



MISSION REGIONAL CHAMBER OF COMMERCE  
**BusinessTRACK**  
 connect • influence • prosper

NOV 2020

**BUSINESS RESILIENCE TO THRIVE AND SHOP LOCAL**

The Mission Chamber and the District of Mission’s “I Love Mission” campaign are once again working together, this time to offer local business owners a unique opportunity to earn a COVID-19 recovery certificate.

The BC Chamber Network has launched a program called **Building Resilience to Thrive**, developed in partnership with the University of Victoria’s, Gustavson School of Business. The purpose of the program is to equip individuals to help mitigate the negative impacts of the pandemic, and it focuses on teaching businesses how to adapt their business models, re-engage customers, and adjust workplace cultures

The 6-week program, delivered by award-winning professors Dr. Mark Colgate and Prof. Brian Leacock, will be offered in three cohorts, with weekly seminars supplemented by local Resiliency Roundtables to bring local SMEs together in

smaller groups online and offline to anchor and support the curriculum. The program will focus on three key themes of Strive, Build, and Create.

Seminar topics will be:

- Power of Context – Unconscious Bias
- Emotional Intelligence
- The Power of Coaching in Business
- Hire and manage a diverse team
- Improve experiences for colleagues and customers
- Adapt your service strategy for better outcomes



*2020 has been quite a ride...*

Don't wait in the cold and dark  
 • Outside and six feet apart,  
 At a big box store  
 Hoping to score.  
 Avoid the rush and all the fuss  
**NOW is the time to plan for Christmas**

Shop early. Shop local.  
 Shop small. Shop safe.

To ensure that cost wasn't a barrier, the program was made available to Chamber members for \$35 and non-members for \$70, however, thanks to the “I Love Mission” Campaign even this barrier may be removed. Businesses can have the nominal registration fee reimbursed by following a few easy steps that begin by contacting the Mission Chamber office to find out the details.

T: 604.826.6914  
 E: [connect@missionchamber.bc.ca](mailto:connect@missionchamber.bc.ca)



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# BusinessTRACK

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The past couple of months have been a flurry of activity here at the Chamber. With the snap election this past October, our staff were able to set up two All-Candidates Forum events for the citizens of Mission: Abbotsford-Mission East & Maple Ridge-Mission West. Via zoom, Missions residents were able to submit questions and listen to the responses of all the candidates. It has been a very exciting election. Having the option of mail-in ballots and early voting opportunities saw high voter responses / turnouts, which shows that the people want to have their voices heard.

We are also very excited to see all the nominations for our Annual Business Excellence Awards. There are a couple new categories and one in particular to acknowledge how businesses have pivoted throughout the pandemic. It is always rewarding for businesses to know that they are appreciated. Keep an eye out for announcements of our nominees and finalists in the coming months.

The Chamber, with the generous sponsorship of Community Futures North Fraser, was able to host two dynamic keynote speakers as part of our 2020 Vision Series.

We continue to work with the 'I Love Mission' committee and are happy to offer an online training program, developed in partnership with UVIC's Gustavson School of Business, helping to mitigate the negative impacts of the COVID-19 pandemic by teaching individuals how to adapt their business models, re-engage customers, and adjust workplace cultures. Through the committee, we continue to encourage the "Shop, Eat & Support Local" initiative as we head into the holiday season. Not only do retail and restaurants need support, but many of our local non-profit organizations have had to cancel their fundraising efforts or change over to a virtual platform.

Our Annual Candlelight Parade will also look different this year. Holiday floats will be stationary displays at the Mission Raceway and spectators will drive thru to see the lights over a period of two days. To maintain social distance and comply with safety protocols, everyone will stay in their vehicles. Be sure to go to our website for details and to purchase tickets. I'm looking forward to seeing everyone at the Reverse Candlelight Parade.



Ellen Nguyen  
PRESIDENT

## Voting Opens November 15th for your Favourite Mission Businesses

The initial process for the 20th annual Mission Business Excellence Awards has been underway since September. The first polls are now closed and the nominations in each of the award categories tallied. Now comes the real work, starting November 15th, the polls will once again open to voting, but this time votes will be cast to select the top three finalists in each award category.

### What is the Mission Business Excellence Awards?

This event, hosted by the Mission Regional Chamber of Commerce, is a celebration of business excellence, recognizing local businesses who have made exceptional contributions through

their involvement and leadership in the community.

It is a time for the business community to come together and show their appreciation towards businesses and organizations that have helped shape the community and showcase the leaders that actualize superior workplace practices and values.

### What are the next steps in the process?

Community voting will run from November 15th to December 30th and all Business Excellence Nominees will be listed in the respective categories using a single-choice survey system. Only one vote per IP address will be allowed. After the community vote closes, the top three finalists will be

reviewed under a panel of community judges to ensure accuracy of alignment with the award category.

The judge's scores as well as the public vote will come together to determine the winner for the award category. Finalists in each category will be announced in January and the top scores revealed during the Business Excellence Awards Celebration in February 2021

### Where can I vote?

We encourage the community to support local businesses that stand out to them and cast their votes. To VOTE and view the nominee list visit [www.missionchamber.bc.ca/business-excellence-awards](http://www.missionchamber.bc.ca/business-excellence-awards)

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## Spotlight on Business

### Community Futures North Fraser experiencing extreme growth

By RICK RAKE *Click Media Works*

It's a time of unparalleled change at Community Futures North Fraser (CFNF) in Mission. Under the leadership of executive director Gwen Atkinson, CFNF is taking a new approach to providing business support, training and financing for its clients, pivoting to free online programming featuring courses catering to all levels of business proficiency, not just beginners.

"We've strengthened our partnerships in the region, getting to know all the businesses through the Mission Downtown Business Association and Mission Regional Chamber of Commerce," said Atkinson, who after three years elevating CFNF's presence in the community as marketing director, assumed her new role in June.

CFNF sponsored the successful Vision 20/20 series earlier this year with the Mission Chamber, offering a pair of Canadian Top 100 TED Talks speakers not normally within reach (Dr. Karyn Goddard on emotional intelligence/career success and Eric Termuende on building a thriving culture post-Covid). "We're tapping into new resources and advisors."

The non-profit organization is in a new location at 33163 Second Ave. Jeanette Calderone is the new operations manager and 13-year employee Michelle Blackwell is business analyst.

"I've been in Mission my entire life and bring a fresh new angle to everything. I have seen the ups and downs of businesses here and look forward to seeing more growth and development," said Atkinson.

CFNF, supported through Western Economic Diversification Canada, is also trying to make self employment more attractive to people who are considering working and living in the same place. Facilitator Pamela Chatry offers weekly remote self-employment classes by referral from WorkBC in Mission and Abbotsford.

Atkinson said CFNF serves clients from Mission to Kent to Harrison Hot Springs, makes on average 10 loans annually to businesses for an approximate total of \$900,000 a year from a loan fund of \$3 million.

The organization has seen extreme growth during Covid, issuing more than \$500,000 in Regional Relief Recovery funds and providing forgivable Emergency Relief funding decided by a panel.

CFNF's repertoire of local business success stories is amazing.



Gwen Atkinson is Community Futures North Fraser's new executive director. Find out more about the non-profit organization at <https://northfraser.org>

### IGL Financial offers Chamber group benefits for 30 years

By RICK RAKE *Click Media Works*



IGL Financial Solutions Inc. has been providing benefit plans for Mission Regional Chamber of Commerce member businesses for 30 years.

IGL Financial Solutions Inc. and Mission Regional Chamber of Commerce members have for 30 years enjoyed a special bond.

From the early company days of owner Doug Thorpe at an insurance office based at The Junction Shopping Centre to when it moved to the top floor of the newly-constructed Mission Chamber headquarters with subsequent owner and CEO Dan Roberge, many Chamber Group Plans were born.

Dan named the company. IGL stands for

Investments, Group benefits and Life insurance.

IGL specializes in the delivery of innovative solutions and products to small and medium-sized businesses and their employees, be they run by one person or feature a team of 50.

"We're a family friendly company of 10 dedicated staff," said IGL business development specialist Ryan Mulligan, whose wife and Dan's wife are also part of the IGL operations also serving Chambers in Richmond, Delta, Hope, South Okanagan, Princeton, Chilliwack, Harrison-Agassiz and Abbotsford.

For every group plan sold, a donation is made to Make A Wish Foundation, an organization close to Dan's heart.

"Alycia Braun, Dan and I do most of the sales and attend special Mission Chamber meetings and special events," said Mulligan.

"We would recommend this agency to anyone who was looking for professional and customer-friendly financial advice," said one testimonial on the IGL website ([iglfinc.com](http://iglfinc.com)).

IGL, located at suite 201 3240 Mt. Leman Rd. in Abbotsford, currently administers more than 700 company benefit plans throughout the Fraser Valley. Call 604-607-7353 to connect with them.

Mulligan added that in an age where most small to medium-sized businesses recognize the importance of providing their employees with group benefits, IGL coordinates with several group insurance carriers and has the exclusive rights to the Chamber of Commerce Group Plan and Maximum Benefit, ensuring that participating organizations are provided with the most comprehensive and cost effective benefit plans.

## FALL SAVINGS

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30.1 CC 1.3 KW  
3.9 KG/8.6 LB



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# BusinessTRACK

# Members

## Upcoming Events

**November 5<sup>th</sup> – Eric Termuende “The Great Comeback” 20/20 Vision Speaker Series**

**6:00 PM – 7:00 PM PST**

The Great Comeback: Building a Thriving Culture in a Post-COVID World

The countdown is on and the days are numbered until its business as usual again. Or is it? With five years of change happening in the past few months, there is no ‘normal’ to go back to and the responsibility to create a culture of safety, experimentation, and belonging is more important now than it has ever been before. How is it then, that we create a strong culture remotely, build a new normal together, and remain focused on building an intentional future for the team?

Who is Eric? Recognized as one of the Top 100 Emerging Innovators under 35 by American Express, Eric’s ideas have been featured in Forbes, The Globe and Mail, Financial Post, Thrive Global, The Huffington Post, and many others. From the TEDx stage to bookshelves across the country, Eric is a trusted resource as we navigate uncertainty and create a better tomorrow at work.

**December 4<sup>th</sup> & 5<sup>th</sup> – Candlelight Parade: Reversed**

Float & Display zone registrations are now being accepted!

Location: Mission Raceway Park 32670 Dyke Rd, Mission, BC V2V 4J5

Time: 5:00PM – 9:00 PM

**For more information on these events please call the office at 604 826 6914 or email [Events@missionchamber.bc.ca](mailto:Events@missionchamber.bc.ca)**

## Welcome to our New Members

### Young Guns Weightlifting Club

Mission BC  
(778) 344-0713  
ptoor08@gmail.com  
W: [http://Instagram:@youngguns\\_wc](http://Instagram:@youngguns_wc)

### Famous For Not Being Famous Enterprises Inc. dba Famous For Not Being Famous

32986 Desbrisay Ave, Mission, BC  
(778) 347-7799  
info@famousfornotbeingfamous.ca  
W: [www.famousfornotbeingfamous.ca](http://www.famousfornotbeingfamous.ca)

### Paper Plain Bookkeeping Co.

Mission, BC  
(604) 615-0672  
paperplainbookkeeping@gmail.com  
W: [www.paperplainbookkeeping.com](http://www.paperplainbookkeeping.com)

### Peninsula Canada

(604) 351-1645  
pierre.bourbonnais@peninsula-ca.com  
W: [www.peninsulagrouplimited.com/ca/](http://www.peninsulagrouplimited.com/ca/)

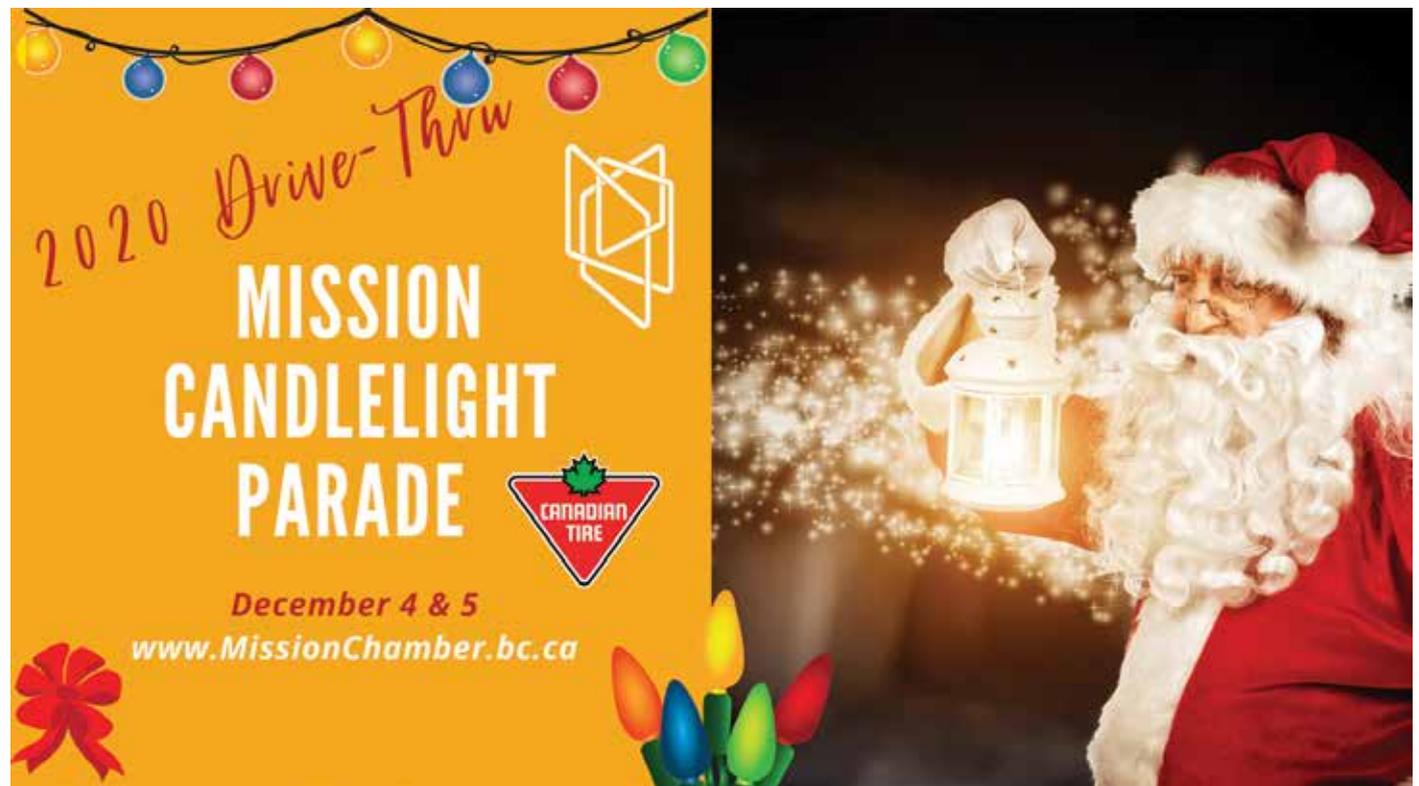
[Connect@missionchamber.bc.ca](mailto:Connect@missionchamber.bc.ca)

## Save money on Human Resource Assistance!

Award-winning HR and health & safety support for Canadian small businesses. Peninsul is a proud benefit provider for Mission Regional Chamber of Commerce Members



**Contact for more information**  
[Connect@missionchamber.bc.ca](mailto:Connect@missionchamber.bc.ca)



## WHEN YOU ARE READY, WE CAN HELP!

As your communication partner, we have created a comprehensive messaging program to assist you in informing your customers of your business continuity plan. When you are ready to launch your plan our team will be here for you. The ability to communicate Information anywhere, at any time, on any device makes it an effortless connection. #WereInThisTogether

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