



B.C. BUDGET EARNS AN 'A' GRADE ON ANNUAL REPORT CARD

Business groups applaud new Commission on Tax Competitiveness

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SOUNDING BOARD



THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | MARCH 2016 | VOLUME 56 / ISSUE 3 | BOARDOFTRADE.COM

A contemporary new look for our publication

The latest evolution of Sounding Board complements our new logo and identity

BY GREG HOEKSTRA

Today we are excited to introduce the new and improved Sounding Board. Over the past few months, our team at the Greater Vancouver Board of Trade has been working with a group of graphic designers at Business in Vancouver to give this publication a more vibrant,

colourful, modern appearance. Led by Jim Emerson, Creative Director at Glacier Media Group, this new format was developed to improve readability and reader engagement through cleaner design, tighter typography, and more vivid imagery. The redesign coincides with the renaming of our organization and unveiling of our new logo, which officially took place March 3 (see page 4).

First published in 1960, Sounding Board has a long legacy of documenting the work of the Greater Vancouver Board of Trade, serving as an archive where history has been recorded for 56 years.

Inside this month's issue you will observe the use of four key colours, each of which is borrowed from our new logo. These four colours represent the four

core areas of our organization today – membership, advocacy, events, and programs.

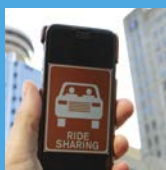
We have also rolled out several features that will be standard in upcoming issues, including insights into our recent public policy work (pages 6 and 7), updates from our Signature Programs (pages 10 and 11), and a monthly Q&A with one of our board directors (page 5).

We hope you enjoy the new design and will continue to reach for your copy of Sounding Board inside Business in Vancouver, or flip through the digital version at boardoftrade.com/soundingboard. SB

Greg Hoekstra is Communications Manager for the Greater Vancouver Board of Trade and editor of Sounding Board. He can be reached at editor@boardoftrade.com.



For 56 years, Sounding Board has been distributed to businesses across the Lower Mainland. Pictured above are issues of the publication from 1968, 1987, 2011 and 2015.



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CITIZENSHIP | Canada's continuing story of immigration

Federal Minister speaks to regional business community March 18

Canada's Minister of Immigration, Refugees and Citizenship, John McCallum, will speak to our region's business leaders on March 18.

At an event hosted by the Greater Vancouver Board of Trade, McCallum will discuss the role of immigration in our society and how it can contribute both socially and

economically to our country.

The story of immigration is inseparable from the story of Canada. Whether newcomers arrive as refugees, family members, or economic immigrants, they are an integral part of the Canada we know today.

In addition, family reunification and economic immigration are vital for Canada's success

and prosperity, making this not just a moral issue, but an economic one.

McCallum was appointed as Minister of Immigration, Refugees and Citizenship in November 2015. He was first elected to the House of Commons in 2000.

McCallum has previously served as Minister of National Defence and as Minister of Veterans Affairs.

In July 2004, he was appointed Minister of National Revenue and Chair of the Expenditure Review Committee by Prime

Minister Paul Martin.

Before entering politics, McCallum was Senior Vice President and Chief Economist of the Royal Bank of Canada.

He is the author or co-author of eight books or monographs, and has written on fiscal and monetary issues, comparative macroeconomic performance of OECD countries, Canada-U.S. economic integration, and other economic issues. **SB**



The Honourable John McCallum

Register for this event online at boardoftrade.com/events

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

TUESDAY, MARCH 15, 2016

Emerging Business Opportunities with India

11:30 a.m. – 2 p.m.

Fairmont Hotel Vancouver
— Pacific Ballroom
900 West Georgia Street

Vishnu Prakash

High Commissioner of India to Canada

SPECIAL SPEAKER

Chef Vikram Vij

Chef, Co-owner,
Vij's Group of Companies
Un-appointed Ambassador of Indian Cuisine

PANELISTS

Geoff Chutter, President and CEO,
WhiteWater West Industries Ltd.

Joanne Curry, Vice-President,
External Relations, Simon Fraser
University

MODERATOR

Jas Johal, Director of
Communications, BC LNG Alliance

Event Partner:

Canada-India Business Council

WEDNESDAY, MARCH 16, 2016

Networking Breakfast Series: Orientation and Roundtable

7 – 9 a.m.

Pinnacle Hotel Harbourfront
1133 West Hastings Street

FRIDAY, MARCH 18, 2016

Minister of Immigration, Refugees and Citizenship

7:15 – 9 a.m.

Coast Coal Harbour Hotel
1180 W Hastings St, Vancouver

Hon. John McCallum

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Refugees and Citizenship,
Government of Canada

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MONDAY, MARCH 21, 2016

Rekindling the Relationship: Japan-Canada Chambers Council

9 a.m. – 4:30 p.m.

Fairmont Pacific Rim
—Star Sapphire Ballroom
1038 Canada Place, Vancouver

SESSION ONE

Room to Grow: Seizing new opportunities

AFTERNOON KEYNOTE

Derek Burney, OC

Senior Strategic Advisor to
Norton Rose Fulbright
Former diplomat and Chief of
Staff to Prime Minister Brian
Mulroney

SESSION TWO

Investing in Japan's regions

SESSION THREE

Building relationships that last

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The Japan Chamber of Commerce
and Industry, Canpotex

THURSDAY, MARCH 31, 2016

RCMP 2016: Policing and national security in the 21st century

11:30 a.m. – 2 p.m.

Four Seasons Hotel Vancouver
— Park Ballroom
791 West Georgia Street

Bob Paulson

Commissioner, RCMP

TUESDAY, APRIL 5, 2016

China and Other Emerging Economies: Risks and Opportunities for Canada

11:30 a.m. – 2 p.m.

Fairmont Hotel Vancouver
— Pacific Ballroom
900 West Georgia Street,

Carolyn Wilkins

Senior Deputy Governor,
Bank of Canada

TRADE | India's High Commissioner to Canada to address Board of Trade



High Commissioner Vishnu Prakash will speak March 15 about how B.C. companies can take advantage of explosive growth in India.

BY GREG HOEKSTRA

The High Commissioner of India to Canada, Vishnu Prakash, will speak to Greater Vancouver's business community this month about business opportunities in one of the world's fastest-growing economies.

On March 15, Prakash will deliver a keynote to the Greater Vancouver Board of Trade, in which he'll outline how B.C. companies — particularly those based here in the Pacific Gateway region — can capitalize on India's rapid growth and bustling economy.

On pace to become the world's most populous country by 2025, India presents a "once-in-a-generation" business opportunity, particularly in areas such as infrastructure development, information technology, and R&D.

What's more, the country's growth is being accelerated by the government's Smart Cities Mission of urban renewal, which aims to develop and modernize 100 cities across India, providing significant opportunities for firms across the globe.

Following his keynote presentation, Prakash will be joined on stage for a panel discussion with local business leaders, which will delve deeper into the opportunities with India.

Prakash assumed office of the High Commissioner of India in Ottawa in March 2015. One month later, he handled the landmark visit of Prime Minister Narendra Modi to Canada.

Prakash, a gold medalist in law, first joined the Indian Foreign Service in 1981. Over the next 25 years he held varied assignments in Moscow, New Delhi, New York, Vladivostok, Tokyo, Islamabad and Cairo.

In 2006 he was appointed as Consul General of India in Shanghai and in August 2008, as the Official Spokesperson of India's Foreign Ministry, when he was on Prime Minister's delegation for all overseas tours. Immediately prior to assuming his post in Canada, he served as the Ambassador of India to Seoul, where he was bestowed a prestigious Ambassador of the Year award. **SB**

Registration for this event is now open at boardoftrade.com/india

Is there a speaker you'd like to hear from or topic you'd like explored?

Make a suggestion at boardoftrade.com/suggest

Register now at boardoftrade.com/events

ECONOMY | B.C. Budget 2016 earns an 'A' on annual report card

Board applauds debt reduction measures and new tax competitiveness commission

BY GREG HOEKSTRA

The Greater Vancouver Board of Trade, representing thousands of businesses across the region, assigned an overall grade of "A" to the 2016-17 provincial budget last month, based on the government's commitment to disciplined spending, paying down direct operating debt, and improving B.C.'s tax competitiveness.

"Balancing the budget for a fourth year in a row – while other provinces grapple with debt, deficits, and economic uncertainty – is an accomplishment that gives the business community reassurance that B.C. is on the correct course," said Iain Black, President and CEO of the Greater Vancouver Board of Trade.

"Economists across Canada are predicting that B.C. will lead the country in economic growth this year. It's clear that is not by coincidence. The government's commitment to

strong fiscal management in recent years, as demonstrated in today's budget, positions our province to remain ahead of the pack for years to come."

Members of the Board of Trade's Government Budget and Finance Committee attended the annual budget lockup in Victoria on Feb. 16, where they received an advanced copy of the budget and assessed it based on four criteria.

The criteria were originally submitted to Finance Minister Michael de Jong in a detailed letter last fall, along with recommendations for the government.

"This year's budget has delivered on a number of our requests to the provincial government," said George Kondopulos, Partner, Tax at KPMG and Chair of the Board of Trade's Government Budget and Finance Committee.

"We were particularly encouraged to see fiscal discipline in light of the continued economic uncertainty seen elsewhere in Canada and the world, the



Iain Black, President and CEO of the Greater Vancouver Board of Trade, speaks to reporters at the B.C. Budget Lockup in Victoria on Feb. 16. | GREG HOEKSTRA

establishment of a commission on tax competitiveness, and proposed changes to the property transfer tax to start addressing housing affordability."

"The government has aggressively tackled its direct operating debt (or "credit card" debt), reducing it by almost 80 per cent over the past 10 years. At the current rate, its estimated direct operating debt could be completely eliminated by 2020," added Black.

In addition, B.C. boasts a low debt-to-GDP ratio of 17.4 per cent, which is exceptional when compared to other Canadian provinces that are ballooning upwards to 40 or 50 per cent.

The Greater Vancouver Board of Trade also joined other business organizations, including the BC Chamber of Commerce, in applauding the announcement that B.C. will establish a new Commission on Tax Competitiveness, with a goal

of modernizing our current sales tax.

"Keeping taxes competitive is crucial for our small business Members across Greater Vancouver, and it will help us continue to attract new jobs and investments to B.C.," said Black. SB

Read our full report card and analysis of B.C. Budget 2016 online at boardoftrade.com/bcbudget2016.

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As the official publication of the Greater Vancouver Board of Trade, *Sounding Board* provides analysis and discussion of regional and national issues facing the business community, along with input from Member companies, allowing them to raise their profile in the business community. *Sounding Board* is published 11 times per year by Business in Vancouver Media Group in partnership with the Greater Vancouver Board of Trade.

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

ABOUT THE GREATER VANCOUVER BOARD OF TRADE

The Greater Vancouver Board of Trade is Vancouver's chamber of commerce. Since 1887, the Board of Trade has been an active proponent of business in the Vancouver region. The World Trade Centre Vancouver is the international division of the Greater Vancouver Board of Trade and is affiliated with more than 300 WTCs worldwide.

OUR MISSION STATEMENT

The Greater Vancouver Board of Trade works in the enlightened interest of its members to promote, enhance and facilitate the development of the region as a Pacific centre for trade, commerce and travel.

OUR BASIC PRINCIPLES

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

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IDENTITY | Forging ahead with energy and momentum

2015-16 Chair Tim Manning on the Greater Vancouver Board of Trade's new name and logo

"The need to move increasing numbers of people quickly and efficiently from place to place throughout an area of some six to eight hundred square miles is not something which can be solved by any one agency. It must be tackled on a regional basis, with all affected jurisdictions co-operating." – *Sounding Board*, September 1968.

After nearly 130 years of dedicated service to businesses across the region, our organization has adopted a new logo and name – the Greater Vancouver Board of Trade.

This new identity was introduced March 3 during a special event with Harvard Business School Professor Michael Porter, arguably the globe's leading expert on business strategy and – among other things – the importance of innovation in an ever-changing world.

Just prior to Mr. Porter's lecture, I had the honour of standing on stage in front of more than 600 business leaders to unveil our new logo, which we have been working on since our Members voted overwhelmingly to change our name back in January. In doing so, we culminated an incredibly exciting journey of self-exploration and evolution over the past few months, which has been nothing short of historic.

It has been 29 years since our logo was last updated. Back in 1987, The Vancouver Board of Trade adopted a formal crest to mark its centennial year – a crest that we continued to use up until last week. The crest, pictured at right, was created by Foster &



This new identity better reflects our public policy work, our fundamental belief in the power of collaboration, and the diversity of our Members throughout Greater Vancouver.

Tim Manning

Associates Design to represent Vancouver's heritage.

Below is a quote from the May 1987 issue of *Sounding Board*.

"A crown and dogwood symbolize British Columbia, the city's mercantile history is represented by an anchor and fish symbols. Forest resources are expressed by spruce boughs, while the future of the city as an international trading centre is shown by the globe and the sail

roof of the World Trade Centre Vancouver."

Our new logo, which you will also see above, adopts a more vibrant, dynamic, colourful, and contemporary look, which reflects our momentum, evolution, and forward-looking focus at this point in our history.

Developed by local design firm Myron Creative, the new logo features bold, interwoven lines that form the shape of a "V" – intended to represent the connected and inclusive nature of not just our organization, but the Greater Vancouver business community.

"A sense of strength, energy and confidence is implied," wrote the graphic designer in a note to our board of directors. "The logo is slightly asymmetric, or on an axis, thus reinforcing a sense of forward motion or a positive outlook on the future. The typography is clear, precise, measured and very approachable."

Overall, our new logo represents a 21st century organization that is ambitious, progressive, and inclusive.

We are very excited to introduce this fresh new identity, because it better reflects the public policy work that we do in the region, our fundamental belief in the power of collaboration, and the diversity of our Membership throughout Greater Vancouver. **SB**

Tim Manning is 2015-16 Chair of the Greater Vancouver Board of Trade. He also serves as Regional Vice President, Commercial Financial Services at RBC Royal Bank.

Watch the video about our new name and logo at [youtube.com/theboardoftrade](https://www.youtube.com/theboardoftrade).



GREATER VANCOUVER
BOARD OF TRADE

The Vancouver Board of Trade's crest (above left) was first introduced in 1987, to mark the organization's 100th anniversary. On March 3, 2016, the organization adopted a new name and logo (above right).

Missed last month's *Sounding Board*?

Read past issues online at [boardoftrade.com/soundingboard](https://www.boardoftrade.com/soundingboard)

LEADERSHIP | 'Cheerful attentiveness solves many problems'

Board of Trade Director Anne Giardini shares her thoughts on writing, work ethic, and the future of Greater Vancouver

Describe what you do in 10 words or less.

I advise clients and companies, write books and confer degrees.

Where is your hometown and how do you feel it shaped you as an individual?

I lived in Toronto, Ottawa, England and France, and moved to B.C. at 18. Vancouver is my true hometown. Vancouver was a different place in 1978. We have grown up and learned together. People rave about Vancouver's weather and scenery, but what I love about it is the people.

What was your first job?

I worked at a bakery in Ottawa when I was 17. In my fourth week there, the owner got down on his knees, took my hand, and said: "You're a hard worker. Let's get married." My children love this story. By the way, I didn't marry the baker.

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

My parents were up for anything. I never heard the words

"I'm too tired" or "I don't have time" or "I don't feel like it." They were positive, encouraging, adventurous, and fun to be around. They were the best possible examples of how to approach life.

Why did you join the Greater Vancouver Board of Trade?

Alignment. The Greater Vancouver Board of Trade sponsors great ideas. I love great ideas. The Greater Vancouver Board of Trade is committed to the community. I am committed to this community.

What makes Vancouver a great city?

Its people. Its universities. Its long history dating to well before the formal creation of the city, its dynamic, confident present, and its promise to be one of the most interesting cities of the future.

How will the Greater Vancouver region be different 10 years from now?

We will be home to more people, who will need to collaborate to



Anne Giardini, Chancellor, Simon Fraser University

solve problems such as housing, the movement of people and goods, and the exchange and development of ideas. We will have worked out how to live more lightly in the environment.

What is your creative outlet?

In addition to articles and papers on ethics, legal issues, aboriginal rights, and other topics, I wrote a weekly column for the *National Post*, 1999-2002, contributed to the bestseller *Dropped Threads*, Random

House, 2001, and have published two novels: *The Sad Truth About Happiness*, HarperCollins/Fourth Estate in Canada, the UK, the US and Australia, 2005, and *Advice for Italian Boys*, HarperCollins, 2009. Together with my son Nicholas, I've edited a book of my mother's writing advice, *Startle And Illuminate*, Random House, 2016.

What is your favourite vacation spot?

My favourite vacation spot is anywhere I can be away from email and with my husband. We go most years to a little stone house in Burgundy that my parents bought years ago. If one or more of our three (grown) children join us, the vacation is even better.

What are three books that made an impact on you, and why?

From the stories of Alice Munro, I learned that short stories can be as deep, rich and wide as a novel. From the novels of Jane Austen, Barbara Pym and Muriel Spark, I learned that writing about women's lives can contain razor edges. From the novels and stories of Nicholson Baker, I learned of the power of relating unmediated personal experiences.

What was your favourite school subject growing up, and why?

I adored chemistry. I liked the orderliness of the periodic table, and the ways in which elements and molecules could combine, changing their characteristics. I enjoyed getting chemical equations to balance. SFU's chemistry department has a lovely periodic table quilt – www.sfu.ca/chemistry/about/quilt – that I like to visit now and then.

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

Cheerful attentiveness solves many problems, and almost never makes them worse.

What does a perfect day look like to you?

Work, writing, reading, yoga, family, friends, service to a cause. The proportions can vary widely, but any day that contains all of these is a very good one. **SB**

The Greater Vancouver Board of Trade is fortunate to have 36 of our region's top executives and business leaders on its board of directors. For more information on these exceptional individuals, visit boardoftrade.com/directors.



Edelman Trust Barometer 2016: How trusted is your CEO?

Thursday, March 10, 2016 | 11:30 a.m. – 2 p.m.

Pan Pacific Vancouver, 999 Canada Place, Vancouver



John Clinton

Chair, Edelman Canada

The 2016 Edelman Trust Barometer will explore trust and the CEO. How can CEOs build trust, and thus be better prepared to lead their organizations?

Mr. Clinton's keynote will be followed by an expert panel discussion with local media, business and academic influencers about what the Trust Barometer means locally.



PANELLISTS:

Mike Killeen, CTV News

Lisa Kimmel, Edelman Canada

Jessica McDonald, BC Hydro

Daniel Skarllicki PhD, University of British Columbia

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ON THE MOVE | Searching for innovative transportation options

Board of Trade recommends B.C. embrace ridesharing and modernize taxi regulations

BY GREG HOEKSTRA

A new paper by the Greater Vancouver Board of Trade recommends the Government of British Columbia introduce new regulations that would pave the way for ridesharing across the province, while also launching a review of the Passenger Transportation Act and overhauling regulations to enable the traditional taxi industry to be more competitive.

The report, which was submitted to the government last month, argues that the Greater Vancouver region is in desperate need of new and innovative transportation options, as it grapples with congested roadways and crowded public transit.

"It's becoming clear that our residents want more transportation options, and as a result, so do municipal governments across the region," says Iain Black, President and CEO of the Greater Vancouver Board of Trade. "The time has come to modernize our provincial regulations, adapt to the changing world around us,

and embrace innovative new transportation options such as ridesharing."

The report points to a recent survey that found 70 per cent of Lower Mainland residents are in favour of allowing ridesharing services to operate in B.C. and notes that the municipalities of Coquitlam, Port Coquitlam, Port Moody and Langley Township have all come out in favour of ridesharing in recent weeks.

In light of that, the paper makes the following four recommendations to the province:

- Establish a provincial regulatory framework which introduces ridesharing and provides residents with greater access to safe and reliable passenger transportation options.

- Review and update taxi regulations to enable the industry to effectively compete against new services and provide consumers with the benefits of a more competitive ride-for-hire market.

- Modernize provincial regulations and harmonize municipal regulations to remove unnecessary red tape and establish a regulatory regime which fosters



The Greater Vancouver Board of Trade has released a research paper recommending the provincial government allow ridesharing services such as Uber to operate in B.C. | GREG HOEKSTRA

innovation and competition, while safeguarding public transit.

- Direct ICBC to consult with stakeholders in developing insurance products suitable for part-time and flexible vehicle-for-hire work and is applicable to both the taxi and ridesharing industries.

"We are at a crucial intersection. We need to begin reducing the number of vehicles on our roadways, and the best ways to accomplish that is to invest in public transit infrastructure and embrace innovative transportation

options," says Black.

Black notes that Greater Vancouver is currently the largest metropolitan area in North America that doesn't allow ridesharing services such as Uber, Lyft, and Blablacar — services that are proliferating in other markets across Canada, the U.S. and Europe.

"Greater Vancouver is now one of the most heavily congested regions in North America, and that comes with a high price tag to our economy," says Black. "Studies estimate congestion costs our

regional economy upwards of \$1.4 billion every year. Our hope is that innovative transportation options such as ridesharing can help us reduce congestion and move people in a safe and efficient manner, before our economy is stalled even further." **SB**

Greg Hoekstra is Communications Manager for the Greater Vancouver Board of Trade and editor of Sounding Board.

Read the full report online at boardoftrade.com/ridesharing.



Resiliency in the Digital Age: Cyber Security Summit

Monday, April 18, 2016 | 7:15 a.m. – 2 p.m.

Sheraton Wall Centre Vancouver, 1088 Burrard Street, Vancouver

The Greater Vancouver Board of Trade is bringing together experts in cyber security to explore the threats facing business in the digital age. As the internet expands exponentially, it is increasingly urgent for industry to maintain resiliency in the face of cyber threats.

MORNING KEYNOTE: Ray Boisvert, ISECIS. Cyber and Insider Threats: Understanding the complexity, velocity and business impact.

SESSION ONE: Cyber Warfare: Arming Yourself

SESSION TWO: Cyber Security as a Competitive Advantage

AFTERNOON KEYNOTE: Andy Liuzzi, Edelman.

Hacking, Hijacking and Heresy: The New World Order

boardoftrade.com/cybersecurity



Inaugural Address

RCMP 2016: Policing and national security in the 21st century

Thursday, March 31, 2016 | 11:30 a.m. – 2 p.m.

Four Seasons Hotel Vancouver, 791 West Georgia Street, Vancouver



Bob Paulson

Commissioner, RCMP

Join us for Commissioner Bob Paulson's inaugural address to Greater Vancouver's business community as he outlines the RCMP's strategy for dealing with criminal activity and threats to our national security.

He will also discuss the evolution of police services and how the RCMP plans to meet challenges facing Canada on the international, national, provincial, and municipal levels — including the 150 municipalities, 600 First Nations communities, and three international airports served by the RCMP.

Don't miss this opportunity to hear from Commissioner Paulson about how the RCMP is working to keep our businesses, communities, and families safe in a volatile world of rapid change.

boardoftrade.com

DOING BUSINESS | Advocating for a regional business license

12 Lower Mainland chambers of commerce join forces to call for regional business license

BY AARON ROBINSON

In an effort championed by the Greater Langley Chamber of Commerce, the Greater Vancouver Board of Trade is working in collaboration with twelve other chambers of commerce and boards of trade to advocate for the introduction of a regional inter-municipal business license (IMBL).

This license will complement the other 4 IMBL programs that already exist in the Lower Mainland: the Fraser Valley, Metro West, Tri-Cities and North Shore.

Any business working in multiple jurisdictions knows the complex financial and administrative burden encountered when complying with the many layers regulation. It takes staff time, fees, and constant education to keep up with the varying bylaws across the 22 municipalities across Greater Vancouver.

The IMBL programs that currently exist allow mobile businesses in construction or construction-related industries

to operate in multiple municipalities with one license. In the Tri-Cities, the license applies to any business that operates across municipal boundaries.

When municipalities across the Lower Mainland act in concert to coordinate their regulations and reduce administrative burden on industry, it doesn't take long to see the tangible benefits.

Over the past two years that these programs have existed, local governments are reporting increased licensing compliance, reduced administrative burden, improved information flow between local governments, and increased ability to monitor compliance. Residents are benefiting from increased choice and consumer confidence in service providers. Businesses are saving time and money while expanding their markets. By developing one business license stretching from Hope to West Vancouver, we can compound these benefits.

Earlier this month, members of the chamber network involved in this initiative fielded a survey regarding the IMBL program.



The Greater Langley Chamber of Commerce is leading the charge in calling for a new inter-municipal business licence, which would benefit companies currently operating in multiple communities.

Coordinated efforts like these are crucial to our region's economic prosperity



More than 80 per cent of the respondents to that survey were supportive of expanding the program.

In response to this overwhelming support, this group of thirteen chambers of commerce and boards of trade will be asking their respective municipal councils to implement an additional regional IMBL program for the entire Lower Mainland.

Coordinated efforts like these

are crucial to our region's economic prosperity and continued collaboration with our chamber community and our local municipalities will make Greater Vancouver a better place to do business. SB

Aaron Robinson is Senior Policy Advisor, Greater Vancouver, for the Greater Vancouver Board of Trade and Public Policy Advisor for the Tri-Cities Chamber of Commerce.



Monday, April 11, 2016 | 6 - 9:30 p.m. | Vancouver Convention Centre — West | 1055 Canada Place Way, Vancouver



Council of Governors Inductee

Janet Austin
CEO, YWCA Metro Vancouver



The Rix Award for Engaged Community Citizenship

David Podmore
O.B.C., MA (Esc.), D.TECH. (HON.),
MCIP (RPP), FRI, RIBC
Chairman and Chief Executive Officer, Concert Properties Ltd.

The Rix Award for Engaged Corporate Citizenship



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PHOTO HIGHLIGHTS | Snapshots from recent events and activities at the Board of Trade



BC Hydro President and CEO Jessica McDonald gives her second annual address to the business community Feb. 29 at the Vancouver Board of Trade. | MATT BORCK



A reporter takes a photo of Jessica McDonald during a media scrum on Feb. 29. | MATT BORCK



Premier Christy Clark gives her annual B.C. Budget Recap to a sold-out crowd at the Vancouver Board of Trade on Feb. 17, just one day after the 2016-17 provincial budget was tabled in Victoria. | MATT BORCK



The Honourable Amarjeet Sohi, Canada's Minister of Infrastructure and Communities, speaks to media following his first keynote address to B.C.'s business leaders on Feb. 11. Sohi shared his vision for the federal government's plan to double infrastructure spending over the next 10 years. | MATT BORCK



Metro Vancouver Chair Greg Moore (right) sits down for a Q&A moderated by CKNW News Radio's Shane Woodford (left) on Feb. 19. The Q&A session took place following Moore's third annual address to the Vancouver Board of Trade on regional priorities. | MATT BORCK



Kevin Wong, Regional Tax Leader for MNP, speaks to Members of the Small Business Council on Feb. 24. His remarks were part of a free tax planning seminar for small businesses. | VISION EVENT PHOTOGRAPHY

Did you know the Greater Vancouver Board of Trade hosts nearly 150 speaker events, seminars, webinars, and networking receptions each year?

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



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NETWORKING | Joining the Board of Trade can help your business grow

Four entrepreneurs share their experiences in the Small Business Council

For small business owners, networking is among the greatest challenges of growing their business. Building relationships with other business owners creates a platform that facilitates the exchange of ideas as well as services based on trust and good faith.

As your network grows, so does your client base, as more individuals learn what your business is about and as an owner becomes more adept at managing, marketing and growing that business.

Business strategist Pauline O'Malley became a Member of the Greater Vancouver Board of Trade 20 years ago when she volunteered to help increase membership among young people in business.

"From that task force of remarkable business and student members, the Leaders of Tomorrow mentorship program was born, and one of my proudest honours was to serve as its founding chair," she says.

More recently she joined the

Board of Trade's Small Business Council. "I was able to foster a surprisingly fast and deep connection with its members," says O'Malley. "The synergy between them is quite amazing: sentences don't even need to be finished as members are nodding their heads in agreement. There's an openness to learn, listen and benefit from the insights of others."

Corin Gutteridge, owner of Formever, joined the Small Business Council hoping to network and potentially generate new leads.

"There's strength in the unity of voice and I was happy to get involved with an organization that represents the voice of small business," says Gutteridge. "One unexpected benefit was the feeling of community in the SBC. The SBC provides me with a group of peers with whom I can 'talk shop' and discuss business and related issues. This enriches my work life, shows me other ways to approach problems, sparks new



Dr. Grace Lee, Corin Gutteridge, Chris Milton, and Pauline O'Malley are all Members of the Greater Vancouver Board of Trade's Small Business Council. Each has benefitted from the program in different ways | GREG HOEKSTRA

ideas and provides me with new resources."

Chris Milton, co-founder of Tangle Creative, joined the Board of Trade in his final year of university with the goal of building his personal network. As a student, the experience had a tremendous impact on him, such that it made sense to stay on after he graduated.

"As a small business owner, having access to decision makers was our goal for joining the Greater Vancouver Board of Trade, and it's been a great opportunity for business development," he said. "For example, in the last quarter we've gained four new clients. That makes the membership worthwhile, and makes it a profitable endeavor."

Dr. Grace Lee was invited to a Board of Trade lunch meeting prior to joining and recalls feeling energized by the people she met and the keynote address. Later, when a Board of Trade account executive called to inform her about the Company of Young Professionals program for those under 35, she joined immediately.

"I've always enjoyed business networking and as an entrepreneur I truly value the experience of interacting with the business community," says Lee.

Today she's in her third year as chair of the Small Business Council communications subcommittee and said she remains amazed by the talent and brilliance of new members she meets.

"My experiences serving the Small Business Council program have contributed to my knowledge of local small business policies, and nurtured my passion to advocate for those who struggle in this uncertain economy." **SB**

Want to learn more about the Small Business Council? Watch the video at boardoftrade.com/SBC.



Welcome to some of our newest members

Companies

Shane Todhunte
14 Oranges Software Inc.

Jeff Roby
Aequilibrium Software Inc.
aequilibrium.ca

Maz Artang
Aughdem Recruitment
aughdem.com

Chris Arthur
Balfour Beatty Investments
balfourbeattyinvestments.com

Ross Wheatley
Heritage Office Furnishings Ltd.
heritageoffice.com

Brenda Broughton
Broughton Consulting Group

Roger Phillips
Custom & Contract Hospitality
Resource Group

Daniel McIntyre
Daniel B. McIntyre Law Corp.

Lisa Barakzai
DLC Casa Mortgages
dlcmortgageangel.com

Kerry Anne Sheehan
Gentis Water Company
gentiswater.com

Lee Crockett
Global Digital Citizen Foundation
globaldigitalcitizen.org

Henry Soo
Gold Ocean Capital Corp.
goldoceancorp.com

Dean Yano
Grand & Toy
grandandtoy.com

Bob Hans
Hans Group
hansgroup.ca

James Devenish
FIRMA Foreign
Exchange Corporation
firmafz.com

Mikayla Voth
Optis Consulting
opticonsulting.com

Nadin Elkhali
Peregrine House School
peregrinehouseschool.com

Individuals

Randy Craddock
Sohale Shikarpuri
Shaurya Chhikara

Parul Sahi
Andrew Forsyth

Brandon Hillier
Samantha Liang
Sukhdeep Gill

Lucien Lu
Eric Zhu

Iana Baiman
Ian Luo

Lucas Musa
Jeremy Choy
Lexi Soukoroff
Emile Scheffel

Leadership loves company

DIVERSITY | How recognition can promote gender parity**Board of Trade honours outstanding women with its annual Wendy McDonald Awards**

BY BRIDGITTE ANDERSON

Because it's 2015." It was a statement that grabbed headlines around the world last November, after Prime Minister Justin Trudeau made history by appointing Canada's first gender-balanced cabinet. The move was the right one, for many reasons. Women make up half of the population and are responsible for a majority of consumer decisions. A study by DDI in 2014 showed companies with women in leadership do better financially.

But the fact that Trudeau's move attracted as much attention as it did suggests there is much more work to be done before we achieve gender parity in leadership and executive roles.

Despite recent progress, there is an under-representation of women in business leadership and on boards. According to a 2014 Catalyst study, B.C. has one of the worst records in the country when it comes to women on boards. Vancouver

fares no better. It ranked only fifth-best in terms of leadership opportunities for women, out of 20 metropolitan cities in Canada.

One way to encourage change is through recognition and acknowledgement of good work that is already being done to increase opportunities for women in the workplace. This month, the Greater Vancouver Board of Trade's second annual Wendy McDonald Awards will recognize outstanding women and champions of women in business.

Wendy McDonald was a leader on many levels and a role model for so many women. She was a force to be reckoned with in business, as CEO of BC Bearings Engineers Ltd., who balanced professional achievements while raising 10 children.

It is in this spirit that these awards were created. In the hope that through recognition, there will be even more outstanding women and champions of women actively working to promote gender parity in leadership roles.



Bridgitte Anderson, Vice Chair, Women's Leadership Circle

And parity is achievable. Edelman has created the Global Women's Executive Network (GWEN) and set a goal that by 2016, at least half of the

company's leadership positions will be held by women. In Canada, Edelman has achieved that goal and we are well on our way to do so globally.

The topic of women in leadership and executive roles is no longer a women's issue, it is a business issue.



With International Women's Day this month, it is time for us to move the conversation from "it's the right thing to do" to "it's a strategic business advantage." The topic of women in leadership and executive roles is no longer a women's issue, it is a business issue. At a time when business is looking for growth, women are an untapped resource and can help drive profits higher. **SB**

Bridgitte Anderson is General Manager of Edelman Vancouver and a Vice-Chair of the Women's Leadership Circle at the Greater Vancouver Board of Trade.

Meet our Wendy McDonald Award winners March 30 at a reception hosted by Global BC's Jill Krop. Tickets at boardoftrade.com/WLC.

**Emerging Business Opportunities with India**

Tuesday, March 15, 2016 | 11:30 a.m. – 2 p.m.

Fairmont Hotel Vancouver, 900 West Georgia Street, Vancouver

**Vishnu Prakash**

High Commissioner of India to Canada

India is emerging. Set to be the most populous country by 2025, India presents a generational businesses opportunity. This growth is being accelerated by the government's Smart Cities Mission of urban renewal, providing significant opportunities for firms the world-over.

Join us for a discussion with the High Commissioner Prakash on the current situation in India, and how other firms have taken advantage of these opportunities.

Following his keynote presentation, Mr. Prakash will be joined in a panel discussion to delve deeper into how opportunities with India can benefit local businesses.

Event Partner:

boardoftrade.com/india

In partnership with:

**Rekindling the Relationship: Japan-Canada Chambers Council**

Monday, March 21, 2016 | 9 a.m. – 4:30 p.m.

Fairmont Pacific Rim, 1038 Canada Place, Vancouver

As the world's third-largest market and a dominant player in regional supply chains, Japan is an essential part of Canada's turn to Asia. The Japan-Canada Chambers Council is bringing together more than 100 business leaders, policymakers and diplomats for one of the most significant bilateral business events in over a decade.

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