

GREEN BUSINESS

Solar power and repurposed lumber are featured in popular café



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Butterfly Gardens finds smart ways to save energy – and money



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Victoria

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VICTORIA

Victoria sign company expands

Graphic FX Signworks celebrates its new digs on Hillside Avenue

BY GOODY NIOSI

Jay Velikovsky and his company, **Graphic FX Signworks**, have come a very long way in 13 years. He was only 20 years old and three years out of high school when he took out a bank loan to purchase the equipment he would need to run a small sign company out of his parents' garage.

Using the knowledge he acquired from working at another sign shop, and his dedicated work ethic, he grew the business until he had to rent office space in Victoria.

Within a few years he outgrew that and expanded again.

Last summer, he realized his dream of owning his own building by purchasing a former automotive shop on Hillside Avenue.



The GFX Signworks team, with Jay and Jessica Velikovsky on the far right

SEE VICTORIA SIGN | PAGE 3

VICTORIA

Clean Air Yard Care a growing business

Lawn and garden company making its mark in sustainability

BY GOODY NIOSI

Victoria's **Clean Air Yard Care Inc.** is poised to make it big – not only on Vancouver Island but right across Canada. Founded by **Barry McLean** in 2010, Clean Air Yard Care

offers residential and commercial yard and garden services in a sustainable and pollution-free way.

In the past three years the company has been recognized several times. In 2011 it received the **Capital Regional District** (representing 13 municipalities) **EcoStar**

Award and an honourable mention from the **BC Landscape and Nursery Association**. And in 2012 it netted the **District of Saanich Sustainable Business Practices and Green Energy Leadership Award**. This year, Clean Air Yard Care was a top-five finalist for the

Successful You Awards presented by **Small Business BC**. Small Business BC communications manager **Sara Couper** said finalists in each category go through a rigorous selection process.

SEE CLEAN AIR | PAGE 3

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VICTORIA

Wilson to deliver
Ogden Point shuttle

The **Greater Victoria Harbour Authority (GVHA)** has reached agreement with **Wilson's Transportation Ltd.** and **BC Transit** to deliver the 2013 Ogden Point Cruise Shuttle service. Under these agreements, BC Transit will lease six buses to GVHA. Wilson's Transportation will operate the leased transit buses with its own unionized drivers and supply the remaining buses and drivers required to provide the shuttle fleet capacity to operate the shuttle.

The one-year arrangement is part of an interim strategy that allows GVHA to test cleaner and quieter vehicle types, including transit-style hybrid and double-decker buses as well as compressed natural gas buses. The short-term contract allows GVHA to determine which solutions provide the best service with the least impact on the community and environment.

In 2011, as part of its commitment to building a sustainable cruise tourism transportation network, GVHA initiated a search for cleaner and quieter technology for the shuttle service for the relatively short urban transit-style route. In 2012, GVHA established

noise and air emissions standards for prospective operators and sought qualified operators for the service. Although no individual operators were able to meet the target criteria, the process helped GVHA identify a strategy to introduce new and improved technologies.

In 2012, the shuttle buses transported 130,000 passengers and crew (approximately 25% to 30% of all passengers and crew who come ashore) from the Ogden Point terminal to downtown Victoria on a return basis.

UVic recognized for
scientific performance

The **University of Victoria (UVic)** is in the top 1% of universities in the world and one of the top in Canada for its scientific impact and involvement in scientific collaboration, as measured by **Leiden University's** Centre for Science and Technology Studies.

The prestigious Leiden rankings measure the scientific performance of 500 major universities worldwide.

UVic is the top-ranked Canadian university without a medical school and fifth overall in the country, according to the Leiden rankings. Also, the university had the highest ranking in Canada for international collaboration, which means it has the highest proportion of publications co-

authored by researchers in two or more countries.

UVic's strengths in natural science and engineering as well as math and computer science are particularly noteworthy.

In natural science and engineering, UVic placed 68th worldwide and third in Canada; in math and computer science, the university placed 123rd worldwide and sixth nationally.

The CWTS Leiden Ranking 2013 is based on Web of Science indexed publications for the period 2008-2011.

Hotel hit with hard
times again

TIMES COLONIST

A year after the **Belleville Park Resort** was sold by court order, the high-profile Belleville Street hotel property is again in the hands of a receiver looking for a new owner.

The 1.87-hectare property includes the Huntingdon Hotel and Suites and the three buildings of the Gatsby Mansion Hotel. Since mid-March it has been controlled by Vancouver-based receiver **D. Manning and Associates.**

"We are operating the property as efficiently as possible and we've advertised the property for sale," said president **Don Manning.**

Manning could not say what

tipped the property into receivership, only that there were likely some "unhappy events that happened between the lender and the owners."

Dominion Grand Hotel Group bought the hotel for \$5.65 million in February 2012.

At the time, the company outbid in court Saskatchewan-based **d3h Hotels**, which had earlier agreed to pay \$5.2 million for the property.

Both companies said the buildings required about \$3 million in upgrades to bring them back to respectability.

The sale includes four buildings with 135 guest rooms – 115 in the Huntingdon, 10 in Gatsby's Main House, eight in the Judges House and two in the Middle House – as well as **Hunter's Bar and Grill**, the **Gatsby Mansion Restaurant**, a spa, wine, beer and spirits shop and fitness facilities.

Santiago's restaurant is leased to a third party.

CREST reports 10 years
of steady growth

Forty-two organizations providing safety services in the capital region use the CREST system for radio communications. The **Provincial Emergency Program (PEP)** joined in 2012, and the **BC Conservation Officer Service** and **Songhees First Nation** bylaw officers joined earlier this year.

"In 10 years of operating,

CREST has increased the number of users and agencies on the system, increased the system's reliability and coverage and kept costs down," reported board chair **Gordie Logan** at a recent AGM.

General manager **Gord Horth** reported to shareholders on improvements made to increase reliability and coverage in 2012. "New facilities and equipment were added on the West Shore, in the Shirley Fire District and at the **Oak Bay Beach Hotel**," said Horth.

CREST operates a wide-area radio system for 42 agencies in the capital region. In 2012, more than 2,000 safety service providers put more than 7.3 million calls – one every four seconds – through CREST. They had immediate system access 99.5% of the time. No system in the world has 100% reliability.

At the AGM, shareholders elected directors to the board for a one-year term. New to the board is **Alicia Cormier** (Central Saanich). Returning are: **Grant Brilz** (BC Ambulance), **Dunstan Browne** (North Saanich), **Tim Chad** (Sidney), **Perry Clarke** (Province of BC), **Mike Davis** (BC Transit), **Kelly Folk** (RCMP), **Mike Hicks** (Juan de Fuca), **David Howe** (Southern Gulf Islands), **Nils Jensen** (Oak Bay), **Gordie Logan** (Colwood), **Wayne McIntyre** (Saltspring), **Bob McKie** (Esquimalt), **Heidi**

SEE BRIEFS | PAGE 3



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Clean Air Yard Care solar-charges its equipment on location

CLEAN AIR

CONTINUED FROM PAGE 1

This year, 172 businesses from across the province entered. Once accepted, each business had to get support from the local community. A panel of judges narrowed the categories down to five finalists that made a live presentation at the Small Business BC offices.

Although the business didn't win at the Successful You event, Couper was impressed with **Richard Larkin's** pitch for Clean Air Yard Care.

"He came in with a lawn edger and turned it on in the room to make the point of how quiet it is compared to industrial machines," said Couper. "Their whole business is about air and noise pollution. It was great that they did that. They are definitely very passionate about their business."

Larkin joined the company as president and CEO in 2012. He said

that being a finalist in the Successful You Awards was strategically significant.

"If we want to be known for something, we want to be known as the best green business. The green category was all about greenhouse gas emission reduction so that was the perfect fit for us."

In addition to running the battery-powered edger to impress, McLean and Larkin also have a PowerPoint presentation and a short video of the alternative lawn and garden machines – noisy, gas and fume-emitting monsters by comparison. "They really get the point," Larkin said.

McLean started the business shortly after arriving in Victoria from Manitoba where his family operated an organic farm. With his background, he wanted to work outdoors and start an environmentally friendly business.

In consultation with **We Go Solar**, a Vancouver Island solar

energy company, he created a mobile trailer with solar roof panels to charge the batteries on his lawn and garden machines. McLean initially targeted residential homeowners for his pollution-free service. Larkin said that strata and commercial clients, like **Rogers' Chocolates**, quickly came on board.

Larkin and McLean licensed their first franchisee in May in the Gordon Head/Oak Bay area of Victoria. Negotiations are also underway with a second franchisee in Vancouver.

"We're going to start on the Island and the Lower Mainland this year and get at least our first half dozen franchises up and running," Larkin said. "Even in the next three or four years, we conservatively figure we'll have 30 to 40 franchises in British Columbia and five to 10 years out, a minimum of 100 franchises to about 250 right across Canada." ■

BRIEFS

CONTINUED FROM PAGE 2

Rast (View Royal), **Kerrie Reay** (Sooke), **Karel Roessingh** (Highlands), **Lillian Szpak** (Langford), **Larry Tremblay** (Metchosin), **Leif Wergeland** (Saanich) and **Geoff Young** (Victoria).

Conference centre 'holding the line'

TIMES COLONIST

Local officials say the number of delegates using the **Victoria Conference Centre (VCC)** this year will likely be on par with 2012 as the meetings sector faces a global crunch and fiercely competitive environment.

"We are happy to be holding the line [given today's uncertain economy]," said **Brenda Anderson**, VCC's director of sales and marketing.

Survival strategies include a new partnership with **Tourism Victoria** to share marketing and staffing. The agencies are both aiming to fill hotel rooms and will team up for sales calls. They have worked together in the past, but a formal agreement was signed in January.

There's also a Victoria business-ambassador program in the works that will see VCC officials reaching out to the community for leads that could result in bookings at the 720 Douglas Street facility, which offers additional space in the historic **Crystal Garden**.

VCC officials are anticipating 94,135 delegate days this year, slightly below the 94,529 in 2012. The record was 2007 with 136,908 days.

Between January and March, delegate days were down 3% over the previous year.

The conference world has gone through a sea change. Corporate bookings have been pared back in the wake of the global financial crisis in 2008 and ongoing financial instability. Today, 90% of VCC's

business comes from Canadian associations, a sector that Anderson called "our sweet spot."

A decade ago, associations represented about 50% of the business. About 30% of bookings were out of the U.S., with a small number of international conferences, said **Jocelyn Jenkyns**, the centre's manager. The average number of delegates per conference has dropped to 557 from an average of 600 a few years ago, she added.

LANGFORD

Sysco has record day

A good indicator the economy is on the mend happened recently in the massive Langford warehouse of **Sysco Victoria Inc.**

The Island's largest distributor of meat, produce and related food products had a record day for orders – more than 26,000 cases of everything from poultry and seafood to paper napkins and janitorial supplies. Sysco's entire fleet of 25 trucks carried multiple loads, and additional cargo vehicles had to be rented and drivers hired. Even the sales staff traded suits and ties for jeans and gloves to pitch in with loading and deliveries.

The supply chain was booming as restaurants, educational institutions, seniors homes and small delis and grocers – even food carts – beefed up supplies for anticipated increased spending by consumers. Sysco Victoria president **Rob Cinkant** said the trend had been building, and he attributed the record orders to a number of factors, including better weather, the start of the **National Hockey League** playoffs and the local festival season and the demise of the harmonized sales tax, which had made restaurant meals more expensive.

Sysco, formerly known as **North Douglas Distributors**, has more than 2,000 clients up and down the Island. ■



Lead installer Terry Doddy installs a roof panel on a vehicle wrap

VICTORIA SIGN

CONTINUED FROM PAGE 1

Working with an architect, he took the new, 6,000-square-foot space down to the studs and completely redesigned it to be a state-of-the-art signage shop with an 800-square-foot showroom, a boardroom and a three-bay garage to accommodate vehicles for the wraps that made Graphic FX Signworks famous.

"Even our suppliers come in and their jaws drop," Velikovsky said. "They get to see all of the facilities throughout British Columbia and they tell me they've never seen anything like what we have built."

Form followed function in the design of the shop – but that function included some ideas that are rare in the sign and print business. Velikovsky said that generally a sign shop consists of a large back work area and a small front

room with signs leaning against the wall waiting for pickup.

"My dream was to build a nice showroom where we could display some of the signs and products we sell. I saw the value in building a showroom. Now we can show people what they're getting before they buy as opposed to just showing them out of a catalogue."

The boardroom with its large-screen monitor also allows the graphic staff to show clients what they will be getting. Velikovsky said that he took a risk with the new building that offers 50% more space. Would his clients find him and follow him? The answer was an unequivocal "yes." In fact, the company is still growing, even in a highly competitive economy.

Velikovsky said, "The biggest key for us is that we offer our clients a one-stop shop. That's

"The biggest key for us is that we offer our clients a one-stop shop. That's what's different"

JAY VELIKOVSKY

PRESIDENT, GRAPHIC FX SIGNWORKS

what's different. When you come to us, we offer everything from in-house graphic design including logo design, and we also do all types of signage including storefront signage, simple job-site signs and illuminated signage like LED signs."

Graphic FX Signworks also still offers vehicle wraps. But what also makes the company one-stop is that it goes beyond signs to include all printing services like brochures, business cards and letterheads.

"It's easy for our clients to only deal with one shop," Velikovsky said, adding that clients walking into the new shop for the first time tend to be completely wowed.

Along with realizing his dream of owning his own buildings, he said he is also pleased that the business includes his wife, **Jessica** and his brother, **Kyle**.

Thirteen years after starting his company, fuelled mainly by enthusiasm and a willingness to take risks, Velikovsky said he still loves what he does. "I've been so fortunate to meet so many people from Victoria. For me, my biggest reward is driving around the city and seeing our work on display. Nothing else makes me happier. At the end of the day, we all have bills to pay, but I just love to see our work out there – simple as that."

Graphic FX Signworks (www.382sign.com) is at 375 Hillside Avenue in Victoria. ■

VICTORIA

Coast Capital Insurance joins Western

Sale to Desjardins Group subsidiary will help solidify B.C. presence

Western Financial Group and Coast Capital Savings Credit Union have reached an agreement on the sale of Coast Capital Insurance Services Ltd. (CCIS) by Coast Capital to Western.

CCIS is a subsidiary of Coast Capital and currently offers property, casualty, commercial, life and disability insurance products through 32 retail insurance offices and a call centre. The life and disability insurance business of CCIS will remain with Coast Capital.

Western is the largest and fastest growing insurance brokerage in Western Canada, and the purchase of CCIS locations across the Lower Mainland and southern Vancouver Island will complement the 29 branches in 22 communities in which they currently operate throughout British Columbia.

"We're very proud to be able to bring Coast Capital Insurance Services into our family of companies. It is a tremendous organization that has the same commitment to community as we do," said **Scott Tannas**, president and CEO of Western.

"This is the largest deal we've negotiated to date and will help us solidify our presence throughout the B.C. market. We look forward to building on the traditions of great service and community support that Coast Capital has established."

"At Coast Capital we're proud of all that our insurance subsidiary and its employees have accomplished," said **Tracy Redies**, CEO of Coast Capital. "When we decided to concentrate our resources on our core banking business, our goal was to find a partner who could help CCIS grow further and reach its full potential."

"Coast Capital and Western have similar values and a commitment to our people, our customers and our communities," said Redies. "In Western, we saw a strong entrepreneurial spirit and customer service focus which we believe will help build the CCIS business, and their dedicated focus on insurance will provide more opportunities for employees."

Most importantly, though, this allows more banking and insurance services to be offered to our

"We're very proud to be able to bring Coast Capital Insurance Services into our family of companies. It is a tremendous organization that has the same commitment to community as we do"

SCOTT TANNAS
PRESIDENT AND CEO, WESTERN FINANCIAL GROUP

collective customers as we look for more opportunities to expand our businesses and serve customers in our markets."

Under the terms of the agreement between Western and Coast Capital, CCIS branches will continue to operate under the CCIS name and brand for at least two years. Western will continue to employ all of CCIS's 242 staff

members while working with Coast Capital to enhance banking and insurance offerings to both Western and CCIS customers.

The deal is expected to close in July.

Western Financial Group is a subsidiary of **Desjardins Group**, the largest co-operative financial group in Canada. Desjardins and Coast Capital have developed close ties over several years, which were further enhanced with the signing of a memorandum of understanding in April regarding principles of co-operation to share expertise in products and services to benefit both organizations.

"Desjardins Group welcomes this important acquisition that will reinforce Western Financial Group's leadership role in Western Canada's insurance market," said **Monique F. Leroux**, board chair, president and CEO of Desjardins Group.

"This opportunity also builds on our partnership with Coast Capital Savings as we look for more opportunities to bring the great benefits of the financial services co-operative model to more Canadians." ■

VICTORIA

New board for Better Business Bureau VI

The Better Business Bureau Vancouver Island welcomed its 2013-2014 board of directors at its annual general meeting on May 14.

The executive board consists of: **Mike Regimbal** of **Westshore Hearing Solutions**, chair; **Mary Schubert**, past chair; **Gary Eisenstein** of **Falcon Software**, vice-chair; **Miles Fournier** of **Investors Group Financial Services Inc.**, treasurer; **Marsha Mara** of **Paul Mara Jewellers**, secretary; **Colin Moorman** of **Duttons & Co. Real Estate Ltd.**, member at large; **Sharon Cartmill-Lane** of **Taylor McCaffrey LLP**, independent legal counsel; and **Rosalind Scott**, president and CEO of **BBB Vancouver Island**.

Directors are: **Chris Gillen** of **Dial-A-Geek Consulting Inc.**; **Loretta Copley** of **Hendry, Swinton, McKenzie Insurance Services Inc.**; **Const. Catherine Colthart** of the **RCMP**; **Dave Whitman** of the **Times Colonist**; **Vern Fischer** of **Fischer Financial Services**; **Kyara Kahakawila** of **LA Limousines**; and **Dr. Robin Richardson**, an independent funeral planner. ■



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VICTORIA

Black signs MOU with Chinese bank

Victoria businessman **David Black** has taken a major step forward in fulfilling his dream of an oil refinery built on B.C.'s West Coast after making a deal that could be worth billions of dollars with a major bank in China.

Black's company, **Kitimat Clean**, signed a memorandum of understanding with the **Industrial and Commercial Bank of China**.

The deal will see the bank act as both financial adviser to the \$25 billion project and provide financing for the refinery, pipelines and other elements of the project, which Black said could be in service by 2020.

"They see their role first as providing a fair amount of money themselves but also organizing the club of banks that will provide all of the debt money," said Black, who was contacted in Beijing.

"It's the biggest bank in the world, so they have the money, but they like to spread [risk] around like insurance companies."

Black, who owns about 150 newspapers in Western Canada and the U.S., has floated the idea of building a refinery in northwest B.C. — the first new refinery to be built in Canada since 1986 — to handle 550,000 barrels of oil a day.

Black said the \$25 billion price tag would cover \$16 billion for a refinery, \$6 billion for a bitumen pipeline from Alberta and a \$2 billion natural gas pipeline to fuel the refinery. It may also include \$1 billion for tankers to transport refined fuels to buyers in Asia.

Industrial and Commercial Bank officials said in a statement that they are "very pleased to be working toward a comprehensive agreement to finance a refinery in Canada, which is planning to export refined fuels to China and other Asian countries in the future."

The amount of the bank's cash investment was not disclosed; Black said "they will take a big chunk of it."

Black has said the entire project would be debt-financed, rather than investors taking a stake in the assets. He said this deal maintains that plan.

"I've always said they [China] are the obvious buyer for the oil and fuel, and they have agreed they will not ask for control of any parts of the businesses," Black said. "That includes the refinery, a marine terminal, a pipeline, possibly, and a tanker fleet. They aren't asking for

control of anything."

Even if fabrication of the refinery's components is done in China, there will still be 6,000 construction jobs created in B.C. over five years and another 3,000 permanent jobs, he said.

Black said the bank deal is the most important step in making the refinery a reality.

"The two most important

things for this, of course, are finding the money and getting an agreement to buy fuel from the refinery," he said.

"They are somewhat tied together. The bank is also talking to **Sinopec** [China Petroleum and Chemical Corp.] and **PetroChina**," Black said, adding he has talked to Sinopec about buying refined product and has

a meeting with PetroChina to gauge its interest.

Black said the financing agreement adds to the credibility of the project in Canada.

"A lot of other people didn't think China would want our refined fuel or didn't think it would raise money for a new refinery. Well, I'm sure this certainly helps convince those folks." ■

SIDNEY

Tourism Victoria awards local hoteliers

Kevin Walker and Earl Wilde recognized

TIMES COLONIST

Kevin Walker, a 32-year veteran of the hospitality industry who reopened his **Oak Bay Beach Hotel** after a six-year, \$52 million rebuild last year, has been honoured by **Tourism Victoria** with its lifetime achievement award.

"I didn't expect [the award]," Walker said. "You know, recognition from industry peers, for a professional in hospitality, is maybe the most meaningful recognition available to us. I'm very appreciative and thankful for this."

Meanwhile, **Earl Wilde**, general manager of the **Victoria Regent Hotel**, was named Tourism Victoria's Miracle award winner.

The awards were handed out at Tourism Victoria's annual general meeting at the **Harbour Towers Hotel**.

"I'm not looking forward to being on stage with Kevin," said Wilde with a laugh. "I don't have a problem with public speaking, but let's face it, Kevin can speak. Whether I precede him or come after him, it's not a good thing."

Wilde said he was touched by

"Recognition from industry peers, for a professional in hospitality, is maybe the most meaningful recognition available to us"

KEVIN WALKER
OWNER, OAK BAY BEACH HOTEL

the honour. "I was pleasantly surprised and quite shocked that it happened. I'm very happy and humbled," he said.

The Miracle award, named after the orca rescued by **Sealand of the Pacific** staff in 1977, was established in 1982 to honour outstanding individuals or groups who have been leaders in the development of tourism in Greater Victoria.

According to Tourism Victoria, Wilde was chosen because of "his vast and lengthy commitment to tourism, both provincially and nationally." ■

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Thriving on sustainability

Solar power, repurposed lumber featured in popular café

LYLE STAFFORD/TIMES COLONIST

Caffe Fantastico, a key player in the evolution of Quadra Street Village from a run-down commercial strip to thriving little business core, has plans to double its footprint.

Owner **Ryan Taylor** is working with city staff on plans that would see the cafe and roastery expand into the former **Camas Bookstore** site and add a small office on the rooftop of the building at the corner of Kings Road and Quadra Street.

Taylor, who has operated Caffe Fantastico there for 15 years and bought the 1950s-era building in 2009, said the expansion would include rooftop solar panels, extra bicycle racks, a sidewalk composting centre, more efficient space for coffee roasting, a tasting area and increased seating – something he says is needed to enhance the café as a neighbourhood “gathering place.”

“This project will allow us to engage more actively in our community and better meet the desires of our neighbourhood,” said Taylor. “When we first opened here, we were more of a drive-to destination or takeout. But over the last five years, as the



Ryan Taylor in the former bookstore that will be used to expand Caffe Fantastico | LYLE STAFFORD/TIMES COLONIST

neighbourhood has [evolved], customers are walking or riding here and looking for a place to sit down. As the neighbourhood progresses, people need more spaces to gather.”

Improvements will also include continued upgrades to the **Sparkle Bright Launderette**, located in the same building, a service that Taylor said the community uses often and is considered “a neighbourhood asset.”

He said it would have been

easier to close the laundromat, put an office there and forget the rooftop expansion.

Quadra Village, stretching from Bay Street across Hillside to Topaz Avenue, has experienced a renaissance over the past decade, with traffic-calming measures, improved landscaping, colourful banners and a mix of businesses that range from anchor grocery **Fairway Markets** to accountants, hair salons, a gluten-free diner and a halal butcher.

Customers at Caffe Fantastico include nearby residents, employees at surrounding businesses and students from **CDI College**, which occupies the former Blandshard elementary school.

Taylor did not disclose the cost of the expansion, but he said financing is in place. He’s hoping to start the 945-square-foot expansion into the old bookstore on Quadra Street in the coming weeks. A wall will be knocked down to expand the seating and open a tasting area. The 500-square-foot rooftop addition will go from planning staff to city council and then to public hearings.

So far, Taylor said response from the neighbourhood has been positive. Seating most mornings and around lunch time is often at a premium with a mix of tradespeople, students and residents all vying for seats. Some take their cups and snacks into the neighbouring park.

Taylor and his wife, **Kristy**, are residents of the neighbourhood, living just two blocks away. Their two young children attend George Jay Elementary. Taylor has been involved in the village improvements, serving on the transportation committee that brought centre boulevards and streetscape improvements.

Taylor started Caffe Fantastico from a cart on the Inner Harbour causeway in 1993. From the start, the pursuit has been for quality coffee and a business plan based on environmental issues and

“Having a successful business with ethical practices is key to Caffe Fantastico”

RYAN TAYLOR

OWNER, CAFFE FANTASTICO

sustainability. The business has grown from the flagship on Kings Road to satellite cafés at Dockside Green and the Parkside in the Humboldt Valley, both LEED developments. Nearly 40 staff are on the payroll.

The company also wholesales its coffee to places such as **Devour**, **Wildfire Bakery**, the **Lunch Kit**, **Moon Over Water** and the **Township Coffee Company** in Gordon Head.

“Having a successful business with ethical practices is key to Caffe Fantastico,” said Taylor.

The solar panels on the rooftop will be used to reduce the company’s reliance on the power grid, and high-efficiency boilers are being installed. New furniture and other fixtures inside will be made from repurposed lumber. Caffe Fantastico has also been part of the car-share co-op for five years and uses an electric Grumman cub van to make its deliveries. A charging station was installed at King’s Road earlier this year. ■

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VICTORIA

Oak Bay Marine names interim COO

In-house appointment provides continuity after death of founder

TIMES COLONIST

The Oak Bay Marine Group of companies is being run by staff member and longtime sport fishing advocate **Rob Waters**, who has been appointed interim chief operating officer.

Waters is also general manager of the **Ladysmith Marina**, part of the Oak Bay Marine Group. His appointment provides continuity for the Beach Drive-based group of companies after the death in April of founder **Bob Wright**, who was 82.

Wright started what became an extensive group of holdings by offering moorage for pleasure boats at Oak Bay Marina in 1962. The group now includes **Pedder Bay RV Resort and Marina** in Metchosin, **North Saanich Marina**, **Pacific Undersea Gardens** in Victoria Harbour, **Painter's Lodge** in Campbell River, **April Point Resort and Spa** and **April Point Marina** on Quadra Island, the **Canadian Princess Resort** at Ucluelet, **Cape Santa Maria**

Beach Resort in the Bahamas and various attractions in Oregon.

"It was Bob's wish for the company to carry on," Waters said. "With a talented team of people in place, we are open for business and expect this to be an exceptional year."

Waters is president of the **Ladysmith Chamber of Commerce**, past board member with the **Sport Fishing Advisory Board**, past-president of the **Sport Fishing Institute of BC** and is a board member emeritus with the **Pacific Salmon Foundation**.

He was a friend of Wright's and has a 33-year history with the Oak Bay Marine Group, serving in a number of senior management positions. He has a "clear understanding of the group's entire operations as well as the company's history, culture and traditions," a company statement said.

Waters will serve as chief operating officer until September 30. In the meantime, the chief

operating officer position will be posted within the company, said **Susan Barcham**, spokeswoman for Oak Bay Marine Group. Waters is remaining as Ladysmith Marina manager, where new 50-foot to 92-foot-long boathouses have been built.

The company's trustees, **Mark Appleton** and **Sharon Halkett**, have been appointed its sole directors, Barcham said.

Appleton spent 38 years with the

Canadian Imperial Bank of Commerce prior to joining the Oak Bay Marine Group as vice-president of finance. In the past few years, he has worked as a financial consultant for the group.

Management consultant **Halkett** has served in senior public sector roles in B.C., including as executive vice-president of the **BC Buildings Corp.** and as chief executive of the **BC Crown Agencies Secretariat**. ■

"With a talented team of people in place, we are open for business and expect this to be an exceptional year"

ROB WATERS

INTERIM COO, OAK BAY MARINE GROUP

PRACTICAL AND PATENTABLE



INVENTING BUSINESS

ANNE FLANAGAN

I am always amazed by what I learn when working with a new client.

Nancy McGovern came to me having been told that there was no opportunity for her to obtain patent protection for her invention. When she related the story to a local businessman, he said, "Go to Anne - if anyone can help you, she is the one." And so Nancy did.

That was a few months ago, and she now has a U.S. provisional patent application filed in her name. I was able to identify a large space where there was no impediment to her patenting, then help her conduct testing to support a new patentable invention that fit into that space and encompassed exactly what she was interested in commercializing and more.

Two months ago, I knew very little about fabrics and less about how fabrics can be used to assist in mobility. McGovern, a physiotherapist from Kamloops, knew that insidious mobility issues plague a high number of people.

One of the most significant of these is being able to move on a surface, such as a chair, a bed or a car seat. Equally significant is the ability to don and doff clothing easily. McGovern also knew that improved mobility while at rest can aid sleep for many people.

She was aware that some fabric combinations could be used to reduce friction, as she had already developed a system for assisting caregivers to move patients.

We started on our learning process, McGovern focusing on gaining a deep understanding of fabrics - knits, weaves, weft, warp, plain, satin, interlock and so on - and me focusing on outlining tests that needed to be done and analyzing the results.

I had no idea how complex fabrics were and how they could be oriented relative to one another to give a range of different results. We discovered fabrics that were ideally suited for clothing and bedding combinations and the like. The clothing was easy to don and doff, and the combinations allowed for different levels of friction depending on the requirement. That is when I drafted and filed her patent application.

McGovern is now fine-tuning her inventions and inventing more fabric-based mobility aids, and I am looking forward to learning more about fabrics than I ever thought I would have to know. ■

Anne Flanagan is the principal at Alliance Patents. She can be reached at anne.flanagan@alliancepatents.com.

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WHAT A LIBERAL WIN MEANS FOR GREATER VICTORIA



VICTORIA

BRUCE CARTER

Congratulations to **Christy Clark**, the first woman premier chosen by B.C. voters. Last month's election was a landslide win for the **BC Liberal Party**, though Vancouver Island elected predominantly oppositional MLAs. This will mean that non-partisan organizations like the chamber will have to work with local leaders to champion Greater Victoria's cause to the provincial government.

I am confident that the government will represent and support the entire province fairly in its dealings. The highly partisan nature of the election process does not continue beyond election day in Canada. Property taxes, income taxes and health benefits do not change based on who one voted for. Nor does the continued expansion of our resource industries.

When we approach the government to propose new programs or

advocate for support for infrastructure, we will need a strong advocate in our corner. The lack of a Greater Victoria voice at the government caucus table or in cabinet will put us at a disadvantage.

The chamber, with our partner organizations, will have to work hard to ensure our proposals are well prepared and presented. It will be our job to develop allies who will be in our corner when we compete for the scarce resources available to support our local economy.

We will of course turn to our Island MLAs for assistance, and I am confident they will be tremendous advocates.

Having solely Opposition representation doesn't mean that the Liberal government will refrain from investing in projects it has already committed to, such as **BC Transit**. Yet its position on projects for which it has already declined funding, like the Johnson Street Bridge or an airport runway extension in Victoria, will likely not change.

It is hard to tell whether the province will support future projects like the proposed harbour pathway in Victoria; support will depend on the weight of other projects, and someone must purposefully champion them on Greater Victoria's behalf.

The chamber will need to do more work to ensure that Greater Victoria is well represented to the

Property taxes, income taxes and health benefits do not change based on who one voted for. Nor does the continued expansion of our resource industries

staff and ministers in B.C. We will need to continue to work with municipal leaders who have access to and existing relationships with higher levels of government. Municipal leaders who are committed to remaining non-partisan will have an advantage over those who side with a particular party.

The role of non-partisan, representational organizations like the chamber and Tourism Victoria will become ever more important with the loss of Greater Victoria's local voice within the government caucus. We have a great deal of work ahead of us to ensure Greater Victoria's message is heard and understood. ■

Bruce Carter is CEO of the Greater Victoria Chamber of Commerce. He can be reached at bcarter@victoriachamber.ca or 250-383-7191.

JUNE CHAMBER EVENTS

Friday, June 7

Prodigy Group Amazing Chase
7 – 10:30 p.m.
Starting location: Bastion Square
After party: Darcy's/Upstairs

Tuesday, June 11

June Six for Lunch
Noon – 1:30 p.m.
Hosted by the Blue Crab, Coast Victoria Harbourside Hotel & Marina

Thursday, June 13

Prodigy Group June Mingle
5 – 7 p.m.
Host: TBD

Wednesday, June 19

Social Media Marketing Made Simple
1 – 3 p.m.
Hosted by Constant Contact at the chamber office

Thursday, June 20

June Business Mixer
5 – 7 p.m.
Hosted by Grant Thornton

Tuesday, June 25

Economic Drivers: Greater Victoria Business Golf Tournament
11 a.m. – 6 p.m.
Hosted by Olympic View Golf Course

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IN IT FOR THE LONG TERM

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CHRIS FUDGE

The Town of Sidney recently installed five new Level 2 electric vehicle charging stations, in addition to purchasing a brand new Nissan Leaf emission-free vehicle for its corporate fleet. The charging stations are part of a growing network, with many located here on Vancouver Island.

Sidney has taken a big step to put itself on the map as a forward-thinking community and gateway to the Island. The level of commitment shown by the town in embracing this new technology is significant and recognizes the importance of thinking about the long term.

Across the highway in North Saanich, Ramsay Machine Works has just completed a \$20 million coal stacker-reclaimer, an impressive machine that will be shipped to Vancouver by barge. The project has generated a buzz about what the local manufacturing sector is capable of accomplishing, through its ability to incorporate the latest technology and deliver a quality product to its customers. This is a sector that is demonstrating its commitment to the future and to the

long-term economic prosperity of British Columbia.

Over at the Victoria International Airport, staff hope by 2017 to have an additional 600 feet added to the runway as part of an \$8.2 million expansion plan. The additional runway capacity will open the door to flights from new markets overseas and allow accommodation of a wider variety of aircraft. This airport is looking ahead to the next 20 years, allowing us to see what level of commitment it is prepared to make towards the long-term growth of the region.

Each of these organizations is leading by example, providing a vision of the future for an economy that is still struggling to recover. Identifying the importance of making an investment now and planning for future growth are strategies that all businesses should be applying. Without this, we risk losing the opportunity to influence the path we take.

However, the commitment must extend beyond these three examples: each community must identify and plan its vision for the long term. Issues such as affordable housing and transportation and the ability to attract, support and retain a skilled workforce are all integral parts of supporting this vision. It requires leadership and foresight among our elected officials and the ability to be bold, brave and creative. That approach ensures a future that we can really look forward to. ■

Chris Fudge is the executive director of the Saanich Peninsula Chamber of Commerce. Contact him at chris@peninsulachamber.ca.

SIDNEY

Hazmat cleans up

In the safety game, preparation is everything

David Rogers sent a transport container loaded with enough gear to handle a massive fuel, oil or hazardous material spill to a liquefied natural gas plant in Kitimat earlier this year.

He's convinced it won't be the last \$100,000 shipment to the north.

The president of Sidney-based BC Hazmat Management expects his company will be tapped for more materials, training and spill management expertise as the province's energy industry ramps up.

Rogers is also convinced British Columbia will eventually see a pipeline carrying Alberta's oil-sands crude to northern ports.

"We know there will be a pipeline. We know there will be more tankers. Right now, there are 250 tankers going up and down our coast, and I know we will have a spill," Rogers said. "The Exxon Valdez [in 1989] was the last major spill on our coast. We are well overdue for it."

And that's why Rogers' firm, which has specialized in safety training, spill management and hazardous goods shipping for 13

years, is gearing up.

In the safety game, preparation is everything.

BC Hazmat has already developed a Shoreline Cleanup Assessment Techniques course to train personnel to deal with oil spills and ensure maximum oil recovery while minimizing ecological damage.

And the company works in concert with other hazardous materials firms and agencies like the coast guard to ensure there's as much equipment and know-how available on the ground as possible when trouble strikes.

But Rogers said there's still not enough.

As for the spill-response containers, Rogers' firm also makes site visits to train staff on the ground how to react and how to use the equipment.

Even without a pipeline, Rogers' business has been pushed to grow.

This year, to recognize him for building the Island's largest safety training facility, Rogers was named the Greater Victoria Chamber of Commerce business person of the year.

For 12 years, BC Hazmat ran

from the Rogers family home, but the need for larger training space required the company to find about 6,000 square feet in Sidney.

"We ran successfully from home for 12 years in an industry that shouldn't run from home," Rogers said with a nod to the massive response trucks and trailers that dot the company's parking lot.

"Basically, we had fantastic neighbours."

BC Hazmat has seven full-time employees and a large roster of trained on-call staff who are pulled into action when there's a spill. From its Sidney facility, the company builds spill-response containers and trailers that are sold and shipped ready to be deployed.

It also packages and ships dangerous goods and develops and runs safety training courses for all sectors.

The new digs last summer came at the right time. The business has been booming.

"I've been surprised in the last year how much it's grown," Rogers said, noting that the growth seemed to start during the economic downturn in 2008. ■


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SPOTLIGHT

New dealership promises 'the best of the best'

VICTORIA

BMW and Mini Cooper owners in Victoria have reason to be happy. The new BMW Victoria dealership on Esquimalt Road provides more technicians, more service, more selection and a more convenient and attractive location than before.

The new dealership was greeted with great excitement in the spring of 2012, and that excitement has continued to grow, with both Mini and BMW on offer. Peter Trzewik, CEO of the dealership's parent company, German Auto Import Network (GAIN), said that the Mini offers an ever-growing lineup of cars that reinvents the original theme of the Mini and now includes a small sport utility, the Countryman, a small roadster and coupe and even a sport utility coupe.

Trzewik said, "Only selling one or two every month in the past turned into 10 or 15 each month. However, what every Mini model has in common is the ability to probably create the most smiles of any car per day or kilometre."

The same can be said about BMW. Trzewik said that in 2009 the dealership was selling about 13 new cars each month; today, that number has doubled.

"BMW and other European brands have become more affordable over the years," he said. "However, they give the

driver a car that has to and can compete anywhere in the world. So they are also superior for our driving conditions. Most domestic and Japanese cars have a hard time in that regard. Those who have rented a car in Germany and driven it on the Autobahn will have proof of that, especially when cornering at 150 km/h or, even more importantly, when they have to stop suddenly or when they need to avoid another car. In addition, today domestic and Japanese brands are only a couple of thousand dollars less

expensive than a BMW. A BMW is the car that every young and young-at-heart driver is aspiring to."

GAIN purchased the BMW Victoria dealership in 2010 and immediately began to turn it into the success it is today.

"We have always focused on a couple of things we know well," Trzewik said. "We focus on every client, on every visit, in every department. Our staff simply has to be the best of the best on Vancouver Island, whether you are talking to a service adviser,



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PETER TRZEWIK
CEO, GERMAN AUTO IMPORT NETWORK

an accountant, a greeter, a salesperson or a detailer.”

The dealer group is also known as a supporter of the arts, sports and community events. It is not uncommon to see a fashion show, a new car launch, a golf tournament or a fundraising event taking place within the same month.

“We support the people who support us,” Trzewik said.

A new and exciting development for the dealer group is its performance-driving event program. BMW and Mini host one driving event per quarter where clients and prospective clients can experience the performance of their models on a race and obstacle course, not only to become better drivers but also to experience what makes the GAIN brands the “ultimate driver’s

cars.” Trzewik said the event has been an eye-opener for most people who attended the events.

GAIN has ambitious goals for the future. In Nanaimo, a new BMW store is opening in mid-July. Trzewik said this will alleviate the pressure on Victoria’s service department. He noted that both dealerships could employ 15 or 16 technicians in the future.

This year, car sales total about 400 BMWs and 200 Mini models annually. That number is set to grow, Trzewik said.

“I think we have a good plan for the next 15 years. I think we’re set for the growth of both these brands.”

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Commercial real estate remains a good investment



Dennis Germyn

BY GOODY NIOSI

Right now is a great time to buy commercial real estate. **Dennis Germyn**, chair of the commercial division of the **Fraser Valley Real Estate Board** and commercial sales agent with **Macdonald Realty Ltd.** in Newton, said that the area he covers is in a transition period. The past 12 months have been slow, and prices favour the buyer.

"But I believe it's starting to pick up a bit now. I feel quite confident. It may be a bit tough right now, but going into 2014, I think it's going to be relatively good."

He added that the most movement is taking place in the industrial sector throughout the Fraser Valley. At the same time, Abbotsford and Chilliwack are seeing increased general commercial activity. As business moves east from Vancouver, prices are more affordable

the greater the distance from that city. While building costs in Abbotsford and Chilliwack are the same as other areas, land prices and taxes are lower. Good deals are to be had everywhere, Germyn said.

"It's a good time to buy, especially for investors. You have to understand commercial real estate and you have to have a local realtor who works that area to find out where you're headed."

He said that the Maple Ridge commercial real estate market is set to grow due to the new Golden Ears Bridge, which facilitates movement of goods. Surrey is also still a booming market. Surrey saw an influx of 12,000 new residents last year while Langley acquired 2,000. Where population grows, so does commercial real estate activity.

The Okanagan Valley is experiencing stability and slow growth in its commercial real

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You should take the time to research your options and review commercial loan terms from different banks and other commercial lenders

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With such a favourable economic climate, it appears the future is bright, and we invite to contact our offices to provide you the legal services you need to grow your business and meet your project needs. ■



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This is an excellent time for buyers to invest in commercial real estate

estate sector. **Gary Bowker**, past chair of the commercial division of the **Okanagan Mainline Real Estate Board (OMREB)**, chair-elect for the **BC Commercial Council** and commercial realtor with **Coldwell Banker Realty** in Kelowna, noted that the first quarter of this year showed an 8% growth in value of commercial building permits in the area stretching from Peachland to the Shuswap. At the same time, OMREB stats show a 9.2% growth in the value of commercial sales in the first quarter of this year compared to 2012.

Bowker said, "There is a sense of optimism in the general marketplace. Certainly, the worst is well behind us as we build on the modest momentum from the last half of 2012."

He said that the office building sector shows the most activity, likely due to Kelowna's growing high-tech sector. The **University of BC Okanagan**, the **Kelowna International Airport** and **Kelowna General Hospital** are also big factors in stabilizing the local economy. He added that Vernon is experiencing a strong momentum in

commercial construction but that generally commercial activity is evenly spread throughout the area.

"The future looks good," he said. "It's not stellar, but the slow growth probably will continue for two to three years into the future."

Vancouver Island boasts a strong commercial real estate market. **Ian Lindsay**, chair of the commercial division of the **Vancouver Island Real Estate Board**, said that the recent Commercial Building Awards were a compelling testament to

the excellence and depth of the market. "From Ucluelet to all up and down the Island, there have been some pretty incredible designs and architectural work. People are investing in Vancouver Island's future."

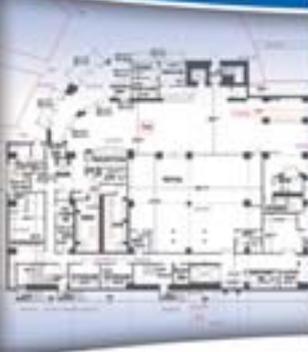
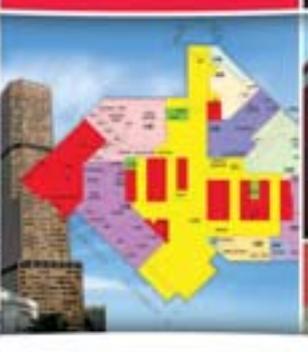
Lindsay, who is also co-owner of **Re/Max First Realty** in Parksville and is involved in commercial development and investment, said that this is an excellent time for commercial real estate buyers.

"There are a number of commercial

SEE PRIME TIME | PAGE 14

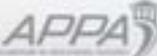


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Mike Lagadyne



Ian Lindsay

“You have to understand commercial real estate and you have to have a local realtor who works that area to find out where you’re headed”

DENNIS GERMYN
CHAIR, COMMERCIAL DIVISION,
FRASER VALLEY REAL ESTATE BOARD

PRIME TIME

CONTINUED FROM PAGE 13

initiatives underway up and down the Island, but it’s also a time when investors are seriously looking at purchasing properties that may have been available – or projects that didn’t go through in the last few years. It’s a strategic investment time.” He added that Vancouver Island has been affected by global economic unrest but perhaps not as much as Vancouver.

“Some of the drama in the market has been outside of this area,” he said.

He characterized the Vancouver Island market as “transitional.” Investors who are active in the market are selling what they have and buying in another location or they’re expanding and buying more property. He said that exciting commercial plans are on the table in Parksville and in

Qualicum Bay.

“Every town on the Island, you’ll find there are one or two projects that are going to have an impact in varying degrees on the livability of the community.”

He stressed that the next couple of years will be a highly strategic time to buy.

“Our next 18 months are a time to be looking at getting a foot in the door,” he said, adding that in the longer term the Island has to find a delicate balance between growth and sustainability.

“I think it’s going to be very exciting for Vancouver Island. We’re going to see a continuation of more responsible design and development with more emphasis on LEED or LEED-oriented buildings.

In Victoria and the surrounding area, commercial real estate has seen a drop in activity since the beginning of the year.

Mike Lagadyne, chair of the commercial

division of the **Victoria Real Estate Board** and commercial specialist with **EFH Realty Advisors Inc.**, said, “We struggle with employment issues the same as any other market. This year started off not as strong as we thought it would. Downtown retail has taken a hit due to tourism numbers being down, and hotel occupancy is down.”

He added that the opening of Uptown, the new mall, drew business away from some small retailers. In addition, three restaurants have recently closed in downtown Victoria, further depressing that market. Apartment building vacancies have also risen to almost 10%, a sharp increase from years past.

However, there are still many bright spots in the city for commercial investors. Lagadyne cited multi-family buildings as a constant safe investment with a steady return.

A recent report from **Robert Law** at **Colliers International** stated, “We are positioned for a slow and steady economic performance with no exceptional wins or losses.”

As for the future, Lagadyne is far more enthusiastic.

“I’m going to say, good times for everybody. The Victoria market is still very attractive. Investors are always looking for good properties, and they tend to buy and hold. They want to add to their portfolios.”

Victoria has many options for investors to choose from, including new residential developments.

“They all have a component of commercial,” Lagadyne said. “Victoria has to be one of the best places to live and work. Victoria is still relatively affordable, and there are lots of good things happening here.” ■

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WEST SHORE

DAN SPINNER

As a community we share many similar successes and challenges. As we tackle our challenges, however, our successes shine through more brightly than ever. With that in mind, I'd like to highlight a West Shore business that has used available resources to save money and help the environment.

West Shore notary public **Kristy Martin of Farley Martin Notaries** has experienced first-hand how beneficial simple changes can be for both the environment and the company's bottom line.

"As a small business you really have to think outside of the box to reduce costs. The challenge is that there's so much information out there it's hard to know where to begin. I started by choosing not to print every document faxed to us, which saves about \$1,000 worth of supplies every year," says Martin.

Martin's focus on cost savings was also applied ahead for her new office space on Jacklin Road in Langford. Refinishing vintage furniture, planning for the purchase of a printer that could output double-sided copies and conducting a free LiveSmart Business Energy Assessment are all going to save her money in the short term and over the years to come.

Organizations can reap a variety of other benefits from taking action. Businesses now have a lot of opportunities to highlight their energy-saving progress, which can significantly increase brand recognition and customer loyalty. Employees report increased job satisfaction, ultimately decreasing staff turnover and saving the time and expense of rehiring.

To help tackle rising utility bills, there are some great free programs for small businesses throughout the West Shore and the Cowichan Valley that help identify where to start and what will actually be effective.

These include the LiveSmart Business Energy Assessment program, which identifies cost-saving opportunities that reduce energy use (provided through the **WestShore Chamber of Commerce**), and the Solar Colwood program for homeowners and businesses that wish to install solar technologies.

To get involved or find out more, see what Martin and her business partner have done to save costs while going green. Connect with them and local representatives from both LiveSmart and Solar Colwood and learn more about

"As a small business you really have to think outside of the box to reduce costs. ... I started by choosing not to print every document faxed to us, which saves about \$1,000 worth of supplies every year"

KRISTY MARTIN

PARTNER, FARLEY MARTIN NOTARIES

the upcoming new Small Business Green Certification program being launched in the West Shore.

Open to everyone, the event takes place June 26, 4 - 7 p.m., at Farley Martin Notaries' new location, Unit 138, 2871 Jacklin Road.

We hope this example of an innovative business will help show others on the West Shore and beyond how easy it is to make changes that have a positive impact on both our costs and our environment.

We are leaders in innovation and creativity in business in the West Shore. Save some significant money and support the planet at the same time - a real win-win, and one that your customers and staff will love! ■

Dan Spinner is the CEO of the WestShore Chamber of Commerce. He can be reached at dspinner@westshore.bc.ca.

LANGFORD

A way with weddings

Langford demographic led to 'perfect marriage'

The owner of a new wedding store in Langford figures she's found the perfect marriage of products and location.

Liz Fosdick opened **Avenue Weddings** on Goldstream Avenue in early March, betting there is a market for a dedicated wedding store with more than 1,000 products for sale.

"This idea came to me while I was planning weddings," Fosdick said.

She started organizing events while in high school, continuing during her time at the **University of Victoria**, where she earned a business degree. She spent two years as a part-time wedding planner while working full time for the province as an event organizer.

Avenue Weddings was a way that Fosdick could stay in the industry after opting out of wedding planning. "[A couple's] wedding is on your shoulders and that is a lot of pressure," she said.

After spending seven months developing a detailed business plan, Fosdick chose to open in a spacious 1,200-square-foot space in Langford.

"I decided fairly early on that I wanted to be in Langford. It is a young demographic and it is growing out here," said Fosdick.

Statistics Canada backs the claim. The 2011 census put Langford's population at 29,228, an increase of 30% from 2006 and far surpassing the national

average growth of 5.9%. Langford's growth rate was also the highest in B.C. And while the province's median age is 41.9 years old, Langford's is lower at 37.5 years. The percentage of B.C.'s population 65 years and older is 14.8% while Langford's rate is just 10.4%.

Avenue Weddings, easily seen from busy Goldstream Avenue, is a destination, Fosdick said. She believes capital region residents are increasingly comfortable with driving to the West Shore after becoming used to it by patronizing stores such as **Costco**.

Weddings are the foundation of Fosdick's store, which also sells merchandise suited for bachelorette parties, anniversaries, children's parties and other celebrations.

Fosdick, who isn't married, counts on assistant manager and sister **Torie Van Der Zee**, 25, who is married. Van Der Zee, who helped with Fosdick's wedding planning business, understands customers' feelings as their wedding day approaches, her sister said.

Avenue Weddings posts contact information for other wedding-related businesses on its website (avenueweddings.ca). The store welcomes everything from business cards and brochures from other wedding-related businesses to albums from wedding vendors to make available to customers.

"We want to be a resource," Fosdick said. "We want to be a really positive place for people to plan their wedding because

it can be such a stressful event. We want people to come here and feel their vision is fully supported."

Avenue Weddings offers items for sale, but Fosdick said she will refer customers to companies renting wedding decor and other products. The customer base ranges from couples in initial planning stages to others in the final countdown who need to buy certain items.

"A lot of people leave themselves at least a year to plan," Fosdick said.

Products include wedding planning books and binders, guest books, stationery, tiaras, cupcake holders, garlands, glitter and locally made fabric handbags. Rustic and vintage themed weddings are popular, she said.

Figurines of cake-topping couples feature different activities, religions and ethnic backgrounds.

There are plenty of interesting items most people forget when it comes to weddings. Cases in point: protectors, to ensure heels don't sink into the grass at outdoor events, which come in different colours and heel sizes and sell for \$11.99; and emergency kits with breath mints, safety pins, bandages, deodorant wipes and a nail file for \$30.

Store prices start at 75 cents for a small candle. The highest-priced item is \$189.98 for a frame featuring a space for a wedding photo in the centre, surrounded by a titanium panel with room for 300 signatures. ■

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COWICHAN VALLEY

Is Vancouver Island coal making a comeback?

COWICHAN VALLEY CITIZEN
PART 1 OF 2

Long gone are the days when Vancouver Island coal mines worked around the clock, employed thousands of workers and spelled prosperity for entire communities.

Today, for the most part, only an occasional marker or, perhaps, a tumbled ruin, marks where, hundreds of feet below, men risked their lives to mine the coal that heated cities, powered factories and ships and literally made the world go round.

Now they're all but forgotten. The mines are flooded and sealed. Gone are the sprawling rail yards and wharves, and the buildings and head-frames at the pithead have been torn down. Who now cares that, short years ago, coal meant as much to the province as the lumber industry that succeeded it?

Once the greatest producer of coal on Vancouver Island, Nanaimo's collieries, like those of other B.C. communities, have vanished from the face of the earth. But for the surviving head-frame/tipple at Morden, South Wellington and the odd signboard or plaque, the retention of traditional names on our maps

(Jinglepot and Scotchtown roads, Harewood, et al.) and surprisingly scant records, few would know today that the Hub City was founded on coal.

Although long settled by the Snuneymux, it was in 1851 that the Nanaimo of today got its start, the discovery of coal igniting a bustling township.

The story of how coal was discovered here has been told many times. How a local native, Che-wech-i-kan, observing a **Hudson's Bay Co.** blacksmith at Fort Victoria fire his forge, asked where they obtained the black stones for fuel.

Told that was transported all the way from the Old Country at great expense, Che-wech-i-kan smiled. He knew where there was plenty of the stone the blacksmith called coal; he often burned it in his camp fire.

When company clerk **Joseph Mackay** heard Che-wech-i-kan's story, he offered him a reward if he'd bring samples of the purported coal to Victoria. Which, eventually, Che-wech-i-kan did. The chunks of coal he delivered were as he claimed them to be and of high quality.

Upon being informed of the momentous discovery, Chief Factor **James Douglas** ordered Mackay

to investigate. The result of Mackay's expedition by canoe to Winthuysen Inlet at "Naymo" was the locating of an outcrop of high-grade bituminous coal, almost at the water's edge and near what for long was the site of the **Malaspina Hotel**. For the future of Nanaimo it meant fame and fortune; for Che-wech-i-kan, the title "Coal Tyee" and a "suitable" reward.

In 1852, Douglas, then governor of the Crown colony of Vancouver Island, reported his visit to the future mining settlement: "In the course of the excursion, we discovered three beds of coal, the first and upper bed measuring three inches, a second immediately under it measuring 20 inches, and at a distance about three-quarters of a mile due west, a third bed measuring 57 and a quarter inches in depth of clean coal, from which, with the assistance of the natives, we procured about 50 tons in a single day at a total cost of 11 pounds paid in goods. The discovery has afforded me more satisfaction than I can express."

Douglas ordered Mackay to proceed "with all possible diligence" to Winthuysen Inlet and to take formal possession of the coal beds for the company. This, the dutiful Mackay did after arriving on Aug.

27, 1852. Soon miners were brought out from the Old Country and put to work under the direction of **John Muir** who, with **John McGregor**, their families and the few workers under his direction, comprised the entire white population of the new community. Log houses, a store and primitive warehouse facilities were soon under construction.

On September 10 – just two weeks after Mackay claimed possession for the HBC – the first shipment of coal was made from Nanaimo: 480 barrels of coal, most of which had been "picked" from the exposed surface seams by natives, were shipped to Fort Victoria on the company schooner **Cadboro**.

By 1853, the famed Bastion had been built and the town site christened **Colviletown** after **Andrew Colvile**, HBC governor.

With the Bastion's completion, and visits by ships of the Royal Navy, production, although often brought to a halt by threats of Haida war parties, increased.

The coal was drawn to the surface by windlass and transported to waiting ships by canoes, the native miners outnumbering the Europeans even when, the following year, the company imported 24 skilled workers and their families from Staffordshire. The 75

men, women and children who stepped ashore from the **Princess Royal** quadrupled Colvile's white population and their arrival ensured the fledgling community of an industrial future.

In 1860 the hopeful collection of shanties was officially named **Nanaimo**.

Slowly, steadily, the town's importance as a coal producer increased although there were those who had their reservations about the whole business: men such as **Capt. G.H. Richards** of Her Majesty's Survey Ship **Plumper**, who disdainfully observed that the use of Nanaimo coal in his ship's boilers meant that the tubes "require sweeping more frequently than with any other coal I am acquainted with."

But theirs were voices in the wilderness as Nanaimo coal gained in popularity, principally because it could be mined so easily and so cheaply. Because the coal seams extended right to the surface, the HBC didn't have to sink shafts, at least not at first. Miners simply burrowed at gentle angles into the hillside, the coal being hauled to the entranceway and transported to waiting ships by dugout canoes or, in depth of winter, over the ice-choked harbour by hand. ■

(Next month: Part 2).

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KELOWNA

Making sales a noble profession

How many salespeople and business owners leap out of bed when the alarm goes off, eager to make their first cold call of the day? Probably not enough, said **John Glennon**, owner of **Sandler Training** in Kelowna.

There is still a stigma attached to the sales profession. Say the word "salesperson" and far too often the image that comes to mind is that of someone trying to foist a disreputable used car off on an unsuspecting customer.

The truth about sales, however, is something entirely different. Glennon cited **David Sandler**, the founder of Sandler Training, who believed sales could be a noble profession. "He said that you should be eliminating pressure and the 'cheese' factor associated with typical salespeople."

The truth is also that everyone is in sales, whether it's a lawyer going after more clients or billable hours or a parent wanting their teenage son to clean up his room.

Sales is also the backbone of industry. No matter how good a product a company manufactures, it won't grow the company without people on the ground selling it. Still, Glennon said that not many children say they want to be in sales when they grow up. Sales doesn't enjoy the same cachet as, say, a firefighter or a police officer. But people can and should be proud to be in sales.

The question is how do you turn the attitude from one of stigma to one of pride? Glennon specializes in the turnaround because one of his areas of expertise is building self-esteem.

"My approach is connecting with other human beings who have the same value system and who want to buy from me – people who want my services"

JOHN GLENNON
OWNER, SANDLER TRAINING

"People want to buy," he said. "They don't want to be sold. It's all about finding common ground with another human being to see if what we have is what they value. My approach is connecting with other human beings who have the same value system and who want to buy from me – people who want my services. It sounds simple, but that is where it all starts."

He added that over 40 years ago Sandler said that if a person acts like a cheesy salesperson, he or she deserves to be treated like one. But salespeople who are authentic and who believe they have value to offer their clients will gain respect. "We help people gain confidence at Sandler Training. It's all about building up people's self-esteem around sales," Glennon said, adding that if they don't have a passion and belief in what they are selling and faith in themselves, they might as well hit the snooze button when the alarm goes off.

Visit www.glennon.sandler.com. ■

THIRD ANNUAL 'HOMETOWN TOURIST' WEEKEND

COWICHAN
VALLEY

KATHY LACHMAN

Ladysmith and area are launching their third annual Hometown Tourist weekend on June 15 and 16. The event offers locals an opportunity to discover some of the special attractions, shops and services in Ladysmith, Cassidy, South Nanaimo, Saltair and Chemainus.

While there are too many activities to list them all, below are some of the highlights.

The **Ladysmith B&B Association** is holding its open house tour on Saturday, June 15, noon to 4:30.

The **Ladysmith and District Marine and Rescue Society** is holding its casino fundraiser night on June 15 at the Aggie Hall in Ladysmith.

Sealegs Kayaking is offering a two-for-one rental on Saturday, and wildlife kayak tours are half price for dads on Sunday.

Adventure writer **Jill Collins** will be hosting a nature walk for families at Stocking Creek Park on June 15 starting at 10:30 a.m.

Check the website www.takes.ca/hometowntourist for more details and events. Please note that some events require pre-booking.

Executive peer mentoring

In partnership with the **Nanaimo Economic Development Corporation, Economic Development Cowichan** hosts a monthly executive peer mentoring program

aimed at businesses that want to:

- increase revenue;
- increase knowledge through shared experience;
- improve competitive advantage;
- improve opportunities for access to resources including funding; and
- encourage and learn best practices.

Monthly sessions are held in Nanaimo and facilitated by **Doug Taylor** from **Pacific Business Intelligence Ltd.**

The program provides participants with access to a number of resources, including:

- a series of monthly research reports;
- a detailed confidential report on each meeting;
- a monthly newsletter on management, international trade and business issues, gathered from a wide variety of reputable sources and contacts;
- ongoing access to the facilitator for one-on-one discussions; and
- a website for continuing discussion, research and collaboration.

As well, participants can join benchmarking tours of other manufacturing companies, receive candid and constructive

peer critiques and take part in discussions of best practices and sensitive issues in a confidential forum.

There is no cost for the sessions. For more information about the Executive Peer Mentoring Program, contact **Kathy Lachman** at 250-746-7880 or email klachman@cvrld.bc.ca.

Kathy Lachman (klachman@cvrld.bc.ca) is the business development officer for Economic Development Cowichan, a division of the Cowichan Valley Regional District.

COWICHAN VALLEY

Lush Eco's winning ways

COWICHAN VALLEY CITIZEN

When businesses like **John Close's Lush Eco Lawns** begin winning awards and expanding, two things are clear: quality service is important, and if it's environmentally friendly, all the better. Since its inception in 2009, Cowichan's citizens have welcomed the growing pesticide-free lawn-care company with open arms.

A former youth worker, Close moved his family to Duncan from Calgary in early 2009 and finding good jobs thin on the ground, the father of three figured having something to do was better than nothing. So, when a "sweet old lady down the street" couldn't find somebody to cut her grass, he stepped up to help - after he ran out and bought his first lawn mower.

The chance opportunity, coupled with all that time spent pushing a mower, got him thinking. The entrepreneur within urged him to make a career of lawns.

"I made up some terrible business cards on a cheap printer and put them up on the bulletin board," he said. "I got three or four calls. I tripled my business overnight! Talk about organic beginnings!"

He knew he was onto something when his customers began asking for him to do yard work beyond mowing their lawns.

Close began to research eco-friendly lawn care and was shocked to learn there wasn't a company in the region offering the option.

With not much experience in business, he signed up for a Business Works boot camp program.

"It was intense," Close said.

"Eight hours a day trying to absorb concepts that would otherwise take years to learn on your own." But, like the move from Calgary, the boot camp changed his life.

The result of the program was the creation of the now wildly popular Lush Eco Lawns, in October 2009. He hasn't looked back.

"I worked my butt off," he said of the early days. And while throwing some chemicals on a lawn would have no doubt been easier and less expensive, it just wasn't an option for the family man.

"It was always a value of mine not to use poisons. I've got four pets and three kids," he said. "In terms of a business decision, there was no other option."

As all successful businesses know, you have to have a niche, you have to be different." Lush now offers complete pesticide-free property care in the Cowichan Valley and while already stretching his service area as it is; his goal is to establish physical Lush Eco Lawn branches in Victoria and Nanaimo within the next five years.

His success is being noticed. This January, Close's company was named Vancouver Island's green business of the year. The award follows a 2011 Black Tie Award from the **Duncan-Cowichan Chamber of Commerce** for green business of the year.

"I think it's indicative of the fact that there wasn't a company that served the Valley that was pesticide free," he said. "You can have both a lush and an eco lawn."

"What people really value is our professionalism, our showing up on time and our honesty," he said. "That's what allowed us to be successful. The fact that we're organic is great." ■

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VICTORIA

Connect Hearing has been named one of B.C.'s top employers in the province for the second consecutive year. **Sandra Fulton**, director of human resources for the Victoria-based company, says she's proud of the care and consideration that this hearing-health industry leader promotes. Connect Hearing is also Canada's largest network of hearing professionals, with more than 100 clinics in seven provinces. Community involvement, including the provision of complimentary hearing screenings, is at the core of Connect Hearing's practices and philosophy of care.

Dr. **Cam Croll** and his wife **Juanita** have relocated the Royal Oak practice and moved to **Complete Dental** in Esquimalt. Croll is joined by **Leslie**, his office manager of nine years.

Tourism Victoria has announced that **Rob Gialloredo**, president and CEO, will be moving on from the organization in midsummer to take up the position of president and CEO of **Consumer Protection BC**.

Rick Burns has been hired as a new financial adviser at **Edward Jones**, located in the University Heights Shopping Centre. Burns brings with him a wide range of experience and will offer advice on retirement planning, investing, educational savings plans and life insurance for individuals and businesses.

David Brumby has moved his licence to **Cushman & Wakefield**, where he continues to offer the best in commercial leasing and sales.

The **University of Victoria's** Gustavson School of Business and the **Tribal Resources Investment Corporation**, which provides financial services to First Nations entrepreneurs, have formed the **Northwest Aboriginal Canadian Entrepreneurs** to support people who want to start their own business. Prospective aboriginal entrepreneurs will now be better prepared to benefit from economic opportunities in northern B.C. thanks to the community-based program through UVic.

Design Group Staffing Inc., the country's largest privately owned staffing firm, has announced the rebranding of two of its staffing divisions, the People Bank and the Placement Group, under one new brand: **Talentcor**. The new brand will specialize in staffing solutions in the following skill sets: administrative professionals, light industrial, sales and marketing, customer service, human resources, legal, skilled trades and procurement.

MOVERS AND SHAKERS



Sidney company celebrates project

A mammoth project has come to completion for **Ramsay Machine Works**. It hopes its new \$20 million coal slinger it spent the last 19 months fabricating in North Saanich signals the start of a new wave of B.C. manufacturing. The massive stacker-reclaimer, which will be used to move coal between stockpiles and vessels, is part of a \$63.5 million upgrade to a North Vancouver shipping terminal.

The project gave steady work to a team of 60 at Ramsay Machine Works – a 110-year-old family company – as well as work for 100 local tradespeople and subcontractors. President Greg Ramsay estimated the trickle-down economic impact at three or four times the \$20 million price tag.

Longtime butcher **Fraser Orr** has taken a staff position with the **Market on Millstream**. Through working at the market for some months now, Orr says he has regained his excitement for meat cutting. Orr was previously the owner of three meat stores; their closure left him with the opportunity to explore new options.

Victoria mortgage broker **Chelsey Taporowski** recognizes the role **Community Micro Lending** played in the success of her business. The local micro-loan program provides the opportunity for entrepreneurs to get their ideas off the ground by offering low interest, accessible loans.

DFH Real Estate Ltd. welcomes **Patrick Achtzner** to its Sidney location. Originally working in the construction industry, Achtzner later found his calling in real estate and has received many awards in the field since.

The **David Foster Foundation Theatre** has been officially opened, sharing a partnership with the **Oak Bay Beach Hotel**. The theatre is a tribute to local music producer and philanthropist **David Foster**.

Pemberton Holmes Ltd. has welcomed three new agents to its team of real estate professionals: **Terri Foster**, **Nate Verron** and **Shirley George**.

A 5,200-square-foot floating seaplane terminal in the Inner Harbour of Victoria has been given the go-ahead by councillors. The current terminal is to be demolished and replaced with public amenities for the city's convenience.

Coastal Community has announced **Peter Knowles** as the new agency manager for the Victoria insurance office. With more than 10 years' experience in the insurance field, Knowles is expected to bring the Coastal Community team to new heights.

CHEK-TV has made extensive changes to its team: **Bill Pollock** has been promoted from operations manager to general manager; **Peggy Heyer** has taken over as director of finance and human resources; and **Karin Hanwell** has been promoted from account manager to sales manager.

Kuldeep Biring's business **Yolo Frozen Yogurt Bar** continues into his fourth month of successful business. What started as a university assignment turned out to be a stroke of entrepreneurial genius for Biring as he took his ideas into the real world.

Raymond James congratulates investment adviser and branch manager **Sybil Verch** on winning the portfolio manager designation. This designation, reserved for those advisers who have attained the highest professional standards in the financial industry, enables Verch to offer her clients a further range of services.

Centre Court Racquets celebrates its 30th year in business this year.

Clayton Stark of **Kixeye** in Victoria has received the Colin Lennox Award for Technology Champion of the year from the **Victoria Advanced Technology Council**.

Gerald B. Sauder has joined **Jawl & Bundon Barristers and Solicitors** as an associate. Sauder has been practising law in Victoria since 1974 and has a wide range of expertise. Jawl & Bundon is also celebrating its 40th year in business and service to the community.

Victoria Hyundai has been awarded **Hyundai Canada's** 2012 President's Award of Merit. The award recognizes excellence in the areas of vehicle sales, market share, used vehicle sales and customer experience.

Atlas Audio Video, located at 966 Yates Street, is celebrating its 45th anniversary in business.

A **Levi's** store in downtown Victoria is celebrating its 20th anniversary. **Dianne Pettersen**, working with daughter **Kate** and son **Scott**, has been in charge of the store since 2005, when her husband suffered a stroke.

NAI Commercial Ltd. welcomes two new real estate specialists to its team: **Andre Beauregard**, specializing in multi-family properties, and **Steve Nguyen**, specializing in subdivision and new construction areas.

Macdonald Realty Ltd. welcomes five new top professionals to its team: **Ara Balabanian**, **Robert Milloy**, **Greg Rowland**, **Amy Hadikin** and **Don Ballard**.

Re/Max Alliance congratulates its top sales leaders for April: **Ron Neal**, **Karen Love**, **Claude Delmaire**, **David Strasser**, **Mark Salter**, **Robyn Wildman**, **Dennis Jabs**, **Julie Swift**, **Chris Fairlie** and **Fergus Kyne**.

Duttons & Co. Real Estate has appointed **Pikosocial** as its new advertising agency, in order to help develop strategic marketing campaigns and further the success of the company.

Uptown has welcomed **Ecotique Spa** and **Zenkai Salon** as additions to the up-and-coming shopping centre. Both stores are part of the **Megahair Family**, located on the Lower Mainland.

Horne Coupar has announced that **Pat Johnson Law Corporation** has joined its firm and will be continuing to practise in the areas of incorporated professionals, family trusts, wills and estates and corporate reorganizations.

DFH Real Estate Ltd. welcomes three new employees to various locations of the company: **Mike Lagadyn**, who will be joining the Victoria office; **Alec Harper**, who will be joining the Victoria office; and **Daniela Novosadova**, who will be joining the Sooke office.

Rock Bay Footwear Designs Inc. has welcomed **Ivan Soto**, a Canadian certified orthopedic footwear specialist, to its team. Soto is also a shoemaker and designer and has used his talents for **Nelly Furtado** and **Christina Aguilera**.

Victoria's local **Buttons-N-Bows** sewing store, located in the Dean Heights commercial strip, has been sold. The store has been in the same location since 1965 and has since gone through five owners, including most recent seller **Lisa Burrowes**.

Russell Books, Canada's largest used-book store, has opened **Russell's Vintage** on Fort Street. This 3,000-square-foot location will include a continuation of the quality experienced at other locations, as well as a stage to host regular readings.

Architecture Canada has awarded **D'Ambrosio Architecture + Urbanism** the 2013 Award of Excellence for the Atrium Building, located in downtown Victoria. This award recognizes the highest achievement in architecture nationwide and is given biannually.

Boulders Climbing Gym has announced that **Harbour Towers Hotel and Suites** has become a corporate sponsor for the International Federation of Sports Climbing World Youth Championships, which will be held at the gym.

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COWICHAN VALLEY

David Faithfull has been awarded top salesman for the month of April at **Ken Evans Ford**, thanks to his dedication to customer service and consideration.

Allan Graham has been named top salesman for the month of April at **Bow-Mel 5 Star Team**. He looks forward to continuing to serve his clients with the best prices possible.

Peter Baljet GM congratulates its top salesmen of the month of April for their hard work and success. They are: **Jerry Deol**, **Rob Eastman** and **Dave Pears**.

SAANICH PENINSULA

West Coast Spill Supplies is pleased to announce that Mike Simmons has joined the company. Simmons will be working with the sales and marketing team, leading the development of new markets as the company expands the distribution for its line of hazmat spill-response products across Canada. Most recently, Simmons worked at Totem Towing, Victoria's largest towing company, serving as its general manager for the last 14 years.

Sidney welcomes Dr. Mallard's Just Ducky Books, which makes

the seventh bookstore in the area. Manager Jeff Hutjens hopes to provide the community with a diverse range of reading materials, and he encourages youth to explore the variety offered in the store.

David S. Rogers of BC Hazmat Management Ltd. has been named the Greater Victoria business person of the year, in recognition of his expertise and devotion.

Oleene Herman has been hired as the communications coordinator for the Sidney Business Improvement Area.

Cooper Financial Group has announced that Greg Shearing has joined the firm as an investment and insurance adviser. His passion and dedication to his profession make him an asset to the Cooper team.

BMO Bank of Montreal in Sidney has appointed Brent Bickerton to replace Shelley Perkins as branch manager. Perkins has taken a position with the bank's B.C. division in Vancouver.

Vecima Networks Inc. has appointed Vincent Gallant, president of Blackline Financial Inc., as a new board member.

WEST SHORE

Plumbing supply company **Andrew Sheret** is beginning an \$18.5 million, six-storey building, which will house the company's new headquarters and showroom. ■

YOU WORK TOO HARD



SALES

JOHN GLENNON

Why is the business of selling such a struggle? I've seen so many people over many years get worn down working long hours, getting stressed and becoming annoyed with their results. Often it's not because they weren't working enough, they were simply not working on the right end of the problem.

The old adage "sales is a numbers game" is hugely misleading. There's no question you've got to continually make new contacts and find new opportunities, but that's only step 1 in the business development process.

Years ago I worked in a sales bullpen with six other guys. I'd hear them say things like, "Well, he [the prospect] will

give up before I'll give up!" From there they would spend countless hours and days doggedly pursuing an order from that person.

Sometimes they'd get an order just to go away. It usually wasn't substantial but they got to wave the order around in the sales room as a sign of their power to persist. My question is, did they develop a relationship for future business?

Another old quote comes from **Woody Allan**. It states, "Eighty per cent of success comes from showing up." Lazy people love to buy into this one. Anyone can simply show up and if you're in the right place at the right time you may even get to pick some of the low-hanging fruit. However, it's a tough way to impact your success.

I believe it's harder to take the frustration of showing up and hoping you'll get lucky than to work systematically at preparing, strategizing and executing your plan. That's why world-class athletes, musicians and businesspeople work at their crafts to become the best. They don't just show up.

Finally, why try to push a rock up hill. That's exactly what you do when you spend time and

There's no question you've got to continually make new contacts and find new opportunities, but that's only step 1 in the business development process

energy trying to get someone to buy what they don't want, don't need or can't afford.

There are thousands of prospects – people who need what you have and are looking for a professional with whom they can work to help solve real problems. The key is to find them. There are systematic processes to make the business of selling less work and more successful.

There are no awards for working extended hours, developing high blood pressure and ulcers. Sales is a great career if you do it right. ■

John Glennon is an authorized Sandler Training licensee. He can be reached at jglennon@sandler.com.

See John Glennon's sales column in every issue

FINELINE ROAD MARKING EXPANDS

SPOTLIGHT

Local company adds a cube van and a second crew

NANAIMO

Fineline Road Marking Ltd. is leaving its mark on Vancouver Island. In the past year, the company has doubled its capacity by adding a second cube van to its fleet and another crew to service the south Island.

Company president Paul Skalenda said, "Last year we decided to aggressively go after the south Island business, so we've been really busy down there, to the point where we have a second crew on the road." Fineline Road Marking also has a new highway line-painting truck on the road.

"We can now paint entire municipalities," Skalenda said.

The second crew has proven to be a strategically sound move. Fineline Road Marking is working on the Hillside Mall redevelopment, a large, two-year project. It is also scheduled for the line-painting on the new Leigh Road interchange in Victoria. "We have continued growth due

to repeat business and recommendations from our customers," Skalenda said.

Explaining the company's growth and success, he added, "We make sure we do a very good job and we make sure that our customers are happy. Our crews are very professional. We don't try to rush through any job, because [a mistake would] last a long time."

Fineline Road Marking has been doing parking lot, highway and airport line-painting since 1994. Paul Skalenda purchased the fledgling company in 1995 and took it to where it is today – a company trusted by general contractors, developers and municipalities to do the job right. The road-marking business often sees companies start up and disappear quickly. Sometimes those companies are run by people who are less than reliable.

Skalenda said, "We've been here for almost 20 years. It's the same owner and the same company name. When people hire us, they can rely on us."

Fineline also has the advantage of being thoroughly familiar with all the municipal bylaws in communities on Vancouver Island. That knowledge is crucial when it comes to parking lot and roadway layout and knowing the requirements for a new

development to get an occupancy permit.

Skalenda said, "What we do requires a little bit of artistry and an engineering background to be able to read the plans. A lot of times there are problems with the plans and we can point out the errors and correct them. We put the icing on the cake of a new development, and we take the time to do it right."

About half the work the company does is parking lots – everything from a single handicapped-parking space to a major shopping centre. Smaller parking lot owners often rely on Fineline Road Marking to plan out the lot for maximum safety and efficiency. "Our crews are trained to do the job better than municipal standards," Skalenda said. "Customers ask us what is compliant and legal so we can work with them to make sure what we do is legal while we maximize the number of parking spaces and the flow of parking."

He added that his goal is to be the biggest and best line-marking company on Vancouver Island. "It's very satisfying work. When we drive away from a job, we can see the difference we've made."

Fineline Road Marking Ltd. (www.finelinemarking.com) is at 8-2535 McCullough Road in Nanaimo. ■

Fineline

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PARKING LOT, HIGHWAY & AIRPORT LINE PAINTING

Serving all of Vancouver Island



Email: Info@FinelineMarking.com

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LEGALS

The contents of Who's Suing Whom is provided by a third-party resource and is accurate according to public court documents. Some of these cases may have been resolved by publication date.

DEFENDANT

Comox Valley Farms Inc

863 Knight Rd, Comox

PLAINTIFF

Farm Credit Canada

CLAIM

\$4,271,660

DEFENDANT

Island Coastal Properties Ltd

PLAINTIFF

Wigger Holdings Ltd

CLAIM

\$2,391,018

DEFENDANT

548064 BC Ltd

4th Floor 931 Fort St, Victoria

PLAINTIFF

Fisgard Capital Corporation

CLAIM

\$1,845,408

DEFENDANT

Strider General Construction Ltd

201-4430 Chatterton Way, Victoria

PLAINTIFF

Fisgard Capital Corporation

CLAIM

\$1,229,842

DEFENDANT

639404 BC Ltd

800-1070 Douglas St, Victoria

PLAINTIFF

Lanyard Investments Inc

CLAIM

\$1,210,586

DEFENDANT

0755764 BC Ltd

813 Goldstream Ave, Victoria

PLAINTIFF

Blg Canada Corporation

CLAIM

\$458,276

DEFENDANT

Urquhart Investments Ltd

201-467 Cumberland Rd, Courtenay

PLAINTIFF

Rideout, Wayne

CLAIM

\$441,427

DEFENDANT

Seville Properties Ltd

200-852 Fort St, Victoria

PLAINTIFF

Bedi, Surjit

CLAIM

\$410,000

DEFENDANT

678664 BC Ltd

1942 Blanshard St, Victoria

PLAINTIFF

MCAP Service Corporation

CLAIM

\$395,943

DEFENDANT

Ronald Orr & Son Ltd

204-655 Tyee Rd, Victoria

PLAINTIFF

Business Development Bank of Canada

CLAIM

\$314,674

DEFENDANT

MJ Spirits

1133 Mason St, Victoria

PLAINTIFF

Milou Holdings Ltd

CLAIM

\$27,648

DEFENDANT

Vancouver Island Cleanall Services (1996) Ltd

200-911 Yates St, Victoria

PLAINTIFF

Strong Properties Inc

CLAIM

\$143,373

DEFENDANT

Rocky Point Metal Craft Ltd

202-911 Yates St, Victoria

PLAINTIFF

Left Coast Construction Ltd

CLAIM

\$112,305

DEFENDANT

Hollywood Tonight Entertainment Ltd

1-80 Moss St, Victoria

PLAINTIFF

Fritz, Karl

CLAIM

\$95,718

DEFENDANT

BB Ko Enterprises Inc

402-707 Fort St, Victoria

PLAINTIFF

Business Development Bank of Canada

CLAIM

\$73,253

DEFENDANT

Westco Construction Ltd

104-6739 West Coast Rd, Sooke

PLAINTIFF

Slegg Construction Materials Ltd

CLAIM

\$62,634

DEFENDANT

Hauge Construction Ltd

4th Floor 888 Fort St, Victoria

PLAINTIFF

Slegg Construction Materials Ltd

CLAIM

\$52,880

DEFENDANT

Akal Development Ltd

1326 Ivy Lane Rd, Nanaimo

PLAINTIFF

DKI Services Ltd

CLAIM

\$42,839

DEFENDANT

Pond Properties Holdings Ltd

302-791 Goldstream Ave, Victoria

PLAINTIFF

Slegg Construction Materials Ltd

CLAIM

\$36,542

DEFENDANT

Newline Projects Ltd

900-1175 Douglas St, Victoria

PLAINTIFF

Slegg Construction Materials Ltd

CLAIM

\$35,542

DEFENDANT

Nanaimo Shipyard Ltd

201 Selby St, Nanaimo

PLAINTIFF

Tri-Metal Fabricators Ltd

CLAIM

\$25,317

DEFENDANT

Simian Enterprises Ltd

3rd Floor 26 Bastion Square, Victoria

PLAINTIFF

Business Development Bank of Canada

CLAIM

\$290,524

DEFENDANT

West Bay Mechanical Ltd

4599 Chatterton Way, Victoria

PLAINTIFF

The Owners Strata Plan Vis 6701

CLAIM

\$21,325

DEFENDANT

Patterson & Kaercher Construction Ltd

7th Floor 1175 Douglas St, Victoria

PLAINTIFF

Stewart, James

CLAIM

\$20,984

DEFENDANT

Big Bus (Victoria) Ltd

793 Arncote Ave, Victoria

PLAINTIFF

Wilson's Transport Ltd

CLAIM

\$19,547

DEFENDANT

Ferreira Now Salon and Day Spa Ltd

201-19 Dallas Rd, Victoria

PLAINTIFF

Yelland, Peggy

CLAIM

\$19,527

DEFENDANT

Kawen Holdings Ltd

906 Island Hwy, Campbell River

PLAINTIFF

Jensen, Orla

CLAIM

\$19,050

DEFENDANT

Paladin International Food Sales Ltd

9-12671 Bathgate Way, Richmond

PLAINTIFF

From the Sea Transport Ltd

CLAIM

\$18,953

DEFENDANT

Tyee Electric Ltd

40 Cavan St, Nanaimo

PLAINTIFF

Bartle & Gibson Co Ltd

CLAIM

\$18,586

DEFENDANT

Bender Concrete Forming Ltd

201-156 Morison Ave, Parksville

PLAINTIFF

Huggins, Bradley

CLAIM

\$16,917

DEFENDANT

Nanaimo Shipyard Ltd

201 Selby St, Nanaimo

PLAINTIFF

Viking Fire Protection Inc

CLAIM

\$11,892

DEFENDANT

Joseph Brown Contracting Ltd

960 Ferncliffe Pl, Victoria

PLAINTIFF

FortisBC Energy Inc

CLAIM

\$11,681

DEFENDANT

Harmony Havens Management Inc

3483 Tyee Cres, Nanoose Bay

PLAINTIFF

Hon, Jacky

CLAIM

\$11,535

DEFENDANT

Champagne Ventures Ltd

104-6739 West Coast Rd, Sooke

PLAINTIFF

Hourigan's Carpets & Linos Ltd

CLAIM

\$11,034

DEFENDANT

Cutting Edge Woodworks

6840 Oldfield Rd, Saanich

PLAINTIFF

Hooge, Thomas

CLAIM

\$10,784

DEFENDANT

Urquhart Family Trust

PLAINTIFF

Slegg Construction Materials Ltd

CLAIM

\$10,704

DEFENDANT

Wagz Natural Food For Dogs & Cats

207-155 Skinner St, Nanaimo

PLAINTIFF

Mountain Dog Enterprises Inc

CLAIM

\$9,917

DEFENDANT

Lake City Glass Ltd

106-235 Oliver St, Williams Lake

PLAINTIFF

Gary Ruffle Ltd

CLAIM

\$9,830

DEFENDANT

Total Environments (1991) Ltd

32328 Slocan Dr, Abbotsford

PLAINTIFF

McLaughlin Consulting

CLAIM

\$9,648

DEFENDANT

IS PORTA-TOFU-TRANSPORT THE NEXT APPLE?

LAW

CRAIG D. YOUNG

Practical principles for would-be leaders

Rational parents want their children to succeed. Rational children want to succeed. Rational people don't lend money to family members. So when Junior hits you up for a loan to develop a prototype rickshaw/portable tofu hotdog stand, stay rational and say "NO." However, if Junior also says, "If this idea works, I can get my own place," the rational part of your brain may shut off. If you find yourself agreeing to lend money to Junior, do it the right way.

For tax purposes, the key is to treat the loan as a business loan. This means you are lending money in order to make money. Unless you are lending to a company of which you are a shareholder, a formal loan agreement and a commercial

rate of interest are necessities.

Creating a business loan allows you to write off losses if Porta-Tofu-Transport Ltd. goes out of business. A loan to get Junior to move out of the basement will not qualify as a business loan. Losses are recognized for tax purposes only when they relate to business activities.

Losses from certain investments in private companies carrying on an active business can be deducted against all sources of income as a business investment loss (BIL).

BIL claims are frequently audited by the Canada Revenue Agency (CRA). Usually, the reason a BIL claim fails is for technical non-compliance – even if the loss is obvious. Consequently, it is important to understand the requirements for a BIL resulting from a loan.

First, the loan must be made to a company that is privately owned and carries on an active business in Canada. Losses from loans made directly to Junior do not qualify as a BIL.

Similarly, if Junior's company only earns investment income

or rental income, a loss might qualify as a capital loss but it will not qualify as a BIL.

Second, the taxpayer must establish that the loan has become uncollectible. The CRA will not consider a debt uncollectible unless the taxpayer has exhausted all means of collecting the debt or the debtor has become insolvent.

The CRA will often require copies of the company's books and records before they accept that the company is insolvent. Taxpayers will be asked to provide a description of the actions they took to recover the funds.

This requirement can become goofy, with some CRA auditors threatening to disallow BIL claims because a formal legal process was not started to collect a debt on an obviously insolvent company.

Third, the loan must have been made for the purpose of earning the lender income. Loans made to a company by its shareholders are typically understood to have an income earning purpose whether or not interest is charged on the



Craig D. Young

If you find yourself agreeing to lend money to Junior, do it the right way

loan. The rationale here is that a shareholder will earn income in the form of dividends if the company is successful.

Loans made by non-shareholders are not treated as favourably. Interest-bearing loans are assumed to have an income-earning purpose as long as the interest is not lower than the CRA's prescribed rate.

An interest-free loan where the lender is not a shareholder of the company is not considered to be for an income-earning purpose. The fact that the taxpayer's child will earn income from the loan is irrelevant.

Five years from now, Porta-Tofu-Transport Ltd. may not be mentioned in the same sentence as Apple, but it sure is nice to know that a properly structured and documented loan will at least allow you to deduct your losses against all source of income if Junior's business "unexpectedly" fails. ■

Craig D. Young is an associate at Dwyer Tax Lawyers.

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A division of Invest Northwest Publishing Ltd.
Head Office
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Email: info@businesssexaminer.net
Website: www.businesssexaminer.net

PUBLISHER | Mark A. MacDonald, mark@businesssexaminer.net
MANAGING EDITOR | Baila Lazarus, blazarus@biv.com
VICE-PRESIDENT, SALES | Kerry MacDonald, kmacdonald@biv.com
SALES MANAGER | John MacDonald, john@businesssvi.ca
SALES | Shawn Bishop, shawn@businesssvi.ca; Thom Klos, thom@businesssexaminer.net; Joanne Iormetti, joanne@businesssvi.ca
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AGRICULTURAL SUPPLY MANAGEMENT HARMS CONSUMERS



**JASON CLEMENS
AND ALANA WILSON**

Few Canadians understand agricultural supply management and how it affects their daily lives, which is a major reason why this outdated system has survived. It's receiving greater scrutiny now, though, because it's impeding trade agreements.

Canada has a real opportunity to advance our trade relations, ease the cost of living for lower-income Canadians, and generally improve the efficiency of the Canadian agricultural sector by eliminating supply management. But the path towards these benefits requires us to understand the cost of supply management and how best to free ourselves from it.

Supply management is a government-imposed system of licences and quotas that limits the number of producers and their

production (and thus sales) of agricultural products such as milk, chickens, eggs and cheese. The government also imposes tariffs (i.e., taxes) on foreign products to ensure that other countries can't provide cheaper alternatives. In this way, the government controls both domestic and foreign supply in order to guarantee Canadian farmers higher prices than they would otherwise receive.

But these higher prices are not evenly distributed across all families. One of the most disturbing aspects of supply management is that low-income families disproportionately bear the additional costs because basic food items – milk, cheese, etc. – consume a larger share of their income compared to higher-income households. For example, a recent study concluded that roughly 24% of the income earned by low-income families is spent on food compared to just 6% for higher-income families.

Consequently, the benefits accorded farmers through supply management's higher prices come largely at the expense of low-income families.

Compounding this rather egregious income transfer is that Canada's successful completion of new

trade agreements is being jeopardized. For example, the CETA trade deal with the **European Union** (EU) could be completed shortly and would provide Canada preferential market access to the EU's 27 member states and 500 million consumers; however, its completion hinges on Canada accepting more EU dairy imports, according to EU ambassador **Matthias Brinkmann**.

Another critical trade agreement, the Trans-Pacific Partnership (TPP), is also being impeded by supply management.

Australia, which is already in the process of joining the TPP, went through a difficult period to eliminate its own supply management. Not surprisingly, it is demanding that Canada also undo supply management as a condition of entering the TPP.

The opportunities from joining the TPP are enormous, both today as well as in the future. While the TPP started in 2005 with just Brunei, Singapore, New Zealand and Chile, other countries – including Australia, Peru, Vietnam, Malaysia, the United States, Japan and China – are either in the process of joining or considering joining. If those who have expressed interest

join the TPP, it will represent a free trade zone of more than 2.5 billion people (i.e., potential customers) with GDP in excess of \$35 trillion.

Given the costs of supply management and the increasing recognition that it should be eliminated, the question becomes: how can we undo it without violating the legitimate property rights of farmers who purchased quotas?

Some of the answer lies in understanding how Australia extricated itself from its own supply management. While not perfect, there are lessons worth considering. Australia imposed a quasi-tax on regulated products like milk for a specified period of time (eight years). The tax on regulated products meant that even though the market was opened up for competition, consumers did not fully benefit from the lower market price for eight years. The proceeds of the tax were used to support farmers during the transition.

While supplementing income doesn't make sense because it impedes reform and adjustment, in this case the Australia model provides a possible framework to compensate Canadian farmers for the loss of property through the

elimination of quotas.

Compensation of farmers would have to be adjusted for the length of time the quota was owned. Specifically, the longer a farmer owned a quota, the lower the compensation, if any, since the farmer would have enjoyed higher prices for his or her products, which compensated the farmer for the purchase of the quota. More recent purchasers of quotas should be compensated to a greater degree as they would not have enjoyed the higher prices long enough to compensate for the initial cost of the quota.

Eliminating supply management would provide enormous, meaningful gains for Canada, starting with reduced prices for basic foods for low-income households, improved efficiency in some agricultural sectors and the removal of barriers to critically important trade agreements. With so much to gain, there's little reason to maintain this outdated system of pricing milk, chickens, eggs and cheese. ■

Jason Clemens and Alana Wilson are economists with the Fraser Institute (www.fraserinstitute.org).

LIBERALS HAVE THEIR WORK CUT OUT FOR THEM



MARK A. MACDONALD

PUBLISHER

Did **Christy Clark** and the **BC Liberal Party** win our most recent provincial election or did the **NDP** lose it?

A good argument could be made for both. The BC Liberal campaign was well orchestrated, hammering away at NDP leader **Adrian Dix** in a number of ways, all of which combined to be effective.

Some "attack" ads crossed the line. But what are they supposed to be called if they're actually telling the truth, and reminding voters about what really happened, as opposed to churning out another version of political spin?

Without question, the BC Liberal win was due largely to their

focus on the economy and the NDP's failure to address it. The NDP didn't give voters enough to vote for, counting instead on the electorate's memory banks to help toss the BC Liberals out.

Except it doesn't work that way in politics. Even though the BC Liberals provided plenty of ammunition to vote them out, there needed to be someone to replace them. Clearly, the NDP didn't provide enough reasons to be voted in.

Not that it was done deliberately, but the media continually chanted poll numbers that pointed to an NDP majority. Dix and his team acted as though it was meant to be. The NDP's usual allies – public sector unions representing teachers, nurses and government workers – did not throw their considerable muscle around in ads and protests as usual. Why waste money on something that was going to happen anyway?

Dix' announcement of non-support for the twinning of the Kinder Morgan pipeline was the first major puncture in his campaign's tire. Not only did he arbitrarily dismiss a project

in which many of his union supporters would find meaningful employment, but he demonstrated a willingness to flip-flop on a project of that magnitude. If he did that once, why wouldn't he do it again?

Perhaps most important of all were the scant ideas for economic development floated by the NDP. Dix promised a tax break for the film industry and a smattering of promises for smaller agriculture. But skills training as a major plank for economic growth? Don't we need the jobs first? And historically, the NDP scares off major investment with its policies, which would have undoubtedly included major adjustments to the labour code.

Their tax on banks was predictable, and most, due to their dislike of major financial institutions, didn't look beneath the covers to realize that any hike on banks is a tax on investment, and further, that the banks actually don't pay – consumers do. So it was another tax on ourselves.

This was a loss of historic proportions, and Dix will undoubtedly face a review of his

leadership. Yet more than that, the NDP should take a serious look at itself in the mirror and decide what it wants to be.

What does the NDP stand for anymore? It used to be the group that stood up for "the little guy", but it has morphed into an ever-expanding umbrella group of anti-business entities that would be in danger of fragmenting if it ever made it to government.

The NDP's traditional power base, resource-based labour, has been dwarfed of late by environmentalists, setting itself up for an internal tug-of-war when it comes time to implement policy. They're "for" green but against resource development – and both camps are within their tent. They'd tear themselves apart from within regularly.

The BC Liberals, meanwhile, have their work cut out for them. Clark remade the party on the fly and now has her own mandate. The initial euphoria of the win will wear off.

A BC Liberal win was a win for the economy, and Clark's promises need to become reality sooner rather than later. ■

LETTERS

Don't "postage stamp" gas prices

Your urging in *Business Examiner* of April 2013 to subsidize natural gas sales by having a single price for the entire province is inappropriate. ("Natural gas on the island," Bruce Carter, Victoria Chamber of Commerce)

Prices should reflect transportation costs, which vary with distance of pipeline. Canada Post charges different rates for parcels, varying with distance.

Light, small letters are charged a flat rate for convenience – and politics. As a business organization, I doubt you want prices determined by politics.

Your claim that it is unfair for some communities to pay more sounds like a fundamental principle of socialism – you know how well social systems supplies energy.

**Keith Sketchley
Saanich**

VICTORIA

Going green is no flight of fancy

Victoria Butterfly Gardens finds smart ways to save energy – and money



CVS Cruise Victoria has a long history of sustainable business management and operates its vehicle fleet on 100% biodiesel, a carbon-neutral fuel source



Giant Atlas moths rest on Kurtis Herperger's hands

BY GOODY NIOSI

Operating a green business doesn't just make ethical sense, it's also a good business move, and it's a move **Kurtis Herperger** knows well. The gardens manager of **Victoria Butterfly Gardens** in Brentwood Bay offers many examples where increasing the sustainability of the popular tourism destination – from recycling programs to replacing an old heating system – has positively affected the bottom line.

When Victoria Butterfly Gardens was purchased by the **Truffis Group** in 2008, it began to institute a series of environmental initiatives. The changes it made earned it an Eco-Star award from the **Capital Regional District (CRD)** in 2010. Joining the **Climate Smart Business** program in spring of 2011 allowed the company to measure how far it had come and where it was going.

"They wanted to make sure that they were keeping engaged with community initiatives," said Climate Smart client adviser manager **Lyle Perry**, "so they came through a training program that was sponsored by the CRD, the **City of Victoria** and Saanich."

"We made a lot of the changes before," Herperger said. "Climate Smart was the tool that we used to actually gauge it, prove it and log it, and finalize how this was affecting our bottom line. This is a reputable source so we're not just greenwashing. We were already leaders in the community in sustainability efforts."

It all started with recycling. With more than 100,000 visits to Butterfly Gardens every year, the business creates a great deal of waste. By making recycling containers available and by sorting

through all its waste, the business reduced its garbage by one-tenth to only one garbage bag per week.

Every little thing makes a difference, Herperger said. For example, all the cleaning products used by Butterfly Gardens are green.

"There are more and more green products available," Herperger said. "When we're buying, we don't just look at the price, we also look at the effect on the environment. We live on a peninsula on an island; we're surrounded by ocean. We realize this all goes somewhere."

Butterfly Gardens also did a full audit of its electrical system including fans, heating and lighting. It switched to eco-friendly bulbs where possible and put its office thermostats on a timer. Herperger said that by switching the light on just one exit sign to LED, the savings amounted to \$95 for one year.

The company's biggest overhead item was its gas heating. The 12,000-square-foot greenhouse has to be heated to tropical temperatures, and 20 years after being built, there were big inefficiencies in the system.

Herperger's suggestion to the owners was to enclose the greenhouse in a poly-membrane with a four-inch air space between the poly and the glass. The savings amounted to 25% – 40% per month, meaning the expenditure paid for itself within eight months.

Six months ago, well after starting on the Climate Smart program, the business also installed a new, more efficient boiler. Savings on the heating bill so far have averaged about 25% per month. Perry said the initial expenditure, with help from a **Fortis BC** retrofit

program, was \$16,000, but the natural gas savings amounted to \$2,000 per month.

"It's great to get a quick win like that," he said.

Other programs include reproducing as many butterflies in-house as possible to avoid long-distance shipping and encouraging employees to car pool or use greener forms of transportation. The greenhouse is also 100% pesticide free, relying on beneficial insects to control bugs.

"A lot of the time going green is associated with expensive technology retrofits," said Perry, "but a lot of times, if you can leverage incentive programs offered by various utilities, and then just look at common sense operational management, you'll get to green and to lower costs at the same time."

It's no longer expensive to be green, added Herperger. "We're proof that it's the other way around."

Other Victoria area businesses that have worked with Climate Smart:

Rogers' Chocolates has been a Climate Smart certified company since 2011 and is currently working on its 2013 certification. It has performed extensive lighting retrofits at its Vancouver Island and Lower Mainland stores as well as in its factory in Saanich.

These retrofits will drastically reduce overhead costs to make the company more profitable in the short term. The company has also started to hold more executive and managerial meetings via web conferencing to reduce the number of flights taken to and from the Lower Mainland.

Although **CVS Cruise Victoria Ltd.** has been a Climate Smart certified company since 2012, the company has a long history

of sustainable business management. Throughout the entire tourism high season, CVS operates its vehicle fleet on 100% biodiesel, a carbon-neutral fuel source. The company also uses a state-of-

the-art fleet management system comprised of fleet tracking units, engine control modules and advanced preventative maintenance to make sure its vehicles are operating as efficiently as possible. ■

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