



Mission Chamber of Commerce **Business**TRACK

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NOVEMBER 2016

What is advocacy and why is it important to my business?

What is advocacy?

There has been a lot of talk about advocacy over the past few months by the chamber and the business community at large but just what is advocacy? Well it can be described in definitive terms as the act of influencing others in favour of something such as a cause, policy or particular interest. It can be done quietly behind the scenes or actively by marching in the streets. No matter the method, there is no other organization in the country that is as respected for its advocacy work on behalf of small business and strong local economies than chambers of commerce.

Advocacy is one of the core objectives of the chamber movement along with providing benefits to its members and setting the stage for building strong business connections. In the new strategic plan created by the Mission Regional Chamber of Commerce (MRCC) in 2016, "stronger advocacy efforts" was identified as a top core objective of the chamber. Throughout the year the Government Affairs Committee of the MRCC has been working hard on a number of projects to ensure they meet these strategic goals. For example, as part of its advocacy efforts in giving a voice to its members, representatives of the Mission Regional Chamber of Commerce



will now be bringing forward at least one new policy each year to the BC Chamber of Commerce and the Canadian Chamber of Commerce to be accepted as part of the lobby efforts at the provincial and federal level. 2016 was an exciting time for the Mission Chamber as they presented their first ever policy to the Canadian Chamber AGM and received overwhelming support.

Recent advocacy accomplishments have included: Inter-municipal Business Licensing, adoption of our policy on Remediation Standards for Substance affected homes, and the development of our Fraser River - Economic Importance of the Lower Fraser River Report (undergoing updates).

So why is advocacy important to my business?

Business owners can often come up against policy and red-tape when dealing with various levels of government that can negatively affect their ability to succeed. If no one addresses this red-tape then nothing will change. Advocating for business ensures that a fair and competitive business environment is maintained. This is where the Mission Chamber can help. The Chamber is government's watchdog, monitoring policy and changes to ensure they are fair for the business community. They are a bigger voice, with a bigger impact and will advocate on your behalf. Let the Chamber do the advocating (it's what they do best) so you can continue to focus on what you do best.

How does it work?

As the *Voice of Business*, the Mission Regional Chamber of Commerce works on behalf of their members to address business concerns and needs at the municipal, provincial and federal levels. The Government Affairs Committee of the MRCC meets regularly to discuss local business concerns, government policy and its effects on local business. The committee researches each issue and connects with stakeholders who may be affected. Efforts to address the issues are made in various forms including the creation of new policy recommendations, letters of support/concern and open roundtables to bring business and government together.

Collaboration with Chambers in the Fraser Valley and as a member of the BC Chamber of

Commerce and the Canadian Chamber of Commerce, they work with regional, provincial and federal policymakers to improve the business environment and continue to make the region a competitive place to do business.

Do you have an issue that you would like to see the Government Affairs Committee research and bring forward to government on your behalf? The committee is looking to hear from their members to get a better idea of what is important to you. What is causing you more red-tape than necessary? What issues are creating a barrier to your business?

Join the committee for a brief member forum and bring forward your concerns and suggestions and help to guide us in what is most important to you, the business community.

Nov 17th - Save the Date
Chamber Member Forum - Policy Development

Join us following our monthly luncheon to discuss issues that are important to your business. Help the Govt Affairs Committee gather ideas for developing key policies for 2017.

Place: Rockwell's Chapel Room

Time: 1pm-2pm

Price: No-Cost, register online



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NOVEMBER 2016 President's Report

Now that October is behind us, I can honestly say that this year's small business month was one for the record books! We were so very pleased to see the great interest and participation in the programs and opportunities offered by both the Mission Regional Chamber of Commerce as well as our generous members who cater to the betterment of small business. I would especially like to thank Ann Harper, the owner of Mission City Business Centre and Ann Harper Inc. for the very informative business development workshops she provided our members without cost. I would also like to recognize all of the members and local businesses who presented and attended our expanded business showcase last month. These types of educational and networking opportunities are exactly what drives small business in our community to succeed and increase their competitive edge in our region and beyond. If you were not able to take advantage of these opportunities, please stay tuned to our website and calendar; officially small business month may be over for this year but with our Chamber's

commitment to small business, every month is small business month in one way or another!

Now that we are in November and we start to look forward to the most wonderful time of the year... The Holiday Shopping Season, we are pleased to announce this year's Shop the neighbourhood day with Yellow Pages will be on November 26th. If you are a local business please don't miss this opportunity to register with YP and take part in this great event. November also means the online voting for our Mission Business Excellence Award Nominees is open and underway. Nothing shows support for your favorite local business like a vote for their recognition deserving of a prestigious award.

Finally, it is hard to believe but in a few short weeks we will be lined up along First Avenue with our mitts and toques in great child-like anticipation of grand floats and marching bands. Mission's Annual Candle Light Parade is on December 2nd this year. If you are planning to enter a float or group into the parade please do not hesitate,



David Sawatzky
PRESIDENT

register for this amazing event today. If your plan is on the spectator front, please be sure to be downtown early to visit the local shops, get into the Christmas spirit, and stake out the best vantage point to watch the most amazing night-time parade this side of Disneyland!

How does swimming with tigers launch you into a 25-year speaking and consulting career?

Well when you also inspire over 2000 businesses along the way then there is something special to talk about. Starting an exotic wildlife sanctuary from scratch and growing it into one of Canada's premier environmental education centers without a single donation requires a special talent. Growing that talent and becoming Director of Entrepreneurship and Corporate Training

at The British Columbia Institute of Technology requires exceptional future vision and relentless

tenacity to provide sustained motivation to a diversity of audiences.

Join strategic growth expert Scott Armstrong at our November Chamber Luncheon as he guides you to better understand and implement the 5 key tools your company needs to grow your sales, both in terms of sales per client and number of clients.

Making meaningful sales connections to grow your business is tough. How do you break through the unparalleled busyness and noise of today's work

environment?

Scott is the author of two published books, written for several publications including Business In Vancouver, and has appeared on several national and local television, radio and internet broadcasts. He is a former board member of the Canadian Council of Small Business and Entrepreneurship and is founder of AdventureFive-0.



Scott Armstrong,
Professional Speaker
Village Motivator, Facilitator

CHAMBER MONTHLY LUNCHEON

Nov 17th from 11:30am - 1pm with special Guest Scott Armstrong. More information on our website at missionchamber.bc.ca Don't miss this exciting speaker!



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Chamber Snapshots



Kathleen Rake from Click Media Works, a hands-on communications firm based in Mission, B.C.

Click Media Works: “We find the right words when it is critical to your business”

Click Media Works (CMW) is a hands-on communications firm based in Mission, B.C. The professional freelance writers, editors and content specialists working under CMW's banner provide valuable communications services to organizations throughout Canada, with a focus on the Fraser Valley, Okanagan Valley and Metro Vancouver.

“Most often, our clients hire us to write the words that build the messages they use to serve their respective business-to-business and business-to-consumer needs,” says Kathleen Rake, founder and proprietor at CMW. “Basically, we find the right words and string them together effectively.”

Rake's team then takes those messages and prepares them for delivery using a variety of vehicles: Blog posts, web copy, case studies, social media posts, video or audio

scripts, press releases, advertorials and advertisements, and “whatever else needs words.”

The writers at CMW help their clients fit the words into their larger marketing, public relations, or corporate communications (internal or external) strategies. “We love working with other professionals—graphic artists, videographers, public relations firms—to help bring the client's project to fruition,” says Rake. And while Rake acknowledges it's a cliché, she says there is no simpler way to say it than “we deliver on time and within budget.”

CMW's client list includes authors and book designers, retail, commercial and industrial enterprises, non-profit and charitable organizations, politicians and public figures, post-secondary institutions, civic and provincial government agencies and departments, and other writers.

“We have our regular clients who require content on a daily or weekly basis, as well as clients who need us monthly, annually or for short-term campaigns and special projects,” explains Rake. “For example,” she continues, “we are soon to finish up a six-month blog project for Fraser Valley Tradex in Abbotsford and we recently completed the copy for the Big Brothers Big Sisters of the Fraser Valley's annual report and an eBook and series of blog posts to support it for Judy Poole, a certified financial planner based in Penticton, B.C.” Rake is also responsible for the monthly articles about Mission Regional Chamber of Commerce members you find in the Mission City Record.

For more information, visit online at ClickMediaWorks.com or [facebook.com/ClickMediaWorks](https://www.facebook.com/ClickMediaWorks). Contact Rake directly at +1 (604) 556-6459.

UPCOMING EVENTS

November 17th

CHAMBER LUNCHEON WITH SPECIAL GUEST SCOTT ARMSTRONG

Place: Rockwell's Chapel Room

Time: 11:30am-1pm

Price: \$20 members \$25 non members

November 17th

CHAMBER MEMBER FORUM – POLICY DEVELOPMENT

Join us following our monthly luncheon to discuss issues that are important to your business. Help the Govt Affairs Committee gather ideas for developing key policies for 2017.

Place: Rockwell's Chapel Room

Time: 1pm-2pm

Price: No-cost, register online

November 26th

SHOP THE NEIGHBOURHOOD (A YELLOW PAGES INITIATIVE)

Participating businesses will offer incentives to consumers who are encouraged to make local purchases on this day.

www.shoptheneighbourhood.ca - for details.

December 2nd

33RD ANNUAL CANDLELIGHT PARADE

Open to public

Place: Along Hwy 7 from Horne to Park St

Time: starts 730pm

Register your float today!!!

December 15th

CHAMBER CHRISTMAS LUNCHEON

Help us celebrate the holidays, connect with fellow members, and don't forget to bring a donation for the food bank!

Place: Rockwell's Ballroom

Time: 11:30am-1pm

Price: \$20 members \$25 non members

To REGISTER for these events

call 604-826-6914 or

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Email: alexgidi@gmail.com
www.bhieng.ca

Business Excellence Awards Nominees Recognized!



On October 20th the Mission Regional Chamber of Commerce hosted a Chamber Luncheon in recognition of this year's Business Excellence Award Nominees! It was a great event to have the business community come out and congratulate the nominees on their success. Thank you to all attendees and sponsors; it was truly a wonderful event.

What's next?

Voting is now open for the Business Excellence Awards!

Now that the nomination process is over it is time for the judging to commence. You, the community nominated them so now vote for who you believe should be the recipient of this year's Business Excellence Awards!

The community's vote in conjunction with a panel of judges will determine the

final recipients. Voting will be open from November 1st until November 30th and votes are limited by IP address so make sure you vote in all the categories.

You can vote at missionchamber.bc.ca or missioncityrecord.com

The results from the combination of voting and panel of judges will be announced in January of the New Year.

Save the Date!

Friday, February 24th, 2017

Join us as we celebrate the best of 2016 at the Business Excellence Awards Gala (Location TBA). This spectacular event will focus on the top 3 in each award category and the winners will be finally announced.

Don't miss this opportunity to meet and network with some of the best and brightest in our business community.

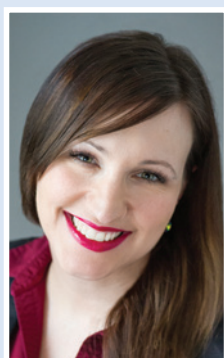
Be sure to mark the date on your calendar and be prepared for an elaborate evening of celebration!

Business Excellence Awards is proudly sponsored by:



2016 CHAMBER TEAM

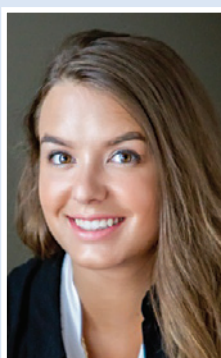
"Membership has its benefits!"



Kristin Parsons
Executive Director



Jo-Anne Chadwick
Office Administrator and
Tourism Services Manager



Janessa Syrenne
Membership Engagement
and Events



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Everyone deserves legal protection

The Mission Regional Chamber of Commerce has recently signed a partnership with LegalShield to bring a new benefit to our members. For as little as \$18mth, Chamber members can access the ability to talk to a lawyer on any matter, without the worry of high hourly costs.

You've thought about it for years— do you finally want to complete your Will? Or do you want a lawyer to write a letter on your behalf? Or review a document for you before you sign? Are you interested in having a legal plan for your small business, or in guarding yourself against identity theft? Check, check, and check. Legalshield has a plan for you.

Founded in 1972, LegalShield has been offering legal plans for the last 46 years.

- Provider lawyers' average tenure: 19 years
- 1.5 million families enrolled in their legal plans
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- Operating in 49 U.S. states and four Canadian provinces
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- Since 2003, they have held an exclusive partnership with Kroll, the world's leading company in ID Theft consulting and restoration.

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For more information or to sign up for Legalshield services, please contact Janessa Syrenne, Membership Engagement & Events Coordinator at member_services@missionchamber.bc.ca



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The good news keeps coming!



September was a good month for Mission residents and local business as two exciting announcements were made. The first is the District of Mission's partnership with TELUS to introduce PureFibre to the area, offering community-wide broadband connectivity. The second is that the District will invest \$3.5 million into the First Avenue Streetscape Improvement Project in the

downtown core from Horne Street to Grand Street.

It has been consistently communicated to the District of Mission by homeowners and many local businesses and institutions (industry, hospital, education facilities) that improvements to our telecommunications infrastructure was required. In line with this and the District's commitment to technology-led economic

growth, TELUS is investing \$26 million into the Mission community with its fibre optic network, representing a major technological advancement for both our economic and social landscape.

In the next few months, the majority of homes and businesses will have direct access to light speed internet connectivity, rapidly increasing upload

and download times and providing reliable internet connections and improved cell phone reception. Local businesses will have enough bandwidth to move large volumes of data, which will create efficiencies and allow them to compete in the local and global marketplace.

The initial public consultation for the Official Community Plan (OCP) saw the Downtown highlighted by many residents as an historic treasure to be celebrated. The recently announced \$3.5M upgrade to the downtown streetscape is designed to improve the pedestrian environment and create a safer and more attractive experience. The enhancements, which are scheduled for construction in 2018, will include a moderate widening of the sidewalk to incorporate a decorative strip, an increase in the bump-outs at intersections to improve

pedestrian safety, new litterbins, bike racks, benches, bollards, more trees with the introduction of new tree grates, new street lights with banner polls and hanging basket brackets (complete with irrigation) and parking lane painting.

These recent announcements have already paid dividends as investment inquiries have increased and use of the downtown façade improvement program has had several recent applications come to fruition, the latest being awarded to the new home of Decode Escape Rooms.

In all, these recent announcements add to the positive momentum associated with our development potential and the renewal of our downtown core – the heart of our community.

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Gordon Yard Ltd., is a full service accounting firm owned and operated by Gordon Yard, CPA. We are located in Mission, BC and serve clients in the Fraser Valley area, all of British Columbia and the Yukon.

The firm offers corporate and personal income tax services, accounting services including Review Engagement or Compilation Engagement financial statements, and business consultation.

Our goal is to work closely with you to provide the best service for your needs.



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