



MISSION REGIONAL CHAMBER OF COMMERCE

# BusinessTRACK

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SEPT 2020

## THE DAY THE CHAMBER SAVED THE PARADE



Once upon a time, there was a year that was like no other, it was in fact, a very, VERY bad year.

It began simply enough. On January 1 the town rang in the New Year and the people danced and cheered. All of the Missionites were looking forward to a year of adventures and merriment. Unfortunately, 2020 had other ideas in store.

As the month of March arrived so did a dark and ominous force. The entity descended upon the unsuspecting town so quickly and with such force that within a few days of its arrival people were taking shelter in their homes, children stopped going to school, businesses closed their doors and all of the events and gatherings ceased.

What was happening? When would it end? AND what would happen to the most anticipated annual event, the Mission Candlelight Parade.

The parade has been the unofficial kick-off to the season for 35 years and the hosts, the Mission Regional Chamber of Commerce, knew it would be the way to restore some “light” to the downtrodden community.

The Mission Chamber decided to find a way, no matter how hard or scary, to plan the event. They decided to join forces with other community champions which will include the Mission Raceway and District of Mission to create the plan.

The Mission Regional Chamber of Commerce is thrilled to announce that the parade (although it will look a bit different this year) is scheduled to take place the first weekend in December and will be a 2-day “reverse parade”. 2020 will have stationary “floats” and display zones (complete with Santa and his sleigh) however this year participants will drive through to take in the lights and magic of the season.

How can you get involved?

This event has always been supported and presented by the business community and this has not changed this year. There is a COVID-19 plan in place that will keep everyone safe and physically distant.

There are several levels of sponsorships available and we would love to discuss how we your organization can be involved in this year’s event.

Businesses and organizations can register to enter “floats” or decorate a display zone. Showcase your business in lights.

Volunteer with the Chamber as we will need “boots on the ground” to pull off this event and the more the merrier. It also puts you in the good books with Santa.

To find out how you can support the Annual Mission Candlelight Parade by contacting the Chamber at T: 604.826.6914 or E: events@missionchamber.bc.a



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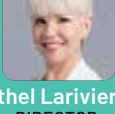

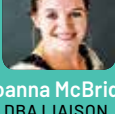




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Reflecting back on the past couple of months, COVID-19 has cancelled or changed the many Mission traditions that we are used to seeing.

Many events have had to adapt or get cancelled altogether and businesses have attempted to 'get back to business' as safely as possible with new protocols and procedures in place.

Despite the disappointment, this pandemic drew on some of our greatest strengths. It did not hinder our community spirit and our love of Mission. Families 'staycationed', exploring our own backyard in attempts to support local businesses and the tourism industry. Mission attended events online to support arts and culture in our community.

Families participated in physically-distanced car rallies and fundraisers for nonprofit organizations.

The Chamber did not take a break this summer. We took our annual Business Walk online and surveyed local businesses, gathering invaluable data for future planning. We were able to team up with the Mission Environmental Stewardship Society for a clean-up day of the Downtown core. Our Committees continued to meet throughout the summer to plan and reconfigure our Fall events, such as the Business Excellence Awards, Candlelight Parade, and 20/20 Vision Speakers.

As we head back to school, work, and some sort of routine, remember that local businesses and non-profit organizations still need our help. Local small businesses make our communities run by supporting community events and sponsoring sports teams. Shop, eat and play local whenever possible.



Ellen Nguyen  
PRESIDENT

## 20/20 Vision Speaker Series



Thanks to the Community Futures North Fraser's sponsorship, the Mission Regional Chamber of Commerce is excited to bring the

20/20 Vision Speaker Series to Mission BC!

The Chamber will host two powerful speakers that will inspire Mission businesses, and business leaders, to build a thriving culture in a post-COVID world and offer guidance in navigating the road to recovery.

Both speakers, **Eric Termuende** and **Dr. Kayrn Gordon**, are well known amongst their peers. Eric has spoken at some 350 events for companies such as Coca Cola and Amazon while Kayrn has delivered over 1000 keynotes as the founder and CEO of DK Leadership, a global leadership coaching company. The series will be a hosted live (virtually) in October & November 2020. **This is a perfect way to experience these dynamic and sought after presenters without having to leave Mission.**

**October 15th – Dr. Karyn Goddard "Emotional Intelligence & Career Success"**

Dr. Karyn Gordon's purpose is to develop great leaders who drive success both at home and at work. A bestselling



emotional intelligence to help audiences foster the skills needed to lead in the 21st century.

**November 5th – Eric Termuende "THE GREAT COMEBACK"**

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,

author and media personality, Gordon has delivered over 1000 keynotes to more than 500 million people across 17 countries — including Fortune 500 companies, entrepreneurs, and government agencies. She draws on her extensive research into leadership, relationships, and

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?

In this interactive webinar attendees will learn:

- Key strategies to develop community and culture while working remotely
- How to build a deeper sense of trust across the team
- Uncover the two types of cultural innovation and how to focus on getting ahead
- One question we need to ask our team to build deeper, more meaningful relationships
- Discover where culture really lives and how we can leverage the past weeks of remote working



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## Spotlight on Business

### Top employer Canadian Tire: Superior work environment

By RICK RAKE *Click Media Works*

Rebuilding a store from scratch after a major fire in January 2019 was challenge in itself, but ensuring Mission Canadian Tire store staff continued to be gainfully employed during the rebuild was the first concern of store dealer Jim Oliver.

“I made them first. When I was first on site at the fire with Canadian Tire Corp. regional manager TK Roach, I was pleased everyone was out and safe and I knew the 52,000 square foot store was going to be down for a while,” said Oliver.

Insurance covered staff for all their hours until the reopening, and 98 per cent of staff stayed. Oliver told them to stop worrying about their rent and mortgages. “We’re taking care of you.”

Once the rebuild began, Oliver engaged staff in store changes they wanted to see. Opinions were gathered and new features “went over well,” he said.

Mission Canadian Tire is recipient of the 2019 Mission Regional Chamber of Commerce Business Excellence Employer of the Year Award for its special efforts, even before it had to come up with a plan this year as the store braced for Covid-19.

Oliver, who has spent 37 years with the company, 18 years as dealer, said he was “born and raised in Canadian Tire and I love the business ... and I try and portray that for my staff, too. We are a family. It is based on a reverse triangle with me at the bottom and my Canadian Tire family at the very top.”

Oliver said he is blessed with a great team. “My door is always open.”

The Chamber Employer of the Year Award is given to business leaders recognized for continuously maintaining a superior work environment and culture.

With the pandemic, Oliver shut down the store to have a forensic cleaner from Toronto scour the business, and daily staff meetings were held to ensure staff and customer safety.



Mission Canadian Tire store upper management, missing dealer Jim Oliver, accept 2019 Mission Regional Chamber of Commerce Business Excellence Employer of the Year Award, sponsored by Ethel M. Lariviere Mortgage Broker.

### The Penny social enterprise: Customer service is key

By RICK RAKE *Click Media Works*



Greg Elford and Bitty Berlinghoff of The Penny accept 2019 Mission Regional Chamber of Commerce Business Excellence Customer Service Award.

Some 33,000 pennies emblematic of a simple philosophy are embedded in the working-area backsplash at The Penny coffee house in downtown Mission.

Greg Elford, administrator of the Celebration Foundation Trust board which oversees The Penny, Copper Hall downstairs and the apartments above, said the three-year-old social enterprise’s belief is the “collective of individual efforts, like pennies, add up to a big impact.”

Because The Penny works hard to exceed customer expectations, contributes to the community and develops relationships with customers, it is the 2019 recipient of the Mission Regional Chamber of Commerce Business Excellence Customer Service Award, sponsored by Taylor, Tait, Ruley & Company.

“One of the things we’ve said from the beginning is that anytime something goes wrong with our food or orders, we see it an

opportunity to make it better than if it had gone right in the first place. One of the things we focused on when we did our staff training is we are never going to be upset with you providing too much customer service.”

“We want to make the customer experience something people will remember fondly,” he said.

Affogato (espresso and ice-cream), paninis, soup, salad, kombucha (fermented tea probiotic) and a wide range of delicious coffees are featured on The Penny menu. Coffee is locally roasted for the shop by Smoking Gun Coffee Roasters.

Elford and his wife, Erin, teamed up with their friends to bring their coffee house dream to life. Bitty Berlinghoff, café supervisor and graphic designer, produced the branding. Erin created the stunning industrial-chic interior.

A number of special events have already been hosted at The Penny, and Elford is looking to create a monthly socially-distanced, collaborative space for young entrepreneurs.

“This award says more about the seven people who work here than my wife and I,” he said. “I am grateful for the reception of our community and the Chamber acknowledgement.”

To learn more about The Penny, click on [thepennycoffee.com](http://thepennycoffee.com).

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# Members

## Upcoming Events

### September 15<sup>th</sup> - Nominations OPEN for the 20th Annual Business Excellence Awards

Do you know an amazing business that has gone above and beyond this year? Make sure that you nominate them in one of our Award Categories. \*NEW\* Resiliency Award

### September 22<sup>nd</sup> - Parade Float Applications: Now being accepted!

Ready to participate in this year's Candlelight Parade? Applications open up September 22<sup>nd</sup>

### October 15<sup>th</sup> - Dr. Karyn Goddard 20/20

#### Vision Speaker Series 6:00 PM - 7:00 PM PDT

#### TWO ATTENDANCE OPTIONS

1) Private Screening: Watch the LIVE Virtual session on the big screen at the Clarke Theatre (Max 40 persons). This option also includes a copy of her soon to be published book, *The Three Chairs: How Great Leaders Drive their Teams' Communication, Productivity and Engagement.*

2) Comfy at Home: LIVE Virtual Access via Zoom from the comfort of your home

### November 5<sup>th</sup> - Eric Termuende "The Great Comeback" 20/20 Vision Speaker Series 6:00 PM - 7:00 PM PST

#### TWO ATTENDANCE OPTIONS

1) Private Screening: Watch the LIVE Virtual session on the big screen at the Clarke Theatre (Max 40 persons). This option also includes a copy of Eric Termuende's Book "ReThink Work"

2) Comfy at Home: LIVE Virtual Access via Zoom from the comfort of your home

### December 4<sup>th</sup> & 5<sup>th</sup> - Candlelight Parade: Reversed

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

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

### WJM Mechanical

#7-32929 Mission Way  
Mission BC  
(604) 607-5812  
[wjmmechanical@gmail.com](mailto:wjmmechanical@gmail.com)  
W: [wjmmechanical.ca](http://wjmmechanical.ca)

### A Dressing Needs

33225 First Avenue Unit #1  
Mission, BC  
(604) 826-4365  
[adressingneeds@gmail.com](mailto:adressingneeds@gmail.com)  
W: [addressingneeds.com](http://addressingneeds.com)

### Imagine Designs

Mission, BC  
604 853 8111  
[info@imaginedesigns.ca](mailto:info@imaginedesigns.ca)  
W: [imaginedesigns.ca](http://imaginedesigns.ca)

### Fraser Valley Maintenance

Mission BC  
(778) 798-1050  
[Fraservalleymaintenance@gmail.com](mailto:Fraservalleymaintenance@gmail.com)

### Kiddie Academy

33837 Prentis Avenue  
Mission, BC  
(778) 347-0816  
[karengildroy@gmail.com](mailto:karengildroy@gmail.com)  
W: [www.facebook.com/KACCC1/](http://www.facebook.com/KACCC1/)

### Steelhead Community Association

32972 Cardinal Street  
Mission BC  
(604) 820-0127  
[steelheadcommunity@gmail.com](mailto:steelheadcommunity@gmail.com)  
W: [www.steelheadcommunity.com](http://www.steelheadcommunity.com)

### Project Instigate

Chilliwack, BC  
(604) 765-0211  
[fatima.zaidi@projectinstigate.com](mailto:fatima.zaidi@projectinstigate.com)  
W: [www.projectinstigate.com](http://www.projectinstigate.com)



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