

myBusiness
 ENGAGING CONSUMERS • BUILDING COMMUNITY
www.abbotsfordchamber.com



**Chamber of
Commerce**
 abbotsford

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

There is a new and emerging group in our City...



Leaders in Abbotsford's business community are coming together to help support our small businesses and to prepare for recovery after the COVID-19. Organizations including the Abbotsford Chamber of Commerce, Abbotsford Downtown Business Association, City of Abbotsford Economic Development Department, A&Co and local media have formed the new Abbotsford Business Community Coalition.

This initiative and its members recognize the integral role our local and small businesses have had to build our thriving community, and that business owners have invested their life's work into the products and services they offer. Through dialogue, collaboration and community partnership the Abbotsford Business Community Coalition is "Coming together to support local business."

The **Abbotsford Business Community Coalition (ABCC)** is a group of local business organizations and stakeholders, joining to collaborate and provide support to Abbotsford business during these challenging times of pandemic and business restrictions.

The coalition will offer a one stop shop of business operations support information, resources, tools and direction on funding programs. It will also be aimed at specific shop local and financial initiatives for small businesses who are being impacted the most. Sharing successes and positive developments as Abbotsford works together will also be a central part of its work.

With all the information circulating it can be challenging for businesses to navigate and find a key source of information and support that is clear and accessible, which is what the coalition is bringing together under one umbrella.

As federal and provincial levels of government (with the help of local partners and networks) continue to work through solutions, the rapid environment of our local businesses trying to survive is a stark reality that requires quick action. While we continue to work with government, the members of the Abbotsford Business Community Coalition are looking to the local environment to provide quick relief in the interim, and to forge new partnerships to strengthen our businesses in the longer term, especially during the road to recovery.

Members of the Abbotsford Business Community Coalition:

- Abbotsford Chamber of Commerce
- A&Co
- Abbotsford Downtown Business Association
- Abbotsford Tech District
- Abbotsford News
- City of Abbotsford Economic Development Department
- Community Futures
- Fraser Valley Indo Canadian Business Association
- Patrika Newspaper
- STAR 98.3 FM + Country 107.1 FM
- Tourism Abbotsford
- University of the Fraser Valley
- YXX – Abbotsford Airport

Stay tuned for further details in the days to come.

Questions? Please contact:

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PRESIDENT'S MESSAGE

It's all about Advocacy

One of the three foundational pillars of the "Chamber movement" is advocacy. Right now, this element of the Chamber's work is more important than ever. We know how critical our businesses are to our community and we need to ensure your voices are being heard at all levels of government.

With direct input from our network into the Prime Minister and Premier's offices regularly, and under the current COVID circumstances, weekly, we are making an impact.

Over the coming weeks, your Abbotsford Chamber will be reaching out to every member asking for your input and rally more messaging to our government. We also ask for your ongoing participation in the BC Mindreader platform. "Members provide insight into the BC economic landscape

and voice concerns and opportunities for BC businesses. Data gathered through Mind Reader is contextualized and shared with government. It informs our advocacy efforts and the policy process." (bcchamber.org/bcmindreader)

The Abbotsford Chamber is here to connect with you and to facilitate your information to help provide the best support we can to our businesses.

We are fiercely voicing the message that commercial rents/leases relief is needed for businesses and landlords. This is currently our number one advocacy issue. Something more must be done.

"The BC Chamber of Commerce is the largest and most broadly-based business organization in British Columbia.



Melinda Friesen
President

Representing more than 125 Chambers of Commerce and Boards of Trade, and 36,000 businesses of every size, sector and region of the province, the BC Chamber of Commerce is The Voice of Business in B.C." (bcchamber.org) Your Abbotsford Chamber is a part of it!

Stay strong and stay together Abbotsford. Keep communicating. You have our full support.

NEW BUSINESSES:

The Abbotsford Chamber would like to welcome the following businesses:

Becoming a member of the Abbotsford Chamber of Commerce provides substantial benefits to generate more business and reach the heart of your community.

- Harvir Mann, Clear Trust Mortgages - www.cleartrustmortgages.ca
- Mirage Parlour - www.mirageparlour.com
- Jessica Bugra R.Ac - www.jessicabugra.com
- OPEX Abbotsford - www.opexabbotsford.com
- Paragon Glass - www.paragonglass.net
- Tim Holman - Company of Young Professionals & Entrepreneurs
- Unlimited Perspective Coaching and Consulting - www.unlimitedperspective.ca
- Harji Farms Ltd. - 604-614-5511

UPCOMING CHAMBER EVENTS

APRIL 16TH - VIRTUAL TOWN HALL - MEMBER ENGAGEMENT WITH YOUR ELECTED GOVERNMENT REPRESENTATIVES

Thursday, April 16th • 11:30am - 1:00pm
Register and submit your questions at www.abbotsfordchamber.com

APRIL 17TH - ICE INTERNATIONAL E-COMMERCE ESSENTIALS

Friday, April 17th • 8:00am - 3:00pm
FREE registration at www.abbotsfordchamber.com

Save the DATES!

JUNE 19TH - AGRICULTURE BUS TOUR - TENTATIVE

Find out what makes Abbotsford the Agricultural Capital of Canada! Abbotsford farms and agri-business create over \$1.8 billion for our city's economy and generate over 11,300 jobs in Abbotsford.

SEPTEMBER 11TH-ANNUAL CHAMBER GOLF TOURNAMENT

Friday, September 11th Join us for the 33rd annual Chamber of Commerce Golf Tournament at Ledgview Golf and Country Club. Limited sponsorship opportunities are available. Registration opening soon!

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ABBOTSFORD

Join the Chamber's Virtual Townhall Engagement Event

In our current times of challenge, the Chamber continues to be your voice of business for the community. We are providing ongoing opportunities for our members and local business to engage and are looking forward to our first virtual townhall this Thursday, April 16 at 11:30 a.m.

Please join the Honourable Ed Fast, Member of Parliament for Abbotsford; Brad Vis, Member of Parliament for Mission-Matsqui-Fraser Canyon; Mike de Jong, Member of the Legislative Assembly for Abbotsford West; and His Worship Henry Braun, Mayor of Abbotsford for a discussion on the current Abbotsford business climate and solutions available.

This is the first in a series of planned virtual events that will be released. Please visit the Chamber website to register:
<http://business.abbotsfordchamber.com/events/>
Or contact events@abbotsfordchamber.com for assistance.

About the Abbotsford Chamber of Commerce – building and sustaining a thriving business community
The Abbotsford Chamber of Com-



TOWN HALL
MEETING

that reflect national standards of business excellence and best practices.

Membership gives access to a variety of benefits and services and an established organization with highly talented business people who are focused on the growth and development of the business community. The Abbotsford Chamber is widely recognized as being at the forefront of business advocacy and policy development, acting as a strong voice for its members.

Created to promote the interests of businesses in the City of Abbotsford, the Chamber has been an integral part of Abbotsford's growth and evolution for nearly as long as the city has existed.

merce is the region's leading member-driven organization that improves the effectiveness of doing business. Composed of over 700 members, it is the largest Chamber in the Fraser Valley, located in the fifth largest city in the province. As an accredited Chamber of Commerce, it is managed strategically with operations

CANADA'S

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PLAN
FOR EMPLOYEE
BENEFITS

The Chambers of Commerce Group Insurance Plan® gives you affordable, flexible insurance options, unbeatable guarantees, and value-added benefits.
See why over 25,000 business owners selected this plan!

Chambers of Commerce
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chamberplan.ca

TO
OUR

THANK YOU
VOLUNTEERS

The Reach is grateful to the incredible team of volunteers whose time and talent make it possible to deliver our events and programs year-round.

"I like volunteering at the Reach because in addition to the fact that my time spent at the Reach feeds my own interest in the arts, I also get to feel that I am a valued part of a wonderful team." - MARIAN FLODIN

32388 Veterans Way
604.864.8087 | thereach.ca

the reach

GALLERY MUSEUM

RAMINA AKHMETOVA
CHARLENE BATES
SIMRAT BHANGU
ANASTASIA BOYD
SAMANTHA BULLOCK
ANITA CHITALEY
RAYANN COUPER
KAREN CRAIG
AIRD FLAVELLE
MARIAN FLODIN
DOROTHY FRIESEN (JOHNSON)
ANN GILLARD
ANMOL HANS
KARI HARPER
DAPHNE HENSELWOOD
JOYCE HENSON
KAREN HOUG
JOAN HUNTER
JESSICA JOHNSON
GRACE (YOUJONG) JUNG
RACHEL KING
GUENTHER KRUEGER
OLESLIA LEFFLER
GLOMEROSE LUMBERA
DIANE LUU
ALYSHA MAHIL
TANNIS MCQUEEN
SHARON MITCHELL
KEMONE MOODLEY
DIANE MORAN
DONA PARKGLORIA PARK
JUSTIN (SEUNG-JU) PARK
JANICE RHODES
TRISH ROBERTS
DARIA RYZHOVA
JOHANA SALAZAR VILLANUEVA
REGINA SANTOS
MINJI SEO
LAURA SMITH
YERI SOHN
BOB STRAIN
MAI SWAN
FARAH SYED
TRICIA TAYLOR
ANNA TRONSON
DONNA VOGEL
MELISSA WIEBE
CHANG SEUNG (JIMMY) YANG
YOOJIN (SOFIA) YOON