

## October is small business month | Become a gov't supplier

October 1 will once again mark the start of Small Business Month across BC. Now in its fifth year, the month long event is intended to celebrate and recognize the contribution of small businesses to the BC economy and our local communities.

The celebration is used to draw attention to the organizations and groups that help small business owners across the province and highlight the programs and resources that are available to entrepreneurs.

With many activities and events taking place across the province, it is a time when small business owners and operators can take time to discover a new direction or find new ways to improve their operations, expand their network and grow their business.

See the **Upcoming Events** (at right) to see what the Richmond Chamber of Commerce is running for Small Business Month.

To reserve your spot to any of our events, please visit [richmondchamber.ca](http://richmondchamber.ca) or contact Carol Young, 604-278-2822 or [caroly@richmondchamber.ca](mailto:caroly@richmondchamber.ca)



**Stephen P. Jagger, founding partner of Reachd.com will conduct a Power Hour seminar on Oct. 17.**



**Share a lunch and an economic briefing with Craig Wright, Senior Vice President, Royal Bank on Oct. 19.**



Have you considered providing products or services to the Government of Canada? Chances are you if you have thought about it, you have dismissed it thinking that your business is not relevant to the government, however most of the time this assumption is wrong.

### Types of Goods and Services

Due to the wide and varied nature of work which government employees perform – from RCMP officers to armed forces, from street cleaners to administration staff – the Government of Canada purchases a wide variety of goods and services every year.

With the help of Public Works and Government Services Canada (PWGSC), the government's common service provider and main purchaser, the federal government spends approximately \$15 billion a year on goods and services ranging from airplanes to paperclips, as well as a wide variety of services.

### Who Wins Government Contracts?

Another common misconception is that only big businesses win government contracts, however in 2009/10 over \$776 million new contracts were awarded by PWGSC to BC and Yukon small and medium enterprises (SME's) alone.

### How to Start Working with the Government

Now that you know that you can work with the government, where should you start?

Buyandsell.gc.ca is the government's new user friendly procurement website which pulls together opportunities from Contracts Canada and PWGSC. The site's content is based on a five-step process with detailed guides and video to help you understand the steps for doing business with the government. The site is the main location to find information about doing

**See Doing Business, on page 23**

## Upcoming Events

### September

#### THURSDAY, SEPTEMBER 29

#### Lunch with Paul Barber, CEO Vancouver Whitecaps FC

Registration: 11:30,  
Lunch: Noon-1:30 pm  
Sheraton Vancouver Airport Hotel,  
7551 Westminster Hwy.  
Elmbridge Room  
Tickets Members \$35 +HST  
Non Members \$45+HST

### October

#### WEDNESDAY, OCTOBER 12

#### Strictly Networking Breakfast 2011

Richmond Country Club,  
9100 Steveston Hwy.  
Registration & Breakfast: 7-7:30am,  
Networking: 7:30-9am  
Tickets: Members \$15+HST  
Non-Members \$25+HST

#### OCTOBER 16 - 23

#### Small Business Week

#### MONDAY, OCTOBER 17

#### Power Hour Seminar

with Stephen P. Jagger, Founding Partner of Reachd.com; followed by Lunch Sponsored by BDC.  
Registration: 11am,  
Seminar: 11:30-12:15,  
Lunch: 12:15-1:30pm  
Sheraton Vancouver Airport Hotel,  
7551 Westminster Hwy.  
Tickets: Members \$45.00 + HST  
Non-Members \$55.00 +HST

#### WEDNESDAY, OCTOBER 19

#### Lunch & Economic Briefing

with Craig Wright, Senior Vice President, Royal Bank.  
The Fraser Room, River Rock Casino Resort, 8811 River Road. Call Carol Young, 604-278-2822 for ticket information.

#### WEDNESDAY, OCTOBER 26

#### Business After 5

Join us for a great "Members Only" Networking experience with our hosts Boston Pizza Ackroyd, 8100 Ackroyd Road, 5-6:45 pm  
**Note: Reservations are required for all Chamber Events**



### The Richmond Chamber Of Commerce • Published Monthly

The Richmond Chamber of Commerce has been "Proudly serving our community for since 1925". In partnership with the *Richmond Review* the Chamber produces *Business Report* once per month. The statements and views expressed in this monthly publication are not necessarily those of the publisher. This publication's intent is to keep Chamber members and prospective members informed on important information, events and educational items. The Richmond Chamber of Commerce is located at Suite 101 - South Tower - 5811 Cooney, Road, Richmond, BC, V6X 3M1.

#### CHAMBER PARTNERS:

Beavis, Wong & Associates  
Vancouver Airport Authority

#### CORPORATE PARTNER:

RBC Royal Bank

For more information and to reserve for the events, please phone 604-278-2822; Email: [rcc@richmondchamber.ca](mailto:rcc@richmondchamber.ca) or see us online: [richmondchamber.ca](http://richmondchamber.ca)

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# Five tips for being authentic in social media

When jumping into the world of social media, most business owners have one intention in mind: sell, sell, sell... and for a good reason! The

world of social media is a great place to reach out, to increase your market, and to develop relationships with new and existing customers. However, this is not the place for

direct sales; to succeed in social media you must be authentic and provide value to the online community. Sometimes though, this is easier said than done; so here are five tips to help you succeed in social media.

## 1. Show off

## your expertise

There are two main reasons why people will pay attention to you on social media:

- They care about your company/service/product/industry; or
- They want to know more about

your company/service/product/industry.

This is a great opportunity to indulge your potential clients' interests by showing off your expertise about your product or service and the industry as a whole. Social media is about knowledge sharing and by doing just that you will help build trust in your company while showing others the value in your business. You will also be creating brand awareness.

## 2. Be the face of the business

You've started a business and built it up to what it is today; every aspect of the business is a reflection of you and your online profile is no different. People want to get to know the person responsible for

the business, so having someone else tweeting and responding to Facebook posts on your behalf will only hurt your reputation. Your customers can tell if you're not being authentic and representing your own beliefs and ideas.

## 3. Give and take

Most experts will suggest spending time observing social media before jumping right in; this will help you get to know the lay of the land so you understand what's effective and what's not before you start posting updates. But once you do start participating, it's important to not just fire messages out there, but to manage a fine balance of give and take. You can do so by continually searching

for conversations about your company and commenting on what they have to say, especially if it's negative. Always respond as quickly as possible to questions or comments that are directed at you and your business. Be sure to search out loyal customers online and thank them for their patronage. And you can also reward your followers by offering discounts, or first access to a new product or service to those who follow your social media accounts.

## 4. Build a community

There is nothing that brings people together like a common goal, interest or cause, and social media is a fantastic way build that community. If you're a photographer, start a LinkedIn Group to talk about specialized photography techniques and a Flickr account to share photos. If you own an event planning company, start a blog and post video clips while encouraging others to also share their event planning tips and videos of their successful parties. By using social media to bring together a group of people with common area of interest, you and your business will receive recognition while establishing yourself as a trusted source for information.

## 5. Once you start, don't stop

Before jumping online and setting up a Twitter account or a Facebook page for your business, think very strategically about what you want to do with social media, if managing it is realistic, and whether the benefits will outweigh the time it will take up. Getting on social media is like a marriage, and you need to think about whether this is something you want to get into a relationship with long term. Customers can lose trust in your business if, down the road, you decide to close you account or if you get busy and just stop making updates, so make sure you are ready to commit.



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WE'LL BE IN RICHMOND TO EXCHANGE YOUR OLD METER WITH A NEW SMART METER.

BC Hydro will begin upgrading homes and businesses with new smart meters. Moving to a more efficient, modernized grid will create immediate savings for you, and it will help us all enjoy safe, reliable, and more affordable power for decades to come.

Here's what you can expect:

- Typically, meter installation will take place Monday to Friday from 8:00 a.m. – 8:00 p.m. PST.
- Meter installers will have BC Hydro and Corix logos on their trucks and uniforms, and photo identification badges.
- You don't need to be home, as long as we have safe and clear access to your meter—please remove any physical modifications that prevent a meter exchange.
- In most cases, the exchange will take less than 10 minutes.
- You will experience a brief power interruption, in most cases it will last 60 seconds.



For more information about the smart meter installation process, visit [bchydro.com/smartmeterinstall](http://bchydro.com/smartmeterinstall).

For 50 years, BC Hydro has been providing clean, reliable electricity to you. Today we are planning for the next 50 years by investing in new projects, upgrading existing facilities and working with you to conserve energy through Power Smart.



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# Welcome New Members

**Anything Concrete Inc.**  
#146, 15168 - 36th Avenue  
Surrey, BC V3S 0Z6  
Phone: (604) 690-7023  
Contact: Neil Lambert

**Immediate Images Inc.**  
16028 Delsey Place  
South Surrey, BC V3S 0J1  
Phone: (604) 475-4195  
Contact: Casey Jones

**Revitalize Integrated Medical Centre**  
3331 No 3 Road  
Richmond, BC V6X 2B6  
Phone: (604) 273-4342  
Contact: Pamela Barinoff

**Blue Marble Architecture**  
208 - 11121 Horseshoe Way  
Richmond, BC V7A 5G7  
Phone: (604) 275-2277  
Contact: Gary Fields

**Ingram Micro Canada**  
7451 Nelson Rd.  
Richmond, BC V6W 1L7  
Phone: (604) 276-8357  
Contact: Geoff Watts

**RM Building Maintenance**  
115 - 8900 Citation Drive  
Richmond, BC V6Y 3A3  
Phone: (604) 318-6471  
Contact: Milada Klimova

**Compu 2000**  
1910 - 4151 Hazelbridge Way,  
Aberdeen Centre  
Richmond, BC V6X 4J7  
Phone: (604) 248-3833  
Contact: Franklin Leung

**Interior Space Enterprises Inc.**  
#300 - 5900 No. 3 Road  
Richmond, BC V6X 3P7  
Phone: (604) 232-9111  
Contact: Andy Chan

**Simply Self Storage Inc.**  
8211 Sea Island Way  
Richmond, BC V6X 2W3  
Phone: (604) 214-9494  
Contact: Anil Sunderji

**Forest Lawn / Ocean View Funeral Homes and Cemeteries**  
3789 Royal Oak Ave  
Burnaby, BC V5G 3M1  
Phone: (604) 299-7711  
Contact: Brian Boyle

**MLK Properties Ltd.**  
10491 Springwood Crescent  
Richmond, BC V7E 1X5  
Phone: (604) 288-2667  
Contact: Lloyd Kinney

**Small Army Contracting Inc.**  
8583 - 109B St.  
North Delta, BC V4C 4H4  
Phone: (604) 454-8711  
Contact: Matt Small

**Greener Print Solutions Inc.**  
Unit 130 - 2981 Simpson Road  
Richmond, BC V6X 2R2  
Phone: (604) 473-3637  
Contact: Jason Gagne

**NuEra Nutraceutical Inc.**  
150-11780 Hammersmith Way  
Richmond, BC V7A 5E9  
Phone: (604) 271-8868  
Contact: Gordon Chen

**T.S. McKenzie Insurance Agencies Ltd.**  
180 - 4200 No. 3 Road  
Richmond, BC V6X 2C2  
Phone: (604) 270-0168  
Contact: Johnny So

**Harvest / Cultural Tours**  
110 - 8877 Odlin Crescent  
Richmond, BC V6X 3Z7  
Phone: (604) 214-8866  
Contact: Allan Ngan

**Organo Gold Enterprises**  
3150 - 6191 Westminster Hwy  
Richmond, BC V7C 4V4  
Phone: (778) 297-7724  
Contact: Shella Chua

**Trainwest Management Consulting Inc. Sandler Training**  
#110 - 4170 Still Creek Drive  
Burnaby, BC V5C 6C6  
Phone: (604) 291-1272  
Contact: Randy Hnatko

**Pacific Sino Logistics Ltd.**  
#217/218 - 4451 No 3 Road  
Richmond, BC V6X 2C3  
Phone: (604) 757-0099  
Contact: Alan Zhao

## Around The Chamber

### Cops For Cancer Fundraiser

- On Wednesday, September 28/ 2011, the Cops for Cancer Tour de Coast will ride through and stay in Richmond. For more information visit [www.copsforcancerbc.ca](http://www.copsforcancerbc.ca)

### Building Sustainable Communities

conference is just around the corner! Check out the Program at a Glance, list of speakers (that's growing weekly), online registration, and sponsorship package to see how you can be involved in this must-attend event that will feature more than 250 speakers and industry experts! The deadline for early bird registration is December 1 [www.freshoutlookfoundation.org/events/bsc/2012](http://www.freshoutlookfoundation.org/events/bsc/2012)

### IMRIS Inc. (NASDAQ:IMRS) (TSX:IM)

and MacDonald, Dettwiler and Associates Ltd. (TSX:MDA) announced an agreement for the final phases of collaborative development of IMRIS's MR guided surgical robot, building on the development work the two companies have completed to date.

### RCD's Annual Signature Fundraiser

is coming! On Saturday, October 15 the Richmond Centre for Disability (RCD) will be holding our signature annual fundraiser. This year's event - Western Roundup, will be bigger and better than ever as we continue to make the dreams of people with disabilities come true through your support and for more information visit [www.rcdrichmond.org/NewsAndEvents/Gala2011/2011Gala.php](http://www.rcdrichmond.org/NewsAndEvents/Gala2011/2011Gala.php)

**With Glowing Hearts** celebrates Canada's service men and women as a prelude to Remembrance Day. On Nov 4, at 7:30pm the Band of the 15th Field Regiment, the Royal Regiment of Artillery will present, in concert, at the Gateway Theatre, "WITH GLOWING HEARTS". Tickets are \$20.

### Richmond Youth Service Agency

— Return to Work Employability Program Opportunity for Employers. Who is this for? Employers who have a work-experience placement available. What will you get? Employers may be eligible to receive: work-experience participant with skills to match employer's needs, wage subsidy for on-the-job training and opportunity to train and work with a possible new employee. For more information and to register, please contact Camille at 604 271 7600 Ext 669 / 604 897 8634 (cell) or visit our website at [www.rysa.bc.ca](http://www.rysa.bc.ca)

### "EXPERIENCE THE ARTS"

AT LANSLOWNE CENTRE DURING CULTURE DAYS. The Community Arts Council of Richmond (CACR) is proud to participate in the 2011 Culture Days, a free, national grass roots arts and culture event that is being celebrated in every province and territory in Canada this fall. The CACR will be presenting a free 2-day event called "Experience the Arts": 10:00-6pm on Oct 1 & 11am-6pm on Oct 2 at Lansdowne Center. Further Information: Margaret Stephens - 604-241-4091 - [cacrinformation@shaw.ca](mailto:cacrinformation@shaw.ca) or visit [www.richmondartscouncil.org](http://www.richmondartscouncil.org)

## DOING BUSINESS, from page 21

business with the Government of Canada.

Once you have registered to become a government supplier via the Buy and Sell website, it is essential that you proactively promote your business as a supplier. Let them know what goods and services you have and why you should be their supplier. Learn about how to promote your business and find government contacts using Buy and Sell's Promote Yourself page.

Register now via Buy and Sell's Supplier Registration Information system. **Need Some Help?**

The Office of Small and Medium Enterprise's (OSME) is dedicated to helping small businesses successfully compete for government business by working to reduce barriers and simplify requirements.

For help understanding the government's procurement process including identifying opportunities and how to bid for government business opportunities contact your local OSME office: email: [osme-bpme-pac@pwgsc-tpsgc.gc.ca](mailto:osme-bpme-pac@pwgsc-tpsgc.gc.ca) or call 1-866-602-0403 (toll free).

**Ask the Expert how to do business with the federal government**

Small Business BC is offering free one-to-one consultations with a Supply Officer from Public Works and Government Services Canada as part of the Ask the Expert series. Free consultations will take place at the Small Business BC offices in Waterfront Station, Vancouver or via Skype on August 23rd, 2011.

These 30 minute sessions allow you to ask the specific questions about the purchasing process, where to find opportunities and how to respond to proposals.



RICHMOND  
COMMUNITY  
FOUNDATION

## Richmond Orchestra & Chorus



Richmond Community Foundation is proud to support the Arts & Culture groups of Richmond. Congratulations to the Richmond Orchestra and Chorus on their 26th concert season. Their next concert takes place on Saturday October 29, 2011 at 7:30 p.m. The Rising Stars - Halloween edition at the Richmond Pentecostal Church featuring violinist Kevin Ng.

Over the past 21 years, the Richmond Community Foundation is pleased to have provided support for a number of arts and cultural groups and organizations like:

Britannia Shipyards  
Green Thumb Theatre  
Gulf of Georgia Cannery  
Richmond Art Gallery  
Richmond Gateway Theatre  
Richmond Music School  
Richmond Public Library  
Steveston Historical Society  
Community Arts of Richmond

British Columbia Choral Federation  
Canadian Vocal & Performing Arts  
London Heritage Farm  
Richmond Community Concert Association  
Richmond Orchestra & Chorus  
Richmond Multicultural Seniors Society  
Richmond Youth Orchestra Society  
Steveston Community Society  
Peking Opera Society of Richmond

Thank You to everyone who contributes to the Arts & Culture of Richmond.

Working to make Richmond a better place to Live, Work, LEARN and Play.

Visit us at [richmondfoundation.org](http://richmondfoundation.org)



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