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Sounding Board

THE OFFICIAL NEWSPAPER OF THE VANCOUVER BOARD OF TRADE

March-April 2009 • VOLUME 48 • NUMBER 12

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Quote of the month

“Happiness for a day? Go fishing. For a lifetime? Help others.”

11

boardoftrade.com

Sea change: Welch now says shareholder emphasis ‘misplaced’

By Darcy Rezac

The Financial Times (FT) recently reported that **Jack Welch**, **General Electric**'s legendary former CEO, long associated with the “shareholder is king” movement adopted widely in corporate America beginning in the ‘80s, has now taken up a different mantra. Since Mr. Welch made the concept famous in a speech at New York's **Pierre Hotel** in 1981, new financial incentives based on share price alone followed. This resulted in a quarterly obsession with profits and a single-focus ‘shareholder value’ mantra for business. **Wall Street** was quick to reward this attitude with hefty pay packets.

The shareholder value approach quickly became the new corporate religion and swept the world. It still prevails today. Except... it didn't work and wasn't sustainable. Today, according to the FT article, that focus is seen as a root cause of the world's current economic chaos. “Immediate shareholder value maximization, by itself, was always too short-term in nature,” says **Jeffrey Sonnenfeld** at **Yale School of Management**. “It created a fleeting illusion of value by emphasizing immediate goals over long-term strategies.”

Speaking at a recent conference on the future of capitalism, Welch now says that focusing solely on quarterly profit increases was “the dumbest idea in the world.” “Shareholder value is a result, not a strategy,” he says. “Your main constituencies are



Managing director Darcy Rezac explained the importance of connecting with other stakeholders in business, in addition to shareholders, on *CNBC Europe Morning Exchange* after his 2004 lecture at the *Canadian High Commission, London*.

your employees, your customers and your products.” This latter point represents a sea-change in management thinking for the 21st century.

This broader focus on a range of constituencies, or stakeholders, rather than a sole focus on profits is not a new idea. **Johnson and Johnson**'s credo based on stakeholders has sustained that company's success since adopted in 1942. It is an emphasis on: Customers first, then employees, communities and shareholders. It is heartening to see the J&J view

win out amidst financial turmoil born of wrong assumptions and bad ideas from the last century.

And, it is also good to see Jack Welch reincarnated as a born-again *stakeholder leader* this time around. *Fortune* magazine said it best in a recent open message to Welch, “The shareholder isn't king, Jack. The customer is, always has been.”

As **Peter Drucker** famously said, “the purpose of business is to discover a customer.”

This broader multi-stakeholder view includes shareholders cer-

tainly, but others too--including a sustainable planet. It is what **The Vancouver Board of Trade**'s new **Rix Center for Corporate Citizenship and Engaged Leadership** is all about.

See our Rix Center pullout section, pages 11-18.

Source: *Financial Times* article, *Welch Denounces Corporate Obsessions*, March 13, 2009. Also see *Community Connections* by Daniel F. Muzyka and Darcy Rezac, *Globe and Mail*, June 25, 2007 on *Board Business Review Online* at <http://tiny.cc/communityconnections>

Rix Center for Corporate Citizenship & Engaged Leadership opens its doors!



See *Chairman's Message*, page 6

See 8-page special pullout section, pages 11-18



April

2 | Governors' Banquet
THE VANCOUVER BOARD OF TRADE ANNUAL GOVERNORS' BANQUET: A tribute to the Vancouver Airport Authority. 6 p.m. **Fairmont Hotel Vancouver.** Sponsored by **The Fairmont Hotel Vancouver, London Air Services, The Vancouver Sun, The Province and National Post.** Event #091207

3 | Leaders of Tomorrow
Fred Withers, Managing Partner Ernst & Young LLP EXECUTIVE ROUNDTABLE SERIES WITH ERNST & YOUNG. 11:45 a.m. – 1:30 p.m. **700 West Georgia Street.** Sponsored by **Business Objects.** Event #091215

6 | Members' Reception
Regus Reservations are required for this complimentary networking event. 5 p.m. – 7 p.m. **Regus, 1066 West Hastings Suite 2000.** Event #091213

7 | Special Speaker Breakfast
Dr. Heather Munroe-Blum, Principal, McGill; **Joy MacPhail,** Former Leader of the BC NDP, Chair of

OUTtv; **Sue Paish,** CEO, Pharmasave Drugs Ltd., Founding Chair, WLC®; **David H. Turpin,** President and Vice-Chancellor, UVic COMMUNITY AND CORPORATE CITIZENSHIP. 7:30 – 9:30 a.m. **Sutton Place Hotel.** Sponsored by **BD Agro and TELUS.** Event #091211

7 | British Columbia Leadership Lunch
The Honourable Gordon Campbell, Premier, Province of British Columbia LEADERSHIP IN TOUGH TIMES. 11 a.m. – 2 p.m. **Expanded Vancouver Convention Centre.** Event #091216

8 | Managers' Toolbox®
Peter Johnston, author, Negotiating With Giants: Get what you want against the odds AGAINST THE ODDS: Getting what you want in your toughest negotiations. 7:45 – 9:45 a.m. **Sutton Place Hotel.** Sponsored by **Custom House.** Event #091217

11 | Members' Orientation
Are you a new member of **The Vancouver Board of Trade?** Learn how to reap maximum benefit from your membership at the New Members' Orientation.

4:45 – 7 p.m. **UBC Robson Square.** Event #091201

15 | Distinguished Speaker Program®
Nikos Koumettis, President, Coca-Cola Canada Ltd. KEEPING OPTIMISTIC: The Olympics, partnerships and the future. **The Fairmont Waterfront.** 11:45 a.m. – 2 p.m. Sponsored by **Coca-Cola Canada.** Presented in co-operation with **The Company of Young Professionals™.** Event #091218

15 | Networking Roundtable
Improve your business network with **The Vancouver Board of Trade's** Networking Roundtable series. 4:15 – 6 p.m. **Terminal City Club.** Event #091202

21 | Managers' Toolbox®
Roy Osing, Chief Executive Officer, Brilliance for Business; Author, BE DIFFERENT or Be Dead: Your Business Survival Guide BULLET-PROOF YOUR BUSINESS: How to thrive and survive in tough times. 7:45 – 9:45 a.m. **Coast Plaza Hotel & Suites.** Sponsored by **DDB Canada.** Event #091210

Lights, Camera, Action!

The Vancouver Board of Trade **SHAW** Cable Program Guide

PROGRAM	AIR DATES
BUILDING VANCOUVER: The creative economic capital of the world Mayor Gregor Robertson, City of Vancouver	Mar 29 6:30 p.m. to Apr 5 3:30 a.m.
ICBC: Focusing on the customer Jon Schubert, President & CEO, ICBC	Apr 5 6:30 p.m. to Apr 12 3:30 a.m.
PACIFIC GATEWAY FORUM '09: Canada's Pacific Gateway The Honourable Kevin Falcon, Minister of Transportation and Infrastructure, Government of British Columbia	Apr 12 6:30 p.m. to Apr 19 3:30 a.m.
PACIFIC GATEWAY FORUM '09: Bordering on the Future - Choices and Challenges for the Canada-U.S. Border The Honourable John Manley, P.C.; Counsel, McCarthy Tétrault LLP; Former Deputy Prime Minister and Minister of Finance	Apr 19 6:30 p.m. to Apr 26 3:30 a.m.

The Board's 30-minute time slots show one Board of Trade event for a week starting **Sundays, 6:30 p.m.** (new program); **Mondays, 4 a.m.**; **Tuesdays, 3 a.m.**; **Wednesdays, 1 a.m.**; **Thursdays, 3:30 a.m. & 10:30 p.m.**; **Fridays, 4:30 a.m. & 3:30 p.m.**; **Saturdays, 1:30 p.m.**; **Sundays 3:30 a.m.** (repeat) on Cable Channel 4.
Air dates are subject to change. Check schedule at boardoftrade.com.

21 | Members' Reception
Filipino Canadian Marketing Group Reservations are required for this complimentary networking event. 5 – 7 p.m. **Filipino Canadian Marketing Group.** Event #091214

23 | Distinguished Speaker Program®
Ian Russell, President and CEO, Investment Industry Association of Canada TURBULENT MARKETS DEMAND MAJOR CHANGES. 11:45 a.m. – 2 p.m. **Sutton Place Hotel.** Sponsored by **Investment Industry Association of Canada.** Event #091209

29 | Leadership Skills Bootcamp 2009
Luncheon keynote: **Irshad Manji, Director, Moral Courage Project, New York University; Author, The Trouble With Islam Today** MORAL LEADERSHIP IN A TIME OF CORRUPTION. **The Hyatt Regency Vancouver.** 7:15 a.m. – 2:15 p.m. Event #091212

30 | Spirit of Vancouver®
Jack Poole, Chairman, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games THE "NOT ALWAYS SMOOTH" ROAD TO 2010. 11:45 a.m. – 2 p.m. Presented in co-operation with **Vancouver Organizing Committee for the Olympic and Paralympic Games.** Event #091220

30 | Business After Business™
Vancouver's most popular trade show, presented by **The Vancouver Board of Trade's** Small Business Council. 5 - 7:30 p.m. Hosted and sponsored by **The Fairmont Waterfront.**

4 | Members' Reception
Marquis Wine Cellars Reservations are required for this complimentary networking event. 5 – 7 p.m. **Marquis Wine Cellars Inc.** Event #100107

May




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Coming up in the May - June issue of **Sounding Board:**

- | | |
|-------------------|-----------------|
| Arts & Festivals | Getaway Resorts |
| Banks | Golf |
| Business Meetings | Recruiting |
| Business Services | |

Does your company have news to share on any of these topics? For information on editorial submissions, please contact editor@boardoftrade.com.

To advertise in these feature sections, please contact Gary Fach at gfach@telus.net or 604-876-0463

Board of Trade member wins contract for Paralympic opening and closing ceremonies

By **KERRY MOORE**

The **Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)** announced recently that **Vancouver Board of Trade** member, **Patrick Roberge Productions Inc. (PRP)** will produce the opening and closing ceremonies for the 2010 Winter Paralympic Games.

Working in conjunction with VANOC's Ceremonies team, PRP will create and direct ceremonies that celebrate the 1350-paralympic competitors from more than 40 nations around the world. Using mass community participation, PRP plans to highlight Canada's unique multicultural diversity and capture the spirit and unique personalities of Vancouver, British Columbia, and Canada.

"Part of the legacy consists of a lasting memory for everyone involved," said PRP president and creative director, **Patrick Roberge**. "We saw it during the Calgary Winter Olympics and with Expo 86. Now is the time for people to get involved. Our team wants people to participate."

The Opening Ceremony for the 2010 Paralympic Winter Games will be on March 12, 2010 at **BC Place Stadium**. The **Closing Ceremony** will be on March 21, 2010 at the **Whistler Celebration Plaza** in Whistler.

"The great thing about living in Vancouver during the Olympics is that you get to be at the centre of the world," said Roberge. "Whether it's having a ticket to

an event, attending a free live-site, or volunteering, the Games create a common and unifying experience for everyone involved."

PRP Inc. recently wowed 1,100 guests, with over 100 media in attendance, at the one-year countdown to the 2010 Olympic Winter Games by producing a televised event, broadcast live from the **Richmond Olympic Oval**.

Featuring **Musqueam First Nations**, the **Coastal Sound Academy's** children's choir and junior national figure skaters, the event's cast comprised more than 450 performers.

A leader in live entertainment and spectacular productions, **Patrick Roberge** has steered numerous prestigious international events for more than 20 years. He stepped onto the Olympic stage in 1988 as a stage manager for the Opening and Closing Ceremonies of the **XV Winter Olympic Games** in Calgary. During the 2006 and 2008 Olympic Games, he oversaw the event management at the **BC Canada Pavilions** in Torino, Italy and Beijing, China.

PRP is a live entertainment and show production company that specializes in creating spectacular, large-scale shows and events. Based in Vancouver, PRP's award-winning team boasts more than 20 years of high-profile international events and entertainment productions.

Ruth Knoop is communications manager for PRP. For more information, see www.prpconnect.com.



Patrick Roberge (centre) leads an experienced team as he prepares for the opening and closing ceremonies.

Get behind the drive to the 2010 Games

More than 140,000 British Columbians are proudly displaying their 2010 Winter Games licence plates since their launch in April 2007. By purchasing these commemorative plates, you'll be supporting our Canadian Olympic and Paralympic Teams.

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Dr. Jacques Rogge, president of the International Olympic Committee accepts a traditional Cowichan sweater from B.C. Premier Gordon Campbell on behalf of the Spirit of Vancouver.

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The power of the blossoms



By **KERRY MOORE**

In Vancouver, we often stifle a yawn in the face of the natural beauty of our landscape and the architectural blending of the old and stately with the new and dramatic. One remarkable event always catches us off guard – the arrival in late March of millions of glorious cherry blossoms. Coming after months of dull, wet, wintry days, the cheery pink and white blossoms are as welcome as they are startling.

It's a time that is celebrated sincerely

and devotedly in Japan, a time known as Ohanami. In Vancouver, we recognize this entrance to spring with an annual Cherry Blossom Festival.

"Some say the blossoms give us permission to exhale," says festival director **Linda Poole**, who doesn't get much chance to do that herself as she works non-stop seeking funding, programming, participants and the always-needed sponsors.

Ornamental cherry trees arrived in Vancouver 75 years ago, presented to the **Vancouver Park Board** for the Japanese

cenotaph in **Stanley Park**. This gift from the mayors of Kobe and Yokohama started something: There are now 36,000 trees, and for sure, it won't stop there!

This year the festival starts on March 28 and is crammed full of events that stretch to April 24. In the three weeks are a blossom-watch photo contest, open-air painting classes, cultural arts, tea ceremonies and sake tastings. Participants can sign up to be a cherry scout, searching for the 35 different varieties that make up our thousands of trees (and you thought they were all alike!), take a haiku workshop as well as tree identification classes, tree talks and walks. Helping to wrap up the festivities is **Bike the Blossoms**, a day-long self-guided bike and Slow Food nosh tour.

As with the trees, Cherry Blossom Festival concerts pop up all over; venues include **Burrard SkyTrain Station**, **Bloedel Conservatory** in **Queen Elizabeth Park**, **VanDusen Botanical Gardens** and the main branch of **Vancouver Public Library**.

The Vancouver Cherry Blossom Festival website, www.vcbf.ca, lists events, where to check out the cherries and other information. Always looking for help to spread the word, Poole hopes businesses will see the Festival as a beautiful opportunity to showcase Vancouver and get more involved

through direct sponsorship and cross promotion, encouraging their staff to create cherry-related events.

Spirit of Vancouver® is a proud sponsor of the Vancouver Cherry Blossom Festival.

Kerry Moore is in communications for the Vancouver Cherry Blossom Festival. For more information, see www.vcbf.ca.

To really enjoy cherry blossom viewing and learn all about Vancouver's 35 different cultivars, the definitive new guide, *Ornamental Cherries in Vancouver* is available at **VanDusen Botanical Garden Shop** and **UBC Botanical Garden** shop, **GardenWorks**, and online at www.vcbf.ca.

Upcoming events include:

April 11: Cherry Jam @ **Tom Lee Music City Stage**, 929 Granville Street, 1-5 p.m. with the first hour being a real "jam!"

April 18: Trail, touring and city bikes are welcome to *Bike the Blossoms* following a route with cherry highlights, food and farmer stops promoted by **Slow Food Vancouver**. Register online at www.slowfoodvancouver.com.

Shelter from the Storm – dedicated to ending violence against women

No one should have to live with abuse. That's why **BMO Financial Group** is proud to support **Shelter from the Storm** – the **Canadian Women's Foundation's** national fundraising and awareness campaign dedicated to ending violence against women.

Between April 9 and May 10, BMO is helping to raise funds to support more than 450 shelters for abused women and their children across Canada, and violence prevention programs that are breaking the cycle of abuse. Last year the campaign raised an amazing \$1.6 million; this year the goal is \$2 million.

"It's easy to get involved," says **Joanne Gassman**, vice president, Vancouver suburban district for BMO Bank of Montreal and the local committee chair for Shelter from the Storm. "You can donate at any BMO Bank of Montreal branch, or you can purchase a limited-edition Shelter from the Storm t-shirt, teddy bear or reusable

tote with lunch bag at any **Winners** or **HomeSense** and the net proceeds will go to the campaign."

"BMO has been involved with the **Canadian Women's Foundation** since 1991 and

we are very proud to be a part of Shelter from the Storm," added Joanne. "We are especially excited this year with the announcement that on May 7, **Citytv's Breakfast Television** will host a three-hour telethon in support of the campaign."

Shelter from the Storm will support 86 shelters for abused women in B.C. (22 in Metro Vancouver). The campaign will also support violence prevention programs to help women rebuild their lives after abuse, counsel children who

have witnessed violence (to prevent them from becoming victims or abusers themselves), and teach teens about healthy relationships.

For more information, or to donate online, visit www.shelterfromthestorm.ca.



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Car club's corporate memberships an incentive-driver for top performance

By HONEY SANGHERA



Imagine having access to a dozen of the world's most desirable vehicles at a fraction of the cost of ownership.

This dream is now a reality for many Vancouverites, thanks to **Empire One** - Western Canada's largest and most exclusive premier car club. Empire One membership grants access to a garage worth millions, without the lease, maintenance, depreciation and insurance hassles that accompany supercar ownership.

The company successfully launched private memberships last year, and with increased demand, has introduced corporate memberships, offering more options for prospective members to access to the world's most exclusive vehicles.

"With the economy in its current state and the auto sector demonstrating so much uncertainty, now is clearly not a great time to lock your organization into a multi-year lease or buy a vehicle whose value is going to vanish with deterioration," said **Harvey Sanghera**, Empire One president and founder.

The car club's membership offers up to three drivers with a total of roughly 60 days

of driving, annually. The exact number of days is based upon a point system; companies (or individuals) receive an allotment of points at the beginning of their membership that can be exchanged for days spent driving the vehicles.

Booking the vehicles is as simple as an email or phone call. In fact, the most difficult part is selecting which vehicle to drive. A sample of the coveted cars available to members includes the **Bentley Continental GT Speed**, **Ferrari F430 Spyder F1**, **Lamborghini Gallardo Superleggera** and the **Aston Martin Vantage Roadster**, among others.

Harvey Sanghera is president and founder of Empire One. For more information, see www.empireone.ca.

Seven reasons to lease in this economy

By ALLAN MacKENZIE

1. Leasing conserves capital. It is essentially 100 per cent financing and requires very little outlay for the purchase of equipment. Your customers can immediately take advantage of needed products without using existing capital. Cash or credit can be retained for purchasing inventory or implementing new marketing programs.

2. Leasing preserves existing credit lines. It does not affect existing credit lines at the bank which preserves credit for day-to-day operating needs.

3. Leasing links equipment cost to revenue flow. It allows you to acquire equipment now and to pay for it with revenue generated by the new equipment.

4. Leasing limits corporate liability. Typically, no other assets of your company are pledged as collateral for the lease. Your commitment is limited to the equipment

being leased versus the well-being of your entire company.

5. Leasing for owning or upgrading the equipment as needed. Additional equipment can be added to an existing lease. At the end of the lease term, several options are available.

6. Leasing offers tax advantages. Typically, lease payments are an operating expense and 100 per cent deductible, purchases are not.

7. Other benefits of leasing: When needs arise after capital budgets have been set, equipment can be financed out of operating budgets. Installation, training, software, maintenance and service contracts can be included in the lease package. The initial outlay is minimal. Monthly payments are relatively low, and the net cost of leasing is on a par with bank rates.

Allan MacKenzie is with Summit Leasing. For more information, see www.summit-leasingcorp.com.

Vancouver International AUTO SHOW

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

OUR MISSION STATEMENT

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

OUR BASIC PRINCIPLES

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

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chairman's message on the Rix Center

An interview with Dr. Don Rix



PHOTO: D. ROELS

The Rix Center for Corporate Citizenship and Engaged Leadership has opened its doors as an integral part of The Vancouver Board of Trade.

Board of Trade and Rix Center senior vice-chair, Sue Paish, here asks Board chairman, and founding chair of the Center, Dr. Don Rix, about the initiative, undoubtedly set to be one of his greatest legacies as chairman:

Sue Paish: What was the impetus to launch the Rix Centre at The Vancouver Board of Trade?

Don Rix: The Board of Trade has a long history of engaging members to take action on key issues to make our community a better place. That history extends back more than 120 years and one that has helped to establish the Faculty of Commerce at the **University of British Columbia**; the **Nexus** lane at the border; transform **YVR** into a local airport authority; get the **Canada Line** built, and make the national debt a federal government priority with The Board's now-infamous Debt Clock (recently relaunched). All these actions resulted from individuals and organizations being engaged in their community. I thought that the idea of a physical place emphasizing the importance of corporate citizenship would be both a reminder of the importance of community engagement and a place where others can learn and be inspired to do it.

Sue Paish: What does making the community a better place mean? Is it just about economics?

Don Rix: Community means many things. When we encourage people to become engaged in their community, the idea goes far beyond economics. Participation and input into important matters don't just benefit the economy of a city or industry; they can also have a positive impact on the country and indeed, the larger global community. For example, when discussions around free

trade within North America first started, The Board took a lead role in promoting the concept and facilitating meetings and discussions. Likewise, The Board has been an active participant in the **World Economic Forum** in Davos for more than 20 years, which, amongst other things, is a think-tank on corporate citizenship. At the national level, about one-third of The Board's policy initiatives are focused on federal issues such as health and wellness, transportation, border access, security and the justice system. At the local level, The Board is engaged in addressing a broader range of issues including education, homelessness, crime and public safety, early childhood development, the environment, community celebrations like the Olympics, and many more. So as you can see, it's not all about economics. Of course, we are a business association and the well-being of our members is paramount, but that only works if we are also contributing to and ensuring the well-being of the broader community in which we live.

Sue Paish: Why did you lead the initiative for the Rix Centre?

Don Rix: Community leadership has been a part of how I live my life. One of the reasons I became involved with The Board of Trade was because of its focus on, and support for, corporate citizenship and engaged leadership in the community. These principles are at the heart of Board of Trade programs such as *Knowledge for the Boardroom*, *The Women's Leadership Circle*, *The Company of Young Professionals*, *Leaders of Tomorrow* and the **PACIFIC ECONOMIC FORUM**. Recognizing the positive impact of these programs and The Board's important policy work, the board of directors thought it was appropriate to institutionalize The Board's mission of engaged community leadership and its purpose of *...connecting for good*[®] by developing a leadership Center

as an integral part of The Board. The idea is that the Center would be the custodian of these principles going forward. I was more than happy to make a contribution to make such a Center a reality.

Sue Paish: What's the personal connection for you?

Don Rix: Over the decades, I've dedicated a good portion of my resources to philanthropic endeavours. As a result, I have witnessed how those investments in the community have paid incredible dividends. I have also been passionate about volunteering. Service as a volunteer is one of the highest callings we can engage in to help others and the community. I hope, through this initiative, to encourage all those in business to take a broader community view and to become engaged.

Sue Paish: How will the Center do this?

Don Rix: As I see it, we can accomplish our mission in three ways. Firstly, by recognizing those individuals and companies who make a difference. A second important aspect will be the research we undertake along with our educational partners. Public programs and development activities to advance the cause of engaged community leadership is a third pillar. Fourthly, through programs and training at The Board of Trade and through the Center's educational partners, we will help to develop the skills necessary for engaged leadership in the community.

Sue Paish: So why now?

Don Rix: Our region and our country are facing trying times, and the work of The Board is more important now than ever before. I hope that my small contribution will provide the means for The Board to increase its capacity to do its good work for both business and the broader community. And, at the same time, help others to see just how important their own personal contribution can be.

Sue Paish: And finally, how would you describe the purpose of the Center?

Don Rix: First and foremost, the Rix Center is not separate from The Vancouver Board of Trade, it is part and parcel of it. So the product it will produce is, of course, the same. In a nutshell, it's about "values in action" – values that result in the well-being of individuals, member enterprises and the broader community as well. The Center's purpose is exactly the same as The Board's: *...connecting for good*[®].



PHOTO: D. ROELS

The Vancouver Board of Trade combats crime

By Dave Park

For more than 15 years, **The Vancouver Board of Trade** has worked to help reduce crime in our community and Canada as a whole. With the current, highly visible criminal activities and the reactions of authorities, we have renewed that effort. Recently, The Board has:

- Participated in significant meetings and media events concerning the crime situation, including the Premier **Gordon Campbell's** media conference on steps to fight gangs and organized crime, as well as recent federal ministerial announcements of changes to legislation concerning gangs and gang-related crime. In particular, managing director **Darcy Rezac** at a media conference asked the federal Minister of Justice and Attorney General, **Robert Nicholson**, for action on the problem of chronic criminals with dozens of convictions actually receiving shorter sentences

than they received for previously committed crimes. Rezac also asked for input from Board members. (See comments at <http://tiny.cc/crime166> at boardoftrade.com)

- Appearing on the **Bill Good Show** recently, Rezac challenged Chief Judge **Hugh Stansfield** to explain "why sentences for chronic offenders in Vancouver go from 101 days for the first offence and DROP to 25 days for the 40th offence." And, "Why do serious chronic offenders get sentences so much more lenient than the rest of Canada?"

- The Board organized a meeting of the **Metro Roundtable** group of boards of trade, chambers of commerce and business improvement associations together with the **Vancouver Police Department** Chief **Jim Chu** and several of his senior officers. The subject was the crime situation and how it can be improved, with the conclusion that chronic offenders should be the top priority for "many voices, one

message."

- With the continuing developments reported in the media concerning crime and the responses of political leaders, The Board has sent letters to political leaders urging action, including:

- An open letter to the federal Minister of Justice on the need to deal more effectively with chronic offenders, copied to the Prime Minister, Premier and other political leaders. The Board also urged more effective treatment for drug addiction underlying chronic criminal activity;

- A letter to the Premier supporting his position on violent crime;

- A letter sent to the Attorney General of B.C. and the Solicitor General of B.C. supporting their actions in pursuit of several reforms needed in the criminal code and related federal legislation; and

- A letter to the Solicitor General of B.C. urging continued financial support for the 'ConAir' program to return wanted criminals to the locations in Canada where warrants are outstanding for their arrest for significant crimes.

- The Board by invitation is preparing opinion editorial pieces on several facets of crime for publication in principal daily papers over the next two to three months.

- Two years ago, The Board issued a report titled *The Development and Prevention of Criminality Among Children and*

Youth. We are in the process of extending that to include details of the costs resulting from criminal behaviour, contrasted with the costs of corresponding preventative or remedial measures.

- There is a need for an overall plan for crime reduction in Greater Vancouver and Canada. We are about to begin work on this, building upon the many previous efforts of The Board of Trade to reduce the plague of crime that tends to affect our society. This effort will be undertaken in conjunction with the **Justice Institute of British Columbia**.

- The Board has been successful in convincing the federal government and **Statistics Canada** in particular to carry out the *Criminal Victimization Survey* of the Canadian population every other year rather than only once every five years. This is important, given that only about one-third of crimes are reported to police and so the annual statistics are misleading.

The Board's committees and task forces are tackling a variety of other crime-related topics, in concert with the police and other stakeholders in the criminal justice system.

Dave Park is chief economist emeritus with The Vancouver Board of Trade, and is continuing to work for The Board on developing its crime-fighting initiatives. For further details, see Key Issues at boardoftrade.com.

Sound budget for tough times



Spokespeople **Darcy Rezac**, managing director; **Bernie Magnan** chief economist, *The Vancouver Board of Trade* and **Al Sello**, chair of *The Board's Provincial Government Budget & Finance Task Force* answered questions at a media conference immediately following the tabling of the provincial budget, February 17. Given the unique circumstances of the world and local economies, *The Board* gave the provincial budget a "sound passing grade." "It should be noted that the province is in excellent financial shape and well-positioned to deal with the economic storm. *The Board of Trade* is aware that the economic circumstances have caused the government to bring forward a deficit budget over the next two years to stimulate the B.C. economy. We support the government in this strategy and commend it in projecting a return to a balanced budget within three years. This budget demonstrates a good balance between fiscal discipline and economic stimulus," *Magnan* told the media. For details and video footage, see <http://tiny.cc/Budget2009> at boardoftrade.com

PHOTO: T. HADLEY



Call for Nominations

The Vancouver Board of Trade
122nd Annual General Meeting
Thursday, June 18, 2009

In accordance with Bylaw 9.5 – Nominating Committee – a Nominating Committee, chaired by the Immediate Past Chair, Henry Lee, has been established to receive nominations for the officers and vacancies of directors to be filled for the 2009/2010 year of the The Vancouver Board of Trade.

In accordance with Bylaw 9.6 – Nominations – nominations for officers and directors may be made in writing by any member of The Vancouver Board of Trade provided that the name of the nominee and the written consent of the nominee are received no later than May 15, 2009 by the Secretary-Treasurer at the offices of The Vancouver Board of Trade, Suite 400 – 999 Canada Place, Vancouver, B.C. V6C 3E1.

For further information regarding nominations and any other matters pertaining to the Annual General Meeting, please contact Christina Gilbert, Executive Assistant, The Vancouver Board of Trade at:

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

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Encorp Pacific operates one of North America's most highly regarded beverage container recycling programs

Encorp Pacific (Canada) is the Industry Product Stewardship (IPS) Corporation mandated to develop and manage a consumer friendly and cost effective system to recover end-of-life consumer products and packaging for recycling. You probably know them best through the Return-It™ Depot system which recovers 77% of beverage containers sold in the province.

Product stewardship is an environmental management strategy guided by the principle that whoever designs, produces, sells, or uses a product takes responsibility for minimizing the product's environmental impact throughout all stages of the product's life cycle.

Encorp is BC's leading IPS Corporation. Encorp combines private-sector efficiencies with a high degree of public-sector transparency and accountability to manage collection and recycling programs for end-of-life products and packaging (*see sidebar A*).

Transparency is built in.

Encorp is 100% industry operated and receives no government funding (*see sidebar B*). The governance model is based on Toronto Stock Exchange guidelines for publicly listed companies in Canada. The Board of Directors consists of representatives of the beverage and retail grocery industries and unrelated directors with no connection to the beverage industry.

Encorp makes public extensive information about its mission, key objectives, operational and financial performance.

Turning old containers into new products.

Last year about one billion ready-to-drink beverage containers of all materials (plastic bottles, cans, glass bottles, drink boxes and cartons) were returned to Return-It Depots and recycled into a variety of useful goods.

Old aluminum cans are back on the shelf again as new cans within six weeks. It takes 95% less energy to manufacture a can from recycled aluminum than it does to make it from brand new material.

Plastic bottles become new bottles and buckets. Recycling plastics uses about a third less energy than manufacturing new plastic.

Glass is used in the manufacturing of a variety of things such as fiberglass insulation, sandblasting material and even sand for golf-course sandtraps.

Bi-metal Cans (non aluminum cans, usually steel) can be made into hundreds of products such as rebar and car parts.

Drink Boxes and Cartons (Polycoat Containers) are hydra-pulped and turned into paper products and cardboard boxes. ♻️



Last year, about 1 billion ready-to-drink beverage containers were returned to Return-It Depots.

A) THE PRINCIPLES FOR PRODUCT STEWARDSHIP

01 Producer-User Responsibility

Costs covered by consumers and producers of products and not downloaded to local governments or taxpayers.

02 Level Playing Field

All producers are treated equitably with no cross subsidization of container or product types.

03 Results Based

The goal is continuous improvement.

04 Transparency & Accountability

Financial statements are independently audited and publicly available.



Learn more about Encorp Pacific (Canada) and find depot locations at encorp.ca.

B) TRANSPARENCY IS A PRIORITY

Here is a guide to Encorp's financial system.

Revenues

The money that comes in is made up of:

Unredeemed Deposits – For every container sold in BC, beverage producers pay Encorp a deposit. Deposits unclaimed by consumers are used to pay part of the system cost.

Sale of Collected Materials – Collected materials, such as aluminum, glass and plastic, are sold in the marketplace.

Container Recycling Fees – For some container types, where the above two revenue streams are insufficient to cover costs, Encorp charges a Container Recycling Fee which is paid by the consumer and is not refundable.

Expenses

The money paid out is made up of:

Deposit Refunds – Reimbursements to depots and grocery retailers for the deposits refunded to consumers.

Handling Fees – Paid to depots and some retailers for collecting containers from the public.

Transportation and Processing – Encorp contracts with trucking companies to collect containers and with processing companies to compact containers for shipment to recyclers.

Consumer Awareness and Education – Encorp promotes beverage container recycling through general advertising and specialty programs.

Administration – Contract management, the collection of revenues and the payment of expenses to the dozens of independently-owned companies under contract to Encorp.



Auto Show previews 'green cars' for 2010 market

The weather might be warming, baseball diamonds across the province might be hosting early season training and students are beginning to eye the end of the school year, but for the auto aficionado, the surest sign that spring is in the air is the countdown to the region's annual motor event of the year: the **2009 Vancouver International Auto Show**, March 31 – April 5.

The grand dame of Western Canadian automotive showcases is set to kick up her skirt for the 89th time, with every major manufacturer rolling out their wares, for consumers and dreamers alike, to sample.

For patrons who think the sour economy means there won't be much to see this year in the way of new cars and trucks, think again. Now more than ever, manufacturers are working hard to get your attention, and every major manufacturer from Europe to North America to Asia will be represented at **BC Place Stadium**. Over 450 new cars, SUV's, mini vans and trucks in every price range and for every appetite will be showcased at the event, where car companies display their current offerings as well as let consumers peek into the future.

"At no time in our history has the Auto Show held more of an important place to both the international manufacturers as well as the provincial dealer groups," says **New Car Dealers Association of BC** president and CEO **Blair Qualey**. "This is where the industry comes to showcase its best and brightest, and we are anticipating an exceptionally strong offering across every display."

For almost nine decades, the Vancouver International Auto Show has been where auto enthusiasts flock to gawk at glamorous space-age concepts or thundering sports cars as well as practical, tire-kicking machines

made for soccer moms and Lower Mainland commuters.

For your visit to the show, expect car companies to speak in eloquent marketing terms on the "electrification" of the automobile; the growing worldwide love affair with the concept of green cars is evident in planned showcases and offerings here in Vancouver. But perhaps the biggest change in the green auto revolution is what used to be flights of fancy in futuristic advanced technology vehicles. Once paraded by manufacturers as "the future" but realistically unlikely to make it to market, consumers at this year's event will see the variety and scale of the offerings, suggesting change is afoot – and green technology truly is right around the corner. Expect to see various hybrids and plug-ins from **General Motors, Ford, Chrysler, Honda** and **Toyota** – each of whom say their technologies will be realized to market in 2010-12. The real question now is: are consumers really ready to change their habits and put their money where their environmental mouth is?

"The West Coast, and Vancouver in particular, has a tradition of being where the manufacturers roll out their most significant advance-technology initiatives," says Qualey. "All indications are that the manufacturers will be looking to showcase their fuel efficient nameplates as well as their look-ahead products right here at the Show. We are anticipating some very exciting vehicles and displays across the board."

The New Car Dealers Association is planning to launch the 2009 Show with a very special VIP Charity Preview Night event on the eve of the Show's general public opening.

The exclusive evening, complete with oyster, scotch and martini bars set on the floor of BC Place amongst the 450 new cars on display will feature the first B.C. look at manufacturer product unveil-



ings. All of the money raised at the evening will be donated to support **Special Olympics** and the **Vancouver Board of Trade's Leaders of Tomorrow**® program. At \$250 a ticket, the evening is sure to include all of Vancouver's glitterati.

Vancouverites interested in

seeing what's coming to dealerships in 2009 and 2010, as well as what's in store for the future of the automobile can visit the 89th annual Vancouver International Auto Show at BC Place stadium March 31 – April 5. *The New Car Dealers Association of BC is*

a voluntary association of over 340 new car and truck dealers throughout British Columbia. For more information, see www.newcardealers.ca.

For more information on the Auto Show, see www.vancouverinternationalautoshow.com.

Projecting Change Film Festival and Green Zebra offer diverse line-up

The second annual **Projecting Change Film Festival** kicks off April 2 at **Fifth Avenue Cinemas**. As Vancouver's only sustainability-themed film festival, Projecting Change is about "Reel Stories Inspiring Real Action." From short films made by B.C.-based youth to a discussion with **David Suzuki**, the festival's diverse line-up offers something for everyone.

As part of its commitment to collaboration with community leaders, Projecting Change has partnered with **Green Zebra** to highlight the economic benefit

of "going green." *Passion for Sustainability*, a film sponsored by Green Zebra Vancouver, looks at 14 businesses in the Pacific Northwest that have benefited socially, environmentally, and economically from developing sustainable business models.

"At Green Zebra, we strongly believe that green business practices work, and that going green can absolutely be affordable for consumers," said **Rebecca Fry**, business development manager.

Projecting Change is an innovative organization that

focuses on promoting green and sustainable living through the use of entertaining and educational film. With the festival's engaging films and inspiring speakers, Projecting Change aims to increase awareness and promote change at the community level.

See www.projectingchange.ca for more film festival information.

Green Zebra produces the fundraising *Green Zebra Local Savings for Sustainable Living coupon book*. See www.greenzebraguide.ca and tbvets.org.

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Corporate Citizenship & Engaged Leadership

"Happiness for a day? Go fishing. For a lifetime? Help others." (Chinese proverb) – Don Rix, Board AGM, 2008

corporate citizenship in action

Corporate Citizenship and Engaged Leadership

The concept behind the Rix Center

By Darcy Rezac, Daniel F. Muzyka and Ali Dastmalchian

Corporate management wisdom – particularly in challenging economic times – can sometimes be more science and less heart. Driven by the quarterly demands of Wall Street, financial considerations often take precedence in shaping corporate governance standards and business practices.

Yet this can be at the expense of employees, customers and other stakeholders, who the company depends upon for its continued success and existence. This brings us to an increasing awareness that there is much more to business in addition to a sound bottom line. But there's a tug-of-war going on.

Yes, corporate profit is fundamental and necessary for success in business, but by itself it is not sufficient for the enterprise to be successful or sustainable. Employees, customers and neighbours expect and generally accept the imperative of making satisfactory returns for shareholders. But today, they expect more. They expect the enterprise to have a purpose beyond profit. They expect the corporation to focus on customers and be positively engaged in the community. This means being a good corporate citizen, contributing to the greater good.

The common boardroom refrain from the last century, "The shareholder is king!" is increasingly giving way to a new ethos of corporate citizenship that recognizes the importance of positive engagement with a number of important stakeholders in order to guarantee sustained returns for shareholders. These days, particularly with the wired and wireless power of the Internet,

customers, employees, the community, government, media and the planet all have an interest in our business. This is true, whether we like it or not.

Corporations that engage the hearts and minds of individuals, inside and outside the business, are in it for the long haul. They know that success as a sustainable enterprise is enhanced. In fact, it depends on it. This is what engaged leadership is all about. While it focuses, quite properly, inside the enterprise and the work tasks at hand, engaged leadership does not stop there. It not only helps to bolster employees' commitment to and involvement in their work, it also facilitates their connection to others in the community. Done well, the product is: Employee, enterprise and community well-being—a powerful recipe for sustainable success.

Daniel Goleman, author of *Social Intelligence*, and Robert Putnam, who wrote the book *Bowling Alone*, cite research that documents the positive impact of social connectedness. People who are positively engaged with others generally live longer, have better mental and physical health, and report higher levels of happiness and well-being. The University of British Columbia's John Helliwell, a leading scholar on the science of well-being, reports that those who connect and bridge to the broader community can achieve a sense of purpose, which is both energizing and uplifting. This encourages higher trust and engagement, and greater satisfaction with life. It turns out that a children's song made famous by Raffi, "The more we get together, the happier we'll be," is true. In fact, at his talks on the new science of well-being and happiness, Helliwell gets his audiences to sing along!

How does the corporation benefit from this? Firstly, studies show that positively engaged employees have higher productivity and lower rates of absenteeism. According to a recent study from Imagine Canada!, Manulife, for example, reports employee



L-R: John Helliwell, fellow, Canadian Institute for Advanced Research, UBC; Frank S. Borowicz, QC, Board of Trade governor; Daniel F. Muzyka, Board of Trade governor and dean of the Sauder School of Business, UBC; Darcy Rezac, managing director and chief engagement officer, The Vancouver Board of Trade, and chief executive, Rix Center; Ali Dastmalchian, dean of the Faculty of Business, University of Victoria. All contributed to the concept of the Rix Center with Don Rix.

retention is three times higher when employees are engaged in the community.

Nineteenth-century French philosopher Alexis de Tocqueville called citizenship, "self-interest, rightly understood." Its hallmark characteristics include: trust, purpose, mutual and generalized reciprocity, community-mindedness, connectedness, leadership, social capital, passion, empathy, ethics, and responsibility. It is how libraries get built, crime goes down, community investments happen, and prosperity is created and distributed. It is how businesses and communities succeed and are sustained, together.

As individuals and organizations, we need to realize more than the narrow economic success counted in this quarter's earnings reports. For success to be sustainable, strong social groups are required within our companies and between our companies and the societies in which we live. The irony is that financial success is possible in the short-run through a singular focus on economic

variables; but long-run corporate success is the result of engaging people broadly, both inside the business and out, emotionally and socially as well as economically.

Corporate citizenship is about engaged leadership. And engaged leadership can be viewed as a matrix which operates in three dimensions; leadership (the skills to get things done through others), connectorship (positive networking and social intelligence skills to connect with others) combined with a network with depth, breadth and reach.

Success in life and business depends on the interconnectedness of financial and human capital. A successful enterprise must have the capacity to lead and connect with a host of networks, both internally and externally to create value. It is the value that flows from positively engaged leadership that will define success as a sustainable business enterprise, and for the community in which it operates.

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The story of Dr. Don Rix, CM, OBC

Vancouver Board of Trade chairman Dr. Donald B. Rix, CM, OBC is an active member of the biotechnology industry. He is chairman of LifeLabs Diagnostics Inc., a healthcare facility with over 80 laboratories province-wide, in which his involvement spans over 35 years. He is also the chairman of Cantest Ltd., an environmental and industrial testing lab he acquired in 1974, having grown the 10-employee operation into one of Canada's leading analytical laboratories. One of Dr. Rix's priorities as

Board of Trade chairman has been corporate philanthropy. Both of Dr. Rix's organizations have part of their business plans dedicated to giving back to the community, contributing through both donations and volunteerism. Dr. Rix received a Bachelor of Arts degree from the University of Western Ontario in 1953, his MD in 1957 and a Fellowship in General Pathology in 1972. In 2004, Dr. Rix was awarded the Order of British Columbia, for outstanding achievement. In 2007, he was inducted as a member of the Order

of Canada. In 2008 he received his fifth honorary degree – a Doctor of Laws from the University of Victoria. He already has similar recognition from BCIT, University of Western Ontario, Simon Fraser University and the University of British Columbia. He is a Royal Roads University Fellow. A research chair from Genome BC was named for him this year, and he was most recently awarded the Frederic Newton Gisborne Starr Award, the highest award the Canadian Medical Association can bestow.





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The Justice Institute of British Columbia recognizes the importance of corporate responsibility and is delighted to play a role as a founding partner of the Rix Center for Corporate Citizenship and Engaged Leadership. We are especially proud to partner with Dr. Don Rix and The Vancouver Board of Trade in launching Vancouver's first Center promoting this important concept.

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Saluting Donald Rix, exemplary corporate leader and Sauder Honorary Fellow

Congratulations to Dr. Donald Rix and The Vancouver Board of Trade on the establishment of the Rix Center for Corporate Citizenship and Engaged Leadership. The Sauder School of Business at UBC is proud to be a founding partner.

Dr. Donald Rix, c.m., o.b.c.



Opening Worlds

Inaugural engaged citizenship awards

Rix Center recognizes global leaders

By TASHON ZIARA

"Beyond, Every Day." That's the motto of the **Vancouver Airport Authority** (YVR). Their commercial success and breadth of community engagement applies equally to both its business and community endeavours. At this year's Governors' Banquet on April 2 at **The Fairmont Hotel Vancouver**, The Board presents the organization with the Center's inaugural *Engaged Corporate Citizenship Award™* which includes a contribution to the **YVR Art Foundation**.

"Corporate citizenship is being responsible for the impact that business has on the world," says **Darcy Rezac**, managing director of **The Vancouver Board of Trade** and chief executive of the **Rix Center**.

"A good corporate citizen means contributing to the community as an integral part of its core business. As an organization that has embedded socially responsible practices into every aspect of its business [see sidebar], YVR is a leader in the 18 communities in the seven countries where it operates, worldwide."*

As Rezac explains, in presenting the *Engaged Citizenship Awards*, the Rix Center endeavours to not only recognize and celebrate the achievements of recipients, but also to encourage and inspire others. "Engaged leadership means bridging to the broader community to make a difference," he explained.

In addition to the corporate award to YVR, the Rix Center will also present an

award for *Engaged Citizenship* to both **Craig Kielburger**, founder and chair of **Free The Children**, and his brother **Marc** at a special event on May 14, 2009.

Since founding the organization in Toronto at the age of 12 in 1995, Craig has built up **Free The Children** to become the world's largest network of children helping children through education. This award recognizes Craig's dedication to making his community and the world a better place.

Under Craig's leadership, **Free The Children** has built more than 500 schools throughout Asia, Africa and Latin America, providing daily education to more than 50,000 children. Through its **Adopt a Village** development model, it has established more than 23,000 alternative income projects to assist women and their families in achieving sustainable incomes.

Craig is also the co-founder (with his brother Marc) of **Me to We**, a youth leader-



PHOTO: D. REZAC

Through its 'Four Pillars of Sustainability', YVR lives in harmony with its local communities. YVR received the *Engaged Corporate Citizenship Award* April 2, 2009.

ship training organization. The goal of **Me to We** is to encourage ethical living and social responsibility, while also helping **Free The Children** achieve financial sustainability.

Craig is one of the youngest recipients of the Order of Canada, and his work has been featured on **The Oprah Winfrey Show**, **CNN**, **60 Minutes** and **The Today Show**, and in *People*, *Time* and *The Economist*. He has been nominated for the *Nobel Peace Prize*.

At the special Board of Trade Rix Center fundraising event on May 14, proceeds will build a school, as well as purchase 30 goats to help communities and families in Africa. The audience will also have the opportunity to purchase goats, and so have a direct impact too! See www.boardoftrade.com/register.



Craig Kielburger and his brother Marc have opened numerous schools throughout Africa. They will receive *The Board's inaugural Engaged Citizenship Award*, May 14.

* See UBC Sauder School YVR Corporate Citizenship Evaluation, Board Business Review Online, <http://tiny.cc/YVRCitizenship812>

Small business: Rix Center and The Vancouver Board of Trade ... connecting for good®

By GRAYDEN R. HAYWARD

Image Canada! reports findings from a broad national survey* of more than 1,500 Canadian businesses about their community contributions, focusing on the activities, interests, and motivations of 93 companies in Canada with revenues of \$25 million or more (large corporations).

Findings show that while businesses in general are active supporters of charities and non-profit organizations, the large corporations appear to be leading the way in terms of the extent to which they organize their efforts, and the broad range of approaches they employ to support charities and non-profits. Their attitudes towards community organizations are very positive, and the support they provide combines both philanthropic and business interests.

Highlights on the attitudes of businesses to community contributions reveal that large corporations had far more positive views of the impact of charities and non-profit organizations on quality of life and the benefits of collaboration than did smaller companies. Ninety-seven per cent of large

corporations donated money compared to 76 per cent from the broader business community. For donations of goods and products, the large corporations led 73 per cent to 51 per cent and for donations of services, the result was 68 per cent to 43 per cent. The findings also dealt with comparisons as to where sponsorship dollars are directed, support for employee volunteering and the reasons for making contributions.

Not surprisingly, the findings on the internal organization of community contribution activities found major differences between large corporations and the broader business community. Seventy-nine per cent of the large corporations had contribution programs and 39 per cent had written guidelines compared to 22 per cent of the broader business community with programs and only eight per cent with written guidelines.

Such findings clearly support the importance of establishing the **Rix Center** within **The Vancouver Board of Trade**. With 80 per cent of its membership classified as small business with less than 50 employees, The Board can, through the **Rix Center**, expand its significant involvement in corporate

citizenship and engaged leadership by providing opportunities to business of all sizes to engage in key issues. The Board has done this for 121 years. Much remains to be done.

* Source: Corporate Community Invest-

ment Practices, Motivations and Challenges: Findings from the Canada Survey of Business Contributions to Community.

Grayden R Hayward, FCA, is Corporate Secretary, the Rix Center for Community Citizenship and Engaged Leadership.

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What is the Rix Center?

'The Median... is the Message'

By Darcy Rezac

Dr. Rix's prescription

At first glance, it appears to be a typo. Should it not be, "the medium is the message?" No, it's actually the median. **The Rix Center For Corporate Citizenship & Engaged Leadership**, established by **The Vancouver Board of Trade** and **Dr. Don Rix**, CM, OBC in December 2008, has an overarching goal to "bump the lamp" on corporate citizenship and engaged leadership.

"Bump the lamp" comes from the story of the making of **Disney's Roger Rabbit** cartoon movie. One of the cartoonists noticed when a lamp was bumped, the shadows didn't follow the swaying lamp. In the days of hand-drawn frames, this individual took it upon himself to draw the hundreds of frames so the shadows followed, making a huge difference to the quality of the cartoon. It's become known as "bumping the lamp," – going the extra mile to make a difference.

Not only is he an exemplary corporate and community citizen, a philanthropist and tireless volunteer, Dr. Rix is the kind of person who takes it upon himself to go that extra distance. (see his life story, page 11). A few years ago, a young courier was delivering samples to one of Don's medical labs in Richmond. On the way back, on the **Oak Street Bridge**, a vehicle strayed across the median and hit the courier's van, head on. He was killed instantly. He had a small child, a new wife, a mortgage and no insurance. Don went to work to have a median installed on the bridge, to raise money and provide further help for the devastated young widow. He wouldn't give up. He fought the

government bureaucracy relentlessly until he achieved his goal.

The result was the **Oak Street Bridge median**, which has since saved countless lives. The story comes full circle: the courier's son recently enrolled in university on the scholarship Don set up. So, when you drive across that bridge, remember "the median that Don built," and think about how we as individuals can affect changes that benefit society with our time, talent and treasure, and then take it one more step.

When it comes to remarkable acts of engaged citizenship, the **Oak Street Bridge median** is a signature example: The **Dr Rix prescription for engaged citizenship**.

Rix Center established

The **Rix Center** is an integral part of **The Vancouver Board of Trade**. It is a special permanent council, created to advance **The Board's** ethos of corporate and community engagement. The **Rix Center**, with its partners in education and business, works to develop and engage new and existing capacity, to create value in the community by ...connecting for good®.

Central to the mission of **The Rix Center** is building the capability to link and engage business with the broader community, in a way that both benefit.

Making engaged corporate and community citizenship conventional wisdom, and practice, entails leaders in business interacting with **The Center's** education partners, as well as each other. It also includes future leaders new to business, and in schools, colleges, and universities. Eventually, it will include the broader public.

This squares completely with the product of **The Board of Trade's** unique brand of *positive engagement*® - employees engaged in their own work and bridging to the broader community to add value. The end product is value for all; individual, corporate and community well-

being. It is what **The Board** has done for more than 120 years.

A perfect fit

The Vancouver Board of Trade has created considerable value for members, the community and Canada since its inception in 1887. Its history lists countless accomplishments, including: The establishment of the commerce faculty at **UBC** (1956); creation of the **NEXUS** lane at the border (1991); transfer of **Vancouver International Airport** (YVR) to a local airport authority in 1992; the famous federal Debt Clock, recently dusted off and relaunched – a key driver in eliminating Canada's budgetary deficit in 1998; saving the **Canada Line** in 2004; substantial business property tax reductions (2008 and earlier); two hallmark papers on *Early Childhood Development* and *Kids 'N Crime*, and much more.

Doers and thinkers

In addition to being a delegate to the **World Economic Forum** for over 20 years, including the annual **Davos** meetings where the concept of **Global Corporate Citizenship** originally took shape, **The Board** has had a surfeit of distinguished visitors who are leaders to learn from. These are people whose mission in life extends to adding value to society and the world we inhabit. They include many **Fortune 500** CEO's and politicians like **Chicago's Mayor Richard Daley** and **Bill Clinton** as well as some of the world's leading experts and thinkers. The latter include **Harvard's Robert Putnam**, a leading expert on social capital; Nobel Laureate, **Robert Mundell**; **UBC's John Helliwell**, world-famous researcher on well-being; **John Elkington**, inventor of the **Triple Bottom Line**; **Daniel Goleman**, author of *Social Intelligence*; leadership guru, **Peter Senge**; **Klaus Schwab**, founder of the **World Economic Forum**, who first developed the stakeholder theory of corporate citizenship;

Stephen Covey; author of *The 8th Habit*; Singapore's **Lee Kwan Yew**. And, **The Board** has hosted environmentalists **Anita Roddick**, **Jane Goodall**, **David Suzuki** and **Bjorn Lomborg**, to mention only a few.

Corporate citizenship

Corporate citizenship and engaged leadership go by many names. Corporate Social Responsibility (CSR), Corporate Responsibility (CR), Sustainability, Triple Bottom Line (TBL). All are of the same basic genre – stewardship – stewardship of the enterprise, customers, employees, communities, shareholders and the planet. All involve stakeholders, including the shareholder. (see article, page 11: *Corporate Citizenship & Engaged Leadership: the Concept Behind the Rix Center*, by **Rezac, Muzyka, Dastmalchian**)

Stephen R. Covey in *The 8th Habit* challenges us "to step out of our comfort zone, find our voice, participate and contribute, while empowering others to do the same." French philosopher, **Alexis de Tocqueville**, called it "self interest rightly understood" and neuroscientist **Matt Riddle** describes it as, "self interest for the common good." Engaged citizenship makes a difference for others, beyond one's own interests.

The Rix Center embraces the principles of CSR and TBL, but also includes the necessary skills of positive engagement: participating, contributing and connecting broadly to make a positive impact in society. Engaged corporate and community citizenship is a revitalized brand of citizenship; it includes but goes beyond philanthropy and beyond mere CSR compliance. It involves adding value, contributing to making society and the world a better place.

More people doing it

But like most undertakings in life, most of the heavy lifting is being done by a small



number of actively engaged companies and individuals. While most Canadians in recent surveys say they give to charity, **Imagine Canada!** reports that 79 per cent of volunteering is done by only 12 per cent of the public. While corporate and individual engagement is reported to be on the rise, more can be done. Small and medium size enterprises, however, have special challenges – not the least of which is survival – when it comes to devoting time, talent and treasure beyond their day-to-day business. That is where the Rix Center and The Board of Trade come in.

Launch partners

But doing it takes skills, sometimes training, and a place to do it. This is the role of the The Rix Center and The Vancouver Board of Trade, working with members, education and community partners. Launch partners are **UBC's Sauder School of Business, Simon Fraser University's Segal Graduate School of Business, University of Victoria Faculty of Business** and the **Justice Institute of British Columbia, The Vancouver Sun** and *National Post*.

The Board, through its task forces, committee advocacy work, speakers and training programs, offer members a unique opportunity to become engaged and make a difference. The Board of Trade offers volunteer leadership opportunities that are unrivaled; be it, border access, education,

taxation or crime reduction initiatives, to name only a few.

What does the Center do?

1. Corporate and Citizenship Awards and business development;
2. Conferences, seminars, multi-media programs, events, training & courses;
3. Research, publications, course materials, online & multi-media offerings.

Where is the Rix Center?

The Rix Center is located in the **World Trade Centre** in Vancouver, home to innovative centres of learning such as: The **Robert H. Lee Graduate School** at UBC's Sauder School of Business; and SFU's Segal Graduate School of Business. The Rix Center is integral to The Board of Trade and located in its offices. Meetings are at the **Rix Center Executive Boardroom**, a multi-media gathering place where The Board's policy committees, task forces and The Center's executive council and advisory board meet. Dr. Don Rix is the founding chair and Darcy Rezac is chief executive.

High expectations

Bill Clinton recently said on the **Larry King Live** show that a new definition of citizenship is required. He said: In the past, if someone (or some corporation) paid their taxes, did their job, were nice to neighbours and cus-

tomers, and did their civic duty, like voting, they would be considered good citizens. No more. Today the expectations are higher. Young people today, according to research, expect companies to do well financially,

certainly, but they also want them to stand for something, and make a contribution to society. Values matter. Participating in our communities is not enough; contributing is the new normal.

Sustainability



PHOTO: T. HADLEY

No fish, no fishsticks: Peter Senge

Peter Senge, the author of *The Fifth Discipline* and now *The Necessary Revolution*, did a workshop at **The Board of Trade** – probably one of the most inspiring sessions of the year so far. His message to corporations is clear: you have to be part of the sustainability equation - a leader in fact. Senge told the story of the chairman of **Unilever**, a multinational selling everything from olive oil to frozen foods. He wanted to explain sustainability to his employees, why they have to be involved in solutions, why they have to care. He put it this way: "No fish, no fishsticks." You can't get a much more succinct message. His point is, if you can't do it for altruistic reasons, do it for practical reasons. (Excerpt from *Women's Leadership Circle Newsletter*, by Gayle Hallgren)

Some Vancouver Board of Trade community engagement milestones

1887	1920s	1926	1960s	1986	1990	2001	2004	2006	2008
The Vancouver Board of Trade was founded when businessmen set out to rebuild Vancouver after the Great Fire.	Lobbied in support of building the Trans-Canada Highway and a large city airport.	Established a Faculty of Commerce at the University of British Columbia.	Campaigned for a metro transit authority (BC Transit).	Proposed and led initiative to establish YVRAA as a local airport authority, accomplished in 1992.	Launched the federal Debt Clock. Established fast border lanes resulting in PACE, CANPASS and NEXUS.	Launched Spirit of Vancouver® to revitalize community spirit and support the Olympic bid.	Intervened to save the Canada Line rapid transit project from Richmond-YVR-Vancouver.	Released <i>Kids 'N Crime</i> and <i>Reforming the Canadian Health Care System</i> reports. Founded the Fair Tax Coalition.	Achieved property tax reductions for business and tackled crime. Dusted off the Debt Clock...

SALUTING DR. DONALD RIX

Simon Fraser University and the Segal Graduate School of Business are proud to be founding partners of the Rix Center for Corporate Citizenship & Engaged Leadership at The Vancouver Board of Trade.

The Segal Graduate School of Business has benefitted greatly from Dr. Rix's commitment to corporate citizenship and engagement. Thanks to his efforts as Campaign Chair for the Segal Graduate School fundraising council, we were successful in raising the capital required to renovate the spectacular heritage building donated by his good friend, Dr. Joseph Segal and family.

At Segal today, the leaders of tomorrow are learning to be engaged corporate citizens. They need look no further than the example set by Dr. Donald Rix.



SFU Business • Segal Graduate School • Simon Fraser University

Individual strengths  collective greatness.



University
of Victoria
Business

*The world looks
different from here.*



The University of Victoria Faculty of Business is proud to be a founding partner with the Rix Center for Corporate Citizenship and Engaged Leadership. Our shared vision for unique, educational programs will truly make a difference in the community. Well done to Dr. Don Rix and The Vancouver Board of Trade on the introduction of this much-needed institution.

business.uvic.ca

What does corporate citizenship mean to you?

Sounding Board asked our business leaders: What does Corporate Citizenship mean to you and why is it important? Here is what they replied:



“Corporate Citizenship is about including the public and our broader community in corporate decision-making, and it’s about defining the role of a company within the wider community we live and operate in. It’s about the triple bottom line: People, Planet and Profit. In the newspaper business, our readers, advertisers and employees expect, demand and encourage us to be involved in the community. It’s just good business to be an engaged organization.”

Kevin Bent, Board of Trade director and publisher, Pacific Newspaper Group



“Corporate citizenship is the business equivalent to people volunteering, connecting with and giving back to the community. I can’t think of anything more powerful than the positive power of business, people and community working together!”

Yvonne De Valone, director, The Vancouver Board of Trade and president, Downtown U-lok Storage Ltd.

“At HSBC, our goal is to be one of the world’s leading brands in corporate sustainability. This is not just an environmental or social matter, nor is it limited to corporate governance and ethics. Sustainability is about



bringing all of these issues together into our business model, and about maintaining the long-term growth of a successful business. For HSBC, sustainability and good corporate citizenship are about making decisions that maintain the right balance between the environment, society and the economy to ensure long-term business success.”

Lindsay Gordon, president & CEO, HSBC Bank Canada

“Corporate Citizenship is making a positive difference in the community.”

Terence Hui, director, The Vancouver Board of Trade and president & CEO, Concord Pacific Developments Ltd.

cratically elected politicians to keep them accountable to all people between elections. The defense of these democratic principals through engaged corporate citizenship creates social capital and social capital is the DNA of the community values we should never take for granted.”

Bob Laurie, chair, Small Business Council, The Vancouver Board of Trade and CEO & chairman, RDD International Enterprises Ltd.



“Whether as an individual or as a company, we should all be actively engaged in enhancing the well-being of our community, our country, and the world that we live in. Strength is in numbers and teamwork. Companies are well equipped to serve the community through their established organizational system. **Tom Lee Music** is committed to actively supporting activities that build up the community and enhance the quality of life of its citizens.”

Henry K.S. Lee, immediate past chair, The Vancouver Board of Trade and CFO and vice chairman, Tom Lee Group of Companies

“Corporate Citizenship to me is all about giving, discovering what you can do for someone else.”

Lorne Segal, director, The Vancouver Board of Trade and president, Kingswood Properties Ltd.

“In these trying times, more than ever, the meaning and comprehension of how corporations engage, participate and support the communities they belong to is crucial. Dr. Don Rix understands that with entrepreneurship comes the responsibility to be



engaged in society. He is also just one heck of a really nice guy! Corporate citizenship, The Vancouver Board of Trade and Dr. Rix all share one thing in common with jet pilots: they don’t look in rear view mirrors. Here’s to a great future Rix Center!”

Wendy Lisogar-Cochia, director, The Vancouver Board of Trade; co-chair, Spirit of Vancouver® and president, Absolute Spa Group



“One of the many benefits of Corporate Citizenship that is sometimes overlooked is the impact on young employees. Many people do not get involved in philanthropic activities until later in life, and regret not doing so earlier. People often don’t realize how rewarding the experience can be. Companies that become engaged corpor-

ate citizens provide a great role model for all employees, but particular young ones, exposing them to the rewards and personal satisfaction of such engagement.”

Evi Mustel, CMRP, director, The Vancouver Board of Trade and principal, Mustel Group

“The corporation is merely the temporary custodian of the resources entrusted to it by society. It’s mandate is to add value to these assets under its aegis, and then return to society the fruits of its endeavours, so that all stakeholders and all segments of society shall benefit.”

Arthur Hara, OC, governor, The Vancouver Board of Trade

“We are members of one of the most successful societies on the planet but such communities don’t happen by accident. We are the beneficiaries of exceptional business, political and philanthropic leadership. We are also the stewards of our communities. Our action or inaction



will influence the kind of community our children will (or will not), enjoy. There are few things more rewarding than the knowledge that you made a positive difference in someone’s life and through that, you made our community better. It’s our responsibility. It is also our privilege.”

Sue Paish, vice-chair, The Vancouver Board of Trade; founding chair, Women’s Leadership Circle® and CEO, Pharmasave Drugs (National) Ltd.

“To me, citizenship is all about service – to others.”

Capt. (N) Cedric Steele, president, Cedric Steele & Associates Ltd.

“Corporate citizenship and engaged leadership is evident in the concept of discovering what we can do for others.”

Darcy Rezac, CD, managing director & chief engagement officer, The Vancouver Board of Trade and chief executive, Rix Center

“Corporate Citizenship is the recognition that businesses are part of larger communities. Their employees are drawn from the community, as well as many of their customers. They use some of its services and share in many of its benefits. Today, there is a growing expectation that corporations will look beyond the narrow focus of their business, and determine how they can contribute and ‘proactively’ leave lasting legacies to the communities in which they have flourished.”

Faye Wightman, president and CEO, Vancouver Foundation



RIX CENTER FOR CORPORATE CITIZENSHIP & ENGAGED LEADERSHIP

FOUNDING PARTNERS

- Justice Institute of British Columbia
- Sauder School of Business, University of British Columbia
- Simon Fraser University Segal Graduate School of Business
- University of Victoria Faculty of Business
- The Vancouver Sun
- National Post

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We think it's just good business to be engaged in the community.

And we applaud anyone that feels the same way too.

As two leading daily newspapers, our readers, advertisers and employees expect, demand and encourage us to be involved in the community. Whether it's sponsoring events in the arts community, the sports community or supporting dozens of charities, we feel it's just good business to be an engaged organization.



The Vancouver Sun and National Post are proud to be founding partners of the **Rix Center for Corporate Citizenship and Engaged Leadership**.

Congratulations to **Dr. Don Rix, CM, OBC** and **The Vancouver Board of Trade** on the establishment of this leading-edge institution devoted to improving our community.

THE VANCOUVER SUN
SERIOUSLY WESTCOAST

NATIONAL POST
A BETTER READ.

Raffi redesigns society 'for good' with new campaign

By JASON RODHAM



Board of Trade member **Raffi Cavoukian** is known to millions simply as **Raffi**, once referred to by the *Washington Post* as, "the most popular children's entertainer in the western world."

More than 10 million adults ages 18 to 35 have Raffi's songs in their hearts from childhood. And indeed, even **Vancouver Board of Trade** audiences have been known to sing the song made famous by Raffi, "The more we get together, the happier we'll be," led by **UBC's** well-being guru **John Helliwell**, illustrating the importance of connectedness.

Now age 60, Raffi has turned his attention to creating an enduring legacy and a viable future for generations to come.

"We can redesign society for the greatest good by meeting the priority needs of the very young," says Raffi. "Children who feel seen, loved and honoured are far more able

to become loving parents and productive citizens. Putting their needs first is the main step towards restoring our planet."

Raffi recently launched the **Spirit of ONE** campaign, a \$3.5 million drive to launch the non-profit **Centre for Child Honouring** on Salt Spring Island by 2010. **Troubadour Music**, Raffi's own triple-bottom-line company, is providing the seed funding for the Centre's initial development, while the Centre pursues individual, corporate, foundation and government support.

Raffi's dream to establish the Centre stems from his lifelong work with children and his child honouring vision. This holistic organizing principle puts children's universal needs at the heart of a global movement to reorder societal priorities at a critical juncture in human history.

Child honouring holds three core tenets:


1. Early childhood years are the most

important and the gateway to a humane being;

2. We face planetary degradation that is unprecedented in scope and scale, a state of emergency that most endangers the very young, and requires a remedy of equal scale;

3. This crisis calls for a systemic response to detoxify the personal, cultural and planetary environments that make up the ecology of the child.

The Centre for Child Honouring will operate as a dynamic communications, education and training hub to advance Child Honouring as a universal ethic for creating sustainable, peace-making societies; to foster, in all sectors, a culture of respect by which children can grow into healthy, happy and productive citizens.

For more information about the Centre for Child Honouring, visit www.raffinews.com; click on Spirit of ONE. Jason Rodham is campaign manager for Spirit of ONE. 

Dreams become reality with tickets for Kids Up Front

By CINDY GRAVES

Kids Up Front makes it easy for individuals to make a direct difference in the lives of underprivileged children and families in our communities. The non-profit organization is built on a simple but profound concept: it takes your unused event tickets and distributes them to those in need.

At one level, the ticket recycling service Kids Up Front provides is an efficient and effective way to use unused tickets. The bottom line is no one feels good about wasting tickets. But something magical happens when a ticket is donated and put into the hands of a child who never before imagined he or she would have the chance to experience a professional sporting event, live theatre or concert. The ticket quickly becomes a door to a world of possibilities, discoveries and dreams.

Donors are able to appreciate the impact of their donations, thanks to hundreds of thank-you letters regularly received by Kids Up Front and passed on to the donors. Donors quickly realize the ticket they

cannot use becomes a conduit for providing a better quality of life for a child.


"The difference that we've seen with kids and families who have been able to attend an event, like the **BMO Figure Skating Championships**, has been remarkable. We are very glad that Kids Up Front exists to help enhance the quality of these individuals' lives through experiences at arts, cultural and sporting events in the community," says **Rob Serraglio**, vice president, Greater Vancouver, **BMO Bank of Montreal**.

Since 2004, Kids Up Front has provided 100,000 quality experiences for kids across Greater Vancouver at a total value of more than \$2.5 million dollars. Through a new online initiative for Kids Up Front, **KidSender.com**, donors can send a child to a quality entertainment, educational or recreational event for only \$5.

Canadian donors need to feel passionate about the cause they support and connected to the outcomes. With Kids Up Front, donors are confident their donations are worthwhile. As a **BC Lions** ticket donor stated: "It's great to know that we have



Kids Up Front as a resource and that they are providing young people with new and exciting opportunities."

Cindy Graves is executive director for Kids Up Front. For more information, see www.sidsender.com. 

Nuheat Industries warms to employee-led model of giving

By STEPHANI SAMARIDIS

People like to give and nowhere is that more apparent than at **Nuheat Industries Ltd**, manufacturer of an electric radiant floor warming system. In an effort to engage their employees in the spirit of giving, they have developed a model that is simple, fun and highly successful. This year, Nuheat raised over \$40,000 for **Canuck Place Children's Hospice**.

While the management at Nuheat had always been involved in charitable giving, employees became involved in 1998 when a cause caught the eye of a particular individual. The employee-led initiative began with the staff offering to work one Saturday for free if the company agreed to donate the wages to the charity of their choice. From that moment on, everyone caught the charitable bug, and the program now has 100-per-cent employee participation.

Typically, staff will support the com-



Nuheat Industries employees have "a sense of belonging to a greater good" and have raised over \$40,000 to prove it.

pany's charity of choice, provided the leader is inspired and has a compelling story. Having a local angle to help the employees' community is important, as is choosing a charity that serves a demographic population that the employees can relate to.

"Canuck Place was an excellent choice for our program this year as many of our staff have

children or are getting married with family to follow," explained **John Rose** of Nuheat. "This program provides staff an avenue to take ownership of an initiative to help and relish in the feeling of making a difference while giving a company the opportunity to demonstrate corporate social responsibility. This has become increasingly important to

the younger work force and provides a positive story to tell our customers."

Employee-giving speaks to the culture of a company. Employees are eager to be a part of a project and be contributors to its success. Personal pride and corporate pride can only lead to committed employees and business success. As the workforce and the focus of people's lives change, so too, must the work environment.

"The success of a program is not always about dollars raised, but about people and their engagement, a sense of belonging to a greater good," said John. "I hope that Nuheat can provide inspiration to other companies, as this campaign has not only enriched the lives of the children and families of Canuck Place through our donations, but has also allowed our employees to embrace life."


Stephani Samaridis is with Community Partnerships, Canuck Place Children's Hospice. For information, see www.canuck-place.org. 



PHOTO: N HENDRICKSON

Night at the Aquarium raises funds to protect the future of life in our oceans.

Aquarium gala raises funds for conservation and marine research


By MEAGAN DALLIMORE

On the night of June 12, the **Vancouver Aquarium**, a **Spirit of Vancouver®** community partner, will host its signature gala fundraiser, *Night at the Aquarium*. Set amidst beguiling displays filled with multi-coloured fish and aquatic flora, and in plain view of the nocturnal play of otters and beluga whales, the Aquarium will welcome 700 of Vancouver's philanthropic and corporate leaders to share in a rare glimpse of the vibrant, entertaining and informative world beneath the waves.

Commencing with a champagne entrance, guests will be encouraged to explore the many interactive aquatic displays that make discovery, at any age, a pure delight. This special evening will also feature unique entertainment by local artists, B.C. wines from **Ganton & Larsen Prospect Winery**, as well as a sumptuous array of local food provided by select restaurants participating in the Aquarium's *Ocean Wise* sustainable seafood program. There will also be the opportunity to bid on a range of unique gifts and experiences through the gala's signature raffle and auctions. With such great diversity of sensory experience, *Night at the Aquarium* is guaranteed to both enchant and enlighten.

Night at the Aquarium comprises one of several ways that the Aquarium engages both human and marine communities. For more than 50 years, the Vancouver Aquarium has dedicated its efforts to bringing guests into close proximity with the wonders of our oceans, lakes and rivers, in an attempt to raise awareness about these fragile marine environments, as well as to promote sustainable practices. A self-supporting non-profit society dedicated to effecting the conservation of aquatic life, one hundred per cent of the net proceeds will go to the Aquarium's conservation activities. Programs that will benefit include the *Ocean Wise* program, the **TD Great Canadian Shoreline Cleanup** and the **BCTC AquaVan**, which provides mobile, biology-based education to schools and communities throughout western Canada.

The event runs 7 p.m. to midnight June 12. Tickets are \$250 per person or \$1,000 per couple to join the Chairman's Circle.

For more information on how you can join the Aquarium, to celebrate green living, and make your contribution to securing the health and future of life in our oceans, please visit: <http://nightattheaquarium.org>, or contact Meagan Dallimore directly at nightattheaquarium@vanaqua.org. 

IT company supports CMHA's bottom line

By MICHELLE NG

Did you know that one in four British Columbians will experience a mental illness in their lifetime? The **Canadian Mental Health Association (CMHA)**, BC Division exists to promote the mental health of British Columbians and support the resilience and recovery of people experiencing mental illness.

A third of British Columbians have struggled to balance their role as employee and caregiver to a family member, often one living with disabilities, complex needs or long-term health problems.

Vancouver IT and support company, **CDot Networks**, supported workplace mental illness through their sponsorship of the CMHA's annual **Bottom Line Conference** on March 11. Through donations, the CMHA, BC Division is able to:

- Provide infrastructure for a program that awards educational bursaries to British Columbians with a mental illness, so they can pursue a post-secondary education leading to rewarding employment. Since 2002, 100 people have been awarded bursaries.


- Expand delivery of award-winning interactive mental health workshops throughout B.C., for managers, human resource personnel, occupational profes-

sionals, supervisors and union representatives. Workshops have been delivered to 1400 participants from 28 organizations across the province.

- Conduct public policy research and advocacy in areas such as mental illness and homelessness, and work with the **BC Alliance**—a coalition of organizations dedicated to ensuring every citizen has timely access to services that reduce harm and provide the best opportunity for recovery and community inclusion.

- Provide support to develop a new South Fraser Branch and strengthen and standardize existing branches. CMHA currently has 20 branches throughout the province that deliver services in housing, employment and public education.

- Provide infrastructure to a fund that supports the lives of children and youth living with or at risk for mental illness. The fund is named in honour of Dr. **Jean Moore**, a lifetime volunteer, advocate and educator who has served on numerous boards and committees for CMHA since 1967. In B.C., 140,000 children and teens (one in seven) have a mental illness.

Michelle Ng is general manager at **CDot Networks Inc.** For information, see www.cdot.ca. 

Businesses can donate old computers to schools

By MARY-EM WADDINGTON

So, you own a business and now it's time to buy some new computers. That's easy enough, but what are you going to do with the old ones? Many options exist for businesses looking clear out computers: from the province's recycling program to re-use organizations such as **Computers for Schools (CFS)**.

CFS has been operating in British Columbia since 1994 and has redistributed over 97,000 computers across the province which were too old for business or government but still had useful life in a school setting.

CFS has three proven benefits: we support students and teachers through the provision of newer computers, helping to keep schools within budget while upgrading their older equipment: we provide volunteer opportunities and work experience for youth and high school students, and support the environment through an active and proven reuse capacity. We are also a registered charity, able to issue tax receipts for the donations.


Schools require large numbers of identical machines which can only be sourced from business and government. CFS recently provided 166 computers to a Langley school within one week of the request being made. In this case, the **District of North Vancouver** was the donor.

Computer teacher **Rob Griesbeck** said,

"This allowed us to replace over a quarter of the school's computers, providing significant upgrades in many classrooms, the library research stations, the counselling centre and enabled us to establish a new Language Lab. The quality of equipment and service has been a godsend for the school; everyone is thrilled with the new computers."

Schools use CFS equipment for a variety of functions, from keyboarding to AutoCAD, web design to research stations in classrooms to libraries and labs. Make no mistake, schools are not a dumping ground for old computers! They have become increasingly technologically savvy over the past 15 years and CFS will not distribute anything less than a P4 2.0 GHz computer to a school.

"We are pleased to partner with Computers for Schools BC to make this happen," said District of North Vancouver **Mayor Richard Walton**. "It's important to us that our surplus computer equipment finds a good home and doesn't end up in a landfill. Our donation demonstrates the District's commitment to achieving our zero waste initiative by seeking out ways to reuse our surplus equipment and it reflects the importance the District places on supporting local communities."

Mary-Em Waddington is the executive director for **Computers for Schools, BC**. For more information, see www.cfsbc.ca. 

Justice Institute offers customized courses for handling difficulties in the workplace



The **Justice Institute of British Columbia (JIBC)** offers a unique range of programs and courses unrivalled in North America, covering all aspects of justice and public safety in both the workplace and the community.

Courses can also be customized for delivery in your workplace and provide invaluable knowledge for dealing with a range of issues from handling aggressive customers or patients to effectively defusing threatening situations.

For example, JIBC's *Personal Safety Training (PST)* program provides you and your employees with the basic tools and techniques already tried and tested by justice and public safety professionals.

Personal safety has become integral to both organizational and public safety. This workshop focuses on ways to enhance personal safety while performing day-to-

day duties. Intuitive techniques used by police and corrections officers, sheriffs, conflict resolution practitioners and others working in close proximity to high-risk individuals, are explored and applied to your specific work situation. You will be guided through work-related exercises and scenarios of your own design – that are relevant to your work environment.

Courses available both increase confidence in handling difficult situations and demonstrate the importance of awareness and prevention. They provide a talking forum enabling staff to share difficult situations they find themselves in. Course

content includes self-assessment, conflict resolution skills, stress reactions, the legal context of personal safety and self-defence, effective communication, and recognizing escalating conflict and crisis management.

Upon successful completion of this course, participants will have learned to understand the philosophy of personal safety training and its three major components – awareness, prevention and defence.

For a quote or further information, please contact Fariyal Rehmat at 604.528.5538 or email her at personalsafety@jibc.ca. For more information, visit www.jibc.ca.

SFU School moves to new facility

Simon Fraser's University (SFU) School for the Contemporary Arts is moving to the **Woodward's** development in Downtown Vancouver.

With completion expected in 2010, the new, state-of-the-art facility will bring an exciting slate of performances in dance, film, music, theatre and visual arts into the heart of the city's creative district. Students, faculty and staff from around the world will learn, perform and participate in this vibrant neighbourhood every day.

The school relies on generous support to ensure that SFU Contemporary Arts at Woodward's becomes a vital component of Vancouver's artistic, cultural and economic future. Gifts of any size make a difference and room-naming opportunities are on offer.

For more information, or to make a gift, contact Ms. Chris Arnet, senior director, advancement 778.782.5304, arnet@sfu.ca or visit www.sfu.ca/advancement

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Career search coaching: What are YOU doing (or not) during tough times?

By TERRY WHITEHEAD

Turn the calendar back 18 or even 12 months ago and you see an entirely different landscape for job seekers that you do today. In the span of a few tumultuous months, thousands of Canadians find themselves unemployed and thousands more fear for their future. So, what should candidates be doing to distinguish themselves in this current market?

Build your network: As

obvious as it seems, get out there and meet people and use this time to re-connect with friends, former colleagues, and classmates and let them know you are in the market. Stay connected via telephone, email, organizations like **The Vancouver Board of Trade**, and social/professional networking sites like **Facebook** and **LinkedIn**.

Review your resume: Your resume is more than just a chronological summary of past jobs.

A well-written (with excellent grammar and spelling) resume that clearly demonstrates your skills and accomplishments will capture the attention of a human resources professional and recruiter. Have a concisely written Career Summary & Objective section at the beginning that includes descriptive language and action verbs. A “senior accountant seeking a challenging opportunity” is uninspired and ineffective. Use instead: “A senior accounting

professional with 10+ years of experience in financial reporting and change management seeks a Controller-level position with a growth-oriented publicly-traded manufacturing company.”

Adjust your expectations: In recessionary times, companies are asking employees to do more work with less people, and work-life balance becomes less of a priority to keeping your job. You should show that you are prepared to put in extra time as needed (and sometimes even if it's not) and offer to take on diverse tasks. Diversity and an excellent work ethic go a long way towards getting – and keeping – your job. It is important that you understand that job offers may not be as attractive as they once were.

Companies may no longer be in a position to offer longer holidays or development courses right now.

Be nice: The best advice is something we all learned in the sandbox as children – be nice. Be respectful and polite when speaking with the receptionist. You might be surprised how often managers ask their colleagues on the front line how a candidate conducted him/herself.

Be positive: As difficult as it may be during these gloomy times, be as positive as possible – it shows in your face, your smile, and comes through in your voice. Good luck!

Terry Whitehead is business manager with Hays Accounting & Finance (Vancouver). For more information, see www.hays.ca.

Speaking up is key to self esteem

By GULNARA AITUAROVA

My client, **Neil**, is a relatively young business owner who started a small successful geophysical firm in Alberta three years ago. One of Neil's employees, **Larry**, was disrespectful and behaved inappropriately toward clients. He was not meeting his timelines and most of the time complained about working too much. Neil was getting frustrated with Larry's attitude of entitlement and unwillingness to change, so he brought the issue up two months ago in

one of our coaching sessions.

Neil admitted that he achieved his success due to his passion, drive and hard work; however, he was still having a hard time assertively communicating and dealing with conflict. I asked him if Larry was given clear feedback on what was expected from him: whether he was provided sufficient tools to do his job well and was motivated enough.

“Yes, I did all that. However, sometimes I am too concerned about hurting people's feelings, so I continue to put up with things

I don't like, because I feel other people's feelings are more important. Perhaps I was not firm enough. I also feel guilty about letting people go, so I end up with unproductive and ineffective employees. I've never fired a n y b o d y ,” Neil said.

I pointed out to Neil that by not speaking up, he was not teaching them a valuable lesson and was therefore indirectly preventing them from growing. I then asked Neil if he would like to do a role-play with me playing

Larry's role. We rehearsed Neil's conversation with Larry a couple of times, and Neil felt more confident to confront

Larry in a more assertive way.

Eventually, a few weeks later, Neil did not see any improvement in Larry's performance and had to let him go after a few warnings. He later shared how relieved and empowered he felt after

to deal with situations like this,” explained Neil.

The ability to speak up and set boundaries is a sign of healthy self-esteem. The healthier your self-esteem, the more natural it is for you to say no, when things are unacceptable. One way to improve your confidence is to start expressing your needs and staying true to yourself without comparing or competing, simply because you are unique and there is no one else like you on this planet of six billion people.

The **Grateful Mind** team runs workshops to build effective success habits. For details, visit www.grateful-mind.ca.

Gulnara Aituarova is president of Grateful Mind Inc. See www.grateful-mind.ca for more information.



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How to choose the right coach for you

By JULIA VIDAKOVIC

There are a plethora of coaches out there, so once you've decided to take the plunge, how do you choose a good one who fits you and actually coaches instead of advises?

Here is a simple checklist you can use to help you find someone who fits the bill:

1. Are they certified? Have they actually studied coaching, where and for how long?
2. Are they a member of a professional coaching association? This points to their ongoing development as a coach and their commitment to the profession.
3. Are they accredited by their association? And what does that mean? What hoops did they have to jump through to get those additional letters after their name and what do they have to do to keep them?

4. What is their background and specialty? Do they have a biography, and who do they work best with?

5. Do they have any testimonials or references you can check out? Although coaching is a confidential service, if a client is happy, they will usually provide a testimonial saying so.

6. Do your personalities click? You are going to be working pretty closely with this person and divulging things you may have never shared before, so actually liking them is imperative.

7. What do you want to achieve? To get the best value, be very specific about what you want to get out of the relationship. How are you going to measure your return on investment?

8. Do they have a coach? Really good coaches have a coach they pay to coach them. It shows

they walk the talk instead of talking the walk. A coach without a coach can be a red flag.

9. How do they talk about their competition? Coaches are supporters, even of each other. They support coaching.

10. What are their terms? What are they offering? What do you get for your money? Typically coaches will ask for a three-month minimum commitment. However, ask if you still have the option to cancel in the first month if you feel it isn't working out.

There are many more points, many of which are personal to you, so I would invite you to explore what it is you want from your coach. Can the person on the end of the phone or sitting across from you deliver?

Julia Vidakovic is a certified executive coach. See www.brightestspark.com for more information.

Different leadership skills needed for tough times



By SUE DRINNAN

When asked what organizations value the most in leaders, 83 per

cent of the best-in-class organizations as compared to others said "execution."

Organizations value leaders who can achieve results through others. These leaders create a climate in which people know exactly what is expected of them. In ideal times, the survey results showed, people value authoritative and democratic styles of leadership in comparison to the other four styles of coercive, affiliative, pacesetter and coaching. In tough economic times, employees' desire more communication and clarity around goals. They want their leaders to become more visible and to be leading from the front. Typical leadership styles which accomplish this include authorita-

tive with some coercive and pacesetter when needed.

During tough economic times, best-in-class companies create clarity, encourage development, drive accountability and recognize successful leaders. Sixty-five per cent of the top 20 companies on the list hold senior managers accountable for commitments versus 36 per cent for all others. Sixty-three per cent create a sense of purpose for employees by communicating values versus 43 per cent for all other companies. Forty-five per cent honour leaders within the organization versus 32 per cent for all other companies.

In addition, 62 per cent of respondents indicated that matrixed

roles are increasing in their organizations. Managing in a matrix poses its own set of challenges, including the need for collaboration, creating a cohesive team, not having authority over resources, managing conflicts over differing agendas, goals or priorities, and minimizing confusion over roles, decision-making and accountability.

Hay Group says that there will be an increased emphasis on the skills needed to work in a matrix environment. Relationship building, influencing, adaptability, interpersonal skills and collaboration skills will all be more important in the future workplace.

The Hay Group/Chief Executive

survey reveals that the top 20 best companies for leaders make leadership development a priority. Seventy per cent of the top 20 companies say they have a formal process to identify individuals for leadership roles, versus 37 per cent of all companies. Sixty-five per cent of companies say that talent management is driven by a clear business strategy versus 39 per cent of all other companies. Fifty-five per cent have formal programs to accelerate leader development versus 34 per cent of all other companies.

Sue Drinnan is senior consultant, leadership and talent for Hay Group Limited. For more information, see www.haygroup.com.

Coach yourself: Ask for feedback

By CHRIS OBST

You know that feeling you get in your gut just before you ask for feedback? Everybody gets it.

It is a battle of the wills between the little part of you that's proud of being "big" enough to ask, and the part that's scared to death of how you'll feel after. Who's winning the battle in your world?

What stops managers from asking for feedback? We are often afraid of what we'll hear; we want to appear perfect, and we didn't see our leaders elicit feedback as an example.

However, eliciting feedback improves your team.

Receiving feedback:

1. Reinforces the things you do that positively impact those around you.
2. Shines a light on blind-spots (and yes we all have them).
3. Sends a message that you are grounded in reality and willing to talk openly about strengths, weaknesses and improving.
4. Demonstrates that you are committed to your own growth and development.
5. Fosters a culture of open and

honest communication.

How to ask for feedback:

1. Make time. Don't ask for feedback three minutes before a big presentation.
2. Be clear and sincere. People can spot fishing. Feedback isn't idle conversation.
3. Set parameters. Specify that you want honest and constructive

feedback.

4. Say thanks. If they give you sincere praise and recognition, thank them, and press them for something you could improve. If they point out something that they think needs to be addressed, thank them for that and for their insights.
5. Process the information and

look for themes. Use praise to fuel your fire. Fight the urge to dismiss feedback that you disagree with. There is always something you can learn. Let your curiosity win out over your fears!

Chris Obst is principal of Core Dynamics Group. For more information, see www.coredynamics-group.com.

Trust in uncertain times

By DOUG TURNER

In these days of turbulent business news and uncertain economic conditions, there is a temptation to "turtle" by symbolically pulling in our head, arms and legs to protect ourselves. We have very little trust in ourselves and in our environment. The reality is that such turtle tactics will not serve us well at all (after all, what can a turtle do in that condition?).

Stephen M.R. Covey in his book, *The Speed of Trust*, makes it clear that when there is a lack of trust, transactions slow down and the cost of executing those transactions increases. More importantly, the reverse is also true: when trust increases, costs go down and business speeds up.

In the business world, the costs can be measured in money. In a personal context, the costs of interpersonal transactions in a low-trust environment are measured in the excessive energy spent in non-productive, fear-based activities. But here's the real kicker: all business transactions are actually done between two or more human beings (surprise!). This means

that increasing trust in a personal context is the same as increasing trust in a business paradigm. Yes, you will actually feel better, get more done, and make more money. Who could ask for more?

Professional coaches are trained to assist people to succeed in their given environments. There are specific behaviours and attitudes that can be practiced on a personal level that will make you more trusting and trustworthy. People want and need to trust their leaders. People will only engage with an idea (like a company vision for example) if they trust the people presenting it.

I have been told by my clients that working on trust is a "big leverage" activity. They realize that trust underlies almost everything they do. When many people and organizations are turtling, the real winners are those who learn how to actively build trust with those around them and reap the rewards of improved personal relationships and financial results.

Doug Turner is with True Balance Coaching. For more information, see www.truebalancecoaching.com.

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Vancouver caterers cook up top awards

Culinary Capers Catering recently received the **International Achievement in Catering Excellence (ACE) Award** at the annual **catersource conference** in Las Vegas. Company president **Debra Lykemark** accepted the award at the opening general session of catering industry professionals in February at the **Las Vegas Hilton**.

The *catersource* ACE Award recognizes companies that have shown leadership and noteworthy achievement in the catering industry through culinary, business, commun-

ity and professional development.

"We are extremely proud to be honoured with the prestigious ACE Award," said Lykemark. "When I opened the company 23 years ago, we set out to be one of the top caterers. To be recognized by my peers in the international catering community for our hard work is extremely gratifying and a tribute to our entire team."

Culinary Capers also took home three awards at the **2008 CATIE Awards** (Catered Arts through Innovative Excellence). The CATIE Awards are presented by the **Inter-**



Fennel pollen-dusted sable fish – one of Culinary Capers' award-winning dishes.

national Caterers Association, another highlight of the 2009 *catersource* Conference and Tradeshow, an international event attended by over 4,000 catering industry professionals. The awards are designed to recognize the achievements of caterers from around the world.

The winning entries were in the following three categories: Best Plated Menu for a spectacular six-course plated lunch focused on seasonal ingredients in Whistler for 330 guests; Best Hors d'oeuvre for a foie gras parfait with spiced apple brioche and cardamom croquant,

created for an exclusive event for **Louis Vuitton**, and Best Celebration Cake for a birthday cake, inspired by **Jimmy Choo** designer shoes, for an ultra-stylish birthday soiree.

The award-winning kitchen team was the official caterer for the **BC Canada Pavilion** in Beijing during the **2008 Summer Games**. Lykemark has been featured as one of Canada's top 100 women business owners by **Profit magazine** and Culinary Capers was ranked 64th in the 2008 edition.

For more information, visit www.culinarycapers.com.

Leaders of Tomorrow Youth G8 delegate seeks member input



Anita Pan, a university student on The Vancouver Board of Trade's **Leaders of Tomorrow®** program, has been selected as one of 12 Canadian delegates to attend the **2009 G8 Youth Summit**

in Italy. She will be the youth minister of finance and discuss Canadian policy on financial risk management, financial crisis countermeasures and reform of the international financial architecture with her foreign counterparts.

The **G8 Youth Summit** is the only conference of its kind in the world, bringing together youth from the G8 and O5 nations to discuss issues that are prominent in our societies today.

The Summit takes place each year in the host country of the **G8 Leaders Summit**, and a final communiqué drafted by the youth delegates will be presented to the "real" G8 leaders.

Anita Pan is in her last year of studies at the **Sauder School of Business** at the **University of British Columbia**, where she is completing a Bachelor of Commerce degree, double majoring in international business and marketing. Recently, she represented Canadian international interests in Peru, discussing with senior government and industry leaders how Canada can help utilize the *Canada-Peru Free Trade Agreement* to promote growth, equity, and sustainable development.

Anita welcomes the views of Board members on international financial issues and different opinions of what Canada's policies towards international financial management should be. If readers are interested in sharing their views or finding out more about the G8 Youth Summit, please contact Anita at anitahpan@gmail.com.

For more information on *Leaders of Tomorrow*, visit www.leadersoftomorrow.com.

Bigger & better!



The **Developmental Disabilities Association** has just launched its new and improved website with new features allowing users to quickly and easily access program information; locate donation bins for bottles and clothes; read relevant, up-to-date news and exciting calendar events, and apply for and access employment and volunteer opportunities online. See www.develop.bc.ca.

Spotlight on...

Congratulations to the following corporate members who have reached milestone anniversaries with The Vancouver Board of Trade:

Five years

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Accenture Inc.
Alliance of Beverage Licensees (ABLE BC)
Anglo Canadian Shipping Co.
Arcprint and Imaging
Association for Mineral Exploration British Columbia (AME BC)
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Corporate Gifts Inc.
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Insights Vancouver
Jet Set Sports
Jim Pattison Lease
Longview Communications Inc.
Medisys Health Group (TSX: MHG.Un)
Montecristo Jewellers Inc.
Muscular Dystrophy Canada
Neptune Food Service
PBK Architects Inc.
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PNWER-Pacific NW Economic Region
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Staples
Teck Coal Limited
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Usana Health Sciences
Vancouver Academy of Music
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WestJet Airlines

Ten years

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Focus Audio Visual Services Ltd.
Health & Home Care Society of BC
InterGlobe Investigation Services Inc.
Metropolitan Hotel
Petley Jones Gallery Ltd.
Quebecor World Vancouver
Retail Council of Canada
University of Phoenix Vancouver Campus
WS Leasing Ltd.

Fifteen years

BC Ferry Services
BC Liberal Party
CB Richard Ellis Limited
EEC Industries Ltd.
International Language Schools of Canada
JW Financial Advisors
Langara College
Microzip Data Corp.
The Salvation Army, Harbour Light

Twenty years

Canada's Royal Winnipeg Ballet
Canadian Western Bank & Trust
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Dare to ask critical questions out loud



PHOTO: T. TODRAS-WHITEHILL

By MICHAEL ALLISON

Can individuals change the world by daring to ask questions, out loud? **Irshad Manji** answers with a resounding, “Yes, we can!” A signature voice of the **Obama** generation, Manji is the luncheon keynote at **The Vancouver Board of Trade’s Leadership Skills Bootcamp** on Moral Leadership in a Time of Corruption.

Robert F. Kennedy defined “moral courage” as the willingness to speak truth to power within your own circle for the sake of a greater good. More than ever, such leadership is needed to promote transparency, accountability and, above all, integrity.

Manji will go beyond telling us how to exercise moral courage; she will show us. Her game-changing guidance applies to Barack Obama no less than to us, which is why we’ll hear the very insights that she has discussed with President Barack Obama’s team.

Currently spearheading the **Moral Courage Project** at NYU, Manji is considered one of the world’s most provocative thinkers, with top-notch credentials, as well as an unwavering commitment to her audiences. Manji’s words transform underground hunger for change into an above-the-ground phenomenon.

She is a highly vocal advocate for a revival of critical thinking. Known as *ijtihad* in Islamic tradition, she challenges traditional religious beliefs and refuses to back down under intense pressure. Manji insists on telling her personal story with passion and humour. Her inspiring message: any of us can change the world by daring to ask questions — out loud.

Manji became a global name as author of *The Trouble with Islam Today: A Muslim’s Call for Reform in Her Faith*, published in more than 30 countries, including Pakistan, India, Lebanon and Indonesia. Her PBS film, *Faith Without Fear*, has garnered an **Emmy** nomination for artfully following her campaign to reconcile Islam with freedom. **Oprah Winfrey** awarded Manji the first annual *Chutzpah Award* for “audacity, nerve, boldness and conviction.”

Manji brings an electric passion to all her presentations as she encourages audi-

ences to get engaged in new ideas, critically review their belief systems and have the moral courage to stand up for those within and outside your defined community.

This Bootcamp is ideal for any business leader contemplating the reasons behind today’s economic climate and for those seeking to be moral leaders of the future. This half-day event includes breakfast and morning keynote speaker along with a plenary session and a choice of three breakout sessions followed by Manji’s luncheon keynote.

The Leadership Skills Bootcamp is on April 29, 2009. Register now at <http://tiny.cc/leadership698>.

Coming up

122nd Annual General Meeting

Funny man **Rick Mercer**, host of CBC’s *The Rick Mercer Report* – will welcome incoming **Vancouver Board of Trade** chair **Sue Paish**, Q.C., and the new board of directors at The Board’s 122nd Annual General Meeting this year.



Inhilarious, standing room-only keynotes (he is perhaps Canada’s most requested speaker), Mercer will draw on the best from his shows, taking you behind the scenes of classic Canadian moments: his interview with **Jean Chretien**, his “Talking To Americans” specials, and much more. Members will be treated to his hilarious take on what delights, and occasionally enrages us, about our politicians, our media, our neighbours to the south, our unique pop culture and our place in the world.

As the CEO of **Pharmasave Drugs (National) Ltd.**, Sue Paish is a respected leader with a track record of success in numerous professional roles. She has long been recognized for her leadership and accomplishments, including receiving the *UBC Faculty of Law Distinguished Alumni Award*, being named to the list of *Canada’s Most Powerful Women – Top 100* and being recognized as one of Vancouver’s *Most Influential Women in Business*. She is the founding chair of The Vancouver Board of Trade’s **Women’s Leadership Circle®** and is a passionate advocate for community engagement.

Sponsorship opportunities include purchasing sponsored tables of 10 with corporate visibility, and don’t miss early bird ticket prices on offer until May 1.

For sponsorship, call Debbie Downs, manager, business development, at 604-641-5476. To buy tickets, see <http://tiny.cc/AGM>

At the podium



PHOTO: D. ROELS

“On the U.S. side, bit by bit... the border is getting thicker.”

David Emerson, CEO and Chair, BC Transmission Corporation and Chair, BC Economic Advisory Council, Pacific Financial Forum™ '09, Feb 10, 2009



PHOTO: D. ROELS

“The decision to go into deficit was made over the toughest few days of my life... because I don’t like deficits.”

Premier Gordon Campbell, Budget 2009, Feb. 18, 2009



PHOTO: D. ROELS

The economy is dependant on sociology and ecology – it cannot exist without the other two... The economy is the science of effective or efficient allocation of resources; it has nothing to say about what is really important to us, or our survival.”

Peter Senge, author *The Fifth Discipline*; senior lecturer, MIT; founding chair, Society for Organizational Learning, Feb. 26, 2009

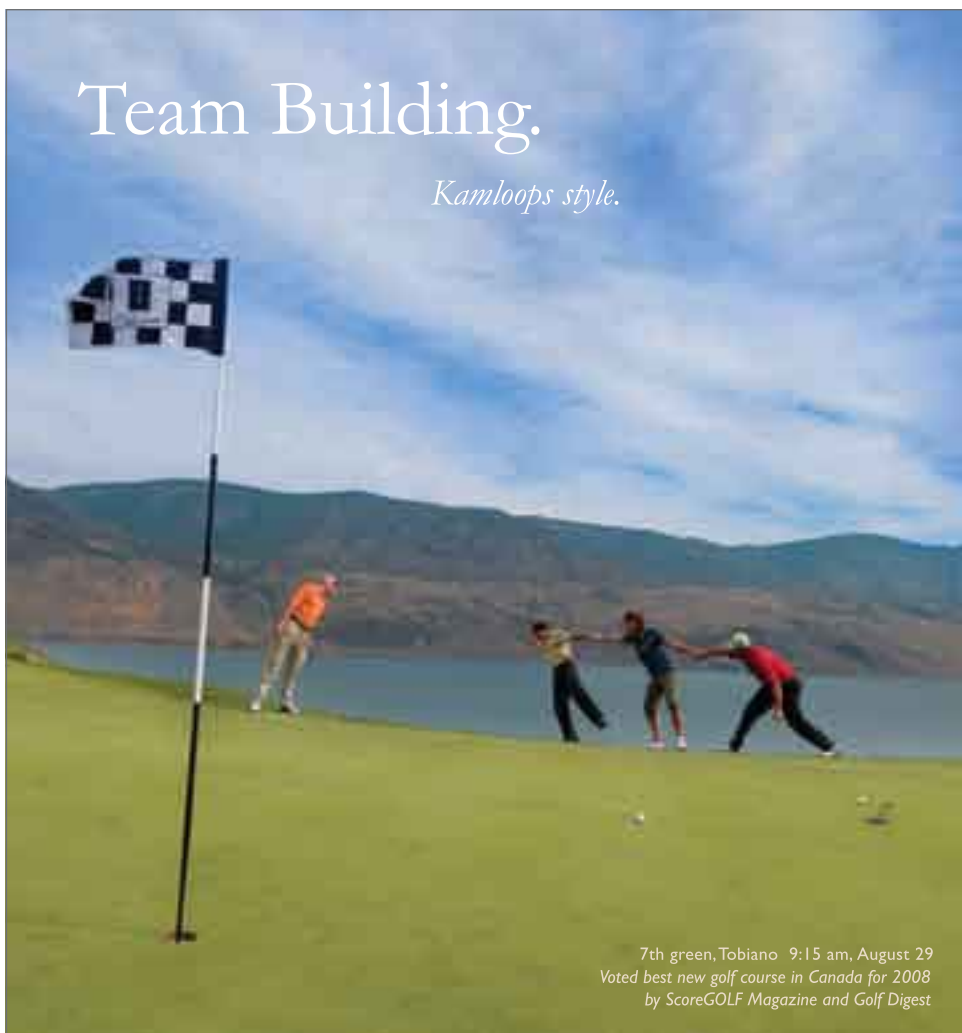


PHOTO: D. ROELS

“And yes, Bob Laurie [Board of Trade director], we are going to move forward with the shift in business taxes. You can sleep better now.”

Mayor Gregor Robertson, City of Vancouver, Mar. 12, 2009

For more information, visit www.boardoftrade.com



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To survive or thrive? That is the question



By JANICE MANSON

absenteeism and presenteeism (working below capacity). This hurts the company's bottom line.

So, what can a business do today that will allow it to thrive and provide a healthy three to six-times cost savings on every dollar invested? In this time of shrinking markets, higher workloads and job loss, it is corporate wellness programs that allow organizations to reap these cost savings. These savings appear as decreases in absenteeism, worker compensation claim costs, employee turnover, and health/disability insurance costs, and as increases in engagement, employee performance and productivity.

Corporate wellness programs provide workers from the front-line to the C-suite with the skills, support and resources to meet the ever-evolving workplace challenges. With the right corporate wellness strategies in place, rather than create chaos, these times can instead spark innovation, improve engagement and ultimately increase the bottom line. Change is negatively stressful if we perceive we do not have the resources to meet the challenge. Corporate wellness programs help the worker to feel resourceful, apply their strengths to their work situation, reduce conflict, and feel supported.

Personal and professional development companies like **MindClick Partners Inc.** work with businesses to provide a menu of corporate wellness programs that go beyond mere stress management or coaching. Led by registered nurse and clinical hypnotherapist Janice Manson, MindClick programs are grounded in neuroscience, psychology, nursing, and business to provide practical tools for positive lasting results.

Janice Manson is a corporate & clinical Hypnotist at MindClick Partners Inc. See www.mindclickpartners.com for more information.

Change...we fear it and avoid it or we embrace it and through it we grow. Today, more than ever, business is operating in turbulent times and change is required to survive. But is surviving change good enough? How can business come out of these times thriving, healthier and stronger than ever?

The **Canadian Mental Health Association** reports that 23-69 percent of workers of all ages report workplace stress as the primary source of stress in life. **Statistics Canada** reports that stress-related absences alone cost employers over \$3.5 billion per year. Chronic unmanaged stress in the workplace leads to disengagement, increased illness,

Vancouver School Board – health and wellness initiatives

By TONI ARMANNO

New thinking has emerged leading to the development of holistic health models in the workplace. Part of health and wellness includes maintenance of mental health. Due to changes in the workplace, developments in technology and the pressures of society, mental illnesses have increased over the past few decades.

Having healthy employees is a definite plus in any organization as they are less likely to take sick days, are able to return to work faster and are more energetic. Job

satisfaction and productivity increases when employees are healthy. The benefits of investing in employee health go far beyond the bottom line. Employers who care take steps to improve the quality of their employees' lives.

Taking these factors into consideration, the **Vancouver School Board** has recently taken a more proactive approach to address employee health and wellness in the workplace. Workshops on the importance of mental health in the workplace are offered to employees, and a monthly news-

letter promoting the importance of mental health within the workplace has also been developed in conjunction with various resource booklets and pamphlets.

Other initiatives, such as the 10,000 Steps a Day Challenge, have also been implemented for staff at the Education Centre, with an intent to go District-wide.

Toni Armanno is coordinator of initiatives and information at the Vancouver School Board. For information, see www.vsb.bc.ca.

Over 75% of individuals struggling with Substance Abuse issues are currently employed. The costs to the workplaces are staggering.



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• APPOINTMENTS •

Angus One is proud to announce the appointment of **Dior Côté** to administrative assistant. Dior comes to this position following service in a variety of temporary administrative roles. Prior to joining Angus One, she worked as a member services representative at **Bow Valley Credit Union**, a reconciliation clerk at **CIBC** and in retail sales/customer service for **Tin Box Corp.**

Borden Ladner Gervais, is pleased to welcome **Jay C.H. Shin** as a partner to its corporate commercial practice area. Jay was called to the Bar in B.C. in 1996 and previously practiced at **Boughton Law Corporation.**

Lawson Lundell LLP is pleased to announce that **Marjorie E. Brown** has joined the partnership. She is a member of the firm's tax group.

Brown became an associate in 2001 after completing her articles with the firm. **Daniel N. Mah** joins the real estate group. He articulated with the firm and was called to bar in January 2009. **Gordon C. Weatherill** has been appointed Queen's Counsel. He is the firm's litigation group manager and was called to the bar in B.C. in 1981, Alberta in 1984, Northwest Territories in 1995 and Nunavut in 1999.

Exivia, Madrid-based alternative tourism planners, has chosen **MacLaren McCann** as their agency of record and communications partner for Canada. Exivia's first project in Canada will be a four-day expo at the new **Vancouver Convention and Exhibition Centre** in May, 2010. MacLaren McCann Canada Inc. was chosen as a full-service, integrated marketing communications agency with more than 600 employees in offices across Canada, including Toronto, Vancouver, Calgary and Montreal.

Pan Pacific Hotels and Resorts is pleased to announce the appointment of **Steve Halliday** as executive vice president, development for North America. In this new role, Steve will focus on hotel acquisitions and procurement of management contracts to drive the development for Pan Pacific in gaining a significant brand presence in the North America region. Steve has been in the hotel industry for over 30 years and has led the success of **Pan Pacific Vancouver** to become an internationally acclaimed hotel with recognition from **Condé Nast Traveler** and the **Five Diamond Award** scheme by **American Automobile Association Travel**

Guide. Steve first joined Pan Pacific Hotels and Resorts in 1984 and has since provided leadership in the successful openings of Pan Pacific hotels in Vancouver, Seattle and Whistler.

Sandwell is pleased to announce the appointment of **Rob Stewart** to the power group as manager, power. Rob has a rich background in design of power generation facilities and a strong technical knowledge of power generation equipment including large industrial boilers and boiler retrofit projects. Stewart has worked in boiler design and project delivery for **Combustion Engineering, Kvaerner** and **Foster Wheeler** in Canada and the U.S. Most recently, Stewart was director of power and utilities for **Neil and Gunter** (now **Stantec**) in Western Canada.

Tourism Vancouver is pleased to announce that **Kathy Nicolay** has recently joined the organization's Meetings and Conventions team as coordinator of the *Be a Host Program* supporting local community members bringing their association or corporate meetings to Vancouver. Nicolay previously worked at **Operation Eyesight** as a fund development officer and as an events coordinator for **Support Services Unlimited**. Kathy holds a bachelor of arts in Cultural Anthropology from **SFU** and an honours diploma in International Project Management from Toronto's **Humber Institute**.

Fusion Recruitment Group Ltd is delighted to welcome **Shannon Brown** to our team as senior recruitment partner. Shannon's portfolio will be to manage all levels of management, sales,

and marketing positions within finance, banking, insurance, investment, real estate, and business services sectors. Her experience has been in corporate recruiting and external recruitment, allowing her to understand the full cycle of the screening, assessment, recruitment and selection process. Shannon was previously branch manager with **AltisHR**.

• ANNOUNCEMENTS •

Board of Trade governor (former chair) and former minister of finance and B.C. MLA **Carole Taylor** won the **Lifetime Achievement Award** at the 10th anniversary of **Business in Vancouver's Influential Women in Business Awards** luncheon at the **Fairmont Waterfront Hotel**. Each year *Business in Vancouver* recognizes five exceptional business women and one Lifetime Achiever who have risen through the ranks in public and private companies to become successful entrepreneurs, VPs and C-level executives. Honorees are influential leaders in their industry and active members of our communities committing time and resources to mentor other women in business and contributing to causes that make a difference in the local community.

Donors stepped up to support **United Way of the Lower Mainland's** 2008 fundraising campaign, contributing \$29 million to improve lives and strengthen communities throughout the region. The fundraising result was announced at the **Scotiabank & United Way Community Spirit Awards** in Vancouver on Feb. 26.

GET NOTICED WITH GUARANTEED LISTINGS

With a guaranteed listing in Around The Board, you will reach an audience of leaders in the business community. One guaranteed listing with photo placement costs \$30+GST and an enhanced guaranteed listing (with company logo) is \$50+GST. The Board reserves the right to edit submissions. Contact editor@boardoftrade.com for more details and deadlines.



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Ms. Sue Paish QC

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