



SOUNDING BOARD



THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | JUNE 2017 | VOLUME 57 / ISSUE 6 | BOARDOFTRADE.COM

The results are finally in. Now what?

ELECTION 2017 | GVBOT launches post-election surveys to gauge business community's sentiment amidst uncertainty

BY IAIN BLACK

On behalf of our staff and board of directors, I'd like to thank Members of the Greater Vancouver Board of Trade for taking time to engage with us in the lead up to the 2017 Provincial Election.

This year, we took our most comprehensive approach ever to a provincial election. This included events with all three party leaders in February 2017, our Provincial Election Member Survey in Fall 2016, the creation of an official GVBOT Provincial Election Platform, and finally, the launch of our Provincial Election Dashboard — a website where our public policy team provided commentary and analysis throughout the campaign.

Armed with your insights and survey results, we were empowered to speak clearly on your behalf and advocate for the issues that matter to businesses across



the Lower Mainland. Perhaps it goes without saying, but our work is not done.

Like most British Columbians, we have been closely following the election results over the past month, trying to determine what the results will mean for our Members and the business community.

At this point, it's clear that our



province will have its first minority government in more than six decades. It also appears that there will be a transfer of power in the near future. The legislature has been recalled for June 22, and following the election of a speaker, the government's confidence will be formally tested in the house.

For 130 years, our organization



has represented the interests of Greater Vancouver's business community. Over that time, we have worked with many governments across the political spectrum and have been a strong, non-partisan proponent for the best interests of our regional and provincial economy. That will not change.

In order for us to continue to represent you, our Members, we will be conducting a series of post-election policy surveys.

The first survey, which was emailed to all current Members at the beginning of June, focuses on your initial reaction to the election results and the coalition between the BC NDP and BC Green Party.

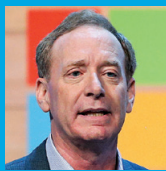
Subsequent surveys will dive into the specific and related policy proposals.

Thank you for continuing to engage with us and letting us know what's on your mind during this uncertain time of transition for British Columbia.

In doing so, you enable us to speak on a principled and clear basis to the betterment of our region's economy. **SB**

Have feedback or suggestions for our public policy team? Email policy@boardoftrade.com.

Iain Black is President and CEO of the Greater Vancouver Board of Trade.



Cascadia corridor

Microsoft President Brad Smith heads north this month to discuss cross-border collaboration at GVBOT

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2 EVENTS AND SPEAKERS

TECHNOLOGY | Microsoft President coming to GVBOT this month

Special presentation will focus on developing the Cascadia Innovation Corridor between Seattle and Vancouver

The Greater Vancouver Board of Trade is excited to announce a special event with Microsoft President Brad Smith on June 28. His remarks will focus on the ongoing efforts to create a 21st century tech corridor linking British Columbia and Washington State.

Vancouver and Seattle are less than 200 kilometres apart and share the same DNA in terms of quality of life, academic institutions, progressive public policies, and skilled workforces. We now have an opportunity to contribute to a region that is stronger than its individual parts.

By focusing on research, economic development, and transportation, the Cascadia Innovation Corridor is driving greater connectivity, productivity, and innovation for the nearly 12 million people living in B.C. and Washington State.

Vancouver is on the cusp of becoming a global innovation centre, with a skilled workforce, renowned research



Microsoft President Brad Smith will speak in Vancouver on June 28.

universities, and deep commitment by local and provincial governments.

With the burgeoning augmented reality and virtual reality market expected to eclipse \$100 billion by 2025, Vancouver has the opportunity to leverage its strength in gaming and digital media to become a world-class hub for cutting-edge technology.

As we approach the one-year anniversary of the Emerging

Cascadia Innovation Corridor Conference, Smith will discuss how business, academic and government leaders from both sides of the border can deepen collaboration and seed new initiatives for our two regions to become a world-class economic zone driving regional growth and fostering international collaboration. **SB**

Get your ticket today at boardoftrade.com/microsoft.

TECHNOLOGY | Board of Trade announces new Cyber Security Forum

Learn how to protect your business and your data at this half-day event



Every day headlines are filled with stories of cyberattacks wreaking havoc on businesses across the globe. From data breaches to ransom-ware and viruses, such as the recent “WannaCry” attack, cyber threats have become a reality of doing business in the 21st century.

This fall, the Greater Vancouver Board of Trade will host a Cyber Security Forum, which will bring together some of North America’s leading industry experts to explore the threats facing businesses in the digital age.

The forum, which is scheduled

to take place on Sept. 29, will include a keynote address by Danny Timmins, the National Cyber Security Leader for MNP.

As the Internet expands exponentially, it is increasingly urgent for businesses of all sizes to prepare and protect themselves, in order to remain resilient in the face of cyberthreats.

Don’t miss this opportunity to hear from some of the industry’s top experts on how to keep your company safe. **SB**

Register at boardoftrade.com/cybersecurity.

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

Is there a speaker you’d like to hear from or topic you’d like explored? Make a suggestion at boardoftrade.com/suggest

THURSDAY, JUNE 15, 2017

130th Annual General Meeting and Reception

Business Portion:
2:30 – 4 p.m.

Pan Pacific Vancouver Hotel
— Cypress Suite (R Level)
999 Canada Place, Vancouver

Reception:
3:30 – 6 p.m.

The Port of Vancouver Discovery Centre
100 The Pointe, 999 Canada Place, Vancouver

Presenting Sponsor: Pacific Blue Cross

Community Sponsor: TELUS

Event Partners: Red Truck Beer, EdgeCeptional Catering



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FRIDAY, JUNE 16, 2017

Aboriginal Opportunities Forum 2017 Presented by CN Beyond Engagement

7 a.m. – 1 p.m.

The Westin Bayshore
1601 Bayshore Drive, Vancouver

Keynote Speaker

The Honourable Jody Wilson-Raybould

Panel Sessions

Session 1:

The “Uncomfortable Conversation”

Session 2:

Closing the Gap - A Business Case

Session 3:

Implementing Call to Action 92

Title Sponsor: CN

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Networking Break Sponsor: SFU Beedie School of Business

Community Sponsors: NEXTUSE Recycling, FortisBC, Kinder Morgan Canada / Trans Mountain Expansion Project

Marketing Partner: Nation2Nation

WEDNESDAY, JUNE 21, 2017

Thrive Series: Finding and keeping the right talent for your future organizational needs

7 – 9 a.m.

Pinnacle Hotel Harbourfront
1133 West Hastings Street, Vancouver
Room: Tuscany

Charlyne Fothergill

Director of Career Services,
Lighthouse Labs

Platinum Program Partner: Scotiabank

Gold Program Partner: British Columbia Securities Commission

SATURDAY, JUNE 24, 2017

Great Canadian Shoreline Cleanup

10 a.m. – 12 p.m.

Inlet Park, 3000 Block Murray Street,
Port Moody

Platinum Program Partner: BCIT School of Business

WEDNESDAY, JUNE 28, 2017

The Cascadia Innovation Corridor: Progress and Prospects for the Future

11:30 a.m. – 2 p.m.

Location to be announced

Brad Smith

President
Microsoft Corporation

Supporting Sponsor: The University of British Columbia

Community Sponsor: Compugen

WEDNESDAY, JULY 5, 2017

Women’s Leadership Circle

Summer Social at The Vancouver Club

5 – 7 p.m.

The Vancouver Club
915 W Hastings Street, Vancouver

Pillar Partners



ADVOCACY | GVBOT brings region's priorities to BC Chamber AGM

Key resolution on ports and airports gains provincial adoption



BY IQBAL AHMED

This year, all five resolutions submitted or supported by the Greater Vancouver Board of Trade were adopted at the BC Chamber of Commerce AGM in Victoria.

Each of the resolutions addressed pressing issues facing our region's business community. One of the most high-profile resolutions — co-submitted with the Richmond Chamber of Commerce — calls on the federal government to maintain the current governance model for Canada's ports and airports, given that they are economic drivers for our national economy and crucial pieces of transportation infrastructure.

Another resolution adopted with near-unanimous support was entitled "Removing Uncertainty from Community Amenity Contributions." This resolution reflects the findings in our April 2017 report, *Unlocking Supply: Housing Affordability and the Missing Middle*.

The Board of Trade also supported resolutions dealing with issues such as property taxes, mental health and addictions, and the modernization of regional districts. Resolutions adopted during the AGM process become a part of the BC Chamber's advocacy agenda to the Provincial Government.

"The BC Chamber brings together more than 60 chambers of commerce and boards of trade from across the province

to discuss and debate the issues that are most important to our respective memberships," said Iain Black, President and CEO of the Greater Vancouver Board of Trade.

"We were very pleased to receive overwhelming support for the issues that we identified as vital to our Members, and were proud to collaborate and support several other chambers from around British Columbia, including the Richmond Chamber of Commerce, Kelowna Chamber of Commerce, Greater Victoria Chamber of Commerce, Greater Westside Board of Trade, and more." **SB**

To read the five resolutions in full, visit boardoftrade.com/bcchamber17.

RESOURCES | Trans Mountain expansion takes another step forward

GVBOT welcomes next stage of \$7.4B project

The Greater Vancouver Board of Trade welcomes the news that Kinder Morgan has completed its IPO and finalized its investment decision on the Trans Mountain Expansion Project.

With the completion of the IPO announced on May 30, Kinder Morgan is now able to begin awarding construction contracts and start moving ahead with the project, which will result in thousands of middle-class jobs for Canadians.

"We are very excited to see this project take another meaningful step forward, given the substantial economic benefits it will bring to both B.C. and Canada's economy," said Iain Black, President and CEO of the Greater Vancouver Board of Trade. "Our organization has been advocating for this expansion project for five years, given the strong support of our Members and the B.C. business community. We are encouraged to see the project come to fruition, with construction slated to begin as soon as this September."

In 2014, the Board of Trade applied and was granted Intervenor status in the National Energy Board regulatory process for the Trans Mountain Expansion Project. As Intervenor, the Board of Trade brought forward our perspective regarding the importance to B.C. and Canada of energy infrastructure development, on the condition that we do so responsibly and to the highest international standards of marine and land safety.

The \$7.4-billion expansion project will result in direct and lasting economic benefits to Canada and communities along the pipeline corridor, including the equivalent of 15,000 jobs per year during construction. Overall, the Conference Board of Canada estimates the project will generate \$46.7 billion in government revenues and 802,000 person years of employment, the equivalent of 40,000 jobs each year, over more than 20 years. **SB**

For more information visit transmountain.com.



Special Event!

Google and the Cloud: The future of technology for your business

Wednesday, June 14, 2017 | 11:30 a.m. – 2 p.m.



We're bringing one of Google's top executives from Silicon Valley to Vancouver to discuss the future of technology, data security, compliance, and how your business can stay one step ahead.

Suzanne Frey
Director of Trust, Security and Privacy, Google Apps

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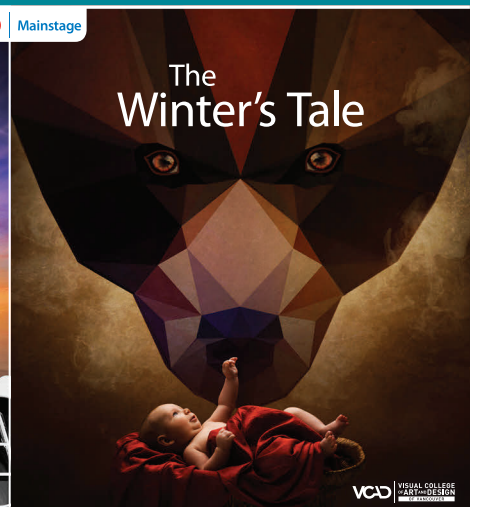
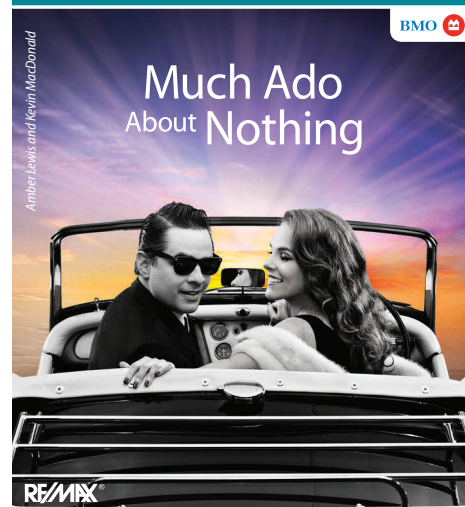


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ABOUT THE PUBLICATION

Sounding Board is the Greater Vancouver Board of Trade's official publication, distributed to all its Members, as well as all subscribers of Business in Vancouver newspaper. Sounding Board is published 11 times per year by Business in Vancouver Media Group in partnership with the Greater Vancouver Board of Trade. The newspaper is read by business leaders and elected officials across B.C. and beyond, with a conservatively estimated total readership of 37,500.

ABOUT THE BOARD OF TRADE

The Greater Vancouver Board of Trade is Western Canada's most active and influential business association. We accelerate business success through our advocacy and public policy initiatives, our four Signature Programs for professional development, and our 100+ events each year, which educate and connect our region's business community. We engage with decision-makers to develop our region as a vibrant hub for commerce, trade, travel, and free enterprise. And we've been doing it with tangible results, for more than 130 years.

MISSION STATEMENT

OUR PURPOSE is to support sustainable prosperity throughout the Greater Vancouver region.

OUR VISION is to be an active, innovative, trusted, credible business organization, known for influencing decision-makers, and educating, connecting with, and engaging our communities.

OUR MISSION is to provide leadership, information and connections, and public policy support that help ensure the Greater Vancouver region is competitive and the preferred Pacific Gateway for trade, commerce, and travel.

WE ARE informed, respectful, principled, collaborative, and professional.

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LEADERSHIP | A year in review

Robin Silvester reflects on his term as 2016-17 Chair of the Greater Vancouver Board of Trade

BY ROBIN SILVESTER

Later this week, the Greater Vancouver Board of Trade will host its 130th Annual General Meeting, which draws my year as Chair to an end.

In my final Message to Members, I would like to take a moment to look back on the past 12 months and reflect on the events that shaped and defined the Greater Vancouver Board of Trade's 2016-17 year — including how they have positioned us for future growth.

In my remarks at last summer's AGM, I highlighted three priorities for my term, following in a longstanding tradition for Chairs of this organization. These three priorities served as goalposts that helped guide our public policy efforts, our events agenda, and the objectives of our four Signature Programs.

The legacy of Scorecard 2016

The first priority identified for 2016-17 was to leverage the results of the Greater Vancouver Economic Scorecard 2016, which was released last spring following more than two years of groundwork and research with the Conference Board of Canada.

Scorecard 2016 highlighted a number of key challenges hindering our region's economic competitiveness, including — but not limited to — underinvestment in roads and public transit infrastructure, poor housing affordability, and scarcity for trade-enabling infrastructure, tax competitiveness, and difficulties attracting and retaining human capital.

The direction to the Board of Trade's public policy team was to take the Scorecard's results and integrate them into all of the advocacy work that we do on behalf of the region's business community throughout the calendar year.

I'm pleased to report back that our organization delivered, in spades, on our pledge to maintain the momentum of Scorecard 2016. In fact, one of our most significant advocacy efforts of the year — the launch of a new report on Housing Affordability and the "Missing Middle" — was directly tied to the Scorecard's findings.

Other policy initiatives in 2016-17 included our calls for ridesharing and innovative transportation options in the region, our public support for replacing the George Massey tunnel, our support of



Robin Silvester

the Mayors' 10-Year Vision for Transit, our work with the Canadian Global Cities Council on increasing global connectivity through Canada's airports, and — perhaps most notably — our Provincial Election Engagement Strategy, which included the creation of a GVBOT Election Platform and launch of an online Dashboard, where we analyzed all three parties' policies and how they related to some of the key findings in Scorecard 2016.

A new mission and vision

The second priority I highlighted was to refresh the mission, vision, and values of the Greater Vancouver Board of Trade. This is something that hadn't been done in decades, but it's an exercise that I feel is important for an organization such as ours, to ensure that we are continuing to meet the current-day needs of our Members.

With that in mind, a board sub-committee was struck, led by Evi Mustel, to explore who the Board of Trade is and what we stand for collectively as an organization. The end result is a new and modern purpose, vision, mission and values statement, which you will find printed in the masthead of this month's Sounding Board, located to the left of this column.

Programs in the spotlight

The third priority was to ensure that we continued building on the strength of our four Signature Programs, which include the Leaders of Tomorrow, Company of Young Professionals, Small Business Council, and Women's Leadership Circle.

We know that these four programs separate us from nearly every other chamber of commerce in the country and that they bring a great deal of value to our Members by connecting them with thought leaders and

professional development opportunities that they otherwise wouldn't have access to.

The past year has been a transformational one for our Signature Programs. For starters, we added two new full-time employees to run the programs, help lead the committees, and build out a comprehensive events calendar for the year, based on our Members' needs.

In addition, we also announced the expansion of our Company of Young Professionals program last fall, to include Members of the Richmond Chamber of Commerce, North Vancouver Chamber of Commerce, and Tri-Cities Chamber of Commerce.

So far, this new partnership has been a resounding regional success, allowing us to forge connections with under-35 professionals in communities across Greater Vancouver, while also ensuring that the chamber movement remains relevant to the next generation of business leaders.

Exciting times ahead

In addition to all of the progress mentioned above, the wheels are also in motion on several key initiatives that will revitalize this 130-year-old organization in exciting new ways.

One of the most obvious is the rebirth of the World Trade Centre Vancouver — a subsidiary of the Board of Trade that will take flight over the next 12 months, offering seminars and resources for B.C. businesses who want to learn how to export their goods and services to new markets abroad.

Under the leadership of your 2017-18 Chair Anne Giardini, we will also be reactivating the Board of Trade's Sustainability Expert Advisory Panel this fall with Dr. John Nightingale at the helm. This committee will be focused on sustainability and its importance to British Columbia's economy in the 21st century.

You'll hear more about that initiative, and much more, at our 130th Annual General Meeting, when I hand over the ceremonial gavel to Anne and she outlines the priorities for her term as Chair.

I hope to see you there, as we celebrate another successful year of accomplishments together. **SB**

Robin Silvester is 2016-17 Chair of the Greater Vancouver Board of Trade. He also serves as President and Chief Executive Officer of the Vancouver Fraser Port Authority.

LEADERSHIP | Always listen and lead from behind

George Cadman first joined the board of directors in 2007. After a decade of service, he will step down at this month's AGM

Describe what you do in 10 words or less.

I am a senior litigator with Boughton Law, focused on commercial dispute resolution.

Where is your hometown and how did it shape you as an individual?

Vancouver. My 50+ years in Vancouver (with a few years away in Toronto) provides a great perspective on the issues that now shape the future of the city and region.

What was your first job?

My first meaningful jobs during my years at UBC were with Woodward's working on goods shipping and delivery in the Lower Mainland.

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

Both my parents volunteered actively in their church, community and professional organizations. Combined with their sense of "giving back", there was always an understanding of the need for integrity and honesty in your relationships, personal and professional, that has served as a guide.

Why did you first join the Greater Vancouver Board of Trade?

One of Boughton's founding partners, the late Les Peterson, Q.C. encouraged me to get involved. Boughton has been a corporate Member of the Board of Trade for a long period and I became the lead contact after a while when Les decided to step back from active involvement. I was first invited to join the board of directors by Henry Lee, a past Chair and Governor.

During your 10 years on the board of directors, how have you seen the Board of Trade change and evolve?

The organization has always been a key voice for business interests in the region. As we transitioned to new leadership and weathered the financial challenges of 2008-11 (along with many Member businesses) there is now a renewed focus on Member engagement and on policy development that should guide the work of the Greater Vancouver Board of Trade for at least the next five to 10 years.

What is your fondest memory of the Board of Trade?

I am not sure it is necessarily the "fondest memory" but certainly the key achievement was working with the leadership team in my role as Secretary-Treasurer to successfully complete the financial turnaround that has laid the foundation for future Greater Vancouver Board of Trade initiatives.

Why would you recommend a Board of Trade membership to others?

Through the increased emphasis on policy development and advocacy, GVBOT has become a leader in shaping public policy as an advocate for business in the region and within the chamber movement provincially and nationally.

How do you think the Board of Trade will be different 10 years from now?

The focus on our four Signature Programs — especially the Leaders of Tomorrow and Company of Young Professionals — will develop the next generation of business leaders that will shape the future of the board. Combined with the renewed emphasis on



George Cadman, Q.C.

public policy and the tremendous opportunities created by reactivation of the World Trade Centre Vancouver, this will allow the Board of Trade to continue as a regional business leader for the Pacific Gateway.

What qualities make someone successful?

Stay grounded. Respect the lessons you have learned, especially those that come from failure. Be resilient and focused on the vision. Always listen and, where possible, "lead from behind."

What is the best piece of advice you ever received?

Never forget the path that has

brought you to where you are today, learn from the mistakes that you have made along the way, and remember that others you meet are on their own journey as well.


Who is your role model, and why?

At a personal level, I have tried to model my relations with others based on my father's personal commitment to family and friends. At a business and professional level, my role model has always been the late Les Peterson, Q.C., one of Boughton Law's founding partners.

What does a perfect day look like to you?

Time with family, whether at home or on vacation. **SB**

George Cadman is shareholder and council for Boughton Law Corporation. He first joined the Greater Vancouver Board of Trade's board of directors in 2007. After a decade of service, he will step down at this month's Annual General Meeting.

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

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IN FOCUS | Photos from recent events and activities at the Board of Trade



WestJet President and CEO Gregg Saretsky speaks to more than 250 guests at the Greater Vancouver Board of Trade on June 1, 2017. In his remarks, Saretsky discussed his company's plans for global growth, stemming from its ambitious plans to purchase up to 20 Boeing Dreamliner aircraft. Following his speech, Saretsky also made a big announcement at the Board of Trade, confirming that WestJet has officially applied for government approval to fly to China. | MATT BORCK



Bryan Cox, the new President and CEO of the Mining Association of BC, gives his inaugural GVBOT address on May 16. | MATT BORCK



GVBOT Vice President David Crawford presents a gift of appreciation to the MABC's outgoing CEO, Karina Brino, on May 16 in recognition of her years of leadership. | MATT BORCK



L-R: Incoming GVBOT Chair Anne Giardini, Chris Sands of Johns Hopkins University, veteran journalist Tom Clark, and former Foreign Affairs Minister John Baird discuss President Trump's first 100 days on April 24. | MATT BORCK



Simon Fraser University President Andrew Petter takes part in a Q&A session moderated by Janet Austin, CEO of YWCA Metro Vancouver and Governor of the Greater Vancouver Board of Trade, on May 30. In his annual speech to the Board of Trade, Petter focused on building B.C.'s innovation economy. | MATT BORCK



Recipients of the Board of Trade's annual Wendy McDonald Awards pose with GVBOT directors following a special reception on March 29. Meet this year's winners at boardoftrade.com/wma2017. | VISION EVENT PHOTOGRAPHY

EMERGENCY PREP | The Pending Quake: Preparation is Key

Insurance Bureau of Canada's CEO on the need for B.C. businesses to plan for a disaster

BY DON FORGERON

When the earth moves, will you be ready? Science tells us that home and business owners along B.C.'s coast can expect a major earthquake. Recent research quantifies the impact that such a disaster could have, not only on British Columbians, but on all Canadians.

A recent study by the Conference Board of Canada — commissioned by Insurance Bureau of Canada — reveals that the short- and long-term consequences of an earthquake would be devastating. Economic growth would be cut in half. There would be cumulative GDP losses of close to \$100 billion and consumer spending would be reduced by \$133 billion. Furthermore, we can expect 500,000 person-years of lost employment and higher deficits for all governments struggling to cope with recovery from the disaster.

These costs would be magnified by the devastating impact

a sizable earthquake would have on infrastructure and B.C.'s transport hubs.

The runways at Vancouver International Airport would likely buckle, meaning that no planes (and no cargo) would make their way in or out of the city. Vancouver's ports would also likely be closed for business. Roads would collapse; rail lines would shift and twist; and bridges would be impassable.

The solution to the financial devastation that would result from an earthquake rests with no one entity. Governments function with financial limitations. Home and business insurance companies will step up but are not the sole source of remedy. And individual home and business owners lack the financial heft to recover unaided from a formidable earthquake.

Governments, the private sector, and business and home owners must prepare together. And the insurance industry must be there alongside them. They must support



Don Forgeron

public policy solutions that will ready them for the financial losses resulting from a quake. Together they must be ready to react and recover as quickly as possible.

This co-operative approach will make a difference. Post-mortems of disasters in other parts of the globe confirm that countries that were prepared for disasters were best positioned to recover from them.

The choices are clear if Canada is to be ready for the predicted earthquake on the B.C. coast.

First, to reduce anticipated economic losses and to improve overall resilience,

everyone must become part of a movement to prepare. Experience around the world demonstrates that an over-reliance on government is ill-advised and slows recovery.

Following a major earthquake, it is safe to assume that all levels of government will be consumed with immediate life and safety concerns, and rebuilding challenges linked to critical infrastructure such as roads, bridges, schools and hospitals.

Home and business owners then have a responsibility to ensure that they are adequately prepared, and insurance can play a key role here. As demonstrated in Fort McMurray, Canada's insurers have the unique ability to quickly flow funds and resources to assist those in need and help them get back on their feet.

The second element of preparation requires collaboration and partnership. Business leaders must work with governments, scientists, and researchers to develop better risk assessment and exposure models. Once understood, these findings need to be shared as widely as possible.

The recent investments in this regard that we've seen

by the provincial and federal governments are a good first step that must be continued and built upon going forward.

The third element is for businesses and governments to ask the hard questions now, when there is time to consider the answers.

What can be done to ensure the stability of our financial institutions following a major earthquake? How can we ensure business continuity for our large and small businesses?

In a recent study by the C.D. Howe Institute, a former federal superintendent of financial institutions put it this way: "It pays to think of a severe earthquake as a certain event whose timing is uncertain... and plan accordingly."

It also pays to have confidence: confidence in our ability to prepare and recover, to protect our families and livelihoods.

Our best defence is thoughtful preparation now, so that we're ready when disaster strikes. **SB**

Don Forgeron is President and CEO of the Insurance Bureau of Canada. He delivered the keynote address at the Greater Vancouver Board of Trade's inaugural Emergency Preparedness forum in April.

Aboriginal Opportunities

Forum 2017 *Presented by CN*

Beyond Engagement

Friday, June 16, 2017
7 a.m. – 1 p.m.

The Westin Bayshore
1601 Bayshore Drive, Vancouver

KEYNOTE SPEAKER
The Honourable
Jody Wilson-Raybould

SESSION 1
The "Uncomfortable Conversation"

SESSION 2
Closing the Gap — A Business Case

SESSION 3
Implementing Call to Action 92

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HUMAN RESOURCES | CPHR: People leading business

CPHR BC President Anthony Ariganello on his organization's new name and professional designation

BY ANTHONY ARIGANELLO

The HR profession has come a long way in a short time and the past year has been marked by unprecedented change, which affects businesses coast to coast. Fortunately, those changes mark a win for everyone while raising the profile and benchmark for people practices across the country.

In the big picture of business, HR is still relatively young as a profession. That said, HR has an impact that is second to none and it is this newfound strategic imperative that defines the profession as it redefines the potential of the workplace.

Doing what is best for the profession is what drives our efforts at the provincial and national level and has garnered Canada ever greater attention on the global stage.

With that in mind, we began 2017 with a shared desire to bring greater clarity to the business community regarding the

HR profession and the merits of our national designation. This resulted in a change of name for our professional designation and national body alike to the Chartered Professionals in Human Resources (CPHR) designation and CPHR Canada respectively.

Most recently, we have followed suit with the other provinces across Canada, except for Ontario as yet, in changing our association name to the Chartered Professionals in Human Resources BC & Yukon.

Moreover, as we strive to keep to people first in the minds of decision-makers, the new CPHR Canada tagline hits home. "People leading business" is as simple a truth as might be stated, but it goes to the heart of HR's evolving status and slate of responsibilities. It is a message that resonates with us all, and connects in particular with any business owner or CEO looking to add value or address existing pain points. As we in B.C. continue to lobby for self-regulation of the HR profession,

our bid is strengthened by the ongoing efforts of CPHR Canada and the success of other provincial memberships. This shared strength has other benefits which only go to better serve the profession and business community as a whole.

In addition to accrediting post-secondary programs across the country to align with CPHR requirements, CPHR Canada has also established a national Code of Conduct, as well as consistent minimum requirements for certification. As these HR leaders of tomorrow make their way into the workplace, the benchmark of potential is raised for all businesses.

HR has grown into a profession unlike any other at a time like any other — one in which our lives are pervaded by technology, but in which people increasingly define the competitive edge. As greater numbers of leaders recognize the true profitability of "people leading business," so too does the value and visibility of the CPHR designation grow.

This is the real strength of the CPHR: its ability to bring a unified vision and framework of expectations that are aligned with the reality of the business world and designed to deliver results. What we and our colleagues across Canada have established

is a clear, strong and consistent designation well-positioned to develop fruitful business futures across the country and beyond.

What these changes reflect overall is the fact that HR professionals today are not only "necessary" — they are impactful, high-value, trustworthy business leaders with unique expertise in delivering on business outcomes while supporting the success of individuals. **SB**

For more information on the human resources profession in British Columbia, visit cphrbc.ca.

Anthony Ariganello is President and CEO of CPHR BC & Yukon.



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