

# 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

The Abbotsford Chamber of Commerce is pleased to be speaking in the upcoming international and multi day virtual forum, "Innovation Crisis" hosted by Conexkt Innovation Studio. Conexkt Days is taking place between November 23-27 featuring global speakers and participants from Sion CH (Switzerland), Zurich CH (Switzerland), Beijing China, San Francisco USA, Vancouver Canada, and Abbotsford Canada.

It promises to be a learning journey through short insightful presentations followed by interactive dialogue and questions where team members of Conexkt will share their reflections on the state of innovation, in conversation with presenters and keynote speakers.

The educational and interactive sessions will provide entrepreneurs, innovators, scientists, policymakers, and those interested in these topics an opportunity to attend, ask questions, and connect with other thought leaders. Participants will be given ideas and tools to help innovate and grow amidst these ever-changing environments.

Executive Director Katerina Anastasiadis, will be participating in the session "Creating Innovative Ecosystems" and speaking to the essential public policy, related stakeholder components and dynamics required to come together for innovation. "I am really looking forward to the discussion and virtual platform," said Anastasiadis. "Innovation is critical for our economy and business to thrive, especially now more than ever. Our very own City of Abbotsford is positioned to be an internationally known jurisdiction for the kinds of innovative initiatives we are developing... It is fitting that along with me will be a presentation from Gavin Dew Chief Strategist of the Abbotsford Tech District which is a prime example." Don't miss this session on Monday, November 23rd from 11:30am to 12:30pm PST. Local success, entrepreneur and community leader Joshua Vanderheide, Founder of Fieldhouse Brewing Co. is also a keynote speaker in the program, on November 27 at 12:30pm PST. He will be speaking in the session, "The Future of Food" another one you won't want to miss!

#### About Conexkt:

**Conexkt is a global innovation studio**

**We design, build, and deploy. We transform your ideas into impactful projects.**

**We are entrepreneurs and social innovators, scientists and storytellers.**

We aim to be a drive for positive social, economic and environmental change. At Conexkt, we bring together thoughtful and like-minded people,

thinkers and doers, to act for the benefit of society. Driven to have a positive impact for our communities, we have a strong local anchorage, while being mindful that the challenges our world

is facing are global. We empower people and projects that want to make a difference, redefining what values like success and failure should be.

<https://conexkt.world/>

SION CH • VANCOUVER CA • ZURICH CH  
ABBOTSFORD CA • BEIJING CN • SAN FRANCISCO US



## INNOVATION CRISIS

JOIN US ON A LEARNING  
JOURNEY

20:30 PM CET  
11:30 AM PST

NOV  
23-27

REGISTER FOR OUR ONLINE EVENT  
CONEXKT.WORLD/2020

conexkt

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**BE PART  
OF A  
THRIVING  
MEMBERSHIP**



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**EXECUTIVE DIRECTOR'S MESSAGE**

The holiday season is coming and the feeling is growing. You can't help but notice that it is certainly upon us when looking around in our neighbourhoods, the community, and at the shops and businesses around town. We know that this year is not like the last but let's all take some time in the days to come to appreciate what we can do and enjoy this season. Let's give back to our community and to each other by staying safe, by re-committing to operate our businesses responsibly and by supporting local, homegrown products and services. Your local business owner and operators are bound to have a smile on their face, to continue to serve you as they have in years before. Although, some holiday attractions may not be the same or even permitted, challenge yourself to think of different activities or opportunities to enjoy and for the businesses what might you offer your clients as new experiences or products. Maybe you have never taken a leisurely walk in our Historic Downtown district or visited a local artisan market? Whatever you do when you are enjoying local markets this year take a moment to appreciate what you may have never discovered in the same way before. Christmas and the holiday season is about families, community and giving to those in need. Are you aware that Abbotsford is the most charitable city in Canada? Let's continue to spread the love and kindness this year in our city, let's remember our sacrifices and challenges and continue to give back and build our businesses and families, together.



**Katerina Anastasiadis**  
Executive Director

Join our e-newsletter list by emailing: [communications@abbotsfordchamber.com](mailto:communications@abbotsfordchamber.com) or follow us on social media to stay connected and engaged with the Chamber.

**NEW MEMBERS:** Shaan's Trucking Limited – 604-621-1342

**UPCOMING EVENTS:**

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

**Wednesday, December 9**  
**Annual Mayor's Christmas Luncheon & Address**  
**Clarion Hotel & Conference Centre**  
**11:30am-1:30pm**

For more information and registration, go to [www.abbotsfordchamber.com/events](http://www.abbotsfordchamber.com/events).

## Last Call for Company of Young Professionals & Entrepreneurs Council



Dear under 40 members, if you have not already expressed interest in our new Company of Young Professionals and Entrepreneurs (CYPE) Council we are reminding you now with a last call for this next year's opportunity! Information sessions on the CYPE Council were held on Wednesday,

November 4th and are available for viewing on the Chamber's website so you can obtain more details there. The first meeting of the CYPE Council will be within the next 2 weeks so don't delay.

The Chamber is reaching out to you, to help build the next generation of leaders and business in our community and region.

By serving on the Council you can demonstrate leadership in our community and for your peers.

The Council will help our CYPE achieve their aspirations, professional and business development goals and making vital connections.

**A new group is emerging and we need your help to shape its direction for ultimate success!**

Email: [CYPE@abbotsfordchamber.com](mailto:CYPE@abbotsfordchamber.com) for more information, to be added to our distribution list,

or to indicate your interest in the Council and our upcoming meeting OR Contact Executive Director, Katerina Anastasiadis  
604-859-9651

### About the CYPE

The Company of Young Professionals & Entrepreneurs (CYPE) is a popular, new program of the Abbotsford Chamber dedicated to under 40 members to provide leadership and career and professional development opportunities, mentorship, business and entrepreneurial connections and supports. The program enables meaningful relationship building and peer to peer socials. There are both CYPE member exclusive and non-exclusive events and opportunities throughout the year as well as special benefits for CYPE members. The program is directed under the leadership of the CYPE Council.

## Selling in Times of Uncertainty

December 2, 2020

11:30 AM - 12:30 PM PST



Join the Abbotsford Chamber of Commerce and John Glennon of Sandler Training for an exciting webinar on 'Selling in Times of Uncertainty'. During this training you will learn the following:

- How to create key performance metrics to help measure your success
- How to develop your sales techniques
- Effective use of email and social media
- How to target your ideal clients
- How to develop your personal formula for sales success
- Identify key metrics to sales success
- Adjust and adapt to quickly bond with prospects
- Drive value vs price conversations



Speaker: John Glennon

Register: [abbotsfordchamber.com/events](http://abbotsfordchamber.com/events)

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

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

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