence Lemay, Senior Manager, Market Development, Ferus Inc.

How do you define success?

I define success as a continuous balancing act between your professional goals and personal ambitions.

What do you like most about your business/profession? What do you like the least?

My role primarily consists of being a catalyst for change in the energy industry by bringing natural gas to the mainstream. It is extremely stimulating being part of this transformation and working with passionate individuals. However, when you are at the forefront of change, it may occur at a pace slower than you would like it to be.



Laurence Lemay

Are you currently working on any unique projects?

In collaboration with our partners, we are offering natural gas solutions to companies in the rail, mining, marine and oil and gas sectors, and building Canada’s largest LNG Merchant plant.

What advice do you have for others in business?

“You never know...”

Never underestimate or overlook a business card – you never know how you can be helpful to someone and vice-versa. Successful deals often happen with connections that may seem irrelevant at first. Some people call it karma, others

luck...I call it good business practice.

Who is your role model and why?

I have had the privilege to be mentored and coached by outstanding individuals from whom I learned a great deal. But learning more about exceptional women, such as **Madeleine Albright** and **Louise Arbour**, both fearless pioneers and driven individuals, has also been a source of inspiration.

What has been your favorite experience with The Vancouver Board of Trade and the Women’s Leadership Circle?

Having the opportunity to sit at the same table alongside some of Vancouver’s most influential and inspiring women through the WLC Advisory Board and various WLC conferences.



Mining 4 Everyone

Wednesday, May 14, 2014 | Vancouver Convention Centre, West
11:30 a.m. – 2 p.m.



Karina Briño

President and Chief Executive Officer, Mining Association of B.C.

Join us on Wednesday May 14, as the Mining Association of British Columbia’s President and CEO, Karina Briño, delivers her address. As part of BC Mining Week 2014, Briño will speak to CIM delegates and Vancouver’s business leaders about the important role of the mining industry on the economy and B.C. communities.

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