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**Chamber of
 Commerce**
 abbotsford

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

A Call to Action for Abbotsford Businesses



We know all too well, the impact of local businesses goes beyond dollars and cents. They're what gives our neighbourhoods their character, and we're all invested in their survival and success. That is why **the Abbotsford Business Community Coalition initiated its Call to Action this week.**

We need your help, we need your hope, and we need to know how we can best help you on the road to economic recovery.

The Abbotsford Business Community Coalition (ABCC) was launched to align and coordinate efforts to support Abbotsford businesses during the COVID-19 pandemic, to lay the groundwork for economic recovery, and to inspire and mobilize optimism and economic confidence in the community. Our goal is to bring together the Abbotsford business community in a lasting partnership that is stronger, more resilient, and more united after COVID-19 has passed.

The ABCC launched www.abbylocals.com, where you can find more details on the ABCC's one-stop shop for information and resources on our three core programs. Here's how you can help:

Support for the **Abbotsford Business Boost program**, which includes

- an emergency relief fund for businesses at risk due to COVID-19
- peer-to-peer mentorship, and
- digital commerce business supports; such as the Support Local BC initiative

Your help as a mentor or your financial support toward grants of up to \$2,500 per recipient could make all the difference for a local business adapting to the current situation.

The ABCC has marshalled a core team to help coordinate resiliency and recovery efforts on behalf of the Abbotsford business community. As a coalition it has quickly raised \$50,000 and donated significant in-kind commitments and initiated an ongoing matching funding campaign from private sector companies and institutions.

Members of the community can help to make this work, whether that is as an engaged corporate citizen, a financial supporter, or an enthusiastic promoter.

Look for these other initiatives from the ABCC:

- **Support Local BC** - People and organizations can go to www.abbylocals.com/shop to support their favourite local businesses by buying gift cards now and redeeming them after COVID-19.
- **#WHATLOCALSDO Campaign** - the ABCC has rolled out a branded What Locals Do communications campaign to encourage people to think local, act local, shop local, and thank local frontline workers. Stay tuned for opportunities to participate in co-branded advertising at a discount!

For more information please contact: katerina@abbotsfordchamber.com or iennifer@downtownabbotsford.com.

**Abbotsford
 Business Community
 Coalition #WHATLOCALSDO**



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



Katerina Anastasiadis
EXECUTIVE DIRECTOR
katerina@
abbotsfordchamber.com



La Vonne Bandsma
OFFICE MANAGER
lavonne@
abbotsfordchamber.com



Matt Langdon
BUS. DEV. MANAGER
matt@
abbotsfordchamber.com



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

PRESIDENT'S MESSAGE

Let's do our part Abbotsford!

It is so exciting to hear through various mediums that many businesses are going to commence opening this week.

The urgency of getting businesses and workers back to work safely and efficiently is eminent. However, many companies are still going to be feeling the isolation as not all sectors are able to get back to work. Also, even in this next phase, those sectors that open need to have a plan. "Get back to work" means mandated plans and regulations by the government (via WorkSafe BC and the Health Authorities) that businesses need to implement before they can begin.

Businesses who are opening

must demonstrate due diligence so that the trend of re-opening our economy continues. Now is not the time to ease controls. Businesses need to do this not only for their own well-being, but also to support the rest of businesses as the road to recovery begins. This means discipline and new ways of operating, particularly if they are not familiar with many of the standard operating procedures that 'essential' services have had to implement in Phase One.

Another way we can help businesses continue to open is to demonstrate their importance in our community. #ShopLocal

is the new mantra for



Melinda Friesen
President

many communities. The Abbotsford Chamber is supporting this focus by partnering in the Abbotsford Business Community Coalition (ABCC). The ABCC recently launched a platform for local businesses to sell and purchase gift certificates and will be offering emergency business grants for small business starting next week. Check out this platform at abbylocals.com. Abbotsford, despite the challenges, there are awesome things happening in our city!

UPCOMING CHAMBER EVENTS

MAY 26TH
11:30AM-12:30PM

NAVIGATING YOUR BUSINESS ON THE ROAD TO RECOVERY

Register at **www.abbotsfordchamber.com**
For more information.

SEPTEMBER 11TH
ANNUAL CHAMBER GOLF TOURNAMENT

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!