

myBusiness
 ENGAGING CONSUMERS • BUILDING COMMUNITY
 www.abbotsfordchamber.com



**Chamber of
 Commerce**
 abbotsford

Monthly publication brought to you courtesy of our Media Partner: **THE NEWS**
 ABBOTSFORD

New Details for Business Support Programs Are Promising; Immediate Implementation Crucial



As we embark on the Fall this year, and 2021 is around the corner the Federal Government made an announcement earlier this month with information for renewed Canadian business supports to continue assistance on the road to recovery from the pandemic. On October 9, 2020, Hon. Perrin Beatty, President and CEO of the Canadian Chamber of Commerce, had this to say in the following statement in response to the Government's announcement on expanded business supports:

"Today's program changes come at a critical time as case numbers are rising and provinces across Canada are reintroducing restrictions on businesses that depend on personal interactions. Implementation must be equally timely. This Thanksgiving weekend, hundreds of thousands of jobs are at risk.

The return of the Canada Emergency Wage Subsidy (CEWS) to a fixed 65% subsidy rate until December is a strong start. However, it falls short of a return to the full amount that had been called for. Extending the program to June 2021 is similarly positive. However, it does not reflect the 12-18 month recovery timeline for some sectors, including restaurants, travel, and tourism.

Replacing the beleaguered CECRA program with a new Canada Emergency Rent Subsidy with a dedicated 25% top-up for businesses shutdown by mandatory health orders

is most welcome, as is the removal of revenue caps that limited participation in the program. The new program will help businesses of all sizes in the hardest hit sectors receive the critical support they need and is in line with the changes the Canadian Chamber advocated for.

Finally, today's expansion of the CEBA loan with a \$20,000 top-up for small businesses is an important step to help improve liquidity for small businesses. We look forward to seeing more details regarding the participation of businesses operating out of a private bank account in the CEBA program. However, businesses cannot continue to take on debt indefinitely. While up to \$10,000 of this additional \$20,000 is forgivable, businesses facing virtually no revenues cannot continue to responsibly participate in loan programs. Broader forgiveness needs to be discussed.

Following today's announcements, the government's focus needs to be on immediately implementing these changes. With Quebec in lockdown, and Ontario moving to introduce additional restrictions, businesses need these supports in their hands on an immediate basis to keep as many people on payrolls as possible. Transitioning to a business-led recovery will only be possible if we are able to ensure businesses can survive in the interim. Recovery for these sectors will likely occur over the next 12-18 months, and programs should reflect the timescale for these sectors,

including food service, hospitality, travel, and tourism.

Today's announcement reflects that the government has been listening to businesses, but more work needs to be done. We look forward to continuing to work with the government to help support businesses through the pandemic and into recovery."

About the Canadian Chamber of Commerce – *Because Business Matters*

The Canadian Chamber of Commerce helps build the businesses that support our families, our communities and our country. We do this by influencing government policy, by providing essential business services and by connecting businesses to information they can use, to opportunities for growth and to a network of local chambers, businesses, decision-makers and peers from across the country, in every sector of the economy and at all levels of government, as well as internationally. We are unapologetic in our support for business and the vital role it plays in building and sustaining our great nation.

For more information, please contact:

Mitch Brule

Canadian Chamber of Commerce

mbrule@chamber.ca



2020 BOARD OF DIRECTORS



Melinda Friesen
PRESIDENT



Craig Toews
VICE-PRESIDENT



Ranjit Malay
TREASURER



Chris Gauthier
DIRECTOR



Kal Sidhu
DIRECTOR



Karen Biggs
DIRECTOR



Kathrin Matadeen
DIRECTOR



Tim Holloway
DIRECTOR



Kevin Mierau
DIRECTOR



Sam Varing
DIRECTOR



Dave Sidhu
DIRECTOR



Kim Hissink
DIRECTOR



Mike Ashcroft
DIRECTOR

2020 CHAMBER TEAM MEMBERS

#207-32900 South Fraser Way • 604-859-9651



Katerina Anastasiadis
EXECUTIVE DIRECTOR

katerina@abbotsfordchamber.com

**BE PART
OF A
THRIVING
MEMBERSHIP**



Carole Jorgensen
MANAGER OF EVENTS & SPONSORSHIP
carole@abbotsfordchamber.com



La Vonne Bandsma
OFFICE MANAGER
lavonne@abbotsfordchamber.com

EXECUTIVE DIRECTOR'S MESSAGE

Seasons of Changes and Opportunities this Fall...

This last year has been full of the unexpected, and has challenged individuals and businesses alike to persevere, innovate and adapt. As we move into the fall and winter months, your Chamber is steadfast, continuing to focus on how to best support its members and the local business community in these uncertain times.

Along with the changing of the season, there are opportunities for businesses to gain new insights to help move their business forward. Interested in learning about how to sell in uncertain times? How to sell remotely? Are you a new or renewing member looking to maximize your membership? We have the events for you! Are you an entrepreneur looking for support and funding? We can connect you with valuable training and funding

opportunities.

Speaking of changes, who would have thought we would find ourselves in a provincial election this fall and in the middle of a pandemic! Although early and surprising, it is an opportunity to engage with your local politicians to let them know what matters to you and help shape the direction of your new government. Our Chamber debates held candidates accountable for the business issues that matter to you most. If you missed our all candidates debates, visit www.abbotsfordchamber.com/events/webinars to view recordings posted. Remember to get out and vote on October 24th.

Finally, let's not forget to celebrate and recognize business excellence - especially this year! We will be



Katerina Anastasiadis
Executive Director

shining a spotlight on you with this year's Business Excellence Awards. We have exciting new categories such as Community Contribution, Innovative and Frontline Excellence Awards, along with interesting virtual connection opportunities.

Join our e-newsletter list by emailing: communications@abbotsfordchamber.com and follow us on social media to learn more.

Let's stay connected, let's stay engaged through the changing of the season.

NEW MEMBERS: Hugs in a Mug Coffee Bistro – www.huginamugcoffeebistro.com
Markrockon Lapidary Supplies – www.markrockon.com

UPCOMING EVENTS:

Wednesday, October 28
How to Succeed at Selling Remotely
Zoom Webinar
11:30am-12:30pm

Thursday, November 12
New Member Orientation
Zoom Webinar
11:30am-12:30pm

Wednesday, November 18
Special General Meeting
Zoom Webinar
11:30am-12:30pm

Wednesday, December 2
Selling in Times of Uncertainty
Zoom Webinar
11:30am-12:30pm

Thursday, December 9
Luncheon with Mayor Braun
Quality Hotel & Conference Centre
11:30am-1:30pm

For more information and to register go to www.abbotsfordchamber.com.



Priorities match needs of members

As Abbotsford grows the strategic priorities and activities of the Abbotsford Chamber of Commerce have been responding to match the needs of members and the business community as a whole.

The Chamber has been developing new initiatives and programs to expand and engage new groups such as young professionals, entrepreneurs, and strengthening its collaboration with other business groups like the Downtown Abbotsford Business Association, Fraser Valley Indo Canadian Business Association and more.

The Chamber has been at the forefront of supporting key sectors for example, by strengthening opportunities for exporting businesses through the Trade Accelerator Program and supporting major new developments for the City such as the Abbotsford Tech District.

As we have embarked on a new era of connection during the pandemic, we have been working on and providing numerous virtual experiences to complement our limited capacity for in person events.

This year we are presenting our Business Excellence Awards to honor the innovation and perseverance our members have shown during these unprecedented times in an entirely new but exciting way with our communications and media spotlight campaign in partnership with the Abbotsford News.

The Chamber continues to provide business leadership and advocacy for its members and local business through its network and influence with government at all levels.

The Chamber advocates and raises awareness on key issues, such as the employers health tax, or COVID-19 supports needed by business, to inform decisions that make a difference in day to day operations. We have businesses, entrepreneurs, professionals and sole proprietors top of mind.

The Chamber is represented in an unprecedented number of committees, boards, review panels and, advisory committees. The Chamber utilizes an extensive network of volunteers to bolster staff and ensure we are adequately represented locally and regionally.

The Chamber has produced a number of position papers over the last number of years on a variety of issues pertinent to trade and commerce in Abbotsford.

In addition, we have sponsored or cosponsored numerous resolutions to the floor of the BC and Canadian Chambers of Commerce Annual General Meeting with great success. The Chamber has positioned itself to be "top of mind" when questions of the Abbotsford community are being garnered by:

- ❖ City of Abbotsford
- ❖ Metro Vancouver
- ❖ Provincial Government
- ❖ Federal Government
- ❖ Fraser Valley Regional District
- ❖ Local MLAs and MPs
- ❖ Sectoral Organizations
- ❖ Local Media

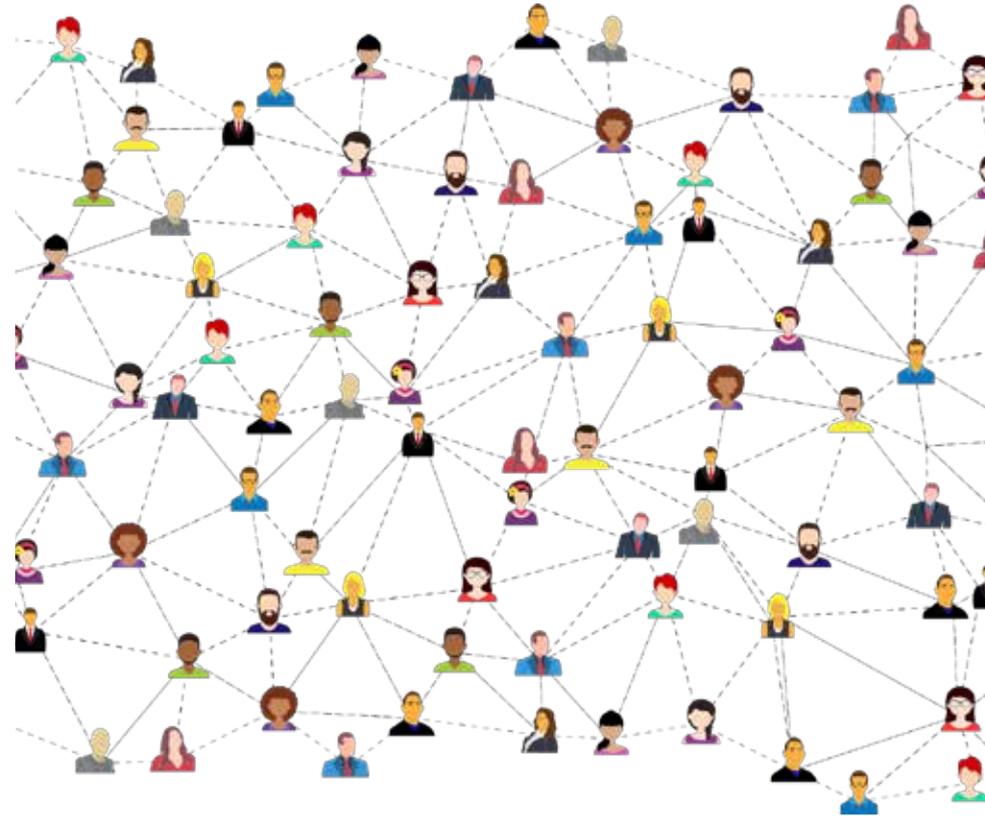


Image by Gordon Johnson from Pixabay

The Chamber is active with the following City Committees/Boards:

- ❖ Agriculture Advisory Committee
- ❖ Awards and Recognition Advisory Committee
- ❖ Business, Innovation and Public Affairs Advisory Committee
- ❖ Development, Transportation and Infrastructure Advisory Committee
- ❖ Homelessness Advisory Committee
- ❖ Tourism Abbotsford Board

Some recent advocacy and issues advanced by the Chamber have been on these topics:

- ❖ Expansion of Highway #1 and Getting BC Businesses Moving
- ❖ Supporting the Local Tourism Industry
- ❖ Small Business Tax
- ❖ COVID-19 Business Supports
- ❖ Creation of the Abbotsford Business Community Coalition
- ❖ Agriculture Land Reserve Regulatory Framework Impacts on Farmers and Business
- ❖ Industrial Land Use Planning
- ❖ BC Food Security Task Force Recommendations
- ❖ The Introduction of Private Auto Insurance Competition in BC
- ❖ Creating a Sustainable Housing Market in BC
- ❖ Supporting BC Natural Resources Sectors and the Trans Mountain Expansion Project
- ❖ Revitalization of the Fraser River
- ❖ Expansion of Roberts Bank Terminal at Delta port
- ❖ Creating a Competitive Investment Attraction Framework in Canada

Announcing the Chamber's Special General Meeting

Members your participation is requested for the Chamber's upcoming Special General Meeting where you will be presented with key updates on the Chamber's Constitution.

It's about that time again, to make sure we are up to date and to renew our approach on ensuring you have the best and brightest serving you on the Board of Directors!

Join to learn and vote on how the Chamber can be moving forward to serve you better. Please register today for this virtual session. We look forward to seeing you then!

- ❖ What? Chamber Special General Meeting
- ❖ When? Wednesday, November 18, 2020; 11:30AM to 12:30PM
- ❖ Register: www.abbotsfordchamber.com/events OR contact Chamber Office Manager, LaVonne Bandsma at lavonne@abbotsfordchamber.com, 604-859-9651

IF THE TOOTH FAIRY WON'T PAY YOUR DENTAL BILLS, WE CAN!

The reality is we all can use help with unexpected expenses like dental bills, prescription drugs, or medical supplies. Now help is here, with affordable group coverage designed specifically for small to medium sized businesses. **See why over 25,000 business owners selected this plan!**

 **Chambers of Commerce
Group Insurance Plan®**
chamberplan.ca